



REPUBLIC OF BULGARIA

Minister of Tourism

International Congress on World Civilizations and Creative Tourism

Sofia, Bulgaria, (29 November – 1 December 2016)

Speakers' Biographies

SESSION 1: BRINGING TO LIFE WORLD CIVILIZATIONS THROUGH CREATIVE TOURISM

Moderator: Ms. Anita Mendiratta, Managing Director, CACHET Consulting, South Africa



A trusted and respected global strategic advisor and five-time author in Tourism & Development, Anita Mendiratta is the Founder and Managing Director of CACHET CONSULTING – an international consulting firm working closely with leaders in governments, private sector businesses, and international organisations.

Originally from Canada, Anita now possesses over two decades of professional working and living experience across almost all continents. This unique, direct global experience, innate ability to feel the 'heartbeat' of societies, and acute understanding of the economic, social, political and environmental dynamics impacting and inspiring nations facing change, have turned Anita into one of the most sought after international speakers and advisors on the subject of national growth, development, and often, recovery.

Alongside her business leadership, Anita is also honoured to be: Special Advisor to the Secretary General of the UNWTO, Strategic partner to the WORLD BANK GROUP and a Lead consultant of CNN International's T.A.S.K. GROUP. As a result of her international reputation as an advisor, author, presenter and confidante at the highest levels, Anita has become a sought after speaker, moderator, facilitator and coach for leaders and nations across the globe.

H.R.H. Ms. Princess Dana Firas, President, Petra National Trust, Jordan



HRH Princess Dana Firas is the President of the Petra National Trust, (PNT) Jordan's oldest national nongovernmental organization in the field of heritage protection and preservation. The PNT, established in 1989, aims to preserve and protect the natural, cultural and socio-economic heritage of the ancient Nabataean city in southern Jordan and its surrounding region. Since 2008, Princess Dana has chaired the Board of the Petra National Foundation (PNF), a US-based 501-c3 organization working to promote awareness of the world heritage values of Petra and to support projects and programs that

protect and preserve the site.

Since the early 1990s, Princess Dana has worked to promote cultural heritage preservation, sustainable development and human security in various capacities in the three sectors: private, public and civil society, both in Jordan and the United States. She worked in the office of H.M. Queen Noor on projects that promote sustainable development, peace and human rights. She participated in the establishment of a number of non-governmental organizations, locally and internationally, to promote heritage preservation and environmental protection. Princess Dana is an advocate for heritage protection and preservation as a foundation for development, responsible tourism, political identity and participation.



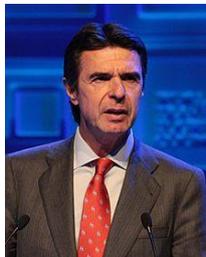
REPUBLIC OF BULGARIA

Minister of Tourism

In 2003, Princess Dana co-authored an article entitled "From the Environment and Human Security to Sustainable Security and Development" in the Journal of Human Development. In 2006, she authored an article for the 2007 State of the World Report and participated in the launch of the report in Washington DC. In 2012, she contributed to a publication entitled "Tourism and Archeological Heritage Management at Petra: Driver to Development or Destruction."

Princess Dana holds a BA degree from Boston University in economics and international relations. She also holds an MSc in Development Studies from the London School of Economics and Political Science and an MPA from Harvard University's Kennedy School of Government focused on sustainable development and environmental policy, where she was a Fulbright Scholar. She is married to Prince Firas bin Raad and has two daughters, Safa (born 2001) and Haya (born 2003), and one son, Hashem (born 2010).

Mr. José Manuel Soria, Former Minister of Energy, Industry and Tourism of Spain



José Manuel Soria (born 1958) is a Spanish politician and businessman. He was involved in the regional politics of the Canary Islands before being elected to the national congress and serving as Spain's minister of industry, energy and tourism from 2011 to April 2016.

Soria was a market analyst for Venezuela and the Caribbean at the Spanish Embassy in Venezuela from 1980 to 1981. He then served as the head of the imports service at the ministry of trade in 1984. He was lecturer of macroeconomics and international economics at the Centre for Trade Studies in Madrid from 1984 to 1989. He also served as the head of foreign trade at the ministry of trade in 1985, advisor to the minister of finance from 1986 to 1987 and chief of staff of the general secretariat of commerce from 1988 to 1989.

