



# International Hospitality Forum

**Motaz Othman - Amman**

For the second year in succession, and with an obvious increase in the number of participants and an exhibition area, the International Hospitality Forum was held in the Jordanian capital, Amman, under the patronage of The Minister of Tourism and Antiquities, Dr Taleb al-Rifai, 15 – 17 October 2002 at Zara Expo Halls (Grand Hyatt Amman) Hotel.

The Forum was organized in cooperation with the Jordanian Events Unlimited company and the Lebanese Hospitality Services s.a.r.l company, which also organised a specialist exhibition in Lebanon entitled, HORECA, and which issued the specialist magazine, *Hospitality News*. This Forum received support from the Jordanian Tourism Board, the Hotels Association, and the Restaurant Association in Jordan.

The participation of *Islamic Tourism* magazine in the Forum was aimed at introducing the journal and its objectives to a wider Arab/ Islamic audience, with literally hundreds of issues distributed free of charge to visitors and participants. In addition, the website of Islamic Tourism magazine ([www.islamictourism.com](http://www.islamictourism.com)) was also promoted at the Forum.

The Jordanian Minister of Tourism and Antiquities visited the stand of *Islamic Tourism* magazine and expressed admiration of the various topics and reports that are included in the magazine and praised the quality of its printing and design, describing its issuance as an excellent event.

The minister was accompanied during the inauguration ceremony by a number of diplomats, commercial attaches, the Director-General of Hotels, and businessmen and professionals.

The Forum, which was held on an area of 2,500 Square metres, was attended by more than 100 companies specializing in the hospitality industries in Jordan, Syria,

Lebanon, Switzerland, Luxembourg, Italy and the United States. It was also attended by more than 3,000 visitors representing hotels, including restaurant managers and professionals in the hospitality sector.

The organizers hosted a number of Arab and foreign journalists representing major magazines and specialist periodicals. In addition, purchasers from neighbouring

on table decoration, snow carving, wedding cake decoration, and fruit and vegetable cooking.

The Ministry of Tourism honoured several professional persons and institutions, including Nabih Nazzal (Subhi Jabri Restaurants chain) and Abu-Ahmad Restaurant.

The Jordan Tourism Board held a dinner party at Kaan Zaman restaurant which



الصناعي السيد أكرم الزغل مع مندوب المجلة في جناحها.

Akram al-Zaghal, Manufacturer with our representative.

countries were invited as part of the 'Hosted Buyer' programme.

During the Forum, several seminars were held, including, *Jordan Tourism – Facing Challenges*, as well as other seminars dealing with Hotel Management and Hotel Education.

Several Competitions were also organized

was attended by a number of invitees and participants, in addition to organizing a tourist trip to the historical town of Petra in southern Jordan.

Mr Mazin Ashqar, Director of the Forum, declared that the 3rd session of the Forum would be held 16-18 September 2003 at the same venue. ■

