INTERNATIONAL CONFERENCE ON
TOURISM SAFETY AND SECURITY IN THE MIDDLE EAST AND NORTH AFRICA
Cairo, Egypt, 14-15 September 2014

PROGRAMME

Safety and security is an issue of vital importance for Travel and Tourism. Ensuring the well-being of visitors and enhancing the resilience of the sector to exogenous factors that may threaten its sustainable development - such as armed conflicts, terrorism and other man-made or natural hazards - is the responsibility of Governments, in partnership with private sector stakeholders.

The many challenges Tourism is facing, as a cross-sectoral economic activity, largely dominated by small and medium-size enterprises, its international dimension and the need of effective public-private partnerships will be addressed thoroughly by the Conference, with a view to enabling National Tourism Administrations and private sector stakeholders to better assess and mitigate risks related to the sector and ensure that necessary safety and security requirements for the sustainable development of Tourism - both objective and subjective - are adequately met.

Sunday, 14 September 2014

08.00 – 13.00  Registration
15.00 – 17.00
18.00 – 19.00  Opening session
   - *H.E. Mr. Hisham Zaazou*, Minister of Tourism of Egypt
   - *Dr. Dina Dhaher*, Director, Transport and Tourism Department, League of Arab States (LAS)
   - *H.E. Dr. Mohammed bin Ali Koman*, Secretary General, Council of Arab Interior Ministers, League of Arab States (LAS)
   - *H.E. Dr. Bandar Bin Fahad Al Fuhaid*, President, Arab Tourism Organization
   - *Mrs. Anita Nirody*, UN Resident Coordinator, Egypt
   - *Dr. Taleb Rifai*, Secretary-General, World Tourism Organization (UNWTO)

19.00 – 20.00  Cultural performance
21.00  Dinner
Monday, 15 September 2014

09:00 – 10:45  **Session 1: Enhancing the sector’s resilience: preventing and reducing risks**

Preventing risks and reducing the impacts that incidents have on travel and tourism - especially from external factors - are an ethical imperative of critical importance to the sector’s development and, consequently, to the resilience of the livelihoods that depend on tourism in many destinations across the Middle East and North Africa.

Nevertheless, the integration of Travel and Tourism into the national and international emergency structures and procedures is still to be improved. What can the Tourism sector do to accelerate and incentivize this integration? What techniques are available to prioritize risk prevention for private stakeholder? What information exchange is needed to ensure timely action? How is the sector preparing for the Third UN World Conference on Disaster Risk Reduction?

*Moderator: Dr. Dirk Glaesser*, Director, Sustainable Development of Tourism, World Tourism Organization (UNWTO)

*Adv. Dr. Jacqueline Tanti-Dougall*, Partner, Tanti-Dougall & Associates Advocates, Malta

**Saudi Commission for Tourism and Antiquities, Speakers’ name (TBC)**

*Mr. Nabil Bziouche*, Chief of Cabinet of the Minister, Ministry of Tourism, Tunisia


*Mr. John A. Harding*, UN Relations and Coordination Officer, United Nations Office for Disaster Reduction (UNISDR)

*Mr. Mohammad Aljasem*, Regional Specialised Officer, International Criminal Police Organization (Interpol)

*Mr. Mauricio Siciliano*, Technical Officer, International Civil Aviation Organization (ICAO)

*Dr. Irshad Shaikh*, Regional Advisor, Epidemiological Surveillance and International Health Regulations, Eastern Mediterranean Regional Office (EMRO), WHO

Debate

10.45 – 11.00  **Coffee break**

11.00 – 12.30  **Session 2: Managing Crises and providing assistance to tourists**

Emergency situations cannot be fully avoided. It is therefore crucial to prepare for managing them effectively and assisting tourists efficiently. Travelers are often not familiar with the emergency infrastructure of the tourism destination. They may not speak the language and they may not be prepared to extend their stays. Crisis situations and the way they are managed are widely covered by the media - both traditional and social media. Many occasions in the recent past have demonstrated that crisis situations may provide windows of opportunities where those destinations that are well prepared to confront emergency situations show their ability to provide effective care and assistance to tourists.

