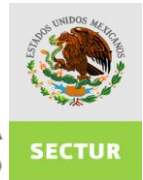


ORGANISATION
FOR ECONOMIC
CO-OPERATION
AND DEVELOPMENT



SECRETARÍA
DE TURISMO



SEMINAR ON

CULTURE AND TOURISM:

A STRATEGIC PARTNERSHIP

23 - 24 JANUARY 2009

MEXICO CITY AND MICHOACÁN STATE

AGENDA

SEMINAR OVERVIEW**THURSDAY, 22 JANUARY 2009****Mexico City****19:30** Welcome Cocktail**FRIDAY, 23 JANUARY 2009****Mexico City****08:30–09:00** Registration**09:00–09:10** Welcome Statement by Tourism Minister of Mexico**09:10–09:20** Opening Remarks**09:20–10:30** Round Table Discussion on Culture and Tourism: A Strategic Partnership**10:30–11:00** Release of the OECD Publication**11:00–11:45** Case Studies: Policies and Programmes for Culture and Tourism**11:45–12:00** Closing Remarks**12:00–12:30** Press Conference**12:00–13:30** *Lunch***Morelia City, Michoacán State****13:45–16:30** Trip to Morelia City**18:00–19:00** Presentation: The Experience of Michoacán State**19:00–21:00** *Gala Dinner***SATURDAY, 24 JANUARY 2009****Cuitzeo Town and Lake, Michoacán State****09:30** Trip to Cuitzeo**10:30–12:30** Round Table Discussion: The Role of Public and Private Stakeholders in Linking Culture and Tourism**12:30–14:30** *Lunch***14:45–17:30** Return trip to Mexico City

PROGRAMME

THURSDAY, 22 JANUARY 2009

Venue: Mexico City

19:30

Welcome cocktail hosted by the Mexican Ministry of Tourism

FRIDAY, 23 JANUARY 2009

*Venue: National Museum of Anthropology at Mexico City,
and Morelia City at Michoacán State*

08:30-09:00

Registration

09:00-09:10

Welcome Statement

The Hon. Rodolfo Elizondo Torres
Minister of Tourism, Mexico

09:10-09:20

Opening Remarks

Mr. Sergio Arzeni
Director, OECD Centre for Entrepreneurship, SMEs and Local Development

09:20-10:30

Culture and Tourism: A Strategic Partnership

Chairman: Mr. Sergio Vela
CEO, National Council for Culture and Arts

Speakers: Mr. Gabriel Garcia Marquez
Nobel Prize in Literature (*to be confirmed*)

Mr. John Fahey
President and CEO, National Geographic Society

Mr. Enrique Norten
"Changing the image of a destination through architecture"

10:30-11:00	<p>Release of the OECD Publication</p> <p><i>"The Impact of Culture on Tourism"</i></p> <p>Mr. Greg Richards Expert to the OECD Tourism Committee</p>
11:00-11:45	<p>Policies and Programmes: Destination Attractiveness, Culture and Tourism</p> <p>Case Study Presentations: Prof. Domenico De Masi <i>"Culture and Tourism in the New Economy: the case of Ravello Lab on the Amalfi Coast, Italy"</i></p> <p>Dr. Claire Ellis Tasmania Island, Australia</p> <p>Mr. Genovevo Figueroa Secretary of Tourism of Michoacán Michoacán, Mexico</p>
11:45-12:00	<p>Closing Remarks</p> <p>Mr. Rafael Tovar y de Teresa Expert on culture to the Mexican Government</p>
12:00-12:30	<p>Press Conference</p> <p>Chaired by the Hon. Rodolfo Elizondo Torres Minister of Tourism, Mexico</p>
12:00-13:30	<p><i>Lunch</i></p>
13:45-16:30	<p>Trip to Morelia City, Michoacán State</p>
18:00-19:00	<p>The Experience of Michoacán State</p> <p><i>"Strategy to Use Cultural and Tourism Resources for Economic Development"</i></p>
19:00-21:00	<p><i>Gala Dinner hosted by the Government of Michoacan</i></p>

SATURDAY, 24 JANUARY 2009

Venue: Michoacán State, Cuitzeo Town and Lake

09:30	Trip to Cuitzeo
10:30-12:30	<p><i>The Role of Public and Private Stakeholders in Linking Culture and Tourism</i></p> <p>Round Table Discussion</p> <p>Moderator: Mr. Sergio Arzeni Director, OECD Centre for Entrepreneurship, SMEs and Local Development</p> <p>All speakers and participants will be invited to join the Round Table for an exchange of experiences and views on best ways to develop effective partnerships between stakeholders.</p>
12:30-14:30	<i>Lunch</i>
14:45-17:30	Return to Mexico City