



GLOBAL TOURISM FORUM



**LEADERS SUMMIT
EUROPE 2021**
• BRUSSELS

OVERVIEW



Global Tourism Forum is an initiative of London based World Tourism Forum Institute. Starting from 2020, World Tourism Forum Institute's events will be entitled as Global Tourism Forum.

The Global Tourism Forum, or GTF for short, is an international collaboration platform focused on addressing the challenges for the travel industry. Combining the joint efforts of government agencies, industry stakeholders and academia, GTF strives to achieve sustainable development models for emerging travel markets, as well as devising strategies to ensure tourism growth.

World Tourism Forum Institute organizes several initiatives aiming to promote the hosting country internationally. As an initiative of WTFI, Global Tourism Forum organizes select activities designed to strengthen the host country's branding abroad.

Global Tourism Forum also plays a leading role in attracting foreign direct investment to the target country, by working to identify business opportunities, promoting strategic events and lending support to foreign investors willing to allocate resources in target country.

About Leaders Summit Europe

Dr. Taleb Rifai, Secretary General of WTFF and former Secretary General of UNWTO:
"No return to the 'old normal', but forward to a 'new, better normal'"



The need for a paradigm shift in global tourism existed long before the SARS-CoV-2 pandemic. The very success of international tourism, with five times the number of trips in 2019 compared to the year 1980, often made a mockery of the idea of hospitality and ran in many places a juggernaut over local nature, local culture, authenticity, diversity and serendipity, negatively impacting satisfaction levels of all stakeholders involved. Gigantic cruise ships, all-inclusive resorts, overcrowded beaches and disneyfied tourist cities are all examples of forms of tourism organisation which in effect prevents meaningful guest-host encounters and do not help to fight seasonality and its consequences of low yield, low wages and seasonal employment in many European destinations.

By 2019, overtourism, ecological degradation and increasing protests of host communities already signalled the need to change the structure of global tourism. The pandemic has increased the perception of the importance of travel and tourism for the global economy and provided a chance to pause and rethink the future of tourism.

The Leaders Summit Brussels is the right place at the right time to review what has been done already and even more importantly what still needs to be done to move forward to a more meaningful and sustainable tourism in Europe and around the world, to balance the interests of hosts, guests, employees and owners of service provider companies in hospitality and tourism and not least the environment.

The dialogue between political and industry leaders from European and global countries, organisations and companies will help to find new ways to use the tools of digitalization, training, and empowerment and of political support and guidance to not only find a way out of the crisis, but to move forward to a new, better 'normal'.

PROGRAM HOST

**WORLD
TOURISM
FORUM**
Institute



LEADERS SUMMIT BRUSSELS

Date: Oct. 12, 2021

Venue: Sofitel Brussels Europe

Address: Place Jourdan, 1. B-1040 Brussels, Belgium

Capacity: 50 Leaders and Professionals

Topic: Recovery of European and International Tourism

Host: Ismail Ertug Member of the European Parliament

Organiser: Global Tourism Forum

PARTICIPANT



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EUROPE
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Clayton Bartolo

Minister
Minister for Tourism and Consumer Protection,
Malta

Ministerial Session



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GLOBAL LEARNING
SUMMIT FORUM
PROF. DR. WOLFGANG
GEORGI
SPEAKER

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LEADERS SUMMIT EUROPE

BRUSSELS 2021





LEADERS SUMMIT EUROPE

BRUSSELS 2021



BRUSSELS

670.000

TOTAL VIEWS

200.000

TOTAL NUMBER OF
INDIVIDUAL VIEWERS

80

PHYSICAL
PARTICIPANT

Opening Remarks & Welcome Speeches



Ismail Ertug

Member of the European
Parliament



Sumaira Isaacs

CEO of WTFI



Dr. Taleb Rifai

Secretary General of WTFI



David Sassoli

President of European
Parliament

Keynote: Hospitality Business During The Post Pandemic Era



Bulut Bagci

President of WTFI



Ismail Ertug

Member of the European
Parliament

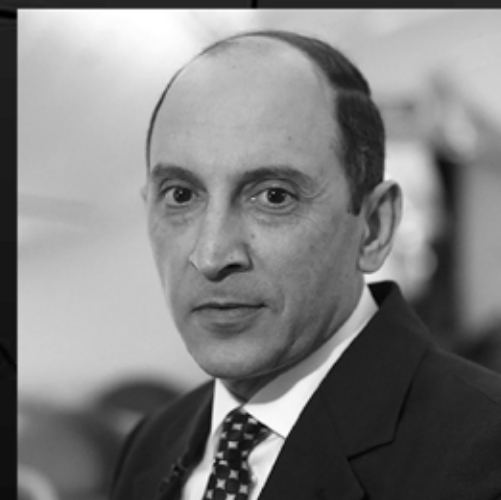
Panel I: The Future of Aviation & Next 20 Years

