



وزارة السياحة والآثار
Ministry of Tourism & Antiquities



European Bank
for Reconstruction and Development

Under the Patronage of H.E. Dr. Hani Mulki, Prime Minister of Jordan

Investing in Tourism for an Inclusive Future: Challenges and Opportunities

Regional Conference

Petra, Jordan, 26–27 October 2016



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Regional Conference

INVESTING IN TOURISM FOR AN INCLUSIVE FUTURE: Challenges and Opportunities

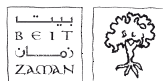
26–27 October 2016

Petra, Jordan

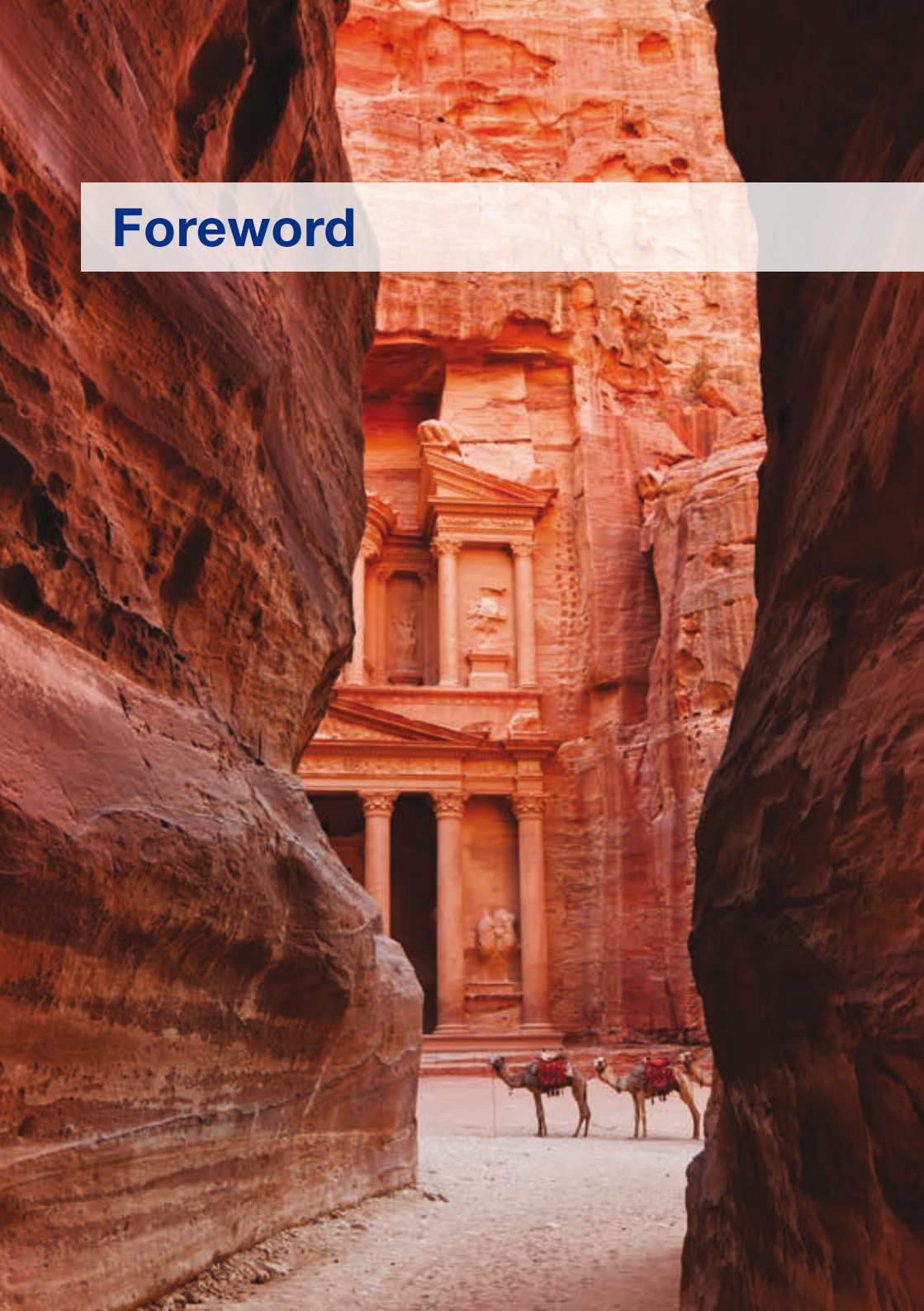
Jointly organized by the European Bank for Reconstruction and Development (EBRD), the World Tourism Organization (UNWTO) and the Ministry of Tourism and Antiquities of Jordan



With the support of



Foreword



On behalf of the World Tourism Organization (UNWTO), the European Bank for Reconstruction and Development (EBRD) and the Ministry of Tourism and Antiquities of the Kingdom of Jordan, it is our great pleasure to welcome all participants to the *Regional Conference on Investing in Tourism for an Inclusive Future: Challenges and Opportunities*.

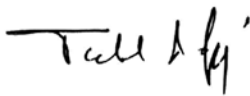
We are gathering in the beautiful city of Petra to engage in a multi-stakeholder dialogue that will allow us to exchange ideas and recommendations for sustainable tourism development in the Southern and Eastern Mediterranean region – a region that, despite its challenges and difficulties, has tremendous opportunities to take advantage of. We are convinced that tourism has the capacity to fill some of those gaps that hamper the region's efforts to advance in such a way as to benefit everyone, including future generations.

Indeed, well-managed tourism in the region can generate new and better jobs, stimulate the local and regional economy and safeguard the sensitive ecosystems and its invaluable services. Yet, for tourism to be inclusive and sustainable, sound investments in the sector are indispensable. Let us not forget that human as well as natural capital is the most fundamental aspect on which tourism depends. Hence, we need to ensure that sound investments are geared towards creating quality training and employment opportunities, particularly for youth and women, as well as incentivizing the responsible use and efficient management of natural resources. In doing so, the active interplay between the public and the private sector – including Micro, Small and Medium Enterprises – becomes a crucial element and constitutes a linchpin for the inclusiveness and competitiveness of the tourism sector in the region.

Tourism has come a long way. Once an exclusive leisure activity accessible only to a few, it has become recognized as an important element to the development agenda and a means to overcome some of the most pressing issues of our time. Given its impact on economies, societies and the environment, tourism features in the transformative and universal 2030

Agenda for Sustainable Development, buttressing its plan of action for people, planet and prosperity. Next year in 2017, the world tourism community and beyond will celebrate the International Year of Sustainable Tourism for Development, which provides yet another opportunity to demonstrate the inherent value of tourism as an agent for change.

Against this inspiring backdrop, we trust that these days in Petra will underpin our efforts in making tourism development in this fascinating region more inclusive and more sustainable. The Conference shall result in fruitful outcomes and practical recommendations that should guide us all in the years to come. With the right investments in place, we can look forward to reaping all the benefits tourism presents for an inclusive future.



Taleb Rifai
*Secretary-General,
World Tourism Organization*

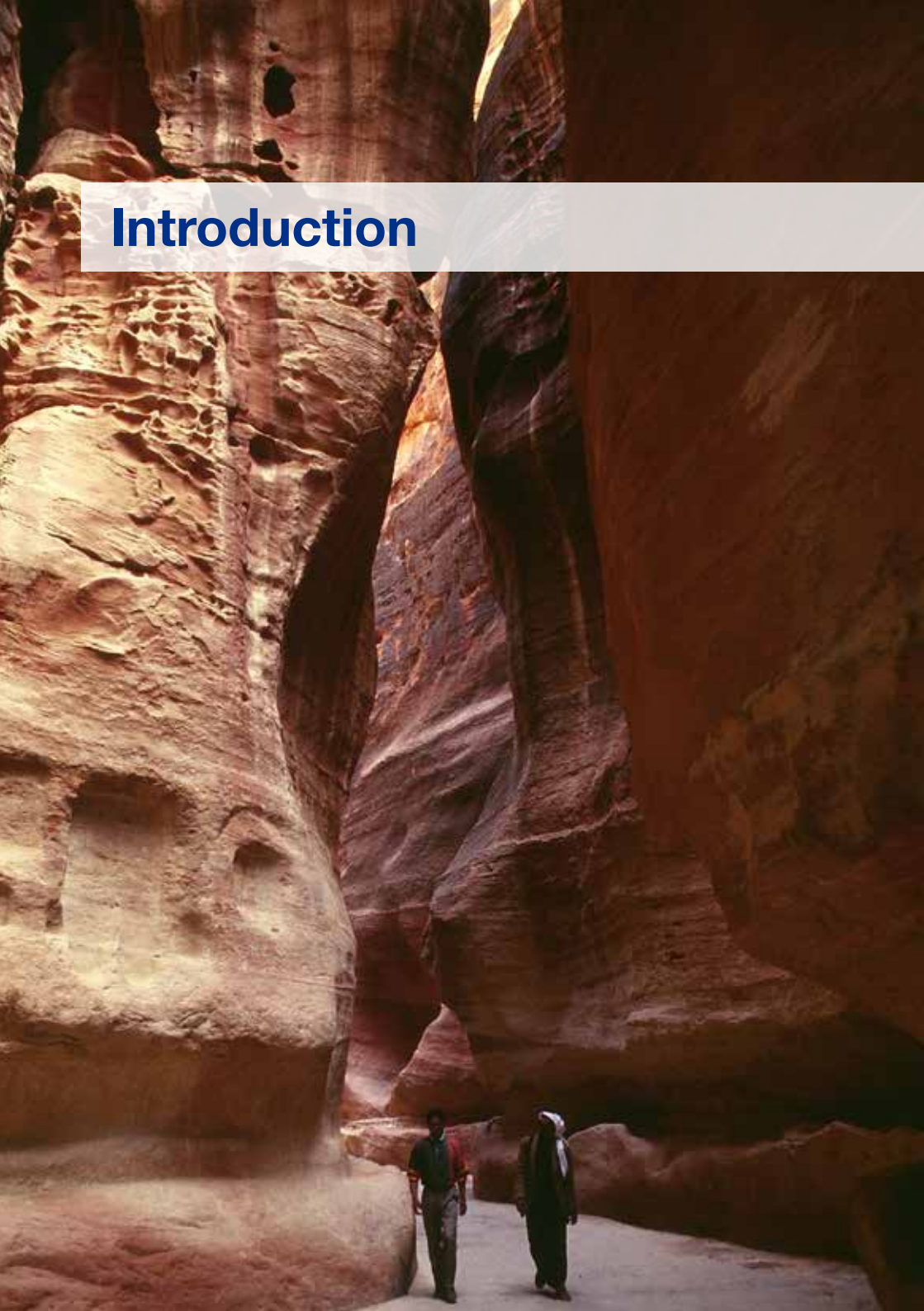


Suma Chakrabarti
*President,
EBRD*



Lina Mazhar Annab
*Minister of Tourism and
Antiquities, Jordan*

Introduction



Background

Over the past decades, tourism has experienced significant growth and has become one of the fastest growing socio-economic sectors in the world. In 2015, international tourist arrivals totalled nearly 1.2 billion and are expected to reach 1.8 billion by 2030. Accounting for more than 10% of global GDP, 30% of the world's trade in services and one in eleven jobs worldwide, tourism is an economic powerhouse that creates opportunities to improve the livelihoods of millions. But these big numbers represent more than just economic strength – they reflect tourism's vast potential and increasing capacity to address some of the world's most pressing challenges, including economic growth, inclusive development, resource management, environmental preservation and the promotion of a more tolerant and peaceful society.

Countries of the Southern and Eastern Mediterranean region (SEMED) are experiencing significant growth in tourism and are thus in the position to take full advantage of the opportunities tourism presents. Challenges remain, however, and need to be addressed accordingly. First, the lack of trained staff and the resulting impact on the quality of service is a key operational challenge for the industry. Inclusive tourism provides a win-win solution that offers businesses access to a greater and better workforce while at the same time providing economic opportunities for youth and women. Second, standards and best practices in energy and resource efficiency, climate resilience and building sustainability need to be applied by the tourism sector and shall ensure that the countries will continue to benefit from tourism in the future. Third, backward and forward linkages need to be generated in order to fully engage local Micro, Small and Medium Enterprises (MSMEs) – a vital ingredient for a healthy market economy – in the complex tourism supply chain.

Aims and objectives

The two-day conference aims to bring together tourism stakeholders from the public, private, banking, investment and development sectors, who are working in the SEMED region and are driving tourism development on a national, regional or global level. Under the umbrella of the EBRD and UNWTO, the conference should facilitate dialogue among these key stakeholders and should help identify challenges and best practices that are specific to the region. This should also support the drafting of comprehensive recommendations for tourism development in the future, encompassing the following three priority areas:

- Provide access to training and employment opportunities in the effort to address the large inclusion gaps concerning youth and women, and to reduce regional employment and skills disparities. This would include – besides strengthening the professional skills for the accommodation and tour operating sectors – incentivizing entrepreneurship in productive sectors in goods and services related to the tourism value chain.
- Enhance resource and energy efficiency through improved building standards and increased capacity in building management. This would entail creating better understanding of resource efficient operations, increasing competitiveness as well as removing barriers for investing in resource efficiency and promoting sound policies and incentives.
- Strengthen local Micro, Small and Medium Enterprises to become integral parts of the complex tourism value chain, which requires integrating trade policy dimensions into tourism planning at the national as well as the corporate level, particularly with regard to local and sector-specific institutions.

