



BRIDGING **THE NORTH-SOUTH DIVIDE**
THROUGH SUSTAINABLE TOURISM DEVELOPMENT



Leeuwarden, The Netherlands
October 21-24, 2008

ORGANIZED BY

International Institute for Peace Through Tourism
Stenden university

IN PARTNERSHIP WITH

United Nations World Tourism Organization (UNWTO)
United Nations Environment Program (UNEP)

HOSTED BY

Stenden university

It is with great pleasure that I extend my warmest greetings on behalf of the Province of Fryslan to all delegates participating in the 1st IIPT European Conference: Bridging the North-South Divide through Sustainable Tourism Development.

Your coming together, here in our capital city of Leeuwarden, from more than 40 countries throughout the world is a clear indication of your personal commitment to the theme and goals of this conference.

Bridging the North-South divide has never been more important now that we are at the mid-point in achieving the U.N. Millennium Development Goals. Your deliberations over the coming days – and more importantly, your actions following this important international gathering, will certainly contribute towards these ends by harnessing tourism, the world's largest industry, as a means to achieve sustainable development, wealth creation, poverty reduction and societal betterment in the developing countries of the world.



We are most pleased to support and sponsor your important conference being hosted by one of our prestigious institutions, Stenden university, and hope that you will take this opportunity to remain in Fryslan a few days following the conference to experience the friendliness and hospitality of our people, our rich cultural heritage, and the natural beauty of our land.

*J.A. Jorritsma
Queen's Commissioner
in the province of Fryslân*

Welcome to Leeuwarden

It is absolutely fantastic that the Tourism for Peace congress is being held in Leeuwarden! A warm welcome to our beautiful city for organizers and participants. International congresses can lead to surprising and inspiring encounters. They play an important role in bringing different cultures together and Tourism for Peace - the subject of your congress – contributes to this process in a very direct manner.

The City of Leeuwarden invites you for cocktails in the Keramiekmuseum Prinsessehof on Wednesday evening during the congress week. The museum is housed in the 18th century city palace of Maria Louise van Hessen-Kassel, Princess of Oranje Nassau, an ancestress of our present queen. The palace is situated at a beautiful and easily accessible location in the historical centre of Leeuwarden.

In addition to the unique Keramiekmuseum, Leeuwarden has a historical inner city with a wide range of cultural facilities and many modern and nostalgic shops and nightspots. Leeuwarden offers the dynamics that are characteristic of a modern city, while retaining the city setting gifted to us by the past.



I would also like to cordially invite you to pay a visit to our beautiful inner city during your stay here and to wish you all an inspiring and successful congress.

A handwritten signature in black ink, appearing to read 'Ferd.J.M. Crone'.

*Drs. Ferd.J.M. Crone
Mayor of the City of Leeuwarden*

*The International Institute for Peace through Tourism is honored to welcome you to the 1st IIPT European Conference: **Bringing the North – South Divide through Sustainable Tourism Development.***

The exponential growth of international tourism arrivals from 25 million in 1950 to a projected 1 billion in 2010 is clearly one of the most remarkable economic and social phenomena of our time. Much of this growth in the past 20 years has been to developing countries and by 2010, tourism to developing countries will be approximately 45% of all international tourism arrivals from a mere 3% in 1950.

Travel and tourism is currently the main source of foreign exchange for most developing countries and at US\$ 250 billion annually is more than the total of foreign aid from all governments. It is the only industry that has a positive balance of trade with the developing world taken as a whole. International Tourism appears to be one of the few economic sectors able to guide a number of developing countries to higher levels of prosperity and for some to leave behind their least developed country status.

The challenge to industry leaders and participants in the 1st IIPT European Conference is to build on this success by sharing your ideas, experiential wisdom, and visions with one another – and by your commitment to further action following the conference.

Since its founding in 1986, the UN International Year of Peace, IIPT has been promoting a 'Higher Purpose' of tourism including the key role of tourism in:

- *Promoting international understanding*
- *Collaboration among nations*
- *Protecting the environment and preserving biodiversity*
- *Enhancing cultures and valuing heritage*
- *Sustainable development*
- *Poverty reduction and*
- *Reconciliation and healing wounds of conflict*

This 'Higher Purpose' of tourism with its capacity to generate social, cultural, economic, environmental and political benefits, is now broadly recognized and has gained acceptance at the highest levels. It is indeed, the main pillar on which a broader "Peace through Commerce" movement is now underway.

We would like to express our sincere appreciation and gratitude to our gracious hosts, Stenden university, to our Partners, the UN World Tourism Organization (UN WTO) and United Nations Environment Program (UNEP), Fryslan Province, Leewarden and NCDO for their sponsorship, our speakers, and each participating delegate for joining with us in this journey towards a better world for all.

We look forward to collaborating with each of you in "Building a Culture of Peace through Tourism."

*Louis D'Amore,
IIPT Founder and President*



*Noel Brown,
President, Friends of the United Nations and
Chairman, IIPT International Advisory Board*



Warm Welcome to the IIPT Conference at our university Stenden Leeuwarden, Fryslan, the Netherlands!

It is a great honour and pleasure to welcome you to the first European IIPT Conference.

It is also a great honour and pleasure to welcome the first European IIPT Conference at our Stenden university Campus Leeuwarden.

The Netherlands have a tradition in tourism, tourism research and work for peace as well. The Netherlands have a great reputation in hospitality and welcoming guests. Fryslan and Leeuwarden have with their own heritage and language a special place in the kingdom of the Netherlands. Fryslan has even its "own" sports: besides ice speed skating (the famous 'Eleven Cities Race'), Frysian horse riding, the 'kaatsen' and 'fierljeppen'. Because of those reasons and the special attraction of the famous Frysian lakes and canals Fryslan is an exiting place to be.

