

Thematic Day on Tourism
20 November 2024
UN Climate Change COP29, Blue Zone and Green Zone
Baku Stadium, Baku, Republic of Azerbaijan

Tentative Programme

Snapshot of events and objectives

The COP29's Presidential Initiative on Enhanced Climate Action in Tourism has the objective to enhance the positioning of tourism climate action globally as a sectoral policy supporting national climate goals.

The collaboration of the State Tourism Agency of the Republic of Azerbaijan and UN Tourism, with support from UNEP, have been instrumental to this landmark achievement.

The Thematic Day on Tourism at COP29 has the following objectives:

- Trigger policy change through the launch of the Baku Declaration on Enhanced Climate Action in Tourism as an outcome document of the First Ministerial Meeting on Enhanced Climate Action in Tourism at COP29.
- Foster sectoral engagement through strengthening the Glasgow Declaration Initiative and its five pathways (measure, decarbonize, regenerate, collaborate and finance) as a tool for public, private and civil society stakeholders to support national climate goals.
- Promote a science-based approach by positioning the UN Statistical Framework for Measuring the Sustainability of Tourism (MST) for the harmonized measurement of national tourism emissions.
- Launch of a global coordination and partnership mechanism for enhanced climate action in tourism across the UN System and key stakeholders to ensure coherence, alignment and greater impact of initiatives.

Ministries of Tourism and stakeholders participating are invited to:

- Endorse the Baku Declaration on Enhanced Climate Action in Tourism
 - o Further information [here](#) (see Annex 9 on page 20)

- Become signatories of the Glasgow Declaration Initiative on Climate Action in Tourism
 - o Further information [here](#)

The Thematic Day on Tourism consists of the following key events:

Time (AZT)	Event	Room
09:00 – 11:00 (AZT)	First Ministerial Meeting on Enhanced Climate Action in Tourism	Meeting Room 20, Area D, Blue Zone
11:30 – 13:00 (AZT)	High-level Roundtable 1: Raising the Climate Ambition of the Tourism Sector – from commitments to implementation (measurement and decarbonization)	Side Event Room 4, Area B, Blue Zone
14:00 – 15:30 (AZT)	High-level Roundtable 2: Raising the Climate Ambition of the Tourism Sector – from commitments to implementation (regeneration/adaptation and finance)	“Earth” Conference Room, Green Zone
15:00 – 15:30 (AZT)	Featured Presentation: From Tourism Measurement to Destination Management: How Destination Management Organizations Can Leverage Data to Foster Sustainable Tourism	F18, Green Zone
15:35 – 15:50 (AZT)	Featured Presentation: Drivers of Tourism Emissions, Scientific Research on GHG emissions from Tourism Operations	F18, Green Zone
16:00 – 17:00 (AZT)	High Level Roundtable 3: Enhanced Climate Action in Tourism: Innovative Solutions and Way Forward	“Earth” Conference Room, Green Zone

Logistical note

For Ministerial delegations participating, logistical arrangements are being made by the State Tourism Agency of the Republic of Azerbaijan directly. Please liaise with cop29@tourism.gov.az in case of enquiries.

For all other participants, information on accommodation, transportation and other technical details can be obtained from Azerbaijan Tourism Board website: <https://tourismboard.az/page/1193-cop29>. Please liaise with cop29@tourism.gov.az in case of enquiries.

First Ministerial Meeting on Enhanced Climate Action in Tourism

Meeting Room 20, Area D, Blue Zone

20 November 2024, 09:00 – 11:00 hrs (AZT)

This meeting represents an opportunity for the tourism sector to showcase its critical role and advancements in addressing climate change, recognizing both its vulnerability to climate impacts and its potential to contribute to solutions, thus setting the stage for future collaboration, policy innovations and private sector engagement.

Ministers will discuss the alignment of tourism policies with climate change mitigation and adaptation measures to ensure that tourism development contributes to national and global climate goals while building resilience, in line with the COP29 Declaration on Enhanced Climate Action in Tourism.

