Interreg NEXT MED

Co-funded by the European Union

ReTour

Building Resilient SMEs

in the Tourism Industry (ReTour)

Project Number: A_T_1.2_0485

Jordan Tourism Innovation & Resilience Forum

Project Partners

Jordanian Associated Partner

The ReTour Project is funded by the EU under the Interreg NEXT MED Programme (Project Number: A_T_1.2_0485)

Jordan Tourism Innovation and Resilience Forum
Date: 8 September 2026
Venue: Landmark Amman Hotel

08:30 – 09:00	**Registration & Welcome Coffee**
09:00 – 09:30	**Opening Ceremony** • Prof. MostafaAli, *Jordan University of Science and Technology (JUST)* • Prof. Ahmad Abu-El-Haija, *Founder and Chairman, Specto* • Dr. Esmat Kardsheh, *Coordinator, Branch Office for the Eastern Mediterranean* • H.E. Prof. Khaled Salem, *President, Jordan University of Science and Technology* • H.E. Pierre-Christophe Chatzisavas, *Ambassador of the European Union to Jordan* • Her Highness Sharifa Nofa Bint Nasser **Group Photo**
09:30 – 11:00	**Building a Resilient and Smart Tourism Ecosystem: Project Progress, Innovation Hub & Expert Perspectives. Chairperson:** Dr. Ala'a Ensheiwat, *Chairman, DigiSkills*
09:30 – 09:50	Overview of the project "Building Resilient SMEs in the Tourism Industry (ReTour)", Dr. Anastasios Zafeiropoulos, *National Technical University of Athens (NTUA)*
09:50 – 10:20	Innovation Hub & AI Brain Demonstration, Prof. Mostafa Ali, *JUST*, and Platform Contractor
10:20 – 10:40	Tourism Resilience and Early Warning Systems, Dr. Morten Møller, Secretary-General, *Early Warning Europe, Denmark*
10:40 – 11:00	AI, Digital Innovation, and Smart Tourism Ecosystems, Dr. Sami Abu-el-Haija, *Founder and Chief Executive Officer, Inwi Inc., San Francisco, USA*
11:00 – 11:30	**Coffee Break & Networking**
11:30 – 13:00	**Innovation Hub Demonstration, Validation & Co-Creation Workshop** **Chairperson:** Dr. Khalid Khraisat, *Founder of Jordan Academia Industry Platform*
11:30 – 11:45	Resilience Community Manifesto, Evangelia Daratsanou, *Stratigon Finance*
11:45 – 12:00	Resilience Framework for MSMEs, Panagiotis Kotsios, *National Technical University of Athens (NTUA)*
12:00 – 12:15	Innovation Hub & ReTour Brain: idea and demonstration, Prof. Mostafa Ali, *JUST* and the platform contractor
12:15 – 12:45	Hands-on Validation & Co-Creation Roundtables. Suggested Roundtables: • RT1: Platform usability, navigation and user experience. Yaser Jararweh, Kyriakos Georgiou • RT2: AI Brain capabilities, intelligent agents and application integration. Mostafa Ali, Evangelia Daratsanou • RT3: SME needs, innovation services, collaboration features and future platform modules. Mazen Wadi. Philippos Drousiotis, Margherita Angeucci • RT4: Data sharing, verification of data and liability, interoperability, governance, sustainability, and policy needs Alian Osta, Qasem AbuAl-Haija
12:45 – 13:00	Consolidation of Recommendations. Each rapporteur presents the key findings and recommendations
13:00 – 14:00	**Networking Lunch**
14:00 – 15:30	**Panel discussion on High-Level Policy: Building a More Resilient and Innovative Tourism Ecosystem,** moderated by Dr. Suleiman Farajat, University of Jordan **Panelists** from: • Jordan Tourism Board, Director, H.E. Ramzi AlMaaitah • Cyprus Sustainable Tourism Initiative, Philippos Drousiotis, Executive Chairman • Amman Chamber of Commerce & Jordan Hotel Association, Mr. Mohammed AlQasem, Chairman, Sector Skills Council • The Jordan Society of Tourism and Travel Agents, Director, Mr. Mahmoud Khasawneh
15:30 – 16:00	**Closing Session & Next Steps** Consolidated Forum findings, stakeholder recommendations, agreed platform improvements, policy recommendations, implementation priorities, roadmap towards the final Innovation Hub release, acknowledgements and closing remarks.

The ReTour Project is funded by the EU under the Interreg NEXT MED Programme (Project Number: A_T_1.2_0485)

Project Supporters



MINISTRY OF TOURISM AND ANTIQUITES

1923
غرفة تجارة عمّان
AMMAN CHAMBER OF COMMERCE

JORDAN
visitjordan.com

AQABA
SPECIAL ECONOMIC ZONE AUTHORITY

Petra
Petra Development & Tourism Region Authority
سلطة إقليم البترا التنموي السياحي

دائرة الآثار العامة
Department of Antiquities
JORDAN | الأردن

Jattoc
جمعية مكاتب وشركات السياحة والسفر الأردنية
JORDAN ASSOCIATION OF TRAVEL AND TOURISM OFFICES AND COMPANIES

JTGA
Jordan Tour Guides Association

JITOA
Jordan Inbound Tour Operators Association
الجمعية الأردنية للسياحة الوافدة

JHA
JORDAN HOTELS ASSOCIATION
جمعية الفنادق الأردنية

The ReTour Project is funded by the EU under the Interreg NEXT MED Programme (Project Number: A_T_1.2_0485)