



**Abu-Jaber, Sultan (H.E.)**

Mr. Sultan Abu-Jaber has served as the Secretary General for the Ministry of Tourism and Antiquities since 2001. Prior to assuming that role he was operating a private business in industry and communications during which he played a role in several communications projects for His Late Majesty King Hussein of Jordan.

Abu-Jaber was born in Amman, on March 17, 1953. He earned a Bachelor's degree in business administration from the American University in Beirut in 1977. Immediately after he graduated, Mr. Abu-Jaber has worked for the Middle East Airlines of Lebanon as Station Manager.

In 1988 Mr. Abu-Jaber took a position in Gulf Air as a Regional Manager. Based in Amman, he was responsible for the operations of the then 4-state owned carrier in Jordan, Syria and Lebanon.

He also serves in a leadership position for a number of Jordanian organizations, including Deputy Chairman of the Petra Regional Authority and Deputy Chairman of the Tourism National Council of Jordan. He is Chairman of the Jordan Tourism Committee and a member of the board of trustees for the Jordan Valley Authority and the Civil Aviation Authority. His Excellency Mr. Abu-Jaber is married with four children.

**Aguilá, Asunción**

A Spanish citizen, joined the Inter-American Development Bank in 1977. She holds a Master of Science in Economics from the London School of Economics, and degrees in economics and business from the University of Barcelona. Currently, she is the Division Chief for Environment and Natural Resources of the Regional Operations Department 1 (Brasil, Argentina, Uruguay, Paraguay, Bolivia and Chile). The Division's sectoral work includes agriculture, environment, water and sanitation, and both tourism and historical heritage. Currently, under her direct supervision, there are tourism loan programs being prepared in Brazil and Argentina.

**Arze, Marcelo**

Born in La Paz, Bolivia on may 24th 1971, his academic background is Tourism Administration, with an specialization in ecotourism and, in Business administration, it also includes an expertise in rural community development. He was the tourism unit's

chief at some government institutions. He had worked as manager in private companies specialized in Adventure and Ecotourism. He is actually working for Conservation International as ecotourism specialist, where making the tourism strategy for protected areas and developing a Community Based Ecotourism company named "Kawsay Huasi" is part of his task.

### **Baylocq, Jean-François**

Coordinator of the UNCTAD's E-Tourism initiative. He joined the United Nations in 1986. Since then, he has been involved in global ICT-centric technical assistance projects such as the Automated System for Customs Data Management (ASYCUDA), a customs reform and modernization programme, and the Global Trade Point Network (GTPNET), currently run by the World Trade Point Federation. He holds Msc degrees in Economics and in Information Systems.

### **Bédard, François**

Professor in the Department of Tourism and Urban Studies at the School of Business Administration, Université du Québec à Montréal (UQAM). He is the founding scientific director of the LABTIC, a UQAM School of Business Administration-based R&D laboratory for adaptation to information technology in the university milieu. He is also director of the International Centre for Education and Research in Tourism and liaison officer between UQAM and the World Tourism Organization (WTO). Since April 2000, he has been an adviser on new technologies at WTO.

### **Benini, Emanuela**

Currently in charge of the Regional Office of the Italian Development Cooperation (IDC) for Central America & the Caribbean, in Guatemala City. Our work is organised through 3 Networks - Rights (economic & social inclusion of youth, women), Food Security, 'Territorial' Development (decentralisation, participation, income-generation, community-based tourism - an issue raised recently within the IDC due to the experiences developed in/by Italy through Regions, Ngo's, Fair Trade, etc...  
A Roman-born Italian, Emanuela has lived in Paris through school and University (Law). Before joining the IDC in Rome (1984), she was a JPO in T&T.

### **Béville, Gilles**

MS Contemporary History, DESS Information, Institute for Political Studies Paris.  
22 years of experience implementing information systems in various African countries: medical research Gabon, (Centre International de Recherches Médicales de Franceville), research in social sciences and civil society Gabon (Centre International des Civilisations Bantu), interdisciplinary research in Guinea (Centre de Documentation Universitaire Scientifique et Technique de Conakry), information systems for private business in Madagascar (Centre d'Information Technique et Economique de Tananarive). Since 2000, responsible for the design of policies in the French Ministry of Foreign Affairs to support small-scale enterprises and the development of economies for improving social livelihoods based on solidarity (fair trade, ecotourism, corporate social responsibility). Coordinator of the French National Programme on Fair Trade.

**Blangy, Sylvie**

Consultant in ecotourism and sustainable tourism working for various European and North American donor and developing agencies worldwide. Sylvie is currently under contract with GTZ and the French Ministry of Foreign Affairs to facilitate the establishment of a European network on Development Assistance and Sustainable Tourism in Europe and to strengthen the cooperation at the country level. Sylvie seats on the board of The International Ecotourism Society. She is a member of Ecotrans, a network of 25 sustainable tourism European experts. Sylvie is completing a PHD on "*Ecotourism, indigenous communities, land management and conservation of biodiversity*".

**Carlisle, Les**

Les grew up in the country town of Nelspruit close to the Kruger National Park in South Africa. This was followed by 10 years in the professional game capture and translocation industry. Les then joined CC Africa to build the Phinda Game Reserve and Initiated the Phinda Community Development Programme. More than R12 million worth of class rooms, Clinics, pre primary projects, Water projects, Community Production Centres built in twelve years. Les has been Eco-Tourism specialist at 4 Regional World Tourism Organisation (WTO) conferences Currently hold the position of Group Conservation Manager at the Conservation Corporation Africa.

