



FIJET ACADEMY FOR YOUNG JOURNALISTS

HAMMAMET

TUNISIA

03-09 SEPTEMBER 2023

SUSTAINABLE TOURISM





September 03, 2023, SUNDAY

20.00: Welcome Coctail and Dinner at the Marina Palace Hotel, Hammamet

September 04, 2023, MONDAY

07.00-09.00 Breakfast at the Marina Palace

09.00-09.45 **Welcome to Tunisia**

Tourism in Tunisia: its assets and challenges

by **Tijani Haddad**, Former Minister of Tourism to Tunisia and the President of FIJET

09.45-10.30 **Introduction of World Federation of Tourism Writers and Journalists “FIJET”**

By **Marijana Rebic** Secretary General, Fijet

10.30-10.45- Coffee-Break

10.45-12.00 **Self Introduction of Participants**

Questions and answers about the morning themes

12.00- 13.30 Lunch

13.30-15.00. **Sustainable tourism and the role of youth in sustainable Tourism:**

Gabriela Tigu, Professor Ph.D, Dean of Business and Tourism Faculty Bucharest University of Economic Studies, Member of the World Committee on Tourism Ethics within UNWTO, Committee Member of Fijet Academy Committee

15.00 **Tour of Hammamet**

20.00 Dinner



September 05, 2023, TUESDAY

- 07.00-09.00 Breakfast at the Marina Palace hotel
- 09.30-10.45 *A Niche in Journalism: Travel WritingI*
Fatma Sema Kutlu, Fijet Academy Committee Chair,
- 10.45-11.00 Coffee Break
- 11.00-12.15 *The impacts of wars on sustainable tourism*
Amelia Tomasević, PhD, Prof at VernUniversity, Zagreb, Croatia, Member of Fijet Academy Committee
- 12.15-13.15 Lunch
- 13.30 Departure for a visit to **Sidi Bou Said** and **The ancient archeological site of Carthage**
- 20.00 Dinner

September 06, 2023, WEDNESDAY

- 08.00-09.00 Breakfast at the Marina Palace Hotel
- 09.30-10.45 *“Passion: the key to success in career”* **Dr. Barbaros Kon** Member of MTF and the founder of Humanica, Member of Fijet Türkiye EC
- 11.00-12.15 *“How to write a reportage”* by **Petra Somek**, Journalist and Editor in Chief of Meridjani in Croatia, member of Fijet Academy Committee
- 14.00 Afternoon in **Tunis City, visit to the souks**
- 20.00 Dinner



September 07, 2023, THURSDAY

- 07.00- 9.00 Breakfast at Marina Palace Hotel
- 09.30-10.45 ***Important qualities of an effective travel writing.***
Fatma Sema Kutlu, Fijet Academy Committee, Chair
- 10.45 Coffee Break
- 11.00-12.15 ***Important international organizations and their functions in the tourism industry***
Gabriella Tigu. Professor Ph.D., Dean of Business and Tourism Faculty, Bucharest University of Economic Studies, Member of the World Committee on Tourism Ethics within UNWTO, Member of Fijet Academy Committee
- 12.15-13.15 Lunch
- 13.30 Departure for a visit to **Sousse** and **Monastir**
- 20.00 Dinner

September 08, 2023, FRIDAY

- 08.00-09.00 Breakfast at Marina Palace Hotel
- 09.30-10.45 ***Content marketing in media***
Ludmila Novacka, Prof. Ph.D, University of South Bohemia, Czech Republic, Member of FIJET EC, President of FIJET Slovakia, Member of Fijet Academy Committee
- 10.45-11.00 Coffee Break
- 11.00-12.15 ***The importance of hospitality industry in the development of sustainable tourism***
Amelia Tomasević, PhD, Prof at Vern University, Zagreb, Croatia, Member of Fijet Academy Committee
- 12.15 Departure for a visit to **Uthina**, the famous ancient Roman archeological site of Tunisia,
Lunch will be served at a Cottage in Jebel Eloust
- 19.00 Dinner and Certificate ceremony at the Hotel Marina Palace Hammamet

September 09, 2023, SATURDAY

- 08.00-09.00 Breakfast at the Marina Palace Hotel and Departures of guests and participants