



## CETA International Conference on Sustainable EduTourism

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

### SUNDAY, November 7<sup>th</sup>, 2010

	Event
6:30-8:30pm	Early Registration, Cocktail Reception - Meet and greet with Speaker Showcase – Poolside Melia Cohiba – <i>Sponsored by <a href="#">Cervecria Bucanero</a> &amp; Cuba Conventions Bureau &amp; Ministry of Tourism</i>

### MONDAY, November 8<sup>th</sup>, 2010

8:30	Registration, Coffee & Tea		
8:45	<b>Welcome and Overview-</b> <i>CETA Conference Chair, <a href="#">Lana Wood</a> &amp; Ambassador Matthew Levin, Canadian Embassy</i>		
9:00	<b>The Future of International Sustainable EduTourism, Key Social and Economic Impacts (Triple Bottom Line)</b> <i><a href="#">K.Michael Haywood</a>, The Haywood Group</i>		
10:00	<b>Welcoming the World-Knocking Down Diversity Barriers</b> <i><a href="#">Clint Cora</a>, Karate World Champion, Professional Speaker &amp; Author</i>		
10:45	<b>Break-</b> <i>sponsored by <a href="#">Papas&amp;Co</a></i>		
11:00	<b>Back to Basics: Tourism, Education and Entertainment</b> <i><a href="#">Alan Machin</a>, Leeds Metropolitan University (ret'd), UK</i>		
12:00	Lunch – Cuban EduTourism Experience -, <i>Ministry of Tourism</i>		
12:45	<b>Dalhousie's Cuba Canada Programmes: Student, School &amp; Environment benefits,</b> <i><a href="#">Marian MacKinnon</a> and <a href="#">Donna Rogers</a>, Dalhousie University Canada</i>		
1:30	<b>Cuban EduTourism Experiences – Ministry of Tourism</b>		
2:15	<b>Break-</b> <i>sponsored by <a href="#">Papas&amp;Co</a></i>		
2:30	<b>Concurrent Sessions</b>		
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3:30	<b>EduTourism Panel: Q &amp; A Interactive session with Cuban and International industry experts</b>		
6:30	<b>Dinner- Habana Café -Tourism &amp; Entertainment Showcase – Sponsored by Sol Melia</b>		

[www.edutourismconference.org](http://www.edutourismconference.org)



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**TUESDAY, November 9<sup>th</sup>, 2010**

<b>8:30</b>	<b>Coffee &amp; Tea</b>		
<b>8:45</b>	<b>Welcome and Overview, <i>CETA Co Chair, Brenda Saunders/Todd</i></b>		
<b>8:50</b>	<b><u>World Tourism Organisation-Sustainable Tourism Indicators and Performance Measures</u> <i>Dr. Ted Manning, President, Tourisk Inc.</i></b>		
<b>9:50</b>	<b>Break- sponsored b <i>Papas&amp;Co</i></b>		
<b>10:15</b>	<b><u>Responsible Edutainment in the Tourism System</u> <i>Stuart Moss, Leeds Metropolitan University</i></b>		
<b>11:15</b>	<b><u>Hospitality Training Session: It starts with a Leader! Tipping Point Leadership</u>, <i>Dr. Brad McRae, CSP Atlantic Leadership Development Institute</i></b>		
<b>12:00</b>	<b>Lunch -</b>		
<b>12:45</b>	<b>Concurrent Sessions</b>		
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<b>2:45</b>	<b>Break- sponsored by <i>Papas&amp;Co</i></b>		
<b>3:15</b>	<b><u>Action Planning: Developing Sustainable EduTourism Options</u>–<i>Multiple Facilitators</i></b>		
<b>7:00</b>	<b>Dinner: El Patio, Old Havana, UNESCO World Heritage Site and excellent example of sustainable edutourism in Cuba- <i>pending</i></b>		

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**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 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



**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.



**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.



**Gloria Martín Sánchez**

Gloria Martín Sánchez holds a Master of Science. She is employed with the School of Hospitality and Tourism "Hermanos Gómez", Formatur, Ministry of Tourism, South Monaco Ave, Julio Antonio Mella, neighbourhood CP 70600, Camagüey, Cuba.



**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.



**Rick Welsford**

Richard W. Welsford (Rick) is the Executive Director of Sable Island Preservation Trust. He has a B.Sc. in Biology (Dalhousie), a Masters Certificate in Project Management (SMU) and 30 plus years experience managing scientific, engineering and community development projects near, on and beneath the ocean world-wide. As a consultant, either paid or volunteer, he has served with many conservation, recreation and regional tourism associations, often as their Chair or President.

## Session Descriptions

### **The Future of International Sustainable EduTourism, Key Social and Economic Impacts (Triple Bottom Line) - K.Michael Haywood, , *The Haywood Group***

The renowned corporate strategist Gary Hamel wrote in his book, *Competing for the Future*, that “the race to the future is the race to maximize the ratio of learning to investment.....now you have to compete for industry foresight and reinvention opportunities.” This keynote talk takes a 360 degree look at how destinations and organizations can excel at attracting and delighting visitors by linking tourism with the knowledge economy and enhancing competencies aligned with their strategies. The intertwining of tourism and education reveals not only new markets, but intensifies the visitor experience, improves economic integration, and leads to a more engaged and enlightened talent pool.

