



ITSS 2018 The World's First International Tourism & Security Summit

Is The Global Tourism Industry Prepared To Handle The Next Disaster?

TEL-AVIV, ISRAEL, September 3, 2018 /EINPresswire.com/ -- Is The Global Tourism Industry Prepared To Handle The Next Disaster?

ITSS 2018

The World's First International Tourism & Security Summit

The world's first international tourism & security summit to cover matters of tourism in the era of terror attacks, natural disasters and national security crises
The main themes: Handling terror attacks at the world's leading tourist destinations; Communicating correctly in times of natural and national security crises; Rehabilitating reputation of destinations hit by disasters; Ensuring incoming tourism to capital cities world-wide.

Amongst the speakers: The OECDs' head of tourism department, Alain Dupeyras; Senior Director at The UN World Tourism Organization (UNWTO), Dirk Glaesser; Director General of the Turkish Ministry of Tourism, Ifran Onal; VP of The Las Vegas Tourism Bureau, Michael Goldsmith; Israeli Minister of Tourism, Yariv Levin; Director of the Israeli Ministry of Tourism, Amir HaLevi; Head of the Israel Incoming Tourism Operators Association, Yossi Fatael; Director of Tourism for The Jerusalem Development Authority, Ilanit Mechior; Brigade General (Reserves), Former IDF Spokesperson, Avi Benayahu Along with senior executives from TripAdvisor, Google,

Expedia, Airport Authorities, Academics from Israel and around the world and more.

October 7-9, 2018 | 'Inbal' Hotel, Jerusalem

The first International Tourism & Security Summit (ITSS), will be held in Jerusalem this coming October and will address the subject of Developing Tourism Under Threat of Terror. The subject of the summit emerges from the direct security and economic impact of how the global increase of terror and natural disasters affects a destination. In Europe alone, since 2016, the region has experienced an overall decline in tourism with Brussels seeing a decline of 18%, and Paris suffering from a 14% loss of visitors. Challenges of security and crises demand solutions that can only emerge from full cooperation of all those involved in promoting tourism to a destination. The summit is a joint venture of The Ministry for Jerusalem Affairs and Heritage, Ministry of Tourism, The Jerusalem Development Authority and The Israel Incoming Tourism Operators Association. During the summit, practical tools will be presented for managing current global tourism during crises. The toolbox will empower practitioners so they may influence the public opinion and incoming tourism to the world's most popular destinations.

Security threats have vast implications well beyond the immediate period of the attacks. The ripple effect can cause massive economic hardships to surrounding destinations. The summit's main goal is to share knowledge and practical tools for dealing with terrorism and other crises including their impact on incoming tourism. The summit came together from the realization that global issues that affect the aviation industry and global tourism, require cooperation from

different sectors of the industry (private and public) around the world. The summit will bring together the leaders of various industries with a goal of creating a toolbox that combines strategy and practical steps on how to ensure resilience before, during and after a crisis.

The summit will bring marketing experts, leading professionals and senior tourism executives under the same roof for three days of deliberation, analysis and practical insights for managing media during a tourism crisis. The schedule for the summit includes several discussions about global terrorism and its implications on managing crises; tourism-based marketing using social media during a crisis and after it; rehabilitating and reviving a positive image of tourist destinations and marketing with the focus of bringing back tourism to a place where tragedy has struck; instructing tourists following a crisis and managing the consequences of a crisis on MICE tourism.

Jerusalem was strategically chosen to host the first ITSS as it is a city that offers a paradigm of resilience and has developed a strong toolkit for crisis management. Over the past decade, since implementing this innovative approach, Jerusalem (and Israel) has seen an overall increase of 47% in incoming tourism to the city.

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[Summit Website Link](#) | [List of Speakers Link](#) | [Summit Program Link](#)

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