



1st UNWTO International Congress on Tourism & Pilgrimages

SANTIAGO DE COMPOSTELA, SPAIN, 17-20 SEPTEMBER 2014

Biographies and Position Statements of the Congress Speakers

*(in chronological order and **original language** as provided by the speakers)*

Biografías y posicionamientos de los ponentes del Congreso

*(en orden cronológico y en **idioma original** según lo entregado por los ponentes)*

Mons. José Brosel Gavilá, encargado de Turismo, Peregrinaciones y Santuarios, Pontificio Consejo para la Pastoral de los Emigrantes e Itinerantes, Vaticano

BIO: José Jaime Brosel Gavilá trabaja en el Pontificio Consejo para la Pastoral de los Emigrantes e Itinerantes, el Dicasterio de la Santa Sede dedicado a la pastoral de la movilidad humana. En su seno, desde 2008, es encargado del Sector “Turismo, Peregrinaciones y Santuarios”. Nació en 1967 en Valencia, España, donde ha ejercido gran parte de su ministerio como sacerdote. Estudió Teología en la Facultad de Teología “San Vicente Ferrer” de Valencia, en la Facultad de Teología “San Dámaso” de Madrid, y en la Universidad Pontificia Salesiana de Roma, donde obtuvo el doctorado con una tesis dedicada a la relación entre catequética y religiosidad popular. En Valencia fue profesor de la Facultad de Teología y del Instituto de Ciencias Religiosas. Tiene diversas publicaciones y ponencias dedicadas principalmente a la catequesis, a la religiosidad popular, a la historia local, al turismo y a las peregrinaciones.



Posicionamiento: En el contexto cristiano, aun no siendo un acto de obligado cumplimiento, la peregrinación ha sido constantemente promovida por los valores que contiene. Es, ante todo, reflejo del ser profundo de la persona. En el peregrino podemos encontrar la verdadera identidad del ser humano en cuanto *homo viator*, “ser en camino”. Es importante afirmar que el camino exterior no es más que reflejo de un camino interior. De forma paradójica, y muchas veces inconsciente, el peregrino sale de su contexto ordinario y marcha a otro lugar con el fin de dar sentido a esa cotidianeidad. Por ello, y con el fin de ayudar al peregrino, es fundamental que se tengan presentes ambas facetas de la misma realidad: el “camino exterior” (el recorrido, la infraestructura, la acogida) y el “camino interior” (el significado, la motivación). En no pocas ocasiones, algunos de los agentes implicados en la peregrinación han olvidado, ignorado o negado tal “camino interior”, llegando a justificar esta decisión desde un pretendido respeto aséptico o por una teórica imparcialidad religiosa. Pero el “camino exterior” debe estar en función del “camino interior”: lo debe tener en cuenta, posibilitar y favorecer. El carácter religioso de la peregrinación es su elemento preponderante y definitorio, y como tal debe ser fielmente respetado y mantenido. Esto no significa excluir o negar otros componentes, como los de índole cultural, que de modo secundario, aunque importante, se suman a la misma y la complementan, sino poner cada uno en su justo lugar. Aunque compartan algunos rasgos, la peregrinación no debe identificarse de modo simplista con el “turismo cultural” u otras formas de turismo, y los diversos agentes no deberían actuar como si éste fuera otro destino turístico más. Es de gran importancia profundizar en establecer el perfil preciso y diferenciador de este fenómeno. Consideramos fundamental desarrollar canales de colaboración que consoliden estrategias y aprovechen sinergias, promoviendo una oportuna convergencia de esfuerzos de todos los agentes implicados (asociaciones, empresarios y guías turísticos, entes civiles y religiosos), con el fin de potenciar una acogida que ayude al peregrino a realizar ambos caminos, el exterior y el interior.

José Miguel Andrade Cernadas, Scholar of Mediaeval History, Vice-President of the Academy “Auriense-Mindoniense de San Rosendo”

BIO: Born in A Coruña (Spain) 1963, Mr. Andrade holds a Ph.D. in History from the University of Santiago de Compostela (1992). He is full Professor (Profesor Titular) of Medieval History at the University of Santiago de Compostela (1995). He is also the author of more than eighty articles and book chapters. Among the publications regarding the pilgrimages to Santiago de Compostela we could mention: “*La gastronomía del Camino de Santiago: algunas precisiones desde el Medievalismo*”, “*Compostellanum*”, 50(2005), 609-626 “*Espacios de peregrinación: hospitalidad monástica en el Camino de Santiago*”, en *¡Quédate con nosotros! Peregrinos y testigos en el Camino. X Jornadas de Teología, Santiago, 2010*, 99-117 “*Cultura clerical y cultura popular en el legendario jacobeo: la barca de piedra*”, en *El Extramundi y los papeles de Iria Flavia*, 63(2010), 115-124 “*Saint James and the sea*”, Confraternity of Saint James Bulletin.



Position Statement: Hospitality towards pilgrims and foreigners is a deeply rooted tradition in Christian spirituality. The Camino de Santiago, as long as it was one of the main ways of Christian pilgrimages during the Middle Ages, offered a good observatory of how this principle was taken into reality. Some monastic treaties, mainly the Benedictine Rule, and the medieval documents from Santiago’s Cathedral that contain some kind of information about pilgrims, serve as the main sources in this regard.

Rev. Michael Kagan, Education Director of the Nava Tehila Community of Jerusalem, Israel

BIO: Rev. Dr. Michael Kagan was co-founder of the Jewish Climate Initiative that represented Judaism at the 2009 ARC conference in Windsor, United Kingdom, out of which emerged the Green Pilgrimage Initiative. He is the author of the recently published *God’s Pray* (Albion-Andalus Books) which relates a Divine call to the religions of the world, particularly the Abrahamic Religions, to share their ancient wisdoms and work together for the common good. He has been active in many interfaith groups and gathering in particular Rabbis and Imams for Peace in Paris 2010. He has also been involved as an innovator and inventor in some of Israel’s biggest green tech companies. His PhD is in chemistry from the Hebrew University of Jerusalem.

Position Statement: Pilgrimage - “Aliyah l’Regel” (literally: Going up by foot) - was a central practice in Judaism almost from its inception. The Bible declares three times, “Three times a year shall all of your males appear before the Lord your God”, (Exodus: 23:17; 34:23; Deuteronomy, 16:16). In addition to being the main pilgrimage center for Judaism, Jerusalem is a universal pilgrim destination. At the inauguration of the Temple, King Solomon declared Jerusalem to be a focus of prayer for all peoples, (I Kings 8:41-3). Today Jerusalem is also an important pilgrim city for Christianity and Islam. Arguably, “Aliyah l’Regel” was the original, prototypical pilgrimage experience. During the times of the Temples, from the building of the First Temple in 1003 BCE, until the destruction of the Second Temple in 70 CE, (with an interlude of about 70 years during the Babylonian exile), the Temple in Jerusalem was a central pilgrimage destination for Jews from throughout the Land of Israel, the Mediterranean and the Fertile Crescent. Since then Jews have continued to travel to Jerusalem to visit and mourn over the site of what once was. Around this long and ancient tradition there have

developed many pearls of wisdom and much advice on how to make a successful pilgrimage from the point of view of the visitor and from the point of view of the host. Today, it is not just Jerusalem, or not even Jerusalem, that attracts Jews but rather being in Israel. In this way pilgrimage has shifted from being a journey of 'uplifting the soul' through sacred ritual at a specific axis mundi, and more about demonstrating tribal identification, national support, life cycle celebrations, visiting family, learning Hebrew, studying Judaism – namely it is far closer to tourist pilgrimage than sacred pilgrimage.

Imtiaz Muqbil, Executive Director, Travel Impact Newswire, Thailand

BIO: Imtiaz Muqbil is one of the longest serving travel-trade journalists in the Asia Pacific. Born in February 1956 in Mumbai, India, he studied at St Peter's High, a boarding school in the Indian hill-station of Panchgani. Having acquired a Diploma from the London School of Journalism, he started his career in Kuwait with local English-language newspapers Kuwait Times, Arab Times and Daily News. Simultaneously, he worked freelance for Middle East Economic Digest, Reuters, Newsweek, McGraw-Hill World News, and PetroMoney Report (a Financial Times newsletter). In November 1978, he moved to Bangkok and joined the Bangkok Post, a local English-language daily, as a sub-editor/writer. Since joining the Travel Trade Gazette Asia in 1981 he has covered the Asia-Pacific travel & tourism industry full-time, in various roles, including Thailand Bureau Chief and Chief Correspondent, TTG Asia, PATA Travel News and associated publications (1981-1992). He has covered numerous global travel trade shows (ASEAN Tourism Forum, Mekong Tourism Forum, PATA Travel Mart, World Travel Market, ITB Berlin, Arabian Travel Mart, Travel Indonesia & Mart Expo, Australian Travel Exchange), as well as travel industry summits, annual general meetings and conferences worldwide. In 1997 he won the PATA award for "Outstanding Reporting on the travel industry" and in 2005, the PATA Journalism award for coverage of the tsunami disaster. Now a naturalized Thai citizen, he is fluent in English, Urdu and Hindi and conversant to various levels in Thai and some Arabic.