Programme

Wednesday, 26 October 2016

- 08:00** 1st Transfer from hotels to Beit Zaman–conference venue
08:30 2nd Transfer from hotels to Beit Zaman–conference venue
- 08:30–09:30** Registration
- 09:30–10:10** **Welcome Remarks**
- Master of Ceremony: **John Defterios**, CNNMoney Emerging Markets Editor
- Lina Mazhar Annab**, Minister of Tourism and Antiquities, Jordan
Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)
Mattia Romani, Managing Director, Economics, Policy and Governance, European Bank for Reconstruction and Development (EBRD)
Mohammed Al-Nawafleh, Chief Commissioner, Petra Archaeological Park Commissioner, Petra Development and Tourism Region Authority
Hani Mulki, Prime Minister of Jordan
- 10:10–10:20** **Introductory Remarks**
- H.R.H Princess Dana Firas**, President, Petra National Trust
- 10:20–10:50** **Keynote Speech: Inclusive Tourism for Sustainable Development in a Fast- Changing World**
- Sean Cleary**, Executive Vice-Chairman, Future World Foundation
- 10:50–11:20** Coffee Break and Press Conference

11:20–12:50

Plenary Session: Financing an inclusive and sustainable tourism

Tourism is a high-impact economic activity, a major job generator and key export sector with vast potential to contribute to sustainable and inclusive development. Nevertheless, tourism is underrepresented in international financing, which remains a critical hurdle to overcome. In order to fully deploy tourism's development potential in the SEMED region, investments need to be scaled and be directed to practices that foster human capital development and environmental sustainability. Such conscious investment practices not only constitute a significant contributor to the economy, but also strategic business decisions for greater competitiveness and profitability. This plenary session will discuss the role of financing institutions and investors as a driver of inclusive and sustainable tourism development and the practical ways in which the public and private sectors can work together to scale the investment.

Moderator: **John Deferios**, CNNMoney Emerging Markets Editor

Panelists:

Lina Mazhar Annab, Minister of Tourism and Antiquities, Jordan

Michel Pharaon, Minister of Tourism, Lebanon

Sahl Dudin, Managing Director, Ayla Oasis Development Company

Ahmed Hassan al-Okelly, Managing Partner, OHK Consultants

Omar Agha, CEO, Abdali Investment & Development PSC Group

Yezan Haddadin, CEO, Capital Investment

John Perrottet, Global Lead, Tourism, Competitive Sectors, International Finance Corporation (IFC)

Vlaho Kojakovic, Senior Banker, Property and Tourism, EBRD

Ibrahim Osta, Chief of Party, USAID Economic Growth through Sustainable Tourism Project, Jordan

Rapporteur: **Cordula Wohlmuther**, Head, Institutional Relations and Resource Mobilization, UNWTO

12:50

Group Photo

13:00–14:00 Lunch

Master of Ceremony: **Anita Mendiratta**, Special Advisor to the UNWTO Secretary-General, Founder and Managing Director, Cachet Consulting

14:00–15:30 **Session 1 – Inclusive Tourism through skills development as a driver of Sustainable Development**

Large youth unemployment, limited access to skills training, and skills mismatch are not only economic concerns but practical challenges for the tourism industry in the region in their day-to-day operation. Inclusive growth not only enhances human resource development, competitiveness and service quality, but also boosts the whole economy beyond tourism. In order to achieve long-term impacts on communities and local employment, youth and gender-sensitive tourism development needs to be based on a systematic skills transfer and empowerment of these groups at all levels. The first session will discuss industry and policy measures for the inclusion of youth and women in tourism so as to contribute towards the competitiveness of the tourism sector. The examples showcased in the session will demonstrate how inclusive societies, accountable institutions, responsible businesses and an adequately trained workforce contribute to sustainable development.

Moderator: **Barbara Rambousek**, Lead Inclusion Economist, EBRD

Case study (5–8 min): *Abdali Mall – Video presentation and introduction* by **Suhair Albargouthi**, Abdali Mall Training Centre and **Jane Rexworthy**, Executive Director, People 1st

Panelists:

Ali Ghezawi, Minister of Labour, Jordan (tbc)

Salma Elloumi Rekik, Minister of Tourism, Tunisia

Rula Ma'ayah, Minister of Tourism and Antiquities, Palestine

Edward Oakden CMG, Ambassador of the United Kingdom to Jordan

Issa Gammoh, Secretary-General, Ministry of Tourism and Antiquities, Jordan

Ghadeer Khuffash, CEO, Jordan Education for Employment (JEFE)

Juergen Steinmetz, Publisher and President, eTN Corporation

Oussama Massoud, Head of Intercontinental Hotel Group for Jordan and Palestine

Lina Khasawneh, Engineering Manager, Zara Investment Holdings

Suzy Hatough-Bouran, CEO of Dar AlDiafa for Hospitality and Tourism Education Consultancy, UNWTO – TedQual Certificate Auditor and member of the UNWTO World Committee for Tourism Ethics (WCTE)

Paul Burtenshaw, Director, Projects, Sustainable Preservation Initiative

Muhsen Makhamreh, Dean, Jordan Applied University

Rapporteur: **Sangjung Ha**, Inclusion Analyst, Economics, Policy & Governance, EBRD

15:30–16:00

Coffee break

16:00–17:30

Session 2: Building competitiveness throughout tourism value chains

Tourists travel to and from the destinations. While at the destinations, they often travel by local bus or taxi, try local dishes and buy products and handicrafts from the region. The construction and operation of hotels often implies the engagement of suppliers of construction material, food, furniture, electronic equipment and many others.

The sheer complexity of the tourism value chain –with its myriad of players– means that fulfilling tourism’s potential requires strong and coordinated action around the frameworks that govern the market access, flows of travellers, services, quality and standards, goods and foreign direct investment (FDI).

To make tourism truly inclusive and to take full advantage of the tourism value chain and related goods and services, we need to empower the private sector –in particular MSMEs– as well as institutions and policy and decision-makers. Unfortunately, MSMEs in the tourism sector in many countries are still affected by a lack of access to markets and capital where sustainable tourism investments prevail. Greater emphasis needs to be placed on achieving market interconnectivity for MSMEs and other tourism businesses.

Challenges that restrain development and commonly identified barriers include: quality of business environment (including public-private dialogue, political instability, security matters, visa facilitation, sanitation and health conditions, costs of energy and other production factors); access to finance; availability of workforce with appropriate skills; compliance with international standards (hospitality, services, food quality and safety, environmental and labour regulations); access to tourist destinations (and quality and availability of infrastructure, such as airports and ports).

This session will discuss how to enhance the local economic impact of tourism in the destination and exchange knowledge on measures that help local MSMEs to leverage their participation in the tourism value chain of the SEMED region.

Moderator: **Zoritsa Urosevic**, UNWTO Representative to the United Nations in Geneva

Case study (8 min): *“Linking local products and rural tourism; Lessons learned from Saffron of Taliouine in Morocco”* by **Emilie Vandecandelaere**, Senior Economist, Food and Agriculture Organization of the United Nations (FAO)

Panelists:

Mohamed Yehia Rashed, Minister of Tourism, Egypt

Michael Nazzal, Chairman of the Jordan Hotel Association

Imtiaz Muqbil, Executive Director, Travel Impact Newswire

Manal Saad Kelig, Executive Director for the MENA region, Adventure Travel Trade Association

Adel Mohammad Amin, Deputy Managing Director and Director of Marketing, Jordan Tourism Board

Muna Haddad, Founder and Managing Director of BARAKA, President of Jordan Trail Association

Heike Harggart, Head of Office Jordan, EBRD

Cameron Sinclair, Community Development Architecture, Airbnb (tbc)

Rapporteur: **Cordula Wohlmuther**, Head, Institutional Relations and Resource Mobilization, UNWTO

17:30–17:35 Wrap-up and Concluding Remarks

Amr Abdel Ghaffar, Regional Director for the Middle East, Advisor to the Secretary- General on Tourism and Peace, UNWTO

17:45 Transfer from Beit Zaman to hotels

18:45 Transfer from hotels to dinner venue

19:30 Dinner hosted by the Jordan Tourism Board (comfortable shoes and jackets)

22:30 Transfer from dinner venue to hotels

Thursday, 27 OCTOBER 2016

08:00 Transfer from hotels to Beit Zaman–conference venue

Master of Ceremony: **Anita Mendiratta**, Special Advisor to the UNWTO Secretary-General, Founder and Managing Director, Cachet Consulting

09:00–10:30 **Session 3: Energy-efficient operations through innovative technical practices and enabling policies**

This session will discuss issues related to energy vulnerability in the tourism sector and energy use in tourism businesses in the SEMED region. The session will also look into current undertakings with regard to overcoming these challenges through innovative and efficient energy technologies and operations, and enabling conditions such as the market, as well as financial, structural, institutional, and regulatory frameworks. It will also attempt to identify the regional drivers that go beyond business as usual and search for alternative sources of energy or more energy-efficient and cost-effective models so as to share the best practices for energy-efficient tourism operations in the SEMED region.

The focus will be on energy efficiency (as an opportunity for innovation, reduction of energy consumption and operation cost) and renewable energies (as a chance to contribute to climate action, helping the transition to low-carbon economies without hampering economic growth or diminishing welfare).

Moderator: **Mattia Romani**, Managing Director, Economics, Policy and Governance, EBRD

Case study (5-8min) on *Jadranka Hotels in Croatia* by **Alexander Hadziivanov**, Associate Director, Sustainable Resource Investment, EBRD and **Peter Baum**, Analyst on Climate Adaptation, EBRD

Panelists:

Branimir Gvozdenović, Minister of Sustainable Development and Tourism, Montenegro

Abdullah Bdeir, Board Chairman of the Jordan Green Building Council and Chairman of MENA Network of Green Building Councils

Zoritsa Urosevic, UNWTO Representative to the United Nations in Geneva

Arn Willems, Managing Director of Croatia, GTC (Globe Trade Centre S.A.)

Rapporteur: **Alexander Hadziivanov**, Associate Director, Sustainable Resource Investment, EBRD

10:30–11:00

Coffee Break

11:00–12:30

Session 4: Sustainable consumption and production in the tourism sector

Even though energy consumption is an important input for economic growth, the consumption of other resources – including water and food – the minimization of waste and the production of goods are also issues that require attention.

The Resolution 66/288 of the United Nations General Assembly reaffirmed that the promotion of sustainable patterns of consumption and production is among the overall objectives of and essential requirements for sustainable development. Hence, it is crucial to trigger fundamental changes in the way societies consume and produce if we are to achieve global sustainable development.

Sustainable consumption and production (SCP) is defined as “the use of services and related products which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs for further generations”.

The panel discussion will focus on the added value of sustainability in the tourism sector and on the links between quality of services, market competitiveness and resource efficiency.

Moderator: **Zoritsa Urosevic**, UNWTO Representative to the United Nations in Geneva

Case study (5–8 min): *Sustainability and Tourism in the Mediterranean*, project co-financed by the European Union through the ENPI CBC Mediterranean Sea Basin Programme 2007–2013, presented by **Sharhabeel Madi**, Commissioner, Aqaba Special Economic Zone Authority

Panelists:

Lahcen Haddad, Minister of Tourism, Morocco (tbc)

Emad Hijazeen, Deputy Chief Commissioner, Petra Archaeological Park Commissioner

Justin Reid, Head of Destinations - Europe, Middle East & Africa, Tripadvisor
Martin Brackenbury, Former President, International Federation of Tour Operators
Hala Araj, Director of Technical Services, Ayla Oasis Development Company
Svend Leirvaag, Vice President, Industry Affairs, Amadeus
Clare Jenkinson, Senior Destinations & Sustainability Manager, ABTA/Travelife

Rapporteur: **Peter Baum**, Analyst, Climate Change Adaptation, EBRD

12:30–12:35 **Concluding Remarks**

Claudia Pendred, Director of Property and Tourism, EBRD

12:35–12:45 **Joint Presentation of the Petra Declaration**

Lina Mazhar Annab, Minister of Tourism and Antiquities, Jordan
Taleb Rifai, Secretary- General, UNWTO

