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## On the occasion of the 72<sup>nd</sup> UN Tourism Commission for Europe

### Driving tourism towards the future we want A Dialogue on Policies to balance growth, people and planet

In collaboration with the t-Forum

14 May 2026 / St. Julian's, Malta

#### Draft Programme

**Master of Ceremony:** Mr. Leslie Vella, Deputy CEO and Chief Officer for Strategic Development, Malta Tourism Authority

09:15 – 09:30

#### Welcome remarks (15 min)

- H.E. Dr. Ian Borg, Deputy Prime Minister / Minister for Foreign Affairs and Tourism (Malta)
- H.E. Mr. Apostolos Tzitzikostas, European Commissioner for Sustainable Transport & Tourism (Video message)
- H.E. Ms. Shaikha Al Nuwais, Secretary-General, UN Tourism

09:30 – 09:45

#### One-to-one with Prof. Jafar Jafari: From Knowledge to Policy (15 min)

- Prof. Jafar Jafari, Professor of Hospitality and Tourism at the University of Wisconsin-Stout, (USA), Founder of t-Forum
- Ms. Cordula Wohlmuther, Director a.i., Regional Department for Europe, UN Tourism

09:45 – 10:15

#### High-level Panel on Policies for Balanced Tourism (30 min)

How can policies balance tourism growth and residents' wellbeing? How to engage residents in tourism planning and management? How to better measure and manage? How to enhance whole of government approach, vertical coordination and public-private partnerships? What role can technology play?

**Moderator:** Ms. Sandra Carvao, Director, Market Intelligence, Policies and Competitiveness Department, UN Tourism

- H.E. Dr. Ian Borg, Deputy Prime Minister / Minister for Foreign Affairs and Tourism (Malta)
- H.E. Ms. Simonida Kordić, Minister of Tourism (Montenegro)
- H.E. Mr. Abdulaziz Akkulov, Chairman, Tourism Committee (Uzbekistan)

- Mr. Daniel Attard, Member of the European Parliament's Tourism & Transport Committee (TRAN)
- Mr. Eduardo Santander, CEO / Executive Director, European Travel Commission

10:15 – 10:45

Coffee Break (30 min)

10:45 – 12:45

Co-creating solutions from shared challenges: Interactive Session (2 h.)

This session will invite participants to reflect on the key challenges that destinations face in managing tourism flows and advancing towards more sustainable destination stewardship. Through a combination of expert dialogue, live audience input and open-floor interaction, the session will encourage participants to move beyond diagnosis and focus on actionable and collaborative solutions.

**Facilitator:** Prof. Godfrey Baldacchino, Former Pro-Rector, Professor of Sociology, University of Malta

Framing & Identification of Challenges (10 min)

**Overall Question:** How can European destinations actively manage tourism to ensure tourism works for residents and visitors alike?

Speakers Dialogue (40 min)

- **Ms. Marlène Bartes**, Policy Officer, European Commission, DG MOVE, Tourism Unit
- **Mr. Tom Jenkins**, Director and CEO, European Tourism Association (ETOA)
- **Mr. Jaume Mata**, Head of Department of Sustainable Tourism, Visit València Foundation
- **Prof. Marina Novelli**, Director of the Sustainable Travel and Tourism Advanced Research Centre at Nottingham University Business School, Chair of the World Committee on Tourism Ethics, UN Tourism
- **Mr. David O'Brien** CEO Malta Air and Lauda Europe (both Ryanair subsidiaries)

Interactive Co-creation Session (60 min)

Facilitated Interactive Session with Audience Contributions

Conclusions (10 min)

- Prof. Geoffrey Lipman, President, SUNx Malta; Former Executive Director, IATA; Former Assistant Secretary-General, UN Tourism
- Ms. Sandra Carvao, Director, Market Intelligence, Policies and Competitiveness Department, UN Tourism

12:45 – 13:00 Closing Remarks (15 min)

- Ms. Cordula Wohlmuther, Director a.i., Regional Department for Europe, UN Tourism
- Mr. Leslie Vella, Deputy CEO and Chief Officer of Malta Tourism Authority

13:00 Lunch