Stenden university is a multinational university with its head quarters in the capital of Fryslan, Leeuwarden. We have sites in other cities of the Netherlands as well: Emmen, Groningen, Assen and Meppel. Abroad we do have branches in South Africa (Port Alfred), Qatar (Doha), Thailand (Bangkok), Germany (Bangkok) and Indonesia (Bali). We have app. 11,000 students and app. 1,000 staff members. Among the student body we count more than 70 different nationalities and among the staff more than 40. Stenden offers bachelors, honours and masters programmes in a.o. Tourism Management, Hospitality Management, International Business Management, Leisure Management, Retail Management and Small Business, Teacher College, Technology, Life Sciences, ICT.

Stenden is well known by its international character. Other unique selling points are Problem Based Learning, Personal Leadership and Value Orientation. It focusses and of course the chair of Tourism for Peace encourages Stenden to contribute to research in tourism and peace.

This all makes Stenden the host for the first European IIPT Conference.

The staff of the Stenden Programme Tourism Management Ba programme has been actively engaged in the preparations of this Conference. The work of IIPT has been identified by the staff as a major development in the tourism industry and is reflected in the design of the curriculum. The three actors of tourism management; services & management, infrastructure and socio economic impacts, representing the three p's are integrated in the problem based learning concept. Community based tourism is one of the minors the programme is offering, where students have a chance to participate with local ngo's in the development of tourism in Thailand. The Tourism Management Ba programme grew from 80 students in 2002 to over 600 at the moment, attracting students from over 35 countries. The conference is an important milestone in the development of this programme and will contribute to a new generation of tourism managers very much aware of their responsibilities in a rapidly changing world.

I would like to thank all the guest speakers. And of course we are very grateful to our sponsors: the governments of Fryslan, Leeuwarden and the NCDO. Without their support it was not possible to have this Conference.

Enjoy your stay at Stenden! Have a fruitful Conference. We hope that this conference can contribute to the development of tourism and peace.

*Klaas-Wybo van der Hoek,
Vice President Stenden*

*Falco de Klerk-Wolters,
Dean Tourism Management Stenden*



Dear friends,

It is all about happiness. Although happiness is relative, still, there are those who say that they are happy, and there are those who say they are not. But who are those who are neither happy nor sad? Whenever I think about J.S. Mill's quote "ask whether I am happy and I cease to be," I find myself in a state of mind where I am neither happy nor sad. How can I be happy when I know that there are millions of children suffering from curable diseases, who die of starvation, who are trained to use arms, who don't have the opportunity to go to school, who are stripped of their childhood, who think more about what they are going to eat today than play, who are paying for crimes they have never committed, who would rather die today than think about tomorrow, for today's miseries never end?

Then how can I be happy? I am happy because my children are fortunate to have the life of a decent human being; but I am sad when I think about the other children of the world. Then, I am Sappy. I know that there are millions of people out there who are sappy, too, and I am happy that they too think about the children of humanity, and that they want for those children what they want for their own children. It is thus through sappiness that we can realize greater happiness. As long as there is injustice to the children of the world, I am sad and so are my children, for I remind them about those children who are children no more, hoping that each one of them will grow up into a good person, eager to help make the less fortunate of us happy, too. And, like many others, I believe that tourism can help in so many ways.

Most of the time, if not too often, when we think about tourism and peace we find ourselves talking about economically disadvantaged countries; but we know that as there is more to tourism than economics, there is more to peace than the absence of arms. In an overcommunicated society, a borderless communication world, where physical borders have become obsolete in parts of Europe, but where perceptual borders have hardened, the quest for ways to soften cross-cultural unrest has become important and timely. Stereotypes perpetuate misunderstanding and misconceptions, causing behavioral diseases that feed on prejudice, racism, and xenophobia. Terrorism, growing immigration, and home grown terror -and the why and how of all these and the rest- have changed people's behavior towards the others, contributing to augmenting peacelessness outside, between and within world communities.

It is the hope for a better world community, and commitments imbedded in the University's core values to the contribution to the alleviation of national and international peacelessnesses, that have moved Stenden to establish a professorship, with the objective to engage in the tourism and peace pragmatic debates. The Tourism for Peace professorship and research group's general aim is to develop, stimulate and coordinate educational and research activities, in collaboration with friends within and outside the University, that focus on developing and facilitating tourism initiatives which contribute to international understanding and cooperation. As such, we do believe in tourism as an educational journey into the world, which, if well guided, could lead to a journey to know the other better, know one another, know oneself, and appreciate the differences better.

*Thank you for participating with us.
Looking forward to a sustainable communication and friendship,*

Sincerely,



Omar Moufakkir
Lector Tourism for Peace
Stenden university





SUMMIT AIM AND GOALS

Aim

To build on, expand and leverage current North–South, and South–South initiatives towards sustainable tourism development, poverty reduction and societal betterment through greater collaboration among key stakeholders.

Goals

- Provide an international forum to discuss more effective models of achieving sustainable tourism development, poverty reduction and societal betterment in developing and emerging economies.
- Identify and convey research and models of best practice in North–South and South–South collaboration.
- Enhance the role of the media, culture, sports and technology in nurturing collaboration.
- Engage practitioners, educators and future leaders of the industry in a dialogue that will contribute to enhanced North–South and South–South collaboration towards sustainable tourism development.
- Identify potential synergies with other industries for sustainable wealth creation, poverty reduction and societal betterment.



The “One Earth, One Family” portrait by R. Padre Johnson “provides a view of our incredible Earth from outer space, surrounded by the open faces of 25 children and adults representing a cross section of 25 of our planet’s fascinating cultures.”