12:45–14:00 Lunch in Beit Zaman

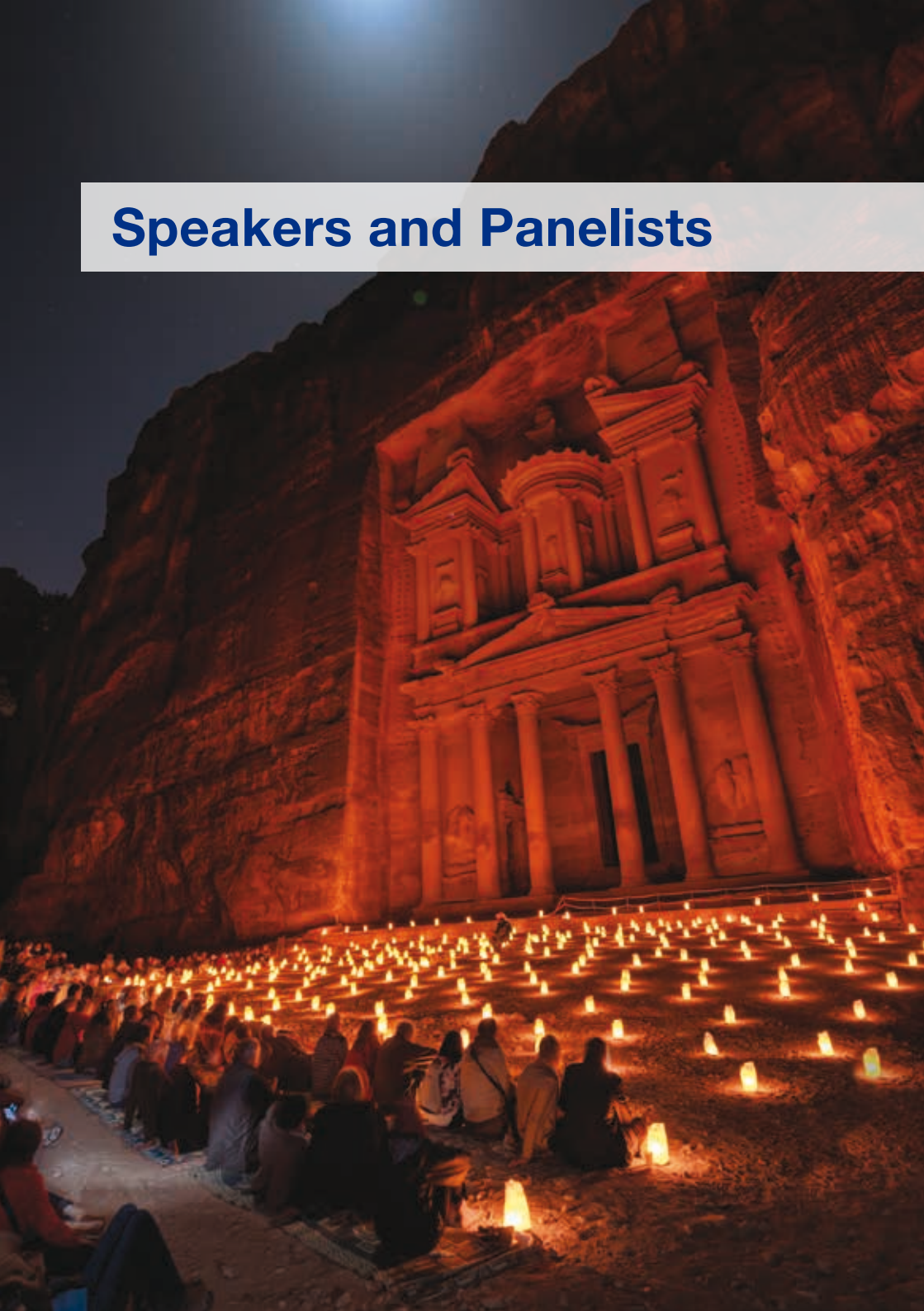
14:00 Transfer from Beit Zaman to Aqaba (127 km)

Technical visit to Ayla Oasis Regeneration Project in Aqaba

Located on Aqaba's shoreline, Ayla is a captivating realm of glamorous architecture, world-class amenities, and stunning white-sand beaches. The development is an leading example of inclusive and sustainable tourism by establishing a training programme that provides hospitality training and employment opportunities for local young people and adoption of state-of-the-art resource efficiency features. The technical visit will show case some of Ayla's sustainability attributes (such as the solar panels, water-saving features, and the lagoons) and the training programme being designed for the local youth.

19:00 Transfer from Aqaba to hotels in Petra or to Amman or Amman Airport

Speakers and Panelists



Welcome remarks

Master of Ceremony:

John Defterios, CNNMoney Emerging Markets Editor

Defterios is the CNNMoney Emerging Markets Editor based in the network's Abu Dhabi bureau where his reporting focuses on the top business stories from emerging and BRIC economies. He is also the anchor of CNN International's 'One Square Meter', a segment which explores urban planning and property development in emerging markets. Defterios has more than two decades of financial news and current affairs experience covering some of the landmarks events during that period including the Gulf War, the fall of the Berlin Wall, the World Trade Centre bombings and G8/G20 summits from his postings in London, Washington, New York, Los Angeles, Rome and the Middle East. He is a World Economic Forum media leader and member of the Global Agenda Council on the Arab World and has served as Chairman of the Business Week Leadership Forums in London, Beijing and New York, the World Islamic Economic Forum amongst others.

Lina Mazhar Annab, Minister of Tourism and Antiquities, Jordan

Prior to assuming her ministerial post in June 2016 Minister Annab was the general manager of Zara Investment Company (Holding). She was also a member of the board of directors of various private and public shareholding companies in Jordan. She represented the private sector on the "Employment –Technical Vocational and Education Training Council (E-TVET Council)". She served as a member of a number of selections and judging panels for renowned awards and fellowships in entrepreneurship and leadership. Until recently, HE represented the private sector on the Board of Directors of Jordan Tourism Board (JTB) as well as on the "Economic and Social Council". Over the past 20 years, Minister Annab held various positions at Citibank, Johnson & Johnson, and the International Monetary Fund. Her Career covers product management, research, marketing, and Finance. Throughout her career she has worked in the USA, Europe, and Various countries within the Middle East. Minister Annab holds a Master of Arts degree in International Affairs from Georgetown University in Washington D.C. She also holds a Bachelor of Arts degree in Political Economy and Foreign Languages and Literature.

Taleb Rifai, Secretary-General of the World Tourism Organization (UNWTO)

Rifai served his first term as Secretary-General between 2010 and 2013 and was re-elected for a second four-year term, starting in January 2014, by the 20th Session of UNWTO General Assembly. He served as UNWTO Secretary-General ad interim and as Deputy Secretary-General between 2006 and 2009. From 2003-2006, Rifai was the Assistant Director-General of the International Labour Organization (ILO). Prior to this appointment, Mr. Rifai served in several ministerial portfolios in the Government of Jordan as Minister of Tourism and Antiquities; Minister of Information; and, Minister of Planning and International Cooperation. During his term as Minister of Tourism, Rifai served as Chairman of the Executive Council of the World Tourism Organization (UNWTO). From 1997 to 2000, he was Chief Executive Officer (CEO) of the Jordan Cement Company, one of the largest public shareholding companies in Jordan; and directed the first large-scale privatization and restructuring scheme in Jordan. Rifai was also actively involved in policy making and developing investment strategies in his capacity as Director General of the Investment Promotion Corporation (IPC) in Jordan (1995-1997). From 1993 to 1995, he headed Jordan's first Economic Mission to Washington DC, promoting trade, investments, and economic relations between Jordan and the USA. Rifai began his career as Professor of Architecture, Planning and Urban Design. He holds a Ph.D. in Urban Design and Regional Planning, a MSc. in Engineering and Architecture and B.Sc. in Architectural Engineering. Rifai is a Jordanian national that is married and has five children.

Mattia Romani, Managing Director for Economics, Policy and Governance, EBRD

Dr Mattia Romani is Managing Director for Economics, Policy and Governance at the European Bank for Reconstruction and Development. He is also Senior Visiting Fellow at the Grantham Research Institute at the London School of Economics. Before joining the EBRD in 2014, he was the Deputy Director General and Chief Economist of the Global Green Growth Institute, an international organization based in South Korea created to support developing and emerging countries on their green growth plans. He was previously with McKinsey and Company, where he worked as a senior expert since 2009. He served as Lord Nicholas Stern's deputy on the UN Secretary General High-Level Advisory Group on Climate Finance in 2010. Between 2007 and 2009, he worked as the lead economist on the Stern Review team in the UK Government. He was previously at Shell International working on long-term scenarios. Between 1999 and 2003 he worked at the World Bank in Washington DC, Abidjan and Antananarivo. He holds a doctorate (D.Phil.) in economics from the University of Oxford and a M.Sc. in Development Studies from the London School of Economics.

Mohammed Al-Nawafleh, Chief Commissioner, Petra Development and Tourism Region Authority

Al-Nawafleh holds a PhD in Mechanical Engineering from Saint-Petersburg State University of Technology and Design, Saint-Petersburg, Russia. His Dissertation entitled “Development of Engineering Methods of Calculations on Frictional Take-up Motions for Taper Package, Machinery and Units of Light Industries.” In 2013, Al-Nawafleh was appointed as Chief Commissioner of Petra Development and Tourism Region Authority – a legal, financial and administrative independent Authority, founded in 2009 and aims to develop the region tourism, economy, and contribute to local community development. The Authority is managed by a board of commissioners that consists of five members appointed by the Prime Ministry and approved by His Majesty King Abdullah. Before this position, he was appointed as Acting University President Al-Hussein Bin Talal University, Vice President for Academic Affairs, Vice President for Academic, Financial and Administrative Affairs, in addition to his previous positions at Tafila Technical University and Al-Balqa’ Applied University (BAU). Al-Nawafleh commands several languages including English and Russian and participates a lot in international and national conferences. Al-Nawafleh was born in Amman in 1965.

Introductory Remarks

HRH Princess Dana Firas, The Hashemite Kingdom of Jordan

Her Royal Highness Princess Dana Firas is Vice President of the Petra National Trust (PNT), Jordan’s oldest national nongovernmental organization in the field of heritage protection and preservation. The PNT, established in 1989, aims to preserve and protect the natural, cultural and socio-economic heritage of the ancient Nabataean city in southern Jordan and its surrounding region. Since 2008, Princess Dana has chaired the Board of the Petra National Foundation (PNF), a US-based 501-c3 organization working to promote awareness of the world heritage values of Petra and to support related projects and programs. Since the early 1990s, Princess Dana has worked to promote cultural heritage preservation, sustainable development and human security in various capacities. She worked in the office of H.M. Queen Noor on projects that promote sustainable development, peace and human rights and has participated in the establishment of several non-governmental organizations, locally and internationally, to promote heritage preservation and environmental protection. She is an advocate for heritage protection and preservation as a foundation for development, responsible tourism, political identity and participation. In 2003, she co-authored an

article entitled “From the Environment and Human Security to Sustainable Security and Development” in the Journal of Human Development; in 2006, she authored an article for the 2007 State of the World Report and participated in the launch of the report in Washington DC and in 2012, she contributed to a publication entitled “Tourism and Archeological Heritage Management at Petra: Driver to Development or Destruction.” Princess Dana holds a BA degree from Boston University in economics and international relations. She also holds an MSc in Development Studies from the London School of Economics and Political Science and an MPA from Harvard University’s Kennedy School of Government focused on sustainable development and environmental policy, where she was a Fulbright Scholar. Princess Dana is married to Prince Firas bin Raad and has two daughters and one son.

Inclusive Tourism for Sustainable Development in a Fast- Changing World

Sean Cleary, Executive Vice-Chairman, Future World Foundation

Cleary serves in numerous distinguished positions, which include Chairman of Strategic Concepts (Pty) Ltd; Managing Director of Centre for Advanced Governance and a Director of Companies. He is also Chair of the Advisory Board of the Global Economic Symposium and Board member of the Salzburg Global Seminar. Cleary is guest lecturer on global corporate strategy at Business Schools in the U.S.A., Europe and South Africa; and on the strategic challenges of globalisation and conflict resolution at defence colleges, universities and institutes. He also serves as a Strategic Adviser to the World Economic Forum and is Faculty Member of the Parmenides Foundation.

Plenary Session: Financing an inclusive and sustainable tourism

Moderator:

John Defterios, CNNMoney Emerging Markets Editor (See Welcome Remarks)

Panelists:

Lina Mazhar Annab, Minister of Tourism and Antiquities, Jordan (See Welcome Remarks)

Michel Pharaon, Minister of Tourism, Lebanon

Born in Beirut in June 1959, Pharaon has an MA in economic sciences and business administration from Dauphine University - Paris IX, France. He has served as Minister of Tourism since February 2014; Minister of State for Parliamentary affairs from November 2009 till June 2011, from July 2005 till July 2008 and from October 2000 till April 2003. Pharaon is a Member of Parliament, Deputy of Beirut since 1996 and Chairman of the board of Libano-Suisse Insurance Company, Delta Near East, Pharaon Holding, and Murex Holding. He is Member of the board of GlobeMed, le Commerce du Levant and Lebanese Broadcasting Corporation International. Pharaon is also Vice president of the executive committee of the superior council of the Greek Catholics and member of Trustees of Patriarchal School and founder of the free health care center at "St Sauveur".

Sahl Dudin, Managing Director, Ayla Oasis Development Company

Dudin is Managing Director of Ayla Oasis Development Company (AODC), and a member of the Board of Directors of all its 26 affiliated companies that have interests in a wide range of industries including tourism, property development, entertainment and services. Dudin has over 30 years of experience in the development of mega projects and began his career as an engineering supervisor in 1986, and then became Director of Maintenance and Engineering at Intercontinental Jordan Hotel. He led a number of high net-worth projects in the hospitality and tourism sectors, including driving the growth of Zara Investment Holding Company in various capacities. He played a key role in the establishment of a chain of hostels including Mövenpick Resort Petra, Mövenpick Resort & Spa Dead Sea, Mövenpick Resort & Residences Aqaba, Grand Hyatt Amman and Intercontinental Amman. After joining AODC, he supervised the establishment of the master-planned community of Ayla – a project that aims to transform Aqaba from a port of commerce into a truly sustainable waterfront community and features 750,000 sq. m of man-made lagoons that added 17 km of waterfront to the shorelines of Aqaba, and Jordan's first signature golf course designed by Greg Norman. Currently, Dudin is a member of the Board of Directors of the Jordan Tourism Board and a member of the Board of Trustees of Al Tafila Technical University and the non-profit organization INJAZ. He is also a member of the Executive Board of EDAMA (a leading organization in the field of energy, water, and the environment), the Marine Sciences Station, and the Run Jordan, the Jordanian Marathon Association. Sahl Dudin holds two Bachelor of Science degrees in Mechanical and Civil Engineering from the University of Hartford in the US.