The action framework proposed by the Glasgow Declaration on Climate Action in Tourism will be reflected upon, as well as the opportunity to advance the implementation of the UN Statistical Framework Measuring the Sustainability of Tourism (MST) and the need for finance and innovation to transition to Net Zero tourism operations.

20 min	Opening	COP29 President, Minister of Ecology and Natural Resources of the Republic of Azerbaijan, H.E. Mr. Mukhtar Babayev

		<p>UN Tourism Secretary–General, Mr. Zurab Pololikashvili</p> <p>UNEP Executive Director, Ms. Inger Andersen</p> <p>UNFCCC Senior Director for Operations Coordination, Ms. Chhaya Kapilashrami</p> <p>Chairman, State Tourism Agency of the Republic of Azerbaijan, H.E. Mr. Fuad Naghiyev</p> <p><i>Chaired by H.E. Mr. Fuad Naghiyev, Chairman, State Tourism Agency of the Republic of Azerbaijan</i></p>
90 min	Preliminary confirmed list of Ministerial Participants and Key Stakeholders	<p>H.E. Mr. Abdulla bin Touq Al Marri, Minister of Economy and Chairman of the Emirates Tourism Council, United Arab Emirates</p> <p>H.E. Mr. Celso Sabino, Minister of Tourism, Federative Republic of Brazil</p> <p>HRH Princess Dana Firas, President, Petra National Trust, Special Envoy for the Climate Heritage Network, and UNESCO Goodwill Ambassador for Cultural Heritage, Hashemite Kingdom of Jordan</p> <p>H.E. Mr. Sergey Kovalchuk, Minister of Sports and Tourism, Republic of Belarus</p> <p>H.E. Mr. Franz Tattenbach, Minister of Environment and Energy, Republic of Costa Rica</p> <p>H.E. Mr. Petr Kulhánek, Minister of Regional Development, Czech Republic</p> <p>H.E. Mr. Reza Salehi Amiri, Minister of Cultural Heritage, Tourism and Handicrafts, Islamic Republic of Iran</p> <p>H.E. Mr. Thoriq Ibrahim, Minister of Climate Change, Environment and Energy, Republic of Maldives</p> <p>H.E. Ms. Simonida Kordić, Minister of Tourism, Montenegro</p> <p>H.E. Mr. Zoran Ljutkov, Minister of Culture and Tourism, Republic of North Macedonia</p> <p>Mr. Yerzhan Yerkinbayev, Deputy Minister, Ministry of Tourism and Sport, Republic of Kazakhstan</p> <p>Mr. Ageel Alshaibani, Deputy Minister, Ministry of Tourism,</p>

		<p>Kingdom of Saudi Arabia</p> <p>Mr. Dunstan Kitandula, Deputy Minister, Ministry of Natural Resources and Tourism, United Republic of Tanzania</p> <p>Mr. Nadir Alpaslan, Deputy Minister, Ministry of Culture and Tourism, Republic of Türkiye</p> <p>Mr. Obidjon Kudratov, First Deputy Minister, Ministry of Ecology, Environmental Protection and Climate Change, Republic of Uzbekistan</p> <p>Mr. Andreï Christol, State Secretary, Ministry of Culture, Republic of Moldova</p> <p>Ms. Lídia Bulcão Dutra, Secretary of State, Ministry of Economy, Portuguese Republic</p> <p>Mr. Douty Chibamba, Permanent Secretary, Ministry of Tourism, Republic of Zambia</p> <p>Mr. Takaruzza Munyanyiwa, Secretary for Tourism and Hospitality Industry, Ministry of Tourism and Hospitality Industry, Republic of Zimbabwe</p> <p>Ms. Masruroh, Senior Advisor to the Minister in Business Development, Ministry of Tourism and Creative Economy, Indonesia</p> <p>Dr. Amina Al Balushi Abdullah, Advisor for research and studies, Ministry of Heritage and Tourism, Sultanate of Oman</p> <p>Mr. John Chirchir Changwony, Deputy Director of the Department of Market Development, Kenya Tourism Board</p> <p>Mr. Maksat Usubaliev, Director of the Department of Tourism under the Ministry of Economy and Commerce, Kyrgyz Republic</p> <p>Ms. Nayla Al-Qahtani, Legal specialist, Qatar Tourism, State of Qatar</p> <p>Ms. Prabashini Manjula Alwis Weerakkody, Director, Domestic Tourism and Community Relations Department, Sri Lanka Tourism Development Authority, Democratic Socialist Republic of Sri Lanka</p> <p>Ms. Diana Walker, Senior Advisor, Office of the Special</p>
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5 min	<p>Launch of COP29 Declaration on Enhanced Climate Action in Tourism and Closing Remarks</p>	<p>Chairman of the State Tourism Agency of the Republic of Azerbaijan, H.E. Mr. Fuad Naghiyev</p> <p>UN Tourism Secretary – General, Mr. Zurab Pololikashvili</p>