—R. Padre Johnson

“One Earth, One Family,” R. Padre Johnson

IIPT CREDO OF THE PEACEFUL TRAVELER©

Grateful for the opportunity to travel and experience the world and because peace begins with the individual, I affirm my personal responsibility and commitment to:

- *Journey with an open mind and gentle heart*
- *Accept with grace and gratitude the diversity I encounter*
- *Revere and protect the natural environment, which sustains all life*
- *Appreciate all cultures I discover*
- *Respect and thank my hosts for their welcome*
- *Offer my hand in friendship to everyone I meet*
- *Support travel services that share these views and act upon them and,*
- *By my spirit, words and actions, encourage others to travel the world in peace.*

International Institute for Peace through Tourism

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CONFERENCE PROGRAM

Registration Procedure

Before participating in the conference please register yourself at the registration desk of the Conference and Events Office. The desk will be open on:

Monday October 20th:	the whole day
Tuesday October 21st:	from 8.00 – 9.00 am
Wednesday October 22nd – Friday October 24th:	from 8.00 – 8.30 am

On Monday October 20th a Meet and Greet is held in the Lobby of Stenden university hotel. Arriving delegates, speakers and participants will be welcomed by the IIPT and have the opportunity to mingle.

TUESDAY, OCTOBER 21



Hon. Edmund Bartlett
Minister of Tourism, Jamaica

08:00 – 09:00

Registration / Arrival of Delegates

09:00 – 10:00

AM Opening Ceremony

LOCATION: AUDITORIUM

Master of Ceremonies

Omar Moufakkir

Professor, Tourism for Peace, Stenden university

Welcome Statements

Martin Giesen

Vice President, Stenden university

Klaas-Wybo van der Hoek (video speech)

Vice President and Head of Educational Affairs Stenden university

Louis D'Amore

IIPT Founder and President

Jannewietske de Vries

Deputy Tourism Province of Fryslân

Conference Keynote Address

Ms. Patricia Samuels

Attaché, Tourism and Culture for the Embassy of Jamaica on behalf of Hon. Edmund Bartlett Minister of Tourism, Jamaica

10:00 – 10:20 Refreshment Break



Jannewietske de Vries
Deputy Tourism Province of Fryslân

PLENARY SESSION I 10:20 – 12:00 • MARCHIENES GEERSING AUDITORIUM

Global Perspectives on Bridging the North – South Divide: Sustainable Tourism Development and the UN Millennium Development Goals



Hon. Gil da Costa Alves
Minister for Tourism,
Commerce and Industry,
Timor-Leste (East Timor)



Kathy Sudeikis
Immediate Past President
American Society of Travel
Agents (ASTA), and 2008
Travel Agent of the Year



**Hon. Netumbo Nandi-
Ndaitwah**
Minister of Environment and
Tourism, Republic of
Namibia

MODERATOR: Noel Brown, President, Friends of the United Nations and Chairman, IIPT International Advisory Board

12:00 – 13:30 : Lunch

CONCURRENT SESSIONS 1

13:30 – 15:10

Session 1A	Session 1B	Session 1C
Conference Room 2	Conference Room 11	Contemplation Centre
Management of cultural and environmental heritage to enhance local participation	Case studies in ecotourism	Tourism crisis management
<i>Moderator: Yolande van Wijk</i>	<i>Daphne Lowe Kelley</i>	<i>Ian Kelly</i>
Françoise Tondre	Yvanette Baron George	Natan Uriely Darya Maoz Arie Reichel
<i>Cultural Routes: An Asset for Sustainable Tourism</i>	<i>The Waitukubuli National Trail Project - Promoting economic development through sustainable tourism, heritage and environmental preservation</i>	<i>A Bubble of Serenity Under Threats of Terror: Israelis and Egyptians in Sinai</i>
Aditya Eggert	Pradip Gautam Susmita Dhakal	Victoria Lindsay
<i>Building cultural bridges - The role of tourism in intangible heritage preservation</i>	<i>Impact of Insurgency in Eco-tourism: A Case Study from Terai Protected Areas of Nepal</i>	<i>Investigating the Phenomena of Danger Tourism</i>
Ben Sherman	Kokel Melubo	Aviad A. Israeli
<i>Universal Tourism Values from a Native Perspective</i>	<i>Problems and Solutions to Visitor Congestion at Ngorongoro Conservation Area (NCA), Northern Tanzania</i>	<i>The Performance of the Israeli Hospitality Industry: Evaluating Crisis Periods and Different Locations</i>
Arturo Crosby	Brett Galimidi	Antonis L. Thecharous Geogia Nathanail Sevil Sönmez Apostolopoulos
<i>International Cooperation in Tourism for Local Development of Rural and Natural Areas</i>	<i>Impact Intelligence: Measuring and Managing the Sustainability of Sustainable Tourism with ECOframe</i>	<i>An Assessment and Evaluation of the Tourism-Crime Nexus in Cyprus</i>

