



MINISTRY OF TOURISM

With the participation of



UN Tourism



GTRCMC
GLOBAL TOURISM RESILIENCE
& CRISIS MANAGEMENT CENTRE

3RD GLOBAL TOURISM RESILIENCE DAY CONFERENCE AND EXPO: BUILDING TOURISM RESILIENCE THROUGH DIGITAL TRANSFORMATION

**FEBRUARY 17-19, 2025
NEGRIL, JAMAICA**

CONCEPT NOTE





PARTNERS



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Ministry of Tourism/Global Tourism Resilience Centre

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INTRODUCTION

The global tourism industry, especially those segments focused on coastal and marine environments, has faced significant disruptions from external shocks like the COVID-19 pandemic. This crisis highlighted the acute vulnerability of the tourism sector and emphasized the urgent need for enhanced resilience. As the industry recovers, a critical opportunity emerges to reconstruct tourism in a way that is not only more resilient but also sustainable and adaptable. At the heart of this transformative process is the strategic implementation



of digital technologies. These technologies are pivotal in strengthening the resilience of global tourism. Our three-day conference and expo will delve into and demonstrate the crucial role of digital transformation in building tourism resilience.

The conference will run for three days from February 17-19, 2025. Day 1 is dedicated to the practical applications of digital transformation, discussing innovations like cybersecurity, immersive realities, AI, robotics, the Metaverse, and IoT, among other technologies, to build tourism resilience and the observation of Tourism Resilience Day, a United Nations Day advocated by the Global Tourism Resilience and Crisis Management Centre. Day 2 will delve into the role of digital technologies in building resilience for transforming coastal tourism spaces. On Day 3 of the conference, attendees will experience a diverse range of activities showcasing Jamaica's resilient tourism offerings. The day includes a High-Level Ministerial Roundtable on digital



technologies for resilience building and will also feature tours and expeditions exploring resilient spaces across the island, allowing participants to experience firsthand the successes in tourism infrastructure and practices. Additionally, the day features several gastronomic events that highlight the rich culinary heritage of Jamaica, as well as various demonstrations of the latest technologies for tourism resilience.

The three days will also feature an engaging Expo designed to create a dynamic space where digital technology firms and industry experts can showcase their latest goods and services

aimed at building resilience in the tourism sector. This exhibition will provide tourism stakeholders with the opportunity to explore cutting-edge technologies and innovative solutions that are essential for fortifying tourism against various disruptions.

Participants will engage with advanced tools, software, and systems that enhance crisis management, data-driven decision-making, and sustainable tourism practices.

The Expo will foster networking opportunities, knowledge sharing, and partnerships between technology providers and tourism stakeholders, ultimately contributing to a more resilient and forward-thinking global tourism industry.

Key discussions will revolve around not only the technological advancements but also innovative financial tools that support economic stability and foster investment in sustainable tourism initiatives. This event will bring together industry leaders, policymakers, technology experts, and academics to share best practices, forge new



partnerships, and explore cutting-edge solutions. Ultimately, this conference serves to inspire and equip stakeholders to rebuild a more resilient tourism industry, ensuring it thrives in the face of future challenges. Attendees will gain insights into the latest technological advancements, understand the implications of these technologies for tourism resilience, and learn about the financing mechanisms supporting these innovations. As we navigate the post-pandemic landscape, it is essential to adopt a forward-looking approach that leverages digital innovation to build a robust and resilient tourism industry.

The conference will also be complemented by an expo which will provide, will provide a platform for technology firms to demonstrate their innovations designed to bolster tourism resilience. It will also feature presentations including case studies on the successful application of digital technologies such as AI, IoT, VR/AR, Blockchain etc in enhancing tourism operations and building tourism resilience.






CONFERENCE GOALS

Overall, the conference and expo aim to foster a collaborative environment where stakeholders from various sectors can come together to inspire and drive forward the digital transformation of the tourism industry, enhancing its resilience against future disruptions.

