

# 9<sup>th</sup> International Joint World Cultural Tourism Conference 2008

Cultural Tourism: Business and Management

Organized by

- KYUNG HEE UNIVERSITY, KOREA
- TOURISM COLLEGE OF ZHEJIANG, CHINA
- PHILIPPINE SOCIETY FOR CULTURE AND TOURISM,  
THE PHILIPPINES
- THE HOKKAIDO ACADEMIC SOCIETY OF TOURISM,  
JAPAN
- CETA UNIVERSITY COLLEGE OF TOURISM, SPAIN
- YASAR UNIVERSITY, TURKEY
- UNIVERSITY OF NOVI SAD, SERBIA
- UNIVERSITY, OF HAWAII, USA
- NATIONAL PUNGTING UNIVERSITY OF SCIENCE  
AND TECHNOLOGY, TAIWAN
- IRINGA UNIVERSITY, TANZANIA
- THE KOREAN ACADEMIC SOCIETY OF CULTURE  
AND TOURISM, KOREA
- WORLD CULTURAL TOURISM ASSOCIATION

Sponsored by

SEOUL METROPOLITAN CITY, KOREA  
MINISTRY OF CULTURE AND TOURISM, KOREA  
KOREA RESEARCH FOUNDATION, KOREA

DATE : November 14~16, 2008

VENUE: COEX

RAMADA SEOUL HOTEL

KYUNG HEE UNIVERSITY , SEOUL, KOREA

# 9<sup>th</sup> International Joint World Cultural Tourism Conference 2008

## Cultural Tourism: Business and Management

14 November – 16 November, 2008

COEX

Ramada Seoul Hotel

Kyung Hee University, Seoul, Korea



World Cultural Tourism Association and the Korean Academic Society of Culture & Tourism, Kyung Hee University are pleased to announce 9<sup>th</sup> International Joint World Cultural Tourism Conference 2008. This event has been scheduled to take place at the COEX, Kyung Hee University, Ramada Seoul Hotel, Seoul, Korea. We are pleased to invite you at this conference. The aim of this conference is to provide a forum for international educators, scholars, researchers, industry professionals, policy-makers and graduate students with opportunity to explore and discuss issues in the topics on cultural tourism.

Over the few days, we will share ideas and suggestions on how to manage cultural tourism. The obtained information will be useful for managerial implications. We will be the driving force for growth in these industries during the new millennium. Our leading world cultural tourism conference featured about 1200 participants from 60 countries, they are from Japan, Spain, Iran, Malaysia, Bangladesh, USA, UK, Hongkong, Thailand, Turkey, Tanzania, Uganda, Nigeria, Australia, Russia, Taiwan, China, Ghana, South Africa, Nepal, Jamaica, Taiwan, Uzbekistan, Thailand, Jamaica, India, Korea, Austria, Serbia, Canada, the Philippines, Mexico, Kuwait, Kosovo, Sriranka, Italy, Japan, Indonesia, Macau, Canada, Albania, Kenya, Bahrain, Egypt, Finland, Germany, Liberia, Pakistan, COTE D'IVOIRE, Sweden, Turkistan, Kazakhstan, New Zealand, Uganda and Mongolia.

On behalf of our organizing committee, it is our great pleasure to welcome all of you to this conference. We welcome you all of VIP guests, educators, policy-makers and students to this conference.



Chairman

Prof. Jung, Sung-chae, Ph.D.

9<sup>th</sup> International Joint World Cultural Tourism Conference 2008

President

World Cultural Tourism Association

The Korean Academic Society of Culture and Tourism

Co-Chairman

Prof. Ahn, Ok-mo, Ph.D

Vice President, World Cultural Tourism Association

College of Hotel and Tourism Management, Kyung Hee University, Korea

# 9<sup>th</sup> International Joint World Cultural Tourism Conference 2008

## Cultural Tourism: Business and Management

14 November – 16 November, 2008

COEX

Ramada Seoul Hotel

Kyung Hee University, Seoul, Korea

---



It's my pleasure to welcome you to join the 9th International Joint World Cultural Tourism Conference 2008.