15:10 – 15:30 : Refreshment Break

CONCURRENT SESSIONS 2

15:30 – 17:10

Session 2A	Session 2B	Session 2C
Conference Room 2	Conference Room 11	Contemplation Centre
New directions in environmental, energy and technological policies for sustainable tourism	People and places for peace	Resources and approaches to educating for a culture of peace through tourism
<i>Moderator: Brett Galimidi</i>	<i>Mike McHugo</i>	<i>Arturo Crosby</i>
Simon Tijmsma	Noga Collins-Kreiner Jay D. Gatrell	Daphne Lowe Kelley
<i>Sustainability Projects in Friesland</i>	<i>Peace in the City: The Case of Haifa's Baha'i Gardens, Israel</i>	<i>The Australian Peace through Tourism Story</i>
Jacob Robinet	Apolónia Rodrigues Áurea Rodrigues	Robert Burton Lisa Power
<i>Sustainability and eco practices in tourism</i>	<i>The Use of Peace Heritage as a Tourism Product: The European Network of "Places of Peace"</i>	<i>N baabaa la baa be baabaa kono: My Father's Goat is in the Big River [Again!]. Reflections on fostering cultural interaction and learning through student field trips in The Gambia, West Africa</i>
Graham McKenzie	Kwame Neba Stenden Qatar	Julia Eitner Joanne Smolka
<i>Web 2.0 tools and their Importance to SME's</i>	<i>Revisiting the Case for Developing Comprehensive Destination Information Systems; Opportunities and Challenges for National Tourism Authorities in Sub-Saharan Africa</i>	<i>SIFE: An Example of Best Practice in Tourism and Education – Experience, Challenges and Opportunities</i>
Max Haberstroh	Yaniv Poria Gregory J. Ashworth	Munzali Dantata
<i>„Put a Clover on Your Heart“: Jointly Promoting Renewable Energies and Sustainable/Solidary Tourism</i>	<i>Heritage Tourism: Portraying the Past by the Present to Preserve and Create Conflicts</i>	<i>Knowledge Transfer and Contribution of Technology to Sustainable Tourism Development – Nigeria's Experience</i>

- 17:10 **Departure Walking Tour through Leeuwarden**
Theme: The women of Leeuwarden through History
- 19:00 **Dinner**
- 20:15 **Reception and Special Performance by Syb van der Ploeg**

SCENIC TOUR HIGHLIGHTS



Centre



'Oldehove'



'Us Mem'



'Harmonie'



Syb van der Ploeg

The music career of Syb van der Ploeg started in the mid eighties. He began as a singer, composer and songwriter. Syb became famous in the Netherlands as the front man of 'De Kast', one of the most popular Dutch bands of all times. During the ten years of their existence the group received a dozen golden and platinum records. After the extremely hectic period with 'De Kast' Syb needed time and space to focus on other projects. His new CD 'Hillich Fjoer' / 'Heilig Vuur' was released just a couple of months ago.

PLENARY SESSION II 08:30 – 10:10 • MARCHIENES GEERSING AUDITORIUM

Achieving Greater Societal ROI from Tourism Investments through Enhanced Collaboration of Key Stakeholders



Hon. Filipe Savadogo
Minister of Culture, Tourism and Communication, Burkina Faso



Vassilis Morfopoulos
Managing Director, Basic International Development Corporation (BIDC)



John Hummel
Regional Senior Adviser/ Network Leader, Pro-Poor Sustainable Tourism, SNV Asia

MODERATOR: Noel Brown, President, Friends of the United Nations and Chairman, IIPT International Advisory Board

10:10 - 10:30: Refreshment Break

CONCURRENT SESSIONS 3

10:30 – 12:10

Session 3A	Session 3B	Session 3C
Conference Room 2	Conference Room 11	Contemplation Centre
Sustainable tourism's contribution to poverty reduction	Innovations in Sustainable tourism	Tourism in rural communities: benefits and issues
<i>Moderator: Ton van Egmond</i>	<i>Sarah Siddiqi</i>	<i>Ben Sherman</i>
Vikneswaran Nair Sehkaran	Elhadji Abdoul Aziz Gueye	Cees van Rij
<i>Alleviating Poverty via Tourism Development: Mega Tourism Development Projects in Malaysia towards Vision 2020</i>	<i>Sustainable Tourism and Local Government in Rural Areas of Senegal</i>	<i>Rural Tourism and the Role of Agriterria</i>
Maswet Masinda Lucas Selestine Sadiki Juma	Nick Welman	Apolónia Rodrigues Áurea Rodrigues
<i>Tourism Contribution to Poverty Reduction/Elimination</i>	<i>Working Towards Good Tourism: Consensus and Issues</i>	<i>Cooperation through network between European rural tourism destinations and the impact on their sustainable development: The Genuineland case</i>
Omar Moufakkir	Albert Postma	Paul te Molder
<i>Ethics in Tourism - Before Sustainability and Beyond Niche Markets</i>	<i>Critical Impacts of Tourism: Multiple Case Studies</i>	<i>Tourism in Rural Societies: A Window to Prosperity?</i>
Dominic Ntube	Mike McHugo Chris McHugo	Willem Reynders
<i>Engaging the African Diaspora in Wealth Creation and Institution Building in Fragile States: Lessons from Best Practices</i>	<i>Heart and Head – A Sustainable Development in the Moroccan High Atlas</i>	<i>"Look here, I have shoes!"</i>

12:10 – 13:30: Lunch

PLENARY SESSION III 13:30 – 15:10 • MARCHIENES GEERSING AUDITORIUM

Integrating Social, Cultural, and Sports Dimensions in Bridging the North – South Divide through Sustainable Tourism Development



Catherine Rubbens
Director Responsible
Business, The Rezidor Hotel
Group S.A.