High Level Roundtable 1: Raising the Climate Ambition of the Tourism Sector – from commitments to implementation (measurement and decarbonization)

Side-Event Room 4, Area B, Blue Zone

20 November 2024, 11:30 – 13:00 hrs (AZT)

In line with the measurement and decarbonization pathways proposed by the Glasgow Declaration on Climate Action in Tourism, this session will explore the importance and complexity of measurement and decarbonization strategies in tourism. As the global tourism sector strives to reduce its GHG emissions, key stakeholders will highlight the progress made in implementing effective decarbonization pathways. Academia, policymakers and private sector representatives will showcase methodologies and tools for measuring GHG emissions.

5 min	Opening	Mr. Kanan Gasimov, Head of Administration, State Tourism Agency of the Republic of Azerbaijan Ms. Zoritsa Urosevic, Executive Director, UN Tourism
5 min	Keynote	<i>The UN Statistical Framework for Measuring the Sustainability of Tourism: A harmonized methodology to measure energy consumption and greenhouse gas emissions for tourism</i> <ul style="list-style-type: none">• Ms. Zoritsa Urosevic, Executive Director, UN Tourism
5 min	Progress Update Glasgow Declaration	<i>Key takeaways from the Implementation Report 2024 of the Glasgow Declaration: Measurement and Decarbonization pathways</i> <ul style="list-style-type: none">• Ms. Virginia Fernández-Trapa, Programme Coordinator, Sustainable Tourism and Resilience, UN Tourism
75 min	Panel Discussion	<i>Moderator: Professor Xavier Font, University of Surrey</i> Ms. Liisa Kokkarinen, Head of Sustainable Development, Visit Finland Ms. Kathrine L. Johansen, Chief Advisor, Centre for Regional

		<p>and Tourism Research, Denmark</p> <p>Dr. Ya-Yen Sun, Associate Professor, University of Queensland</p> <p>Mr. Matt Callaghan, Chief Operating Officer, easyJet holidays</p> <p>Ms. Virginia Messina, Senior Vice President, Advocacy & Communications, World Travel and Tourism Council</p> <p>Ms. Sally Davey, CEO, Travalyst</p> <p>Ms. Inge Huijbrechts, Chief Sustainability and Security Officer, Radisson</p>
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High Level Roundtable 2: Raising the Climate Ambition of the Tourism Sector – from commitments to implementation (regeneration/adaptation and finance)

“Earth” Conference Room, Green Zone

20 November 2024, 14:00 – 15:30 hrs (AZT)

In line with the regeneration and finance pathways proposed by the Glasgow Declaration on Climate Action in Tourism, this session will delve into the intersection of regeneration/adaptation efforts and innovative financing models. With a focus on how tourism can actively contribute to climate resilience and ecosystem regeneration, this event will highlight successful interventions from tourism stakeholders. Academia, policymakers and private sector representatives will center on the need for tourism to engage more deeply in sustainable food systems, biodiversity conservation, and nature-positive initiatives, as well as on the vital role of financing to scale up climate action.

