

## MEDITERRANEAN TOURISM FORUM – 2019 AGENDA

### 13/14 February 2019 – EXECUTIVE MEETINGS

1. MTF Board of Governors
2. Mediterranean Women in Tourism Chapter
3. Mediterranean Tourism Leaders Chapter

### 15<sup>th</sup> February 2019 – FORUM, MASTER CLASSES & GALA CONCERT & AWARDS

The 6<sup>th</sup> Mediterranean Tourism Forum – 15<sup>th</sup> February 2019

#### **MEDITERRANEAN STARS**

#### **SUSTAINBLE TOURISM ACTIONS & RENEWAL STRATEGIES**

**VENUE: INTERCONTINENTAL ARENA CONFERENCE CENTRE, MALTA**

0815hrs Registration

0900hrs Andrew Agius Muscat, Secretary General Mediterranean Tourism Foundation

0905hrs **EMBRACING MEDITERRANEAN TOURISM BECAUSE PEOPLE MATTER**  
H.E. Marie-Louise Coleiro Preca, President of Malta and MTF Honorary President

0920hrs **WINNING – TOURISM IN MALTA A CASE OF BEST PRACTICE**  
Hon. Konrad Mizzi, Minister of Tourism, Malta

0930hrs Conference Opening Show - **SUSTAINBLE TOURISM ACTIONS & RENEWAL STRATEGIES**

**0950hrs Innovation Chair: Moderated Jill Hellman, The Strategy Lab, Inc. (USA)**

#### **1000hrs PANEL DISCUSSION: A GLOBAL TOURISM OUTLOOK & THE MEDITERRANEAN REGION**

*Past waves of globalization offer lessons on how best to prepare Mediterranean people for the future of work, yet challenges remain. As world leaders are now considering how to shape a new architecture for globalisation, the Speakers will present a general outlook of global tourism trends and realities with a special focus on the Mediterranean region. Ways how to promote sustainable tourism to prioritise the goal of addressing persistent inequalities will also be addressed – particularly those based on race, income, gender and place. Indeed, we are recently experiencing a shift in political and social interest from tourism as just an economic sector to how tourism can be relevant to the people. This is the moon-shot of our generation.*

**Moderated Jill Hellman, The Strategy Lab, Inc. (USA)**

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Tony Zahra, President, Mediterranean Tourism Forum & Malta Hotels and Restaurants Association (Malta)  
Laurence Pas, Deputy Secretary General, Union for the Mediterranean (France)  
Jens Zimmer Christensen, President, HOTREC (Denmark)  
Amb. Dho Young-Shim, UNSDG Alumni Chair (South Korea)

*Video Message: Karmenu Vella, EU Commissioner, Environment, Maritime Affairs and Fisheries (Malta)*

### **1045hrs A STRONG MEDITERRANEAN TOURISM IDENTITY FUELS ECONOMIC GROWTH**

Prime Minister Joseph Muscat (Malta)

### **1055hrs BRANDING & PROMOTING DESTINATIONS**

**Moderated by Jill Hellman, The Strategy Lab, Inc. (USA)**

Peter S. Greenberg, CBS News Travel Editor (USA)

*Video Message: Matteo Renzi, Former Prime Minister of Italy and Lead Presenter of Documentary Film about Florence (Italy)*

### **1115hrs Coffee Break**

### **1145hrs PANEL DISCUSSION: DECODING THE FUTURE OF TRAVEL & TOURISM EXPERIENCE**

*The world of travel is undergoing change as never before. Technology, environmental consciousness, connectivity, and the quest by travellers for new experiences are probably the key forces which are shaping the new globalisation setting. The Speakers will therefore discuss the challenges underlying this new movement of change by highlighting what are the new secrets for survival and success in the travel, tourism and hospitality sector across the Mediterranean region.*

**Moderated by Jill Hellman, The Strategy Lab, Inc. (USA)**

Charles Mangion, Chairman Airmalta (Malta)

Vincenzo Poerio, President of the Tuscan Yachting Cluster and Former Benetti CEO (Italy)

Hamid Bentahar; CEO Accor Hotels Gestion Morocco & Executive vice-president AccorHotels (Morocco)

