

QAT/Conf.HRD/Prog.

## Addressing the Human Resource Challenge for Tourism: The Qatar Summit

*An International conference for the Middle East and North Africa*

**Doha, Qatar, 21 and 22 April 2009**

Programme

<b>Tuesday, 21 April</b>	
08.00 – 09.00	<b>Registration</b>
09.30 – 10.00	<p><b>Opening Session</b></p> <ul style="list-style-type: none"> <li>• H.E. Mr. Ahmed Abdullah Al Nuaimi Chairman, Qatar Tourism and Exhibitions Authority</li> <li>• H.E. Mr. Abdullah Bin Hamad Al Attiyah Deputy Prime Minister and Minister of Energy and Industry representing H.E. Sheikh Hamad Bin Jassem Bin Jabor Al Thani Prime Minister and Minister for Foreign Affairs of Qatar</li> <li>• H.E. Mr. Elie Marouni Minister of Tourism of Lebanon and Chairman of the UNWTO Commission for the Middle East</li> <li>• Dr. Bandar Bin Fahd Al-Fehaid President, Arab Tourism Organization (ATO)</li> <li>• Dr. Khaled Alloush UN Coordinator for Qatar</li> <li>• Dr. Taleb Rifai Secretary-General a.i. World Tourism Organization</li> </ul>
10.00 – 10.15	<b>Coffee break</b>
10.15 – 10.30	<b>Introduction of the proceedings:</b> Mr. Amr Abdel-Ghaffar Regional Representative for the Middle East, Director Education and Training Department, World Tourism Organization
10.30 – 12.00	<p><b>Session 1</b>  <b>Diagnosing the challenge</b>                  This session will review the implications of tourism trends and forecasts in the Middle East and North Africa on labour force needs for the sector. It will also identify current and future human resource issues and challenges for the region with a view to realizing the United Nations' <i>decent work agenda</i> in the various sectors of the tourism industry.</p>
	<p><i>Moderator:</i> Prof. Chris Cooper                  Senior Advisor to UNWTO on Human Resource Development, Director, Christel DeHaan Tourism and Travel Research Centre, The University of Nottingham, UK</p>
	<ul style="list-style-type: none"> <li>• Mr. Eugenio Yunis Director of Programme and Coordination, World Tourism Organization</li> </ul>

	<ul style="list-style-type: none"> <li>• Dr. Lafi Al Dhafiri Director of Training and Development Kuwait Airways, on behalf of the Arab Air Carriers Organization (AACO)</li> <li>• Dr. Ghassan Aidi President, International Hotel &amp; Restaurant Association (IH&amp;RA)</li> <li>• Mr. Elhamy El Zayat Chairman Emeco – Egypt Chairman Enterprise Travel Partnership</li> <li>• Dr. Edith Szivas Director of PhD Programme and Programme Leader, Tourism MSc Programmes. University of Surrey, UK</li> <li>• Mrs. Cristina Guerrero Moreno Director, Human resource Observatory for Tourism in Andalusia</li> </ul>
12.00 – 13.30	<p><b>Session 2:</b> <b>Addressing the challenge: Creative approaches and best practices</b></p> <p>This session will showcase best practice and creative approaches to the human resources challenge. This will include the role of government in manpower planning, ways to attract, select and retain talent, addressing the image and working conditions of tourism jobs and developing leadership in the sector. The session will provide for an exchange of practical experiences in addressing human resource supply and demand gaps.</p>
	<p><i>Moderator:</i> Prof. Carson Jenkins Emeritus Professor of International Tourism, University of Strathclyde, U.K</p>
	<ul style="list-style-type: none"> <li>• Mr. Chris Brown Managing Director &amp; CEO, TTF Australia Tourism and Transport Forum</li> <li>• Prof. Prakash Chathoth Professor, The Hong Kong Polytechnic University (Hong Kong, China)</li> <li>• Mr. German Porras Former Secretary General for Tourism of Spain</li> <li>• Dr. Abdullah S. Alweshail General Director, National Project for Tourism HR Development, Saudi Commission for Tourism and Antiquities</li> <li>• Mr. Victor Chalé Former Director General for Tourism Culture Development of SECTUR - Mexico</li> </ul>
13.30 – 15.00	<b>Lunch break</b>
15.30 – 17.00	<p><b>Session 3:</b> <b>Reengineering education and training systems in the region</b></p> <p>This session will discuss how education and training for the region can provide for the future needs of the sector. Key themes will include the imperative to reengineer tourism education and training to utilise technology for blended delivery and lifelong learning; contemporary thinking and approaches on the curriculum; how education and training prepares the workforce for a world of constant and unexpected change; and the need for close gearing between the tourism industry and educators/trainers.</p>
	<p><i>Moderator:</i> Prof. Jafar Jafari Professor of Hospitality and Tourism University of Wisconsin at Stout, USA</p>
	<ul style="list-style-type: none"> <li>• Mr. Mishal Kanoo Deputy Chairman, Kanoo Group - Dubai</li> <li>• Mr. Hossein Vetry General Manager Sharq Village &amp; Spa - Ritz Carlton Hotels</li> <li>• Dr. Muhsen Makhamreh Dean, Jordan Applied University</li> </ul>

