

**Tourism Awareness and Human Capacity Building:**

**Towards a Sustainable Tourism Society**

**Cairo, 29 March 2022**

Time	Subject	Session Moderator	Speakers
09:30 - 10:00	Reception on Cruise : Nile Maxim (Zamalek)		
10:00 – 11:30	<b>Session1:</b> <b>Raising Tourism Awareness for Children</b>	Dr. Nora Ali, Head of the Tourism and Civil Aviation Committee, the Egyptian House of Representatives	Ms. Lucy Garner , Senior Expert, Youth and Talent development UNWTO Virtual Participation
			Dr. Nawal Shalaby, Director of the Centre for Curriculum and Instructional Materials Development (Egypt)
			Dr. Ghada Makady, Director of Partnerships, Shabab Al-Balad Program, UNICEF, Egypt
<b>11:30 – 11:45</b>	<b>Coffee Break</b>		
11:45 – 13:15	<b>Session2:</b> <b>Linking the outputs of tourism education to the needs of the labour market:</b> 1- The labour market, the technical education and the vocational training system. 2 - The role of the private sector in the human capacity building. 3- The role of tourism higher education in preparing for future jobs in the sector. 4- Financial training system.	Mr. Ahmed El-Wassif, Chairman of the Egyptian Tourism Federation	Ms. Natalia Bayona , Director Innovation, Education and Investments Department UNWTO
			Dr. Soha Abdel-Wahab, Dean of the Tourism and Hotel Management Faculty (Egypt)
			Dr. Nader El Beblawi Chairman of the Egyptian Travel Agencies
<b>13:15– 14:15</b>	<b>Lunch</b>		
14:15 – 15:45	<b>Session3:</b> <b>Raising awareness for the communities surrounding tourist areas.</b>	Dr. Ahmed Ghoneim, Managing Executive Director of The National Museum of Egyptian Civilization.(NMEC)	Ms. Sandra Carvao Chief of Market Intelligence and competitiveness UNWTO
			Dr. Mostafa Waziry, Secretary-General of the Supreme Council of Antiquities (Egypt)
			Dr.Akatsuki Takahashi Programme Specialist for Culture at the UNESCO

			Regional Bureau for Sciences in the Arab states
<b>15:45 – 16:00</b>	<b>Coffee Break</b>		
16:00 – 17:15	<b>Session 4: Developing the skills and behaviour of employees in the tourism sector and those who deal with it:</b> 1. The role of civil society in the continuous training system. 2. Improving the image of the Egyptian tourist destination. 3. The Ministry's plan to raise the efficiency of those dealing with tourists. 4. The role of digital transformation in the continuous training system.	Dr. Hisham Zaazou, former Minister of Tourism of Egypt	Natalia Bayona , UNWTO Directorof Innovation, Education and Investments Department , UNWTO
			Dr. Soha Bahgat, Advisor to the Minister of Tourism and Antiquities for Training Affairs (Egypt)
			Mr. Alaa Akel , Chairman of the Egyptian Hotel Association (EHA) Steering Committee
17:15 – 18:00	Concluding remarks on the outcomes of the conference	H.E. Dr. Khaled El- Enany, Minister of Tourism and Antiquities (Egypt)	H.E. Mr. Zurab Pololikashvili, UNWTO Secretary-General