Taj Hamad
Secretary General World
Association of NGO's
(WANGO)



Ginger Smith, Ph.D.
Dean of the Presten Robert Tisch Centre for
Hospitality Tourism and Sports Management,
New York University

MODERATOR: **Klaas-Wybo van der Hoek**, Vice President and Head of Educational Affairs Stenden university

15:10 – 15:30: Refreshment Break

CONCURRENT SESSIONS 4

15:30 – 17:10

Session 4A	Session 4B	Session 4C
Conference Room 2	Conference Room 11	Contemplation Centre
Promoting international understanding through cultural tourism	Challenges and opportunities in cross-border and heritage tourism	Workshop
<i>Moderator: Nick Welman</i>	<i>Jovan Popesku</i>	
Ton van Egmond	Nermin Zukic	Facilitator Jacob (Jake) R. Henderson, Jr., Esq. Director of Development, Partnerships and Sponsorship, ADHT
<i>Understanding Western Tourists in Developing Countries</i>	<i>Srebrenica Case Study: Bridging the Past and the Future</i>	The ADHT is an international heritage tourism initiative launched in 2001 by the Bermuda Ministry of Tourism to link historic and cultural destinations throughout all countries of the African Diaspora into a network of vibrant tourist attractions that focus attention on their shared historical and cultural heritage; safeguard the core values and creativity of African descent, culture and history; foster sustainable economic development; and provide inspiring educational experiences
Anna E. Papanicolaou	Dion van den Berg	
<i>Representing Mexicans: Tourism, Culture and the Myth of the Nation</i>	<i>Dilemmas in the Promotion of Tourism to Srebrenica</i>	
Ole Pihl	Senija Caisevic	
<i>Bridging the North-South: Cross-Cultural Understanding in Tourism; Queen's Garden and Writer's Path an Experience of Simultaneous Visions</i>	<i>Tourism which Erases Borders: The Case of Bosnia and Herzegovina</i>	
Sarah Siddiqi	Raed Saadeh	The workshop will seek to catalyze ADHT initiatives in Europe.
<i>Village Enterprise, economic development through the power of Mass Collaboration</i>	<i>Heritage Tourism in Palestine</i>	

17:30 Walking from Stenden to the Reception Hall (about 15 minutes)

18:00 **Reception at the Princessehof**
Sponsored by The Municipality of Leeuwarden

PLENARY SESSION IV 08:30 – 10:10 • MARCHIENES GEERSING AUDITORIUM

Catalyzing More Effective Models of Collaboration to Leverage North – South, and South – South initiatives for Sustainable Tourism Development, Poverty Reduction, and Societal Betterment



Sen. Tokunbo Afikuyomi
Honourable Commissioner
for Tourism & IGR, Govern-
ment of Lagos, Nigeria



Luigi Cabrini
Director, Sustainable
Development, UN World
Tourism Organization



Janos Damon
Executive Director, Israel
Hotel Managers Association

MODERATOR: Noel Brown, President, Friends of the United Nations and Chairman, IIPT International Advisory Board

10:10 – 10:30: Refreshment Break

CONCURRENT SESSIONS 5

10:30 – 12:10

Session 5A	Session 5B	Session 5C
Conference Room 2	Conference Room 11	Contemplation Centre
The role of sports in bridging the North-South divide	Strategies and measures towards responsible tourism	The creative linking of culture, sport, volunteerism and ecology in responsible tourism
<i>Moderator: Munzali Dantata</i>	<i>Dominic Ntube</i>	<i>Max Haberstroh</i>
Stefan Verwer	Gopinath Parayil	Yolande van Wijk
<i>On the Road to 2010: The Potential Impact of the World Championship Soccer in South-Africa in 2010</i>	<i>Challenges of Being Responsible: The Blue Yonder Experience in India</i>	<i>Volunteerism for All Ages</i>
Steve De Voss	Jan te Kloetze	Gordon Silence
<i>From Sports Development to Community Development... The Bottom Line is NOT the Finish Line.</i>	<i>Tourism development in fast growing heritage cities: positive force, or threatening agent? The case of Tatarstan in the Russian Federation</i>	<i>Mainstreaming the Sustainability Message - Linking the London 2012 Olympic Truce to the World Summit on Sustainable Development through Responsible Tourism</i>
Ginger Smith	Jovan Popesku	Azeez Akinpelu
<i>World Peace and Sustainable Tourism Development: Promoting Dialogue Among Civilizations Through the Commerce of Sport</i>	<i>Bridging the Regional Divide through Sustainable Tourism Development – Case Study of Serbia</i>	<i>The Role of Culture and Sport</i>
Niels Koldewijn	Willem Adrianus de Bruijn	
<i>Sport volunteering</i>	<i>Invitation to Participate in the Development of Tourism that Ensures Sustainable Development in a Measurable Way</i>	

12:10 – 14:00 : **Special Media Luncheon** (Role of the Media in Bridging the North – South Divide through Sustainable Tourism Development)

MEDIA LUNCHEON

12:10 – 14:00 STENDEN UNIVERSITY HOTEL

Role of the Media in Bridging the North – South Divide through Sustainable Tourism Development



Bea Broda
President, Society of American Travel Writers



Nelson Alcantara
Editor, eTurbo News

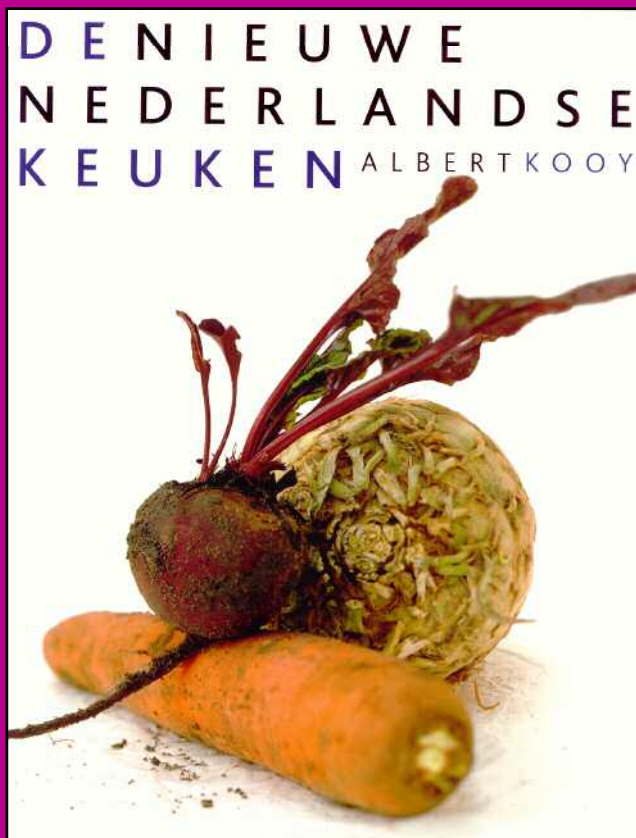


Sandy Dhuyvetter
Executive Producer/Host TravelTalkMEDIA TV/Radio



Abdul-Sahib Shakiri
Editor and Publisher, Islamic Tourism Magazine

SPECIAL DINNER TONIGHT!
THURSDAY, OCTOBER 23, 18:00



The New Dutch Cuisine Evening

At Thursday evening, The New Dutch Cuisine Evening is held.