**Chaves, Luis G,**

Twenty years of experience and exposure to the tourism and travel industry in more than 20 countries in the areas of tourism planning and product development, marketing and operations, human resources development and training, for National and Regional Tourism Boards and the private sectors. Specialized in the field of sustainable tourism, the development of cultural tourism, "ecotourism" and more lately in "eco-ethnic tourism". Eight years international experience with UNDP programmes, WTO, ADB, and WB Global Environmental Funds systems as an expert in technical cooperation projects and their implementation in developing countries, in Asia, the Caribbean and Central and South America. Mr Chaves assists educational institutions in the development of course Syllabus and tourism programmes as a trainer and educator in different institutes and Universities in Europe lecturing mainly as senior on sustainable tourism development and planning. Presently holds the position of Director for International Projects for THR Internation Tourism Consultants based in Spain.

**Christie, Iain**

Mr. Christie consults on tourism and enterprise development for strategic growth and economic diversification. Prior to 1999, he was a manager and adviser at the World Bank. He led preparation of the WB's Africa private sector strategy in 1997, its framework paper "Tourism In Africa" in 2000 and regularly publishes on tourism issues. Mr. Christie joined the Bank in 1972 as a financial analyst and has covered tourism, infrastructure, finance and enterprise development. Mr. Christie has been a hotel manager (US and Europe), assistant professor at Michigan State University and a management consultant in New York. He attended Strathclyde University and has graduate degrees in economics and business from New York and Michigan State Universities, respectively.

**Cooper, Chris**

Chris Cooper is Foundation Professor and Head of the School of Tourism and Leisure Management at The University of Queensland, Australia. He has a PhD from University College London and worked in market planning and research for the tourism industry before entering higher education. He has authored a number of leading tourism texts and is co-editor of 'Current Issues in Tourism'. Chris Cooper has worked closely with the World Tourism Organization helping to raise the profile and standards of tourism education globally and is Vice Chair of the WTO's Education Council. He has acted as a consultant and researcher in every region of the world.

**De Pierrefeu, Thierry (H.E.)**

Studied at France's Ecole de Hautes Etudes Commerciales earning a Master's degree in Finance. He is multilingual and is highly persuasive about the vision he has for the tourism future of Honduras. He's Thierry de Pierrefeu, and he is Honduras' Minister of Tourism. He is determined to put his country on the world tourism map- to raise international awareness of all Honduras offers to see and to do. He knows new investment is needed, in infrastructure as well as hotels, he knows, too, what kind of climate will get people to invest in facilities that cannot be packed up and moved away overnight, and he is one of the small handful of government tourism leaders worldwide whose official policy includes an entire section devoted to protecting the well-being of – the tourist! De Pierrefeu's first job after returning to Honduras was with Grupo Midence, a holding company involved in several Central American countries. His entrepreneurial spirit brought him into tourism. He formed a partnership with the renowned hotel firm, Kempinski, to build the first beachfront hotel operated under their brand in the Americas. The imagination, energy and leadership that De Pierrefeu had shown in business and philanthropy were put to work last year in the successful Presidential campaign of Ricardo Maduro.

**Dho, Young-Shim (H.E.)**

Ambassador Dho Young-Shim studied at the Universities of Wisconsin and Oklahoma, and the Sorbonne and Seoul National Universities, including earning a M.A. degree in Public Administration. From 1979 to 1985 she served the National Assembly of the Republic of Korea in various internationally-oriented roles, including Chief of Staff of the Foreign Affairs Committee. In 1985 she was a U.S. Congressional Fellow, and in 1989 a Fellow at the Center for Strategic and International Studies (CSIS). From 1988 to 1992 she served as a Member and Vice-Chairman of the Foreign Affairs Committee of the Republic of Korea National Assembly. From 1992-1996 she was President of the Institute of Korean-American Affairs in Seoul. From 2000 to 2003 she was the Chairperson of the Organizing Committee for Visit Korea Years 2001-2002. In 2003, President Roh Mu-hyun appointed her as Korea's Ambassador of Cultural Cooperation. She is now serving on the Boards of the International Federation for Choral Music, the Korea National Tourism Organization, the Pacific Asia Travel Association and the Seoul Tourism Association. She is now also Chairperson of the Korea Culture and Tourism Policy Institute of the Ministry of Culture and Tourism, and Representative of the Korean side of the Board of Governors of the UN-WTO STEP Foundation.

**Drumm, Andy**

Senior Ecotourism Specialist, The Nature Conservancy (TNC), Environmental and ecotourism specialist with 17 years experience in both private and non-profit sectors principally in Latin America and the Caribbean. Coordinated multi-sectoral alliances for conservation, created award-winning ecotourism business. Joined TNC in 1998 and has developed a tourism-based income generation initiative for conservation finance at protected areas in Mexico, Belize and Bolivia, tourism planning and management tools and provided technical assistance on ecotourism business development and tourism management in protected areas to partner organizations internationally. Publications produced for the Conservancy include: Ecotourism Development, A Manual for Conservation Planners and Managers Volume 1 An Introduction to Ecotourism Planning by Drumm and Moore, 2002 ...Volume 2 The Business of Ecotourism Management and Development by Drumm, Moore et al, 2004

### **Edwards, Stephen**

Responsible for the management and programmatic aspects of CI ecotourism projects in the Andes Region. He works collaboratively with CI's country programs and partners in Venezuela, Colombia, Ecuador, Peru and Bolivia. Mr. Edwards has overseen ecotourism projects in Latin America, Asia, and Africa, has facilitated numerous workshops, given presentations at international conferences, and is author of several publications on ecotourism, policy, communities, and protected areas. Mr. Edwards received his bachelor's degree in environmental studies and economics from the University of California, Santa Cruz, and his master's degree in resource recreation and tourism from the University of Idaho.

