



UNWTO & Arabian Travel Market Ministerial Forum

Under the Patronage of His Highness Sheikh Mohammed Bin Rashid Al Maktoum

Tourism and Aviation: Building a common agenda for growth

Tuesday, 7 May 2013

Arabian Travel Market (ATM), Dubai, Al Multaqua Ballroom, DICEC

In 2012, international tourism hit the historic milestone of one billion people travelling the planet in one single year. Over half of these arrived to their destinations by air.

The extraordinary growth of international tourism over the last decades – from 25 million tourists in 1950 to one billion in 2012 – is as much due to advances in air transport as to the rise of the middle class, the growing wealth in industrialized and emerging countries and the forces of globalization. The development of tourism in the Middle East is the sheer example of how tourism and aviation can act together as drivers of growth.

Nonetheless, and in spite of the immense linkages between aviation and tourism, separate sectorial policies result in a fundamental, and too often even conflicting, disconnect which constitutes a severe constraint on the development of both sectors and thus on their potential to spur growth.

Tourism and aviation are communicating vessels and there is a growing need to think beyond the silos and build policies that remove current obstacles and shape a common agenda for growth and sustainable development. Issues such as connectivity, taxation, visa facilitation or addressing the challenges of sustainable development require a strong aviation and tourism agenda.

The Ministerial Forum “Tourism and Aviation: Building a Common Agenda for Growth” to be held Under the Patronage of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, on the occasion of the 20th Anniversary of the Arabian Travel Market, will bring together Ministers of Tourism and leaders from the aviation industry from around the world to discuss:

- How can aviation and tourism policies come closer to foster economic growth and sustainable development considering the example of the Middle East;
- What are the current obstacles and opportunities for growth: mobility and connectivity, infrastructure development, visa facilitation and taxation;
- How to foster tourism between the Middle East and other world regions.

PROGRAMME

11:00 – 11:05	Welcome
11:05 – 11:30	<p>Opening Session</p> <ul style="list-style-type: none"> - Mr. Mark Walsh, Portfolio Director, Reed Travel Exhibitions - Mr. Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO) - H.R.H. Prince Sultan bin Salman bin Abdulaziz, President of the Saudi Commission for Tourism and Antiquities - H.E. Mrs. Reem Al Hashemi, Minister of State and Managing Director of the Higher Committee on International EXPO Dubai 2020 Exhibition
11:30 – 13:15	<p>Panel Debate</p> <p>Speakers:</p> <ul style="list-style-type: none"> - H.E. Mr. Obediah Wilchcombe, Minister of Tourism of Bahamas - H.E. Mr. Helal Saeed Khalfan Al Marri, Director General, Department of Tourism and Commerce Marketing (DTCM), Government of Dubai - H.E. Mr. Hisham Zaazou, Minister of Tourism of Egypt - Dr. Abed Al Razzaq Arabiyat, Managing Director of the Jordan Tourism Board, Jordan - H.E. Mr. Lahcen Haddad, Minister of Tourism of Morocco - H.E. Mr. Issa Mohammed Al Mohannadi, Chairman of the Qatar Tourism Authority, Qatar - H.E. Mr. Alain Saint-Ange, Minister of Tourism and Culture of Seychelles - H.E. Mr. Jamel Garma, Minister of Tourism, Tunisia - Mr. Paul Griffiths, Chief Executive Officer, Dubai Airports - Mr. Nabil Sultan, Divisional Senior Vice President, Revenue Optimisation and Distribution, Emirates - Mr. Vijay Poonosamy, Vice President International & Public Affairs, Etihad Airways - H.E. Mr. Mohammed K. Al Muhairi, Director General, The National Council of Tourism and Antiquities of the UAE
13:15 – 13:30	Conclusion by Ms. Anita Mendiratta, CNN T.A.S.K. Group
13:30	Ministerial Lunch hosted by the Department of Tourism and Commerce Marketing of Dubai

NOTE: The authorities in the Opening Session will be also participating in the debate.



دائرة السياحة والتسويق التجاري
Department of Tourism and Commerce Marketing



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