Mr. Ahmed Hassan Al-Okelly, Managing Partner, OHK Consultants

Al-Okelly is an international innovation and growth expert who works at the intersection of emerging markets, public policy, and public-private partnerships. He advises governments, international development agencies, and investors on Middle East, Africa, and Asia trends in tourism, land development, real estate, knowledge and technology, and infrastructure development. Al-Okelly has been at the forefront of organizational transformation and strategic national programs for pioneering growth initiatives in excess of +\$100 B USD from planning to finance and execution. He has led multiple advisory efforts in Middle East tourism including Jordan's Dead Sea master plan, Jordan's conservation and ecotourism strategy, Jordan's economic zones regulatory framework, Egypt's tourism development strategy, the Red Sea tourism master plan, and other initiatives in Morocco, Tunisia, the UAE, Saudi Arabia and Oman. He holds a MBA from the Wharton School of Business, lectures on matters of public sector reform in emerging markets and has written for a range of international publications, and authored two books on emerging markets' innovation and economic strategy.

Omar Agha, CEO, Abdali Investment & Development PSC Group

Agha joined Abdali Investment and Development Company in September 2016 as Group CEO, overseeing Abdali Boulevard Company (Asset Management Company), Jordan District Energy (Energy Provider) and Abdali investment and Development (Master Development Company). Prior to that, he was the Group CEO for Al Anwa Holding for Investment (family owned companies with investments in KSA, Egypt, Tunisia and Europe). Agha championed the transformation from family-setup into a properly governed and financially-sound enterprise through the development and implementation of a strategy characterized by investment diversification, growth and sustainability. Prior to that, he was the CEO at Saraya Holdings (a DIFC-based real estate development company) with projects in Jordan, UAE and Russia. Agha has managed several companies across different sectors and implemented strategic goals and objectives in compliance with shareholders' mission, vision, and values. His varied experience in the real estate industry began in the United States as an Engineer with the U.S. Government, followed by joining a leading U.S.-based international project management consortium in Kuwait. He also worked for one of the leading international banks. Agha holds a B.S. in Engineering and a Professional Engineer (PE) license. He serves on the boards of private and public shareholding companies. Throughout his 25 years of experience, he gained a wide set of skills and expertise.

Yezan Haddadin, CEO, Capital Investment

Haddadin is the Chief Executive Officer and Board Member of Capital Investments, a Jordan-based investment bank with regional presence in Dubai (DIFC). Throughout his career, he has developed extensive experience across a range of industries and advised on over USD 100 billion in M&A transactions in North America, Latin America, Europe, the Middle East and Africa. Haddadin has over 17 years of investment and investment banking experience. Prior to joining Capital Investments in 2014, he was an Advisor at Ripplewood Holdings LLC, a New York-based private equity firm. He was also a Managing Director at Perella Weinberg Partners in New York (2007-2012) and an Executive Director in JPMorgan's M&A Group New York (2000-2007). He is currently a member of the Board of Directors at Sixth of October Investment Company (SODIC), a publicly listed Egyptian real estate development company. He is also a Board Member of The Near East Foundation, a New York- based private nonprofit development agency with projects in Africa and the Middle East. Haddadin holds a Juris Doctor from Northwestern University School of Law (USA) and a Bachelor of Science from Georgetown's School of Foreign Service (USA). He is admitted to the New York State Bar Association and is an FAA licensed pilot.

John Perrottet, Global Lead for Tourism, Trade and Competitiveness Global Practice at the World Bank Group

Perrottet has worked in tourism for 30 years, mostly in emerging markets where he specializes in tourism investment generation. His experience extends across the developing world – in Africa, Asia and the Pacific, Latin America and the Caribbean, South Eastern Europe and the Middle East, where he has advised governments and private clients. He is currently the Global Lead for Tourism in the Trade & Competitiveness Global Practice at the World Bank. This includes helping governments and industry work together to build a competitive and attractive investment environment and mobilizing the right type of investment which builds destinations, creates sustainable jobs and improves peoples' lives.

Vlaho Kojakovic, Senior Banker, Property and Tourism, EBRD

Kojakovic is a seasoned banker and a real estate executive with more than 15 years of experience in the sector. He is responsible for the MENA and SEE regions in EBRD's Property and Tourism Team where he works as an Associate Director for the past six years. Before joining EBRD, Kojakovic worked as a Development Director for the Trigranit Development Corporation, the biggest real estate developer in Central and Southeast Europe. He started

his career in investment banking with BNP Paribas in the London. Kojakovic holds MBA from the Imperial College, University of London and executive education from the Kennedy School of Government, Harvard University.

Ibrahim Osta, Chief of Party, USAID Economic Growth through Sustainable Tourism Project, Jordan

Osta leads USAID's largest USAID tourism development project with over \$100 million in cumulative technical and grant assistance. He leads a wide portfolio to enhance Jordan's tourism sector, including national strategy, destination marketing, heritage conservation and promotion, community-based development and hospitality education and training. He was Senior Policy Advisor to Jordan's Ministers of Tourism and of Water. In the 1990s for Save the Children, Osta led the creation of INJAZ, a youth entrepreneurship development organization modeled after the American Junior Achievement International (JAI) and laid the ground for INJAZ Arabia, now reaching more than a half million students annually across the Arab world. Based in Cairo for the Center for International Private Enterprise, he supported Egyptian export-oriented business associations and industry chambers. Previously, he was Executive Director of the US-based American Arab Chamber of Commerce, an organization facilitating US-Arab trade and investment. He holds a Bachelor of Finance & Economics (University of Michigan), a Master of Tourism Administration (George Washington University) and held the National Association of Securities Dealers (NASD) mutual funds license. He served on various boards, including the UN Foundation World Heritage Alliance and received the King Abdullah II Entrepreneurship Development Award for supporting MSMEs.

Master of Ceremony:

Anita Mendiratta, Special Advisor to the UNWTO Secretary-General, Founder and Managing Director, Cachet Consulting

A trusted and respected global strategic advisor and five-time author in Travel, Tourism & Development, Anita Mendiratta is the Founder and Managing Director of CACHET CONSULTING, an international firm working closely with leaders in government, private sector business, international organisations and the media. Originally from Canada, though having been based in South Africa for over two decades, Anita possesses unprecedented professional working and living experience across almost all continents. This direct global experience, innate ability to feel the 'heartbeat' of societies, and acute understanding of the economic, social, political and environmental dynamics impacting and inspiring nations

facing change, have turned Anita into one of the most sought after international speakers and advisors on the subject of national growth, development, and often recovery, through Tourism. Alongside her business leadership, Anita is also honoured to be Special Advisor to the Secretary General of the UNWTO, Strategic partner to the WORLD BANK GROUP and Lead consultant of CNN International's T.A.S.K. GROUP. www.anitamendiratta.com

Session 1 – Inclusive Tourism through skills development as a driver of Sustainable Development

Moderator:

Barbara Rambousek, Lead Inclusion Economist, EBRD

Barbara Rambousek is the EBRD's Lead Economist and Associate Director for Economic Inclusion. She developed and leads the Bank's approach to economic inclusion and equality of opportunity, specifically in relation to access to employment, services, skills, and corporate standards and practices for youth, women and disadvantaged communities. Ms Rambousek brings 18 years of senior management experience, having directed large scale development and refugee programmes across 20 countries in Europe, the Middle East and Asia. Previously, as Head of Regeneration and Corporate Strategy for the London Development Agency, she led major urban regeneration programmes and the formulation of London's 20 year Economic Development Strategy. Ms Rambousek holds an MBA (Cass Business School, London) and MScs (London School of Economics and the University of Vienna).

Suhair Al-Bargouthi, Attorney at Law, AMC Human Recourses Manager

Al-Bargouthi, Human Resources Manager at Abdali Mall Company (AMC) – which is currently managing Abdali Mall, Jordan's retail and leisure hub. She has over 15 years of human resources and legal consultation experience. Her broad experience includes leadership and management coaching, contract negotiations, legal compliance, training and development, talent acquisition and management. She has experience in various industries including professional services, technology and insurance. Al-Bargouthi is passionate to helping youth and young talents to reach their full potential and widen their horizon. She earned her Bachelor's degree in Law from Philadelphia University and obtained a Master of International Legal Studies, LLM from Golden Gate University in San Francisco. She is a member of the Society for Human Resource Management and Jordan Bar Association.

Jane Rexworthy, Executive Director, People 1st

Figurehead and founder of the UK's National Skills Academy for Retail, Rexworthy is a CIPD qualified senior strategic Learning & Development professional with over 15 years' experience working within the retail and visitor economy sector in store operations, hotels, training and development. She has expertise as a strategic business development leader & training professional with strong skills and a history of achievement in: Leadership; new business start-up; strategic partnerships; project management; training design and delivery. Jane's role at People 1st as Executive Director for International has a specific focus on developing international stakeholder relationships, providing consultancy / support in countries for the delivery of industry led skills and business solutions. Working directly with employer, stakeholders and government Jane has in the recent years' led and delivered on social inclusion projects focused on youth and gender equality, developed skills academy models, directed on the set up of technical colleges, developed new curriculum based on international standards and developed the capability and capacity of local provision. Jane is an advocate of technical and vocational skills development and the importance of transferability of these skills across the World.

Salma Elloumi Rekik, Minister of Tourism and Handicrafts, Tunisia

Rekik was born on June 1956 and is married and a mother of three. She is holder of Experimental Sciences baccalaureate diploma and a bachelor degree in marketing from the Higher Institute of Business Management (Institut Supérieur de Gestion). Rekik also completed her First-Year Master in Economy and Business Management at Tunis Law Faculty. Elloumi was the Chief Executive Officer (CEO) of a corporate group specialized in producing cars electric cables. She was the CEO of another corporate harvesting group specialized in producing fresh vegetables and fruits, freezing them, and transforming them into products intended for food industry. She also was head of steering financial committee of Packard Electric system to General Motors. Rekik is politically and socially active. She was member of the Economic and Social Council, Chairwoman of the Tunisian-Egyptian Business Council, honorary consul of the Gabonese Embassy in Tunis, member of the Arab Institute for Business Managers, and one of the founders of the National Chamber of Tunisian Businesswomen. In the late 2014 Tunisian legislative elections, Rekik was elected as MP before becoming the first Tourism minister of the Second Republic in early 2015. She speaks Arabic as mother tongue and has good command of the French and English languages with excellent written, read, and spoken skills. She also masters Italian with good read and spoken skills.

Rula Ma'ayah, Minister of Tourism and Antiquities, Palestine

Ma'ayah is the Minister of Tourism & Antiquities of the Palestinian National Authority and a Member of Fatah Leadership Committee of the West Bank and in the High Council of Childhood and Motherhood. From 2008 to 2012, Ma'ayah was the General Director of the Ministry of Justice, a member in the Governance Strategy Group and a member in the Justice Sector Working Group. In 2007, she was an instructor at ICP Bethlehem University and served as a Director in the Ministry of Youth and Sport from 1995 to 2005. Ma'ayah has also been a Bureau Member at the International Union of Socialist Youth and a member in the General Union of Palestine Students/ International Relations Committee. Ma'ayah has a B.S. degree from Birzeit University and a Professional Diploma from the Catholic School of Milan. She speaks Arabic, English and French.

Edward Oakden, CMG, Ambassador of the United Kingdom to Jordan

Oakden was appointed as Her Majesty's Ambassador to the Hashemite Kingdom of Jordan in April 2015. Prior to his appointment he served as Director for the Middle East, with responsibility for the UK's relationships with the countries of the Gulf Cooperation Council, and Iraq, Iran and Yemen as well as, the Coalition's fight against ISIL. From 2010 to 2013 Ambassador Oakden served as Managing Director for Strategic Trade in UK Trade and Investment where he was responsible for UKTI's network in 96 Posts overseas and supporting the sectors key to the success of the UK economy in the UK's 20 highest growth markets. His overriding focus was on restoring growth to the UK economy by maximising British exports, including through a programme of campaigns to pursue some 300 High Value Opportunities around the world. Prior to this position, he served for 4 years as British Ambassador to the UAE. He was the UK's Ambassador for Counter-terrorism and the FCO Director for Defence and Strategic Threats for four years; and served in No 10 as Prime Minister John Major's Private Secretary for Foreign Affairs, Defence and Northern Ireland. He has spent much of the rest of his career moving between the Middle East and London, with postings in Baghdad, Khartoum, Washington and Madrid. He is married to Dr Florence Eid and has three daughters.

