

Under the Patronage of His Excellency Dr. Hani Al-Mulki

The Prime Minister of Jordan

REGIONAL CONFERENCE

TOURISM IN MENA CITIES: COMPETITIVENESS FOR SUSTAINABLE GROWTH

AMMAN, JORDAN

13-14 November, 2017 | Grand Hyatt Amman Hotel

Organized by the Jordan Tourism Board under the auspices of the Ministry of Tourism and Antiquities of Jordan,
in collaboration with the Greater Amman Municipality and Lawrence & Hussein Consult,
with the technical support of the World Tourism Organization (UNWTO)

PROGRAMME

Background:

- Throughout history, cities have become significant drivers for growth, innovation and competitiveness in the overall economy. At the beginning of the 19th century, only 2 per cent of the world's population was urban. Now, cities accommodate 54.5 % of the world population and generate more than 60% of global GDP.
- *Sustainable Urban Tourism* is considered as an economic activity with a high potential to stimulate local economic growth because of its complementarity with other economic activities, its contribution to GDP, job creation, foreign exchange and services exports. This process builds a quality visitor experience and in the meantime safeguards and enhances the quality of life for the local community by providing economic, social, cultural and environmental benefits.
- The United Nations 70th General Assembly has designated 2017 as the International Year of Sustainable Tourism for Development (A/RES/70/193). This is a unique opportunity to raise awareness of the contribution of sustainable tourism to development among public and private sector decision-makers and the public, while mobilizing all stakeholders to work together in making tourism a catalyst for positive change.
- The Middle East and North Africa Region (MENA), which accounts for approximately 6% of the world's population is undergoing a transformation, which also indicates a significant urbanization trend. With its world-class combination of cultural and natural attractions, the Middle East and North Africa (MENA) region has long held a powerful allure for tourists. To reap the full economic and cultural benefits of enhancing sustainable and competitive tourism by investing in the full spectrum of cultural, historical and religious assets the cities of the region have to offer, it is necessary to re-address the ways urban tourism is planned, developed, governed and managed in line with national/local urbanization policies, tourism policies and through coordination, cooperation and partnerships with all the related public and private stakeholders and the civil society. The Conference will mainly provide a clear understanding and a shared vision on:
 - ❖ An integrated approach to policy making, legislative framework and governance in urban tourism destinations in MENA region;
 - ❖ Improving transparency, knowledge, professionalism, productivity, infrastructure, connectivity, innovation and technology to achieve competitiveness in MENA cities;
 - ❖ The UNWTO Global Code of Ethics for Tourism, a comprehensive framework for achieving responsible and sustainable tourism for development in destinations.

PROGRAMME

Monday, 13 November 2017

08:00 – 09:30 Registration of participants

09:30 – 10:15 Opening ceremony

National Anthem

Master of Ceremony: Ms. Alia Toukan, News Anchor, Jordan TV Channel

Welcoming address:

- ❖ **H.E. Ms. Lina Mazhar Annab**, Minister of Tourism and Antiquities (MOTA)
- ❖ **H.E. Dr. Yousef Al Shawarbeh**, Mayor of Greater Amman Municipality (GAM)

Opening remarks:

- ❖ **Mr. Taleb Rifai**, Secretary-General, World Tourism Organization (UNWTO)

10:15 – 11:00 Signing ceremony - Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism – The Case of Jordan

The Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism represents a public declaration on behalf of a tourism enterprise or association to uphold and integrate the Code's principles in its corporate governance. The signatories commit to observe the Code of Ethics, promote its principles among their partners, providers, staff and clients, and also to report to the World Committee on Tourism Ethics on concrete actions they are undertaking.

Master of Ceremony: Ms. Alia Toukan, News Anchor, Jordan TV Channel

Introductory remarks:

- ❖ **H.E. Ms. Lina Mazhar Annab**, Minister of Tourism and Antiquities (MOTA)
- ❖ **Mr. Taleb Rifai**, Secretary-General, World Tourism Organization (UNWTO)

Signatories of the Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism:

- **Jordan Hotel Association (JHA)**, **Mr. Michael Nazzal**, Chairman of the Board of Directors and Chairman of the Federation of Tourism Associations
- **Jordan Tour Guides Association (JTGA)**, **Mr. Ra'ed Mohammad Abdel Haq**, Member of Directors and Treasurer
- **Jordan Inbound Tour Operators Association (JITOA)**, **Ms. Ghada Iskandar Najjar**, Chairperson of the Board of Directors
- **Four Seasons Hotel**, **Mr. Vincent Hoogewijs**, General manager and Vice President
- **InterContinental Hotel Group Jordan**, **Mr. Oussama Massoud**, General Manager - Director of Operations Levant
- **Movenpick Hotels and Resorts Jordan**, **Mr. Michael Nugent**, Regional Director
- **Jordan Marriott Hotels**, **Mr. Philip Papadopoulos**, Country General Manager

