



Ministry of Tourism

Programme

5TH GLOBAL SUMMIT ON CITY TOURISM “Cities: Local Culture for Global Travellers”

1-2 November, 2016 Luxor, EGYPT

10-Nov-16

Background and objectives:

- Tourism currently constitutes a central component in the economy, social life and the geography of many cities in the world. Research indicates that the volume of city breaks has increased by approximately 50 % worldwide in the last decade.
- Tourism in cities is considered as an economic activity with a high potential to stimulate local growth because of its complementarity with other activities, its contribution to GDP, job creation, foreign exchange and services exports. Tourism is a powerful engine for the local economic and social development of cities through improving infrastructure, creating a skilled labour force, stimulating local business entrepreneurship, developing public-private partnerships and attracting other industries and services.
- The development of **sustainable cultural tourism** in cities can be a catalyst for revenue generation for innovative practices in heritage conservation and management.
- Tourism in cities creates spatial dynamics for transforming the urban landscape through the rejuvenation of public space, public infrastructure and connectivity, development of local amenities and recreational facilities. The regeneration process not only builds a quality visitor experience but also safeguards and enhances the quality of life for the local community by providing economic, social, cultural and environmental benefits.
- “**Cross-Cultural Behavior**” is becoming an issue in the tourism sector when the cultural differences between the host community and the visitors may cause a negative impact on both parties. The tourist and the host meet in the urban area at a cross-cultural setting. The inter-cultural contact all through the tourism value chain must result in mutual appreciation, understanding, respect, and tolerance by developing positive attitudes and reducing ethnic prejudices, stereotypes and tension.
- Tourism in cities also stimulates **innovation**. Use of information /communication technologies and the smart city concept which not only creates a quality visitor experience but also improves the quality of life of the local population. **New business models** have also changed paradigms in city tourism. Tourism companies are exposed to a variety of external and internal factors, which stimulate a continuous need for business model innovations such as the so called “sharing economy” which has exploded and become a powerful phenomenon in recent years, particularly in city destinations.
- The **5th Global Summit on City Tourism** as a follow up of the previous four Summits once again aims at providing a comprehensive understanding of the new opportunities, challenges and the dynamics of city tourism in urban areas by exchanging knowledge, experience and expertise on the above mentioned areas.

Day 1: Tuesday, 1 November 2016**Venue: Sonesta St. George Hotel, Luxor****08:00 - 18:00 Registration of the participants****11:00 – 11:30 Opening ceremony****H.E. Khaled El-Anany**, Minister of Antiquities, Egypt**Mr. Mohamed Sayed Badr**, Governor of Luxor, Egypt**Mr. David Scowsill**, President & CEO, World Travel & Tourism Council (WTTC)**Mr. Taleb Rifai**, Secretary-General, UNWTO**11:30 – 13:00 HIGH LEVEL PANEL ON CITY TOURISM: OPPORTUNITIES AND CHALLENGES****Facilitator: Ms. Ana Botella**, Special Advisor to the Secretary General of UNWTO**Moderator: Mr. Rajan Datar**, Presenter of BBC Travel Show, United Kingdom**Panelists:****H.E. Mr. Abulfas Garayev**, Minister of Culture and Tourism, Azerbaijan**H.E. Datuk Rashidi Hasbullah**, Deputy Secretary General (Tourism), Ministry of Tourism and Culture Malaysia**Mr. Ryoichi Matsuyama**, President, Japan National Tourism Organization**Mr. Akel Biltaji**, Mayor of Amman, Jordan**Ms. Cheng Hong**, Vice Mayor of Beijing and Executive Vice Chairperson of the World Tourism Cities Federation (WTCF), China**Mr. Luis Cueto Álvarez de Sotomayor**, General Coordinator of the Mayor, City of Madrid**Mr. Julio Andrade Ruiz**, Councilor of Tourism, Málaga, Spain**Mr. Tarik Sadik**, Director of Strategy and Cooperation, Ministry of Tourism, Morocco**Mr. Pavlos Yeroulanos**, Head of the project "Greece: A Different Path to Growth" and Chairman of the Board of Kefalonia Fisheries S.A., Greece**13:00 – 14:30 Lunch for the Summit participants
Working Lunch for the “Mayors for Tourism Initiative” & “City Tourism Network”(by invitation only)**