### **Elliott, Sheryl**

Dr. Elliott is the director for the Bachelor of Business Administration (BBA) degree program's Sport, Event & Hospitality Management Field Concentration. She is a founding member of the Board of Directors for the Pan American Federation of Hotel and Tourism Schools. She frequently provides interviews on tourism and travel safety for national television new programs including CNN, NBC and Bloomberg News. Dr. Elliott launched one of the first online course for GW in 1997 and was instrumental in developing the AMTA online degree program. Dr. Elliott has produced seven videos on topical issues in tourism and has been a contributing author to the following publications: Annals of Tourism Research, World Travel and Tourism Review, Tourism Management and Papiers de Tourism.

### **Fayos-Solà, Eduardo**

Prof. Eduardo Fayos-Solà has been Director of Human Resource Development at the World Tourism Organization (WTO) since 1994. He is also the President of the WTO.Themis Foundation for Quality in Tourism Education and Training. From 1991 to 1994 he was the Director General of Tourism for Spain, in the Ministry of Industry, Commerce and Tourism. He has been Professor of Applied Economics and Economics of Tourism at the University of Valencia (Spain) since 1977 and previously was Assistant Professor of Economics of Development at the University of Stockholm (Sweden). He was Director General of the Tourism Institute of Valencia (ITVA) for six years, from its foundation in 1985, where he developed tourism policy for the Government of the Region of Valencia. Professor Fayos-Solà was Vice-President of the Official Tourism School of Spain from 1991 to 1994 with responsibility for the Spanish tourism education

system. He was also Director of *Tourism Studies* and *Tourism Papers* professional journals and, at present, serves on the Editorial Board of *Annals of Tourism Research* and *Pacific Tourism Review*. He has also served as Associate Editor of *The Encyclopedia of Tourism*. He is the author of numerous books, articles and research studies on subjects concerning tourism economics. At present he is involved in a European *Eureka* Project on the application of Artificial Intelligence (Computer Science) to Tourism Destination Management. Eduardo Fayos-Solá received a Doctorate in Economics from the University of Valencia and a Master in Economics from the University of Stockholm. He is a member of the International Academy for the Study of Tourism. He has also been a member of the Board of Directors of firms such as Transmediterránea, Banco Hipotecario and the Sociedad Estatal Quinto Centenario. Among the awards he has received is the Knight of the Order of Civil Merit of Spain.

### **Georgieva, Kamelia**

Holder of degrees in social and environmental sciences, currently completing her Ph.D in Environmental Education. She has 16 years of extensive professional experience both within and outside Bulgaria, specialised in ecotourism strategic planning, institutional development, capacity building, public awareness programs, public participation and environmental education in the field of biodiversity/ protected areas conservation. She has rich experience in the design, management and evaluation of sustainable development projects, in protected areas management planning. She was the coordinator of the National Ecotourism Strategy and Action Plan for Bulgaria.

### **Goodwin, Harold**

Director of the postgraduate International Centre for Responsible Tourism at the University of Greenwich. He has worked as a consultant and researcher for the World Tourism Organization, the Department for International Development, the European Union, the World Bank, Scott Wilson, KPMG, Deloitte & Touche and the International Trade Centre. He wrote a briefing paper for DFID on Tourism and Poverty Elimination in 1998 which led to the CSD7 Pro-Poor Tourism initiative by DFID in 1999. He is a member of the Pro-Poor Tourism Partnership ([www.propoortourism.org.uk](http://www.propoortourism.org.uk)) He drafted the WTO's 2002 Report on Tourism and Poverty Alleviation.

### **Gwynne, John A.**

The Wildlife Conservation Society's Chief Creative Officer/VP for Design, heads an award-winning team of architects, landscape architects, educational interpreters, graphics and exhibit planners. His research for illustrating his international bird guides, national park interpretive centers as well as expertise with wildlife-based educational tourism bringing millions annually to New York's zoos provides a unique "visitor-experience" orientation to ecotourism. His teams' close work with WCS's renowned field scientists, with neotropical rainforest tourism architects and with multiple NGO's working jointly in Gabon is assisting the president's office there to create a dramatic plan for sustainable ecotourism in Gabon's new national parks.

### **Hannoun, Claude**

During my professional activity in research and teaching as a Professor at the Institut Pasteur in Paris, I had to travel and work in Europe and in Africa. My scientific activities

were oriented towards studies on viruses, yellow fever and respiratory viruses. Development of surveillance networks for early detection of epidemics, and control of diseases by vaccines and antivirals were my major subjects of interest. After retirement from active duty (1994), I had the chance to travel with *Tourisme & Développement Solidaire*, an association of which I later became the Chairman (2002).

### **Honey, Martha**

Executive Director of TIES and Center for Ecotourism and Sustainable Development (a joint project of the Institute for Policy Studies and Stanford University). She has written and spoken widely on ecotourism as a tool for development and conservation and on certification, including *Ecotourism and Certification: Setting Standards in Practice* (2002), *Ecotourism and Sustainable Development: Who Owns Paradise?* (1999), and *Protecting Paradise: Certification Programs for Sustainable Tourism and Ecotourism* (2001, with Abigail Rome). In 2000, she organized the first ever-international conference on “green” tourism certification that took place at the Mohonk Mountain House in New York. For twenty years she worked as journalist, based first in Tanzania and then in Costa Rica. She holds a Ph.D. in African History from the University of Dar es Salaam, Tanzania, and is a Fellow at the Institute for Policy Studies.

### **Ielmoli, Sabrina**

Training Officer within the Human Resources Development Section of UNCTAD. She joined the United Nations in 1999 and has been working with the **TrainForTrade** programme for training and capacity building activities. She is in charge of technical assistance activities for African countries and monitors course development in various fields of international trade and investment, among which sustainable tourism for development issues. She holds an advanced university degree in International Relations.

