



Agenda

“Accessible Tourism in the Arab Region Forum”

Cairo, Arab Republic of Egypt

Nile Ritz-Carlton Hotel, Monday 24 June, 2019

9:00 – 9:30	Registration
9:30 – 11:00	<p>Opening and Welcome</p> <ul style="list-style-type: none"> • H.E. Dr. Rania Al Mashat, Minister of Tourism, Arab Republic of Egypt • Mr. Eric Oechslin, Director, International Labour Organization Country Office for Egypt and Eritrea • Dr. Ismail Abdel Ghafar Ismail, President, Arab Academy for Science, Technology and Maritime Transport • Dr. Bandar Bin Fahd Al Fuhaid, President, Arab Tourism Organization • Ambassador Dr. Kamal Hassan Ali, Assistant Secretary -General , Head of Economics, League of Arab States
11:00 – 11:30	<p>Session I: The Concept of Accessible Tourism: Vision and Sustainability</p> <p>This session offers an introductory platform to help clarify the concept of ‘Accessible Tourism’ and its importance in a world with a large segment of underserved individuals and families with specific needs and challenges deprived from enjoying the pleasure of tourism activities. With sustainability in mind, making tourism experiences accessible to all without exclusion should be an integral part of tourism strategies and marketing plans being developed in the Arab world.</p> <p>Moderator: Eng. Emad Hassan, Advisor to the Minister, Ministry of Tourism, Arab Republic of Egypt</p> <ul style="list-style-type: none"> • Dr. Muhammad Al-Fouly, Executive Director, United Nations Global Compact Egypt Network officer • Mr. Marco Pizzio ,Head of Social and Accessible Tourism at Italian Multiple Sclerosis Society

11:30-12:00	Coffee Break
12:00 – 13:15	<p><u>Session II: Market Experiences and Approaches to Getting the Tourism Sector Ready for Accessible Tourism</u></p> <p>This session focuses on the use of technology and innovation in tourism establishments in support of the accessible tourism practice including artificial intelligence and other innovative approaches to smart technologies. Additionally, discussions will shed some light on the need for building the capacity of the human capital and enhancing the existing tourism infrastructure through enforcing the relevant specifications and regulations to support accessibility of tourism products to all.</p> <p><u>Moderator: Mr. Ahmed Al-Waseef, Chairman, Egyptian Tourism Federation</u></p> <ul style="list-style-type: none"> • Dr. Mohamed Salama El-Shaer, Official Representative, European Network for Accessible Tourism (ENAT) • Ms. Reem El Saady, Principal Manager for Advice for Small Business Program of Egypt, European Bank for Reconstruction and Development (EBRD) • Ms. Amena El-Saie , CEO, Helm Foundation • Egyptian Ministry of Tourism experience in training tour guides on sign language • Dr. Omnia Mohsen Abdel Azim, Professor, Institute of the studies of the Elderly, Beni Suef University
13:15 – 14:15	<p><u>Session III: Accessible Tourism Development in the Arab Region</u></p> <p>This session highlights the development of accessible tourism in the Arab region and the need to strengthen collaboration between governments and the private sector stakeholders. It also emphasizes the importance of the Arab/International cooperation to transfer the knowledge and experiences.</p> <p><u>Moderator: Dr. Ahmed Abou Amer - Business Development Consultant, Arab Tourism Organization</u></p> <ul style="list-style-type: none"> • Sheikh Khaled bin Hamoud Al Khalifa, Chief Executive Officer of Bahrain Tourism and Exhibitions Authority, Kingdom of Bahrain • Ms. Basma Al-Mayman, Director of the Regional Department for the Middle East, World Tourism Organization (UNWTO) • Mr. Maged Fawzi, Chairman, Egyptian Hotel Association • Dr. Walid Ali El-Hennawy, Assistant General-Secretary, Arab Tourism Organization
14:15 – 14:45	Coffee Break

14:45 – 15:45	<p><u>Session IV: The Promotion of Accessible Tourism</u></p> <p>This session discusses the need to increase the awareness of the concept of accessible tourism through all forms of communication channels, encouraging both public and private sectors to market and promote this concept.</p> <p><u>Moderator:</u> Dr. Soha Bahgat, Advisor to the Minister for the Capacity Building and Training, Ministry of Tourism, Arab Republic of Egypt</p> <ul style="list-style-type: none"> • Mr. Hossam El-Shaer, Chairman, Egyptian Travel Agents Association • Mr. Khaled Abdel Kader, General Manager, Microsoft Egypt • Dr. Hossam Darwesh, Assistant Secretary General for Training, E-Marketing and E-Tourism, Arab Tourism Organization • Dr. Nadia Katata, General Secretary, Tunisian Federation of Travel Agencies and Tourism
15:45 – 16:30	Closing Session
16:30	Official Lunch in Honour of their Excellences the Arab Ministers , and Members of the Participating Delegations; hosted by Her Excellency Dr. Rania Al Mashat, Minister of Tourism, Arab Republic of Egypt (Nile Ritz-Carlton Hotel)