Position Statement: One significant challenge facing societies these days is the over-commercialisation of popular religious practices, spiritual tourism and pilgrimages. The line between the commercial interests of everything and the deeper spiritual meaning of what were once considered holy days but have now become just holidays is fading. Four holy/holidays offer vivid examples: Songkran, the water festival marking the start of the Thai New Year; Diwali, the Hindu festival marking the triumph of light over darkness; Eid Ul Fitr, marking the end of the 30-day Ramadan fasting month in the Islamic world; and Christmas, marking the birth of Christ but now merged with New Year celebrations. In their original format, all were supposed to be moments of reflection and soul-searching, spending time with families and communities, etc. Today they are largely meant to drive business. All four events are responsible for one very important commercial aspect of travel: Some of the heaviest transportation movements on earth as people head off to their homes and loved ones, and the encouragement of domestic tourism via long-holiday breaks.

Guadalupe Vargas, Profesora de la Universidad Veracruzana, México

BIO: **Guadalupe Vargas** es Doctora en Historia Contemporánea por la Universidad del País Vasco, España, y Maestra en Ciencias Antropológicas con especialidad en Antropología Social por la Universidad Veracruzana (U.V.). Es Miembro del Sistema Nacional de Investigadores e investigadora del Instituto de Investigaciones Histórico-Sociales y docente de la Facultad de Historia de la U.V. Es Coordinadora y fundadora del Cuerpo Académico Consolidado Historia y Cultura. Guadalupe Vargas ha realizado publicaciones de su autoría en México y en otros países de América y Europa sobre migraciones intra-rurales indígenas, peregrinaciones religiosas, cosmogonía y nuevos movimientos religiosos en ámbitos rurales. Su línea principal de investigación es antropología e historia de las religiones con énfasis en peregrinaciones y santuarios, en productos posmodernos e hiper-posmodernos de las espiritualidades y procesos de cambio religioso.



Posicionamiento: La exposición aborda la importancia en América de los centros marianos dedicados a la imagen de la virgen de Guadalupe mexicana. Nos acercamos de manera específica a los alcances de la devoción y la cosmogonía creadas en torno a la Virgen y a su Santuario en México. Las peregrinaciones a la Basílica, escenario del santuario, será el punto focal del trabajo atendiendo a tres ejes: a) Devoción y cultura popular. b) El turismo espiritual y c) El turismo espiritual y la explosión de la espiritualidad en tiempos de la posmodernidad.

Brad Towle, International Tourism Promotion & Development Director, Kumano Tourism Bureau, Japan

BIO: Brad Towle is the International Tourism Promotion and Development Director for the Tanabe City Kumano Tourism Bureau. Originally from Canada, Brad has lived for 15 years in Japan and is passionate about the sacred Kumano region. He is one of the founding members of the local tourism office and influential in creating a new model for community-based tourism on the Kumano Kodo pilgrimage routes, focused on grassroots development and sustainable practices.

Position Statement: The Kumano region is the southern tip of the Kii Peninsula in central Japan. Since ancient times, this lush and rugged landscape has nurtured a profound form of nature worship where elements of the natural environment have been deified and revered as objects of worship. When Buddhism arrived in Japan in the 6th century, this area also became an important site of strict religious practices. Unique forms of Buddhist-Shinto Syncretism lead to the belief that local deities are manifestations of Buddhist deities. In this rich natural and spiritual context, belief systems merged, mixed, and adapted, creating complex layers of symbolism and ritual belief, which was imprinted on the local geography. For over 1000 years people from all levels of society, including retired emperors and aristocrats, have made the arduous pilgrimage to Kumano. These pilgrims use a network of routes, now called the Kumano Kodo. In July 2004, the Kumano Kodo pilgrimage routes were registered as UNESCO World Heritage as part of the "Sacred Sites and Pilgrimage Routes in the Kii Mountain Range" property. Present day pilgrims from across Japan, and more recently from around the world, are visiting and re-interpreting the pilgrimage road to Kumano, initiating a new phase of popular piety in traditional Japan.



Adel El Gendy, General Manager, International Relations & Strategic Planning, Ministry of Tourism, Egypt

BIO - Adel El Gendy – General Manager for International Relations and Strategic Planning at the Tourism development Authority – Egyptian Ministry of Tourism . His background as an urban and regional planner helped him to get an extensive experience in tourism comprehensive development. He participated in tourism development projects as he was the steering committee member for the tourism development strategy for Egypt with the Japan International Cooperation Agency (JICA) .He was the technical & administrative coordinator and the regional planner of the study of the National Sustainable Tourism Strategic Plan 2020, sponsored by UNWTO. He worked as a regional planner in the research of the Global Environmental Facilities (GEF) for the Red Sea coast , funded & oriented by the USAID. He was assigned as a technical & administrative coordinator for the project of tourism development master plan for the north coast of Egypt . He was the technical coordinator in the research of transforming Sharm El Sheikh into a green tourism destination in the frame of the Earth Lung international agreement. He has a specific interest in responsible tourism aspects since he worked as a national consultant for the UNWTO in the project "Mobilization of the Dahshour World heritage Site for Community Development" in cooperation with other 4 UN Agencies (UNDP, UNESCO, UNIDO and ILO). Recently he has become a member of the national committee of recreation of the holy family trip and the national committee of the preparation of the World Tourism Day. Adel El Gendy has obtained Bachelor Degrees in the field of Human Resources & Executive Management from the American University in Cairo .



Position Statement – Spiritual or Religious! Under which aspect of the promotion campaign the number and segments of visitors to tourism destinations or corridors might be impacted? There are many destinations with assets related to some specific religion or beliefs which target those tourists with the same beliefs or religion. This approach limits the opportunities of growth and fails to attract the variety of potential visitors, as the only motivation of visitors will be the religion. However, the promotion of these destinations as a spiritual tourism product may attract many kinds of visitors including those interested in tangible and intangible heritage resources in general. Moreover, the concept of spirituality can be compared with the concept of ownership, since both can serve as vectors for the responsible development of tourism. The latter needs to include the aspects such as the local community economic support, cultural resources' preservation and building the local capacity. In the presentation of the holy family trip in Egypt, we will discuss the opportunity to promote the track under the aspect " Follow Jesus steps in Egypt as a tourist not as a messenger for the Christians" . We will also discuss the ability of tourism industry to break the dilemma of the developing countries on which comes prior "corridor development" or "cores development").

Claudio Ricci, Mayor of Assisi and President of the Italian Association of the UNESCO World Heritage Sites

BIO: Claudio Ricci es Ingeniero, Caballero de la República Italiana. Está considerado uno de los principales expertos italianos en Planificación del Territorio y en Turismo Cultural, según "Hotel Domani" y "Capitol the Best", en relación con sus actividades profesionales, académicas y periodísticas. Desde 2006 es Alcalde de Asís (previamente fue Teniente de Alcalde de dicha ciudad). Entre 2009 y 2014 fue Presidente de Sitios y Bienes Italianos Patrimonio de la Humanidad, entidad de la que, en la actualidad, es Presidente de Honor. Entre 2011 y 2014 fue Delegado Nacional para el Turismo de ANCI (Asociación Nacional Italiana de

Municipios). Asimismo, ha formado parte de la Comisión "Joyas de Italia" (Presidencia del Consejo de Ministros) y de la Conferencia "Italia Decide sobre Turismo" (2014). Ganador de varios premios y honores, Claudio Ricci es autor de varias publicaciones (su último libro "La Miniera delle Meraviglie" está en prensa) y, entre sus intereses, hay que citar el Patrimonio Cultural, la Cosmología y la Tecnología.