### **Jacobs, Noel**

Noel D. Jacobs was born in Belize, Central America on 23 December, 1967. Noel holds a Bachelor of Science Degree in Aquacultural Engineering from the *Instituto Tecnológico del Mar* in Guaymas, Mexico and a Master of Science Degree in Marine Biology from the Centro de Investigación y de Estudios Avanzados (CINVESTAV) del *Instituto Politécnico Nacional* of Mexico. Recent courses attended in ‘Leaders in Development: at John F. Kennedy School of Government and ‘Negotiation and Decision Making Strategies’ at Columbia University. He was responsible for the design and preparation of the multi-sectoral/multi-disciplinary Mesoamerican Barrier Reef Systems Project (MBRS) of the World Bank/GEF; of which he is presently the Regional Director.

### **Jamieson, Walter**

Walter Jamieson, Dean of the School of Travel Industry Management at the University of Hawai'i at Manoa has been involved in a significant number of international academic as well as consultancy activities over the last 30 years. His consultancy activities include working with the World Tourism Organization, ESCAP and UNESCO. As a team leader and a team member he has participated in over 70 international research and consultancy projects. He has published and presented widely and is solely or jointly responsible for over 135 publications, papers, presentations and outreach lectures.

**Jenks, Brett**

Brett Jenks is the President and CEO of Rare, a nonprofit environmental organization whose mission is to protect wildlands of globally significant biological diversity by empowering local people to benefit from their preservation. Under his leadership, Rare has grown four-fold in the last four years, while becoming a key partner of The Nature Conservancy, Conservation International, UNESCO, and AVEDA.

Brett has worked in the field of conservation and education since 1992. Brett developed Rare's *Nature Guide Training Course*, which has trained hundreds of local environmental entrepreneurs in Mexico, Central America, and South Africa since it began in 1995. Prior to his work with Rare, Brett served as the Costa Rica Program Director for WorldTeach. He has also worked as a journalist and filmmaker.

Brett graduated magna cum laude from the University of Massachusetts. He holds an M.B.A. (beta gamma sigma) from Georgetown University.

**Jones, Brian**

Brian Jones is the Senior Community-based Natural Resource Management (CBNRM) Technical Advisor to USAID in Namibia. He has been an independent environment and development consultant specializing in policy issues. He also previously coordinated the CBNRM program of the Namibian Ministry of Environment and Tourism including the development of CBNRM policy and legislation. In 1997 he was part of a German Government initiative to develop the Berlin Declaration on Sustainable Tourism and Biodiversity Conservation. He has written several journal articles and research papers on CBNRM and community-based tourism.

**Kacimi, Hassan (H.E.)**

Mr. Hassan Kacimi is born in 1946 in Morocco, is presently Undersecretary of Ministry of Tourism, Handicraft and Social Economy (Tourism Department) since October 2000. Prior to his current position, Mr. Hassan Kacimi earned a bachelor's degree in English by 1966 followed by several training sessions in economics and management studies. Mr. Hassan Kacimi occupied various functions in the Office Chérifien des phosphates, a leading firm in the world (1969 to 1974) particularly in the Department of training for executive managers. From 1974 to 1977, he integrated the Crédit Immobilier et Hôtelier Bank : First as the Administrative Director and later on as Development Director. He was also General Director of several subsidiary companies of the Consortium Maroc-Koweïtien de Développement -CMKD- (1977 to 1996), which deals with investments and tourism promotion and afterwards Director General for tourism and house developing programs of the holding. Between 1996 and 2000, Mr. Kacimi was Chairman of an export family company. Mr. Kacimi is member of the Boards of the National Railway Company, Royal Air Maroc and Moroccan National Tourist Office.

**Lima de Zapata, Kenia**

Kenia Lima de Zapata is the Vice President for Marketing in the Honduras Institute of Tourism (IHT), the national organization leading the industry's impressive growth and diversification. Under her guidance, Honduras has developed strategies for increasing tourism demand, including the innovative SAVE strategy. She is the official Honduran delegate to the Mundo Maya Organization, which unites the five countries that share

Mayan heritage to develop tourism. She is the longest serving member and founder of the Tourism Marketing Committee of Central America and Mundo Maya, and serves on the Executive Committee of the Central American Tourism Council.

### **Lipman, Geoffrey**

Geoffrey Lipman is Special Advisor to the Secretary General World Tourism Organization. He is Chair of GREEN GLOBE 21 the sustainable tourism certification group and of GREEN GLOBAL VILLAGE its consultancy arm. He was the first President of the World Travel & Tourism Council (WTTC), the global business leaders forum. Between 1990 and 1999 he shaped its agenda during its growth from 10-100 members and the positioning of Travel & Tourism as the world's largest industry as well as its Millennium Vision for open markets, elimination of barriers and sustainable development.

Geoffrey Lipman spent: 20 years with the International Air Transport Association (IATA), where he was Chief of Staff and Head of Government Affairs, later as Executive Director of IFAPA, a foundation representing passengers & as partner in Global Aviation Associates, a strategic airline consultancy specialising in government relations and competition matters. He has written and lectured around the world on tourism strategy, sustainability and airline liberalization, co-authored books on opening up European Aviation and established a Think Tank on Free Trade in the Air. He initiated and shepherded the WTO's ST-EP program designed to apply sustainable tourism to the elimination of Poverty.

### **Manning, Edward**

Dr. Edward W. (Ted) Manning is Lead Expert, WTO program on Indicators of Sustainable Development for Tourism Destinations. He is President of Tourisk Inc., a Canada based international consulting firm specializing in destination planning and risk management. Past posts include Director, Sustainable Tourism, Tourism Canada, and Associate Director of Sustainable Development, Environment Canada. He has managed sustainable tourism projects in more than 40 countries. Since 1990 he has also been an Adjunct Research Professor in the Geography Department of Carleton University and since 1992, Associate Director of the Centre for a Sustainable Future for the Foundation for International Training.

