



المؤتمر الدولي الرابع  
للسيادة المسؤولة في الوجهات السياحية  
المناطق الطبيعية في سلطنة عمان  
١٠-١٢ أكتوبر ٢٠١٠م - فندق مسقط إنتركونتيننتال

4th International Conference on  
Responsible Tourism in Destinations  
Living Landscapes of Oman  
10-12 October 2010, Muscat Intercontinental

Participating Organizations



Sponsors



## DETAILED PROGRAM

### **Saturday 9<sup>th</sup> October 2010: Early Registration**

Registration desk at the InterContinental Hotel will be opened between 5:00 pm and 8:00 pm for those who would like to register and receive the conference material.

### **Sunday 10th October 2010:**

**8:00: – 09:00: Registration**

**9:00 – 10:00: Conference Opening Ceremony**

- Her Excellency Dr. Rajha Abdulamir Ali Minister of Tourism, Sultanate of Oman
- Mr. Amr Abdel Ghaffar, Representative of the Secretary-General of UNWTO
- Dr. Odeh Al Jayyousi, Regional Director of IUCN
- Mrs. Lamees Daar, CEO Environment Society of Oman
- Dr. Harold Goodwin, ICRT Leeds Metropolitan University

**10:00 – 10:30: Coffee Break & Exhibition Opens**

### **10:30 – 19:00: “ACADEMIC DAY”**

The academic day is devoted to academics and practitioners from around the world to present and discuss papers on the four conference themes in parallel sessions.

**10:30 -14:15: Parallel Session 1/Theme 1: Tourism, Livelihoods, Local Economic Development and Human Resources (Jabrin Ballroom)**

10:30 Heba Aziz, Marike Bontenbal & Dana Sarhan: Living Together? A Case Study on the Inter-Relationship between International Hotel Corporations and Local Communities in the Greater Muscat Area

10:45 Mohammad Bader AL-Badarneh: Tourism Development in Aqaba; New Socio-cultural Aspects

11:00 Niloufar Zarei: Rural Eco-tourism and it's role in sustainable development of Kandovan village

11:15 Martina Shakya: Tourism, Regional Development and Human Capital in Rural Nepal

11:30 Aftab Anwar Shaikh & Porinita S. Banerjee: Agri-Tourism: An Indian Experience

**11:45 – 12:15 Panel Discussion Theme 1**

**12:15 – 12:45 Coffee Break**

**Parallel Session 1 Continued: (Jabrin Ballroom)**

12:45 Allieu B. S. Taal: Socio-Economic Impact Study of Tourism in the Gambia

13:00 Andreas Walmsley & Uta Werner: Putting the Humane Back into Human Resources: Responsible Tourism and the HR Dimension

13:15 Farouk A. H. Attaallah: The Role of Educational Institutions in Greening Education and Ensuring Sustainability: The Case Study of Faculty of Tourism and Hotels, Fayoum University, Egypt

13:30 Hendrie Adji Kusworo: Tourism and Poverty: Searching for Institutional Solutions

**13:45 – 14:15 Panel Discussion Theme 1**

**10:30 - 14:15: Parallel Session 2/Theme 2: Responsible Tourism in a World of Finite Resources**

**(Nizwa/Bahla Room)**

10:30 David Insall: MECA Environmental Guidelines for Tourism-related Development Projects

10:45 Ammar Al Azzeh: Responsible Tourism and Safeguarding Natural Resources

11:00 La Vergne Lehmann: The Problem of Water: Managing a Scarce Resource in an Indulgent Industry

11:15 Sobhi Nasir: Geo-tourism in Oman Mountains: Billions Years of Story of the Earth to Serve Tomorrow

11:30 Graham Miller: Tourism 2023: Four Future Scenarios

**11:45 – 12:15 Panel Discussion Theme 2**

**12:15 – 12:45 Coffee Break**

**Parallel Session 2 Continued: (Nizwa/Bahla Room)**

12:45 Brigida Souza: The Environmental Management's Significance in the Means of Accommodation in Ouro Preto City Through the Perspective of the Managers

13:00 Omar Sakr: Environmental Management in 4 and 5 Star Hotels in Lebanon

13:15 Jaya R. Nadimikere: The Coastal and Marine Tourism in the East Coast of India: Implications to Environmental Impact