He was the mayor of Las Palmas de Gran Canaria from 1995 to 2003. He was elected president of the Popular Party of the Canary Islands in October 1999. Then he served as the president of the Cabildo de Gran Canaria from June 2003 to July 2007. He became a member of the regional parliament in June 2003 which he still holds. He also headed the party's group at the Canary Islands parliament. He served at the Canary Islands government as vice-president and treasury minister from July 2007 to October 2010. He was a member of the congress of deputies for Las Palmas in the 10th Legislature. He was appointed minister of industry, energy and tourism to the cabinet led by Prime Minister Mariano Rajoy on 22 December 2011.

Dr. Zahi Hawass, Archaeologist, Egypt



World-renown archaeologist began as an inspector of antiquities and rose to the height of the profession in Egypt, becoming Secretary General of the Supreme Council of Antiquities, as well as the first Minister of State for Antiquities.

He received his BA from Alexandria University in Greek and Roman archaeology and a diploma in Egyptology from Cairo University. His MA and PhD were granted by the University of Pennsylvania, where he studied as a Fulbright fellow. Additionally, Dr. Hawass has received five honorary doctorates from various foreign universities.

He has written more than 40 popular and academic books and more than 150 scholarly articles on his excavations. Through the course of his career he has made a number of major discoveries, among them the tombs of the pyramid-builders at Giza and the Valley of the Golden Mummies at Bahariya Oasis and two new pyramids that belonged to Khufu and to the mother of King Teti. One of Dr. Hawass's most important endeavors



REPUBLIC OF BULGARIA

Minister of Tourism

has been the Egyptian Mummy Project, which uses modern forensic techniques, including CT scans and DNA analysis, to answer questions about human remains from ancient Egypt.

Dr. Hawass is known for his charisma and ability to reach out to the public, raising awareness of archaeology and the preservation of Egypt's precious heritage. Over the course of his career, Dr. Hawass has received numerous awards and honors, among them the Emmy Award for a documentary on ancient Egypt. In 1998, the President of Egypt bestowed on him the First Class Award for Arts and Sciences, and he also received the Pride of Egypt Award. In 2000 he was named Distinguished Scholar of the Year, and he was one of 30 international figures to receive the Golden Plate Award from the American Academy of Achievement. Time magazine chose him as one of the Top 100 Most Influential People for 2006 and in 2008 Dr. Hawass was presented with a World Tourism Award and designated a Goodwill Ambassador to Japan. Dr. Hawass is now working with the Ministry of Tourism to promote travel to Egypt, and he has recently lectured in Canada, Germany, Switzerland, and Britain.

Mr. Pavlos Yeroulanos, Head of the project "Greece: A Different Path to Growth" and Chairman of the Board of Kefalonia Fisheries S.A.



Pavlos Yeroulanos was born in Athens in 1966. He holds a BA from Williams College ('88) and an MPA from Harvard University ('94) and an MBA from MIT ('94).

In the private sector he worked as finance director for the Photoelectron Corporation (1989-1991), Kefalonia Fisheries S.A., overseeing its restructuring effort (1994-2000). He also worked as a consultant for Egon Zehnder International (2004-2006).

In the public sector, he served successively from 1999 through 2004 as Advisor to the Minister of Foreign Affairs and as Secretary General for Greeks Abroad. From 2006 to 2009 he was appointed Director of the Political Bureau of the President of Panhellenic Socialist Movement and after that he became Secretary for Communications of the party, acting as campaign manager for the European and National election campaigns in 2009.

From October 2009 until May 2012 Pavlos Yeroulanos became a Member of Parliament and served as the Minister of Culture and Tourism of Greece. His portfolio also included Sports and Public Television. Today, he serves as Chairman of the Board of Kefalonia Fisheries S.A. and specializes in turnaround management. He is a member of the Central Committee of the Panhellenic Socialist Movement and leads the project "Solutions for Greece".

