



Royaume du Maroc

Ministère du Tourisme, de l'Artisanat
et de l'Economie 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 18 - 23, 2025

"SUSTAINABILITY, AUTHENTICITY AND DIGITAL MEDIA IN TOURISM"

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ASSOCIATION DE L'INDUSTRIE
HOTELIERE DE FES

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
- Speech to launch the days 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. : **Presentation of the "National Confederation of Tourism"**
Hamid BENTAHAR, President of C.N.T. Morocco.
- 11.15-11.45 a.m. : **Presentation of 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, Strategie consultant, Engineer.
- 11.45-12.30 a.m. : *"The Challenges of good Governance in Tourism"*
Doctor **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.

July 21th 2025, Monday

- 8-9 a.m. : Breakfast at UPF Fes Campus
- 9.00-9.45 a.m. : *"Authenticity in Modern Journalism : Navigating Emotional Intelligence and A.I."* **Sabria KORICHI**-Doctor, General Secretary Fijet Morocco.
- 9.45-10.30 a.m. : *"Perspectives of Moroccan Tourism"* Prof. **Hafid OUCHHAK**,
Doctor & Writer in Tourism.
- 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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July 22th 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"*
Prof. **Sema KUTLU**, President Fijet Academy
- 9.45-10.30 a.m. : *"How A.I and media are shaping the future of sustainable tourism"*
Dr. Asma JERBI, Architect TV Journalist.
- 10.30-11a.m. : Coffee break
- 11-12 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.
- 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.

July 23th 2025, Wednesday

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

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