



Prague, Czech Republic
11. May 2025

Program: World Tourism Forum 2025

Sunday, 11 May 2025

- 12:00 – 18:00 **Registration**
Location: Prague Congress Centre, ground level (entrance n. 10)
- 12:00 – 18:00 **Study visits of Prague**
- 18:30 – 22:00 **Welcome reception**
Location: National Technical Museum
Dress code: cocktail attire

Monday, 12 May 2025

- 09:00 – 10:00 **Registration and refreshments**
Location of registration: Prague Congress Centre, ground level (entrance n. 10)
- 09:45 – 10:00 **Family photo**
VIP panelists, Heads of Delegations
- 10:00 – 16:15 **Forum (all panels) moderated by Jakub Železný**
Location: Prague Congress Centre, second level (Forum Hall)
- 10:00 – 10:33 **Opening of the conference – opening speeches**

Petr Kulhánek, Minister of Regional Development of the Czech Republic
Zurab Pololikashvili, Secretary-General of UN Tourism
Apostolos Tzitzikostas, European Commissioner for Sustainable Transport and Tourism (video message)
- 10:33 – 12:02 **1st panel discussion (high-level)**
Future Trends and Technologies in Travel and Tourism

The discussion of this high-level panel will highlight innovative advancements shaping the future of the industry such as artificial intelligence, sustainable practices, smart tourism solutions, and digital transformation, addressing their potential to enhance visitor experiences, promote inclusivity, and drive economic growth. Government Officials will share insights on policy frameworks and collaborative strategies to harness these advancements while navigating challenges like climate change, ethical considerations and global connectivity. The aim of this panel is to foster collaboration, inspire innovation, and equip professionals with the tools to navigate a rapidly evolving travel landscape.



Antonio López de Ávila, Director of Innovation, Education, and Investment UN Tourism (Introductory Keynote)

Miroslav Borshosh, Bulgaria, Minister, Ministry of Tourism

Nathalie Delattre, France, Minister Delegate for Tourism, Ministry of the Economy, Finance and Industrial and Digital Sovereignty

Haim Katz, Israel, Minister, Ministry of Tourism

Abdulla bin Touq Al Marri, United Arab Emirates, Minister, Ministry of Economy

John Alexander Ramos Calderón, Colombia, Vice Minister, Ministry of Commerce, Industry and Tourism

Jan Fluxa, Czechia, Deputy Minister, Ministry of Regional Development

Ana Carla Machado Lopes, Brasil, Vice Minister, Ministry of Tourism

12:02 – 12:17

Start-ups Pitches I

Startups selected from the UN Tourism Network, comprising 400 entrepreneurs from previous challenges and startup competitions, will participate in this challenge by pitching their business. At the conclusion of the event, the winning startup will be awarded for its innovation and potential impact.

Saad Saeed, CEO of Layla

Jucelha Carvalho, CEO of Smart Tour Brasil (video message)

First electronic votes by the jury and the public

12:17 – 13:20

Lunch

13:20 – 14:10

2nd panel discussion

Ethical and Legal Aspects of AI in Tourism

This panel will bring together experts from academia and the private sector to explore ethical and legal challenges posed by AI and other deep technologies, and responsible integration of artificial intelligence in the tourism industry. Key topics will include promoting fairness, transparency, and inclusivity in AI systems, safeguarding data privacy, ethical implications of AI-driven decision-making and advancing sustainability. The discussion will focus on finding the right balance between technological innovation and regulatory frameworks, offering valuable insights into how AI can responsibly transform the future of tourism.

Alexander Rayner, Director, Government and Destination Relations, Amadeus IT Group

Jan Doležal, Founder and CEO, SmartGuide

Alejandro Mullor Sarsa, Public-Sector Industry Advisor, Tourism Lead, Microsoft Corporation



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Hiroshi Ishiguro, Professor and CEO, Intelligent Robotics Laboratory, Osaka University (**online**)

Discussion and Q&A session

14:10 – 14:25

Start-ups Pitches II

Startups selected from the UN Tourism Network, comprising 400 entrepreneurs from previous challenges and startup competitions, will participate in this challenge by pitching their business ideas. At the conclusion of the event, the winning startup will be awarded for its innovation and potential impact.

