



# FIJET NEWSLETTER

November, 2012 Editor-in-chief: Tijani HADDAD / E-MAIL : [newsletter@fijet.net](mailto:newsletter@fijet.net)

## 54TH FIJET CONGRESS Egypt 28th September - 4th October 2012



Egypt hosted the 54th Fijet congress from September 28th to October 4th. One hundred and fifty delegates and guests from 22 countries participated in this big annual Fijet event. The newly renovated 5 star hotel "Sofitel al Jazeera on an Island on the Nile ( God's gift to Egypt ), in the vicinity of the famous Attahrir Square, hosted the delegates during their stay in Cairo. The opening ceremony at the 5 Star" four Seasons, was honored by the presence of his Excellency Hisham Zaazou, newly appointed Minister of Tourism, rich of 30 years Experience in the Tourism sector. In his welcome speech, he expressed his thanks to FIJET for its choice of Egypt to host the 54th congress. "This is a strong message to the whole world to support Tourism in Egypt" Mr. Zaazou said, adding that Egypt, as you have noticed, is absolutely safe for our guests: Tijani Haddad, FIJET's President, focussed on Tourism as vector of peace and tolerance. He expressed his thanks and regards to Mr. Hisham Zaazou, Minister of Tourism for being with us in the opening ceremony. «we use », he sad, this opportunity to congratulate him on his appointment to this important mission, vital for the Egypt Economy. This country is full of history and famous for its cultural heritage, a legacy of prestigious civilizations.

(Next Page 2)

### Message from the president



Firstly, I would like to thank my colleagues who have given me the wonderful opportunity to serve Fijet as President for a new term. I also thank those who did not vote for me, for their fair contribution in the strengthening of the democratic spirit within our Federation. For each of them, I promise to do my best to achieve our FIJET goals in the pure respect our principles and our updated laws. Now the main and urgent task is to give a lift to our Federation, after more than fifty years of hard work in the promotion of international tourism sector, and the preservation of social and professional cohesion.

Yes, FIJET urgently needs changes in substance and in form, starting with our legal texts, our standards, our structures and our means of communication. These necessary changes should be undertaken without delay by all our national associations and our members without any exception in a spirit of goodwill, friendship and sincere cooperation.

These changes are already under way. I am sure they will bear fruit in a very short time and in any case before next spring.

Don't ask what fijet can do for you,  
ask what you can do for fijet



## 54TH FIJET CONGRESS (II)

My thanks go to our colleague and friend Salah Attia and the Egyptian association of Travel Journalists and Writers for organizing in Egypt many FIJET activities and for his efficient contributions in the promotion of his country. My thanks go as well to the ministry of tourism, to the Egyptian tourism professionals and Egyptian hotels for their support and the warm welcome during our first days in this country. Our congress held this week in your country is a message to the hole world that Tourism in Egypt is on the road to recovery and on the way back to its usual growth rate, as you have mentioned in your speech the other day in front of more than a thousand people gathered in Al Azhar park on the occasion of the world Tourism Day. One of our federation's objectives is to promote international Tourism without borders as vector of peace and of mutual understanding. Sustainable Tourism through the use of renewable energies and preserving our environment from natural or human pollution should be our main preoccupation. Our program was particularly rich and diversified : Visiting Alexandria with its rich cultural heritage, El Alamein which witnessed the biggest atrocity of the World War II leaving behind thousands of dead and wounded. We also had the chance to discover the beautiful and sandy Mediterranean beaches of Marsa Matrouh area with its Marinas and resorts. The delegates had the opportunity to plants trees from their different countries in Marsa Matrouh journalists village.



