**Under the Patronage of**

**His Majesty King Abdullah II ibn Al Hussein**

International Conference on  

*Seizing Tourism market opportunities in times of rapid change*  

**KING HUSSEIN BIN TALAL CONVENTION CENTRE**  

Dead Sea, Jordan, 5-6 June 2012

**PROVISIONAL PROGRAMME**

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<td><strong>08.30 – 10.30</strong></td>
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|   |   | **Dr. Abed Al Razzaq Arabiyat** Managing Director, Jordan Tourism Board  
|   |   | **H. E. Mr. Nayef H. Al Fayez** Minister of Tourism and Antiquities of Jordan  
|   |   | **Mr. David Scowsill** President and CEO, World Travel and Tourism Council (WTTC)  
|   |   | **Dr. Taleb Rifai** Secretary-General of the World Tourism Organization (UNWTO)  
|   |   | **Conference Patron** |  
| **11.15 – 11.30** | **Coffee break** |  
| **11.30 – 12.30** | **Session 1:** *What is happening in the global economy? What are the political, social, technological, legal, and environmental drivers for change? How are those changes affecting tourism flows and investment?*  

To help answer these questions the panel will provide an overall assessment of future global economic trends and forward looking scenarios on how these affect tourism flows and investments. This will help participants assess opportunities, challenges and strategic choices that their travel and tourism industry faces now and in the future.
**Moderator:** Ms. Nima Abu-Wardeh, host of the BBC’s weekly Middle East Business Report

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Panelists:

- **Mr. Neil Gibson** – Director of Regional Services, Oxford Economics
- **Márcio Favilla L. de Paula** – Executive Director for Competitiveness, External Relations and Partnerships – UNWTO
- **Mr. Michael Frenzel** – Chief executive TUI AG & Chairman of TUI Travel PLC
- **Mr. Mark Tanzer** – Chief Executive, Association of British Travel Agents (ABTA)
- **Mr. Marco Ferraz** – President, Brazilian Tour Operators Association (BRAZTOA)

**Session 2: How are consumers’ needs evolving and how can they be reached?**

Rapid changes in the context within which different consumers are making decisions about travel and tourism lead some segments of demand to grow and others to decline. How tourists search, shop, buy and consume tourism and travel products are always evolving. What are the underlying trends and how are different consumer segments responding now? How are countries, tourism suppliers and distributors (Tour operators/travel agents) responding in return to perceived crises and marketing to these different segments?

**Moderator:** Mr. Martin Brackenburry – Former President of the International Federation of Tour Operators

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Panelists:

- **Mr. Geoffrey Kent** – Founder, Chairman and CEO, Abercrombie and Kent
- **Mr. Remo Masala** – Chief Branding & Marketing Officer, Kuoni Travel Holding Ltd.
- **Mr. Hector Ceballos-Lascurain** – Special Advisor on Ecotourism to the International Union for the Conservation of Nature (IUCN)
- **Mr. Martijn van de Veen** – Secretary-General, World Youth & Student Travel Confederation (WYSE TRAVEL) and International Student Identity Card (ISIC)
### Session 3: How can growth expectations of the Aviation sector contribute to a more competitive and sustainable travel and tourism industry?

Tourism depends on Aviation for its growth and success. There are huge expectations of growth—China alone aims to build 97 new airports by 2020 to accommodate demand—but that growth may be curtailed because of high fuel prices and emissions, unless manufacturers can build new aircraft with vastly improved fuel efficiency, use different fuels, reduce emissions and provide greater comfort. The infrastructure on the ground and air traffic control could also stymie growth. Tourists want to reduce their spending on aviation as much as possible so that they have more to spend in the destination. How is aviation going to become more competitive and sustainable? To answer these questions airlines will state what they need and manufacturers will set out what they are planning to research and to provide.

