

LASCN Webinar on Smart Tourism

Reactivating Tourism in Latin America in the Post-COVID Era



REGISTER HERE

2022.06.30 @ 8:00 Korea Time | 2022.06.29 @ 18:00 Mexico Time

Online Webinar (via Zoom)

Tourism is one of the main industries for many Latin American countries, however, due to the covid-19 pandemic the industry has been severely affected. Smart tourism brings in innovative, digital and eco-savvy ways to travel and experience cities. Taking advantage of the latest technologies, such as virtual reality and the metaverse, cities will allow tourists to dodge the current travel limits and restrictions.

The first part of the event will feature experts showcasing their newest technology and most innovative solutions in the field. Following the presentations of the available smart solutions, several Latin American cities will share the tourism needs and challenges their cities are facing due to the pandemic. Lastly, the final session of the event will gather cities and experts to analyze the current situation, explore potential solutions together, and seek matchmaking opportunities among the participants in line with our “Solutions Meet Cities” webinar series.

If your city is looking for innovative technologies and solutions to reactivate the tourism sector after the pandemic, join the discussion and help us reshape the future of the sector.

**The event will be conducted in English and Spanish. Simultaneous interpretation for both languages will be available during the whole event.*

PROGRAM

8:00 Welcoming Remarks & LASCN Intro

- Welcoming Remarks by WeGO Secretary General, Ms. Jung-Sook Park
- Congratulatory Remarks by Buenos Aires de Puntarenas Mayor, Mr. José Rojas
- Congratulatory Remarks by Municipal Secretary of Tourism of São Paulo, Mr. Rodolfo Marinho
- Presentation of WeGO's LASCN initiative

8:20 Digital Tourism Solutions and Smart Technologies

Experts on smart tourism and metaverse will provide a comprehensive view of some of the newest technologies and solutions available on the field.

- Metaverse Seoul - Seoul Metropolitan Government, Mr. Ho-sun Chae
- Case Study of Seoul as a Smart Tourism City - Seoul Tourism Organization, Mr. Hyukbin Kwon
- DanVerse Discover VR Metaverse Platform - Mannd, Ms. Maria Engermann

8:45 Tourism Needs, Challenges & Future Plans in Latin America

City representatives will share their tourism sector situation, needs, challenges, as well as future plans.

- Municipal Secretariat of Tourism of São Paulo, Mrs. Karolini Pereira Barbosa
- Municipal Tourism Foundation for Cuenca, Ms. María Angélica León
- Buenos Aires de Puntarenas Local Development Office, Mr. Ivan Hidalgo Picado

9:10 Experts Analysis & Matchmaking

Digital tourism & metaverse experts, together with city representatives, will analyze the current situations of the tourism industry in the Latin American Cities and jointly explore solutions to help the industry recover after the COVID 19 pandemic. The session will aim to matchmake cities with solution providers.



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Jung Sook Park

Secretary General
WeGO



José Rojas

Indigenous Mayor
Buenos Aires de Puntarenas



Rodolfo Marinho

Municipal Secretary of Tourism
São Paulo



Ho-sun Chae

Officer for the Metaverse Seoul Team
Seoul Metropolitan Government



Hyukbin Kwon

Director | Smart Tourism Team
Seoul Tourism Organization



Maria Engermann

CEO
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Karolini Pereira Barbosa

Tourism Coordinator
Municipal Secretariat of Tourism of São Paulo



María Angélica León

Executive Director
Municipal Tourism Foundation for Cuenca



Ivan Hidalgo Picado

Local Development Office Tourism Promoter
Buenos Aires de Puntarenas