

Conference Programme (11th March 2009)

Traditions and Traditions and Transformations: Tourism, Heritage and Cultural Change in the Middle East and North Africa Region

Amman, The Hashemite Kingdom of Jordan, 4-7 April 2009

Friday, 3rd April 2009

(Al-Hussein Cultural Centre & Jordan National Museum)

15:00-18:00	Registration desk open in Al-Hussein Cultural Centre
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19:00-21:00	Welcome Reception hosted by the Jordan National Museum
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Saturday, 4th April 2009

(Al-Hussein Cultural Centre)

08:30	Registration desk opens in Al-Hussein Cultural Centre
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09:30-11:00	Conference Welcome and Opening Addresses
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11:00-11:45	Keynote Address: Mr. Eugenio Yunis, United Nation's World Tourism Organisation, Spain
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11:45-12:30	Keynote Address: Dr. Waleed Hazbun, John Hopkins University, USA
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12:30-13:30	LUNCH
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Session 1 13:30-15:30	Tourism and Media Interfaces	Intangible Heritage and Tourism (1)	Developing Tourism: Creation, Re-Creation	Archaeology and Tourism Relations (1)
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13:30-14:00	Salem Harahsheh and Rafa Haddad: <i>The Influence of the Media on the Formation of Tourism Destination Image</i>	Thomas M. Schmitt: <i>UNESCO's Intangible Heritage Concept and Jemaa El Fna Square in Marrakesh</i>	Simon C. Woodward: <i>"If You Build It, They Will Come": Tourism Development on Saudi Arabia's Red Sea Coast</i>	Behrouz Afkami: <i>Practicalities of the Relationship between Archaeology and Cultural Tourism in Archaeological Sites</i>
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14:00-14:30	Khaled Adham and Mohamed Abo Tera: <i>Globalisation, Cinema, and the Changing Face of the Coffee House in Cairo, Egypt</i>	Bahar Beishami: <i>Cultural tourism Planning with emphasis on Iranian Intangible Heritage</i>	Sawsan Khries: <i>The Impact of Developing Tourism on the Spatial Pattern in Jordan</i>	Yaqoub S. Al-Busaidi: <i>Archaeotourism in the Sultanate of Oman</i>
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14:30-15:00	Dalia Mostafa: <i>Recent Egyptian Bestsellers and the Tourist Market</i>	Aditya Eggert: <i>Tourism and the Valorisation of Intangible Heritage in Yemen</i>	Joomi Lee: <i>Constructing a New Medieval City: Medina Revitalization and Morocco's Authoritarian State</i>	Shirin M. Atris: <i>The Role of Archaeology in Contemporary Tourism. Alexandria; A Case Study</i>
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15:00-15:30	Kay Dickinson: <i>Bridging Cultures, Meeting Minds: Cultural Event Tourism and the Dubai International Film</i>	Ramdane Kamel: <i>The Valley of the M'Zab. The Living Heritage of Humanity</i>	Mehmet Tunçer: <i>Controlled Urban Growth and Tourism Development - Ajloun, Ain Janna and Anjara</i>	TBA
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15:30-16:00	TEA			
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Session 2 16:00-18:00	Issues in Heritage Conservation	Intangible Heritage and Tourism (2)	Histories of Travel in the MENA region	Archaeology and Tourism Relations (2)
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16:00-16:30	Ziad Alrawadieh: <i>Cultural Heritage Conservation by Using Tourism With Taypet Zaman as a Case Study</i>	Rasha M. Omran: <i>Washing Hands and Feet in Ancient Egypt</i>	Thor Flognfeldt: <i>Northern European Visits to Historical Middle East – Links to Contemporary Living</i>	Begümşen Ergenekon: <i>Archaeology and Tourism: Çatalhöyük, Datça and Kerkenes Excavations in Turkey</i>
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16:30-17:00	Kostantinos Moraitis and Charalambos Chaitas: <i>Cultural Attractions and the Preservation of Cultural Heritage: The Design of a Cultural Centre for the Gabalaya Bedouins in Sinai</i>	Osama A.W. Abdel Meguid: <i>Nubians of Aswan. Intangible Heritage and Community Based Eco-Tourism</i>	Said Georges Chaaya: <i>Freemasonry Travel and Tourism to the Holy Land in the 19th Century</i>	Myriam Jansen-Verbeke and Ebru Torun: <i>Tourism Development of Archaeological sites. Matching conservation policies and tourism strategies: Case study Sagalassos –Turkey</i>
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17:00-17:30	Rama Al Rabady: <i>Spatial Conservation and Sustainable Development in Jordanian Historic City Cores: Case Study of Madaba</i>	Daryoosh Hayati: <i>Rituals and Tourism: A Study of the Role of Rituals in Attracting Tourists</i>	Stephen L. Keck: <i>Packaging Egyptian Antiquity</i>	Laurence Gillot: <i>Relationship between Archaeologists, Tourists and Local Communities on Archaeological Sites in Syria</i>
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17:30-18:00	Fodil Fadli and Magda Sibley: <i>Hammāms of North Africa: Conserving Heritage for Sustainable Cultural Tourism</i>	Violeta Puscasu: <i>MENA's Orthodox Monastic Places as Intangible Heritage: Cultural Tourism Tracks Followed</i>	Habib Saidi: <i>Opposite Balcony, Comb Teeth and the Comprador Class: Ethnography of the Establishment of Tourism in a Mediterranean Resort</i>	Isilay Gursu: <i>Tourism, Archaeology and Privatization: A View from Turkey</i>
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20:00-23:30	CONFERENCE DINNER			
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Sunday, 5th April 2009