Position Statement: Religious tourism is diminishing and moving toward assonance, while cultural tourism is becoming a factory of memories that are useful for one's spirituality, culture and sociality. While technological innovation brought people closer, there is actually an extreme need of returning to "physical contact" (humanism with two hands: social networks and personal), therefore bound with custom-cut tourism, built and made for each person, where one needs to "join hands with the other". Cultural goods, especially those with a religious value, always include a great number of works of art. For this reason, it is necessary to organize a visit in order to let not only spiritual sensation, but also "cultural emotions" arise (by privileging tales, music and multimedia). A few years ago in Assisi, thanks to scaffolding, one could get close to Giotto's frescoes, in the lower Basilica of Saint Francis, and experience in first person the restoration. Later, guests could also admire, how the frescoes from the cycle of 28 Franciscan stories, in the upper Basilica, might have looked like with the original colours painted seven centuries ago. Moreover, through a virtual 3D reconstruction, you could enter an area and have the feeling of diving into the frescoes (the places became 3D and figures became intangible and hologram avatars). A sort of "enlarged" experience which became, especially for the youth, a chance to live a creative modern experience.



From 1997 until nowadays, we carried out several projects in Assisi: over 4000 interventions among restoration, public works, infrastructures, urban redevelopments, parking lots, mobility and areas for events. This was critical for the development of services for religious and cultural tourism, as well as for the MICE industry. The essential approach was to avoid "designing rarities" through major public works, but rather introducing details that could have an impact on everyday life. It consisted of introducing new services, actions and signs, whose implementation could also involve local residents, in order to make the guests feel not only welcome but ready to experience the emotional atmosphere appraising the soul of the city. Each tourist location has its own cultural atmosphere and it is exactly that creative widespread emotion that attracts tourism flows, originally justified by religious aspects in our case. We live in innovation, but even today the word of mouth is the most powerful marketing: welcoming well the visitors by giving them a "true and not insincere hospitality" appears to be the key to success. The word of mouth triggers the decision of 60% of guests to choose their destination, based on reports of friends, relatives and acquaintances. The last perspective is bound to the capability of reconciling the citizens' needs with the tourists' ones, even during big events or redevelopment interventions. Municipal administrators, have to pay attention to these aspects since the value of the area can be appraised only by combining different expectations as much as possible, creating a tourist effect able to "build memories".

Marcela Bacigalupo, Minister of Tourism, Paraguay

BIO: Marcela Bacigalupo es la Secretaria Ejecutiva de la Secretaría Nacional de Turismo-SENATUR, dependiente de la Presidencia de la República del Paraguay. La encargada de regir al turismo nacional es egresada en Comercio Exterior, con postgrados en: Gestión del Turismo Sustentable, Gerencia de Negocios, en Didáctica Universitaria, en Gestión de Proyectos para Resultados y maestría en Gestión de Empresas. Realizó cursos especializados en: Micro-emprendimientos turísticos, Empoderamiento de la mujer en turismo,

Metodología en Dirección de Proyectos y Curso Ejecutivo a toda Prueba, entre otros. Ha trabajado en la industria de la aviación a nivel internacional y llegó a la gerencia de la emblemática línea de aviación comercial VARIG. Al momento de asumir en las nuevas funciones se desempeñaba como Gerente de Mesa Sectorial de Turismo de la Red de Inversiones y Exportaciones del Paraguay-REDIEX (2010-2013). Los proyectos bajo su supervisión incluyen campañas de promoción “Cartelería de Paraguay” como destino turístico en Sudamérica, apoyo a la Feria Internacional de Turismo del Paraguay-FITPAR y Paraguay Travel Mart., y apoyo al destino turístico de San Bernardino. Asimismo se ha brindado apoyo a los gremios: Asociación Paraguaya de Turismo Rural- APATUR; Red Cooperativa de Emprendedores Turísticos-COTUR Ltda. Paraguay Convention & Visitors Bureau- PC&VB, Asociación Industrial Hotelera del Paraguay-AIHPY, ASHOTEL, y otros. En conjunto con la SENATUR ha impulsado la realización de la Guía de Entrada y Permanencia para el turista. Ejerció la docencia técnica en el área de turismo en relación a Comercio Internacional, negociación estratégica y otras en la UCP. Realizó trabajos de difusión del Plan Maestro de Turismo, así como la Matriz de competitividad en varios departamentos del Paraguay.



Posicionamiento: El turismo en el Paraguay ha iniciado una nueva etapa desde el año 2006, con la creación de la Mesa Sectorial de Turismo, foro de interrelación público-privado en el marco del Plan Nacional de Exportación del Ministerio de Industria y Comercio. En la Mesa de Turismo, la Secretaría Nacional de Turismo ha consensuado con los principales gremios del sector privado una Matriz de Competitividad, que ha delineado los principales desafíos en el corto plazo y que ha identificado el potencial turístico en el segmento de Turismo Cultural, entre otros. En tema de Turismo Cultural Religioso, existen recursos existentes como las Misiones Jesuíticas Guaraníes y el Camino Franciscano, que hoy son objeto de cooperación técnica y financiera a través del Programa de Promoción de las Misiones Jesuíticas, ejecutado por la Ruta Jesuítica y la Fundación Tierranuestra. Dicho programa se refiere a la potenciación de mipymes turísticas en torno al patrimonio. La Secretaría Nacional de Turismo es tutora de los sitios históricos declarados Patrimonio de la Humanidad por UNESCO en 1993: Santísima Trinidad del Paraná y Jesús de Tavarangüé, por lo cual ha solicitado fondos a FOCEM (Fondos de Convergencia Estructural del Mercosur) para la puesta en valor de dichos patrimonios y ha conseguido la Implementación del Proyecto "Recorrido Cultural Luces y Sonidos". La visita a la Misión de Trinidad como resultado de este proyecto ahora se entiende como un recorrido cultural que cuenta la vida de los guaraníes y los Jesuitas que han transcurrido en esos lugares. Es un encuentro de dos civilizaciones portadoras ambas de grandes verdades. Por lo tanto “Luz y Sonido” no es un espectáculo, sino un medio cultural para la comprensión del tiempo de los guaraníes y para poder tomar la “energía mágica” de los mismos.

Por otro lado, La Secretaría de Turismo y la Agencia Española de Cooperación Internacional (AECID) han ejecutado un Plan de Actuación en las Misiones Jesuíticas de Jesús de Tavarangue y de La Santísima Trinidad del Paraná PUH. En la actualidad, gracias a las subvenciones recibidas por la AECID, los Centros de Atención, el Área de Perceptoría, las oficinas, los baños, estacionamientos y áreas de descansos de estos sitios se encuentran con equipamientos y adecuaciones óptimos para brindar un mejor servicio a los visitantes. La Secretaría de Turismo ha invertido en la puesta en valor de los museos de los 4 Pueblos Jesuíticos a fin de fortalecer el Circuito de la Ruta Jesuítica por medio de la readecuación de las instalaciones del Museo de Santa Rosa de Lima - Capilla de Loreto, el Museo de Santiago Apóstol, el Museo Diocesano de San Ignacio Guazu y Santa María de Fe, en cuanto a la elaboración e instalación de señalética, maquetas e infografías, soportes museográficos, barreras de seguridad, verificación del sistema eléctrico e instalación de nuevas luces direccionales, mejoras en hoteles y restaurantes y otros soportes e infraestructuras.

Father James Gardiner, Franciscan Monastery of the Holy Land in Washington DC, USA

BIO: Father James Gardiner, SA, a native New Yorker, is a Franciscan Friar of the Atonement currently serving as director of special projects at the Franciscan Monastery of the Holy Land in Washington, DC, USA (www.myfranciscan.com). He is chair of the Holy Land Committee of the Archdiocese of Washington and regional representative of the Catholic Association of Diocesan Ecumenical and Interreligious Officers. He entered the Friars in 1960 and was ordained a priest in 1969; he has worked in Akron, OH, at Graymoor in Garrison, NY, and in New York City. He is the editor (with Professor J. Deotis Roberts) of "Quest for a Black Theology," re-published by Fortress Press in 2010.



Position Statement: For almost 800 years – ever since Francis of Assisi travelled to Damietta (1219) and Pope Clement VI entrusted his followers with custody of the places made holy by the earthly life of Jesus (1342) – Franciscan friars have been maintaining sanctuaries, preserving access to them and welcoming pilgrims. In North America, the oldest and perhaps most famous example is the California Mission Trail, a series of twenty-one religious and military outposts established by Blessed Junipero Serra and his confreres between 1769 and 1833. Two hundred forty-five years later they still attract thousands of tourists annually and serve the spiritual needs of hundreds of people on a daily basis.