SESSION 2: DEVELOPING A SUSTAINABLE TOURISM STRATEGY FOR WORLD CIVILIZATIONS

Moderator: Dr. Walter Jamieson, Professor and Director, Service Innovation Program, College of Innovation, Thammasat University, Thailand



For more than 40 years Walter Jamieson has worked to bridge the academic and consultancy worlds through creative, innovative and out-of-the-box thinking. His activities have been based on a sound set of responsible and sustainable values and principles. His activities include: early tourism work in Canada, research and consultancy work in China, extensive community-based tourism work in Asia, exploring the power of tourism as a tool for economic and social development, participation in tourism management education in Hawaii, and leadership in creating an innovative service curriculum in Thailand. For over 25 years he has been actively involved in developing professional development and



REPUBLIC OF BULGARIA

Minister of Tourism

academic programs in tourism management and hospitality. Among his many recognitions he was awarded the Queen's Jubilee Medal for his work in heritage conservation and tourism in Canada in 2003.

Through his interdisciplinary education and experience, he brings creative thinking and practice through an integrated approach to analysis and problem-solving. He has shared this development as a consultant, teacher, trainer, author, facilitator and researcher in more than 20 countries. He has been a member of faculty and management at universities in the United States, Canada, Thailand and Japan.

His academic experience has been coupled with over 150 consultancy projects both through his university affiliations and working with major consulting groups such as AECOM. His major recent consultancy accomplishments are team leader for developing the ASEAN Tourism Strategic Plan and the ASEAN Tourism Marketing Strategy and project director and human resource development specialist in the development of the Myanmar Tourism Master Plan funded by ADB. He currently is the ADB consultant assisting in the preparation of the greater Greater Mekong Subregion Tourism Sector Strategy 2016-2025 and is working on the updating of the

ASEAN Tourism Marketing Strategy 2017-2020. With this team he has been working consistently with the Ministry of Tourism and Sports and the Department Tourism in Thailand on a range of topics. He has held a number of executive positions in national and international organizations.

Education:

- Ph.D., Urban and Regional Studies, Centre for Urban and Regional Studies, University of Birmingham, England. 1979.
- M.Sc., Environmental Conservation (Built Environment), Edinburgh College of Art/Heriot-Watt University, Edinburgh, Scotland. 1974.
- M.E.S., Master of Environmental Studies, York University, Toronto, Ontario, Canada. 1974.
- B.A., Sociology, York University, Toronto, Ontario, Canada. 1970.

Mr. Sok Sangvar, Head of Angkor Tourism Management Plan, Cambodia



SOK Sangvar obtained a Baccalaureate in Social and Economic Science, in Lycee Stanislas, Paris in 2005. He then received his undergraduate degree in Hospitality and Tourism Management in Glion Higher Education Institute, Switzerland in 2008. Back in Cambodia in the same year, Sangvar started his carrier with the Ministry of Tourism.

In 2013, having successfully completed his Master Degree in Cultural and Environmental Heritage Management from the Australian National University, Australia, Mr. SOK returned to Cambodia to pursuit his work in Angkor by joining the APSARA National Authority as the Head of the working group to implement the Angkor Tourism

Management Plan (TMP).

Sangvar has been promoted to the position of Deputy Director General of APSARA National Authority in 2015. Besides his mother tongue Khmer, Sangvar is fluent in English and French languages. Since 2008, Mr. SOK has regularly participated to the World Heritage Committee (Canada, Spain, Brazil, France, Russia, Qatar and Germany).

Dr. Zeray Alemseged, Professor, University of Chicago, Ethiopia

Prof. Zeray Alemseged is an anthropologist and professor at the University of Chicago. He is one of the most prominent anthropologists and popularly known for his discovery of the fossil “Selam”. This fossil represents the “earliest child” and the most complete fossil from older than 3 million years’ time period.

He has held many prominent positions in the past including the Irvine Chair of Anthropology at the California Academy of Science, San Francisco, a senior scientist at the Max Planck Institute, Germany and a researcher at Arizona State University, USA and has published over 35 peer reviewed journal articles and 3 books.

Dr. Zeray Alemseged was born in Axum, Ethiopia and holds a BSc in geology from Addis Ababa University, a MSc degree in anthropology from the University of Montpellier; and a PhD. in Anthropology from the University of Paris.

In 1999 he established the “Dikika Research Project”, which led to the discovery of “Selam” and many other great finds. He is a Fellow of the American Association for Advancement of Science, National Geographic Explorer and co-founder and President of East African Association of Anthropology. He engages the publicly at all levels and has been featured on PBS-NOVA, National Geographic, BBC, CNN.