### **Welcoming the World-Knocking Down Diversity Barriers - *Clint Cora, Karate World Champion, Professional Speaker & Author***

Given the increasingly diverse environments and global arena, diversity is here to stay. However, diversity is often viewed as a potential negative that should just be tolerated or mandated by organizations. Clint Cora, a former corporate executive with years of diversity experience, helps audiences turn diversity into a huge positive that is beneficial for business. Highlights include:

- \* What diversity is plus why it is important for edutourism business success
- \* Multiple benefits of developing diversity skills
- \* Awareness of stereotypes and areas to avoid in diversity
- \* How to kick down barriers and develop skills useful in a diverse world
- \* Motivational tips to help people become successful with diversity and life

### **It starts with a Leader! Tipping Point Leadership - *Dr. Brad McRae, CSP Atlantic Leadership Development Institute***

One of the most important things I discovered from the 32 contemporary Canadian leaders profiled in my book, *The Seven Strategies of Master Leaders*, is that Master Leaders don't just set goals, they set Tipping Point Goals in which strategic changes can make a big difference by creating a positive domino effect. This presentation will explore how Tipping Point Leaders create significant and lasting change and how you can apply the principles of Tipping Point Leadership in your own organization.

#### **You will learn:**

- **How Tipping Point Leaders achieve more than they thought possible**
- **The critical roles of courage, creativity, collaboration, resiliency, determination and hard work in achieving Tipping Point Goals**
- **Four Key Obstacles and how to overcome them**
- **How to determine your own Tipping Point Goal**

**Dalhousie's Cuba Programmes: Best Practices, Challenges and Lessons Learned** - Marian MacKinnon and Donna Rogers, Dalhousie University, Canada

Since 1997, Dalhousie University has run two programmes jointly with FLACSO (Latin American Social Sciences Faculty) at the University of Havana: a semester-length course and an intensive study tour. Our presentation will provide an overview of both programmes and will describe some of the best practices, challenges and lessons learned after more than a decade of this collaboration. Programme highlights include: excellent student-faculty ratio, interaction with Cubans, focus on development studies, emphasis on sustainability, experiential learning.

**UNWTO Indicators and Participatory Procedures as Training and Planning Tool** - *Dr. Edward W. (Ted) Manning, President Tourisk Inc. and Lead Consultant to the UNWTO Program on Indicators of Sustainable Tourism*

Since the early 1990s the UN World Tourism Organization has been developing a set of indicators of sustainable development for tourism destinations. Studies and workshops in all continents have developed a rich resource of case studies, including work with Cuba and the Association of Caribbean states on applications in the Caribbean. The work has proven very effective not only in assessing risks and opportunities for tourism development in destinations worldwide but also an effective means to use indicators as a focus for participation and training at many levels. The UNWTO approach is based on participatory learning approaches, usually done on site, or in the context of a particular problem or challenge facing tourism sustainability at the destination scale (examples of the cases and applications include accommodation of mass cruise tourism in Cozumel, recovery from the Tsunami in Phuket Thailand, integration of tourism and park planning in Cape Breton Canada and defining tourism futures for Peninsula Valdes Argentina or Beruwala Sri Lanka). As well, the approach has been informative to higher level governments – and used in workshop situations including courses for key planners at the Communist Central Party School in Beijing (regarding risk reduction for the Olympics), definition of key management risks for a major international hotel chain, and as class learning exercises using real cases in several countries. This presentation looks at the participatory learning approach focused on indicator identification risk management and use as an effective learning tool and a means to integrate learning and community level sustainable tourism development.

**Back to Basics: Tourism, Education and Entertainment** - *Alan Machin, Leeds Metropolitan University (ret'd), UK*

The presentation reviews the history of tourism to date, starting from a European perspective and broadening out towards the present global situation. While referring back to the pilgrimage and the Grand Tour for distant origins, the historical survey will concentrate on the period from 1840–2000 and the use of excursions, package holidays and do-it-yourself travel.

A major theme of the analysis will be the development and use of communications media from early guide books to modern internet-based services. This will include the creation of on-site interpretation media and traveler-based information-archiving systems from journals to cameras and notebook computers. In considering the development of community strategies the presentation will attempt to synthesize elements from community planning, marketing, entertainment and education.

**The ABC's of Program Development for an Educational Tourism Offering-** Nadine Flannigan-Wheeler. GWA Associates, Canada

How do we create an educational tourism offering from scratch? This interactive session will provide the basics to get you started. This session will help you to assess and build a program so you can begin to create offerings just for your circumstance and your audience. What do you want your participants to learn and remember about what you have to offer? Come learn the A, B, Cs to developing a sensational educational tourism offering!

