

Expo 2020 Dubai Programme for People and Planet

WORLD MAJLIS AGENDA

TRAVEL AND CONNECTIVITY WEEK

09 – 15 January 2022



DATE

Thursday 13th January 2022

TIME

4.00 to 6.00 PM

VENUE

India Pavilion

THE TOPIC

OFF THE BEATEN PATH

Travel in the 21st Century

In collaboration with India and Portugal

Digital communication in the 21st century is a powerful vehicle to put unknown and unexplored locations on the map; and while many of them are prepared to welcome droves of new visitors, others may not have the appropriate infrastructure or culture.

In 2019, over a billion tourists travelled to the world's most popular destinations. While there are obvious economic benefits to a thriving tourism industry in any country, mass tourism can also create overcrowding and pollution, creaking infrastructure, and, at times, damage the cultural fabric of a community.

In 2020, the COVID pandemic brought global tourism to a juddering halt, reducing visitor numbers by up to 80 percent and threatening billions of jobs. For advocates of more sustainable tourism, this crisis could be an opportunity to rethink how we travel and stay around the world.

- Is the pause in global tourism, brought about by the pandemic, an opportunity to rethink tourism in a sustainable way?
- How can we use tourism to protect, rather than damage, the planet's natural and cultural heritage?
- Is the idea of leaving the places we visit better than we found them a viable one?
- How can we ensure the economic and social effects of tourism are beneficial for local communities?
- Does tourism need limits? Will the industry be driven by the "thoughtful" traveller to offer sustainable options across the board?

MODERATOR

Saeed Al Saeed

Science and Technology Advisor, Ministry of Foreign Affairs and International Cooperation, UAE



Saeed Al Saeed is currently the Science and Technology Advisor at the UAE Ministry of Foreign Affairs and International Cooperation. Previously, Al Saeed occupied several senior positions in prestigious organisations across the United Arab Emirates including the Department of Culture and Tourism - Abu Dhabi, Abu Dhabi National Exhibitions Company, Abu Dhabi Digital Media Est, Abu Dhabi Media, and Emirates Airlines.

Known to be an agent of change who consistently improves processes and evaluates challenges from all angles, Al Saeed possesses a keen ability to translate corporate values into strategic action plans, with one eye on long term sustainability and big picture benefits.

Al Saeed holds a Bachelor of Science in Computer Information Systems from Colorado State University, in addition to a Senior Diploma from the International Airline and Transportation Association (IATA) with distinction.

PARTICIPANTS

Luís Araújo

President of Turismo de Portugal (Portuguese National Tourism Authority), Portugal



Luis Araújo is the President of Turismo de Portugal (Portuguese National Tourism Authority) since February 2016. He is also President of ETC – European Travel Commission since September 2020 and President of NEST – Tourism Innovation Center in Portugal.

He is also a Board Member at Group Pestana, that is responsible for the Hispanic America hotel operations between Argentina, Venezuela, Colombia and Cuba. He was also Head of Development for the same continent and Head of Sustainability since the creation of the department in 2009.

From 2001 to 2005, he worked for the Brazilian branch of the company where he was successively Board's Associate for New Projects in Brazil, Board Member and Vice President for the Group Pestana in South America, with responsibility for New Business Development and Area Operations.

He served the Portuguese Government as Head of the Cabinet of the Portuguese Secretary of State for Tourism between 2005 and 2007.

John Pagano

Chief Executive Officer, The Red Sea Development Company and AMAALA, KSA



John Pagano is the Chief Executive Officer of The Red Sea Development Company (TRSDC) and AMAALA, sister projects set along the north-western coast of Saudi Arabia that will play key roles in the realisation of the Vision 2030 – KSA’s economic roadmap for the future.

At TRSDC and AMAALA, John is leveraging his 38 years of international experience in delivering large scale multi-billion-dollar developments. Since 2018, he has led The Red Sea Development Company’s growth from the ground up and is creating a unique eco-luxury, sustainable, regenerative tourist destination that will contribute to transforming the global tourism industry and to the diversification of the Saudi Arabian economy. In January 2021, he was appointed as CEO of AMAALA, and tasked with driving the next stage of development for the ultra-luxury destination.

