



THE ATLANTIC INITIATIVE FOR TOURISM 2015
Rabat, Morocco, 11-13 March 2015

Concept Note

1. INTRODUCTION

The Ministry of Tourism of the Kingdom of Morocco and the World Tourism Organization are jointly organizing an international conference on “THE ATLANTIC INITIATIVE FOR TOURISM 2015”. This conference will address the following topics:

- The emergence of new market opportunities on both sides of the Atlantic
- Strengthening the South-South and North-South cooperation advocated by Morocco
- Reaffirmation of the commitment of Morocco to the implementation of the resolutions (A/RES/65/173 and A/RES/67/223) submitted at its initiative to the UN General Assembly in 2010 and 2012, respectively, on “the promotion of ecotourism” as a means capable of reducing inequalities, improving living conditions and ensuring economic growth in developing countries.

1.1 Objectives and expected results

The objectives and the results expected of the conference are:

- Strengthening of the partnership among the countries on both sides of the Atlantic
- Sharing of experiences in the tourism sector
- Creation of a multi-party roadmap for the development of tourism on both sides of the Atlantic Ocean (Rabat Declaration).

This declaration, which is to be adopted at this event, is expected to promote mutual understanding and the exchange of experiences and best practices for harmonious and sustainable development of tourism in the countries on both sides of the Atlantic. It should also make it possible to build and strengthen ties of cooperation, particularly to increase the flow of tourists among the countries concerned.

1.2 Themes

The principal theme chosen for the conference is: “Tourism as a vehicle for closer relations between the peoples and civilizations on both shores of the Atlantic Ocean”. This topic can be approached from several angles through different axes of action that make it possible to bring people closer together, including:

- The development of air and sea transport for strengthening tourism between the two shores of the Atlantic Ocean;

- Culture as a factor in tourism development and bringing people closer together
- The valorization of fragile ecosystems and biodiversity as a vehicle for the development of niche tourism.

2. PROVISIONAL PROGRAMME

Tuesday 10 March 2015

14:00 – 17:30 Reception and registration of participants

Wednesday 11 March 2015

08:30 – 09:30 Reception and registration of participants

09:30 – 10:30

Opening ceremony

- Speech by H.E. Mr. Lahcen Haddad, Minister of Tourism of the Kingdom of Morocco
- Speech by Dr. Taleb Rifai, Secretary-General of the UNWTO
- Speech by Dr. Abdulaziz Othman Altwaijri, Director General, Islamic Educational, Scientific, and Cultural Organization (ISESCO)
- Speech by H.E. Mr. Abdel-Ilah Benkiran, Chief of the Government of the Kingdom of Morocco

10:30 – 10:45

Coffee break

10:45 – 12:15

Working session, among Ministers, Heads of delegation and the Secretary-General of the UNWTO (examination of the draft of the Rabat Declaration)
Each Minister or Head of delegation will have the possibility to be accompanied by 2 members of his delegation

10:45 – 12:15

Networking B2B

12:15 – 12:30

Reading and adoption of the Rabat Declaration

12:30 – 12:35

Official photo

12:35 – 12:45

Signing of conventions

12:45 – 13:15

Press conference

12:45 – 14:30

Lunch

14:30 – 15:30

Panel 1: The development of air and sea transport for strengthening tourism between the two shores of the Atlantic Ocean

Moderator: Dr. Dirk Glaesser, Director, UNWTO Sustainable Development of Tourism Programme

Panellists:

- H.E. Mr. Roger Kacou, Minister of Tourism, Côte d'Ivoire
- H.E. Mr. Abdoulay Diouf Sarr, Minister of Tourism and Air Transport, Senegal
- H.E. Mrs. Isabel Borrego Cortés, Secretary of State for Tourism, Ministry of Industry , Energy and Tourism, Spain
- Mr. Redouane Belarbi, Secretary-General, Ministry of Infrastructure, Transport and Logistics, Morocco
- Mr. Abderrafie Zouiten, Director General, Moroccan National Tourist Office, Morocco
- Mr. João Cotrim Figueiredo, President, Turismo de Portugal, Portugal
- Mr. Luis Padrón Lopez, Director General, Casa África, Spain

20:00 – 23:00

Gala dinner with entertainment (Palace Tazi)**Thursday 12 March 2015**

09:00 – 12:00

Bilateral meetings: Ministers and heads of delegation of the countries concerned

09:00 – 10:00

Panel 2: Culture as a factor for tourism development and bringing people together

Moderator: Mr. Mohamed Ould Khattar, Programme Specialist for Culture, UNESCO Rabat

Panellists:

- H.E. Mr. Elvis Mutiriwa Wa Bashara, Minister of Tourism, Democratic Republic of Congo
- H.E. Mr. Alain St-Ange, Minister of Tourism and Culture, Seychelles
- Mrs. Joy Jibrilu, Director General, Ministry of Tourism, Bahamas
- Mr. Lotfi Mrini, Secretary-General, Ministry of Culture, Morocco
- Mr. Imad Barrakad, President, Executive Board of the Moroccan tourist engineering company, Morocco

10:00 – 10:20

Coffee break

10:30 – 11:30

Panel 3: The valorization of fragile marine and coastal ecosystems and biodiversity as a vehicle of development of niche tourism

Moderator: Dr. Dirk Glaesser, Director, UNWTO Sustainable

Development of Tourism Programme

Panellists:

- H.E. Dr. Abdeladim Lhafi, High Commissioner for Water and Forests and Desert Control, Morocco
- H.E. Mr. Benjamin Roberts, Minister of Tourism and Culture, The Gambia
- H.E. Mr. Pohamba Shifeta, Deputy State Minister, Ministry of Environment and Tourism, Namibia
- Mrs. Nada Roudies, Secretary-General, Ministry of Tourism, Morocco

12:00 – 14:00

Lunch break (Lunch congress buffet)

14:00 – 17:00

Social programme (optional)