Under the high patronage of  
His Majesty King Hamad bin Isa Al Khalifa

International Conference on
Exploring New Cultural Horizons for Tourism
28-30 April 2013
Manama, Bahrain

The Conference aims to explore new horizons for cultural tourism, identify innovative means to widen communities’ involvement in the development of tourism products based on cultural heritage assets, in particular on the intangible heritage and living culture of host populations, thus creating new socio-economic opportunities for all through sustainable and responsible tourism development.

Programme

Sunday 28 April 2013

08.00 – 13.00 and 15.00 – 17.00 Registration at the Sheraton hotel

18.30 – 19.30 Opening Ceremony at the National Theater

- H.E. Sheikha Mai Bint Mohammed Al Khalifa, Minister of Culture of Bahrain
- Mr. Peter Debrine, Responsible World Heritage Sustainable Tourism Programme, UNESCO World Heritage Centre, on behalf of Ms. Irina Bokova, UNESCO Director-General
- Dr. Taleb Rifai, Secretary-General, UNWTO

Cultural performance

20.30 – 22.30 Welcome dinner for delegates hosted by H.E. Sheikha Mai Bint Mohammed Al Khalifa, Minister of Culture of Bahrain
Monday 29 April 2013

09.00 – 09.15 Key-note Address: Cultural tourism and Community development
H.E. Mr. Mohamed Benaïssa, Chairman Assilah Forum Foundation,
Former Minister of Foreign Affairs and Culture of Morocco

09:15 – 10:45 Session 1: Investing in cultural tourism: Public-private partnerships and
the role of the private sector

Fruitful collaboration between private sector enterprises, the public sector, civil society
and host communities is a central feature of successful cultural tourism initiatives. At
times, such partnerships and individual projects are supported by significant
contributions of the private sector stakeholders within the framework of their respective
corporate social policies. This session will highlight the role of businesses and
foundations in facilitating projects which include empowering vulnerable sectors of the
population while harnessing their cultural assets through tourism.

Moderator: Graham Brooks, President of ICOMOS Int'l Tourism Committee (cultural
tourism product development, and communicating heritage

- Sheikha Mai Al Khalifa, Minister of Culture of Bahrain
- Hisham Zaazou, Minister of Tourism of Egypt
- Dho Young-Shim, Chairperson Board of Directors, UNWTO ST-EP Foundation
- Alessandra Peruzzetto, Program Specialist for Archaeology and the Middle East,
  World Monument Fund, Bahrain
- Mihaela Dascultu, General Director, Business and Strategies Europe S.A.

10.45 – 11.00 Coffee break

11.00 – 11.30 Signing Ceremony of the Private Sector Commitment to the UNWTO Global Code
of Ethics to Tourism

In signing this commitment, the major tourism private sector stakeholders in Bahrain will
pledge to uphold, promote and implement the values of responsible and sustainable
tourism development championed by the Global Code of Ethics for Tourism.

11.30 – 13.00 Session 2: Tourism and cultural heritage: Managing tourism in World Heritage Sites

Experiencing cultural heritage has become a principal motivation for global travel. As
tourists seek to engage with a variety of heritage assets, the cultural interaction spurred
by their encounters prompts dialogue, builds tolerance, and, in turn, fosters peace. This
session will seek to underscore the need for a strong ethical foundation to ensure that
cultural assets are responsibly managed for tourism, enabling both the safeguarding of
humanity’s heritage and the development of responsible and sustainable tourism. In this
case, practical steps for the sustainable management and marketing of cultural
heritage for tourism purposes will be analyzed and concerns, as well as emerging opportunities, will be highlighted.