OBJECTIVES

- To demonstrate how digital technologies, such as AI, big data, and AR/VR, can be applied to coastal and marine management, ensuring the sustainable development and resilience of tourism ecosystems.
- To explore innovative financial models and digital payment solutions, including blockchain and cryptocurrencies, that support the resilience and economic sustainability of tourism enterprises, especially small and medium-sized businesses.
- To present cutting-edge digital tools and immersive technologies, highlighting their potential for crisis management, visitor engagement, and ecosystem protection in tourism.
- To promote cross-sector collaboration among technology providers, tourism operators, and financial institutions to develop integrated solutions for building a resilient tourism industry capable of withstanding future disruptions.
- To provide practical demonstrations and case studies that showcase successful



applications of digital transformation and financing strategies, encouraging participants to adopt these innovations within their own organizations for enhanced resilience and operational efficiency.

- To create a dynamic space where digital technology firms and industry experts can showcase their latest goods and services aimed at building resilience in the tourism sector.



CONFERENCE THEMES

Day 1: Tourism Resilience and Digital Transformation

- Artificial Intelligence (AI) in Tourism
- Ecosystem Adaptation for Building Tourism Resilience
- Risk Management Digital Solutions for Tourism Resilience
- Building Tourism Resilience with Cryptocurrencies
- Privacy, Security, Blockchain and Cybersecurity Management for Tourism Resilience
- Immersive Experiences with AR/VR/MR for Tourism Resilience
- Emerging Technologies for Climate Resilience in Tourism
- Clean Energy Technologies for Tourism Resilience
- Contactless Technologies, Sensors and the Internet of Things (IoT) for tourism
- Service Oriented Robotics and Tourism Resilience
- Building Tourism Resilience through Recognition Technologies
- 5G Connectivity and the deployment of other emerging digital innovations in tourism.



- Gamification and Emotional Monitoring of Visitors
 - Chatbots for Tourism Efficiency
 - Tourism Resilience, Data Protection, Security and Privacy
 - Misinformation, Disinformation, Fake News and Crisis Communication Tools for Building Tourism Resilience
 - Big Data and Analytical Tools for Visitor Management
 - Innovative Financing Models for Tourism Development
 - Digital Payment Platforms and Economic Efficiency
- Fintech Solutions for Micro Small and Medium Tourism Enterprises (MSMTes)

Day 2: Coastal Management for Tourism Resilience using Digital Technologies

- AI and Sustainable Resource Management
- Big Data, Impact Assessment and Coastal Safety
- AI-Driven Conservation Efforts
- Eco-Friendly Visitor Management
- Remote Sensing for Ecosystem Monitoring
- Augmented Reality for Immersive Experiences
- Technology in Marine Pollution Control for tourism
- Innovative Submarine Tourism Technologies



Day 3: As a dynamic conclusion to the 3rd Global Tourism Resilience Conference and Expo, participants are invited to immerse themselves in the diverse offerings of Jamaica's resilient tourism sector. This post-conference activity will highlight the unique strengths of Jamaica's tourism industry across various segments, showcasing how the country has harnessed resilience in the following key areas:



- **Gastronomy:** Discover Jamaica's vibrant culinary scene, which combines local ingredients, traditional techniques, and modern twists to offer a rich gastronomic experience.
- **Shopping:** Explore local markets and shopping districts, featuring everything from handcrafted souvenirs to luxury goods, demonstrating the resilience of Jamaica's retail sector.
- **Health and Wellness:** Engage in Jamaica's thriving wellness tourism, with spa retreats, natural remedies, and health-centered experiences designed to rejuvenate both body and mind.
- **Knowledge:** Participate in knowledge-sharing sessions and cultural tours that provide deeper insights into Jamaica's history, culture, and the innovations driving its tourism resilience.
- **Sport and Entertainment:** Enjoy Jamaica's world-renowned music, entertainment, and sports culture, from reggae shows to sporting events, underscoring the island's ability to adapt and thrive in challenging times.



EXPECTED OUTCOMES

The conference is poised to set a pivotal stage for the future of the global tourism industry in achieving the following outcomes:

- Increased Knowledge of Digital Tools for Resilience
- Renewed Focus on Building Resilience
- Collaboration for Resilience Solutions
- Practical Resilience Case Studies
- Adoption of Crisis Management Technologies
- Introduction of Resilience-Focused Financial Tools
- Resilience in Blue Economy Management
- Policy Recommendations for Resilience
- Increased collaboration between tourism stakeholders and digital technology firms globally



VENUE

Hanover, Jamaica

DATE

February 17-19, 2025



For further information or inquiries, please contact us at press@gtrcmc.org or check our Website – www.gtrcmc.org