11:00 – 11:30 Coffee break

11:30 – 12:30

SESSION 1: Visionary Leadership and Governance: A Driving Force for a Sustainable and Competitive Growth in Urban Destinations

The session will highlight the important role of an integrated policy making to ensure a sustainable and competitive tourism development in urban destinations. The presentations will highlight how to re-address the ways urban tourism is planned, developed, governed and managed in line with national/local urbanization policies, tourism policies and through coordination, co-operation and partnerships with all the related public and private stakeholders and the civil society.

Moderator: Mr. Ramzi E. Khoury, CEO, Strategy Falcons Ltd., Jordan

Keynote: H.E. Mr. Nasser Shraideh, Chief Commissioner, Aqaba Special Economic Zone Authority (ASEZA), Jordan

Panelists:

- ❖ **H.E. Mr. Akel Biltaji**, Chairperson, Abdali Investment & Development PSC Group; Former Mayor of Greater Amman Municipality (GAM), Jordan
- ❖ **Mr. Luis Cueto**, General Coordinator of the Madrid City Council, Spain
- ❖ **Ms. Maria Baraghmyan**, Assistant to the Mayor of Yerevan; Coordinator of the Tourism Sector at the Municipality of Yerevan, Armenia

12:30 – 12:45

Q/A

12:45 – 13:45

Lunch – Sponsored by Greater Amman Municipality

13:45 – 15:00

SESSION 2: Integrated Planning, Development and Management for Sustainable Urban Tourism

The development of sustainable urban tourism must take full account of all the impacts addressing the needs of the visitors, the tourism sector, the environment and the host communities. The discussions will elaborate on the strategies and means to make optimal use of the natural, cultural and man-made environment, to respect the social and cultural authenticity of host communities and to ensure a positive impact on the city inhabitants and the city itself while developing a competitive tourism sector.

Moderator: Dr. Ra'ed Qaqish, Dean of Al Khawarizmi International College of Smart Technology; Television Producer and Presenter, Jordan

Panelists:

- ❖ **H.E. Mr. Issa Gammoh**, Secretary General, Ministry of Tourism & Antiquities, Jordan
- ❖ **Mr. John Robinson**, Leading Practitioner in Master Planning, Urban Design and Tourism Development; Director, John Robinson Planning and Design, UAE
- ❖ **Mr. Siniša Topalović**, Managing Partner, Horwath HTL, Croatia
- ❖ **Dr. Ayman Smadi**, Director, MENA International Association of Public Transport (UITP), and MENA Center for Transport Excellence, Dubai, UAE
- ❖ **Eng. Sahel Dudin**, Managing Director, Ayla Oasis Development Company, Aqaba, Jordan
- ❖ **Mr. Omar Agha**, CEO, Abdali Investment & Development PSC Group, Jordan
- ❖ **Mr. Yehya Khaled**, Director General, The Royal Society for the Conservation of Nature (RSCN), Jordan

15:00 – 15:15

Q/A

15:15 – 15:45

Coffee break

15:45 – 16:45

SESSION 3: Resilient and Sustainable Economic Growth through Innovation, Technology, Social Inclusiveness and Creative Tourism

Tourism in cities is an economic activity with a high potential to stimulate economic growth because of its complementarity with other economic activities, its contribution to GDP and skilled job creation. Governments, in partnership with the private sector, investors and financial institutions (i.e. banks) are called upon to incentivize entrepreneurs and, support tourism projects in relevant economic sectors to maximize the economic and social benefits of tourism. Innovation and technology are important vehicles for developing new products, addressing niche markets and upgrading the quality of services both for the visitors and the local community. The session will discuss the huge potential to foster innovation and technology which must synergize with the activities and services of the city to provide equitable opportunities for the inhabitants. The session will also illustrate examples for creative tourism which enriches the experience of the visitor and adds value to the local products.