### **1230hrs PANEL DISCUSSION: ADVANCING TOWARDS A SUPER SMART TOURISM SECTOR**

*Disruptive forces are re-shaping the Mediterranean region faster than ever before. Indeed, a new generation of entrepreneurs are creating a perennial gale of new economic forces, producing a new set of winners and losers. The Speakers will discuss the essential thinking on innovation and address the forces which are transforming the tourism sector today with special reference to blockchain, artificial intelligence, SMART city technology and augmented reality for innovative ways to establish outstanding tourism destination identities.*

**Moderated by Jill Hellman, The Strategy Lab, Inc. (USA)**

Mark Jenkinson Head AMO Cities, Siemens Global Centre of Competence Cities (UK)

Jayanth Kolla, Founder and Partner Convergence Catalyst – Blockchain (India)

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Daniel Surya, Executive Chairman WIR Group – Augmented Reality & Artificial Intelligence (Indonesia)

**1315hrs STAYING RELEVANT TO THE AFFLUENT TRAVELLER CONVERSATION WITH FILIP BOYEN, CEO, FORBES Travel Guide (Belgium).** *As global consumers are becoming more affluent, the travel and hospitality sector is adapting strategies to meet their demands and address issues of how destinations and brands can cater for more luxury customers while somehow maintaining a sense of exclusivity. The luxury travel is predicted to grow exponentially in the coming years, however a closer analysis of the structure of this important economic sector reveals a complex network. This and more will be addressed during this frank discussion with one of the leading personalities in the world of luxury.*

**Moderated by Nikoletta Kritikou, EURONEWS (Greece)**

### **1335hrs TOURISM LEADERS FORUM: SUSTAINING & COPING WITH TOURISM GROWTH**

*The good news is that tourism is growing, creating jobs and economic activity. The challenge is that this growth can put pressure on destinations. If travellers spread out evenly across the planet, this influx would be relatively easy to absorb. Of course, in reality this is not the case. With tourism in 2019 expected to keep growing across the Mediterranean region, challenges keep getting more complicated. Now, local governments are trying to curb or at least channel the surges that clog streets, diminish housing supplies, pollute waters, turn markets and monuments into no-go zones, and generally make life miserable for residents. Yet almost all of them are learning that it can be far more difficult to stem the tourist hordes than it was to attract them in the first place. The Speakers will therefore address what is variously known as ‘overcrowding’, ‘overtourism’ or ‘tourismphobia’. The discussion will attempt to specifically cut through media hype around the issue, to understand the nature of the problems at hand, and identify specific solutions which can make a real difference.*

**Moderated by Nikoletta Kritikou, EURONEWS (Greece).**

Konrad Mizzi, Minister of Tourism (Malta)

Elena Kountoura, Minister of Tourism (Greece)

Eva Stavs Podlogar, Tourism State Secretary (Slovenia)

Frano Matusic, Tourism State Secretary (Croatia)

Majlind Lazimi, Economic Advisor to the President of the Republic of Albania (Albania)

Khaydhar Malik, President of the General Authority of Tourism (Libya)

*SPECIAL GUEST: Edmund Bartlett, Minister of Tourism of (Jamaica)*

**1435hrs HRH Princess Dana Firas, President of the Board of Directors of Petra National Trust and UNESCO Goodwill ambassador (Jordan)**

**1450hrs Tony Zahra, MTF President**

**1500hrs Mediterranean Tourism Foundation Projects Film**

**RECEPTION**

**MASTER CLASS 1**

## **Mediterranean Women in Tourism**

**Tourism Entrepreneurship Challenges and Opportunities for Women across the Mediterranean region**

Registration 1545hrs, 1600hrs Starting – 1730hrs Concluding

The majority of people employed in tourism worldwide are women, both in formal and informal jobs. Yet, women are mostly employed in the lowest paid, lowest skilled sectors of the industry and carry out a large amount of unpaid work in family tourism businesses. On the other hand, women are not well represented in the highest levels of employment and management of the sector. Empowering women in entrepreneurship and management in the Tourism industry serves to increase the participation of women in the process of economic development of a country. Although there are many challenges facing women entrepreneurs involved in tourism businesses, there are also diverse opportunities that they can harness to develop their full potential.