During this evening we will have a program filled with a variety of entertainment and a tasteful, plated dinner served under the name: the New Dutch Cuisine.

The New Dutch Cuisine under the management of SVH master chef Albert Kooy goes like a red line through the Stenden university hotel. It is the philosophy behind everything that we do in our hotel.

What is new about the New Dutch Cuisine?
Very simple: the method of preparation and the new ingredients.

We live in a highly developed technological society. Everything and everyone is fast accessible: the world has become a village. From all over the world we have learned the cook- and enrichment techniques. We can do something with that, using our own Dutch ingredients. International methods of preparation bring also foreign cook ingredients. These ingredients are interesting because they are healthier or bring the original Dutch products high in taste.

Why shouldn't you be proud of the New Dutch Cuisine?
Dare to taste it!

PLENARY SESSION V 14:00 – 15:40 • MARCHIENES GEERSING AUDITORIUM

Tourism and Peace – Myths and Realities: Educational Foundations for a Collaborative Approach in Bridging the North-South Divide



Myriam Jansen-Verbeke
Member of the International Academy for the Study of Tourism, Leuven University, Belgium



Irena Ateljevic
Socio-Spatial Analysis Landscape Centre Environment Science, Wageningen University, the Netherlands



Dallen J. Timothy
Professor of Community Resources and Development, Arizona State University, Editor of the Journal of Heritage Tourism

MODERATOR: Omar Moufakkir, Professor Tourism for Peace, Stenden university

15:40 – 16:00: Refreshment Break

CONCURRENT SESSIONS 6

16:00 – 17:30

Session 6A	Session 6B	Session 6C
Conference Room 2	Conference Room 11	Contemplation Centre
Borders as negotiated space for peace	Jamaica- Home of Community Tourism	Approaches to conflict resolution and peace-building
<i>Moderator: Alon Gelbman</i>	<i>Miss Patricia Samuels Attache, Tourism & Culture, Embassy of Jamaica, German</i>	<i>Ginger Smith</i>
Alon Gelbman <i>Border Tourism as a Space of Presenting and Symbolizing Peace</i>	A Video Documentary Highlighting Jamaica's Community Tourism Initiatives	Ian Kelly <i>Conflict Analysis in Tourism Education</i>
Isabel Zizaldra-Hernández Tomás Cuevas-Contreras Jaume Guia-Julve <i>An Examination of Cross-Border Dynamic Tourism Net</i>	Featuring: <i>Diana McIntyre-Pike, Countrystyle Community Tourism Village programme</i> <i>Sharon Chambers, Positive Tourism Network</i> <i>Gillian Rowlands, Hamilton Knight Associates</i> <i>Mark Pike, Youth Ambassador</i> <i>Jackie Knight-Campbell- Spruce up Jamaica programme</i>	Hanny Kadijk Brigitte Nitsch <i>Homestay, A Haven for Peace</i>
Constantia Anastasiadou Patrick HG Vrancken <i>Regional Cooperation in Tourism in Southern Africa: Stakeholder Perceptions of Drivers and Inhibitors</i>		Anne Krupp Omar Moufakkir <i>Tourguiding: An Analysis of the Israeli and Palestinian Interpretation</i>

18:00 **The New Dutch Cuisine Evening** (See previous page for more information)

A note about Peace and Tourism Research **08:30 - 09:00 Marchienes Geersing Auditorium**
Omar Moufakkir, Professor Tourism for Peace, Stenden university

CONCURRENT SESSIONS 7

09:00 – 10:40

Session 7A Conference Room 2	Session 7B Conference Room 11	Session 7C Contemplation Centre
New directions in sustainable tourism	Perspectives on tourism and peace	Tourism's contribution to conflict resolution
<i>Moderator: Valentina Dinica</i>	<i>Gopinath Parayil</i>	<i>Chris McHugo</i>
Mihaela Dinu Constantin Dinu	Janos Damon	Yoram Krozer
<i>New Valences and Dimensions of Romanian Tourism Development, in the European Globalization Context, Insurance of Hospitality, a Needful Service in the Romanian Tourism</i>	<i>Tourism4Peace Forum: Challenges and Opportunities</i>	<i>Natural Resources and Conflicts: Can Tourism Contribute to this Conflict Resolution?</i>
Akke Folmer	Armin Gemmer	Anne-Marie Van Broeck
<i>A New Quality Mark for Sustainable Development at Stenden University? A pilot study at Tourism Management</i>	<i>Islamic Tourism</i>	<i>The position of the Tourism Sector in Colombia in a Context of Armed Conflict (1996-2008)</i>
Albert Postma	Peter Singleton	Yvonne Baron George
<i>Tourism Growth or Development: Where are we Heading to?</i>	<i>Besides Conflict – What else is going on- In the Israel/Palestine context?</i>	<i>Sustainable Tourism's contribution to poverty reduction: the case of the Indigenous People of Dominica</i>
Valentina Dinica	Omar Moufakkir	
<i>Sustainable tourism in developing islands: Lessons from the political and institutional challenges in Curacao</i>	<i>Tourism Boycotting or Tourism Buycotting: Winners-Losers, Losers-Winners, Losers, Winners! What the Fuss?</i>	