(Al-Hussein Cultural Centre)

08:30	Registration desk open			
Session 3 09:00-10:30	The Arts and Crafts in Tourism	Tourism and Inter-Cultural Dialogue	Tourism at the Global – Local Nexus	Marketing Heritage and Tourism
09:00-09:30	Sonja Buchberger: <i>The Portrayal of Tourism in Contemporary Arts in the Maghreb</i>	Said Faiq : <i>The Discourse of Tourism: An Intercultural Perspective</i>	Leïla Vignal: <i>The New Territories of Tourism in Egypt: A Global Frontier</i>	Giovanna Parodi da Passano: <i>Promotion, the Heritage Process and Exploitation Policies in Tourism in Djerba</i>
09.30-10:00	Irene Maffi: <i>Tourist Art, “Traditional Handicraft” and the Fabrication of Jordanian Popular Culture</i>	Sheena Westwood: <i>A Sacred Site, Tourists and Cross Cultural Understanding: Stories from Emirati National Guides at Sheikh Zayed Bin Sultan Al Nahyan Mosque</i>	T. Keisei Tanahashi: <i>Globalisation and Emerging Roles of Culture and Tourism in the Islamic World</i>	Clayton Thomas: <i>Branding and Turkey’s New Tourism Strategy</i>
10:00-10:30	Seth Thompson, Mona El-Mousfy, and Nadia Mounajjed: <i>The Politics of Space in a Constructed Identity: The Sharjah Biennial in Context</i>	Detlev Quintern: <i>Enhancing Cross-Cultural Dialogue by Cultural Tourism. Potentials of Istanbul’s Museum for Sciences and Technologies in Islam</i>	Rahmani Moussa and Bouzاهر Necira Nesrine: <i>Interactions between the Local and the International through the Cultural Tourism Product: A Case Study from the Ziban Region (Algerian Sahara)</i>	Methiye Gül Çoteli and Semih Halil Emur: <i>Transformation from Heritage Conservation to Heritage Marketing: A Case of Goreme Historical National Park</i>
10:30-11.00	COFFEE			
Session 4 11:00-13:00	World Heritage Sites – Challenges and Contestation	Tradition, Exchange and Issues of Authenticity	Internal – External Representations and Perceptions of the MENA region	Archaeology and Tourism Relations (3)
11:00-11:30	Ataa Alsalloum and Magda Sibley: <i>Tourism in World Heritage Cities: Challenges for Heritage-led Urban Regeneration in Bath and Damascus</i>	Jalaledin Raffar and Mahmoud Ghazi-Tabatabaei: <i>Modern Replicas as Alternatives for Tourist Habitations in Iran</i>	Derek Bryce: <i>Interpellated Wester-ness – a ‘Turkish’ Tourism Attraction</i>	Arwa Badran: <i>Archaeological Education in Jordanian Schools: for Knowledge or Money?</i>
11:30-12:00	Annika Rabo: <i>Contesting “World Heritage” in Aleppo</i>	Reza Jervandi: <i>Do All Destinations Have Souvenirs?</i>	Cody Paris, Gyan Nyaupane and Victor Teye: <i>Study Abroad Students’ Attitudes towards Dubai</i>	Oystein LaBianca and Maria Elena Ronza: <i>Tourism as a Sustainable Resource for the Maintenance of an Archaeological Site</i>
12:00-12:30	Savino di Lernia: <i>Tourism’s Impact on Cultural Heritage in Desert Environments: Problems and Practices from the World Heritage Site of Acacus Mts. (Southern Libya)</i>	Zeina Haddad: <i>Faces of Traditions, the Lebanese Village</i>	Ali Bakir: <i>Instrumental Calculation Versus Cultural Considerations in Strategy: Implications for Tourism Strategy in Najaf-Iraq</i>	Paul Burtenshaw: <i>Archaeology, Economics and Tourism: The economic use-value of archaeology - applications in Northern Syria</i>
12:30-13:00	Alla Ali Nussir: <i>The Impacts of Tourism on the World Heritage Sites in Jordan: A Chance for Sustainable Tourism</i>	TBA	Kevin Hudnell: <i>Tourism and International Perceptions of the Middle East: The Uncertain Effects of Commercialized Culture</i>	Wafaa Elias and Engy El-Kilany: <i>Negative impacts of Tourism at Archaeological Environment in Egypt</i>
13.00	LEAVE FOR SALT STUDY VISIT			
13:30-18:00	STUDY VISIT TO CITY OF SALT			
	FREE EVENING			

Monday, 6th April 2009

(Al-Hussein Cultural Centre)

