

REGIONAL CONFERENCE
TOURISM IN MENA CITIES: COMPETITIVENESS FOR SUSTAINABLE GROWTH
AMMAN, JORDAN

13-14 November, 2017 Grand Hyatt Hotel Amman

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 UNWTO

PROVISIONAL 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.

PROVISIONAL PROGRAMME

Monday, 13 November 2017

08.00 -9:30 Registration of participants

9:30 –10:00 Opening ceremony

10:00 – 10:30 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.

10:30 – 11:00 Coffee break

11:00 – 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.

12:30 – 12:45 Q/A

12: 45 – 14:00 Lunch – Sponsored by Greater Amman Municipality

14:00 – 15:30 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.

15:30 – 15:45 Q/A

15:45 – 16:15 Coffee break

16:15 – 17:45

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.

17:45 – 18:00

Q/A

Tuesday, 14 November 2017

9:00 – 10:15

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

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.

10:15 – 10:30

Q/A

10:30 – 11:00

Coffee Break

11:00 – 12:30

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 transport policies can underpin 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.

12:30 – 12:45

Q/A

12:45 – 13:30

Conclusions: Amman Declaration

13:30 – 19:00

Social Programme