**Moderator:** Mr. Vijay Poonoosamy  
Vice-president, Etihad Airways

**Panelists:**
- Mr. Richard Nuttall  
  CEO, Bahrain Air Company
- Mr. Sertaç Haybat  
  General Manager, PEGASUS
- Mr. Kjeld Binger  
  Chief Executive Officer, Airport International Group
- Mr. Chris Lyle  
  UNWTO Special Representative to the International Civil Aviation Organization (ICAO)
- Mr. Frédéric Bardin  
  Senior Vice President, Emirates Holidays
- Mr. Anwar Atalla  
  Director of Marketing, Royal Jordanian

**20.30**  
Gala Dinner - Crowne Plaza Dead Sea Hotel (hosted by Intercontinental Hotels Group)
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<td><strong>Session 4:</strong> How can destinations seize the opportunities afforded by rapidly changing market conditions? The Jordanian Experience.</td>
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We are living through a period of remarkably rapid changes in the global economy and in the responses of tourism consumers and investors. These must be embraced by national Tourism policies and strategies. The panel will provide an assessment of the context within which the Government of Jordan and the Jordanian travel industry are planning their activities over the next few years and outline key priority actions needed to ensure that the sector’s strategic goals are achieved. The panel will focus on product development, human resources, marketing and promotion, airlift, regulatory frameworks and stakeholder involvement.

*Moderator: H.E. Mr. Aqel Biltaji, Senator and President, Heritage & Tourism Committee at the council of Senators*

**Panelists:**

- Sr. Naser Madadha, CEO, Aqaba Special Economic Zone Authority (ASEZA)
- Sr. Mohammad M. Queisi, Commissioner for Tourism & Investment Affairs, Petra Development & Tourism Region Authority
- Dr. Abed Al Razzaq Arabiyat, Managing Director, Jordan Tourism Board
- HE Mr. Munir Nassar, Chairman, Jordan Inbound Tour Operators Association (JITOA)
- Mr. Ziad Dakkak, Member of Jordan Inbound Tour Operators Association (JITOA)
- Ms. Anna Paolini, Head of UNESCO Office, Amman
- Dr. Suzy Hatough Bouran, Director, Dar AlDiafa for Tourism Human Resources Development Consultancy
- Mr. Stellan Lind, Founder and Chairman, The Roman Army and Chariot Experience (RACE)

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### Session 5: What are the conditions for promoting successful foreign direct investments in times of uncertainty?

Foreign Direct Investment in hotels and resorts, often combined with the reputation and knowhow of major Brands, has played a vital role in tourism development. Competition for FDI is intense, especially in times of relative scarcity of capital. What are the conditions for successful FDI investment and what strategies and activities have been key to that success.

**Moderator:** Mr. Masataka Fujita – Head, Investment Trends and Issues Branch, Division on Investment and Enterprise (DIAE) - UNCTAD

**Panelists:**

- Mr. Michael Nazzal  
  Senator and Chairman, Jordan Hotel Association (JHA)
- Mr. Elias Farraj  
  Deputy Chief Executive Officer, Director Investment Promotion & Communication, Jordan Investment Board (JIB)
- Dr. Taha Zaboun  
  CEO, Dead Sea Development Company (DSDC)
- Mr. Mohamed Rashed  
  Chief Executive Officer, Hotel and Tourism Sector Kharafi Group
- Mr. Gabriel Matar  
  Director – Middle East & Africa, Jones Lang LaSalle Hotels

### Closing Session

- Dr. Taleb Rifai  
  Secretary-General of the World Tourism Organization (UNWTO)
- Mr. David Scowsill  
  President and CEO, World Travel and Tourism Council (WTTC)
- H. E. Mr. Nayef H. Al Fayez  
  Minister of Tourism and Antiquities of Jordan
SOCIAL PROGRAMME

June 4th  Cocktail Reception at O Village (hosted by O Village)
June 5th  Lunch at Dead Sea Convention Center
June 5th  20.30: Dinner at Crowne Plaza Dead Sea Hotel (hosted by IHG)
June 6th  Lunch at Dead Sea Convention Center
June 6th  16.00 Trip to Petra
June 6th  Dinner at Little Petra, Beida (hosted by Petra Authority)
June 7th  Petra site visit and lunch in Petra

Update: 25 May 2012