## Election of EC Members

The election of the President and the EC Members took place in Cairo on September 28th under the supervision of the election sub-committee :

The 10 members of the NEW EXECUTIVE COMMITTEE are :



**Tijani Haddad**  
President



**Salah Attia**  
Vice President



**Jacques Campé**  
Secretary General



**Bernadette Roux**  
Treasurer



**Tina Cubrilo**  
Member



**Ertan Sandikcioglu**  
Member



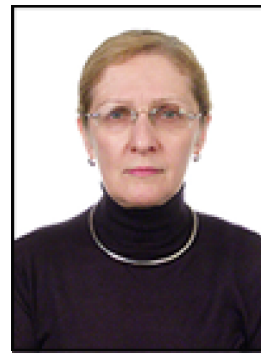
**Eytan Shabi**  
Member



**Miguel Angel Gonzalez**  
Member



**Anna Plenzer**  
Member



**Natalya Tarasenko**  
Member

### Election sub-committee

President : Rebic Marijana (Croatia)  
Members : Frans Rombouts (Belgium)  
Juan Francisco Ribero (Spain)

## Golden Apple Award 2012

"La Pomme d'Or" or "The Golden Apple" is the FIJET equivalent of the Oscar. This award for excellence is presented each year to an organization, country, city, or person in recognition of superior efforts in promoting and raising the level of tourism.

Since it was established in 1970, The FIJET Golden Apple Award has been presented to 47 recipients.

### Golden Apple 2012



January	: Caltagirone (Sicilly)
March	: Czech Republic, Cesky Krumlov
June	: "Walk of Peace" (Slovenia)
September	: Hamamönü( Turkey )
October	: Alexandria ( Egypt )



1 Cesky Krumlov - 2 "Walk of Peace" (Slovenia) - 3 Hamamönü( Turkey ) - 4 Alexandria ( Egypt )

## Activities of FIJET Croatia

FIJET Croatia and a Section of Tourist Journalists from the Croatian Journalists Society will award prizes at the annual ceremony in Zagreb, on December 14, 2012.

### Award Background

During the 2006 FIJET had World Congress in Karlovy Vary, Czech Republic, the idea of a very special award for travel journalism was presented by Tina Cubrilo to the FIJET Executive Committee and Board of Directors. She presented the award –a specially designed and crafted sculpture created by master craftsman and Croatian artist Lujo Lozica who is from the island Korcula. FIJET had been considering the idea for a longer period and then FIJET Croatia decided to establish an award called Marco Polo – A Famous Journalist and to promote Croatia as the homeland of Marco Polo. Marco Polo Award “ is an annual prize to a foreign colleague for the best story about host country of the latest FIJET Congress and an annual prize for Croatian journalists for contributing greatly to the travel reporting.

Awarding prizes Fijet Croatia would like to encourage foreign colleagues to write about host countries. The first annual MarCo Polo Award was presented to Stipe Bozic, Croatia and Jim Thompson, USA in the first annual ceremony in Zagreb, on December 2, 2010. On the occasion of the award ceremony in 2010, President of the Republic of Croatia, Ivo Josipovic received the delegation of FIJET Croatia and FIJET composed of Mr. Ozcan Sandikcioglu from Fijet Turkey, Ms. Tina Cubrilo, Mr. Ante Gavranovic, Mr. Stipe Bozic from Fijet Croatia.

This year it will be awarded to two FIJET Journalists, one for the best story about Turkey, the host country of the congress in 2010 and another one for the best story about Romania, the host country of the congress in 2011.

On this occasion will be the public presentation of Fijet Congress in Egypt through the film and CD story.





## Activities of FIJET Slovenia

Members of FIJET Slovenia were very active this autumn. Apart from taking part at the 54th. FIJET Congress in Egypt several activities were organized by FIJET Slovenia

### TRAVEL PRESS WINE 2013

In cooperation with the Slovenian wine cellar Goriška Brda in September FIJET Slovenia organized the Second international vintage of travel journalist, which is thus become traditional. On bright sunny autumn day travel journalists from Austria, Italy, Croatia, Czech Republic, Hungary and Slovenia gathered grapes of the autochthon sort rebulain the vineyards in western Slovenia, in wine growing region Brda region. The wine will mature until next spring when it will be bottled and 100 bottles with a special label will be used for promotion purposes of FIJET Slovenia.



