



CYPRUS  
SUSTAINABLE  
TOURISM  
INITIATIVE



**WORLD  
TOURISM  
DAY 2022**  
**RETHINKING  
TOURISM**

- 18:00 Arrivals and registrations
- 18:15 Opening remarks from the Cyprus Sustainable Tourism Initiative (CSTI)
- 18:20 Message by UNWTO  
*Zurab Pololikashvili, Secretary-General*
- 18:25 Welcome address from the Municipality of Larnaka  
*Andreas Vyras, Mayor*
- 18:30 Welcome address from the Larnaka Tourism Board  
*Dinos Lefkaritis, Chairman*
- 18:35 Keynote Presentation: "Fit for 55 and Tourism"  
*Yiannis Karousos, Minister of Transport, Communications & Works*
- 18:55 Video Presentation: "Adapt or Die: Tourism in a Changing World"  
*Jeremy Sampson, Chief Executive Officer, The Travel Foundation, UK  
Chair, Future of Tourism Coalition*
- 19:05 Presentation of the project: "Keep our Sand and Sea Plastic Free, Destination Zero  
Plastic in Cyprus" - an initiative of TUI Care Foundation in partnership with CSTI  
*Panagiota Koutsofta, Project Coordinator*
- 19:15 "Rethinking Tourism"

### Side Events

- Deputy Ministry of Tourism: Presentation of the 12 Destination Labels
- Photo Exhibition: "Plastic Pollution - another threat to the beauty of our sand and sea & key contributor to environmental degradation"
- Domognostics+ Presentation: Rethinking Tourism with Artificial Intelligence as a tool to ensure good indoor air quality for tourists
- Upcycling workshops from recycled plastic
- Workshops of traditional creativity
- Local Producers Fair
- Music Programme by Katie Economidou and Agni Sacca
- Reception with Traditional Delights

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