3+2 min	Opening	Mr. Kanan Gasimov, Head of Administration, State Tourism Agency of the Republic of Azerbaijan () Mr. Dilyor Khakimov, Director, Institutional Relations, Partnerships and Advocacy, UN Tourism
5 min	Keynote	<i>Climate Finance Innovation for Tourism Economies</i> <ul style="list-style-type: none"> • Professor Dr. Nazia M Habib, Founder and Director, Centre for Resilience and Sustainable Development, University of Cambridge
5 min	Progress Update Glasgow Declaration	<i>Key takeaways from the Implementation Report 2024 of the Glasgow Declaration: Regeneration and Finance pathways</i> <ul style="list-style-type: none"> • Ms. Roxana Ashtari, Senior Project Specialist, Sustainable Tourism and Resilience, UN Tourism
75 min	Panel Discussion	<i>Moderator: Dr Willy Legrand, Professor, IU International University of Applied Sciences, Germany</i> Ms. Chompan Kulnides, Chief Sustainability Officer, Minor International Mr. Thomas Mills, Senior Climate Expert, Booking Holdings

		<p>Mr. Jeremy Sampson, CEO, The Travel Foundation</p> <p>Dr. Anne Kathrin Zschieger, Executive Director, The Long Run</p> <p>Mr. Rusmir Musić, Operations Officer – Global Cooling Lead, Climate Business Department, International Finance Corporation</p> <p>Mr. Dominique Perron, EMEIA International Development Leader, Ernst & Young</p> <p>Mr. Randy Durband, CEO, Global Sustainable Tourism Council</p>
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Featured Presentation 1: From Tourism Measurement to Destination Management: How Destination Management Organizations Can Leverage Data to Foster Sustainable Tourism

Location: F18, Green Zone (Behind Trendyol Stand)

20 November 2024, 15:00-15:30 hrs (AZT)

Mr. Olivier Ponti, Director of Intelligence & Marketing, ForwardKeys

Featured Presentation 2: Drivers of Tourism Emissions, Scientific Research on GHG emissions from Tourism Operations

Location: F18, Green Zone (Behind Trendyol Stand)

20 November 2024, 15:35 – 15:50 hrs (AZT)

Dr. Ya-Yen Sun, Associate Professor, University of Queensland

High Level Roundtable 3: Enhanced Climate Action in Tourism: Innovative Solutions and Way Forward (organized in collaboration with COP29)

“Earth” Conference Room, Green Zone

20 November 2024, 16:00 – 17:00 hrs (AZT)

This closing panel, organized in collaboration with COP29, will synthesize insights from earlier discussions, focusing on practical and innovative solutions that can accelerate the tourism sector's climate action. Building on the policy alignment and commitments shared during the Ministerial Meeting and the strategic pathways explored in the High-Level Roundtables on measurement, decarbonization, regeneration, and finance, this session aims to forge a collective vision for the future of climate-resilient tourism. Panelists will outline transformative actions to propel tourism's climate ambition from commitments to impactful outcomes, discussing synergies across sectors and tools to enhance collaboration, scale finance, and deploy regenerative and adaptive practices at pace and scale. This panel will set the stage for a coordinated approach, fostering resilience and low-carbon tourism development worldwide.

45 min	Panel Discussion	<p><i>Moderator: Ms. Virginia Fernández-Trapa, Programme Coordinator, Sustainable Tourism and Resilience, UN Tourism</i></p> <p>Ms. Gunay Bayramova, Head of Division, Tourism Policy and Strategy, State Tourism Agency of Azerbaijan</p> <p>Mr. Heitor Kadri, Head of the International Relations Department, Ministry of Tourism, Brazil</p> <p>Ms. Erika Harms, Global Sustainability Director, Iberostar Group</p> <p>Ms. Shannon Guihan, Chief Sustainability Officer, The Travel Corporation</p> <p>Ms. Amy Lewis, Climate Change Operations Senior Specialist, Inter-American Development Bank</p>
15 min	Closing	<p>Mr. Kanan Gasimov, Head of Administration, State Tourism Agency of the Republic of Azerbaijan</p> <p>Ms. Zoritsa Urosevic, Executive Director, UN Tourism</p>