08:30	Registration desk open			
09:30-11:00	Plenary Session: Dr Setany Shami, Middle East North Africa Programme, Social Science Research Council, USA and Dr Zaki Aslan, Conservation of Cultural Heritage in the Arab Region Programme, International Centre for the Study of the Preservation & Restoration of Cultural Property (ICCROM), Italy			
11:00-11:30	COFFEE			
Session 5 11:30-13:30	Interpreting and Re-Configuring Heritage Tourism	Religious Tourism	Heritage Tourism as Economic Development: Cases and Critiques	Tourism Dimensions of the Historic City
11:30-12:00	Samirah Al-Saleh and Kevin Hannam: <i>Heritage Shopping and Domestic Tourism in Saudi Arabia</i>	Robert Lanquar: <i>Religious and Spiritual Tourism in the Mediterranean: Old Practices, New Products</i>	Abdelkrim Marzouk: <i>The Economic and Environmental Impact of the Tourism Boom in Essaouira, Morocco</i>	Kahina Djiar: <i>Cultural Tourism and Heritage in Marrakech</i>
12:00-12:30	Ala Al-Hamarneh: <i>"It was a fair War"– The Touristic Re-Presentation of the Military Heritage of El Alamein</i>	Dora Carpenter-Latiri: <i>Religious Tourism in Tunisia: The Jewish Shrine of El Ghriba in the Island of Jerba</i>	Mervat Abdel Nasser: <i>The New Hermopolis: Revival of the Ancient Hermopolis- El Minia- Middle Egypt for Cultural and Economic Development</i>	Senem Zeybekoglu Sadri and Hossein Sadri: <i>Commodification by Conservation: Tourism-led Transformation of Historical Istanbul</i>
12:30-13:00	Fakhrieh Darabseh and Roger White: <i>The Development of a Tourist Trail of Decapolis Sites in Jordan</i>	Shin Yasuda: <i>Religious Tourism in Contemporary Syria: Transformation of Ziyara in Shi'ite Islam</i>	Laurence Moisy: <i>The Strategies of Tourist Valorization of Heritage: Between Cultural Interest and Opportunism</i>	Nabil I. Mohareb: <i>New Projects, Old Problems: Impact of Recent Developments on Alexandria's Historic City Centre</i>
13:00-13:30	Jonathan Karkut and Julie Scott: <i>An Iranian Faloudeh- Presenting New Layers of Heritage in Qazvin</i>	Norig Neveu: <i>Islamic Tourism Development in Jordan 1980s-2008</i>	Marie-Astrid Choplin: <i>Cultural Tourism and Local Development, a Paradoxical Dialectic: the Case of a Holiday Camp Creation, N' Koob, Morocco</i>	Baisakhi Bandyopadhyay: <i>Mecca and Tourism</i>
13:30-14:30	LUNCH			
Session 6 14:30-16:00	Environmental Concerns and Sustainable Tourism Responses	Management of Heritage Sites	Perspectives on 'the Tourist'	
