

ATA EGYPT CONGRESS PROFILE

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What are the biggest challenges you face in bringing people to Africa

From the USA, the biggest challenges are first security, then distance and finally rumors about epidemics

What do you see as Africa's most valuable tourism asset?

The most valuable asset is the ability to support the economy.

What travel trends are prevalent today and could potentially have the greatest impact on tourism in Africa?

In Egypt, the increase in the level of education and learning about history and language can make people more curious and entrepreneurial. Egypt is a cultural destination and our history is very rich, so people must have different talents and different interests.

Who do you see as Africa's tourism industry's greatest ally?

Europe, because it's closer in distance.

Who has had the greatest influence to you in your career?

My father and the Chairman of the ETA.

What is tourism industry's role in encouraging cultural exchange and understanding between locals and tourists?

I believe tourism is a diplomatic path to sort out any diplomatic misunderstandings because when they know more about culture, people can understand each other better and communicate more effectively.

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