



FEDERATION INTERNATIONALE DES JOURNALISTES ET ECRIVAINS DU TOURISME
WORLD FEDERATION FOR JOURNALISTS AND TRAVEL WRITERS

**FIJET MEDIA FORUM
TUNISIA, SEPTEMBER 14-18, 2025**

“Tourism, Medias and Artificial Intelligence”



Sunday, September 14, 2025

- **Arrivals**
- **Meet and welcome the participants at Tunis Airport**
Airport Transfers: Arranged for all participants
- **20:00 Welcome Drinks and Dinner at the Sheraton Hotel**
- **Accommodation in hotel Sheraton, Avenue de la Ligue Arabe | B.P. 345, Tunis 1002**
Sheraton hotel www.marriott.com or www.marriott.com/en-us/hotels/tunsi-sheraton-tunis-hotel/overview/
Phone : [+216 71 100 300](tel:+21671100300)



Monday, September 15, 2025

- **07:00- 09:00 Breakfast**
- **09:30 Forum Official Ceremony**

- **Official opening ceremony by his Excellency SOUFIANE TEKAYA, Tunisian Minister of tourism „Tourism in Tunisia: Screening a Tunisian Film, Winner of International Tourism Film Festival, Solin;**



- **Message of her Excellency, MARIE LOUISE COLEIRO PRECA, Former President of the Republic of Malta;**



- **Message of HICHEM ZAAZOU, S.G of The Arab Tourism Federation and Former Minister of Tourism of Egypt**



- **TIJANI HADDAD: Former Minister of Tourism and President of FIJET: “Introduction to the themes of the forum”**



13:00 p.m. Lunch at the Sheraton

14:00 p.m.

- **Gabriela Tigu, Professor at Bucharest University of Economic Studies: “Using AI in Hospitality Industry: Risks and opportunities;**
- **Rym Mosbah Professor at University of Sousse:” Tunisia Crafting a smart and Sustainable destination at the Age of AI”;**
- **Donia Hammoud, CEO and Owner of “TOURISMAG”: “Together for a Durable Tourism”**

- **Asma Jerbi: Journalist and TV Producer: "The influence of Medias in the era of Artificial Intelligence**

Intervention of Guillaume Tatoueix, Vice President of Fijet France

- **Emna Ben Arab: Professor at the University of Sfax: Tourism and Artificial Intelligence: "A double Edged Sword ";**

Tuesday, September 16,2025

09:00 Visit the famous Bardo Museum and the village of Sidi Bou Said

Lunch at the hotel Sidi Dhrif

20:00 Dinner at hotel Sheraton

Wednesday, September 17,2025

09:00 a.m. Discover Tunisia Full day excursion: Romain Utina, Romain Aqueducts, Visit the City of Sousse

Return to the hotel Sheraton

20:00 Dinner

Thursday, September 18, 2024

Departures

Fijet Participation Conditions:

Participation Fee:

- **300 Euros per person in Double room**
- **380 Euros per person in single room**
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How to register?

By e mail: to the President, Secretary General, Treasurer (including the Copy of Payment).

Kind of Payment: Bank Payment

Fijet Account

Contact Person: Ludmila Novacka, Treasurer

RIB: 10096 18372 00082974902

IBAN: FR7610096 18300082949020008297490

Swift: CMCFRPP

Payment Description: Fijet Media Forum, Tunisia

Cash payment upon arrival at the Fijet desk. Must be announced

Looking forward to meeting you on Forum!

Tijani Haddad

President

World Federation of Travel Journalists and Writers

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www.fijetworl.org www.fijetacademy.com