Jin Yung Woo, Special Adviser to the UNWTO Secretary General on Tourism and Culture

BIO: Jin-Yung Woo was appointed UNWTO Special Adviser of the Secretary-General on Tourism and Culture on December 2013. Prior to his appointment, Mr. Woo served as a government official at the Ministry of Culture, Sports and Tourism of the Republic of Korea (MCST), for more than 30 years in various areas related to culture and tourism, mostly in South Korea and the United States of America. Mr. Woo has successively served as Consul of Korean Cultural Center Los Angeles; Director of Korean Cultural Service New York; Spokesman and Director-General of Cultural Policy Department at the MCST; Chief Executive of the National Library of Korea; and Director of the Korean Culture and Information Service. Mr. Woo has studied in the UK, earning an M.A. in Art Policy and Management at the City University, and also obtained a doctor's degree in Engineering in IT Policy and Management at Soong-sil University, Korea.



Position Statement: Tourism related to religious sites and spirituality is a long-established and important sector of the tourism market. The religious and sacred properties capture a range of cultural and natural diversity, and each can singularly demonstrate the spirit of a particular place. Approximately 20% of the properties inscribed on the World Heritage List have some sort of religious or spiritual connection. This type of properties constitutes the largest single category on the List, according to UNESCO. Pilgrimage is the most common form of religious and spiritual tourism. Pilgrimage routes and religious itineraries play a role in linking people and nations and have become in the last decades very attractive tourism products. Spiritual tourism has become internationalized and experienced a spectacular development over the past 30 years. Pilgrimage routes have also transformed and many modern pilgrimages are now motivated not only by religious or spiritual purposes but also by secular and touristic reasons. Pilgrimage opens doors to many opportunities but

also brings many challenges, primarily the management of tourism growth. It emphasizes the need for tourism that is carefully and efficiently managed, proper education among tourists and host communities, the close coordination and cooperation between conservation and tourism and the use of innovative approaches. Religious and spiritual tourism can be a powerful instrument for raising awareness of preserving the values of religious and sacred and therefore preventing any gradual loss of traditions.

The growth of spirituality is creating direct implications in the preservation of historical heritage and cultural identity. It is important to take into account that the secularization of pilgrimages has also created new expectations among tourists and a need to reconcile the tourism industry with spiritual and religious needs of pilgrimages. There is an evident dependence between spiritual tourism and cultural heritage. Cultural Heritage creates a foundation for tourism's growth and tourism has the power to generate funds that make conservation possible. On the other side, without sustainable management, tourism loses its potential for growth. A key element for the protection of heritage is to manage religious or spiritual sites within the framework of sustainable tourism development, respecting the physical integrity of sites and their religious significance. Spiritual and tourist sites are central symbols of local and national identity and uniqueness and there is a need to work together to preserve their significance of cultural and natural heritage. We need a nexus between two key areas: the safeguarding of cultural heritage and the development of sustainable sites.

Maru Acevedo, Viceministra de Turismo de Guatemala, Guatemala

BIO: Desde enero del 2012 funge como Subdirectora del Instituto Guatemalteco de Turismo, el ente rector de turismo del país. En este período se ha destacado por su liderazgo en la formulación y puesta en marcha de la Política Nacional de Desarrollo Turístico Sostenible 2012-2022. Su experiencia profesional data de más de 25 años, desempeñando diversos cargos tanto en el sector público como privado, tales como Directora Ejecutiva de la Cámara de Turismo de Guatemala por 5 años, Directora de Marketing en INGUAT en dos ocasiones, Delegada de Turismo de Guatemala en España por tres años, Gerente de Servicio Abordo en Grupo Taca, entre otros. De nacionalidad guatemalteca, es una profesional en las áreas de Turismo, Marketing y Relaciones Internacionales; graduada en la Universidad Francisco Marroquín de Guatemala como Internacionalista y especialización en Ciencias Políticas.



Posicionamiento: EL CRISTO NEGRO DE ESQUIPULAS es una imagen de Cristo crucificado que se ubica en la Basílica de Esquipulas, a 222 kilómetros de la Ciudad de Guatemala, en la región del Oriente, Místico y Natural, donde convergen en su zona fronteriza los países de Guatemala, Honduras y El Salvador, conocida como la región del Trifinio. La Ciudad de Esquipulas cuenta con más de 400 años de historia y es el destino tradicional de peregrinaje de más de 3 millones de personas que anualmente se desplazan por penitencia, agradecimiento o tradición familiar para venerar al Cristo Negro de Esquipulas, procedentes de diversos puntos geográficos de Guatemala con representación de grupos étnicos de la cultura Maya, Xinca, Mestiza y Garífuna pero igualmente de los países hermanos de Honduras, Nicaragua, El Salvador y la zona sur de México, convirtiéndola en un destino turístico religioso de la región Mesoamericana. Se le conoce como Cristo Negro, dado a que durante más de 400 años de veneración, la madera en que fue tallado ha tomado un tono oscuro por las velas que se encienden en su honor, aunque esta catalogación es reciente, ya que desde el siglo XVII se le conoce como el "Milagroso Señor de Esquipulas". Debido a la gran cantidad de inmigrantes de los países que lo veneran en Estados Unidos, ahora se venera también en lugares como Los Angeles, Nueva York y Nueva Jersey. Adicionalmente hay réplicas del Cristo Negro en la Ciudad de

Morolón, Guanajuato, así como en el Templo del Señor del Encino en Aguascalientes y Villahermosa en México, así como en la Ciudad de Juayúa, El Salvador, en Alajuelita y la comunidad de Santa Cruz en Costa Rica, en la Ciudad de El Sauce y San Pedro de Lógavo en Nicaragua, Suyate, Honduras, ciudad de Cocle en Panamá y aldea El Palmito en Venezuela.

H.G. Bishop Gregorios of Mesaoria, Church of Cyprus, Chairman of the Synodical Office of Pilgrimage Tours

BIO: His Grace Gregorios, Bishop of Mesaoria, was born on February 25, 1968. His origin is from Larnaca Lapithou, district of Kyrenia. He graduated from the Theological Faculty of the University of Athens in 1990 and pursued his post-graduate studies at the University of Birmingham at Selly Oak College, England (1994) and the University of Athens (1996). As of 1992 he was assigned to serve as Preacher of the Holy Archbishopric by Archbishop Chrysostomos I. On May 6, 2001 he was ordained Deacon, on March 24, 2002 Presbyter and on July 20, 2004 he was given the title of Archimandrite and was proclaimed a Confessor. On March 21, 2008 he was elected by the Holy Synod of the Church of Cyprus, as Assistant Bishop of the Holy Archbishopric under the title of Grace Bishop of Mesaoria. He was consecrated on March 30, 2008 by his Beatitude Archbishop Chrysostomos II of Cyprus. Essays and articles by him were published in Collective Volumes and Scientific Magazines of the Patriarchate of Alexandria and the Church of Greece. He participated in Theological and Byzantinological ones, sometimes with scientific announcements. He represents the Church of Cyprus, both inland and abroad, in Pan-Orthodox meetings and international scientific conferences.



Bela Bhattacharya, Professor of Pali, University of Calcutta

BIO: Prof. Dr. Bela Bhattacharya, Gold Medalist, University Professor of Pali, Calcutta University, West Bengal, India has been teaching for more than three decades in The Department of Pali and also in the Department of Languages (Tibetan). She has won Griffith Memorial Prize and has written six books on Buddhism. She has also contributed a large number of research papers (195 approx.) on the different branches of Indology in India and abroad. She has edited Journals, Encyclopedia of Buddhism (Buddha Kosa), Pali text books, Tibetan Readers, Haraprasad Smarane (a special volume) under the University of Calcutta. At the same time she travelled to different parts of the globe and delivered lectures on Buddhism to spread the light of Buddha's message of Metta and Karuna. Students from India and abroad have done their research activities under her guidance. About twenty four students from different countries obtained Ph.D. Degree. Also twenty eight M.Phil students carried out dissertation under her supervision. Prof. Dr. Bela Bhattacharya participated in seminars and conferences in India in almost all the Universities where Pali and Buddhism are taught. In many foreign countries she also addressed lectures on Pali and Buddhism in Universities such as School of Oriental and African Studies (SOAS), University of London (2005), Japan (2006), Bangladesh (2006, 2011), Thailand (2007, '08, '09, '11, '12), Vietnam (2008, '14), Sri Lanka (2008, 2010), Myanmar (2009), Cambodia (2010), Taiwan (2010), Oxford (2011), Dubrovnik (Croatia) (2013), Iowa (USA) (2014). She has also been felicitated with the title of "Vidyabrati" from the Buddhist Research Publication Centre, Chittagong, Bangladesh in 2006.



