

BUILDING LINKAGES BETWEEN TOURISM AND THE LOCAL ECONOMY

WORKSHOP AGENDA JULY 8 2005

08:30 Registration

09:00 Opening by Enrique De Marchena, Luis Simó and Arsenio Jiménez

09:10 Introduction by Caroline Ashley: *Tourism, Local Economic Development and Poverty Reduction*

09:20 *The Business Case for Change*; Harold Goodwin

09:40 *Maximizing Local Employment*; Caroline Ashley

09:50 Q&A Chaired by Arsenio Jimenez and Tamara V. Vásquez

10:20 *Enhancing the Destination Experience: Excursions*; Harold Goodwin

10:40 Q&A

10:50 Coffee

11:15 Encouraging *Tourists to Spend More in the Local Economy*; Harold Goodwin

11:30 Working Groups

- a) Excursions
- b) Tourist spend

12:10 Report Back & Discussion

12:30 *The Supply chain – Agricultural Linkages and Local Sourcing*; Caroline Ashley

13:00 Lunch

14:00 Working Groups

- a) Agricultural linkages
- b) Local Sourcing

14:45 Report back

15:00 Discussion

15:30 *Neighborhood Partnerships*; Harold Goodwin

16:00 *Moving Ahead. Common Approaches to Securing Change*; Caroline Ashley

16:30 Workshop Close; Mr. Jimenez and Tamara V. Vásquez.