



CETA International Conference on Sustainable EduTourism

November 7-9, 2010 [Melia Cohiba Hotel](#), Havana Cuba

SUNDAY, November 7th, 2010

	Event
6:30-8:30pm	Early Registration, Cocktail Reception - Meet and greet with Speaker Showcase – Poolside Melia Cohiba – <i>Sponsored by Cervecria Bucanero</i>

MONDAY, November 8th, 2010

8:30	Registration, Coffee & Tea	
8:45	Welcome and Overview- <i>CETA Conference Chair, Lana Wood & Ambassador Matthew Levin, Canadian Embassy & Cuban Ministry of Tourism Official</i>	
9:00	The Future of International Sustainable EduTourism, Key Social and Economic Impacts (Triple Bottom Line) <i>K.Michael Haywood, Sustainable Tourism Laboratory</i>	
10:00	Welcoming the World-Knocking Down Diversity Barriers <i>Clint Cora, Karate World Champion, Professional Speaker & Author</i>	
10:45	Break- <i>sponsored by Papas&Co</i>	
11:00	Concurrent Sessions	
	Back to Basics: Tourism, Education and Entertainment <i>Alan Machin, Leeds Metropolitan University (ret'd), UK</i>	Creating Self Sustaining Energy & Passion <i>Jacqueline Throop-Robinson, Breakthrough Learning, Canada</i>
12:00	Lunch – Cuban EduTourism Experience - <i>Bisbe York, Commercial Director, Ministry of Tourism</i>	
1:00	Concurrent Sessions	
	Dalhousie's Cuba Canada Programmes: Student, School & Environment benefits, <i>Marian MacKinnon and Donna Rogers, Dalhousie University Canada</i>	Hospitality Training Session: Education, Motivate & Activate <i>Janice MacInnis, GWA Great Work Associates, Canada</i>
1:30	Ready, Set, Export! <i>Pernille Boulter, Kisserup Trade Roots, Europe & Canada</i>	Global Business Etiquette <i>Brenda Saunders/ Todd, Etiquette Essentials Inc.</i>
2:30	Break- <i>sponsored by Papas&Co</i>	
2:45	Concurrent Sessions	
	EduTourism Panel: Q & A Interactive session with Cuban and International industry experts	The ABC's of Program Development for an Educational Tourism Offering, <i>Nadine Flannigan-Wheeler. GWA Associates, Canada</i>
6:30	Dinner- Habana Café -Tourism & Entertainment Showcase – Sponsored by Sol Melia	



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TUESDAY, November 9th, 2010

8:30	Coffee & Tea	
8:45	Welcome and Overview, <i>CETA Co Chair, Brenda Saunders/Todd</i>	
9:00	World Tourism Organisation-Sustainable Tourism Indicators and Performance Measures <i>Dr. Ted Manning, President, Tourisk Inc.</i>	
10:30	Break- sponsored by <i>Papas&Co</i>	
11:00	Concurrent Sessions	
	Hospitality Training Session: It starts with a Leader! Tipping Point Leadership, <i>Dr. Brad McRae, CSP Atlantic Leadership Development Institute</i>	Responsible Edutainment in the Tourism System <i>Stuart Moss, Leeds Metropolitan University</i>
12:00	Lunch - Canadian EduTourism Experiences	
1:00	Concurrent Sessions	
	Hospitality Training Session: Sustainable employment and environment. <i>David I. McMillan, - Hotel Development and Tourism-GENIVAR</i>	Indigenous tourism - an education tool through meaningful intercultural interaction, <i>Katelijne (Kat) Lenarts, Tourism Advisor, Australia</i>
2:30	Break- sponsored by <i>Papas&Co</i>	
2:45	Concurrent Sessions	
	Action Planning: Developing Sustainable EduTourism Options– <i>Multiple Facilitators</i>	The Life Champion In You <i>Clint Cora, Karate World Champion, Professional Speaker & Author</i>
7:00	Dinner: El Patio, Old Havana, UNESCO World Heritage Site and excellent example of sustainable edutourism in Cuba- <i>pending</i>	

www.edutourismconference.org



Lana Wood

With over two decades of experience within the training and development community, and as President and CEO of [GWA Great Work Training Brokers](#) Inc for the past 14 years, Lana is passionate and dedicated to the learning success and growth of the individuals within each organization that she partners with.

Lana was also the founding President of the Nova Scotia Chapter of CSTD, uniting the training and development community, and the Past Vice-President of the Williams Lake Conservation Company dedicated to the preservation of the lakes and waterways. As an Internet Pioneer in 1993, she traveled across Canada, educating government, business and the public about what the Internet was, and why they should care, and coined the phrase “Get Connected”. She is the current President of CETA, the Canadian EduTourism Associates Cooperative Limited and Chair of the 1st International Conference on EduTourism, which is being held in November 2010.