Position Statement: The word “Relic” comes from the Latin reliquiae meaning remains or something left behind. In ancient civilization of Egypt, body of deceased Pharaohs and members of royal family were preserved in Pyramids. Likewise, in ancient Greece, the remains of heroes were preserved in their cities, as part of Hero cult. The Buddhist cult has always been characterized by the prominence of relic worship which came into vogue immediately after the Mahaparinirvana of Buddha at Kusinara. It is said that after the bone relics had been collected by Mallas, they kept the same in their Council Hall and worshiped the same for seven days. After Buddha’s demise there were many claims for the share of the relics. Ultimately, the bodily-relics of the burnt body of Buddha were collected by the Brahman named Drona, were divided into eight parts and distributed among eight kings and tribes. All of them enshrined the relics in the stupas in their respective places. Even the ashes were given to others to be likewise honored. Soon these stupas became popular shrines and pilgrimages. Asoka had indeed re-enshrined the Buddha relics in various parts of the country. The bodily relics of some disciples of Buddha have also been discovered at some places. This presentation will focus some important pilgrimages in India like Sanchi, Bhattiprolu, Vaisali, Nagarjunakonda, Amaravati, Piprahawa, Bavikonda, Latigiri, Amaran, Jammu, Bodh-gaya, Kusinara, etc.

Ahmed Hassen, Director, Institute of Ethiopian Studies, University of Addis Ababa

BIO: Dr. Ahmed Hassen holds B.A. (Addis Ababa University, 1987), M.A. (Addis Ababa University, 1994), DEA (Université de Provence, Aix-Marseille I, 2001) and PhD (Université Paris I Pantheon Sorbonne 2007). He has been assigned by Addis Ababa University to teach several undergraduate and graduate courses at the university in the last two decades. He has also published several articles in scientific journals, in book chapters and translated and edited two books. Before being appointed Director of the Institute of Ethiopian Studies of Addis Ababa University in 2012, he had been program coordinator of Post Graduate Studies in the Same Institute. He currently collaborates with several centers of African Studies in Europe and Asia. Fluent speaker of both English and French as well as local Ethiopian languages, Dr. Ahmed is one of the rare scholars carefully mastering both historical and contemporary documents on Ethiopia and the Horn of Africa.

Position Statement: It goes without saying that the long history of Ethiopia has always witnessed a complex process of diverse cultural activities. Its tangible and intangible cultural heritage elements unanimously underpin this truth. Despite solid conservation efforts, the tangible heritage assets can be exposed to natural or social risks. The Ethiopian tangible heritage items could rightly extend two immortal services: that of serving as solid testimonies of Ethiopia’s rich history on the one hand; and, as evergreen sources of tourist attractions. Nine of these monuments are already on the World Heritage list. The Ethiopian intangible cultural heritage elements have been preserved by the diverse folk and intellectual languages. While the Ethiopian archaeological and historical facts can easily establish about the wealth and diversity of the country’s heritage, the intangible heritage, such as songs, myths, beliefs, superstitions and oral poetry, on their part, further consolidate the lacuna of information regarding the cultural legacy in Ethiopia. It is equally important to underscore that the story of Ethiopian heritage, in the possible absence of visible traces, can be preserved if dramatized by the “intangible” theatre. Traditional Ethiopian pilgrimages represent good examples of Ethiopian heritage in its totality. This paper is focusing on three selected Ethiopian centers of traditional pilgrimage in the context of tourism. These are the 12th and 13th centuries’ pilgrimage site of King Lalibela, in Amhara national Regional State, the Muslim shrine of the 13th century’s Sheikh Hussein and the Irrecha



Celebration at the Town of Bishoftu, both of them situated in the Oromia National Regional State. The selection of these three sites is deliberate and not a random one. They unanimously witness that Ethiopia has always been a treasure house of cultural and religious pluralism, rich terrain attracting local and international tourists. The salient feature of this paper is to introduce the diverse realities of these three sites and their unifying factors. Revisiting them is so vital to evaluate their tourism development opportunities and challenges in an attempt to benefit both the tourist visitors and the host Ethiopian diverse communities.

I Gede Ardika, Member of the World Committee on Tourism Ethics, former Minister of Tourism and Culture of Indonesia

BIO: I Gede Ardika held several positions at the Ministry of Tourism, Post and Telecommunications of the Republic of Indonesia, before being appointed as Director General of Tourism of the Republic of Indonesia and as Minister for Culture and Tourism of the Republic of Indonesia consecutively in two separate cabinets. Now, he is a member of the bilateral Eminent Persons' Group of the Republic of Indonesia & Republic of Korea, an Honorary Life Member of Pacific Asia Tourism Association, a member of the UNWTO World Committee on Tourism Ethics, and Chairman of the Indonesian Heritage Trust. As a member of the World Committee on Tourism Ethics, he was indispensable in organizing the 2011 Seminar on Tourism Ethics for Asia and the Pacific, and in formulating the Spirit of Bali Statement on responsible tourism. He continues his involvement in projects assisting rural and indigenous communities across Indonesia in developing their own tourism products to incentivize both international and national tourism. Through his involvement in such initiatives, and his current role as a professor, he is a major advocate for safeguarding cultural identity and improving community livelihoods through tourism.



Position Statement: The ultimate goal of people traveling is to enhance their quality of life which covers body, mind and spirit. The harmony of body, mind, and spirit will bring happiness and well-being. The Balinese has philosophy of life calls "Tri Hita Karana" (three ways of happiness). Basically, the Tri Hita Karana implies a balance relationship between human and "creator", human and fellow humans, as well as human and nature. Those elements are practiced holistically in daily life of the Balinese. Bali as small and "fragile" island has limited carrying capacity. For that reason, Bali has positioned herself as "spiritual tourism destination". Basically tourism asset of Bali is people of Bali with their daily life which is based on three way of happiness philosophy. This way of life will guarantee the sustainability of nature to inspire the spiritual tourism.

Marijana Belaj, Professor, Department of Ethnology and Anthropology, University of Zagreb, Croatia

BIO: Marijana Belaj is an Associate Professor at the Department of Ethnology and Cultural Anthropology, Faculty of Humanities and Social Sciences, University of Zagreb (Croatia). Her major fields of interest are contemporary pilgrimages, religion and politics, inter-religious dynamics, (non-institutional) practices and processes of consecration of places, persons and time. Her published works include *Milijuni na putu. Antropologija hodočašća i sveto tlo Međugorja* (Millions en route: Anthropology of pilgrimage and the holy ground of Medjugorje) (2012).

Position statement: One of the most important specificity of Medjugorje are apparitions of Virgin Mary which, as visionaries testify, have been going on for more than 30 years. Testimonies about the apparitions have activated millions of pilgrims from all over the world and thus thoroughly changed the primary demographic, economic and urban face of Medjugorje. However, from the beginning of the pilgrimage history of Medjugorje to date, the alleged apparitions of Mary and pilgrimage itineraries have been inseparable from the authentic rough and avaricious Medjugorje karst. Unlike most famous pilgrimage destinations that are located on the sites of exceptional geographic beauty (Morinis), the space of Medjugorje is rather characterized by the rugged land. Nevertheless, pilgrims find it attractive. As reported, steep and rocky slopes evoke in pilgrims a sense of peace, spiritual inspiration and creativity, and become a part of their experience. This presentation deals with the interaction between natural space and pilgrimage concepts and experiences. It analyses what spiritual magnetism (Preston) the landscape of Medjugorje holds for pilgrims, and how sacred values are created and inscribed in natural environment. At the same time, it discusses how this sacralized landscape shapes pilgrims' experiences, thus becoming a place of personal transformation. These questions will be considered through spatial, material and discursive practices of pilgrims and other agents who create and use the pilgrims' Medjugorje.



Xue Yunwei, Vice-Mayor of Zhengzhou

BIO: Xue Yunwei was born in Zhenping County of Henan Province in March, 1961. He graduated from the Literature and Art School of Zhengzhou University with the Master Degree of Arts. From Feb. 2001 to Aug. 2001, he studied in the University of Maryland (USA) for Public Administration. He once worked in Henan Provincial CPPCC Committee, Port Office of Henan Provincial People's Government and now he holds the office of Deputy Mayor of Zhengzhou Municipal People's Government and is responsible for the developments of Service Industry, Opening-up and construction of Opening-up Platform, tourism, as well as the Economic Supervision, Food Security and Civil Aviation.