Introduction: Angela Attard Fenech, Director Tumas Group, Deputy President, Malta Hotels and Restaurants Association, and Mediterranean Tourism Foundation Advisor (Malta)

***Bringing Mediterranean Women together in pursuit of peace, prosperity and wellbeing through the sustainable development of Mediterranean Tourism***

H.E. Marie-Louise Coleiro Preca, President of Malta; 10 mins

***Visions and Actions to Promote Gender Equality in the Mediterranean***

Laurence Pais, Deputy Secretary General – Union for the Mediterranean; 10 mins;

**PANEL DISCUSSION: Moderated by Angela Attard Fenech, Director Tumas Group, Deputy President, Malta Hotels and Restaurants Association, and Mediterranean Tourism Foundation Advisor (Malta)**

***Women's empowerment is not only important for the promotion of equality and human rights for all, but also as a powerful catalyst which promotes tourism as a vehicle for peace, stability and prosperity across the Mediterranean region. (60 mins)***

1. Christine Pujol, Hotelier (France)
2. Sanem Oktar, President Kagider – Women Entrepreneurs Association of Turkey (Turkey)
3. Amb. Dho Young-Shim, UNSDG Alumni Chair (South Korea)
4. Stefania Proietti, Mayor of Assisi (Italy)
5. Iva Bahunek, Director Croatian National Association of Hoteliers (Croatia)
6. Hafida Benchehida, Senator (Algeria)
7. Taleb Rifai, MTF Governor and former UNWTO General Secretary (Jordan)

**Concluding Remarks (10 mins)**

HRH Princess Dana Firas, President of the Board of Directors of Petra National Trust and UNESCO Goodwill ambassador (Jordan)

**MASTER CLASS 2**

**The Mediterranean Gastronom – The Potential of Mediterranean Wine and Culinary Tourism**

Registration 1545hrs, 1600hrs Starting – 1730hrs Concluding

This MASTER CLASS aims to open a dialogue between the academy, industry, and government actors with a view to serve as a platform to disperse information, broaden the professional network, mentor emerging scholars and practitioners and encourage new perspectives on best practices and potentials. Discussions will draw on ideas about the impacts, potentials and realised transformations brought on by wine and food tourism using global examples of the impact of food and wine tourism across the Mediterranean region, specifically on the rural experience economy; the rural renaissance and regional economic development; product and market development; sustainable practices, food and environmental security.

**PANEL DISCUSSION: Moderated by Leslie Vella, Director, Malta Tourism Authority (Malta)**

1. Karin Mimica, Founder and CEO Gastronom (Croatia)
2. Marie Avellino, PhD, Director Tourism and Travel Institute, University of Malta (Malta)
3. Didac Garcia, Director European Affairs CEHAT – Hotels and Restaurants Association (Spain)
4. Ruben Abela, Head, Valletta World Heritage Management Unit under the remit of Heritage Malta (Malta)
5. Dr Noel Buttigieg, Director of Studies, Institute of Tourism Studies (Malta)
6. Chiara Mencarelli, President of Professional Hotel Managers Umbria Region (Italy)
7. Gabriella Tigu, Professor, PhD, Bucharest University of Economic Studies (Romania)
8. Erkunt Oner, Founder and CEO Tura Turizm Holding (Turkey)

**MASTER CLASS 3**

## **Attracting, Training, Maintaining & Elevating Top Hotel Revenue Management Talent**

Registration 1545hrs, 1600hrs Starting – 1730hrs Concluding

Tourism and the hospitality industry are often criticised for creating low quality service employment. There are issues of poor wages, modern slavery, excessive hours, poor terms and conditions, lack of union recognition, equal opportunity and high staff turnover. However, there is much good practice in the industry. The tourism and hospitality industries remain remarkably open, many reach GM or Board level having started in entry-level jobs. This MASTER CLASS will therefore talk about what can be done to improve the perception about working in the tourism sector and ways how to attract, train, maintain and elevate top hotel revenue management talent.

**CONVERSATION: Moderated by Hulya Aslantas, Former World President of SKAL (Turkey)**

1. Julio Andrade, UNITAL Associated Fellow Director, CIFAL Malaga (Spain)
2. Clyde Caruana, Executive Chairman, Jobs Plus (Malta)
3. Nicholas Callus, Chairman Domain Academy (Malta)
4. Rosianne Cutajar, Politician (Malta)
5. Franck Trouet, Executive Director of the national association of hoteliers, restaurants, cafés and caterers - GNI-SYNHORCAT, (France)
6. George Drakopoulos, CEO, Founder Tourism Generis (Greece)
7. Ian Castaldi Paris, Chairman Identity Malta (Malta)
8. Dr Suzy Hatough, Middle East Travel and Tourism Development Network (Jordan)