### **McGuinn, Jennifer**

Jennifer McGuinn is Head of Environmental Policy and Local Initiatives Programme at the REC. She is responsible for the strategic leadership and management REC's department dealing with environmental financing, environmental assessment, local and regional development, biodiversity and rural development, ecotourism, and the integration of environmental concerns into sectoral policies. She has extensive experience with the management and supervision of large technical assistance and research projects, especially those implemented across multiple countries of Central and Eastern Europe (CEE). She has worked for ten years in Central and Eastern Europe, primarily in the Czech Republic, Macedonia, Poland, Romania, Russia, Serbia and Montenegro and Slovenia. Formerly, she worked on USAID-funded projects assisting local and national governments to prepare, analyze, and finance environmental investment projects. Jennifer has a BA from Georgetown University and MA in International Economics with a specialization in Russian and East European Studies

from George Washington University. She also holds a Professional Certificate in Environmental Management from George Washington University.

**Meade, Bill**

Bill is a Vice President with PA Government Services in Washington, DC. He heads PA's environment and tourism unit in the Infrastructure and Development Services practice. He has 20 years international experience and has led assignments supporting government agencies in the design and implementation of environmental impact assessment, environmental management, sustainable tourism, ecotourism and tourism planning. He is currently project director for multi-year USAID-funded programs in Egypt, Jamaica and the Eastern Caribbean working at both the property level as well as the destination level, where he has spearheaded the introduction of voluntary environmental management systems (EMS) certification.

**Méndez Jiménez, Pilar**

Pilar Méndez entered the Spanish Foreign Service in 2000. As diplomat she has worked in the multilateral field within the OSCE and the EU. During the last Spanish Presidency of the EU she was in charge of the coordination of diplomatic liaisons officers of European Heads of State and Government. In 2002 she began an assignment in Haiti as first secretary and consul in the Spanish Embassy in Port-au-Prince, where, among other activities, she represented Spain in the preparatory work of the International Donors Conference for Haiti, held in July 2004. Since then she is Chief of Cabinet of the General Director of Cooperation with Latin America, in the Spanish Agency for International Cooperation (AECI).

**Mendonça, Erico**

54 years old, Architect with a Masters in Business Administration. A graduate from the Federal University of Bahia, Brazil, he has been working for the State of Bahia Tourism Authority since 1973. Currently, he is the Investment Superintendent for Tourism Development Zones at the Secretariat of Culture and Tourism. As such, he is in charge of coordinating the Bahia State Tourism Development Program, a large-scale development project funded by the Inter-American Development Bank for the Brazilian Northeast.

**Mileva, Mira**

Mira Mileva is an expert in biodiversity and nature conservation with Master Degree in Biology from the Sofia University, Bulgaria. She is a project manager at REC, since 1998 and is responsible for a number of international projects funded by the EU and other donors. She has an extensive experience in working with international nature conservation organizations – Biodiversity Service a joint initiative between UNEP, IUCN, ECNC and REC. Prior to joining REC team she was a senior officer at the National Nature Conservation Service at the Ministry of Environment, Bulgaria, dealing with elaborating of a National Biodiversity Strategy, National Wetland Plan, CORINE Biotope project, and was involved in elaboration of a wide range of national nature conservation policy documents.

**Milton, Tom**

Tom Milton is a Senior Investment Officer in IFC. He has worked for 15 years in IFC's Africa department, including a spell as the Regional Representative for Southern Africa based in Harare. For the last two years he has led a small team trying to improve the prospects for tourism investment in Africa. The SEATIP program in Mozambique is one aspect of that work.

Tom is a British national. He holds an MA in Mathematics from the University of Edinburgh and an MBA from Strathclyde. He has been with IFC for 24 years.

**Morris, Jennifer**

Jennifer Morris, has been the Verde Ventures Fund Manager at Conservation international (CI) since 2000.

Prior to this position, Jennifer assisted CI's local global partners to analyze, structure and develop community-based conservation enterprises. Jennifer managed market and product development for 11 products produced by CI local partners in 7 countries and in several industries.

Prior to joining CI, Jennifer worked as a business development consultant with a micro-finance institution and has lived and worked in Africa, Asia and Latin America. Jennifer has a BA in Political Science from Emory University and a Masters in International Affairs from Columbia University.

**Murphy, Vince**

Vince Murphy has been dedicated to the promotion and conservation of Honduras' diversity since he served there in the Peace Corps in 1988. The country's first nature photographer, he has traveled to every corner of his adopted home. He has carried out numerous documentation and promotion components for diverse development projects. With his wife he founded a Honduran publishing company, ECOARTE, and he served as the Creative Director for the Honduras Institute of Tourism (IHT). He is currently the Director of the Honduras SAVE Program in Washington, DC.

**Ntšinyi, Lebohang (H.E.)**

Minister Lebohang Ntšinyi was born on 29 July 1947 in Maseru, Lesotho. Her career in tourism started about three decades ago following her successful completion of a training programme in tourism management in Austria, Europe. She further sharpened her career in tourism at WTO in Madrid, Spain in 1973 and 1989; West Germany from 1976 to 1978; and Great Britain in 1989.

In Lesotho, Ms. Ntšinyi worked for two key tourism institutions. From 1978 to 1984 she worked for the Lesotho National Tourist Office as the Acting General Manager, and was with the Lesotho Tourism Board as the Marketing Manager from 1984 to 1991.

In addition to her successful career in tourism, for many years Ms. Ntšinyi actively served His Majesty's Government as Ambassador in Germany, France, Austria and The Holy See for seven years. She was eventually appointed Minister for Tourism, Environment and Culture in 2001.