John’s experience covers every facet of the real estate value chain including site acquisition, master planning, planning, project structuring, financing, construction, and asset management.

Ana Paula Pais

Head of Education, Turismo de Portugal, Ministry of Economics, Portugal



Ana Paula Pais is the Head of Education at Turismo de Portugal in the Ministry of Economics, and she is responsible for the global management of the network of 12 Hotel and Tourism Schools in Portugal. She has also the mission to implement an integrated coordination of the tourism training system, in articulation with other public bodies that also undertake training in tourism, especially in the Ministry of Education and in the Ministry of Labour.

She is the President of the European Association of Hotel and Tourism Schools (www.aeht.eu) and Co-Chair of the UNWTO Online Education Committee. She was also the Director of the Hotel and Tourism School in Coimbra, for 12 years, coordinated a Postgraduate Degree in Tourism and Hotel Management and she was responsible for the first Degree in Gastronomy in Portugal.

She has a master’s degree in Management, a Mini-MBA in Hospitality Management and a Post-Graduation in Data Management, as well as other training in the area of Public Management and Human Resource Management.

Rogers Valencia

Former Minister of Foreign Trade and Tourism, Peru

Rogers Valencia is a public manager and entrepreneur with over 35 years of experience in culture and tourism. He has been the director and manager to several tourism companies, a consultant to the National Museum of the American Indian, a pioneer in developing unique tourism experiences, a promoter of rural and community-based tourism, and an overall leader for educational programmes, sustainable initiatives, and integrated international cooperation.



As Minister of Culture (December 2018 to April 2019) and Vice Minister of Tourism (September 2016 to March 2018), Mr Valencia was responsible for many aspects of expanding Peruvian's global stance, including the organization of the Peruvian delegation to ARCOMadrid, the biennial international contemporary art fair. In 2019, Peru took the stage and was considered one of the best presentations in the history of the Spanish exhibit. He was responsible for the promotion and management of air transportation within Peru, to make the industry a competitive factor within the Peruvian economy. He was also responsible for the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTTP) negotiations and the free trade agreements with both Australia and New Zealand. Plus, the preparation and organization for over 35 Head of State visits to Peru.

As an entrepreneur, he participated in the creation of the Auqui Destination Management Co. – a company based in Cusco specialized in custom-made trips for discerning travellers. They have also created the Andean Lodges, a community-based company that operates the exclusive routes in the reserved area of Ausangate, offering trekkers a lodge-to-lodge experience, based on cultural exchange with llama herding communities.

His international honours and recognitions include the Cross of Distinguished Service by the King of Belgium in 2016; the Cross of Honour and Merit by King of Spain in 2019; and this year, La Cruz de la Ciudad Cusco.

VIRTUAL PARTICIPANTS

Dipak Deva

Managing Director of Travel Corporation of India Ltd., India

Mr. Dipak Deva is the Managing Director of Travel Corporation of India Ltd., India's largest inbound travel company. In his role as MD TCI, he leads TCI, Sita, Distant Frontiers and Go Vacations (a JV with DER Touristik), a group of iconic travel brands that are market leaders for inbound tourism to India, from UK, Germany, France, Russia, Spain, Portugal, and Japan.



Mr. Deva's extensive leadership experience, deep knowledge of the inbound industry, his focus on people, technology and excellence, have helped TCI grow into the most awarded travel company in the country for the past twelve years. His unparalleled understanding of India's tourism potential, source markets and their needs, ability to build relationships with partners and clients, have meant that TCI has become a byword for providing the most incredible experiences to overseas guests travelling to India, Sri Lanka, Nepal and Bhutan.