Moderator: Mr. Antonio Manuel Lopez de Avila Muñoz, Director of the Tourism Innovation Initiative at Instituto de Empresa (IE University), and Special Advisor to the UNWTO Secretary General on Innovation and Technology, Spain

Keynote: Mr. Ignasi De Delás, Deputy Director General, Turisme de Barcelona, Spain

Panelists:

- ❖ **H.E. Mr. Nayef Al-Fayez**, Chairperson, National Microfinance Bank, Jordan
- ❖ **Ms. Caroline Couret**, Founder and Director, Creative Tourism Network, Spain
- ❖ **Mr. Erick Stephens**, Expert on Tourism and Technology, Former CTO, Microsoft APAC, Mexico
- ❖ **Dr. Mohammad Waheeb Al-Hussein**, Senior Archaeologist, Heritage and Tourism Expert, Jordan

16:45 – 17:00

Q/A

17:00 – 18:30

Workshop on Creative Tourism in Cities: Applications and Best Practices in the Zuhair Hall – Grand Hyatt Amman Hotel

- ❖ Trainer: **Ms. Caroline Couret**, Founder and Director of Creative Tourism Network in Spain

20:00 – 23:00

CONFERENCE DINNER – Sponsored by Jordan Tourism Board
 “Honouring the UNWTO Secretary General, Mr. Taleb Rifai for his Outstanding Achievements in Tourism”
Venue: Main Ballroom – Grand Hyatt Amman Hotel

Tuesday, 14 November 2017

09:00 – 10:15

SESSION 4: The Role of New Technologies and the Digital Media in Tourism Marketing

The session will discuss the huge impact of innovative marketing initiatives and the role of digital media to capture the target markets and to offer a high quality and smart visitor experience. This session will be about the latest wave of digital technologies and applications and their impact on tourism - not only on marketing, sales and information distribution, but also on the quality of experience for consumers whilst travelling to and within their destination. The subjects covered will include the latest applications of artificial intelligence, the use of augmented and virtual reality and the enormous potential of big data for tourism management and marketing.

Moderator: Mr. Khaled El Ahmad, Social Media Consultant and Trainer, Jordan

Keynote: Dr. Abdel Razzaq Arabiyat, Managing Director, Jordan Tourism Board

Panelists:

- ❖ **Ms. Maria Baraghmyan**, Assistant to the Mayor of Yerevan; Coordinator of the Tourism Sector at the Municipality of Yerevan, Armenia
- ❖ **Ms. Mona Naffa Nazzal**, President of MONACO, and Destination Manager for Expedia in Jordan
- ❖ **Dr. Roger Carter**, Managing Director, Tourism Enterprise and Management Ltd. (TEAM), UK
- ❖ **Dr. Ana Stranjancevic**, Assistant Professor, Department of Tourism and Service Management, MODUL University, Dubai
- ❖ **Mr. Ghassan Samman**, Sector Head, Media and International Relations, Arab Towns Organization (ATO)
- ❖ **Mr. Médéric Chomel**, Strategy and Governance Director, Orange, Jordan

10:15 – 10:30

Q/A

10:30 – 11:00

Coffee Break

11:00 – 11:45

SESSION 5: Connectivity and Related Infrastructure: Key for Tourism Growth

A transport system acts as a bridge between places of tourist origin and destination. In its absence, the resource potential for tourism i.e. attractions and amenities, can't be of any benefit. Well-designed and well-coordinated tourism and air and land transport policies can under-spin the growth of competitive tourism. The session highlights the significance of a long-term vision for efficient connectivity policies, related legislative framework and the public and private investments to improve the infrastructure.

Moderator: Mr. Sameh Mahariq, Economic Development Specialist and Columnist, Jordan

Panelists:

- ❖ **Dr. Fawzi Mulki**, Head of Airport Services, Royal Jordanian Airlines, Jordan
- ❖ **Mr. Panicos Tsolias**, Senior Business Development Officer, Hermes Airports, Cyprus
- ❖ **Eng. Fawzi Masad**, Chief Resilience Officer and Mayor's Assistant, Greater Amman Municipality (GAM), Jordan
- ❖ **Dr. Mahmoud Dwairi**, General Director, National Aviation and Tourism Academy (NATA), Jordan

11:45 – 12:00

Q/A

12:00 – 12:20

Conclusions: Amman Declaration**Technical conclusions:**

- ❖ **Dr. Suzy Hatough-Bouran**, UNWTO World Committee for Tourism Ethics Member, Jordan
- ❖ **Dr. Roger Carter**, Managing Director, Tourism Enterprise and Management Ltd. (TEAM), UK

Closing remarks:

- ❖ Ministry of Tourism and Antiquities

12:30 – 16:00

Lunch followed by Technical Visit – Sponsored by Abdali Investment & Development PSC Group.

Venue: Deeritna Restaurant, Abdali Mall

*Bus Transportation Provided