**Osta, Ibrahim**

Mr. Osta is business management and economic development specialist. Currently leads the Business Management Initiative of the USAID-funded Jordan Achievement of

Market-friendly Initiatives and Results (AMIR) program implemented by Chemonics International. His responsibilities include promoting the Jordan–US Free Trade Agreement, supporting Jordan’s economic growth strategy, and strengthening Jordan’s tourism. Under USAID’s sponsorship, he led the development of Jordan’s national tourism strategy, adopted in May 2004. M.A. in international development from the American University in Cairo and a B.A. in business administration from the University of Michigan

**Pandey, Rabi Jung**

Rabi Jung Pandey is the National Programme Manager of the Tourism for Rural Poverty Alleviation Programme (TRPAP). Working at various capacities, as tourism expert, researcher, he has contributed to the Nepalese tourism industry substantially. With almost 20 years of vast experience in tourism, he joined the multi funded tourism project managed by UNDP in 2001. Since then, he has been working towards bringing sustainable rural tourism development in six rural areas with forty-eight village development committees of Nepal. He holds MSc degrees in Business Management and Tourism Management from the University of Surrey, U.K.

**Pavy, Jean Michel**

Jean-Michel Pavy is a biodiversity conservation staff at the World Bank in Lusaka, Zambia. He spent the last ten years in West Africa working on the development and implementation of biodiversity conservation projects in various countries focusing Cote d’Ivoire, Mali & Burkina Faso. The trust of his work is on national reforms for protected areas management and communal or community-based land planning and capacity building for biodiversity conservation. Jean-Michel has recently moved to Lusaka where he will contribute to similar issues in Zambia, Mozambique and other countries with an increasing focus on tourism development. Jean-Michel holds a master in Conservation Biology and a Master of Environmental Engineering, both from the University of Maryland.

**Pedersen, Art**

Arthur Pedersen works with UNESCO’s World Heritage Centre (WHC) on visitor management and tourism issues and is responsible for developing the World Heritage Centre’s Sustainable Tourism Programme. He is currently the WH representative for the UNESCO, UNEP, RARE project entitled, "Linking Biodiversity Conservation and Sustainable Tourism at World Heritage Sites".

**Raposa, Sarah**

Since 2002, Sarah has been at CELB focusing in the Caribbean and Andes, engaging cruise lines, hotels, and tour operators in local sustainability issues. Globally, Sarah’s focus is encouraging marine recreation providers to improve their environmental performance, and managing the creation of sustainability guidelines for hotel siting, design, and construction.

Previously, Sarah worked at CERES where she launched the Green Hotel Initiative—catalyzing the industry to improve its environmental performance through market demand and disclosure—and managed the development of sustainability reporting

guidelines for tour operators under the Global Reporting Initiative. Sarah graduated from Cornell University with a B.S. in Natural Resources.

**Rodon, Angela I. Comas**

Mrs. Angela I. Comas Rodón leads the Office of Research and Development of the Government of Puerto Rico Tourism Company since it was established in 2002. In 1984, she graduated from Georgetown University where she double majored in the fields of Economics and Government. She holds a Masters degree from this university, George Washington University, in Travel Administration and Tourism Development and courses of Continued Education in Ecotourism. Her professional career started in 1985 as the Sales Manager of the Mid-Atlantic region in the United States for the Puerto Rico Tourism Company based in Washington, DC. In 1980, she was transferred to the headquarters offices of the Puerto Rico Tourism Company in San Juan, Puerto Rico where she established the Special Interest Markets Division under the Marketing Department. Today, as the Director of the Research and Development Office she develops projects, programs and initiatives related to Education, Statistics, Product Development, Air Access, Sustainable Development and Ecotourism. In total, Angie has been working with the Puerto Rico Tourism Company for the last 19 years.

**Salazar Cardenal, Lucia (H.E.)**

Lucia Salazar Cardenal, Bachelor in Arts in Special Education at FIU (Florida International University) and Associate in Arts in Early Education at Miami Dade Community College.

Lived in the United States for 12 years and returned to Nicaragua in 1994 and introduced the catalogue sales concept establishing little enterprises, such as shoes stores, catalogue clothing sales. Later in 1996 along his husband, initiated Nicanet an internet company, and she worked as the General Manager initiating the internet business in the country.

Nicanet was sold and she accepted the position of General Manager of Hermann Miller representation in the country, later she worked as Marketing Manager of LAFISE Bank International Ltd., an offshore bank of LAFISE Regional Group, being responsible of long term funds clients and developed a project of U\$8M in six months, as well as the marketing of different products for key customers of the bank.

In 2002 she was invited by President of Nicaragua, Enrique Bolaños, to support during his administration and accepted to work as advisor in Investment Promotion. She designed and established the Agency of Investment Promotion, PRONICARAGUA, a public-private entity appointed to the Technical Secretary of the Presidency of the Republic.

In July 2003, President Bolaños offered her to assume the Executive Presidency of the Nicaraguan Tourism Board, with range of Minister. Upon her appointment, the average of tourists, the legal frame for investments in tourism has improved. Married to Jorge Robelo and mother of three children: Melissa (17), Andres (14) and Jorge (9).

**Seif, Jennifer**

Is National Coordinator of Fair Trade in Tourism South Africa (FTTSA), a position she has held for three years. She received her bachelor's degree in economics from Georgetown University, her master's degree in African history from Boston University, and a certificate in business management from the University of South Africa. She is currently pursuing a Ph.D. in tourism management at the University of Pretoria. Prior to joining FTTSA, Jennifer was Product Development Manager for the North West Parks & Tourism Board. In 2001 and 2003 FTTSA won the Ashoka Citizens Base Initiative Award, which recognizes excellence by non-profit organizations in local resource mobilization. An American citizen, Jennifer has been living and working in South Africa for nearly fifteen years.