**Conclusion:** Julia Farrugia Portelli, Parliamentary Secretary for Reforms, Citizenship and Simplification of Administrative Processes (Malta)

**MASTER CLASS 4**

**SMART NATION CONCEPTS**

**The future of embellishing tourism destinations**

Registration 1545hrs, 1600hrs Starting – 1730hrs Concluding

In many ways, the smart city concept is simply good urban planning that incorporates both advances in digital technology and new thinking in the age-old city concepts of relationships, community, environmental sustainability, participatory democracy, good governance and transparency. We are now however experiencing a new layer of electronic connectivity which has the potential of creating a virtuous circle through which the city allows its citizens to power its evolution through interactive solutions thus creating a positive feedback loop. This MASTER CLASS will bring together experts from different backgrounds to discuss not only the importance of aesthetics of a tourism destination or operation in generating sustainable business but also present the latest advances in the field of embellishment practices. Specific emphasis will amongst other be made on artificial intelligence, face recognition technology, holographic technology and augmented reality technology.in upgrading the look, feel and experience of a tourism destination and operation.

**Introduction: Daniela Wagner, Director, International Partnership, Jacobs Media Group (UK)**

***Creating a Sustainable Infrastructure and Environment for leading Tourism Destinations***

Dr Konrad Mizzi, Minister of Tourism (Malta); 10 mins

***The Potential of Malta becoming a SMART Nation as a case of best practice in the Mediterranean***

**Region**, Peter Sharratt, WSP (UK) 10 mins

**PANEL DISCUSSION: Moderated by Daniela Wagner, Director, International Partnership, Jacobs Media Group (UK) 70mins**

1. Ronald Mizzi, Permanent Secretary Ministry of Tourism (Malta)
2. Stephen Xuereb, Chief Operating Officer (COO) - Global Ports Holding; Chief Executive Officer - Valletta Cruise Port plc (Malta)
3. Johann Buttigieg, Executive Chairman, Planning Authority (Malta)
4. George Micallef, Deputy President, Malta Hotels and Restaurants Association, and Mediterranean Tourism Foundation Governor (Malta)
5. Kaan Toy, Founder and Managing Director YTC (Turkey)
6. Angeliki Chondromatidou, Director of the Tourism Minister's Office, Vice President of the Greek National Tourism Organisation
7. Daniel Surya, Executive Chairman WIR Group – Augmented Reality & Artificial Intelligence (Indonesia)
8. Mark Jenkinson Head AMO Cities, Siemens Global Centre of Competence Cities (UK)

**MASTER CLASS 5**

## **Attracting Investment and Finance**

**Which kind of projects are Investors and Finance Suppliers seeking to support as Mediterranean tourism keeps evolving and growing?**

Registration 1545hrs, 1600hrs Starting – 1730hrs Concluding

This MASTER CLASS will serve as a forum to drive international awareness and investment into the Mediterranean tourism sector and it will act as a catalyst for inclusive growth. Discussions and presentations during this session will therefore revolve around ways that add value to the efforts of tourist destinations and operators in translating their projects into bankable initiatives. Delegates will therefore have the opportunity to participate not only in a high-level discussion but also enjoy prospects to interact and network with policy makers, bankers, fund managers, tourism experts, business innovators, government officials and influencers, who have the power to channel capital and raise funds. Significantly, given that investors, finance suppliers and policy makers from across the world are today becoming more concerned about sustainability issues, one of the key factors discussed will relate to the potential of investment opportunities in green tourism projects across the Mediterranean region.

**PANEL DISCUSSION: Moderated by Raphael D’Aloisio, Partner Deloitte (Malta)**

1. Piergiorgio Bianchetti, CEO and Founder Carthesio Holding (Luxembourg)
2. Albert Frendo, BOV (Malta)
3. Ibrahim Ayoub, CEO, InvesTourism (Mauritius)
4. Chris Grech, Dhalia (Malta)
5. Diego Fuentes, CEO Tourism Optimiser Platform (Spain)
6. Simon DeCesare, President Malta Business Bureau and Malta Hotels and Restaurants Association Council Member (Malta)
7. Gavin Gulia, Chairman Malta Tourism Authority (Malta)
8. Hisham Zaazou, Former Minister of Tourism (Egypt)



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