NEW FRONTIERS of SUSTAINABLE TOURISM

Italy Pavilion, Expo 2020 Dubai
10th January
Time: 16.00
The pandemic dramatically hit tourism, with a drop of 73% year-to-date worldwide of International Tourists Arrivals. The minimum was reached in April with a peak of -97%. These sharp downturns significantly damaged Italy and UAE’s economies.

In Italy, Tourism contribution to Italy’s GDP accounted for 13.1% of GDP in 2019: this percentage shrank to 7.0% after the Pandemic. Dubai’s economy relies on tourism for 46% of its GDP, with a contribution of 48% to total employment.

Notwithstanding the dramatic consequences of the Pandemic on Tourism economy, this new season of recovery represents our best opportunity to rethink Tourism development model.

Italy and the U.A.E. economies decisively rely on tourism and could lead this new approach to the tourist’s experience.

This event proposes to offer a unique platform to convene policy solutions and broker partnerships for the future of the sustainable travel & exploration. The new frontiers in tourism will be explored, both in terms of considering innovation in environmental and sustainable models of travel as well as in the exploration of new destinations.

The international forum will explore the 3 main components of touristic chain:

**SUSTAINABLE AND SAFE TRAVEL**

Airports, cruise terminals and international train stations offering a range of intermodal connections act as major hubs for moving tourists, and are usually located in or near major cities such as Rome, Milan, Dubai and Abu Dhabi. How the development of intermodal hubs and gateways, can help attract, manage or direct visitor flows while facilitating a shift to more eco-friendly transport options? Moreover, health and safety are paramount in this new era. Personal experiences, advice from experts, and concerns for distancing will guide consumer behaviour in the short- to mid-term. How Governments and Businesses can collaborate even more closely with their extended value chains to ensure readiness and the implementation of likeminded health and safety protocols?
DIGITAL EXPERIENCE

COVID-19 is proving to be a catalyst in the Travel & Tourism sector’s quest for innovation and the integration of new technologies. Amid stay-at-home orders, digital adoption and consumption are on the rise among others, as a basic prerequisite for a safe and seamless travel experience.

How the benefits offered by **Cloud platforms for Mobility as a Service, from data analytics and IoT solutions**, can encourage the adoption of new models of tourism experience, by enhancing the artistic and cultural heritage as well as undiscovered destinations?

**How Internet of Things (IoT) technology** can help to ease traveler concerns regarding personal health and wellbeing, while allowing travel and tourism companies to collect a wealth of data for a range of internal and external benefits?

EXPERIENTIAL AND SLOW JOURNEY

The outbreak has increased environmental awareness among consumers. As travelers seek to make a positive difference when travelling, sustainable tourism will become more prevalent. Unknown and undiscovered destinations that protect nature (small villages), or offer an insider view into wildlife, will attract a steady following.

With the special participation of Vittorio Brumotti, the session will showcase the most significant experiences and initiatives in Italy on the new forms **slow inspirational tourism and soft mobility**, fueled by new models of urban and social regeneration and cultural participation.
Agenda

Moderator: Costantino D’Orazio, RAI TV Art Historian

16.00-16.20
OPENING ADDRESSES
H.E. Massimo Garavaglia, Italian Minister for Tourism
H.E. Ahmad Belhoul Al Falasi, Minister of State for Entrepreneurship and SMEs*
Issam Kazim, CEO Dubai Tourism and Commerce Marketing*
H.E. Saood Abdulaziz Al Hosani, Undersecretary, Abu Dhabi Department of Culture & Tourism*

16.20 -17.00
PANEL DISCUSSION “SUSTAINABLE AND SAFE TRAVEL”
Alessandra Priante, Director Regional Department of Europe at World Tourism Organization [virtual]
Hamza Mustafa, COO of P&O Marinas (DP World)
Armando Brunini, CEO Aeroporti di Milano – SEA [virtual]
Paul Griffiths, CEO Dubai Airports*
Tony Douglas, CEO Etihad*
Rossella Carrara, Vice President Corporate Relations and Sustainability, Costa Crociere [virtual]

17.00 - 17.30
PANEL DISCUSSION “DIGITAL EXPERIENCE”
Giorgio Palmucci, President ENIT
Lāth Carlson – Executive Director, Museum of the Future*
Carlo d’Asaro Biondo, CEO Noovle
Quang Ngo Dinh, CEO Olivetti
Renzo Iorio, CEO & Director General NUGO, Ferrovie dello Stato [virtual]

17.30 – 18.00
EXPERIENTIAL AND SLOW JOURNEY
Patrizia Lombardi, President of the Italian Universities Network for Sustainable Development [virtual]
Rosalaura Romeo, Mountain Partnership Secretariat officer [virtual]
Yuri Basilicò, Va’ Sentiero [virtual]
I Luoghi del Cuore FAI
Special Guest
Vittorio Brumotti

18.00
NETWORKING COCKTAIL