FIFTY-FOURTH MEETING OF THE UNWTO COMMISSION FOR AFRICA AND INTERNATIONAL CONFERENCE ON “CURRENT CHALLENGES AND ISSUES OF AFRICAN TOURISM: WHAT SOLUTIONS CAN BE ADOPTED TO ENSURE ITS COMPETITIVENESS?”

Tunis, Tunisia, 24-26 April 2013

GENERAL PROGRAMME OF MEETINGS

Monday 22 April:
10:00-12:30 Registration of participants (Le Palace Hotel)
12:30-14:30 Break
14:30-17:00 Registration of participants

Tuesday 23:
10:00-12:30 Registration of participants
12:30-14:30 Break
14:30-17:00 Registration of participants
19:00 Welcome Cocktail at Hotel Le Palace

Wednesday 24:
Fifty-fourth Meeting of the UNWTO Commission for Africa
08:00-09:30 Registration of participants, reception and seating
09:30-10:00 Official opening ceremony
- Speech by H.E. Mr. Jamel Gamra, Tourism Minister of Tunisia
- Speech by H.E. Mr. Baba Hama, Culture and Tourism Minister of Burkina Faso and CAF Chairperson
- Speech by Mr. Taleb Rifai, UNWTO Secretary-General
- Speech by a High Authority of Tunisia
- Signature of the UNWTO Private Sector Commitment to the Global Code of Ethics for Tourism

10:00-10:20 Coffee break
10:20-13:00 First working session of the UNWTO Commission for Africa (CAF)
13:00-14:30 Lunch at Hotel le Palace
14:30-16:30 CAF Second working session
16:30-16:50 Coffee break
16:50-18:30 CAF Third and last working session
20:00 Dinner offered by H.E. Mr. Jamel Gamra, Tourism Minister of Tunisia at the restaurant “Le Grand bleu”, Gammarth

Thursday 25:
10:00 Inauguration of the 19th Edition of the International Tourism Market (MIT) by H.E. Mr. Jamel Gamra, Minister of Tourism of Tunisia and Mr. Taleb Rifai, UNWTO Secretary-General
Guests of honour: African Ministers of Tourism

13:00-14:30 Free

Afternoon
14:30-18:00 International Conference on: “Current Challenges and Issues for African Tourism: What solutions can be adopted to ensure its competitiveness?”

14:30-14:45 Opening of the Conference
- Mr. Frédéric Pierret, UNWTO Executive Director, Programme and Coordination
- H.E. Mr. Jamel Gamra, Tourism Minister of Tunisia
14:45-15:15 Presentations
• Presentation of Affiliates Members by Mrs. Yolanda Perdomo, Director of the UNWTO Affiliate Members Programme

14:45-18:00 First Round Table (coffee break 16:00-16:20)
Improving the visa facilitation and air connectivity to enhance competitiveness
Introduction by Mr. Hélder Tomas, Moderator, UNWTO Deputy Director, Programme for Africa

• Presentation on Visa Facilitation by Mr. John Kester, Manager, UNWTO Tourism Trends and Marketing Strategies Programme

Panelists:
- H. E. Mrs. Sylvia T. Masebo, Minister of Tourism and Arts of Zambia
- H.E. Mr. Walter Mzembi, Minister of Tourism and Hospitality Industry of Zimbabwe
- Dr. Victor M. Siamudaala, Executive Director, Kavango Zambeze Transfrontier Conservation Area (KAZA)
- Mr. Chelly Khaled, Commercial Deputy Director-General of TUNISAIR
- Mr. Abdelkader Khellil, President of the Regional Association of Travel Agencies (FRAV) of Cap bon, Tunisie
- Mr. John Kester, Manager, UNWTO Tourism Trends and Marketing Strategies Programme
- Representatives of Airlines

• Debate

20:00 Cocktail Dinner at Barron Derlanger à Sidi Bousaid

Friday 26:
Morning (Conference continued)
09:00-12:00 International Conference on: “Current Challenges and Issues for African Tourism: What solutions can be adopted to ensure its competitiveness?”

09:00-09.10: Prof. Mthuli Ncube, Chief Economist and Vice-President of the African Development Bank (BAD)
09.10-09.20: Presentation by Mr. Tetsuya Takimoto, JICA Tunisia (Japanese International Cooperation Agency)
09:20-11:00 Second round table

Linking communication technology to successfully promote the destination
Introduction by Mr. Frédéric Pierret and moderator, UNWTO Executive Director, Programme and Coordination

Panelists:
- Mr. Dimitrios Buhalis, Director eTourism Research, Deputy Director of International
Centre for Tourism and school research in Hospitality and Tourism from the University of Bournemouth
- Mr. Angel Riesgo, Chairman DDB Spain
- Mme Nadia Ktata, Secretary-General of the Tunisian Association of Travel Agencies and Tourism (FTAV)
- Mr. Gaston Richter, Business Development Director, INNWise
- Mr. Gregorio Martínez Royo, Sales Director Mobile One2One

• Debate

11:00-11:20 Coffee Break
11:20-12:00 Conference Conclusions
12:00-13:00 B2B Networking
13:00-15:00 Lunch at Hotel Le Palace
15:00 Departure from Hotel Le Palace to the tourist resort Yasmine Hammamet
19:00 Return to Tunis