Issa Gammoh, Secretary-General, Ministry of Tourism and Antiquities, Jordan

Gammoh is the Secretary General of the Ministry of Tourism & Antiquities (2010-till now) of Jordan. Her responsibilities aim to contribute to the fulfillment of the mission and vision of the Ministry in leading, supporting, and developing sustainable tourism in Jordan and

enhancing its role in national economy and community development, through public private partnership to maximize the socio-economic benefits and by utilizing the natural and cultural treasures of the country to enrich the experience of Jordanians and their guests. Gammoh holds a BSc. in Marketing from Northern Kentucky University, USA and a MA. in Enterprise Management from Durham University, UK.

Ghadeer Khuffash, CEO, Jordan Education for Employment (JEFE)

Khuffash comes to JEFE with a wealth of expertise in workforce development, project management, and fundraising, along with a passion for EFE's mission and vision for addressing youth unemployment in Jordan and throughout the MENA region. Prior to joining JEFE, Ghadeer was the Executive Director at Luminus Group, an Education and Training Solution provider in the MENA region, and the Vice Dean for Student Affairs and Employment at Al-Quds College and the Luminus Vocational Training Center. In this role, she led Luminus Group's education and training centers in adopting the E4E education for employment model in order to prepare youth for work and establish linkages with the private sector. Ghadeer also has four years of experience as a Business Acquisition Manager at DAI, where she built business networks in the MENA region, identified new business opportunities for the company and managed proposal development for USAID and other funders.

Juergen Steinmetz, Publisher and President, eTN Corporation

Steinmetz, originally from Germany, moved to the United States in 1984 and in 1988 moved to Hawaii and has been living on Oahu's North Shore since 1992. A travel and tourism industry veteran, Steinmetz has been in the business since 1977. He is also the co-founder and publisher of eTurboNews (also known as ETN), a global travel industry newswire with a circulation of over 230,000 travel and tourism professionals in more than 140 countries. Since the inception of Hawaii-based eTN in 1999, it has become one of the most formidable and influential global travel and tourism publications today. To date, eTN is the oldest Internet-based travel and tourism publication that is currently in existence. For many years, Steinmetz has represented the global travel and tourism media at the UNWTO Task Group dealing with sexual exploitation of children. He was also an industry board member of PATA (Pacific Travel Association), and is chairman of the International Coalition of Tourism Partners, a global organization with tourism board members promoting Green Growth and Quality equals Business.

Ousamma Massoud, Head of Intercontinental Hotel Group for Jordan and Palestine

Massoud is a seasoned professional with 34 years' Experience in Hospitality, of which the past four years he spent with (IHG- InterContinental Hotel Group in Jordan) it is a British multinational hotels company headquartered in Denham, UK. IHG has over 742,000 rooms and 5,028 hotels across nearly 100 countries). He worked in various executive positions in hotel management as well as operations including Saudi Arabia, Oman, and Bahrain & Palestine. A Jordanian National, Massoud holds Hotel Diploma from Centre International de Glion, Switzerland (1981). In 2015, he got the Award of General Manager of the year for Crowne Plaza, In 2000, nominated as GM of the year MEA at Crowne Plaza Bahrain and also in 1997 he was nominated as GM of the year MEA at the Holiday Inn Muscat. He has experience in 3 Brands Intercontinental, Crowne Plaza & Holiday Inn.

Lina Khasawneh, Engineering Manager, Zara Investment Holdings

Khasawneh currently heads the Engineering and IT Departments at Zara Investment Co. – a public share holding company based in Jordan and a leader in the Hospitality sector. It holds ownership to several five star Hotels managed and operated by International Hotel Operators. Lina is a graduate of Jordan University of Science and Technology, holding a BA degree in Electrical Engineering. Her work experience extends over 16 years. Her early years after graduation were dedicated to developing and implementing computer software specific to the Hospitality sector. In 2005, Khasawneh joined Zara Investment Co. and has worked her way up within the Company until being assigned her current post as head of the Engineering and IT Department. She leads a team of highly qualified and experienced professionals, where she has been entrusted with the challenging task of overlooking and protecting Zara's current investments – a multifaceted undertaking, requiring close supervision and monitoring of the Hotels owned by Zara. It also requires extensive research, analysis and planning the workforce for the emerging hospitality sector in Jordan and its implementation in accordance with Zara's strategic vision.

Suzy Hatough-Bouran, Founder & CEO of Dar AIDiafa Consultancy for Tourism and Hospitality Education

Hatough is the Found and CEO of Dar AIDiafa Consultancy for Tourism and Hospitality Education – a specialized entity in upgrading the knowledge, education and professional experiences of human resources in tourism sector in destinations in Jordan and the Middle East. Dar AIDiafa Consultancy was established in 2009 and is based in Amman, Jordan.

Hatough has 16 years of experience in developing tourism education curriculums and programs provided at the institutional level and, tourism & hospitality education strategy development based on assessment, research in line with workforce market development. She has experience in developing quality of services and product development focusing on professional development training programs investing in knowledge update, introducing new trends, best practices and experiences contributing in tourism sector competitiveness and growth. With her diverse qualifications and experiences, Hatough has conducted consultancy projects in Jordan and around the world in research and capacity building programs in collaboration with different international organizations e.g USAID/Jordan Tourism Development Project since 2009. She was also commissioned by the World Tourism Organization (UNWTO) to conduct regional tourism development projects in Algeria, Syria, and Saudi Arabia all focusing on developing qualifications of human resources in tourism as core pillar in enhancing tourism sector's competitiveness. In addition, Dr. Hatough is a certified UNWTO. TedQual Certification Program Auditor-Themis Foundation since 2010 and conducted projects in Macao and Vienna. She was appointed a member of the UNWTO-World Committee for Tourism Ethics for the period (2013-2017) and is currently active in advocating disseminating and implementing the Global Code of Ethics in tourism sector of Jordan- a pilot project.

Muhsen Makhamreh, Dean, Jordan Applied University

Makhamreh is the Dean of the Jordan Applied University College of Hospitality and Tourism. In addition to his academic involvement, Makhamreh was Advisor to the Minister of Higher Education and Editor- in-Chief of the Jordanian Journal of Business Administration. Between 1988 and 2005, he was a guest professor and lecturer at seven universities around the world, including Oklahoma State University, where he served as a Fulbright professor from 1989-1990. During this time, Makhamreh also conducted conferences, training, consulting and teaching seminars in more than sixteen countries. He was also the Dean of the Business College at The University of Jordan from 1993 to 1997. Dr. Makhamreh received his PhD in Business Administration from Ohio State University in 1981 and holds an MBA from the American University of Beirut, Lebanon. He is currently a member of the Board of Trustees at Jordan Applied University and serves on the Advisory Board at the American Hospitality Academy, the Board of directors of EURHODIP, and the Board of Trustees of The Royal Academy of Culinary Art. He has received several awards including the Fulbright Research Scholarship, a USAID Management Development Grant and the University of Jordan Distinguished Research Award in 2001. Dr. Makhamreh currently resides in Amman, Jordan with his wife and their three children.

Session 2: Building competitiveness throughout tourism value chains

Moderator:

Zoritsa Urosevic, UNWTO Representative to the United Nations in Geneva

Urosevic is currently the UNWTO Representative to the United Nations in Geneva. She joined the World Tourism Organization (UNWTO) in 2006, working in positioning tourism in the development cooperation and trade agenda. She contributed to the Rio+20 outcome document “The future we want”, which acknowledges for the first time the importance of tourism in the three dimensions of sustainability; participated in the formulation of the Sustainable tourism 10YFP and was involved in the build-up towards the universal Post-2015 agenda and the SDGs. Rich in experience in both developed and developing countries, her innovative thinking has led to building responses to global challenges, formulating and developing sustainable policies and strategies at the regional, national and corporate levels. From 1993 to 2004, she worked for the Seychelles at the Ministry of Industry, and the Ministry of Tourism and Transport, as Director of International Cooperation, including with UNWTO and other institutions. Urosevic started her career in France as Export Director for the Société Générale, Groupe SOGEXPORT in Paris, after completing Psychology and Business Management studies in Strasbourg.

Emilie Vandecandelaere, Food system economist, Investment Centre and Nutrition and Food System division, FAO

Vandecandelaere has been working at the Food and Agriculture Organization (FAO) of the United Nations since February 2007. She managed the programme on Specific Quality which aims to support Member Countries in the implementation of specific quality schemes contributing to rural and sustainable development, and in particular in relation to origin and geographical indications. She is now working for the FAO investment Centre and the Nutrition and Food System Division on voluntary standards, including geographical indications, market linkages and sustainable value chains. Her approach is to link value chain development to sustainable local development, and in this area, she also contributes to projects on agritourism. She is involved in different projects to develop knowledge on these topics (studies, guidelines, and policy briefs), and to provide technical assistance in the frame of national or regional projects in the field and in all the regions of the world. An Agro-economist with a PhD in rural economics, she analyzed the role of quality linked to geographical origin, territorial network and proximity between producers and consumers

(in particular tourists), for rural development (INRA, 2000-2003). She worked on food quality policy at the General Food Policy Directorate of the French Ministry of Agriculture (2003-2007). At that time, besides working on food regulation, she developed policies and tools to both improve nutritional quality of food through public-private partnerships and to disseminate adequate consumer information regarding a balanced diet.

Michael Nazzal, Chairman of the Jordan Hotel Association

Nazzal was born in Amman in July 1956. He is a leader in Jordan of the hospitality industry, graduate of the world famous Ecole Hoteliere de Lausanne, he has been Chairing the Jordan Hotel Association since 1988 and the Federation of tourism associations since 2004. Nazzal has been involved in the hospitality development and education since he chaired the Hotel Association and played a major role in privatizing the Ammoun Complex in Jordan thus creating for Jordan the first quality hospitality education center covering the education at all levels from high school (Tawjih) to Diploma and Bachelor levels. He was also a key player in establishing training centers of hospitality education in Saudi Arabia. He continues to push for the reform of the hospitality education process in the Kingdom and is working hard on reforming the VTC programs to cover the needs of the growing market. Nazzal has served in various positions including: Director for the Royal Jordanian; Chairman for the Jordan Hotel Association; Chairman for the Dead Sea Hotels; Chairman for the MINA Hotels; Founder and Member of the Board of Trustees of the Jordanian Applied University; Chairman for the Federation of Tourism Associations; and Vice Chairman for the Jordan Tourism Board. He is also a member of the 25th House of Senate.

Imtiaz Muqbil, Executive Editor, Travel Impact Newswire

Muqbil is the Executive Editor, Travel Impact Newswire – one of Asia's longest serving travel trade journalists. He has been covering the Asia Pacific travel industry from his Bangkok base since 1980. The Newswire was the first e-mail newsletter to be launched in August 1998. He also publishes Islamic Travel Newswire, a compilation of progressive, positive, inspiring and motivating events and developments in the Islamic world. Muqbil has attended and reported on dozens of global travel trade shows, travel industry summits, annual general meetings and summits. Reputed for his knowledge, courage and independent thinking on tourism related issues, Muqbil's opinions have always found a hearing amongst professionals and laymen alike. Born and educated in India, Muqbil holds a diploma from the London School of Journalism. He worked for Travel Trade Gazette Asia, and was chief correspondent TTG Asia, PATA Travel News, to mention a few of the posts he held in the field of tourism and journalism in his career.

Manal Saad Kelig, Executive Director for the MENA region, Adventure Travel Trade Association

Dr. Kelig is one of three co-founders of Gateway To Egypt for Tourism Research & Travel Marketing and Great Wonders of Egypt for Responsible Travel & Sustainable Tourism. In addition to her private operation, Kelig is also the MENA regional Executive Director of Adventure Travel Trade Association (ATTA). Kelig focuses on expanding the reach and impact of her work through developing and facilitating networking and professional growth opportunities with various travel organizations, media contacts, tourism boards and their representatives at all levels. Dr. Kelig also consults regularly for many leading development organizations on Tourism development projects, cultural heritage preservation and community involvement in tourism. She received her BA in Tourism & Egyptology and later on her Ph.D. in Modern History of Egypt from the Faculty of Tourism and Hotel Management in Cairo. Kelig has a wide range of experience as a historian, tourism expert and traveler. Along the years she became passionate about connecting with talented people of different backgrounds and helping them take action on their ideas .She likes to consider herself a Philanthropreneur who brings an entrepreneurial approach to philanthropy as she is interested in effecting positive changes in the world through alleviating suffering.

Adel Mohammad Amin, Deputy Managing Director and Director of Marketing, Jordan Tourism Board

Amin is the Deputy Managing Director and the Director of Marketing at the Jordan Tourism Board. With experience of more than 27 years in the tourism industry, Adel started his career at hotels holding several managerial positions in Sales & Marketing before being appointed as the Executive Assistant Manager of Radisson SAS Hotels in Jordan. Adel continued his career path in Tour Operator for another 12 years in marketing and corporate travel services before joining the Jordan Tourism Board in July 2015. Adel has worked with "CBI" Center for the Promotions of Imports from Developing Countries in the Netherlands on several projects and research related to tourism in the Middle East. He has several Diplomas in Sales & Marketing from various institutes, universities and hotel schools; Ecole Hotelier de Lausanne.