Position Statement: For more than 1500 years, Zen Buddhism has been the mainstream of Buddhism in the Far East. As the birthplace of Zen Buddhism, Shaolin Temple is closely related to the rise and fall, the development tendency of Chinese Buddhism in the long history. The origin of Zen Buddhism and Shaolin Kungfu is inseparable with Mount Songshan's specific natural landscape and humanistic environment. Mount Songshan has a history of 3.6 billion years; it is a natural geological museum and a world geological park. Mount Songshan area is the cradle of Chinese culture; the historic monuments of "The Center of Heaven and Earth" dotted at the foot of Mount Songshan are listed as the world cultural heritage. With prosperous development under clear and orderly dharma-lineage, Shaolin Temple has always been the most influential Buddhist sacred land in China since it was established. Living in the unlimited desire and constantly changing world, the Buddhists explore the inner hearts and try their utmost to outdo themselves; they are attracted by the unique way of living which has lasts for thousands of years without any changes. Through the searching for the origin of Zen Buddhism and Kungfu, the Buddhists travel afar to Mount Songshan and Shaolin Temple to pilgrim, enjoy the ecological natural scenery, experience the ancient meditation of life and the profound essence of Kungfu, pursuit the integration and unity of man and nature, and to realize the supreme state of life philosophy. In the unique green hills and rivers of Mount Songshan, and with the rhythm of morning bell and evening drum, the Shaolin monks take morning classes, chant, meditate, practice martial arts, and have

vegetarian food, which are visited and chased by the vast number of tourists, leading to the development of the tourism industry. Encouraged by this, tourism economy of Zhengzhou Municipality has always displayed a trend of rapid development, and tourism has become an important industry promoting economic and social development.

John King, Chairman of the Australian Tourism Export Council and member of the Board of Management of Uluru Kata Tjuta National Park

BIO: Chairman of the Australian Tourism Export Council and member of the Board of Management of Uluru Kata Tjuta National Park. John King has a 40 year background of widely recognised international tourism marketing and management, including operating his own international tourism consulting company for 19 years. He currently serves on numerous company, Government and industry boards and has been Chairman of the Australian Tourism Export Council since 2006. He has a strong passion for the development and promotion of Indigenous culturally based tourism and the equitable participation of Indigenous people in tourism. He was the instigator of the first Pacific Asia Indigenous Tourism Conference held in 2012, was appointed by the Australian Government as the first Indigenous Tourism Business Leader and is a member of the Board of Management of the Uluru Kata Tjuta National Park and World Heritage Area. He has been awarded an Order of Australia Medal, The Pacific Asia Travel Association Award of Merit and an Honorary Fellowship of Southern Cross University for his contribution to tourism.



Position statement: Many Indigenous cultures and knowledge link natural characteristics and phenomena with spiritual beliefs and doctrine. For more than 40,000 years Australian Aborigines have been undertaking across the vast Australian landscape linking places of special spiritual significance. These routes, often traversing hundreds of kilometres and crossing numerous language areas are still known as songlines or dreaming tracks which mark the route of the creator beings during the dreamtime (the time of creation). Two areas of special Aboriginal spiritual and cultural significance are Uluru Kata Tjuta in Central Australia and Kakadu in the tropical north. Both land areas are leased by the Traditional Owners to the Australian Government to be operated as National Parks and World Heritage Areas and are jointly managed with the Traditional owners to protect and promote their significant natural and cultural values. At the first Pacific Asia Indigenous Tourism Conference held in 2012 in Darwin and attended by Indigenous representatives from 16 countries, the Larrakia Declaration was formulated recognising the significance for tourism of Indigenous culture and establishing the principles for its sensitive and sustainable development and promotion. The Declaration has since been adopted by the Pacific Asia Travel Association and recognised and supported by UNWTO.

Nava Castro Domínguez, Director of Tourism Galicia (Xunta de Galicia)

BIO: D^a M^a Nava Castro es licenciada en filología hispánica por la Universidad Complutense de Madrid, cuenta con diversos Máster sobre Estudios Turísticos; Emigración y Retorno, en Agentes de Desarrollo Económico y Gestión de Programas, en Gestión y Dirección de Pymes y en Intervención y Gestión de Servicios Sociales. En los últimos 16 años ha ocupado cargos de responsabilidad en diferentes instituciones de Galicia. En 1998 fue diputada en el Parlamento de Galicia y a continuación y hasta el año 2000 se ha encargado de la concejalía de servicios sociales del ayuntamiento de Ponteareas. Entre el año 2000 y el 2003 fue la alcaldesa del mismo ayuntamiento donde había estado al cargo de la concejalía de servicios sociales y

en años sucesivos se convirtió en teniente de alcalde de este ayuntamiento con la responsabilidad de llevar la concejalía de servicios sociales y economía y hacienda. Durante diversos años alternos también ocupó el puesto de responsable del Centro Europeo de Información y Animación rural de Carrefour de Galicia. En 2008 fue diputada en el Congreso de los Diputados hasta que en mayo del 2009 fue nombrada directora general de Comercio, puesto que ocupó hasta que en enero del 2013 fue nombrada directora de Turismo de Galicia.



Alison Hilliard, Deputy Secretary-General, Alliance of Religions and Conservation, ARC, United Kingdom –

BIO: Alison Hilliard is the Director of the Green Pilgrimage Network and deputy Secretary- General of the Alliance of Religions and Conservation: a UK-based charity founded by HRH Prince Philip. The Green Pilgrimage Network was launched in 2011 and has grown to include over 25 pilgrim cities of 8 major faiths worldwide. Its vision is that pilgrims on all continents, and the pilgrim cities and places that receive them, become models of care for the environment. Alison spent over 20 years with the BBC- as a presenter and reporter for BBC Radio and Television. She was head of Religious Broadcasting for the BBC World Service and is author of 'Living Stones Pilgrimage' with the Christians of the Holy Land. She has lived and worked in Jerusalem, Uganda and Ethiopia.



Position Statement: At least 220 million people each year go on pilgrimage – the largest single collective human activity. Pilgrim cities are receiving record numbers of visitors. In 2013, for example, more than 100 million Hindu pilgrims attended the twelve-yearly Maha Kumbh Mela, in Allahabad, India. Thirty million Sikh pilgrims each year visit the Golden Temple in Amritsar, three million go on Hajj each year and pilgrimage in Europe is booming. But pilgrimage comes at a price. For example, it's estimated that around 100 million plastic bottles are left behind each year at the Hajj leaving the Saudi authorities with a month long clean up. And the carbon footprint from Hajj pilgrimage alone each year through air travel is huge: it's thought that Muslim pilgrims would need to plant over 4,000 hectares of new forests each year in Indonesia to offset their travel. Tackling the pilgrimage trail of waste and pollution is one key objective of the Green Pilgrimage Network that was set up in 2011. Its vision is that pilgrims on all continents, and the pilgrim cities and places that receive them, become models of care for the environment: significantly contributing to reducing the impact of climate change while addressing the practical aspect of wisely managing the increasing numbers of pilgrims. GPN now has the commitment of faith groups from Christianity to Confucianism, from Daoism to Hinduism and from Islam to Sikhism, with over 20 pilgrim cities worldwide participating where local faith groups work alongside municipal authorities to introduce best environmental practice: whether on renewable energy, green construction, biodiversity conservation, waste treatment or recycling, while promoting a message of environmental care as a religious responsibility.

Devesh Chaturvedi, Principal Secretary, Minority Welfare, Government of Uttar Pradesh and Divisional Commissioner of Allahabad during Kumbh Mela 2013, India

BIO: Dr. Devesh Chaturvedi is a member of the Indian Administrative Services and currently holding the position of Principal Secretary, Department of Planning and Director General of the State Planning Commission, Government of Uttar Pradesh. A Graduate and Post Graduate in Mechanical Engineering, he completed the Doctorate thesis on “Performance management in Government” in the year 2013. Dr. Chaturvedi worked as Director and then Additional Director General in the Ministry of Tourism, Government of India for five years (2007 and 2012). While working in the Ministry of Tourism, he was closely associated with the successful “Incredible India Campaign” and development and promotion of tourism. Dr Chaturvedi was deputed as Divisional Commissioner of Allahabad division in the State of Uttar Pradesh where he was the Chief Coordinator for successful organization and management of the Kumbh Mela from January 2013 to March 2013. This 55 day mega pilgrimage witnessed the largest gathering of humanity at one place at one point of time. The Governance of Kumbh and the quality of services delivered has been a subject of appreciation both at the domestic and international level. The Governance model has been adopted as a case Study by the Harvard Business School. The delegation of State Government was invited to Harvard University in the annual symposium and a workshop held in April 2013 and August 2013 to present the case of Kumbh Mela and share the Governance experience/ challenges. Dr. Chaturvedi represented the State Government in these events.