13:30 Pascal Abdallah: Clean Mobility – Slow Travel

**13:45 – 14:15 Panel Discussion Theme 2**

**14:15 – 15:15 Lunch Break**

**15:15 - 18:30: Parallel Session 3/Theme 3: Tangible and Intangible Heritage Management in Tourism Destinations (Nizwa/Bahla Room)**

15:15 Yunus Sola: Responsible Tourism in Action: the Case of the Masar Ibrahim Al-Khalil (Abraham's Path)

15:30 Libby Owen Edmunds: Tourism in the UNESCO World Heritage Site of Galle Fort, Sri Lanka: Saint or Sinner?

15:45 Yacoub S. AlBusaidi: Responsible Public Interpretation and Archaeological Tourism in the Sultanate of Oman

16:00 Simon C. Woodward: The Contribution of Local Handicrafts to Responsible Tourism in Emerging Destinations: Challenges and Opportunities

**16:15 -16:45 Panel Discussion Theme 3**

**16:45 – 17:15 Coffee Break**

**Parallel Session 3 Continued (Nizwa/Bahla Room)**

17:15 Victoria Tuzlukova & Rahma Al Mahrooqi: The Landscape of Tourism in Oman within the Context of the English Language

17:30 Ya'qoob S. AlBusaidi: The Intangible Heritage and Heritage Tourism in the Sultanate of Oman

17:45 Mohammadreza Shahidipak: Oman in Travels of Ibn Battutah and Ibn Jobyr in Maritime Silk Route

18:00 Azita Esfandain: Responsible Tourism in Babolsar

**18:00 – 18:30 Panel Discussion Theme 3**

**15:15 - 18:00: Parallel Session 4/Theme 4: Responsible Destination Management (Jabrin Ballroom)**

- 15:15 Heidi Keyser-van der Watt: The Evolution of Responsible Tourism in South Africa
- 15:30 Ken Wood: Engaging with the Corporate Sector for Improved Business Linkages: Lessons Learnt
- 15:45 Nitin Ghorpade & Savita Kulkarni: Sustainable Tourism: A Case Study of Sinhgad, a Historical Tourist Place, District Pune, Maharashtra
- 16:00 Habis Alsamawi: Responsible Tourism in Bahrain

**16:15 – 16:45 Panel Discussion Theme 4**

**16:45 – 17:15 Coffee Break**

**Parallel Session 4 Continued (Jabrin Room)**

- 17:15 Xavier Font: A Review of Marketing Strategies for Responsible Tourism
- 17:30 Mohammad Zahedi: Marketing Mix for a Responsible Muslim Destination
- 17:45 Andrea Wenke & Suleiman Al Alawi: Mountain Biking Events as Catalyst for Tourism
- 18:00 Toney K. Thomas: The Impression of Responsible Tourism

**18:15 – 18:45 Panel Discussion Theme 4**

**18:45 Close of the Academic Day**

**19:00 – 20:00 ICRT Forum**

The forum will be moderated by Harold Goodwin - International Centre for Responsible Tourism, Leeds Metropolitan University. It provides an opportunity to discuss informally the latest international developments in Responsible Tourism and to reflect on the day's academic papers and the reports on progress in Responsible Tourism.

**Monday 11th October 2010 (Jabrin Ballroom)**

**8:00 – 8:45 Registration**

**8:45 – 9:00 Introduction of the Business and Government Days**

**9:00 – 11:45 Theme 1: Tourism, Livelihoods, Local Economic Development and Human Resources**

Moderators: Adama Bah & Amina Abdullah Al Balushi

9:00 Harold Goodwin: Taking Responsibility for Improving Local Livelihoods

9:15 Amina Abdullah Al Balushi: Towards a National Strategy for Human Resources Development in the Tourism Sector for Oman

9:30 Adama Bah: Tourism, Local Economic Development and Livelihoods in The Gambia

9:45 Venu V.: Local Economic Development and Livelihoods in Kerala

**10:00 – 10:15 Open Discussion on Theme 1**

**10:15 -10:45 Coffee Break**

**Theme 1 Continued**

10:45 Abdulla Al Shidi: The Wave Muscat – Social Responsibility

11:00 Ahoud Said Al Balushi: The Socio-economic & Cultural Context of Tourism Development in Al Jabal Al Akhdar