Muna Haddad, Founder and Managing Director of BARAKA, President of Jordan Trail Association

Haddad is the founder and managing director of BARAKA, a company specialized in sustainable tourism development. BARAKA develops innovative tourism models that

contribute to poverty alleviation, cultural preservation and nature conservation. She led ecotourism master planning of protected areas in Jordan and Mediterranean region, developed community based tourism businesses in rural areas and Al Badia, and developed training curriculum that contribute to the preservation of ecosystems through tourism. She is also the President and founding member of the Jordan Trail Association, a 650 km hiking trail traversing Jordan from north to south, and contributing to creating tourism jobs in poverty pockets and under developed areas of the country. She is considered a contributor on sustainable tourism and speaks at universities and international conferences on topics related to transformative travel, adventure tourism, community based tourism, and has recently been addressing defensive marketing and the impacts of political crisis on the region.

Heike Harmgart, Head of Office Jordan, European Bank for Reconstruction and Development (EBRD)

Harmgart is heading EBRD's activities in Jordan since the Bank's expansion to the Southern and Eastern Mediterranean Region. EBRD started investing in Jordan end of 2012 and has since then committed over EUR 600m EUR in investments, over half in the energy sector with a special focus on renewables. She was previously covering the region as the Senior Economist in charge of the Macro Economic and Structural Economic Analysis. She has published in many peer reviewed journals including work on the impact of innovation and government policies on growth. Prior to joining the EBRD, Dr. Harmgart worked several years at the Economist Group, mainly on emerging markets in the Economist Intelligence Unit (EIU). She holds an Economics Master's degree from Berlin's Humboldt University and a PhD in Economics from University College London (UCL).

Session 3: Energy-efficient operations through innovative technical practices and enabling policies

Moderator:

Mattia Romani, Managing Director, Economics, Policy and Governance, EBRD (See Welcome remarks)

Alexander Hadziivanov, Associate Director, Sustainable Resource Investment, EBRD

Education: Civil Engineering/Building Services, PhD, MSc, Slovak University of Technology
Personal information: 49 years old. Language skills: English, Russian, Slovak, Bulgarian.
Alex works for EBRD since 2008 on sustainable resource investments in built environment projects, financed by the Bank across the EBRD region (all countries of operation of the Bank). That includes direct lending projects from Property&Tourism (commercial assets, hotels, residential developments), Agribusiness (retail chains), Manufacturing&Services (logistic centers), Transport (Airport infrastructure) as well as being involved on development of residential energy efficiency credit lines – Sustainable Energy Financing Facilities. Alex participates in development of new financing instruments and products related to climate financing and sustainable resource investments in the building sector: project financing, dedicated financing instruments through intermediaries, demand-side financing facilities, sustainable property funds, etc.

Peter Baum, Analyst on Climate Adaptation, EBRD

Peter Baum works as an Analyst in EBRD's Energy Efficiency and Climate Change team, focusing on climate resilient infrastructure, and water and energy efficiency investments in the built environment. His previous work has spanned roles in project finance and policy analysis in the energy and water sector across the EU, Mongolia, Egypt and the MENA region. He holds a Double Master in International Economics and Environmental Management from Yale University and a Bachelor of Science from ETH Zurich.

Branimir Gvozdenović, Minister of Sustainable Development and Tourism, Montenegro

Gvozdenovic graduated from Faculty of Electrical Engineering and started his professional career in Development Secretariat of Montenegro, where he and his team initiated the IT development in Montenegro based on new ICT platforms. Afterwards, he was appointed as the Assistant Secretary in the Secretariat and later as Director of Post Office of Montenegro. In 2001, he was appointed as the Deputy Prime Minister of Montenegro for Economic Policy and Economic Development, serving three terms of office. He also served as the Mayor of Bar for 18 months. In 2009, he entered the new Government as the Minister of Spatial Development and Environmental Protection, and from 2011 until end of 2012, he was the Political Director of Democratic Party of Socialists of Montenegro. From 2013, he is Minister of Sustainable Development and Tourism. During his professional career, Gvozdenovic also acted as the Chairperson of the Board of Directors of Electric Power

Company of Montenegro and Board Member of Post Office of Montenegro. He was one of the founders of IT Achievements Festival (INFOFEST), the most significant regional ICT manifestation. He is also the member of several associations and theme societies. His professional affinities are related to intensifying economic and democratic development of Montenegro, and to assisting in the process of accelerating European and Euro-Atlantic integrations of Montenegro.

Abdullah Bdeir, Board Chairman of the Jordan Green Building Council and Chairman of MENA Network of Green Building Councils

Describing himself as a “GREENO-crat”, Abdullah, is currently the Regional Chair of the MENA GBC network and Board Chairman of the Jordan Green Building Council. After completing his Engineering studies from Purdue University, Bdeir started his career in the USA before moving to Amman to handle technical and operational management at Mitsubishi Motors. Later, he left to Canada to complete his Graduate studies in management from McGill University earning a Deans Academic and Athletic Excellence Award. While in Canada, he focused on broadening his operational experience by working in biopharmaceutical manufacturing. After returning to Amman he took on the role of the Executive Manager at Steel Buildings Co. and later as Director of Business Development for the mother company: Arab Technical Construction Company. Prior to his election for a second term as the Chairman of the Jordan Green Building Council (JordanGBC), he headed the Technical committee of the council as one of the JordanGBC’s founding board members. The committee published the LEED Gap analysis, a detailed study distributed amongst Green Building Councils all over the world. Abdullah currently chairs the MENA GBC network that includes 9 countries under its umbrella. He also served on the steering committee of the UN Environment program sustainable buildings and climate initiative – SBCI. Recently, Bdeir was elected as Chairman of a coalition of energy associations CESA in Jordan that offers accreditation to energy services companies in Jordan, which is being established with the assistance of NAESCO and the USAID ESCB Activity. To give back to community, Bdeir coaches green entrepreneurship under a UNIDO/UNEP program. He also speaks at various conferences and events and has participated as keynote speaker at the Abu Dhabi Concentrated Solar Power conference, the Bahrain affordable sustainable housing symposium, the Doha district cooling conference, and a number of other forums. Bdeir is a LEED Green Associate holder under the US Green Building council, a pearl qualified professional under the ESTIDMA Abu Dhabi city council program, a certified waste manager from the international solid waste association in Vienna ISWA and CMVP qualified under EVO AEE.

Zoritsa Urošević, UNWTO Representative to the United Nations in Geneva (See Section 2)

Arn Willems, Managing Director of Croatia, GTC (Globe Trade Centre S.A.)

Willems is Co-founder and Member of the Board, Croatia Green Building Council and Managing Director (Croatia), Globe Trade Centre S.A.. He also holds as a position as Senior Partner, Soen Capital Ltd. Arn Willems co-founded the Croatia Green Building Council in 2009 and has since been an active Member of the Board. The primary objective is to increase awareness of the impact buildings have on the sustainability of our society and environment at large. He strongly believes that with careful thought on how they are planned, developed and managed, buildings are able to make a significant contribution to improving efficiency in energy usage. During his 15 years as a real estate professional Arn has worked for several leading international consultancies prior to joining Globe Trade Centre S.A. (GTC) a developer active in central and southeast Europe. His responsibilities include both asset management of operating properties as well as development of new projects.

Session 4: Sustainable consumption and production in the tourism sector

Moderator:

Zoritsa Urošević, UNWTO Representative to the United Nations in Geneva (See Section 2)

Mr. Sharhabeel Madi, Commissioner for Economic Affairs, Aqaba Special Economic Zone Authority (ASEZA)

Madi is currently one of six ministerial level commissioners, each responsible for a major area of regulatory or operational activity. He is responsible for developing, monitoring and enhancing all related economic, social, tourism and investment activities taking place in the Aqaba Special Economic Zone (ASEZ). Madi is currently serving as Chairman of the Board for Aqaba Airport Company (AAC), which is responsible to manage and develop King Hussein International Airport (KHIA), a board member at Jordan Tourism Board, Committee Member at Trade and Transport Facilitation National Committee (TTF), Board member at National Council for Tourism and Antiquities and Board member at Jordan Heritage Revival Company (JHRC), along with several major utilities in the zone such as: Aqaba transportation Company; Aqaba international School; Madaen Aqaba Company; Royal Yacht club; and Prince Hamza club. Madi holds a Higher Diploma in Tourism & Hotel Management from

Salzburg, Austria and a B.A. in Business Administration-system Administration from Amman, Jordan. Throughout his career and prior to his recent post as a Commissioner for Economic Affairs at Aqaba Special Economic Zone Authority (ASEZA) he previously served the office of Commissioner for Economic Developments & Investments Affairs for over three years; in addition he worked for over two decades in the Ministry of Tourism & Antiquities (MOTA) in which he worked very closely with several national and international organizations and headed many projects and initiatives to enhance and develop the tourism sector in Jordan.

Justin Reid, Head of Destinations - Europe, Middle East & Africa, Tripadvisor

Reid has worked at TripAdvisor since November 2014, and is responsible for all destinations across Europe, Middle East and Africa. For him the key focus for any destination should be to ensure they are getting their best content in front of the right audience at the right time. Justin has been coming to and enjoying Jordan since 2011 and is a big fan of the country. Reid spent 12 years at VisitBritain from 1999 to 2011 during which time he was Head of Digital and created the social media channels that are so successful today. In between these 2 jobs he spent time at an internet start-up company specialising in Facebook apps, and agency side specialising in employee branding where he was responsible for making BP appear like a more attractive employer around the world. Not surprisingly he's very happy to be back within the tourism fold. Outside of work Justin is a father of 2, a keen runner and a rugby fitness coach.

Martin Brackenbury, Director of Classic Collection Holidays and Managing Partner of Brackenbury & Partners.

Formerly a Director of Thomson, Panorama, Airtours and Exodus Holidays, Brackenbury was also a Professor at Nottingham University in the UK. He has served for a number of years on Industry bodies: FTO (Chair), IFTO (President), ABTA (Director) and UNWTO (Chair of Affiliate members). He has carried out many missions researching and then advising Governments and the private sector on responsible tourism development in more than 40 countries in the past 30 years. He speaks widely on tourism matters at international meetings and policy forums. He is a member of the UK's Tourism Hall of Fame and is a recipient of a number of significant awards.

Hala Araj, Director of Technical Services, Ayla Oasis Development Company

Aray is the Director of Technical Services at Ayla Oasis Development Company. In this role, she is tasked with overseeing the smooth development of the Ayla Project. She also manages the

budget, implements service excellence standards and ensures the quality of overall products. In addition, she is mandated with directing and supervising the project management cycle, from initiation, planning and execution to handover of the project. As part of her responsibilities, Araj advises the Board of Directors on strategic developments and key planning and technical decisions. Araj holds 24 years of experience, part of these years in design and development roles at Ayla Oasis Development Company's sister company, Zara Investment Holding Co. In this capacity, she was mandated with overseeing the quality and progress of high profile projects including the Amman Grand Hyatt Hotel, Hyatt Tower, Zara Trade Center, the Dead Sea Mövenpick Hotel & Zara Spa, as well as the Aqaba Bridge Mövenpick Hotel & Apartments, the Zara Car Park, the Mövenpick Tala Bay Hotel. Araj holds a bachelor's degree in Civil Engineering from the Damascus University.

Svend Leirvaag, Vice President, Industry Affairs, Amadeus

Leirvaag, Vice President Industry Affairs, is responsible for Amadeus' government and institutional affairs globally, as well as Amadeus' Corporate Social Responsibility (CSR) programmes, such as the Click for Change partnership with UNICEF, and Environmental Sustainability activities. He is a graduate of Pacific Lutheran University's School of Business, and started his career in 1986 with Scandinavian Airlines. Svend has broad international management and consulting experience from many different industries, including airlines, hotel chains, travel management companies, online travel distribution and customer relationship management, and holds his current role in Amadeus since 2011. Svend serves on the TAP/TSI steering committee on behalf of ECTAA and ETTSA. Svend is married, has two children (and a dog) and is based in Madrid.

Clare Jenkinson, Senior Destinations and Sustainability Manager at ABTA

Jenkinson is the Senior Destinations and Sustainability Manager at ABTA: The Travel Association and leads the association's Sustainable Tourism work. ABTA, the UK's largest travel association, represents over 1,200 travel agents and tour operators and with Members selling £32 billion of holidays and other travel arrangements each year. Jenkinson supports both travel companies and travel destinations on issues spanning the environment, human rights and animal welfare. This also includes Travelife: an internationally recognised sustainability certification programme for hotels and other types of accommodation, run by ABTA. Jenkinson has a global background in sustainability across the private, public and NGO sectors, having worked for organisations including Forum for the Future, Business in the Community International and CSR Asia.

Concluding Remarks

Claudia Pendred, Director for Property & Tourism, EBRD

Pendred has over 25 years of experience in banking throughout Central and Eastern Europe, South Eastern Europe, North Africa and Turkey. Previously she was the European Bank for Reconstruction and Development (EBRD's) Director for Romania and before joining the EBRD, she worked at N.M. Rothschild & Sons, where she was Director of Corporate Finance. Earlier, Pendred worked at J. Henry Schroder Wagg & Co and before that she worked with UNICEF and the World Bank. Pendred holds an MBA from INSEAD Business School, an MA from Harvard University and a BA from the University of Oxford.