Alan Machin

Alan Machin is a web author and is currently writing a book on tourism and education. He is recently retired from Leeds Metropolitan University and has extensive experience in Tourism and Education through a variety of positions such as:

1973-1978 Head of Interpretation, Ironbridge Gorge Museum

1978-1985 Tourism Officer, Calderdale

1985-1989 Public Relations and Marketing Officer, Calderdale Inheritance Project [Urban Regeneration]

1989-1991 Director, Society for the Interpretation of Britain's Heritage

1991-1992 Senior Executive, Bulmer and Glennon Ltd, Leeds [Tourism Design]

1992-2009 Lecturer/Senior Lecturer, Leeds Metropolitan University



Simon Hudson

Dr Simon Hudson is the Center of Economic Excellence (CoEE) Endowed Chair in Tourism and Economic Development at the University of South Carolina, Columbia. He has held previous academic positions at universities in Canada and England. Prior to working in academia, he spent several years working in the tourism industry in Europe. Simon has written five books; *Snow Business, Sports and Adventure Tourism, Marketing for Tourism and Hospitality: A Canadian Perspective, Tourism and Hospitality Marketing: A Global Perspective*, and *Golf Tourism*. The marketing of tourism is the focus of his research and in addition to the books he has published over 40 journal articles and 20 book chapters from his work. He is frequently invited to international conferences as a keynote speaker.



Jacqueline Throop-Robinson

Jacqueline is a co-founder of PassionWorks! and owner of Breakthrough Learning. Her work focuses on strengthening performance at all levels of an organization through individual and team work as well as organization-wide initiatives.

Her philosophy: when people work together in ways that promote meaning, creativity, learning, and progress, we transform our organizations. Her workshops, facilitations, and coaching sessions always support individual needs and goals, as well as the business's needs and goals. When the two are fully aligned, momentum and results are inevitable.

Jacqueline holds a BA, BFA (in progress), and MA as well as qualifications in adult education. She has numerous accreditations in a wide variety of learning tools and practices. Jacqueline has worked in the learning and development field as well as corporate management for over 20 years. Her clients have included a wide-range of industries around the world from Australia to Singapore to Bermuda to Romania.



Stuart Moss

Stuart Moss is a Senior Lecturer, Teacher Fellow, Course Leader for the BA (Hons) Entertainment Management, and head of the Entertainment Entrepreneur Coaching Programme (EECP) within the Tourism and Entertainment Subject Group at Leeds Metropolitan University. Stuart has had two books published *Employability Skills (2005)*, and *The Entertainment Industry: An Introduction (2009)*, and is currently working on his third title provisionally called *Entertainment Management: Towards Best Practice*. Stuart also maintains a popular academic blog that covers many aspects of the entertainment industry encompassing the: cultural industries; creative industries; tourism industry; and the events industry. He has made numerous conference presentations globally around employability, entrepreneurship and the entertainment industry.



Dr. Brad McRae

Brad is the Director of the [Atlantic Leadership Development Institute](#) in Halifax, Nova Scotia and Kingston Jamaica. He is a keynote presenter, consultant, and best-selling author and was trained in negotiating skills at the Project on Negotiation at Harvard University and leadership at the Harvard Business School's Leadership Best Practices Program. Brad has earned his CSP (Certified Speaking Professional) designation and gives over 100 presentations across Canada and in the United States, Mexico, Australia, Africa, England and the Caribbean.

He is the author eight books including: *How to Write A Thesis and Keep Your Sanity*; *Practical Time Management*; *Negotiating and Influencing Skill*; *The Seven Strategies of Master Negotiators*; *The Seven Strategies of Master Presenters*, and *From our Grandmother's Lap: Lessons for a Lifetime*. His most recent book is, *The Seven Strategies of Master Leaders*. Brad is also the editor of *The Atlantic Leadership Development Institute Newsletter*. Lastly, Brad is a recognized philanthropist in Canada and Jamaica.



Janice MacInnis

Janice MacInnis is a professional facilitator and HR administrator, with over 20 years' experience in workplace learning. She is an Associate of GWA Training Brokers and has considerable experience working in employee and organizational development at a large university. She presents on a wide variety of topics, including employee engagement, communication skills, customer service, stress resilience, supervisory development, and active parenting. Her training approach is highly practical and she believes strongly in providing participants with opportunities for practice and with activities that encourage the planning of how their newly acquired skills and knowledge will be used. Janice holds a Masters in Adult Education from St. Francis Xavier University, as well as a Bachelor of Commerce degree and a Certificate in Adult Education from Dalhousie University.



