

ITB 2007

Optimism About The Future Of Tourism

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Photos Armin Gemmer

The 41st International Tourism Fair took place from 7 – 11 March at the Fair Grounds in Berlin. Among the 11,000 exhibitors from 184 countries and regions, all reputable and well-known agents, airlines, hotels and others were represented. The visitors were treated to a total of 160,000 square meters of exhibition halls and an extensive program of events.

At the end of the five-day fair, more than 177,000 visitors had passed through the gates, and for the first time the number of trade-connected visitors exceeded 100,000, a third from abroad. This year's guest country was India. At the opening ceremony, the Minister of Economics, Mr. Glos, was optimistic about the tourism sector, where record-breaking figures are expected.

Lebanon, Turkey, Kazakhstan and Russia had surprisingly large stands. Among first-time exhibitors this year were Sierra Leone, Eritrea, Burkina Faso, Senegal, Niger and Benin. Impressive exhibitions were set up by Yemen, Oman Morocco and the United Arab Emirates.

Among the numerous events were award ceremonies, press conferences, and lectures on economics and sciences which took place in several stages throughout the exhibition halls and in the many conference rooms at the fairgrounds.

At its press conference, Syria announced that it is kicking off an investment program aimed at increasing the number of visitors and providing for conservation work and further excavations at the breath-taking site of Palmyra - once the center of the Eastern Roman Empire. ▶



Overview of the exhibition

منظر عام للمعرض



Indian face

وجه هندي



Traditional Arab musicians at the Kuwait stand

موسيقى تراثية في الجناح الكويتي

It can be said that in spite of the climatic changes and continuing crises throughout the world, the tourist sector views the future with optimism. It is a fact that tourism is a factor in economic growth and in understanding among nations that we all desire.

The 9th German-Arab Tourism Forum at ITB

The tourism forum at ITB, sponsored by the German Ministry of Economics and Technology, was attended by 400 persons.

The partner country was Yemen, interested in increasing its support of tourism.

In addition to well-known personalities from the business world and the government, Arab Ministers of Tourism from Yemen, Iraq, Algeria, Syria and Tunisia stated their positions concerning sustainability and development through tourism.

The major investor Sawiri and the Minister of Tourism from Yemen agreed that there really is no alternative to tourism in order to guarantee income for the country and to insure that as few negative effects as

possible occur in the process of development. Naturally they admitted that the local population must be included in the planning and the cultural aspects have to be respected. In their opinion tourism can provide for understanding among nations and this should not be overlooked. A statement was made to the effect that tourism can assist in opening many Arab countries to the world and counteracts the negative image that is connected with Islam in parts of the western world. ■



Lebanon had one of the big stands كان للبنان جناح كبير



A traditional meeting at the stand of Oma

جلسة شعبية في الجناح العماني



رأس الخيمة
Ras Al Khaimah



عرض المغرب نفسه بوجهين تراثي وحديث
Morocco showed itself in a modern and traditional ways