Dr. Peter Delev, Professor of ancient history, St. Kliment Ohridski University of Sofia, Bulgaria

Peter Delev was born in 1951 in Sofia. He graduated cum laude in 1970 from the English Language School in Sofia and in 1977 from the St. Kliment Ohridski University of Sofia, where he studied history and archaeology. After two years as a curator at the National Museum of History in Sofia, in 1979 he became assistant professor of ancient history at the St. Kliment Ohridski University of Sofia where he has worked ever since. In 1987 he defended a PhD thesis, in 1993 was promoted to associate professor, and in 2014 to full professor of ancient history. He has been elected as chairperson of the Department of Ancient, Thracian and Medieval Studies (2007-2015), as Deputy Dean (1995-1999) and Dean (1999-2003) of the Historical Faculty, as Deputy Chairman (2007-2011) and Chairman (2011-2015) of the General Assembly of the University of Sofia.

The scientific interests of Prof. Delev are mainly in the field of ancient history and archaeology. He has participated in a considerable number of archaeological excavations and field expeditions in different parts of Bulgaria and has curated an exhibition of Thracian art which was shown in seven cities in Japan in 2008. He has authored over a hundred publications on various subjects mainly connected with the history and archaeology of ancient Thrace.

Mr. Richard Bazán, Specialist in Marketing for the Peruvian Community-based Rural Tourism Strategy, Peru

Tourism Administration professional with a Master's Degree in Public Management, and with a postgraduate in Marketing and Communication of Tourism Destinations, given by the UNWTO. Certified in management of online communities, design of the logical frameworks for tourism projects, tourism marketing and tourism product design; and in Rural Development in Latin America.

Speaker at conferences in recognized Peruvian universities, and in regional and local governments. With experience as university teacher in the fields of Tourism, commerce and Public Management.

Representative of Peru the at the Preparatory Meeting for the XXIII Inter-American Congress of Ministers and High Authorities in Tourism, in the Organization of American States (OAS) - Washington, DC, June 2015.



REPUBLIC OF BULGARIA

Minister of Tourism

With experience in the development and promotion of tourism in the Private and Public sector, such as the Promotion Commission of Peru for Export and Tourism and the Ministry of Foreign Trade and Tourism.

Currently, working in the Community-based Rural Tourism Strategy (of the Vice ministry of Tourism) as a Specialist in Marketing of Peruvian Community-based Rural Tourism (CRT) initiatives, through the planning and design of commercial strategies, coordination and monitoring of projects linked to the market, and the elaboration of technical tools for the commercial use of the CRT products. Also in charge of the coordination and monitoring for the participation in tourism promotion events and projects.

SESSION 3: BUILDING PARTNERSHIPS BETWEEN TOURISM AND CREATIVE INDUSTRIES IN THE SAFEGUARD AND PROMOTION OF WORLD CIVILIZATIONS: BENEFITS AND CHALLENGES

Moderator: Dr. Donald E. Hawkins, Tourism studies professor at the George Washington University, USA



Dr. Don Hawkins is currently an adjunct Professor at the Tisch Center for Hospitality and Tourism at New York University. He is Professor Emeritus of Management and Tourism Studies, George Washington University, Washington, DC, USA.

Since 1971, Prof. Hawkins has contributed to the development of graduate level management education and policy-related research in tourism development and strategic planning at the George Washington School of Business. Until 1999, he served as the Director of the International Institute of Tourism Studies (IITS), which was initiated in 1988 as the first education center established in collaboration with the UNWTO. He was appointed as the Dwight D. Eisenhower Professor of Tourism Policy (an endowed chair) in 1994. He also served as the first Chairman of the Department of Tourism and Hospitality Management at GW.

He was appointed as Special Advisor to the UNWTO Secretary General for the UNWTO Knowledge Network in 2012. He is the Chairman of Solimar International and Chairman Emeritus of Sustainable Travel International, Volunteers for Economic Growth Alliance and the SAVE Travel alliance. Over the past 50 years has been extensively engaged in sustainable tourism activities, including policy analysis, strategic planning, human capital development, investment promotion and technical assistance in the United States and internationally.

Mr. Zurab Pololikashvili, Ambassador of Georgia to Spain, Permanent Representative to the UNWTO



H.E. Mr. Zurab Pololikashvili was born in 1977 in Tbilisi, Georgia. He holds Bachelor's Degree in Banking from Georgian Technical University (1998) and in 2009 he graduated Global Senior Management Program (GSMP) IE Business School in Instituto de Empresa in Madrid, Spain. He speaks fluently in English, Spanish and Russian languages.

