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# Beyond Titles: A Conversation Between Hala Matar Choufany and Shaikha Al Nowais

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Hala Matar Choufany explores with Shaikha Al Nowais how tourism can create impact, uncovering her experiences, values, and vision for the industry.

In this Global Tourism Forum conversation, Hala Matar Choufany sits down with Shaikha Al Nowais, Secretary General Elect of UN Tourism, for a candid discussion that looks beyond titles, exploring Shaikha's personal journey, leadership values, her perspective on purpose and progress in tourism.