**Shurland, Deirdre P.**

Deirdre has served in management and team leadership positions in the Caribbean for over 15 years and completed numerous assignments in environmental planning and management systems, institutional development and assessment, strategic and operational planning. She also has significant work experience in hotel and tourism, infrastructure (ports, roads and bridges, airports, utilities) development and in the industrial/manufacturing sectors. Since joining CAST in 2002 she has been involved in developing and implementing the organization's sustainable tourism and environmental management mandate in the region.

**Spenceley, Anna**

Dr Anna Spenceley is a Research Fellow with the Transboundary Protected Areas Research Initiative at the University of the Witwatersrand, funded by the BMW Chair for Sustainability and Carnegie Mellon University. She is evaluating the economic, social and environmental impacts of tourism investments within the Great Limpopo Transfrontier Conservation Area. Anna consults on tourism and biodiversity conservation issues, working on policy development, participatory planning, training, triple-bottom line impact assessment, sustainable livelihoods strategies, pro-poor approaches and sustainable development indicators. Anna's doctorate was awarded in 2004 by the University of Greenwich, for the development of a Sustainable Nature-Based Tourism Assessment Toolkit.

**Steck, Birgit**

Birgit Steck is an independent consultant in the field of sustainable tourism and development cooperation. During the last decade she has planned and assisted with the establishment and marketing of many tourism and ecotourism projects, working in Central and South America and Europe. On behalf of the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) she has been organising for four years the Tourism Forum International at the Reisepavillon in Hanover. Lately she coordinates –together with Martin Tampe- the GTZ sectorial project “Tourism and Sustainable Development”, with emphasis on networking with other development agencies, NGOs, international organizations and the private sector; the analysis of the benefits of tourism in terms of development goals and the preparation of an international symposium on Sustainable Tourism in 2006.

**Stoer, Pieter**

Pieter Stoer is the Ecotourism Programme Coordinator in Laos for SNV Netherlands Development Organization. He is responsible for managing and overseeing the advisory activities in the ecotourism sector in Laos. As a rural development expert he lived and worked in the Philippines, India, Sri Lanka and Laos. For more than six years he has been involved in sustainable tourism in development countries, responsible for programme development, knowledge management and technical advisory support. SNV provides technical assistance in order to strengthen the capacity of local organizations in the sustainable tourism sector.

**Tampe, Martin**

Senior expert in the head-office of GTZ in the division of environment and infrastructure. Main responsibilities: Rural development, management of natural resources, nature conservation, environmental communication and training, tourism and sustainable development (cooperation with DAA and private sector, standards for ecological and social sustainability, implementation of international conventions and programmes, impact analysis). Practical experiences in projects of rural development, participatory management of natural resources, decentralization and institutional development in Burkina Faso and Madagascar (8 years). Active in the sector network and sector working groups on tourism, natural resource management, rural development. Participation in several exhibitions about development cooperation and natural resource management. Representative of GTZ in research organizations networks and responsible for contacts to universities in the context of natural resources, nature conservation and tourism.

**Tourtellot, Jonathan B.**

Jonathan B. Tourtellot has served as a National Geographic Society senior editor since 1980 (after joining the staff in 1979) and became the Society's first Director of Sustainable Tourism in 2001. He is also as the Geotourism Editor for *National Geographic Traveler* magazine, where he writes the "TravelWatch" column on destination stewardship and supervises feature articles on tourism issues. He originated the concept of *geotourism*, defined as "tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents." He codeveloped the study *Geotourism: The New Trend in Travel*, the first major survey of U.S. traveler behavior and attitudes about sustainability and destination stewardship, conducted by the Travel Industry Association of America. More recently, he initiated and supervised the National Geographic Destination Stewardship Survey on sustainability of 115 well-known world tourist destinations ("Destination Scorecard," *NG Traveler*, March 2004).

**Troche de Gallegos, Maria Evangelista (H.E.)**

Mrs. Maria Evangelista Troche de Gallegos, well known in the whole country as Evanhy, began here large and successful career as journalist in the year 1968. In 1971 she changed the media and started to do some public programs for broadcast companies where she finally launched the program "Reportaje al Pais" (Country Report). This program was soon one of the most seen in Paraguay.

This program which is dedicated to present the hard but beautiful reality of the country to the Paraguayan people was captured from the actual Minister of Tourism by driving million of kilometers to explore near and fare sights. "Reportaje al Pais" and many others programs from Mrs. Gallegos are also well known as a mirror which is reflecting the Paraguayan reality.

On account of her extensive knowledge and popularity she was promoted in August 2003 to be the new Minister of Tourism. This position is under direct contact with the President of the Paraguayan Republic. On of her first actions were the development of an intensive campaign of national tourism which includes the promotion of regional festivals, sustainable tourism, steam trains and rural tourism. This campaign had a great success.

In the second phase of her actions as a Minister she concentrated all her forces in the international promotion of Paraguay as a tourism destination. And therefore a lot of new and attractive projects like the "Tape Avirú" (pre Spanish road system of the Guaraníes), the Jesuit paths and the course of the Franciscan have been developed and started. But the most impressive project is a merger between the most important state departments to launch the program of "Mundo Guaraní" which will give to the country and to the whole region a totally new touristical image.

#### **Van Schalkwyk, Marthinus (H.E.)**

Marthinus van Schalkwyk was born on 10 November 1959. He was educated at Pietersburg High School, from which he matriculated in 1977. He holds a B Proc degree in law, a BA (Hon) and MA in political science at Rand Afrikaans University (RAU). Mr. Van Schalkwyk was active at the highest levels of South African student politics holding a number of offices including President of the RAU Students' Representative Council, National President of Afrikaanse Studentebond, Chairperson of Youth for South Africa, and Federal Youth Leader of the National Party.

