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L&R SOZIALFORSCHUNG

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Vienna, 20 January 2009

Re.: World Heritage Conference, Hallstatt – Dachstein – Salzkammergut, 3 to 5 June 2009

Dear Mr Moufakkir!

The Bad Goisern, Gosau, Hallstatt and Obertraun World Heritage Region is planning to hold a World Heritage Conference with national and international participants in the period from 3 to 5 June 2009.

The World Heritage Conference is being organised as part of a cooperative partnership between all four local authorities and the Inneres Salzkammergut local tourism association, within the framework of the Development of Tourist Model Regions scheme, supported by the Austrian Federal Ministry of Economics and Labour or BMWA. L&R Socialresearch is functioning as the body running the project.

A range of noted speakers will lecture on the opportunities provided by, and limits on, sustainable tourism:

- "For and Against Climate Change" – Prof. Dr. Gerstengarbe from the Potsdam Institute for Climate Impact Research
- "Tourism and Peace"
- "Austria and Its World Heritage Sites"
- "The Labour Market and Tourism"

The event is to be held on an annual basis in future, whilst at the same time providing a prelude to a tourism offensive in the Inneres Salzkammergut region. The eventual aim is to establish the region as a conference destination.

Federal President Dr. Heinz Fischer and other ministers are being invited to assume the patronage of the World Heritage Conference.

We would be honoured to invite you to give the "Tourism and Peace" lecture before an international audience on 4 June 2009.

We enclose the provisional schedule of the World Heritage Conference for your information.

In anticipation of your valued reply, we remain
with kind regards,

Behrouz Sayahpour
L&R Socialresearch