



United Nations
Educational, Scientific and
Cultural Organization



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EU-China High Level Conference on World Heritage and Sustainable Tourism

Tourism and Culture Fostering Sustainable Development and Intercultural Dialogue

29 October 2018, Paris
Room IV, UNESCO headquarters

Organized by UNESCO, supported by the European Union



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This international conference will explore new models for collaboration between the European Union and China focused on World Heritage. This one-day event will showcase the EU co-funded UNESCO/National Geographic "World Heritage Journeys in the EU" project.

The conference will go beyond the theoretical partnership models for tourism and culture to demonstrate how World Heritage sites can increase their visibility and improve their touristic offer by setting trans-regional itineraries. It will present practical innovations in terms of integrated approaches to sustainable tourism development, joint governance of routes between WH sites, etc.

It will also look at how EU and China's World Heritage sites are leveraging sustainable tourism to enhance the conservation and promotion of World Heritage sites and enhance growth and well-being of local communities.

Languages: simultaneous interpretation will be provided in English, French and Chinese



Programme

- 9.00 - 9.30 **Registration and welcome coffee**
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- 9.30 - 10.15 **High-level opening remarks**
- Mr Qu Xing, Deputy Director-General of UNESCO
Ms Elżbieta Bieńkowska, European Commissioner
Mr Mu Yuwei, Representative of the Ministry of Culture and Tourism of the People's Republic of China, Director of the China National Tourist Office in Paris
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- 10.15 - 10.30 **World Heritage and the Sustainable Development Agenda**
- Ms Mechtild Rössler, Director, UNSECO World Heritage Centre
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- 10.30 - 10.40 **Group photo**
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- 10.40 - 11.10 **Keynote Address**
- Ms Catherine Pégard, President of the Public Establishment of the Palace, Museum and National Estate of Versailles
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- 11.10 - 11.25 **Guest Media Presentation: The social media, friend or foe?**
- Ms Fu Xiaotian, Producer/Presenter Talk with World Leaders, Phoenix TV, Hong Kong; Image Ambassador of "Welcome Chinese"
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- 11.25 - 12.20 **Panel 1: Tourism Marketing in China and in the EU - changing how people experience World Heritage destinations**
- World Heritage has become a global brand and a major drawcard for tourism – and with this brings both challenges and opportunities. This session will look at how destinations are marketing World Heritage in both China and the EU and the changing trends in visitor experience from both the supply and demand perspective.
- Moderated by:**
Mr Eduardo Santander, CEO, European Travel Commission (ETC)
- Speakers:**
Mr Philippe Bélaival, President of the National Monuments Centre, France
Ms Malin Westling, Chief Corporate Communications Officer, Visit Sweden
Ms Xiao Shizhen, Government Advisor on World Heritage Management and Associate Professor Guizhou Normal University
Ms Leila Costa, Commercial Promotions Manager, Parques de Sintra
Ms Abigail King, Travel Blogger, 'Inside the Travel Lab'
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- 12.20 - 12.30 **National Geographic UNESCO Partner Presentation: World Heritage Journeys of the EU**
- Ms Annabelle Canwell, Senior Vice President, Global Partnerships National Geographic and Mr Frank Biasi, Director of Digital Development & Travel Programs, National Geographic Maps. Overview of National Geographic's partnership with UNESCO, its official travel channels and the VisitEUWorldHeritage.com web





12.30 - 14.30 **Lunch at the UNESCO Restaurant** (*by invitation*)

14.30-15.30 **Panel 2: Understanding Cultural Travellers – China-EU flows**

This session will take a deeper look at the cultural traveller segment. European Travel Commission data shows that this fast-growing segment now represents around 4 out of 10 arrivals in Europe. China has over 50 World Heritage sites and cultural tourism is now a national priority. How can the EU and China capitalise on this growing segment, without threatening the integrity of World Heritage and its local communities? And can we really influence the way people travel?

Moderated by:

Mr Chris Seek, CEO, Solimar International

Speakers:

Mr Jing Feng, Chief of Unit, Asia and the Pacific, UNESCO World Heritage Centre

Mr Diego Acuna, Head of Destination Marketing – EMEA, Travelport

Mr Fan Yibo, Chinese World Heritage Travel Blogger

Mr Bastien Delapré, Regional Manager TripAdvisor Experiences

Ms Zhang Guangwei, Director, Cultural Heritage Conservation Centre of Beijing
Guowenyan

15.30-16.30 **Panel 3: EU/China Tourism and Cultural Collaboration**

2018 has been an important year for EU/China tourism. The results thus far have demonstrated the great potential for collaboration in tourism and culture between the EU and China. Looking beyond 2018, what should be the priorities for maintaining cross-cultural ties and visitor flows between the EU and China? How can public-private partnerships play a role in supporting cultural tourism as a vehicle for economic development?

Moderated by:

Mr Peter DeBrine, Senior Programme Officer, World Heritage and Sustainable Tourism, UNESCO

Speakers:

Mr Eric Philippart, Special Counsellor Responsible for 2018 EU-China Tourism Year, European Commission

Mr Jacopo Sertoli, President, Welcome Chinese

Ms Nadine Koszler, Marketing & Communications Manager, Eurail Group

Ms Olivia Ruggles-Brise, Director of Policy and Communications, World Travel and Tourism Council (WTTC)

Mr Wei Zhihong, Market Director, UnionPay International

16.30-17.00 **Closing Remarks**

Mr Ernesto Ottone Ramirez, Assistant Director-General for Culture of UNESCO