تحت رعاية دولة الدكتور هاني الملقي، رئيس الوزراء في المملكة الاردنية الهاشمية

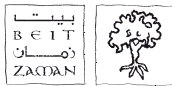
المؤتمر الاقليمي للاستثمار في السياحة من أجل مستقبل شامل: التحديات والفرص

27-26 تشرين الأول/أكتوبر 2016
البتراء، الأردن

من تنظيم البنك الأوروبي لإعادة الإعمار والتنمية، منظمّة السياحة العالمية، ووزارة السياحة والآثار في الأردن



بدعم من:



مقدمة:

شهدت العقود الماضية ازدهارًا ملحوظًا في الحركة السياحية التي أصبحت تُعدّ من بين القطاعات الاجتماعية-الاقتصادية الأسرع نموًا في العالم. ففي العام 2015، بلغ إجمالي عدد السيّاح الدوليين الوافدين حوالي 1.2 مليار سائح، ومن المتوقع أن يزداد هذا الرقم ليصل إلى 1.8 مليار بحلول العام 2030. وتستأثّر السياحةُ بأكثر من 10% من الناتج المحليّ الإجماليّ العالمي، وتولّد 30% من التجارة في الخدمات عالميًا، كما تؤمّن واحدةً من أصل كلّ إحدى عشرة فرصة عمل حول العالم؛ وبذلك تشكّل السياحة رافدًا أساسيًا من روافد الاقتصاد من خلال مساهمتها في توفير فرص تحسّن معيشة الملايين من الناس. غير أنّ هذه الأرقام الكبيرة لا تعبّر عن قوّة اقتصادية فحسب - وإنما تعكس ما تتمتع به السياحة من إمكانيّات هائلة وقدرةٍ متزايدة على معالجة بعض التحدّيات الأكثر إلحاحًا على مستوى العالم كلّ، بما في ذلك النمو الاقتصادي والتنمية الشاملة وإدارة الموارد وحماية البيئة والترويج لمجتمعٍ أكثر تسامحًا وسلامًا.

بدورها، تشهدُ بلدان منطقة جنوب وشرق البحر الأبيض المتوسط نموًا سياحيًا لافتًا، فباتت بالتالي في موضعٍ يحتمّ عليها الاستفادة بشكلٍ كاملٍ من الفرص التي تُتيحها السياحة. لكنّ هذا النمو يتزامن أيضًا مع بعض التحدّيات التي ينبغي التصديّ لها على النحو المناسب. أولًا، يتمثّل أحد أبرز وأهمّ الحواجز التي يواجهها القطاع على المستوى العملي في غياب اليد العاملة المُدرّبة، وما يترتّب على ذلك من تأثيرٍ سلبيّ على نوعية الخدمة. في هذا الإطار، تُوفّر السياحة الشاملة حلًا مُريحًا من النواحي كافة، إذ تزوّد المُؤسّسات بفئاتٍ أوسع وأفضل من القوى العاملة، مع تأمين فرص اقتصادية للشباب والنساء في الوقت نفسه. ثانيًا، لا بدّ للقطاع السياحي من أن يتوجّه نحو اتّباع أفضل المعايير والممارسات في مجال كفاءة استخدام الطاقة والموارد، والتأقلم مع أثار تغيّر المناخ، والاستدامة في البناء، إذ من شأن هذه المبادئ أن تكفل للبلدان الاستمرار في الاستفادة من السياحة في المستقبل. ثالثًا، يجب العمل على إنشاء روابط تبادلٍ تضمن انخراطًا كاملًا للمُؤسّسات المحليّة الصغرى والصغيرة والمتوسطة في سلسلة الإمداد السياحية المتشعّبة، نظرًا لكونها عنصرًا حيويًا أساسيًا في اقتصاد السوق السليم.

الغايات والأهداف:

يهدف المؤتمر، الذي يستمرّ ليومين، إلى الجمع بين مختلف الجهات المعنية بالسياحة من القطاعات العامة والخاصة والمصرفية والاستثمارية والتطويرية العاملة في منطقة جنوب وشرق البحر الأبيض المتوسط والتي تقود عملية التنمية السياحية على المستوى الوطني أو الإقليمي أو العالمي. برعاية البنك الأوروبي لإعادة الإعمار والتنمية ومنظمة السياحة العالمية، يرمي هذا المؤتمر إلى تيسير الحوار بين هذه الجهات المعنية الرئيسية، كما يطمح إلى المساعدة على الكشف عن التحدّيات وأفضل الممارسات في السياق الخاصّ بهذه المنطقة تحديداً. من شأن ذلك أن يدعم أيضاً صياغة توصياتٍ شاملة للتنمية السياحية في المستقبل، انطلاقاً من المحاور الثلاثة التالية ذات الأولوية:

- تأمين الوصول إلى فرص التدريب والتوظيف في إطار الجهود الرامية إلى سدّ الفجوات الكبرى من خلال إشراك الشباب والنساء، والحدّ من التفاوت الملحوظ على صعيد التوظيف والمهارات في المنطقة. سوف يشمل ذلك - إلى جانب تعزيز المهارات المهنية في قطاعي الضيافة وتنظيم الرحلات السياحية - تحفيز الأعمال الريادية ضمن القطاعات الإنتاجية، وذلك على مستوى السلع والخدمات المرتبطة بسلسلة القيم السياحية.
- الترويج لاعتماد مبدأ الكفاءة في استخدام الموارد والطاقة من خلال تحسين معايير البناء وزيادة القدرات في مجال إدارة المباني. يقتضي ذلك التوصّل إلى فهير أفضل للعمليات القائمة على مبدأ كفاءة استخدام الموارد، ورفع مستوى القدرة التنافسية، بالإضافة إلى إزالة الحواجز للاستثمار في كفاءة استخدام الموارد وتشجيع السياسات السليمة والحوافز.
- تعزيز قدرات المؤسّسات المحليّة الصغرى، والصغيرة، والمتوسطة لتصبح أجزاءً أساسية ضمن سلسلة القيم السياحية المتشعّبة؛ الأمر الذي يتطلّب إدماج أبعاد السياسة التجارية ضمن التخطيط السياحي على المستوى الوطني وكذلك على المستوى المؤسّسي، لا سيّما فيما يتعلّق بالمؤسّسات المحليّة والخاصّة بالقطاع.

البرنامج

الأربعاء، 26 تشرين الأول/أكتوبر 2016

08:00 النقل الاول من الفنادق إلى بيت زمان مكان انعقاد المؤتمر.

08:30 النقل الثاني من الفنادق إلى بيت زمان مكان انعقاد المؤتمر.

08:30-09:30 التسجيل

09:30-10:10 كلمات ترحيبية

مقدّم الجلسة: **جون ديقترينوس**، محرّر شؤون الأسواق الناشئة في محطة سي أن أن

لينا مظهر عناب، وزير السياحة والآثار - الأردن

طالب الرفاعي، أمين عام منظمة السياحة العالمية

ماتيا روماني، مدير عام شؤون الاقتصاد والسياسة والحوكمة في البنك الأوروبي لإعادة الإعمار والتنمية

محمد النوافلة الأمين العام المفوض - ممثل حديقة البتراء الاثرية- البتراء للتنمية وسلطة الاقليم

السياسي

هاني الملقي، رئيس الوزراء في المملكة الأردنية الهاشمية

10:10-10:20 الكلمة التمهيدية

صاحبة السمو الملكي الأميرة دانا فراس، رئيس الجمعية الوطنية للمحافظة على البتراء

10:20-10:50 الكلمة الرئيسية: **السياحة الشاملة من أجل التنمية المستدامة في عالم سريع التغيير**

شون كليري، نائب الرئيس التنفيذي - مؤسسة عالم المستقبل

10:50-11:20 استراحة ومؤتمر صحفي

تُعتبر السياحة نشاطاً اقتصادياً ذا تأثير كبير، ومصدراً هاماً لتأمين فرص العمل، وقطاعاً تصديرياً أساسياً بإمكاناتٍ هائلة تحوّل المساهمة في التنمية المستدامة والشاملة. على الرغم من ذلك، ما زال الهامش المخصّص للسياحة محدوداً على مستوى التمويل الدولي، فيبقى هذا الأمر عبئاً رئيسية ينبغي تجاؤها. من أجل تحقيق الفائدة القصوى من الإمكانيات التنموية للقطاع السياحي في منطقة جنوب وشرق البحر الأبيض المتوسط، لا بدّ من توسيع نطاق الاستثمارات وتوجيهها نحو الممارسات التي تعزّز تنمية رأس المال البشري والاستدامة البيئية. فهذه الممارسات الاستثمارية الواعية لا تساعد بشكل ملحوظ على تحريك العجلة الاقتصادية فحسب، بل تُعدّ أيضاً بمثابة قرارات عملية استراتيجية لزيادة القدرة التنافسية والربحية. سوف يتم في هذه الجلسة العامة مناقشة دور مؤسسات التمويل والمستثمرين كمحركٍ للتنمية السياحية الشاملة والمستدامة، والسبل العملية لتعاون القطاعين العام والخاص من أجل توسيع نطاق الاستثمار.

رئيس الجلسة: **جون ديفتير يوس**، محرّر شؤون الأسواق الناشئة في محطة سي أن أن

المتحدثون:

لينا مظهر عناب، وزير السياحة والآثار - الأردن

ميشال فرعون، وزير السياحة - لبنان

سهل دودين، مدير عام شركة واحة أيلة للتطوير

أحمد حسن العقيلي، المدير الشريك- OHK للاستشارات

عمر الآغا، الرئيس التنفيذي لشركة العبدلي للاستثمار ومجموعة PSC التنمية

يزن حدادين، الرئيس التنفيذي لشركة كايبتال للاستثمار

جون بيروتي، القطاعات التنافسية السياحة الرائدة عالمياً، مؤسسة التمويل الدولية

فلاهو كوجاكوفيك خبير مصرفي، العقارات والسياحة، البنك الأوروبي لإعادة الإعمار والتنمية

إبراهيم الأسطة، رئيس حزب، USAID النمو الاقتصادي من خلال مشروع السياحة المستدامة،

الأردن

المقرّر: **كوردولا ووهلموثر**، مدير شؤون العلاقات المؤسسية وحشد الموارد لدى منظمة السياحة

العالمية

صورة جماعية 12:50

الغداء 13:00-14:00

مقدم الجلسة: **أنيتا مانديراتا**، المستشار الخاص للأمين العام لمنظمة السياحة العالمية، المؤسس والمدير التنفيذي لشركة CACHET للاستشارات

الجلسة الأولى - السياحة الشاملة من خلال تطوير المهارات كمحرك للتنمية المستدامة 14:00-15:30

لا تُعتبر مسألة البطالة المرتفعة بين الشباب ومحدودية فرص الحصول على التدريب حول المهارات وعدم تطابق المهارات، من المشاكل الاقتصادية فحسب، بل تُضاف إلى التحديات العملية التي يواجهها القطاع السياحي في المنطقة على مستوى العمل التنفيذي اليومي. في هذا السياق، لا تنحصر فوائد النمو الشامل في تعزيز تنمية الموارد البشرية والقدرة التنافسية والارتقاء بجودة الخدمة، بل يساهم أيضًا في تعزيز الاقتصاد ككلّ وينعكس إيجابيًا على القطاعات الأخرى بالإضافة إلى القطاع السياحي. من أجل تحقيق تأثيرات طويلة الأجل على المجتمعات والعمالة المحليّة، يجب أن تستند التنمية السياحية القائمة على إشراك الشباب وتحقيق المساواة بين الجنسين، إلى نقل المهارات بشكلٍ منهجي وتمكين هذه الفئات على المستويات كافة. تُناقش في الجلسة الأولى الإجراءات التي يجب اتّخاذها على مستوى القطاع ككلّ وعلى مستوى السياسات لإشراك الشباب والنساء في العمل السياحي، وذلك للمساهمة في تعزيز القدرة التنافسية للقطاع السياحي. يتخلّل الجلسة عرضٌ لأُمثلة تبيّن كيفية مساهمة المجتمعات الشاملة، والمؤسّسات الخاضعة للمساءلة، والشركات المسؤولة، والقوى العاملة المُدرّبة تدريجيًا كافيًا في تحقيق التنمية المستدامة الشاملة.

رئيسة الجلسة: **باربارا رامبوسيك**، خبيرة اقتصادية في شؤون الإدماج، البنك الأوروبي لإعادة الإعمار والتنمية

دراسة حالة (5-8 دقائق): مركز العبدلي التجاري - عرض فيديو ومقدمة من قبل **سهير البرغوثي**، من مركز التدريب التابع لمركز العبدلي التجاري و**جاين ريكسورثي**، المدير التنفيذي لمؤسسة People 1st

المتحدثون:

علي الغزاوي، وزير العمل في الأردن (قيد التأكيد)

سلمى اللومي الرقيق، وزير السياحة - تونس

رولا معاينة، وزير السياحة والآثار - فلسطين

إدوارد أوكدن CMG، سفير المملكة المتحدة لدى الأردن

عيسى قموة، الأمين العام لوزارة السياحة والآثار في الأردن

غدير الخفش، الرئيس التنفيذي لشركة التعليم الأردني من أجل العمل (JEFE)

يورجن شتاينميتز، الناشئ ورئيس شركة eTN

أسامة مسعود، مدير مجموعة فنادق الإنترنتيننتال في الأردن وفلسطين

لينا خصاونة، مدير الهندسة - زارة القابضة للاستثمار

سوزي حاتوغ- بوران، رئيس مجلس إدارة دار الضيافة للضيافة واستشارات التعليم السياحي- مدقق

من منظمة السياحة العالمية /شهادة TedQual -عضو لجنة منظمة السياحة العالمية لأخلاقيات

السياحة WCTE

باول بورتينشو، مدير المشاريع، مبادرة الحفاظ المستدامة

محسن مخامرة، عميد جامعة الأردن التطبيقية

المقرّر: **سانغجونغ ها**، خبير محلل لشؤون الإدماج في قسم الاقتصاد والسياسة والحوكمة لدى

البنك الأوروبي لإعادة الإعمار والتنمية

استراحة 15:30-16:00

يسافرُ السَّيَّاح من وإلى المقاصد. وخلال تواجدهم فيها، يتنقلون غالبًا بالحافلات المحليَّة أو يستقلُّون سيارًا الأجرة، ويتذوِّقون الأطباق المحليَّة، كما يشترون المنتجات والمصنوعات اليدوية من المنطقة. أمَّا بناء وتشغيل الفنادق فغالبًا ما يقتضي التعامل مع موردي مواد البناء، والأطعمة، والأثاث، والمعدَّات الالكترونية، وغيرها من التجهيزات الكثيرة.