Position Statement: Kumbh mela is a mega pilgrimage event held every twelve years on the confluence of the holy rivers Ganges, Yamuna and the invisible Saraswati called the Sangam. During this event held in 2013, an area of 56 square Kilometer was notified as a separate administrative unit and 20 square kilometer of the core area was developed into a temporary city called the Kumbh nagari. The city had an estimated population of 1 million on normal days and up to 2.5 million on peak bathing dates. Besides, millions of pilgrims visited the Sangam on the main bathing dates to take the holy dip at the Sangam. The Government machinery was responsible for providing the necessary civil infrastructure like roads, bridges, electricity, water supply, essential supplies, medical and health assistance, sanitation, solid waste management, drainage and other services in the Kumbh nagari and as well as the city of Allahabad during this 55 day event. It was a mammoth logistic operation to be undertaken in a short time span of 10 weeks available after the receding floods post monsoon. Besides crowd, disaster, logistic and operations management, the challenge was to ensure environment sustainability in operations. Adequate and bathable quality river water was to be provided throughout the event. Further, the tenets of “Safe and Honorable” tourism and the concept of Clean Kumbh-Green Kumbh were implemented to minimize the possible adverse impact of the huge influx of pilgrims on the ecosystem of the rivers. The shared vision for the TEAM KUMBH was “to ensure a safe, secure and comfortable stay for the visitors.” and “to amalgamate technology and tradition in a seamless manner preserving the sanctity of the mela”. The presentation will describe this journey which transformed the serene river banks to a hustling-bustling temporary city. The Governance and management lessons that can be useful for successful and sustainable management of pilgrim destinations, both temporary and permanent, with active association of all relevant stakeholders, will also be discussed.

Ven. Myeong Beop, Former Deputy Director of International Affairs Dept. International Seon (Zen) Centre of Jogye Order , Republic of Korea

BIO: Ven. Myeong-beop has been a Korean nun in Jogye Order of Korean Buddhism since 1994 and received the transmission of Seminary Dharma from the most Ven. Myeong-Sung, President of Unmunsa. She worked as deputy director of International Affairs Dept. at International Seon Center (2012) and Acarya of Sangha Education in Jogye Order of Korean Buddhism (2011-2013). She received her Ph. D. in 2007 from Dept. of Aesthetics at Seoul National University. She is currently engaged in the Project of “Visualizing Buddhist Textual Diagram - For an Analysis of the structure of Buddhist Commentarial Literature” at SNU, and teaching “Asian aesthetics”, “Buddhism”, and “Buddhist meditation and counseling” at SNU and other universities. Ven. Myeong-beop is Associate Professor of Buddhism, Nungin University of Buddhism and the chair of Mind and Metaphor Psycho-counseling Institute. She published MI HAK DAI GYE 1: History of Aesthetics (2007), Zen Buddhism and the Sprit of Art of Song China Literati (2009), History of World Buddhism (2011), How Old Is The American Buddha? (2013), The Buddha in Museums (2014) and many articles in Korean.



Position Statement: Templestay is a Korean cultural program that gives participants a chance to experience the traditional life of Buddhist practitioners in mountain temples –where 1,700 years of history and culture come together as one. During the 2002 World Cup, Korea launched this unprecedented program of opening Buddhist temples to visitors, regardless of religious belief or nationality. Through the Templestay program, participants can experience more than a millennium of living, breathing history by joining monastic practitioners in their daily lives. Those who join the program eat, sleep, and engage in meditative practices together with Buddhist monks and nuns, thus giving them a genuine taste of Korean history and culture. The Templestay program has thus become one of the most sought-after tourist programs in Korea, providing visitors from all over the world with an opportunity to experience Korean traditional culture for themselves. During its initial phases of development, Templestay focused primarily on increasing the numbers of participants. More recently however, during subsequent phases, the program has begun to work towards improving its overall quality by confronting relevant challenges such as: benefitting society; the effects of Templestay on our mental, emotional, and spiritual state; increasing the physical, psychological and societal appreciation of temples; religious tolerance, harmony, and program specialization. Templestay endeavors to spread a culture of peace for all living beings as well as remind us of the value of relationships and the importance of happiness

Paolo Caucci von Saucken, Presidente, Comité de Expertos del Camino de Santiago

BIO: Paolo Caucci von Saucken es profesor universitario que ha empezado su carrera en la Universidad de Santiago de Compostela desarrollando sucesivamente su docencia como catedrático de Historia de la cultura hispánica y de Literatura española, en la Universidad de Perugia, Italia. Ha impartido cursos académicos también en otras universidades entre las cuales la Pontificia Universidad Lateranense de Roma y la UNED de Madrid. Ha participado en numerosos congresos, encuentros de estudio y comités en Europa, América latina y Israel. Ha enfocado su producción científica especialmente en el campo de las peregrinaciones a Roma, Santiago y Jerusalén, de las que es reconocido



especialista. Es presidente del Comité internacional de expertos del Camino de Santiago, del *Centro italiano di studi compostellani* y de otras instituciones académicas y culturales. Dirige dos revistas científicas internacionales sobre las peregrinaciones. Ha recibido numerosos reconocimientos internacionales por su actividad. Vive y reside en Perugia.

Posicionamiento: El renacimiento de las peregrinaciones a Santiago de Compostela ha producido efectos en todos los campos. Su modelo de peregrinación a pie y sus consecuencias influyen en la espiritualidad, la política, el turismo, el arte, la literatura, las costumbres, la sociedad, las comunicaciones de nuestra época y han contagiado benéficamente y renovado el sistema de los antiguos itinerarios de peregrinación no sólo hacia Santiago sino hacia Roma y Jerusalén. Un sistema que hay que valorar en su conjunto. Esto ha determinado un creciente interés hacia el mundo de la peregrinación por parte de instituciones, centros de estudios y universidades y determinado un considerable asociacionismo internacional. Para enfocar correctamente la cuestión de las peregrinaciones actuales y al fin de prever su probable desarrollo futuro, hace falta tener en cuenta el problema de su complejidad, unidad y modalidades y en especial modo que se está perfilando un interés común entre Roma, Santiago y Jerusalén.

Alicia Lonac, National Director for Tourism Development, Ministry of Tourism, Argentina

BIO: Licenciada en Turismo por la Universidad Nacional del Comahue en 1985, con post-grado en formación ambiental, por la Facultad Latinoamericana de Ciencias Ambientales. Auspicios de UNESCO y Comité del Programa MaB. La Plata. Argentina. Agosto de 1992. Maestría “ECOAUDITORIAS Y PLANIFICACION EMPRESARIAL DEL MEDIO AMBIENTE”. Instituto de Investigaciones Ecológicas. Miembro de la UICN. Málaga. España. 1998. Experiencia en Argentina: Más de 20 años de docencia, investigación y extensión universitaria, profesor adjunto de Planificación y Gestión Turística. Universidad de Comahue. Investigador Nacional Cat II. Temas: Manejo ambiental centros turísticos de montaña; Migración por amenidad en destinos turísticos; uso público en áreas protegidas; etc. Secretaria de Investigación. Facultad de turismo y Presidente del Consejo de Posgrado de la Universidad de Comahue. Neuquén. 2008 - 2010, Subsecretaria de Turismo de la Provincia del Neuquén. Desde 2011, Directora Nacional de Desarrollo Turístico. Ministerio de Turismo de Nación. Desde 2012, Representante por Latinoamérica en el Programa Patrimonio Mundial y Turismo Sustentable. UNESCO.