10:40 – 11:00: Refreshment Break

CLOSING PLENARY VI 11:00 – 13:00 • MARCHIENES GEERSING AUDITORIUM



Louis D'Amore

MODERATOR: Louis D'Amore, IIPT Founder and President

Summary of Plenary Sessions
Summary of Concurrent Sessions

13:00 – 14:00: Lunch

CLOSING 14:00 • MARCHIENES GEERSING AUDITORIUM



Noel Brown

MODERATOR: Dr. Noel Brown, Chairman of IIPT International Advisory Board

Conference Highlights
Closing of Conference

Stenden MeetingU "The Art of Organizing"



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T +31 58 244 15 21
E meeting-u@stenden.com
I www.stendenmeetingu.nl

For questions regarding the logistic organisation you can reach Stenden MeetingU, Conference & Events Office, on the following number. This number will only be active during the conference: **+31(0)622973094**



USE OF COMPUTER FACILITIES

In the school building you can log on at the computers with the following details:

Username: IIPTGuest

Password: welcome

The computer room 2.34 is especially reserved for conference participants.

Internet Connection

Throughout the whole school building there is wireless internet connection for your use. You can log in with the same details as mentioned above.

ORGANIZING COMMITTEE STENDEN

Anne Krupp and Rinath Siderius helped organizing the conference for the last couple of months. Should you have any problems or questions, please don't hesitate to approach us during the conference.



Rinath Siderius



Anne Krupp

For questions regarding the logistic organisation you can reach Stenden MeetingU, Conference & Events Office, on the following number. This number will only be active during the conference: **+31(0)622973094**



**Stenden
meetingu**

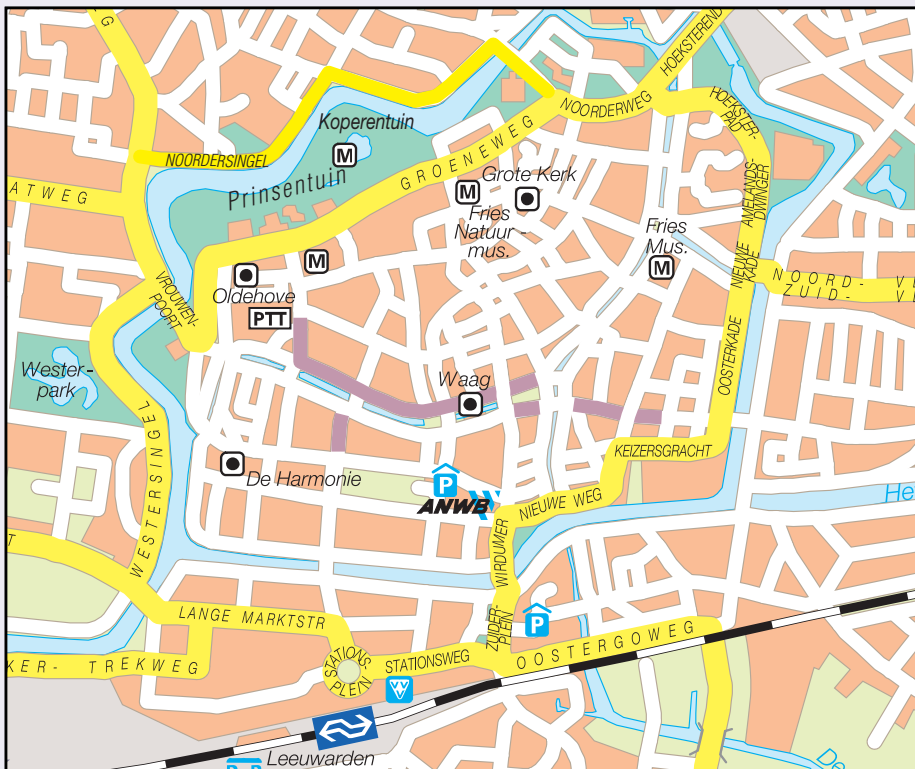
conferences & events office

IMPORTANT NUMBERS

Hotel Accommodation:

Stenden university hotel:	0031 (0)58 – 2441188
Eden Oranje hotel:	0031 (0)58 - 2126241
Eurohotel Leeuwarden:	0031 (0)58 - 2131113
Stadhouderlijk hof:	0031 (0)58 - 2162180
Campanile hotel Leeuwarden:	0031 (0)58 - 2880605
Van der Valk hotel Drachten:	0031 (0)512 - 520705
Tulip Inn hotel Franeker:	0031 (0)517 - 398000
Tjaarda Oranjewoud:	0031 (0)513 – 433533
Hajé hotel Heerenveen:	0031 (0)513 – 618618