	<ul style="list-style-type: none"> <li>• Mr. Mouhtaj Abdelhak</li> <li>• Dr. Fevzi Okumus</li> <li>• Dr. Suzy Bouran</li> </ul>	<p>Director, Higher Institute of International Tourism, Tangier</p> <p>Editor in-Chief of the International Journal of Contemporary Hospitality management</p> <p>Human Resources Development Consultant</p>
<b>Wednesday, 22 April</b>		
09.00 – 10.30	<p><b>Session 4:</b></p> <p><b>Towards a common human resource development agenda for the region</b></p> <p>The aim of this session is to develop a roadmap to address jointly the tourism human resource challenges faced by the growth of tourism in the Middle East and North Africa. Discussion will focus upon the key policies and strategic actions required as well as the role of regional stakeholders and the UNWTO working together to deliver a common human resource development agenda in the region.</p>	
	<p><i>Moderator:</i> Dr. Donald Hawkins</p>	<p>Eisenhower Professor of Tourism Policy, School of Business, George Washington University, USA</p>
	<ul style="list-style-type: none"> <li>• H.E. Dr. Saadallah Agha El Qala'a</li> <li>• H.E. Mrs. Maha Khatib</li> <li>• H.E. Mr. Khélil Lajimi</li> <li>• H.E. Sheikh Hamad Bin Jabor Al Thani</li> <li>• Mr. Ibrahim Abu Helil</li>   <li>• Dr. Rima Naboulsi</li> <li>• Mr. Amr Abdel-Ghaffar</li> </ul>	<p>Minister of Tourism of Syria</p> <p>Minister of Tourism and Antiquities of Jordan</p> <p>Minister of Tourism of Tunisia</p> <p>General Manager for the General Secretariat for Development Planning</p> <p>Adviser in tourism human resource development, quality assurance and tourism accessibility Dubai</p> <p>President, International Hospitality Academy American University of Culture &amp; Education</p> <p>Regional Representative for the Middle East, Director Education and Training Department, World Tourism Organization</p>
10.30 – 11.00	<b>Coffee break</b>	
11.00 – 11.30	<p><b>Closing Session</b></p> <ul style="list-style-type: none"> <li>• <b>Moderators' Summary</b></li>   <li>• <b>Closing remarks</b></li> </ul>	<p>Prof. Chris Cooper Senior Advisor to UNWTO on Human Resource Development, Director, Christel DeHaan Tourism and Travel Research Centre, The University of Nottingham, UK</p> <p>H.E. Mr. Ahmed Abdulla Al Nuaimi Chairman, Qatar Tourism and Exhibitions Authority</p> <p>Dr. Taleb Rifai Secretary-General a.i. World Tourism Organization</p>