14:30-15:00	Jane Ali-Knight and Marcus Stephenson: <i>Sustainable Tourism in the United Arab Emirates: Dilemmas and Challenges</i>	Dinç Saraç: <i>New Directions Towards Tourism and Heritage Management in Antalya, Turkey</i>	Osama Al-Fawair: <i>The Ethics and Responsibilities of the Jordanian Tourism Sector towards the Jordanian Consumer (Tourist)</i>	
15:00-15:30	Anastasia Telesetsky: <i>Promotion of Environmental Impact Reports / Assessments for Local and Regional Protection of Heritage</i>	Anne Mollenhauer and Youssef El-Khoury: <i>Resafa (Syria)- The Process of Defining a Site Management Concept</i>	Shatha Abu-Khafajah: <i>'Make the past count; make the tourists feel at ease ...': Jordanian Heritage between the Government and the Local Community</i>	
15:30-16:00	Mohammed Ben Brahim: <i>Tourism Versus Sustainability: A Case Study of Erg Chebbi in South-Eastern Morocco</i>	Alicia Skokowski: <i>The Significance of Heritage Sites and Proper Visitor Management</i>	Abel Polese: <i>From Honoured Guests to Tourists: Mass Tourism and Reshaping of Hospitality Practices in Turkey</i>	
16:00-16:30	TEA			

Session 7 16:30-18:00	New Forms and Formats for Tourism	Images and Imaginings in Tourism	Experiences of Heritage	Shaping Identities through Tourism
16:30-17:00	Esther Bott: <i>The Adventure-Tourist Gaze on Wadi Rum</i>	Jane Bristol Rhys: <i>Tourism, Images and Construct in the UAE</i>	Tayebeh Najafi: <i>Some Cultural-Psychological Aspects of Tourism Development: An Iranian Counsellor's Experience</i>	Shahnaz Rouse: <i>Travelling Identities: Intersecting Contours of Pleasure, Profit, and Power</i>
17:00-17:30	Rami K. Isaac: <i>Alternative Tourism: New Forms of Tourism in Bethlehem for the Palestinian Tourism Industry</i>	Karin Weber and Asli Tasci: <i>West Meets east: Exploring Syria's Tourists Destination Image and Perception</i>	Conny Boettger: <i>Western tourists at Conservative Islamic Destinations in the Arabian Gulf Region: The case of Sharjah</i>	Elizabeth Carnegie and Hazel Tucker: <i>Representing Place: Memory, Identity and the Shaping of the Past within Cappadocia</i>
17:30-18:00	Carol Zougbi, Samia Zeit, and Tom Selwyn: <i>Futures for Palestinian Pilgrimage and Tourism</i>	Zareena A. Grewal: <i>Destination, Tradition: American Hearts Turned east</i>	Fawwaz ALhammad, John Beech, and Hani Al-Dmour: <i>A Model of Tourists' Response to World Heritage Attraction</i>	Fateme Etemaddar and João Sarmento: <i>Nomad Tribal Women and Tourism Development: the Khamseh Tribe, Iran</i>
19:30-21:30	RECEPTION HOSTED BY THE BRITISH AMBASSADOR			

