

Chimelong/UN Tourism CTS-linked Pilot Capacity-Building Workshop
International Year of Sustainable and Resilient Tourism (IYSRT) 2027

AGENDA

**WILD POTENTIAL: UNLOCKING SUSTAINABILITY AND
RESILIENCE IN NATURE-BASED TOURISM**

**Elephant Hills Hotel, Victoria Falls, Zimbabwe
28 April 2026**

Tuesday, 28 April 2026

09:30 – 10:30 Registration

10:30 – 10:45 Opening Ceremony

- Welcome Remarks
 - Dr. Takaruzo Munyanyiwa, Permanent Secretary, Ministry of Tourism and Hospitality Industry, Zimbabwe
 - Dr. Dirk Glaesser, Director, Sustainable Tourism and Resilience, UN Tourism

10:45 – 11:00 Introductory Session

This introductory segment will provide an overview of the workshop within the context of the preparation of the International Year of Sustainable and Resilient Tourism 2027 where capacity building will form an important element in promoting the concepts of sustainability and resilience by building skills and knowledge amongst individuals on how to translate theory into practice.

Presentation by Dr. Dirk Glaesser, Director, Sustainable Tourism and Resilience, UN Tourism

11:00 – 12:30 Session 1: Nature-based Tourism, Conservation and Sustainable Development

This session will focus on the role of nature-based tourism in economic diversification and rural development and how tourism can play a transformative role in development and environmental policies.

11:00 – 11:20 Setting the scene

This presentation will provide an overview of how nature-based tourism can promote rural development and economic growth and what environmental and socio-cultural risks must be managed.

Presentation by Ms. Vanessa Satur, Programme Coordinator, Sustainable Tourism and Resilience, UN Tourism

11:20 – 11:40 Overview of Zimbabwe's tourism policy

This presentation will focus on how Zimbabwe's tourism policy has facilitated the role of nature-based tourism in the country's economic development. It will outline major successes achieved, implementation challenges and institutional constraints. And, finally, it will describe its alignment with international sustainability frameworks.

Presentation by Ms. Linnet Dhoru, Acting Director, Strategic Policy Planning, Monitoring and Evaluation, Ministry of Tourism and Hospitality Industry, Zimbabwe

11:40 – 12:10 Breakout Session: Policy Awareness and Coherence

During this breakout session, participants will divide into groups and debate on the following:

- *How familiar are stakeholders with their national tourism policy?*
- *Is nature-based tourism adequately addressed. Where are the gaps?*
- *Is it aligned with related policies (climate change, water management, rural development, environment, natural resource management)?*
- *Is the tourism policy aligned with the 2030 agenda and sustainable development goals (SDGs)?*
- *What are the main implementation bottlenecks?*

Each group will identify at least:

- 3 policy gaps
- 3 implementation barriers
- 3 priority reforms

12:10 – 12:30 Presentation of findings from the Breakout Session

Group leaders will present the main issues discussed and conclusions and recommendations determined during the breakout session.

12:30 – 13:30 Lunch

13:30 – 14:40 Session 2: Tourism Financing to Support Local Development

This session will focus on the role of nature-based tourism in economic diversification and rural development and how tourism can finance conservation.

13:30 – 13:50 Keynote presentation

This presentation will focus on how nature-based tourism can be a mechanism through which local economic development is stimulated, including through employment creation and revenue-sharing models that benefit communities. It can also generate resources for conservation through tourism-based financing, blended finance and other innovative funding mechanisms. Examples from global practice will illustrate how these approaches can be applied to support both local development and environmental sustainability.

Presentation by Mr. Shaun Mann, Senior Tourism Specialist, World Bank Group

13:50 – 14:20 Breakout Session: Barrier Identification and Problem Solving

During this breakout session, participants will divide into groups and debate and identify major constraints which limit the range, dimensions and impacts of tourism financing local development. Possible barriers include:

- *Regulatory bottlenecks*
- *Institutional coordination gaps*
- *Budget constraints*
- *Data limitations*
- *Skills shortages*
- *Any other limitation*

Participants will then discuss practical corrective action, to address the identified barrier within their sphere of influence.

14:20 – 14:40 Presentation of findings from the Breakout Session

Group leaders will present the main issues discussed and conclusions and recommendations determined during the breakout session.

14:40 – 16:20 Session 3: Diversification of the Nature-Based Tourism Experience

This session will focus on practical product development and diversification strategies and how these can further reinforce the sustainability and resilience of nature-based tourism.

14:40 – 15:00 Keynote presentation

This presentation will explain how global trends indicate a demand for immersive and experiential tourism and the need to reduce dependency on single attractions. Diversification strengthens resilience by broadening tourism offerings, spreading economic benefits more widely, and enhancing sustainability and long-term competitiveness.

Presentation by Ms. Vanessa Satur, Programme Coordinator, Sustainable Tourism and Resilience, UN Tourism

15:00 – 15:30 Tea/coffee break

15:30 – 16:00 Breakout Session: Plurality of Development Approaches

Participants will divide into groups and debate on what are the opportunities and trade-offs in terms of diversifying the nature-based tourism experience through the following development approaches:

- *Market-led tourism development*
- *Product-led/value chain development*
- *Community-led tourism models.*

Participants will examine the strengths and limitations of each approach, consider the trade-offs within their country's specific context and identify which model, or mix of models, is most suitable within the context of raising the standards for diversifying the nature-based tourism experience with a view to ensuring sustainability, resilience, development and conservation.

16:00 – 16:20 Presentation of findings from the Breakout Session

Group leaders will present the main issues discussed and conclusions and recommendations determined during the breakout session.

16:20 – 17:30 Session 4: Raising the Standards of the Nature-based Tourism Experience

Linked to the previous session, this session focuses on how to improve the quality and competitiveness of the nature-based tourism experience.

16:20 – 16:40 Setting the scene

This presentation will describe how strong quality assurance frameworks and the use of certification and benchmarking systems can raise the standards of the nature-based tourism experience in terms of protecting ecosystems and cultural heritage, improving visitor experience and safety, professionalizing businesses and tourism services, and, ensuring credible sustainability practices.

Presentation by Ms. Vanessa Satur, Programme Coordinator, Sustainable Tourism and Resilience, UN Tourism

16:40 – 17:10 Breakout Session: Development of a Practical Output

During this breakout session, participants will divide into groups to debate and develop a short practical proposal for raising the standards of the nature-based tourism experience in their country. This should include:

- *Description of the action*
- *What identified gaps it will address (enhanced sustainability, job opportunities and working conditions, new markets/brand recognition/consumer confidence, product development and diversification)*
- *Implementation roadmap: 3-4 activities over the short, medium and long-term*
- *Monitoring checklist*
- *Stakeholder engagement*
- *A policy recommendation brief*

17:10 – 17:30 Presentation of findings from the Breakout Session

Group leaders will present the main issues discussed and conclusions and recommendations determined during the breakout session.

17:30 – 17:45 Key takeaways

This concluding segment will provide a recap of the major elements discussed, lessons learned and key recommendations which emerged through the technical sessions.

Presentation by Ms. Vanessa Satur, Programme Coordinator, Sustainable Tourism and Resilience, UN Tourism

17:45 – 18:00 Closing Ceremony

- Closing Remarks
 - Dr. Dirk Glaesser, Director, Sustainable Tourism and Resilience, UN Tourism
 - Dr. Takaruzo Munyanyiwa, Permanent Secretary, Ministry of Tourism and Hospitality Industry, Zimbabwe
- Presentation of the Certificates of Participation