H.E. Mr. Zurab Pololikashvili currently serves as an Ambassador Extraordinary and Plenipotentiary of Georgia to the Kingdom of Spain, the Principality of Andorra, the People's Democratic Republic of Algeria and the Kingdom of Morocco and well as the Permanent Representative of Georgia to the World Tourism Organization (UNWTO). Previously he was a Minister of Economic Development of Georgia (2009-2010).

H.E. Mr. Pololikashvili's private sector experience includes several years at the financial and banking sectors, serving as the Manager of International Operations for TBC Bank (one of the most successful banks in Georgia),



REPUBLIC OF BULGARIA

Minister of Tourism

Director of TBC Bank's Central Branch Office (2001-2005) and the Vice President of TBC Group (2010-2011). In 2011-2012 Ambassador Pololikashvili was CEO of FC Dinamo Tbilisi, the leading professional football team in Georgia.

Ms. Caroline Couret, Co-creator, the Creative Tourism Network, Spain



Expert in creative tourism, she founded and manages the Creative Tourism Network® and the Barcelona Creative Tourism program.

She is regularly invited to speak in conferences as well as to teach in universities around the world. She publishes articles about creative tourism in different languages. She also organized the I International Conference on Creative Tourism (Barcelona 2010).

She is an external expert for the European Union, collaborates with the UNWTO, a board member of International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT) and the International Creative Tourism Associate (US).

Since 2001 she has been in charge of the international area of the Foundation Society and Culture in Barcelona, from which she has been managing a wide range of projects, including the coordination of European funds projects and the organization of festivals for the Barcelona City Council.

She was born in France where she graduated in Management of Culture and Postgraduate in Cultural Policies. She speaks French, English, Spanish, Catalan, Italian and some Portuguese. She lived and worked in different countries: La Casa de Velázquez (Madrid), Festival de Cannes (France), as well as various projects in Louisiana, Mexico and Morocco.

Dr. Valeria Fol, Professor, Institute for Balkan Studies with Centre of Thracology, Bulgarian Academy of Sciences, Bulgaria



Valeria Fol is graduated in History at the Sofia University (Bulgaria) in 1976, received her PhD in Art Studies (1988), Dr. Sc in History (2006), and Professor (2007) from Bulgarian Academy of Sciences.

She is specialized in Thracian studies research, Thracian relicts in traditional culture of South-East Europe. She is currently professor at Institute for Balkan Studies with Center of Thracology at the Bulgarian Academy of Sciences, and at the University of Library Studies and Information Technologies (Bulgaria)

Dr. Diana Gergova, Institute for Balkan Studies with Centre of Thracology, Bulgarian Academy of Sciences, Bulgaria



Professor at the Institute for Balkan Studies with Centre of Thracology, and at the Institute of Archaeology, Rzeszow State University, Poland, former member of the National Institute of Archaeology with Museum, lecturing in Muzeology and Heritage



REPUBLIC OF BULGARIA

Minister of Tourism

preservation, Prehistory and Thracian archaeology. Speaker at international Congresses, conferences and in universities.

Member of the Managing Committee of ICOMOS-Bulgaria, coordinator of the World Archaeological Congress, former member of the National Council for preservation of the Monuments of Culture, Ministry of Culture, and the Council for Cultural Heritage and National Identity, Bulgarian Academy of Sciences.

Head of excavations of the Getic religious and political centre (The Sboryanovo National reserve), of the Dyadovo tell (Bulgarian - Japanese project), etc. Author of 7 monographs and more than 200 articles and of projects for the preservation of their tangible and intangible heritage.

Organizer of series of exhibitions and discussions on the preservation and socialization of the archaeological heritage and the problems of the cultural legislation (Credo Bonum Foundation and ICOMOS)

Graduated History and Archaeology at the "St. Kl.Ohridski" University of Sofia, specialized in Italy, Japan, France, Great Britain and Russia.

Speaks English, Russian, Polish, some French, Slavonic languages. Woman of the year in the field of archaeology and business of the ABI, Awards of Moto-Phoe for preservation of the cultural heritage, Honorable medal of the Bulgarian Academy of Sciences for investigation and preservation of the National Heritage.