



Royaume du Maroc

Ministère du Tourisme, de l'Artisanat
et de l'Économie Sociale et Solidaire

Sous l'Égide du Ministère du Tourisme, de l'Artisanat et de l'Économie Sociale et Solidaire



ASSOCIATION MAROCAINE
DES JOURNALISTES ET
ÉCRIVAINS DU TOURISME

**FIJET ACADEMY FOR
YOUNG JOURNALISTS**



**FIJET
Academy**

FES-MOROCCO

July 23 - 18, 2025

PARTENAIRE



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ASSOCIATION DE L'INDUSTRIE
HÔTELIÈRE DE FÈS

PROGRAM / PROGRAMME

"SUSTAINABILITY, AUTHENTICITY AND DIGITAL MEDIA IN TOURISM"

"DURABILITÉ, AUTHENTICITÉ ET MÉDIAS NUMÉRIQUES DANS LE TOURISME"



Fés



Meknès



Moulay Idriss Zerhoun



Ifrane



Volubilis



Taounate

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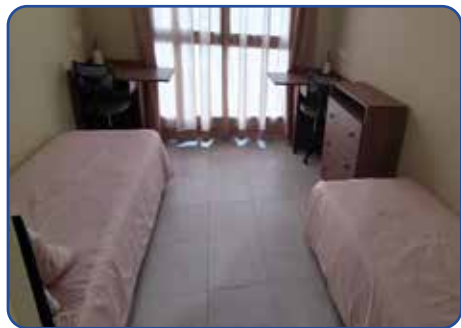
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July 18th 2025, Friday

- 3 p.m. : Welcoming participants at Mohammed V Airport, Casablanca or Fes Airport
- 3.30 p.m. : Departure for Fes by bus, (from Mohammed V Casablanca Airport)
- 8 p.m. : Participants check in
Short Welcome Meeting at UPF Fes.

July 19th 2025, Saturday

- 8 to 9 a.m. : Breakfast at UPF Fes Campus
- 9.00-10.15 a.m. : - Message from the Moroccan Minister of Tourism
- Welcome Word from the Honorary President of AMJET/FIJET Morocco
Mr **Najib ZEROUALI**
- Opening speech for the program by the President of the
FIJET Mr **Tijani HADDAD** and Presentation of FIJET.
- 10.15-10.45 a.m. : Coffee break
- 10.45-11.15 a.m. : *Overview of the “National Confederation of Tourism”*
Hamid BENTA HAR, President of C.N.T. Morocco.
- 11.15-11.45 a.m. : *Insight into the “Regional Council of Tourism”*
Ahmed SENTISSI, President of C.R.T. Fes-Meknes
- 12 a.m.-1 p.m. : Lunch at UPF Fes Campus
- 1.15-6 p.m. : Visit *Fes Medina*
- 7.30-9 p.m. : Dinner - UPF Fes Campus
Presentation of *“The history of the city of Fes”*

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July 20th 2025, Sunday

- 8-9 a.m. : Breakfast at UPF Fes Campus
- 9.00-9.45 a.m. : *"Digital media : useful and necessary, but Humanity is essential in Tourism"*
Mohamed SETTI, Lecturer - Consulting Engineer - CEO Artegis
- 9.45-10.30 a.m. : *"Training of Human Resources in Tourism"* **Adnane AFQUIR**,
Director of ISITT Tanger.
- 10.30-11 a.m. : Coffee break
- 11-11.45 a.m. : *"Impact of Artificial Intelligence on Tourism and Journalism"*
Amine SENHADJI, Strategic consultant and engineer.
- 11.45-12.30 a.m. : *"The Challenges of good Governance in Tourism"*
Dr. Mustapha AGOUNJAB, Inspector General Ministry of Tourism
- 12.30 a.m.-1.30 p.m.: Lunch at UPF Fes Campus
- 1.30 p.m. : Departure for **Meknes**
- 2.30-6 p.m. : Visit of Meknes, Imperial City
- 8 p.m. : Dinner at UPF Fes Campus.

21st July 2025, Monday

- 8-9 a.m. : Breakfast at UPF Fes Campus
- 9.00-9.45 a.m. : *"The role of stakeholders in sustainable destination management"*
Ludmila Novacká-Prof. Dr. PhD. President of Fijet Slovakia /
Member of Fijet EC & Fijet Academy Committee.
- 9.45-10.30 a.m. : *"Perspectives of Moroccan Tourism"* Dr. **Hafid OUCHHAK**,
Phd, Tourism Scholar and Author.
- 10.30-11a.m. : Coffee break
- 11-12 a.m. : *"The Future of Virtual Tourism"* Prof. **Gabriela TIGU**, Fijet Romania
- 12 a.m.-1 p.m. : Lunch at UPF Fes Campus
- 1-7 p.m. : Departure for **Ifrane** and visit of the Region
- 7 p.m. : Dinner at UPF Fes Campus
Thematic evening on *"The Andalusian music"*

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22nd July 2025, Tuesday

- 8-9 a.m. : Breakfast at UPF Fes Campus
- 9.00-9.45 a.m. : **"Artificial Intelligence in Writing and the Challenge of Authenticity"**
Fatma Sema KUTLU, Chair, Fijet Academy Committee, Marmara University, Rtd. Lecturer.
- 9.45-10.30 a.m. : **"How A.I and media are shaping the future of sustainable tourism"**
Asma JERBI, Journalist ,TV program producer and presenter.
- 10.30-11a.m. : Coffee break
- 11-12 a.m. : **"Authenticity in Modern Journalism : Navigating Emotional Intelligence and A.I"** Dr. **Sabria Korichi**, General Secretary FIJET Morocco.
- 12 a.m.-1 p.m. : Lunch at UPF Fes Campus
- 1-6 p.m. : Visit of Volubilis and Moulay Driss Zerhoun
- 7-8.30 p.m. : **Gala Dinner** at UPF Fes Campus.

23rd July 2025, Wednesday

- 8-9 a.m. : Breakfast at UPF Fes Campus
- 9 a.m. : Check-out and departures from UPF Fes to Mohammed V Airport, Casablanca **or** Fes Airport

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