Mauricio Schöler, Co-Founder, Schulering

Salvador Elena, Head of International Operations, Visionary Hospitality

Second electronic votes by the jury and the public

14:25 – 14:45

Coffee break

14:45

Closing of start-ups voting

14:45 – 15:45

3rd panel discussion

Social Responsibility, Education and Talent Attraction in Tourism

This session will examine the critical importance of social responsibility, advancing education, and talent development and attraction in driving the long-term growth and sustainability of the tourism industry. The session will discuss the need for upskilling current professionals and establishing specialized programmes to equip future talent with the expertise required to meet evolving industry demands. Key topics will include strategies for attracting and retaining skilled professionals, integrating sustainability into education and training, pivotal role of education in shaping future leaders and aligning industry growth with social and environmental stewardship.

Mauricio Schöler, Co-Founder, Schulering

Yamel Henriksen, Manager EMEA, American Hotel & Lodging Educational Institute (AHLEI)

Alessandra Priante, President, ENIT (Italian National Tourist Board)

Kateřina Chaloupková, Executive Director, Association of Tour Operators and Travel Agents of the Czech Republic (ACCKA)

Lenka Fidranská, Developing Manager, Association of Tour Operators and Travel Agents of the Czech Republic (ACCKA)

Discussion and Q&A session

15:45 – 15:50

Announcement of the winning start-up



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15:50 – 16:00

Closing speeches – final remarks on the conference

Stanislav Schneider, Director General, Ministry of Regional Development of the Czech Republic

16:00 – 16:15

Closing remarks by the moderator and practical information

19:30 – 22:00

Gala dinner (by invitation only)

Location: Troja Chateau

Dress code: business formal

Tuesday, 13 May 2025

09:00 – 10:00

Registration and refreshments

Location of registration: Prague Congress Center, ground level (entrance n. 10)

10:00 – 12:00

Parallel Workshop I

How to Use Big Data in Tourism Effectively

The workshop will bring together representatives from national destination organizations, academia, and private companies to explore the potential of big data in transforming the tourism industry. Key themes will include strategies for leveraging big data to enhance destination management, improvement of customer experiences, and optimizing marketing efforts.

Petr Janeček, Head of the Tourism Institute, CzechTourism (**moderator**)

Romana Olexová, Chief Marketing Officer, SmartGuide

Antonio López de Ávila, Director of Innovation, Education, and Investment UN Tourism

Àlex Villeyra, Chief Operating Officer, Mabrian Technologies

Saad Saeed, Founder and CEO Layla

10:00 – 12:00

Parallel Workshop II

Environmental Aspects of Tourism

The workshop will focus on environmental challenges and opportunities in tourism, for example reducing carbon footprints, promoting sustainable practices, and balancing growth with ecological preservation. Panelists will share innovative strategies and solutions to foster a more sustainable future for the global tourism industry.

Dirk Glaesser, Director of the Sustainable Tourism and Resilience Department, UN Tourism (**moderator**)



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Richard Butler, Emeritus Professor of International Tourism, Strathclyde Business School, University of Strathclyde in Glasgow, Scotland

Martina Pásková, Associate Professor, Faculty of Informatics and Management, University of Hradec Králové

Soňa Klepek Jonášová, Founder and Former Executive Director, Institute of Circular Economy (INCIEN)

Olivier Girault, Head of Sustainability Solutions within the ESG Office, Amadeus IT Group

10:45 – 11:15

Coffee break

12:00 – 14:00

Lunch

10:00 – 16:00

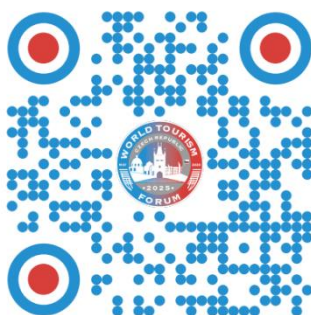
Study tours

1. Pilsen (capacity of 46 people)
Visit of local famous brewery + tour of the historical part of the town (St. Bartholomew's Cathedral, Great Synagogue)
2. Kladruby nad Labem (capacity of 46 people)
Visit of prestigious Kladruber horse breeding Stud Farm + Castle

14:00 – 20:00

Study tours

1. Pilsen (capacity of 46 people)
Visit of local famous brewery + tour of the historical part of the town (St. Bartholomew's Cathedral, Great Synagogue)
2. Kutná Hora (capacity of 46 people)
Visit of the historical center of Kutná Hora: the Cathedral of the Assumption of Our Lady and the cemetery Church of All Saints with ossuary, the Wallachian Court and the Church of St. Barbara, visit of local wine cellars.



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