Tuesday, 7th April 2009

(Al-Hussein Cultural Centre)

09:00	Registration desk open			
Session 8 09:00-11:00	Cultural Heritage and Tourism	Architecture, Heritage and Tourism	Community Engagement with Heritage and Tourism	Museum and Tourism (1)
09:00-09:30	Abbas Malek Hoseini and Mohammad Aref: <i>Survey of Various Aspects of Tourism in Human-Made Gravity, Cultures and Ancient Heritage of Markazi Province, Iran</i>	Iman Abdel Shahid Ibrahim: <i>Tourism under the Clash of Civilizations Umbrella. Architectural Tourism, Heritage and Social Cultural Responses to Modernization and Westernization</i>	Luna Khirfan: <i>Heritage and Community Engagement: From Tokenism to Empowerment</i>	Joseph A. Greene: <i>Archaeological Museums in Jordan, Syria and Lebanon: Colonial Foundations, Artefact Repositories, Tourist Destinations, and National Institutions</i>
09:30-10:00	Abdullmohsen Al-Hijji: <i>Regionalization of Tourism in the Kingdom of Saudi Arabia</i>	Mohamed Elhamshary and Sawsen Eltokhy: <i>Towards Strategy For Urban Development in the Arab Towns to Preserve the Architectural Heritage Areas</i>	Géraldine Chatelard: <i>Negotiating Representation and Participation: the Making of Bedouin Cultural Heritage as a Tourism Product in Jordan</i>	Margaret L. May: <i>Museums as a Strategy of Transformation</i>
10:00-10:30	John Shoup: <i>Tafilalt Oasis: Tourism and Cultural Heritage</i>	Ahmed Muhaisen: <i>Architectural Heritage Preservation and its Effect on Developing the Cultural Tourism in Gaza-Strip</i>	Emad Hejazeen: <i>Locals' Perception of Cultural Heritage in Jordan</i>	Nadine Boksmati-Fattouh: <i>Restoring the Past at the Qalat al-Bahrain Site Museum</i>
10:30-11:00	Emman Onyejeose: <i>Challenges and Opportunities of Tourism: Comparative International Heritage: Inter-Relationship between Tourism, Culture and Heritage</i>	Marianne Boqvist: <i>The Külliye of Lala Mustafa Pasha in Qunaytra: Architecture and tourism in the 16th century Ottoman Province of Damascus</i>	Mohamed El Amrousi <i>Tourism and the Transformation of Local Space and Building Typologies in the Omani Sultanate</i>	Mohammed Chadli: <i>Museum, Tourism and Heritage: Reflections on a Real Experience in Fez</i>
11:00-11:30	COFFEE			
Session 9 11:30-13:30	Future Perspectives on Tourism, Heritage and Culture	Colonial Perspectives on Tourism and Heritage	Local Involvement and Initiatives in Tourism	The Construction of Tourist and Tourism Narratives
11:30-12:00	Christian Steiner: <i>From Heritage to Hyperreality? Prospects of Tourism Development in the Middle East between Petra and the Palm</i>	Sean S. Anderson: <i>Souq as Cypher: Redefining the Old City of Benghazi</i>	I-Ling Kuo and Ian Senior: <i>Locals' Presence in Tourism and Hospitality: Agents to Showcase Tradition, Culture & Heritage- a Case Study of Dubai</i>	Antonella Cassia: <i>German Converts travelling to Mecca: The Role of Pilgrimage Narratives & European Travel Agencies</i>
12:00-12:30	Lea Kuznik: <i>Heritage of the Middle East and North Africa for the Future in Virtual Worlds?</i>	Jessica Jacobs: <i>Re-Branding the Levant: Contested Heritage and Colonial Modernities in Amman and Damascus</i>	Mahamoud Hewedi and Hanaa A. Fayed: <i>Tourism Contribution in Local Economies: Focus on Poverty Alleviation in Egypt</i>	Hans Hopfinger and Nicolai Scherle: <i>Heritage in the Shadow of the Arabian Nights and the Challenges of "1001 Places to See Before You Die". Constructing the MENA Region in the context of Transformation Processes in the Travel Guide Mark</i>
12:30-13:00	Jacqueline Passon: <i>Off the Beaten Track: The Role of World Heritage in Contemporary Libyan Tourism</i>	Khalidoun Samman: <i>Tourism and the Colonizer's and Nationalist's Temporal Template: A Comparative Analysis of Epcot Centre (Orlando)</i>	Joseph D. Lema and Jerome Agrusa: <i>Participative Tourism Development</i>	Carol Lee Clark: <i>A Country both Exotic and Stable: New York Times Travel Articles about Jordan</i>
13:00-13:30	Maria Gravari-Barbas: <i>The "Abu Dhabi effect"? Starchitecture, Museums and Urban Tourism in the Middle East</i>	Stephanie Hom Cary: <i>On the Fated Hills of Rome: Heritage, Tourism, & Empire in Italian Colonial Libya</i>	Daniel Adamson, Ramez Habash, & Max Farrar: <i>Walking from Turkey to Pales-tine on the Masar Ibrahim Al Khalil (Abraham Path): What Kinds of Difference Will it Make?</i>	Sandra Finger: <i>The Construction of Personal and National Spaces: Tourist Gaze and Tourist Narratives in South-eastern Anatolia</i>