With his deep commitment to the environment, diversity and inclusion, Mr. Deva has built TCI into an organisation which is an equal opportunity employer, that is also strongly focussed on sustainability. He is the Co-Chair of the Federation of Indian Chambers of Commerce Tourism Committee, is a member of the Governing Council of the Responsible Tourism Society of India, and a member of the National Tourism Advisory Council, Ministry of Tourism, and a Permanent Invitee to the Executive Committee of Indian Heritage Hotels Association (IHHA).

Professor Anne Hardy

Associate Professor Cultural and Heritage Tourism, Tourism and Sociology School of Social Sciences, University of Tasmania, Australia



Associate Professor Anne Hardy is a researcher with a keen interest in tourist behaviour and sustainable tourism and is based at the University of Tasmania in the School of Social Sciences. Her research has been cited over 2100 times and she is the author of over 30 journal articles and three books, the most recent of which is titled *Tourist Tracking and Mobility*. Some of Anne's most well-known research is the multiple award-winning project, Tourism Tracer. This project was the first to track tourists, with their consent, for the duration of their holiday throughout entire destinations. Tourism Tracer's success resulted in changes in the way that destinations such as Tasmania collect visitor information. Since its development, it has been used in many other national and international jurisdictions and has since been commercialised.

Anne's international and national reputation for innovative, engaged and impact driven tourism research has led to a variety of national

and international academic invitations to deliver keynote speeches to both industry and academic audiences. She is on the Advisory Board for the Global Tourism Plastics Initiative, was a contributor to the Kasani Call to Action on Sustainable Tourism, and is a project partner for the United Nations One Planet initiative. Anne is the co-founder of the Iso-CHATS seminar series. This series is dedicated to sharing the work of tourism researchers across the globe during the COVID pandemic. It rapidly gained a reputation of being a collaborative, social and supportive space for new, emerging and experienced researchers from across the world.

Shri Arvind Singh

Indian Administrative Service Secretary, Ministry of Tourism, Government of India



Mr. Arvind Singh joined the Indian Administrative Service in 1988 after acquiring bachelor's and master's degrees in economics from St. Stephen's College, Delhi, and the Delhi School of Economics. His initial assignments were as Assistant Collector at Aurangabad and as Chief Executive Officer of Aurangabad and Nagpur Zilla Parishads. After a stint in the Chief Secretary's office at Mumbai, he moved to Kolhapur as District Collector. Moving to the Centre in 2001, he worked in various ministries including Commerce and Shipping and as Private Secretary to the Minister of Agriculture.

Mr. Arvind Singh (IAS; MH:88) has been appointed as Secretary, Ministry of Tourism and has taken over the charge on 27th January 2021. His previous assignment was as Chairman, Airport Authority of India, M/o Civil Aviation. He has also served as Additional Chief Secretary (Energy) in Government of Maharashtra, prior to that he was Chairman and Managing Director of Maharashtra State Power Generation Company Ltd. (MSPGCL) and the Maharashtra State Electricity Transmission Company Ltd. (MSETCL). He has also served at the Embassy of India, Tokyo as Minister (Economic & Commercial) between 2014-17.

Mr. Singh has attended mid-career training courses at the Graduate Institute, Geneva and Harvard University and is fluent in English, Hindi and Marathi.

VIDEO CONTRIBUTION

Conchita M. Espino, PhD

Executive Director, Asociación Mar a Mar, Costa Rica



Ms. Espino is a founder of Asociación Mar a Mar and has been its Executive Director since November 2015.

Ms. Espino's professional experiences have honed her skills in Organization Development, Human Resources and Program Management. She has been a professor of management consulting, leadership and organization development both in the United States and Europe. She worked for 20 years at the World Bank Group where she facilitated country strategy exercises and led organization change projects of large scale and multimillion dollars in investment.

She holds a Ph.D. from New York University in Psychology which she received in 1981.

MEDIA AND COMMUNICATION

There will be representatives of Expo 2020 accredited media in the World Majlis and opportunities for media interviews, most likely between 6.00 and 6:30pm. Our assumption is that all participants are happy to speak to the media. Please let the World Majlis team know if you are not able to do so.

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The event is live streamed via the Expo website, on the [virtual Expo platform](#).