



THE FUTURE OF MEDITERRANEAN TOURISM

(6TH INTERNATIONAL CONFERENCE ON DESTINATION MANAGEMENT)

16-17 APRIL 2012

DJERBA, TUNISIA

Background and objectives:

- **The Mediterranean is one of the most important tourism regions in the world, accounting for approximately more than a third of total tourism revenues and half of international arrivals. For decades, the Mediterranean destinations have provided, along with other attractions, the traditional sun, sand and sea product, essentially for the North and Eastern European markets.**
- **This part of the Mediterranean tourism is now experiencing a challenge with subsequent market shifts towards other regions and alternative tourist products; the region has begun to lose its share of international travel market.**
- **The Mediterranean countries need a shared vision to re-evaluate their tourism industries in the context of sustainable development strategies, begin to consider re-structuring their industries and increase efficiency and competitiveness, form strategic alliances for co-operative promotion and marketing efforts in order to maintain a competitive edge in the global tourism market.**
- **Along with the economic crises in source markets, the on-going political changes in North African and the Middle East destinations have caused negative implications on the tourism sector and there is need for a new direction to enhance competitiveness.**
- **Despite being competitors, the challenges and opportunities also vary across the Mediterranean destinations in terms of level of development, performance and positioning and therefore the priorities and the key policy initiatives will have to respond the specific needs.**

Objectives:

The conference aims to:

- **Create a platform for Mediterranean destinations and all the relevant partners for dialogue on the current and potential challenges/opportunities facing the region's tourism competitiveness,**
- **Enable participants to acquire an overview of the current tourism policies and strategies and to discover how to build synergies for co-petition.**

PROGRAMME

Sunday, 15 April:

19:30 Welcome Reception (Hotel Hasdrubal Prestige)

Monday, 16 April:

08:00 - 09:00 Registration

09:00 - 10:00 **Opening Ceremony**

[H.E. Mr. Elyes FAKHFAKH](#), Minister of Tourism, Tunisia

H.E. Mr. Hamadi JEBALI, Head of Government, Tunisia

[H.E. Mr. Smaïl MIMOUNE](#), Minister of Tourism and Handicrafts, Algeria

[H.E. Mr. Pietro BENASSI](#), Ambassador of Italy to Tunisia, Italy

[H.E. Mr. Ertugrul GÜNAY](#), Minister of Culture and Tourism, Turkey

[Mr. Taleb Rifai](#), Secretary-General, UNWTO

10:00 - 10:30 [Break](#)

10:30 - 12:30 **SESSION 1: A DIAGNOSTIC OUTLOOK TO THE MEDITERRANEAN TOURISM**

The session will provide a global insight into the heterogeneous character of the region as being its strength in global competition.

Moderator: *Mr. Frédéric Pierret*, Executive Director, UNWTO

i) **Keynote Presentation 1:** [“The Mediterranean – a tourism stronghold: Facts and figures”](#)

[A regional analysis of the MED, including key statistics.](#)

Mr. Frédéric Pierret, Executive Director, UNWTO

ii) **Keynote presentation 2:** [“Friends-Brands-Trends: The globalized consumer and his interaction with the tourism destinations”](#)

Quantitative and qualitative view on consumer’s trends in the European, Middle Eastern and Asian source markets

Mr. Cees Bosselaar, Director Business Development and Destination Analyst, PhoCusWright, United States of America

Panel discussion / Q & A

12:30 - 14:00 [Lunch Break](#)

14:00 - 15:45 **SESSION 2: WHAT IS AHEAD?**

Through illustrative cases and sectoral practices, the panellists will explore strategic approaches to adapt to changes in the region and the marketplace.

14:00 - 15:45 Moderator: *Mr. Ahmed el Khadem*, Special Advisor to the Minister of Tourism Egypt

i) **Tour operators:** [Tour operating as added value and risk driven industry](#)

Mr. Jürgen Bachmann, Secretary General, CETO – Association of Tour-Operators, France

ii) **Transport:** [Opportunities and threats in air transportation](#)

Mr. Mehdi Alaoui, Royal Air Maroc, Morocco

- iii) **Technology:** [Effective online marketing strategy and execution](#)
Mr. Remco Van der Beek, Owner & Digital Marketing Consultant, Engage, Belgium
 Panel discussion / Q & A

15:45 – 16:15 [Break](#)

16:15 - 17:20 WORKSHOP 1: “KEEP ON MOVING” – Challenges for the NORTHERN part of the MED

Moderator: **Mr. Jörn Gieschen**, Creative Tourism Mind, Germany

- iv) **Accommodation:** [Investing into a sustainable future](#)
Mr. Vangelis Panayotis, MKG Group, Development Director, Cyprus
- v) **Attractions, activities and amenities :** [Rejuvenation and innovation for the product lifecycle](#)
Mr. German Porras Olalla, Former Secretary of Tourism, Spain
 Panel discussion / Q & A

17:20 - 18:30 WORKSHOP 2: “GEARING UP FOR GROWTH” – Challenges for the SOUTHERN part of the MED

Moderator: **Mr. Maxime Weigert**, Ipemed, France

- vi) **SME’s and big business:** [Mobilizing financial resources for tourism development in troubled times](#)
Mr. Antoine Courcelle-Labrousse, Resident Representative for Tunisia, International Finance Corporation, World Bank, Tunisia
- vii) **Destination Management Organizations:** [Professionalization allowing for stakeholders’ profitability](#)
Mr. Mohamed M. Queisi, Commissioner for Tourism & Investment Affairs, Petra Development and Tourism Regional Authority, Jordan
- viii) **Attractions, activities and amenities: Product Development and Positioning**
Mr. Wahid Ibrahim, Former Director General of the ONTT, Tunisia

Panel discussion / Q & A

20:30 Dinner & Event

Tuesday, 17 April

09:00 - 10:30 WORKSHOP 3: “FRAMEWORK FOR SUCCESS” – Challenges for the EASTERN part of the MED

Moderator: **Ms. Esencan Terzibasoglu**, Programme Coordinator - Destination Management, UNWTO

- ix) **Robust and adapted:** [Public institutions and Local initiative as keystone for the competitiveness of destinations](#)
Mr. Onur Gozet, Head of Foreign Relations and EU Coordination Department, Ministry of Culture & Tourism, Turkey

- x) **Tourism property and real estate: [privatisation and transparency to facilitate investment in the tourism sector](#)**

Mr. Philippe Mansion, Principal Banker, European Bank for Reconstruction and Development, Property & Tourism Team

Panel discussion / Q & A

10:30 - 11:00

[Break](#)

11:00 – 12:45 SESSION 3: “BRANDING & POSITIONING” – Challenges for all parts of the MEDITERRANEAN

11:00 – 12:45

Moderator: Mr. Jürgen Bachmann, UNWTO consultant

- i) **Branding: [The virtue of being identifiable and differentiated - The influence of a branding strategy of the MED region to secure a more stable market position \(30 mins\)](#)**

Mr. Tom Buncle, Managing Director, Yellow Railroad, International Destination Consultancy, UK

- ii) **Kaleidoscope identities: [Feasibility for the MED region to communicate the MED brand to travellers and investors while assuring synergy in other marketing functions](#)**

Ms. Maja Konečnik Ruzzier, Professor at Faculty of Economics, University of Ljubljana, Slovenia

Panel discussion / Q & A

12:45 - 14:45

[Lunch Break](#)

14:45 - 16:00

[Conclusions](#) and the closing ceremony.