



17th UNWTO/PATA Forum on Tourism Trends and Outlook

Presentation about Successful cases of Tourism for the World Canal Culture



Inland Waterways International

campaigning for inland waterways worldwide since 1995

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President IWI

Guilin, 26 October 2023



Welcome and Introduction





Inland Waterways International



- **Welcome and Introduction**
- **Definition of Canal Cities**
- **Importance of Cultural Tourism**
- **Some succesful cases**
- **Conclusions**





Definition of Canal Cities





Importance of cultural tourism



- **Economic impact**
- **Preservation of heritage**
- **Job creation**
- **Cultural exchange**
- **Education and awareness**





- **Infrastructure development**
- **Promotion of art & culture**
- **Cultural diplomacy**
- **Sustainable development**
- **Community pride**



GHENT, BELGIUM







AMSTERDAM, THE NETHERLANDS









VENICE, ITALY





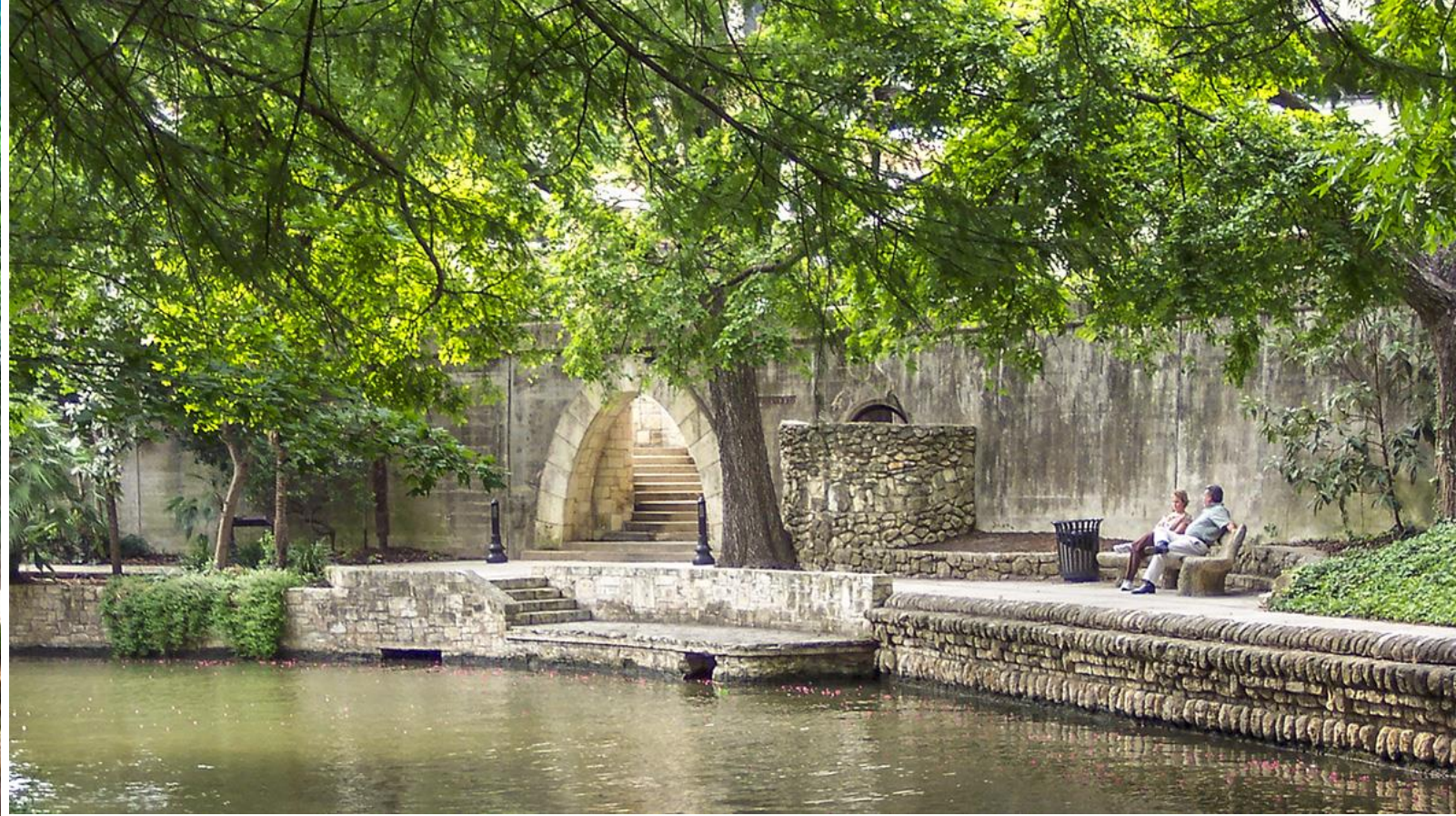






SAN ANTONIO, TEXAS, USA





SUZHOU, CHINA









GUILIN, CHINA











THANK YOU !