A lecturer in Political Science at RAU and the University of Stellenbosch, Mr. Van Schalkwyk was elected as Member of Parliament for Randburg in 1990. Appointed Media Directory of the National Party during the 1994 national election campaign, he was re-elected as member of Parliament in the National Assembly in April 1994, and has remained an MP in the two subsequent national elections. He was elected as National Leader of the National Party on 9 September 1997.

During his tenure in Parliament Mr. Van Schalkwyk served as a Member of the Portfolio Committee on Communications, and has represented the National Party at the International Democratic Union and the African Dialogue group.

In June 2002 he was elected and sworn-in as Premier of the Western Cape. On 28 April 2004, he was requested by President Thabo Mbeki to serve as the National Minister of Environmental Affairs and Tourism – the position he currently holds.

He is married to Suzette and they have two children, Christiaan and Maryke.

#### **Veirier, Laure**

Laure Veirier is consultant at UNESCO's Sector for Culture. She is currently the Project Coordinator of the "Tourism, Culture and Development" Program and takes on other

assignments within the Division on Cultural Policies, Intercultural Mediation and Conflict Management. She is also a Trainer in the field of Intercultural Communication and Management. She is currently doing a PHD on Intercultural Conflict Prevention and International Negotiations. She has got two university post graduated diploma (DEA and DESS) in Cross-Cultural Psychology. She published different articles and participated in the elaboration of various UNESCO publications. She studied and worked 4 years abroad (Germany, South Africa and Colombia). She speaks French, English, German and Spanish.

### **Vincent, George**

Dr. George Vincent is STEP Project Manager the Organization of American States, Inter-Sectoral Unit for Tourism. Born in Grenada, George has a PhD from McGill University in Tourism and Resource Management. He began his tourism career in the Grenada National Parks and Historic Sites system where he directed the development of tourism linkages to national parks. Now with the OAS, he has, since 1999, directed the design, financing and delivery of the OAS Small Tourism Enterprise Program with major funding support from USAID and a host of government, IFI and private sector partners.

### **Vives, Antonio**

Deputy Manager, Financial Markets and Private Enterprise, of the Sustainable Development Department of the Inter-American Development Bank. He has been with the Inter-American Development Bank in various capacities for the previous 25 years. He is also Chairman of the Organizing Committee of the Inter-American Conferences on Corporate Social Responsibility. Has taught at Simon Bolivar University and IESA Graduate School of Management in Venezuela, and the graduate schools of business of Carnegie Mellon, George Washington and Virginia Tech universities in the United States. He has authored a textbook on corporate financial evaluation, edited two on Corporate Social Responsibility and published numerous articles on corporate social responsibility, on financial management and private infrastructure. Mr. Vives holds a degree in Chemical Engineering from Universidad Central de Venezuela, a master's degree in Industrial Administration, and a Ph.D. in Finance (Corporate Finance and Capital Markets), both from Carnegie Mellon University.

### **Wayne, Scott**

Scott Wayne is a Senior Visiting Scholar at the International Institute of Tourism Studies, George Washington University and Principal of SW Associates, a consultancy focusing on sustainable development through tourism. SW Associates is currently working on sustainable tourism in Europe, Africa, Middle East, Latin America and North America. Previously, Wayne was Director of the World Travel & Tourism Council's North American office in Washington, D.C., Vice President of the Vivid Travel Network, an Internet start up company and the first Chief of Communications for the World Tourism Organization. He authored seven travel books for Sierra Club books and Lonely Planet covering Egypt and Sudan, Algeria, Morocco, Tunisia) and Mexico and Baja California, as well as numerous articles for newspapers and magazines. He has degrees in international relations, public administration and international political economy from Georgetown University and the University of Southern California.

**Weiss, Brad**

Brad Weiss currently serves as the Education Council Programme coordinator at the World Tourism Organization (WTO). Prior to working at WTO, Weiss earned a masters degree in tourism administration at the George Washington University (GWU) while working as a research assistant. He is a former travel guidebook writer, having written or contributed to Rough Guides and Fodor's Travel Publications to Brazil, Costa Rica, Nicaragua, Venezuela, Mexico, and Argentina. He also spent several years as director of business development at IgoUgo, an award-winning travel website. Weiss first became familiar with sustainable tourism principles as ecotourism guide in Brazil.

**Wintjen, Hendrik**

From 1992 until 1997, Hendrik Wintjen represented the incoming agency of a German tour operator specializing in Costa Rica, gaining in-depth experience regarding German and European tourism to Costa Rica. From 1998 until 07/2004 he worked as the Executive Director with Association Grupo Futuropa in Costa Rica, founded 1996, under the "Integrated Experts"-Program operated by CIM/GTZ. Grupo Futuropa is a private sector model for tourism promotion in Europe. His main task was to consolidate the organization and initiate its regionalization, in line with the Central American integration process, which led to the constitution of Grupo Futuropa Nicaragua in 2002.

**Wood, Megan**

Megan Epler Wood founded The International Ecotourism Society (TIES) in 1990 and was its Executive Director and subsequently its President until October 2002. TIES was the first organization devoted to making ecotourism a tool for conservation and sustainable development, and she led the development of its international membership, publication, and international guidelines programs. EplerWood has published extensively on ecotourism in journals and books, and she led the ecotourism workshop program as lecturer for GWU from 1995-2000. She is presently principal of the consulting firm EplerWood International, [www.eplerwood.com](http://www.eplerwood.com) founded in 2003, which researches and develops businesses and markets and provides strategic analysis for sustainable tourism development worldwide. She has a B.A. from Sarah Lawrence College, an M.S. from Iowa State University, and was the recipient of a Fulbright Scholarship in the country of Colombia in 1987. She speaks fluent Spanish.