11:15 Anne-Maria Makela: ST-EP Project Case Study: The Mekong Discovery Trail (Cambodia)

**11:30 – 11:45 Open Discussion on Theme 1**

**11:45 – 13:45 Theme 2: Tangible and Intangible Heritage Management in Tourism Destinations**

Moderator: Graham Brooks

11:45 Graham Brooks: Communicating Heritage: a UNWTO Manual for the Tourism Sector

12:00 Saif Al Rawahi: Oman’s Heritage: Case Study of Khasab Fort

12:15 Maho Sebiane: From Safeguarding Intangible Heritage to Responsible Tourism, Experience from the Sultanate of Oman

**12:30 -12:45 Open Discussion on Theme 2**

**Theme 2 Continued**

12:45 Sarah Kneebone: The Role of Oman Botanic Garden as a Site for Responsible Tourism

13:00 Peter Farrington: The Rock Garden at Ad Duqm: A Potential Model of Sustainable Heritage Development

13:15 Sharhabeel Madi: The Petra Experience – Jordan

**13:30 -13:45 Open Discussion on Theme 2**

**13:45 – 14:45 Lunch Break**

**14:45 – 15:45 Working Group Discussions on Themes 1 (Jabrin Ballroom) & 2 (Nizwa/Bahla Room)**

**16:00 – 18:00 Muscat City Tour** (free, registration required)

**20:00 – 22:00 Welcome Reception**

## **Tuesday 12th October 2010 (Jabrin Ballroom)**

### **9:00 – 11:30 Theme 3: Responsible Tourism in a World of Finite Resources**

Moderators: Luigi Cabrini & Ali A. Al Kayoumi

9:00 Luigi Cabrini: Tourism and the Environment: Threats and Opportunities

9:15 David Owen: Global Partnership for Sustainable Tourism

9:30 Susanne Becken: The Implications of Peak Oil for the Travel and Tourism

9:45 Henricus Verhaar: Improving Energy Efficiency in the Hotel Sector

### **10:00 – 10:15 Open Discussion on Theme 3**

### **10:15 – 10:45 Coffee Break**

### **Theme 3 Continued**

10:45 Wael A. Al Lawati: Developers Taking Responsibility for Hotel Sustainability in a Finite World

11:00 Ramón Davila: Sustainability in Golf Courses in Andalusia, Spain

11:15 Chris Johnson: The Jordan Story: Tourism as an Instrument for Biodiversity Conservation and Socio-economic Development

### **11:15 – 11:30 Open Discussion on Theme 3**

### **11:30 – 14:30 Theme 4: Responsible Destination Marketing and Management**

Moderator: Escencan Terzibasoglu

11:30 Escencan Terzibasoglu: Keys to Maintain a Sustainable Competitive Advantage in Destinations

11:45 Odeh Al Jayyousi: Ecotourism as a Model for Sustainable Development

12:00 Fiona Jeffery: The Role of Trade Shows: World Travel Market and World Responsible Tourism Day

12:15 Nombulelo Mkefa: Advances in Responsible Tourism in Cape Town: Local Government Taking Responsibility

### **12:30 – 12:45 Open Discussion on Theme 4**

### **12:45 – 13:15 Coffee Break**

13:15 Salem A. Al Mamari: Destination Marketing of the Sultanate of Oman

13:30 Greg Anderson: The 100% Pure New Zealand Campaign Attracting the Tourists You Want

13:45 Sushant Pawar: Park Inn, Muscat

14:00 Anmish Ghatak: Ecotourism at Ras Al Jinz

**14:15 – 14:30 Open Discussion on Theme 4**

**14:30 – 15:30 Lunch Break**

**15:30 - 16:30 Working Group Discussions on Themes 3 (Jabrin Ballroom) & 4 (Nizwa/Bahla Room)**

**16:45 – 17:15 Closing Session**

Reflections on the Conference Themes and the outcomes of the Working Groups

Ministry of Tourism Oman's Sustainable Tourism Policy and Reflections on the Conference

Invitation to the Fifth International Conference on Responsible Tourism in Destinations, Canada June 2011

**17:15 Conference Closes**