Emergency number by accidents: 112



**MAP OF
CENTRE AREA
LEEWARDEN**

MAP OF CONFERENCE AREA

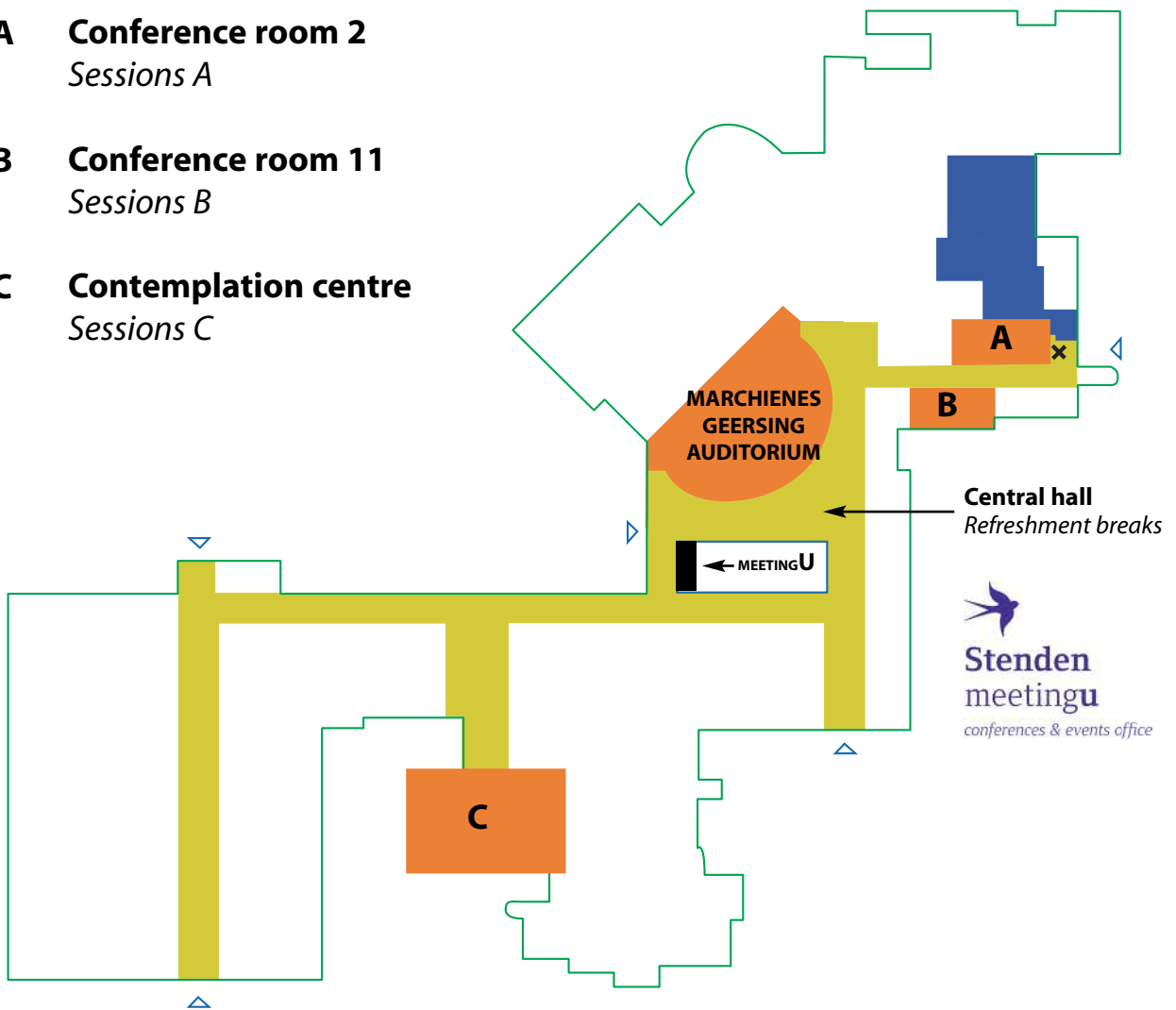
- Stenden university hotel**
Lunch
Dinner
- ✕ Information desk
- Walking area**
- Locations conference**



Marchienes Geersing Auditorium

All plenary sessions

- A** **Conference room 2**
Sessions A
- B** **Conference room 11**
Sessions B
- C** **Contemplation centre**
Sessions C



CONFERENCE SCHEDULE AT A GLANCE

Tuesday October 21	Wednesday October 22	Thursday October 23	Friday October 24
08:00 - 09:00 Registration & Arrival	08:00 - 08:30 Registration & Arrival	08:00 - 08:30 Registration & Arrival	08:00 - 08:30 Registration & Arrival
09:00 - 10:00 Opening Ceremony	08:30 - 10:10 Plenary Session II <i>[See page 10]</i>	08:30 - 10:10 Plenary Session IV <i>[See page 12]</i>	08:30 - 9:00 <i>A note about Peace and Tourism Research</i>
10:20 - 12:00 Plenary Session I <i>[See page 8]</i>	10:30 - 12:10 Concurrent Sessions 3 <i>[See page 10]</i>	10:30 - 12:10 Concurrent Sessions 5 <i>[See page 12]</i>	9:00 - 10:40 Concurrent Sessions 7 <i>[See page 15]</i>
12:00 - 13:30 <i>Lunch</i>	12:10 - 13:30 <i>Lunch</i>	12:10 - 14:00 Media Luncheon <i>[See page 13]</i>	11:00 - 13:00 Closing Plenary VI <i>[See page 15]</i>
13:30 - 15:10 Concurrent Sessions 1 <i>[See page 8]</i>	13:30 - 15:10 Plenary Session III <i>[See page 11]</i>	14:00 - 15:40 Plenary Session V <i>[See page 14]</i>	13:00 - 14:00 <i>Lunch</i>
15:30 - 17:10 Concurrent Sessions 2 <i>[See page 9]</i>	15:30 - 17:10 Concurrent Sessions 4 <i>[See page 11]</i>	16:00 - 17:30 Concurrent Sessions 6 <i>[See page 14]</i>	14:00 Closing
17:10 - 19:00 Walking tour through Leeuwarden <i>[See page 9]</i>	17:30 Walking from Stenden	18:00 The New Dutch Cuisine Evening <i>[See page 13, 14]</i>	
19:00 Dinner <i>[See page 9]</i>	18:00 Reception at Prinsessehof <i>[See page 11]</i>		
20:15 Reception and Performance <i>[See page 9]</i>			





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