Kat Lenarts

Katelijne (Kat) Lenaerts is a tourism professional with extensive experience in market-led tourism development globally. After having owned and managed a multi-award winning adventure tour company in Australia for 8 years, Kat decided to share this first-hand experience by working on international development projects. For the last 3 years she worked in South America, Africa and Asia as project manager and tourism advisor on tourism capacity building projects for government and private sector, funded by donors such as World Bank, UN and EuropeAid. She currently works in central Australia on commercially viable tourism enterprise development with indigenous communities. She is passionate about tourism enterprise development, product development and marketing that is viable and sustainable and that supports tourism that focuses on "better places for people to live in and for people to visit."



Clint Cora

[Clint Cora](#) is an award winning, international motivational and diversity speaker. He is also the author of 'The Life Champion in You', a former corporate executive, former member of the Canadian National Karate Team and a Karate World Champion.

After graduating with a MBA degree, Clint spent 20 years in corporate sales and marketing with 14 years in the pharmaceutical industry. He had such positions as sales trainer, product marketing manager and a national sales manager in very diverse environments. He is also a DTM which is the highest level at Toastmasters International.



Marian MacKinnon

Marian MacKinnon is the administrator of the department of International Development Studies and Programme Coordinator for the award winning Cuba Semester program and Cuba Study tour offered by Dalhousie's International Development Studies department. The Cuba Intensive Programme consists of briefing sessions in Halifax and two weeks in Cuba with Facultad Latinoamericana de Ciencias Sociales (FLACSO) at the University of Havana.



Michael Hayward

Michael Hayward is President of The Haywood Group, a management consultancy focused on strategies for sustainable tourism and hospitality management. He is Professor Emeritus and former Director of the School of Hospitality and Tourism Management, University of Guelph, Canada.



Brenda Saunders/Todd

Brenda Saunders/Todd, a successful founder, owner, and operator of various businesses for 30 years, has learned that her true passion lies in assisting the personal and professional development and/or transformation of others.

She has certifications in *International Protocol and Corporate Etiquette*, *Change Management* and *Life Skills Coaching*. Brenda is also the only Atlantic Canadian who holds the designation as a *Certified SpeakersTrainingCamp® Instructor*.

Brenda is an active community member and serves on the board of multiple business groups and non-profit agencies. She is known for her energy, charisma and high-impact ideas.



Dr. Donna Rogers

Dr. Rogers joined the Department of Spanish in 2003, after teaching at the Pennsylvania State University (1986-1998) and Middlebury College (1998-2003). Her research interests include Spanish and Catalan historical linguistics, particularly text editing and lexicography. She is the author of an edition and study of the *Historia de la donzella Teodor* (2000, with Isidro J. Rivera) and editions of several treatises of Francesc Eiximenis' *Dotzè del Crestià* (2006 and forthcoming), as well as a number of articles on Spanish and Catalan topics. At present she is preparing an edition and translation of Eiximenis' *Regiment de la cosa pública*, with the support of a research grant from the Social Sciences and Humanities Research Council of Canada. She is Editor of *Catalan Review*, the journal of the North American Catalan Society, on whose executive board she serves. Dr. Rogers teaches courses in Spanish language and linguistics.



Nadine Flannigan-Wheeler

Nadine Flannigan-Wheeler is a learning and development specialist, with over 20 years experience designing and implementing learning programs in the public and private sector. She is a passionate advocate of lifelong learning to foster the development of each individual's unique potential. She consults on all facets of learning and facilitates a variety of sessions on topics such as instructional analysis and design, strategic planning, research techniques, program evaluation, employment equity and performance oriented training. Nadine is the Chair of the Nova Scotia Chapter of the Canadian Society for Training Development. She holds a Masters of Educational Communications and Technology from Memorial University and is a Certified Training and Development Professional (CTDP).



Dr. Ted Manning

Dr. Ted Manning is the President of the [Tourisk Inc.](#) and a lecturer in tourism and environmental topics internationally. From 1993 to 2002 he served as Director Sustainable Development and Environmental Management for Consulting and Audit Canada, providing consulting and training services in Canada and internationally. Since 1992 he has also served as Associate Director of the Centre for a Sustainable Future for the Foundation for International Training. He is the author of 21 books and over 100 articles on sustainable tourism, community development and environmental planning topics. He has worked in over 40 countries on sustainable development, tourism and integrated planning projects, and run training programs on these topics for private sector and government managers. Since 1990 he has also been an Adjunct Research Professor in the Geography Department of Carleton University. Since 1993, Dr. Manning has been the lead consultant on indicators for sustainable tourism development for the World Tourism Organization. He is a former President of the Canadian Association of Geographers, Governor of the Royal Canadian Geographic Society and Director of the Social Science Federation of Canada and currently serves as Chair of the Program Committee for the Canadian Association for the Club of Rome. He is a recipient of the Miguel Aleman Medal (Mexico) for services in the field of tourism and also recipient of the Jubilee Medal for services to the government of Canada.