Part I



Ismail Ertug

Member of the European
Parliament



H.E. Mr. Akbar Al Baker

CEO of Qatar Airways
and Secretary-General of
Qatar Tourism

Part II



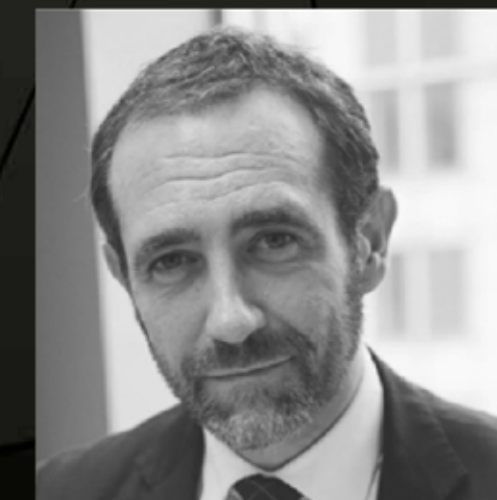
Eric Dresin

Secretary General at
ECTAA



Conrad Clifford

Senior Vice President and
Deputy Director General of
IATA



Jose Ramon Bauza Diaz

Member of the European
Parliament, and Renew
Europe Coordinator for
the Transport and Tourism
Committee

Master of Ceremonies



Sorcha Hellyer

BBC Global News
Rep, Founder and
Managing Partner of
Image Diplomacy

Panel II: Meaningful Tourism in Post-Pandemic Times



Prof. Dr. Wolfgang Georg Arlt FRGS FRAS

CEO of COTRI and Dean of HATT Business School Institute



Prof. Dimitrios Buhalis

Director eTourismLab Bournemouth University



Saira Akbar

Chief Executive Officer, Global Management Consultant



Eduardo Santander

Executive Director European Travel Commission

Panel III: Economical Impact of Women Leaders & Entrepreneurs



Yulia Stark

President of European Women Association



Valerie Levine

Founder and Chief Executive Officer for EcoGreen Resources Ltd



Swati Mandela

Entrepreneur, Humanitarian International Speaker, Granddaughter of Nelson Mandela

Q&A



Bulut Bagci

President of WTFI



Henrik Hololei

Director-General of the European Commission's department for Mobility and Transport (DG MOVE)

Sustainability and Luxury Travel



Neslihan Gundes

Director of Partnerships
and Board Affairs, WTFI



Ahmet Aras

Mayor of Bodrum
Municipality, Turkey

Ministerial Session



Sorcha Hellyer

BBC Global News Rep,
Founder and Managing
Partner of Image
Diplomacy



Mirela Kumbaro

Minister of Tourism and
Environment, Albania



Clayton Bartolo

Minister for Tourism and
Consumer Protection,
Malta

Emerging Tourism Destinations Development and Investment Index



Prof. Dr. Wolfgang Georg
Arlt FRGS FRAS

CEO of COTRI and Dean
of HATT Business School
Institute



Bulut Bagci

President of WTFI

Dialogue GTF and Host Countries



Bulut Bagci

President of WTFI



Sandiaga Uno

Minister of Tourism and
Creative Economy of the
Republic of Indonesia



Adam Starzyński

Foreign Affairs and
Relationships Strategist/
the Foundation State of
Poland

Panel IV: Tech innovation & New Digital Transformation of Travel & Tourism – Why Europe Must Lead?



Yulia Stark

President of European Women Association



Valentina Ndou

Ph.D, Aggregate Professor in Management Engineering, Department of Innovation Engineering, University of Salento, Italy



Josianne Cutajar

MEP, Member of the Industry, Transport & Tourism Committees



Max Rangeley

Founder of ReboundTag

Panel V: Business Events Industry & Recovery



Luca Favetta

International Council Member, WTFI



Patrick Bontinck

CEO, Visit Brussels



Stephanie Dubois-Cannon

Head of Event Operations, SAP



Sven Bossu

CEO of AIPC

Keynote: Hospitality Business During The Post Pandemic Era



Bulut Bagci

President of WTFI



Sebastian Bazin

Sébastien Bazin / Chairman and CEO of AccorHotels

The background of the image shows the European Parliament building in Brussels, a large circular building with a glass facade and a prominent spiral staircase. In the foreground, several flagpoles are visible, flying various national flags, including the flag of the European Union (a blue field with twelve yellow stars arranged in a circle).

GLOBAL TOURISM FORUM

A circular logo consisting of twelve yellow stars arranged in a circle, representing the European Union flag.
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