13:30-14:30	LUNCH			
Session 10 14:30-16:00	Tourism Issues in Jordan	Impacts of Tourism and their Evaluation	Management and Marketing Issues in Tourism	Museums and Tourism (2)
14:30-15:00	Bashar A. Alhaj Mohammad and Ahmad Puad Mat Som: <i>Tourist's Motivations to Jordan</i>	Anna Dluzewska: <i>Socio-Economical Impact of Rural Tourism - Case Studies of Southern Morocco Oases</i>	Esmaeil Kavousi and Majid Kaffashi: <i>Reviewing the Methods of Developing the Involvement of People in Tourism Industry</i>	Christian Waltl: <i>The Synergy of Museums & Tourism: Can Museums be an Efficient "Audience Development" Tool for Tourism & Vice Versa?</i>
15:00-15:30	Ali Hyasat: <i>The Impact of Political Crises upon Tourism Development in Jordan</i>	Sami Alhasanat: <i>Sociocultural Impacts of Tourism on the Local Community at Petra, Jordan</i>	Mojdeh Jamnia: <i>knowledge-Based Destination Marketing in Tourism</i>	Yonatan Mendel: <i>Museums in Conflict: Palestinian Prisoners in Israel and Palestine</i>
15:30-16:00	Agnieszka Wolowicz: <i>Challenge for Vernacular Heritage. Development of an Open/Eco -museum Model in Rural Areas of Jordan</i>	Sébastien Boulay: <i>Desert Tourism, Cultural Heritage and Development in Mauritania: Assessment of a Twelve Years Long Chaotic Experience</i>	Vicky Kynourgiopoulou: <i>Alternative Opportunities: The Sustainable Use of the Past as an Indication of Dynamic Progress in Jordan and Algeria</i>	Abdelhamid Fehri: <i>The Cercina Center for Research on the Mediterranean Islands</i>
16:00	CLOSING REMARKS			