

PERSPECTIVES & RESPONSES FOR STIMULATING RECOVERY TO BE DISCUSSED AT FITUR 2010



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Fitur 2010 will be the location for an International Seminar that will debate the UNWTO's Roadmap for Recovery.

Following last year's successful seminar on responding to the new challenges in the global economy, on 21 January 2010, the UNWTO Affiliate Members Secretariat will bring together a diverse representation of the global tourism sector to examine and debate solutions for two of the principal recommendations in the Roadmap for Recovery.

The experts will be divided into two panels to debate two of the principal recommendations from the UNWTO's 'Roadmap for Recovery'. As detailed in the programme, the first panel will give their perspectives on '**How to understand the market and respond rapidly**' in the most effective way. Following this, another panel will debate the best way forward for the industry in the near future by **generating responses to stimulate recovery**.

Javier Blanco, Executive Director of UNWTO Affiliate Members, said that "participants of this Seminar will hear practical and motivating views from a range of experts who work at the forefront of some of the world's most dynamic tourism companies and organizations". He continued: "We are very pleased to have with us at the Seminar a prestigious group of people who will help to give us valuable opinions to continue developing a more responsible and competitive tourism".

The Affiliate Members International Seminar has become a popular and highly productive event in Fitur's program, which last year brought together over 200 industry representatives from over 30 countries.

For more information, please contact UNWTO Affiliate Members Secretariat (unwtoam@unwto.org, Tel: +34 915678166 / 243)

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