

**1st IIPT European Conference**  
**21/24 Ottobre 2008 presso la Stenden University - Olanda**

**The Conference Program** will feature plenary sessions with Keynote Speakers as well as a series of Concurrent Sessions and workshops with case studies of “Success Stories” and “Models of Best Practice.” The Conference will also feature an Educators Forum and Student Forum.

Plenary sessions will consist of a unique and innovative combination of informative and inspiring Keynote addresses followed by stimulating debate among the Keynote Speakers, and interaction with conference delegates. Plenary panels will include industry leaders from government, the private sector, NGO’s, and Educators to gain insightful cross-sectoral perspectives and creative proposals for future directions and actions.

**Plenary Sessions** and their respective Keynote Speakers are as follows:

**Plenary Session I**

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

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

**Keynote Speakers**

H.E. Maha Khatib, Minister of Tourism and Antiquities, Hashemite Kingdom of Jordan; Amb. Anwarul Chowdhury, Former) UN Under-Secretary-General and High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States; Dr. Christophe Bouvier, European Director, United Nations Environment Program (UNEP), (To be confirmed); Mr. Lelei Lelaulu, President, Counterpart International



*Dr. Noel Brown*



*H.E. Maha Khatib*



*Amb. Anwarul Chowdhury*



*Lelei Lelaulu*

**Plenary Session II**  
**Achieving Greater Societal ROI from Tourism Investments through Enhanced Collaboration of Key Stakeholders**

Hon. Allen M. Chastanet, Minister for Tourism and Civil Aviation, St. Lucia; Dr. V. Morfopoulos, Managing Director, Basic International Development Corporation (BIDC); Mr. John Hummel, Regional Senior Adviser/ Network Leader, Pro-Poor Sustainable Tourism, SNV Asia; Ms. Monique de Greeve, UK and European Director, TourismROI



*Hon. Allen M. Chastanet*



*Dr. V. Morfopoulos*



*John Hummel*



*Monique De Greeve*

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

Mr. Yianis Evangelou, President, Hellenic Association of Travel and Tourism Agencies (HATTA); Mr. Robert Zimmer, President, Zimmer Group International; Ms. Lyndall De Marco, Executive Director; International Tourism Partnership, Prince of Wales International Business Leaders Forum; Mr. Taj Hamad, Secretary General, World Association of NGO's (WANGO).



*Yianis Evangelou*



*Robert Zimmer*



*Lyndall De Marco*



*Taj Hamad*

#### **Plenary Session IV**

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

Hon. Eduardo Jonatão S. Chingunji, Ministre de l'hôtellerie et du tourisme, Republic of Angola ; Hon. Edmond Bartlett, Minister of Tourism, Jamaica; Mr. Luigi Cabrini Director, Sustainable Development, UN World Tourism Organization; Dr. Tom Selänniemi, Chairman, Tour Operators' Initiative for Sustainable Tourism.



*Hon. Eduardo S.  
Chingunji*



*Hon. Edmond Bartlett*



*Luigi Cabrini*



*Dr. Tom Selänniemi*

#### **Plenary Session V**

#### **Educational Foundations for a Collaborative Approach in Bridging the North-South Divide**

Hon. Shasma S. Mwangunga, Minister of Natural Resources and Tourism, United Republic of Tanzania; Hon. Filippe Savadogo, Minister of Culture, Tourism and Communication, Burkina Faso; Ms. Johanna Fragano, President, European Hotel Managers Association (EHMA); Dr. Dallen J. Timothy, Professor of Community Resources and Development; Arizona State University, Editor of the Journal of Heritage Tourism; Dr. Irena Ateljevic, Socio-Spatial Analysis Landscape Centre Environment Science, Wageningen University, the Netherlands



*Hon. Shasma Mwangunga*



*Johanna Fragano*



*Dr. Dallen Timothy*



*Dr. Irena Ateljevic*

## **MEDIA LUNCHEON**

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

Bea Broda, President, Society of American Travel Writers; Thomas Steinmetz, Publisher, eTurbo News; Sandy Dhuyvetter, Travel Talk Media;



*Bea Broda*



*Thomas Steinmetz*



*Sandy Dhuyvetter*

#### **Conference Aim**

Build on, expand, and leverage current North – South, and South – South initiatives towards sustainable tourism development, poverty reduction, and societal betterment.