Posicionamiento: La Huella Andina (HA) es la primera experiencia de Sendero de largo recorrido (SLR) de la Argentina y es el primer proyecto de “Senderos de Argentina”. HA está ubicado en la Patagonia norte cordillerana. Se trata de una senda troncal de 570km. que recorre las provincias del Neuquén, Río Negro y del Chubut y atraviesa cinco Parques Nacionales: Lanín, Nahuel Huapi, Los Arrayanes, Lago Puelo y Los Alerces. Además, transcurre por la reserva de la Biósfera Andino Norpatagónica, declarada por la UNESCO en el año 2007. Una de las catorce localidades cabeceras que transcurren a lo largo del trazado principal de la HA, es la localidad de Junín de los Andes. En estos últimos años, ésta se ha posicionado como un nuevo destino del Turismo de la Fe (Nota: En Argentina, el concepto de Turismo de la Fe amplía el concepto de Turismo Religioso tal como se indica a continuación: “Turismo de la Fe es una modalidad de viaje que tiene como principal motivación la fe, la devoción, la creencia, la espiritualidad o incluso el interés por visitar las distintas expresiones de arte sacro, incluyendo los diferentes credos”. El acceso desde la HA hacia Junín de los Andes tiene una importancia extrema, considerando que se puede realizar surcando paisajes inmejorables del volcán Lanín. La importancia de este sendero, además de su impronta paisajística, cultural (por la

importancia y predominancia de sus pueblos originarios), es la unión binacional y religiosa que existe entre las localidades de Junín de los Andes (Argentina) y Pucón (Chile), a través de Paso Mamuil Malal. Esto se ha transformado en la La Ruta Binacional de la Fe, que sigue las huellas de los santos patagónicos. En Junín de se encuentra el Vía Christi, obra del Arquitecto Alejandro Santana, sobre la vida y muerte de Cristo, único en la Argentina. Tiene la particularidad de tener rostros araucanos, manifestación de la cultura mapuche y cristiana. También se encuentra en Junín de los Andes para conocer la obra del Monseñor Francisco Valdés Subercaseaux conocido como Padre Pancho quien dejó un importante legado patrimonial y espiritual. A diferencia de otras peregrinaciones (que surgen de manera espontánea por la propia devoción de los fieles), la Ruta Binacional de la Fe, es considerada, desde las estrategias de desarrollo y planificación turístico-sustentable, un motivador más para el senderista de la Huella Andina. Con el objetivo de diversificar la oferta turística, se promueve el desarrollo de experiencias turísticas que motiven la visita de más turistas con diferentes intereses, a lo largo de todas las regiones de Argentina, durante todo el año.

Jesús Hernández Galán, Director of Universal Accessibility, ONCE Foundation for social inclusion of people with disabilities

BIO: Jesús Hernández Galán es Doctor Ingeniero de Montes. También ha realizado un Máster en Gestión de Empresas y un Máster en Gestión Medioambiental por la Open University. Entre los cursos de desarrollo profesional ha realizado un PDG por el IESE, *Leading Innovation* por la Stanford University y *Global Management Certificate* por la Thunderbird Global Management School. Ha sido Director General y CEO de Fundosa Accesibilidad S.A. del 2000 al 2003. Desde entonces y hasta la actualidad es Director de Accesibilidad Universal de la Fundación ONCE. Es Presidente de la Plataforma Tecnológica eVIA y Vicepresidente de la *European Network for Accesible Tourism ENAT*. Así mismo es Presidente del Comité Técnico de Normalización AEN/CTN 170 - ACCESIBILIDAD UNIVERSAL Y DISEÑO PARA TODOS de AENOR. Presidente del Mandato 420 de la Comisión Europea sobre accesibilidad en el entorno construido que tiene por objetivo la introducción del diseño para todos en las compras públicas relacionadas con la edificación y el urbanismo. Es responsable de Proyectos especiales del sur y oeste de Europa del EIDD, Plataforma Europea conjunta para arquitectos, diseñadores y otros que creen en las potencialidades de sus profesiones, que desempeñan un papel vital en la transformación necesaria de nuestras sociedades. Así mismo es miembro del Jurado de los Premios Access City Award de la Comisión Europea y miembro del Jurado de los Premios Reina Sofía en Accesibilidad. Es Director del Master de Accesibilidad y Diseño para Todos de la Universidad de Jaén, Director de *Master Executive* en Economía Social de la EOI y Director del Curso de Accesibilidad Universal del Colegio Oficial de Arquitectos Madrid y la Universidad Politécnica de Madrid. Ha impartido ponencias en diferentes universidades tanto españolas como extranjeras. Es Editor Jefe de la revista científica *Journal of Accessibility* de la Universidad Politécnica de Cataluña y miembro de los Comités Científicos de diversos congresos tanto nacionales como internacionales. Ha dirigido diversos proyectos de investigación financiados por administraciones públicas españolas y por la Comisión Europea.



Posicionamiento: Según la Organización Mundial de la Salud en el mundo hay más de 1000 millones de personas con discapacidad. Esto significa que en torno al 15% de la población mundial tiene algún tipo de limitación en sus capacidades funcionales. En España esta situación mejora sensiblemente ya que según la encuesta realizada por el Instituto Nacional de Estadística entorno al 9% de los españoles, es decir, casi 4 millones de personas en España tienen algún tipo de discapacidad. Además es importante tener en cuenta el envejecimiento de la población. Según estimaciones de la Organización Mundial de la Salud en el año 2050

habrá en el mundo 2000 millones de personas con más de 60 años. Pero la falta de accesibilidad no sólo afecta a personas mayores o personas con discapacidad sino que dificulta la capacidad de relacionarse con el entorno a un porcentaje muy importante de la población. Pensemos en mujeres embarazadas, personas con un carrito de bebé o que transportan objetos pesados como por ejemplo una maleta, personas que temporalmente tienen fracturada una pierna o un brazo, etcétera. Según el Plan Nacional de Accesibilidad en torno al 40% de la población se ve beneficiada directamente por entornos, productos y servicios accesibles. Según diversas encuestas realizadas las personas con discapacidad y personas mayores suelen ser fieles a los destinos accesibles y en un porcentaje muy alto suelen viajar en temporada baja. Otro dato importante arrojado por estas encuestas es que suelen viajar acompañados. Además en un porcentaje muy alto practican turismo y les gusta viajar. Especial relevancia toma esta cuestión en la práctica de peregrinaciones. Un número importante de peregrinos tiene movilidad reducida y las condiciones de accesibilidad que reúnen los diferentes espacios por los que tiene lugar la peregrinación son fundamentales para poder realizarla. Para ello es imprescindible tener en cuenta los itinerarios, medios de transporte, infraestructuras para pernoctar, edificios religiosos, sistemas de comunicación, servicios sanitarios, etc.

Juan Felipe Hunt Ortiz, Director Adjunto, Departamento de Asociaciones y Cooperación para el Desarrollo PARDEV, Organización Internacional del Trabajo, OIT

BIO: Juan Felipe Hunt Ortiz nació en 1959; obtuvo un Diploma de grado en Derecho Público en la Universidad de Sevilla, España y un Máster en estudios sobre las comunidades europeas en el Collège D'Europe, Brujas, Bélgica, y un Diploma en Importación y Exportación de la Escuela de Comercio de la Cámara de Comercio de Madrid. También cursó estudios en la Escuela Diplomática de España. Juan Felipe Hunt fue nombrado Director de la Oficina de la OIT en España el 15 de febrero de 2000. Su nombramiento como Jefe del Servicio de Cooperación para el Desarrollo (CODEV), Departamento de Asociaciones y Cooperación para el Desarrollo (PARDEV), es efectivo a partir del 1 de febrero de 2011. Desde que se incorporara a la OIT, en 2000, se ha desempeñado como Director de la Oficina de la OIT en España. En dicho cargo fue responsable de la cooperación con el Gobierno de España, durante los dos períodos de presidencia española de la UE inclusive, para la gestión de asuntos relativos a la migración, la asistencia técnica, la formación, las alianzas público-privadas, y la cooperación con organizaciones internacionales con sede en España, tales como la Organización Mundial del Turismo, la Secretaría General Iberoamericana y las Cumbres Iberoamericanas de Jefes de Estado y de Gobierno, entre otras. Entre sus responsabilidades figuraba el seguimiento de la aplicación de los convenios y recomendaciones de la OIT, la visibilidad de la Organización en relación con el Programa de Trabajo Decente, el Pacto Mundial para el Empleo, el proyecto SCREAM (Defensa de los Derechos del Niño a través de la Educación, las Artes y los Medios de Comunicación) del IPEC, la presencia de la OIT en los medios de comunicación españoles, la movilización de recursos del Gobierno central y de las comunidades autónomas a escala local, así como del sector privado y de la sociedad civil, y la preparación y puesta en marcha de proyectos de cooperación técnica, entre otros en relación con la pesca, el programa SCREAM del IPEC, la migración y el empleo de los jóvenes.