*Moderator: Mr. Amr El Ezaby*, Advisor to the Minister of Tourism, Egypt
Mrs. Alyaa Kilani, Representative MAPFRE ASSISTANCE, Egypt

Brig. Tawfik Sitri, Director of the Public Security Department, Morocco

General Abdel Rahim Hassan, Assistant Minister of Interior, Egypt

Col. Basem Ibrahim Qtaishat, Director, Tourism Police Department, Public Security Directorate, Jordan

Col. Mohamed Rashed Al - Muhairi, Director, Tourism Security Department, United Arab of Emirates

Dr. Yousef Mulla Al-Yaqout, Instructor, Department of Education – Academy of Saad Alabdullah for Security Science, Kuwait

Dr. Walter Gaber, Medical Advisor, Fraport AG, Airports Council International (ACI)

Dr. Lori Pennington-Gray, Associate Professor & Director, UF Tourism Crisis Management Institute, University of Florida

Debate

12.30 – 14.00 Session 3: Communicating effectively on Tourism safety and security

Communications plays a vital role to tourism during normal times and times of emergency. Effective risk communication during normal times prevents the occurrence of events while professional crisis communications limits the impacts of negative events in destinations. How far can tourism service providers and destinations go to proactively address issues? What role can they play when interacting with the media? How can travel advisories be prepared so that they limit unnecessary negative impact on destinations while still informing travelers adequately about eventual risks?

Moderator: Mr. Dexter Koehl, Former Vice President of Communications and Public Relations, US Travel Association

Gen. Sameh Seif El-Yazal, Chairman, Al Gomhoriya Centre for Political and Security studies, Egypt

H.E. Mr. Maurizio Massari, Italian Ambassador to Egypt

Mr. Stephen Hickey, Deputy Head of Mission, British Embassy to Egypt

Ms. Tohama Nabulsi, Director of Media Communications, Jordan Tourism Board

Mr. Ian Taylor, Editor, Travel Weekly, UK

Mrs. Riham Al Adl, Deputy General Manager, Hill & Knowlton Strategies, Egypt

Debate

14.00 – 15.30 Lunch
15.30 – 17.00  **Session 4: Developing public-private partnerships and promoting international cooperation**

The tourism sector is like no other sector dominated by small and medium-sized enterprises and has, especially, in its international dimension many actors ranging from those promoting tourism to those assisting tourists when emergencies occur. Actors come from the private sector in tourism generating and receiving countries, as well as from the public sector. It is only logical that partnerships in all forms need to effectively support and care, develop and promote tourism. When are partnerships really meaningful? Who should take the first step? When is legislation necessary and when is it a limitation? What are the roles that regional and international organizations can play in promoting cooperation for tourism safety and security?

*Moderator: Mr. Elhamy El Zayat*, Chairman, Egyptian Tourism Federation

*Mr. Adnan Jelb*, Head of Studies and Business Intelligence, Ministry of Tourism of Morocco

*Mr. Hussein Dabbas*, Regional Vice President for Africa & Middle East, International Air Transport Association (IATA)

*Mr. Zeeshan Amin*, Political Affairs Officer, Counter-Terrorism Implementation Task Force (CTITF), UN

*Brig. Odei S. Halem*, Director, Arab Bureau for Crime Struggle, Council of Arab Interior Ministers, League of Arab States

*Dr. Jamaan Rashid Bin Rakoosh*, President, Naif Arab University for Security

Debate

17.00 – 17.30  **Closing session**

- *Mr. Amr Abdel-Ghaffar*, Regional Director for the Middle East, World Tourism Organization (UNWTO)

- *H.E. Mr. Hisham Zaazou*, Minister of Tourism of Egypt