#### **Conference Goals**

1. Provide a Forum for governments, private enterprise, donor agencies, foundations and NGO's to debate and reach consensus on more effective models of achieving North – South and South – South collaboration towards sustainable tourism development, poverty reduction, and societal betterment.
2. Identify Models of Best Practice in North – South and South – South collaboration in achieving Sustainable Tourism Development
3. Facilitate effective knowledge transfer on Models of Best Practice and state of the art contribution of technology to Sustainable Tourism Development, Community Empowerment, and Destination Marketing.
4. Enhance the role of the Media, and the role of Culture and Sport in nurturing North – South and South-South dialogue, relationships and collaboration.
5. Engage Educators and future leaders of the industry in the debate, and in conducting innovative research that will contribute to enhanced North – South and South – South collaboration towards sustainable tourism development.
6. Identify potential synergies with other industries for sustainable wealth creation, poverty reduction, and societal betterment in the Group of 77 Countries, and particularly Least Developed Countries (LDC's), Land Locked Developing Countries (LLDC's), and Small Island Developing States (SIDS).

## Final Call for Success Stories 1st IIPT European Conference

In addition to plenary sessions with keynote speakers, the conference will feature a series of Concurrent Sessions and workshops where “Success Stories” and “Models of Best Practice” related to the conference theme will be presented – and workshops held to discuss programs and methods by which to gain greater synergies in achieving sustainable development in developing and emerging economies.

Topics to be addressed in the context of “Bridging the North – South Divide through Sustainable Tourism Development” include:

- Gaining greater leverage from North – South initiatives including the roles of Donor Agencies, Foundations, and NGO’s
- South – South Initiatives in Sustainable Tourism Development
- Innovative Initiatives within Developing Countries
- Innovative Private Sector Initiatives
- Recent developments in Micro-Enterprise
- Volunteer Tourism, Philanthropic Tourism, Fair Trade Tourism
- Knowledge Transfer and the Contribution of Technology to Sustainable Tourism Development
- The Role of Culture and Sport

Persons wishing to nominate “Success Stories” and/or “Models of Best Practice” in any of the above topics – or other areas relevant to the above stated goals – are invited to send project or program descriptions to: Amy Sotherden, Email: [amy@iipt.org](mailto:amy@iipt.org) with a copy to [ljd@iipt.org](mailto:ljd@iipt.org)



## Final Call for Papers Educators Forum and Student Forum

As with other IIPT Conferences, a full day Educators Forum – and full day Student Forum will be held on 21 October. Papers, presentations and posters are invited on the topics indicated above, and other areas related to the conference theme. Please provide an abstract of your paper to: Dr. Omar Moufakkir, Lector in Peace through Tourism, Stenden University, Email: [o.moufakkir@chn.nl](mailto:o.moufakkir@chn.nl); with a copy to Ian Kelly, Coordinator, IIPT Educators Network, Email: [iankelly@picknowl.com.au](mailto:iankelly@picknowl.com.au)

Educators are requested to encourage their students to attend and submit papers for the Student Forum. Communication should be made to Anna Krupp, Email: [a.krupp1@chn.nl](mailto:a.krupp1@chn.nl), With a copy to Nishit Charadva, Coordinator, IIPT Student/Youth Leadership Network, Email: [iiptyouth@gmail.com](mailto:iiptyouth@gmail.com)

## IIPT €1,000 Scholarship Student Essay Competition

IIPT will award a €1,000 Scholarship to the inter-disciplinary team of 3 to 5 undergraduate and/or graduate students who write the best paper related to the conference topic:

## **‘Bridging the North-South Divide through Sustainable Tourism Development’**

### **Length of Essay:**

There are no restrictions on the paper length. However, the suggested optimal length is between 2,500 and 3,000 words. Bibliography should be included.

### **Eligibility:**

Each member of the inter-disciplinary team must currently be enrolled as a graduate or undergraduate student through October 2008. Essay must be the result of original scholarly research of significant merit.

### **Submissions:**

Essay Entry Deadline is 12 September 2008.

Submissions in MS Word format should be sent via email to [o.moufakkir@chn.nl](mailto:o.moufakkir@chn.nl), and a copy to [iankelly@picknowl.com.au](mailto:iankelly@picknowl.com.au) with subject: “Essay Entry.”



### **Award:**

The winning team will be announced by 1 October 2008. Members of the winning inter-disciplinary team will have the opportunity to present their essay at the Student/Youth Leadership Forum on 21 October 2008.

The €1,000 Scholarship Award, to be shared among members of the winning team, will be presented at a Special Awards Luncheon at the 1st IIPT European Conference.