Moderator: Mr. Luigi Cabrini, Director Advisor of the UNWTO Secretary-General on Sustainability

- Mounir Bouchenaki, Special Advisor to the Director General of UNESCO, Former Director General of the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM)
- Graham Brooks, President of ICOMOS Int'l Tourism Committee (cultural tourism product development, and communicating heritage
- Michael R. N. Jansen, Senior UNESCO expert, Chair for Conservation and Heritage Management
- Remy Deleplancque, Chargé de mission, Education and Culture, The Loire Valley between Sully-sur-Loire and Chalonnes, France
- Grellan D. Rourke, Site Manager, Scellig Mhichil, Ireland
- Ibrahim K. Osta, Project Director, Jordan Tourism Development Project, USAID

13.00 – 15.00 Lunch

15.00 – 16.30 Session 3: Incorporating intangible heritage and living cultures in tourism development

Humanity’s intangible cultural heritage encompasses the performing arts, handicrafts, rituals, oral traditions, cuisines, and interpretations of nature and the universe by different cultures. This heritage must be thoughtfully managed if it is to flourish in an increasingly globalised world. This session will explore ways on how to integrate this living heritage in tourism development while fostering the responsible use of its assets and forms of expression in tourism, in order to bolster employment, alleviate poverty, encourage product diversification, and strengthen intercultural understanding.

Moderator: Prof. Jafar Jafari, Professor, University of Wisconsin-Stout, Founding Editor of Annals of Tourism Research and Chief Editor of the Tourism Social Sciences Series, United States of America.

- Marina Diotallevi, Chief of Ethics and Social dimension of Tourism Programme, UNWTO,
- Mishari A. Al-Nuaim, General-Director, The National Built Heritage Centre, Saudi Commission for Tourism and Antiquities
- Amitava Bhattacharya, Founder and Director, banglanatak.com, India
- Heekung Choi, Secretary General, ICCN-International Network of Local Governments for the Promotion and Safeguarding of Intangible Cultural Heritage, Republic of Korea
- Manal S. Kelig, Executive Director, Adventure Travel Trade Association, MENA Region

Debate
Tuesday 30 April 2013

9.00 – 10.30  **Session 4: Reviving cultural and spiritual routes, innovating in heritage interpretation and developing heritage networks**

The revival of cultural and spiritual routes, the introduction of innovative approaches in the interpretation of heritage and the creation of heritage networks have strategic importance for tourism destinations as they usually represent very appealing synthesis of different cultural attractions. Featuring good practices concerning cultural routes, heritage interpretation and networks in the context of tourism, this session will highlight ways for fostering tourism development through cultural circuits while preventing the over-commodification of heritage assets.

Moderator: **Dr. Jordi Tresserras Juan**, Coordinator, Cultural Management Department, Laboratori de Patrimoni i Turisme Cultural, Faculty of Geography and History, University of Barcelona

- **Penelope Denu**, Executive Secretary of the Council of Europe Enlarged Partial Agreement on Cultural Routes and Director of the European Institute of Cultural Routes
- **Lochin N. Faizulloev**, Vice-Chairman of the Committee of Youth Affairs, Sports, and Tourism and Deputy Minister of Tourism of Tajikistan
- **Jose Paz Gestoso**, Managing Director, S.A. de Xestión do Plan Xacobeo, Xacobeo Galicia, Spain
- **Britta Rudder**, Managing Director, Think Heritage! The cultural heritage think tank, Muharraq, Bahrain

Debate

10.30 – 11.00  **Coffee break**

11.00 – 12.30  **Workshop on practical experiences in managing tourism in World Heritage Sites (in collaboration with UNESCO regional center in Bahrain)**

Moderator: **Mounir Bouchenaki**, Special Advisor to the Director General of UNESCO
Former Director General of the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM)

Resource person: **Ugo Picarelli**, Founder and Managing Director, Mediterranean Exchange of Archaeological Tourism, Paestum, Italy.

Managers of world heritage sites from around the Arab World, together with the World Heritage Centers (WHC) representatives, will share their practical experiences and discuss the main challenges they face in enabling both the safeguarding of humanity’s heritage and the development of responsible and sustainable forms for tourism.

12.30 – 13.00  **Manama Declaration and Closing remarks**

13.00 – 15.00  **Lunch**