

Pakistan Tourism Symposium:
Theme
Building National Economy through tourism
or
Building the Tourism Economy

Venue: Serena Hotel, Islamabad

Date: 27-28 May 2024

Proposed Agenda

Day-1

Session – I (Plenary Session)

TIME	PROGRAMME	Remarks
0845 hrs.	Registration of Delegates	Event Management
0930 hrs.	Guests to be seated	
0935 hrs.	Arrival of Chief Guest	
0940 hrs.	Recitation from the Holy Quran	Qari/Digital
0945 hrs.	National Anthem	Official digital version
0950 hrs.	Welcome address	SAPM Tourism
0955 hrs.	Salam Pakistan Video Presentation	Multimedia
1000 hrs.	Opening Comments on the theme of Symposium	MD PTDC
1015 hrs.	Keynote Address: Building national Economy through Sustainable Tourism Development	High level Rep. of UNWTO
1050 hrs.	Comments by WB Country Head	
1100 hrs.	Comments by the Chief Guest	
1115 hrs.	Tea and refreshments	Event Management

Session –II, II, III and IV (Panel Discussions)

TIME	PROGRAMME	Remarks
1145 hrs.	Panel Discussion- Session-II Investment promotion and development of sustainable and resilient infrastructure for tourism	Moderators and 5 Panelists
1315 hrs.	Break for lunch	Event Management
1430 hrs.	Panel Discussion- Session-III Branding and promotion of tourism to enhance foreign tourists arrival in Pakistan	Moderators and 5 Panelists
1600 hrs.	Tea break	Event Management
1630 hrs.	Panel Discussion- Session-IV Regulatory reforms and quality assurance in tourism and hospitality sector	Moderators and 5 Panelists
1745 hrs.	Networking and visit of Tourism Expo	Event Management
2000 hrs.	Dinner and Cultural Evening	Event Management

Day-2**Session – V, VI, VII, VIII and IX (Panel Discussions)**

TIME	PROGRAMME	Remarks
0900 hrs.	Panel Discussion- Session-V Transforming tourism education through bridging gap between academia and industry	Moderators and 5 Panelists
1030 hrs.	Tea Break	Event Management
1100 hrs.	Panel Discussion- Session-VI Transforming visa regime and improving air connectivity	Moderators and 5 Panelists
1215 hrs.	Panel Discussion- Session-VII Tourism and Sustainable Development Goals	Moderators and 5 Panelists
1330 hrs.	Break for Lunch and Prayer	
1430 hrs.	Panel Discussion- Session-VIII Tourism and conservation of cultural and natural heritage	Moderators and 5 Panelists
1530 hrs.	Panel Discussion- Session-IX Developing tourism products to meet future (Adventure, Cultural, Religious, Ecotourism)	Moderators and 5 Panelists

Final Session (Plenary)

TIME	PROGRAMME	Remarks
1600 hrs.	Arrival of Chief Guest	
1602 hrs	Recitation from the Holy Quran	
1605 hrs	National Anthem	
1610 hrs.	Adoption of Islamabad Declaration on Tourism	
1630 hrs	Speech by the Chief Guest	
1645 hrs.	Presentation of Souvenirs and Group Photo	
1655 hrs.	Vote of Thanks	
1705 hrs.	Tea and refreshments	
1730 hrs.	Networking and visit of Tourism Expo	

Side Event**Tourism Promotion Expo (last day will also be open for public)**