تُعتَبَر سلسلة القيم السياحية إذاً سلسلةً متشعِّبة للغاية تتضمَّن عددًا لا يُحصى من الفاعلين والمساهمين فيها. لا يمكن بالتالي تحقيق الإمكانيات السياحية من دون العمل بصورةٍ فعَّالةٍ ومنسَّقةٍ حول الأطر التي تحكم الوصول إلى الأسواق، وتدقِّقات المسافرين، والخدمات، والجودة والمعايير، والسلع والاستثمار الأجنبي المباشر.

من أجل التوصل فعليًا إلى تطبيق مبدأ السياحة الشاملة والاستفادة بشكلٍ كاملٍ من سلسلة القيم السياحية والسلع والخدمات ذات الصلة، لا بدُّ لنا من تمكين القطاع الخاص - لا سيَّما المؤسسات الصغرى والصغيرة والمتوسِّطة - وكذلك الهيئات المختصة وصانعي السياسات والقرارات. للأسف، ما زالت المؤسسات الصغرى والصغيرة والمتوسِّطة في قطاع السياحة تعاني في بلدان كثيرة من عجزها عن الوصول إلى الأسواق ورأس المال حيث تسود الاستثمارات السياحية المستدامة. يجب التركيز أكثر على تأمين الترابط في الأسواق لصالح هذه المؤسسات الصغرى والصغيرة والمتوسِّطة، وغيرها من الشركات السياحية.

تشمل التحدِّيات التي تعيق التنمية وأبرز الحواجز في هذا الإطار: جودة بيئة العمل (بما في ذلك الحوار بين القطاعين العام والخاص، وانعدام الاستقرار السياسي، والقضايا الأمنية، والمسائل المرتبطة بتسهيل منح تأشيرات الدخول، شروط النظافة والصحة، وتكاليف الطاقة والعوامل الأخرى المرتبطة بالإنتاج)؛ الحصول على التمويل؛ توافر القوى العاملة من ذوي المهارات الملائمة؛ الامتثال للمعايير الدولية (الضيافة، الخدمات، جودة الأغذية وسلامتها، النُظْم البيئية والعملية)؛ الوصول إلى المقاصد السياحية (وجودة وتوافر البنى التحتية، كالمطارات والموانئ).

سيتمُّ التطرُّق في هذه الجلسة إلى كيفية تعزيز التأثير الاقتصادي المحلي للسياحة في المقصد، إلى جانب تبادل المعارف حول التدابير التي تساعد المؤسسات المحليَّة الصغرى والصغيرة والمتوسِّطة على تكثيف مشاركتها في سلسلة القيم السياحية ضمن منطقة جنوب وشرق البحر الأبيض المتوسط.

رئيسة الجلسة: **زوريتسا أوروسيفيك**، ممثِّل منظمة السياحة العالمية لدى الأمم المتَّحدة في جنيف

دراسة حالة (8 دقيقة): «ربط المنتجات المحلية والسياحة الريفية. الدروس المستفادة من زعفران تالوين في المغرب» تقدمها **اميلي فانديكانديلاير**، كبير الاقتصاديين، منظمة الأغذية والزراعة للأمم المتحدة (FAO)

المتحدثون:

محمد يحيى راشد، وزير السياحة - مصر

ميشيل نزال، رئيس مجلس إدارة جمعية الفنادق الأردنية

امتيان مقبل، المدير التنفيذي لوكالة Travel Impact الإخبارية

منال سعد كيليج، المدير التنفيذي لمنطقة الشرق الأوسط وشمال أفريقيا، الرابطة التجارية لأسفار المغامرات

عادل محمد أمين، نائب المدير العام ومدير التسويق، هيئة تشييط السياحة الأردنية

منى حداد، المؤسس والمدير التنفيذي لشركة البركة، رئيس جمعية درب الأردن

هايكه هارمغارت، رئيس مكتب الأردن، البنك الأوروبي لإعادة الإعمار والتنمية

كاميرون سينكلير، التنمية المعمارية المجتمعية، Airbnb (قيد التأكيد)

المقرّر: **كوردولا ووهلموثر**، مدير شؤون العلاقات المؤسسية وحشد الموارد لدى منظمة السياحة العالمية

17:30-17:35 موجز تلخيصي وملاحظات ختامية

عمرو عبد الغفار، المدير الإقليمي لمنطقة الشرق الأوسط، مستشار الأمين العام للسياحة والسلام، منظمة السياحة العالمية

17:45 نقل من بيت زمان إلى الفنادق

18:45 نقل من الفنادق إلى مكان العشاء

19:30 عشاء تستضيفه هيئة تشييط السياحة الأردنية (ملابس واحذية مريحة)

22:30 نقل من مكان العشاء إلى الفنادق

نقل من الفنادق إلى بيت زمان مكان انعقاد المؤتمر

08:00

مقدّم الجلسة: **أنيتا مانديراتا**، المستشار الخاص للأمين العام لمنظمة السياحة العالمية، المؤسس والمدير التنفيذي لشركة CACHET للاستشارات

09:00-10:30 الجلسة الثالثة: تحقيق كفاءة استخدام الطاقة من خلال الممارسات التقنية المبتكرة والسياسات التمكينية

ستناقش هذه الجلسة مسائل تتعلق بالضعف في مجال الطاقة على مستوى القطاع السياحي واستخدام الطاقة في المؤسسات السياحية ضمن منطقة جنوب وشرق البحر الأبيض المتوسط. ستنظر الجلسة أيضاً في المشاريع الحالية لناحية التصدي لهذه التحدّيات من خلال التقنيات والعمليات القائمة على مبدأ الابتكار والكفاءة في استخدام الطاقة، والظروف التمكينية كالسوق مثلاً، فضلاً عن الأطر المالية والهيكلية والمؤسسية والتنظيمية. ستسعى الجلسة أيضاً إلى تحديد الحوافز الإقليمية التي تتجاوز أنماط العمل المعتادة، إلى جانب البحث عن مصادر بديلة للطاقة أو عن نماذج أكثر كفاءة في استخدام الطاقة وأكثر فعالية من حيث التكلفة، في محاولة لتشارك أفضل الممارسات على صعيد العمليات السياحية القائمة على مبدأ كفاءة استخدام الطاقة في منطقة جنوب وشرق البحر الأبيض المتوسط.

سيتمحور التركيز حول كفاءة استخدام الطاقة (باعتبارها فرصةً للابتكار، والحدّ من استهلاك الطاقة، وخفض التكاليف التشغيلية)، ومصادر الطاقة المتجدّدة (باعتبارها فرصة للمساهمة في العمل المناخي، والمساعدة في التحوّل نحو اقتصادات منخفضة الكربون، من دون إعاقة النمو الاقتصادي أو الحدّ من الرفاه).

رئيس الجلسة: **ماتيا روماني**، مدير عام شؤون الاقتصاد والسياسة والحكومة في البنك الأوروبي لإعادة الإعمار والتنمية

دراسة حالة (5-8 دقائق) حول «فنادق جادرانكا في كرواتيا» يقدمها **الكسندر هادزهيفانوف**، مدير مساعد- الاستثمار المستدام للموارد EBRD و**بيتر باومر**، محلل في شؤون التكيف مع التغير المناخي، EBRD

المتحدثون:

برانيمير غفوزدينوفيتش، وزير التنمية المستدامة والسياحة ، الجبل الأسود
عبد الله بدير، رئيس مجلس إدارة هيئة المباني الخضراء في الأردن ورئيس شبكة الشرق الأوسط لهيئات المباني الخضراء

زوريتسا أوروسيفيك، ممثّل منظمة السياحة العالمية لدى الأمر المتّحدة في جنيف
آرن ويليمز، المدير الإداري لشركة GTC الكرواتية (مركز التجارة العالمي)

المقرّر: **ألكسندر هادزهيفانوف**، المدير المساعد لشؤون الاستثمار المستدام للموارد، البنك الأوروبي لإعادة الإعمار والتنمية

استراحة 10:30–11:00

11:00-12:30 الجلسة الرابعة: أنماط الاستهلاك والإنتاج المستدامة في القطاع السياحي

على الرغم من أنّ استهلاك الطاقة يشكّل مُدخلاً هاماً بالنسبة إلى النمو الاقتصادي، غير أنّ استهلاك الموارد الأخرى - بما في ذلك المياه والأغذية - والتقليل من النفايات، وإنتاج السلع، هي أيضاً من الشؤون التي تتطلّب الاهتمام.

أكد القرار 66/288 الصادر عن الجمعية العامة للأمم المتحدة أنّ تعزيز الأنماط المستدامة للاستهلاك والإنتاج هو من بين الأهداف العامة والمتطلّبات الأساسية لتحقيق التنمية المستدامة. من الضروري بالتالي إحداث تغييرات جذرية في طرق الاستهلاك والإنتاج في المجتمعات إذا أردنا تحقيق التنمية المستدامة على الصعيد العالمي.

يُعرّف الاستهلاك والإنتاج المستدامان على النحو الآتي: «استعمال الخدمات والمنتجات ذات الصلة التي تلبي الاحتياجات الأساسية وتساهم في تحسين نوعية الحياة، مع التقليل من استخدام الموارد الطبيعية والمواد السامة، وكذلك انبعاثات النفايات والملوِّثات خلال دورة عمل الخدمة أو المنتج، حفاظاً على القدرة على تأمين حاجات الأجيال المستقبلية».

ستتمحور نقاشات الجلسة حول القيمة المضافة لمفهوم الاستدامة في القطاع السياحي، والروابط بين جودة الخدمات، والقدرة التنافسية في السوق، وكفاءة استخدام الموارد.

رئيسة الجلسة: **زوريتسا أوروسيفيك**، ممثّل منظمة السياحة العالمية لدى الأمم المتحدة في جنيف

دراسة حالة (8 دقائق): «الاستدامة والسياحة في منطقة البحر الأبيض المتوسط» مشروع بتمويل مشترك من الاتحاد الأوروبي من خلال برنامج التعاون المشترك عبر الحدود لحوض البحر الأبيض المتوسط ENPI CBC لفترة 2007-2013، من تقديم **شرحيل ماضي**، مفوض، سلطة منطقة العقبة الاقتصادية الخاصّة.

المتحدثون:

لحسن حداد، وزير السياحة في المغرب (قيد التأكيد)

عماد حجازين، نائب الرئيس المفوض، حديقة البترا الأثرية

جستين ريد، مدير شؤون المقاصد - أوروبا، الشرق الأوسط وأفريقيا، Tripadvisor

مارتن براكينبوري، الرئيس السابق للاتحاد الدولي لمنظمي الرحلات السياحية

هالة الأعرج، مدير الخدمات الفنية لشركة واحة أيلة للتطوير
سفيند ليرفاغ، نائب الرئيس لشؤون الصناعة، أماديوس Amadeus
كلير جينكينسون، المدير المسؤول لشؤون المقاصد والاستدامة، رابطة ABTA/ Travelife

المقرّر: بيتر باوم، محلل في شؤون التكيف مع التغير المناخي، EBRD

ملاحظات ختامية 12:30-12:45

كلوديا بيندريد، مدير العقارات والسياحة، البنك الأوروبي لإعادة الإعمار والتنمية

إقرار إعلان البتراء 12:45

لينا مظهر عناب، وزير السياحة والآثار- الاردن
طالب الرفاعي، أمين عام منظمة السياحة العالمية

الغداء في بيت زمان 12:45-14:00

نقل من بيت زمان الى العقبة-127 كم 14:00

زيارة تقنية إلى مشروع أيلة في العقبة،

يقع مشروع أيلة على شاطئ العقبة، يتميز بطرازه المعماري الأخاذ وجودة خدماته عالية المستوى، كذلك بشواطئه الرملية البيضاء. يعتبر مثالا رائداً في مجال السياحة الشاملة والمستدامة عن طريق تأسيس برنامج تدريبي يقوم بالتدريب على اصول الضيافة ويوفر فرص التوظيف للشباب المحليين وذلك باعتماد أحدث ميزات الكفاءة في استخدام الموارد. هذه الزيارة التقنية ستظهر بعض من خصائص الاستدامة للمشروع (مثل الألواح الشمسية، خصائص ترشيد المياه، والأهوار) كذلك برنامج التدريب المصمم للشباب المحليين.

نقل من العقبة إلى الفنادق في البتراء أو عمان أو الى مطار عمان 19:00



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