**Creating Self Sustaining Energy & Passion** -Jacqueline Throop-Robinson, Breakthrough Learning, Canada

Our research around creating passion in the workplace sheds light on how to generate passion in any environment. Our work and research answers the questions:

- What are the drivers of passion?
- How do you nurture and sustain passion?
- To what extent is it within your control?
- How do you attract others to share your passion and offer their energy to enable meaningful goals?

Current research shows that many people want to focus less on acquiring wealth and possessions and are more interested in spending their money on life-fulfilling experiences. Why might this be? And, how can you communicate and take bold actions to attract these adventurous and curious explorers? Our PassionWorks™ Model provides insight and will help you create an action plan directed for that specific purpose.

**Responsible Edutainment in the Tourism System** - Stuart Moss, Leeds Metropolitan University

Entertainment is something that can engage or captivate an audience through sensory stimulation, which can invoke an emotional response amongst that audience. An audience could be as large as infinite, or as small as one person. An entire and extremely diverse industry with eighteen unique sectors has grown around the concept of attracting audiences, engaging with them through sensory stimulation and leaving them feeling emotionally touched by that experience. One of those industry sectors is edutainment.

The entertainment industry typically interacts with audiences in three ways: through the media; at live events; and within visitor attractions. It is within events and visitor attractions that edutainment crossover exists between the entertainment and tourism industries. Swarbrooke (1995) recognizes visitor attractions as the most important part of the tourism system, as it is the motivation to visit them that is the reason for many tourism journeys. According to Moss (2009) edutainment based visitor attractions include: built environment educational facilities; educational shows and displays; guided tours; museums; and naturtainment educational facilities. Many of these visitor attractions are by their very nature sensitive to the impacts of visitors, and therefore need to be responsibly managed. Whilst there are a plethora of case studies that could be used to demonstrate this in each of the above categories, the example of Albreda / Juffureh in The Gambia will be highlighted as a UNESCO world heritage site that has had to sensitively manage both tourists and residents to help sustain the destination's future.

## **Indigenous tourism - an education tool through meaningful intercultural interaction -**

*Katelijne (Kat) Lenarts, Tourism Advisor, Australia*

Tourism can be a way for people to get to know and be amazed by other cultures and depending on the levels of interaction, there is huge scope for intense intercultural interaction and learning, that goes further than passive information sharing and interpretation. There is an ever increasing desire by today's western society to find reconnection with more traditional lifestyles and go back to a more basic and sustainable lifestyle, leading to an increasing demand for wellness programs.

For 1000's of years the Indigenous people of Australia have lived in an harsh environment, not just surviving, but creating a lifestyle in harmony with the environment that is environmentally sustainable, healthy and spiritually enriched. The scope for tour programs that combine the passion for reconnection with nature and a healthier lifestyle with interaction with indigenous people is limitless, offering practical education that can be taken back to and applied in the western world. An example of successful edutourism already being developed in central Australia is a desert 7-day walk for general practitioners and health professionals. Indigenous people interact in their own environment with the tour participants, and during the tour exchange their knowledge and practices during practical education sessions. At the end of the tour the GPs use the enriched knowledge to apply it in their lifestyle medicine in western society.

## **The Life Champion In You - Clint Cora, Karate World Champion, Professional Speaker & Author**

This presentation is the live version of his book, *The Life Champion In You*, which is about overcoming challenges and achieving success. This is Clint's signature motivational talk that inspires audiences to reach for new heights of success even in these tough economic times.

Everyone needs motivation on a regular basis and Clint shares with audiences the actual principles he used to achieve success in business as well as his road to become a Karate World Champion. Highlights include:

- \* Mindset & attitude required for business as well as personal success
- \* Real life inspiring comfort zone expansion examples
- \* Effective solutions to overcome possible challenges stopping success
- \* Macro & micro tools to help you plan for success
- \* Multiple universal lessons from Clint's own journey to help you in your life

**Integration of Sustainable Development Practices in the Management and Environmental education in Workers of the Touristy Industry-** *MSc. Gloria Martín Sánchez. School of Hospitality and Tourism "Hermanos Gómez", Formatur, Ministry of Tourism,*

As part of the advisory work carried out by the School of Hospitality and Tourism "Hermanos Gómez" in the province of Camagüey, Cuba, a work for the conducting and realization of environmental assessments is carried out aiming to identify the environmental impacts in the activities and services in the tourist resorts in our province and the adoption of solutions for its mitigation. To complement this work, it was developed and applied, a Manual of Good Practices in order to promote continuous improvement of sustainable tourism on the environment.

The School also introduced active forms of environmental education aimed at workers in the sector, with the aim of fostering new knowledge, principles and values aimed at achieving the goals of sustainable tourism. To realize this goal formal and informal activities are made, among which are: visits to tourist facilities that implement environmental management systems and have reached the National Environmental Award; field work in protected areas of the territory that developed the modality of Nature Tourism and conferences in situ, among others.