### FIJET SLOVENIA'S AWARD TO TOURISM LJUBLJANA

After the members voted among different candidates FIJET Slovenia for the second time bestowed the award for outstanding achievements in the Slovenian tourism. The award Crystal Triglav, named after the highest Slovenian mountain, was handed to tourist board Tourism Ljubljana, which for more than ten years successfully encourages the development of tourism and promotes tourism in Ljubljana as well as in the Central Slovenia region. Besides running Tourism information centers Turizem Ljubljana invests in tourism infrastructure, operates guided city tours, events management, publicizes tourist brochures, presents Visit Ljubljana and its region at tourism trade fairs and other marketing event, and maintains the VisitLjubljana tourism website. The award was presented on October 16th during the evening gala event on the second Day of Slovenian tourism that was attended by the president of the



(Next Page 4)



## IMPORTANT MESSAGE TO ALL FIJET ASSOCIATIONS

It is my pleasure to announce that we have started the revision of the FIJET Bylaws and Election procedures according to the following steps:

- Step 1 : National Associations : Send by e-mail their proposals for the changes they wish to introduce.
- Step 2 : Executive Committee : Drafting of the new articles and new rules of both By-laws and Election procedures.
- Step 3 : Discussion, drafting and adoption of new by-Bylaws by the Borad of Directors.

Therefore, I kindly ask you to send us promptly your proposals in one of the three FIJET official languages.



## Activites of FIJET Slovenia (2)

### PRESS TOURS

In September and October several members of FIJET Slovenija took part at press tours for foreign journalists to the UNESCO sites in the Bodensee region in Germany and to VIP Press Trip to Berlin, organized by Deutsche Zentrale für Tourismus. In October in the organization of FIJET Slovenia and the Zolnay Cultural Quarter in the Hungarian town Pécs 8 travel journalist from Slovenia, Italy and Croatia visited this town. This press tour actually presents continuation of the Academy for Young Travel Journalist this year in Maribor when the Zolnay Cultural Quarter was presented in the working session as one of the good practices within the projects that were realised thanks to European Capital of Culture year. The industrial Pecs's town quarter of Zolnay Porcelain Manufacture was revitalized in the year 2010 when Pecs was the European Capital of Culture.

### ANNUAL ASSEMBLY OF FIJET SLOVENIA IN NOVEMBER IN PORTOROŽ

The annual Assembly of FIJET Slovenia will be held on November 26th in Slovenian seaside resort Portorož. President Drago Bulc and Secretary General Cveta Potočnik will report on activities of FIJSLOV in last year, details about elections results for FIJET President and Executive Committee will be presented as well as financial report of FIJET Slovenia for 2012 and the FIJSLOV program of activities for 2013. At the assembly it will also be voted on candidates for new members of FIJSLOV

### MESSAGE FROM YOUR NEW NEWSLETTER

Hello, I am the new version of your newsletter ! As a new-born baby, I intend to grow up fast. Please bear with me and be indulgent, if I am not quite up to your full expectations yet, I will definitely get better as time goes by.

## Activities of FIJET Romania

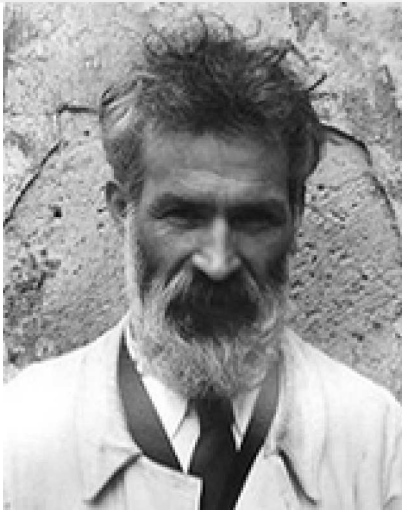
### Romania elected chairman of UNWTO Executive Committee

The decision, adopted unanimously, was taken yesterday, October 23, 2012, in Campeche (Mexico), by the 94th session of the UNWTO Executive Committee. The Choice of Romania as Chairman of the management structure of the UNWTO is an honor and responsibility for us. This vote is an international recognition of our efforts in tourism and a great opportunity to increase the visibility of our country abroad, both as a tourist destination and as an active partner in tourism," said Secretary of State Christian Bărhălescu just after the election, the Executive Council of the World Tourism Organization, consisting of 32 Member States is a management structure of the General Assembly. The World Tourism Organization is the United Nations agency to coordinate international promotion of responsible, sustainable and affordable tourism. Currently, the UNWTO consists of 155 full-fledged member states, 6 Associate members and over 400 affiliates in the private sector, educational organizations and the public. Romania has been a full-fledged founding member of the UNWTO since 1975. Victor Radulescu, President of PressTour FIJET Romania is preparing a TV team that will go to Madrid, and organize an interview at



**Secretary of State  
Christian Bărhălescu**

UNWTO with the friend of our country, Secretary General Taleb Rifai.