14:30 – 16:30

SESSION 1: SETTING THE SCENE: RECENT TRENDS AND EMERGING NICHE MARKETS IN CITY TOURISM**Keynote:**

Mr. Javier Hernández Rodríguez, General Director of the Malaga Tourism and Convention Bureau, Malaga, Spain

Moderator:

Mr. Martin Brackenbury, UNWTO consultant and former President of the International Federation of Tour Operators (IFTO), United Kingdom

Panellists:

Mr. Lahcen Haddad, Member of the Parliament and former Minister of Tourism, Morocco

Ms. Gloria Guevara Manzo, Former Minister of Tourism, Mexico

Dr. Sanda Corak, Managing Director, Institute for Tourism of Croatia

Mr. Diego Fuentes, President and CEO, VIP World Events, Seville, Spain

Mr. David Ruetz, Exhibition Director, ITB Berlin, Germany

Q/A (15 mins)

20:00 – 22:00

Dinner at the Luxor Temple**DAY 2: Wednesday, 2 November 2016**

9:00 – 10:30

SESSION 2: CULTURE – A DRIVING FORCE FOR CITY TOURISM

Keynote: Mr. Graham Brooks, President of Emeritus, ICOMOS International Cultural Tourism Committee, Sydney, Australia

Moderator:

H.E. Mr. Abulfas Garayev, Minister of Culture and Tourism, Azerbaijan

Panellists:

Mr. Walid Ramadan, Expert in Eco & Cultural Tourism and Founder of Characters of Egypt Festival, Egypt

Mr. Peter Debrine, Senior Project Officer, UNESCO World Heritage Centre

Dr. George Papaioannou, Assistant Professor, Department of Museology, Ionian University, Corfu, Greece

Dr. Wantanee Suntikul, Assistant Professor, School of Hotel & Tourism Management, The Hong Kong Polytechnic University, Hong Kong, China

Mr. Gonzalo Robredo, Executive Director, Tourism Office of Buenos Aires, Argentina

Q/A (15min)

10:30 – 12:00

SESSION 3: CHANGE AND INNOVATION : THE DIGITAL REVOLUTION AND THE MILLENNIAL TRAVELLER**Keynote:**

Mr. John Kester, Director, Programme for Tourism Trends and Marketing Strategies, UNWTO

Moderator: Mr. Antonio López de Ávila, Director, Segittur, Spain

Panellists:

H.E. Lina Mazhar Annab, Minister of Tourism & Antiquities, Jordan

Mr. David Chapman, Director General, WYSE Travel Confederation

Mr. Amadou Doumbia, PR & Communication Manager, Mojo Nomad - Ovolo Group, Hong Kong, China

Mr. Ignasi de Delàs, President of European Cities Marketing (ECM), Barcelona, Spain

Q/A (15min)

12:00 – 13:00

SESSION 4: CONCLUSIONS AND THE CLOSING CEREMONY

Closing keynote: Mr. Zahi Hawass, Archaeologist, Egypt

Technical Conclusions: Ms. Esencan Terzibasoglu, Director, Programme for Destination Management & Quality, UNWTO

Announcement of the 6th Global Summit of City Tourism (2017)

Closing remarks:

Ms. Ana Botella, Special Advisor to the Secretary General of UNWTO

H.E. Yehia Rashed, Minister of Tourism, Egypt

Mr. Márcio Favilla, Executive Director for Operational Programmes and Institutional Relations, UNWTO

Mr. Mohamed Sayed Badr, Governor of Luxor, Egypt

13:00 – 15:00

Lunch

15:00

Technical visit to the temples of Karnak and Luxor (Departure from Sonesta Hotel after Lunch)

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