International Hotels & Restaurants Association

160 Years of Service to the Global Hospitality Industry Worldwide
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Mediterranean Tourism Meeting
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Salou – SPAIN
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A WORLD OF BUSINESS BENEFITS
Hospitality Industry

Yes our Hospitality sector is an Industry and an important Industry employing more than 60 million and contributing about 1000 billion USD annually to the Global Economy. This Industry will continue its expansion with various degree following the regions in the World.
the Mediterranean is the most important tourism regions in the World with a volume representing third of all tourism revenues as well as 50% of all international arrival. But time is changing and the 22 various Mediterranean countries need to sit down together and evaluate their cooperation as well as future with new trends in Tourism.
WHAT IS THE FUTURE OF TOURISM IN OUR WORLD.

Despite all problems and issues facing our Industry, I do predict a great future to our countries around the Mediterranean and I am going to talk about some issues here,
The Mediterranean basin countries is the only region where three continents meet: Europe, Asia and Africa.

With their various culture and diversification of resources and heritage and all kind of tourism from sea tourism to ski resorts to archeology, fishing, diving, desert, religious and cultural tourism, etc.
Some of the issues that we are confronting are:

1- Climate changes issues.
2- Water problems.
3- Labor shortage.
4- Public sector and high taxes.
5- Terrorism and vandalism.
6- Classification & standardization.
7- Airlines policy fares.
Various players of Tourism partners after evaluation of the new and old contests, start to restructure the Tourism industry to achieve efficiency, competitiveness in their global industries, putting into consideration that this region did contribute in the progress of Humanity.
Traditionally each country was competing with another to attract more tourism and be a better destination than other as (France/Spain) (Turkey/Greece) (Morocco/Tunisia), it will require a dedicated effort for a regional cooperation.
Cooperation in Mediterranean countries is not impossible requiring a strong political leadership from various tourism players endeavoring common sense in offering the international tourism visitors the life that they do expect.
The Caribbean has a success doing that mainly in succeeding to unify the tourism and Hospitality Industry under one umbrella Caribbean Tourism Association to compete with the Mediterranean, in Improving their Lodging luxury and their resorts as well as their socio-economic improvement.
The New market for visitors in 21st century will come mainly from China, Russia, Japan, Australia, as well as USA are looking for new destination, new experience perceptions of service quality and standards, price, destination image, as well as safety and security, and the most important Sustainability.
Tour Operator and Travel Agents overseas do encourage the politic of marketing the Mediterranean as a unified destination in brand image of each nation state.

Private sector has a very important role to play in developing various itineraries and repackaging their destination.
We have to conciliate environment and Tourism with respect to the environment as well as associate the Local human factors to projects that will assure them a better life and assure travelers and tourists to think otherwise than their own leisure's
We have to remember that we are Leaders of our industry which also is a leader between other industry, we do help stability and economy as well as finance in our countries.
Understanding the effect of the climate change, did lead us to define these criteria. The Consumers today is becoming more and more educate and their demand is growing for Hotels applying sustainable practices to help protect our planet.
A Great Mediterranean Leader did say one day:

When Peace will be in our Mediterranean Sea,…

Peace will be in the World
Conclusion

The reminder of 2014 and the early part of 2015 will be challenging but to our Tourism sector but not impossible to get over with it.

The Hospitality Industry as a whole needs to become positive and explore our unlimited opportunities.

Please remember that our Industry is the largest employer in the History and do employ more than 950 million of workers and we are the last barrier and the major fighter against the poverty in the world.
Ladies and Gentlemen:
Let's work together in 2015 and seal the deal in our development to achieve our vision and our stability for the future for Tourism Sector in our region.
Who We Are

- The only international trade association exclusively devoted to promoting and defending the interests of the hotel and restaurant industry worldwide (Private Sector)

- A non-profit membership organization dedicated to helping members achieve business objectives and prepare for the future
International Hotel & Restaurant Association

THANK YOU

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