1876 - 1957

### The Remains of CONSTANTIN BRANCUSI will be repatriated to Romainia

This year, the remains of the greatest sculptor of the 20th century, Constantin Brancusi, will be repatriated from France to Romania. On this occasion, FIJET Romania has made an invitation for FIJET 25 journalists to come to the Land of Brancusi in the period 17 to 22 May 2013. Considering the media attention for this event, I would propose that FIJET provides Grand Trophy "Golden Apple" for Axis Brancusi :

"Table of Silence", "Gate of the Kiss" and "Infinite Column", known worldwide were created by the great sculptor and are located in Targu Jiu. Given that this event would help FIJET image, I think EC would discuss this proposal in the first meeting.





## NEWS FROM UNWTO

### International tourism strong despite uncertain economy



**UNWTO SG  
TALEB RIFAI**

International tourist arrivals grew by 4% between January and August 2012 compared to the same period of 2011 according to the latest UNWTO World Tourism Barometer. The resilience of international tourism in a continuing uncertain economy is further confirmed by the positive data on tourism earnings and expenditure. The number of international tourists worldwide grew by 4% between January and August 2012 compared to the same eight months of 2011 (28 million more) . With a record 705 million tourists up to August 2012, UNWTO remains confident that one billion international tourists will have travelled the world by the end of the year.

“This growth is a very positive result in view of the global economic situation. We must remain cautious, however, as we have also observed some weaker months during the year, a trend that might return in the remainder of the year,” said UNWTO Secretary-General, Taleb Rifai.

### Ministers of Tourism call for coordination to address visas and air connectivity

Ministers of Tourism gathered in London for the 6th UNWTO/World Travel Market (WTM) Ministers’ Summit concluded that complicated visa processes and policies that limit air connectivity continue to present major barriers to the growth of travel and tourism sector. Ministers and representatives from major tour operators and airlines further called for urgent increased intra-governmental cooperation and support from the highest levels of government to break such barriers (London, United Kingdom, 6 November 2012)



### UNWTO World Tourism Barometer

The UNWTO World Tourism Barometer is a publication of the Tourism Trends and Marketing Strategies

Programme of UNWTO aimed at monitoring the short-term evolution of tourism and providing the sector with relevant and timely information.

It contains three permanent elements: an overview of short-term tourism data from destination countries and air transport, a retrospective and prospective evaluation of tourism performance by the UNWTO Panel of Tourism Experts and selected economic data relevant for tourism.

## CALENDAR : INTERNATIONAL TOURISM CONFERENCE



### Doctoral Symposium in Business & Management

22nd to 24th November 2012  
London, United Kingdom

Website: <http://www.cibmp.org/global>  
Contact person: [Sally Parker](#)

The doctoral symposium offers PhD scholars the opportunity to share their research or ideas with other likeminded individuals and get feedback. You can submit an abstract of your research at any stage.



### Knowledge and Business Challenges of Globalization

15th to 16th November 2012  
Celje, Slovenia, Slovenia

Website:

<http://www.fkpv.si/?viewPage=376&lang=en>

Contact person: [Ms Suzana Cekuta](#)

Business IT and e-Business, Quality Trends in Education and Knowledge Management, Tourism, Sustainable Development, Entrepreneurship, Marketing, Finance



### National Marketing Conference India

22nd to 23rd November 2012  
Kottayam, Kerala, India

Website:

<http://www.auent.org/activities/forthcomprg.htm>

Contact person: [Dr.S.K.Nagarajan](#)

National Conference on Emerging Trends in Marketing in association with Annamalai University.