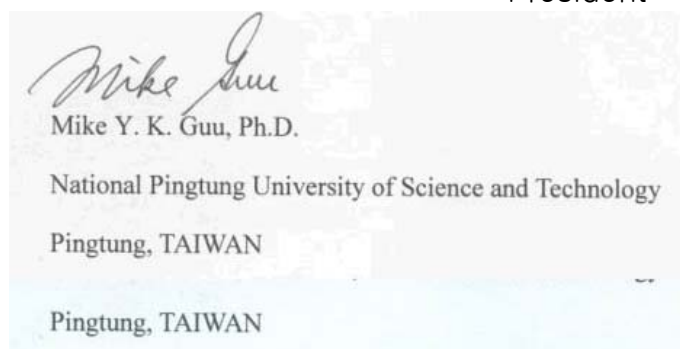
Recently, many researches indicate that cultural tourism is becoming more and more important to the local and regional economic development. Also, tourists nowadays start to appreciate and value the beauty of the cultures of a country while they are traveling. Therefore, such topics are really worthy of discussions in this conference contributed by hundreds of scholars, educators and policy-makers coming from all around the world.

The International Joint World Cultural Tourism Conference has been held 9 times since 2000. Plenty of publications and presentations have been accumulated for everyone to share and exchange concerning ideas and information on the cultural tourism industry. Furthermore, only by merging the natural and cultural resources, high quality tourism can be provided and promoted continuously.

Finally, I congratulate the progress of the conference, and wish the Conference great successes.

I hope you enjoy your stay in South Korea and have a wonderful and happy memory there.

President



# 9<sup>th</sup> International Joint World Cultural Tourism Conference 2008

## Cultural Tourism: Business and Management

14 November – 16 November, 2008

COEX

Ramada Seoul Hotel

Kyung Hee University, Seoul, Korea

---

It is with great pleasure that I welcome you to participate in the 9<sup>th</sup> International Joint World Cultural Tourism Conference to be held at COEX, Ramada Seoul Hotel, COLLEGE OF HOTEL AND TOURISM MANAGEMENT, KYUNG HEE UNIVERSITY, SEOUL, KOREA..

Once again, tourism leaders, professionals, academics and students from around the world will be joining together to present and exchange understanding and experiences which both reflect the evolving landscape of cultural tourism and how it is affecting and shaping world tourism in general.

Recognized as a sustainable source of economic income which at the same time assists in recognizing and preserving a country's heritage, cultural tourism also provides an array of additional opportunities still to be tapped. And the 9<sup>th</sup> International Joint World Cultural Tourism Conference promises to provide further insight into these opportunities and, at the same time serving to help achieve tolerance and world peace. So, with this in mind, I wholeheartedly welcome you to the conference and invite you to make the most of this truly international event.



Dr. Luis de Borja Solé  
President  
CETA University College of Tourism and Hotel, Spain

# 9<sup>th</sup> International Joint World Cultural Tourism Conference 2008

## Cultural Tourism: Business and Management

14 November – 16 November, 2008

COEX

Ramada Seoul Hotel

Kyung Hee University, Seoul, Korea

---

---



I would like to express our appreciation to the collaboration of WCTA, World Cultural Tourism Association, The Korean Academic Society of Culture and Tourism, to my colleagues around the Turkey, whose support and contribution made it possible to bring scholars together in this conference.

I would like to thank all the authors of submitted papers and attendees for their contributions and participation.

In addition, I hope that you will take the opportunity to enjoy the scientific and social program. And also I hope that developing enhance cooperative relationship between two institutions.



Prof. Dr. Murat Barkan  
Rector  
Yaşar University, İzmir Turkey

# 9<sup>th</sup> International Joint World Cultural Tourism Conference 2008

## Cultural Tourism: Business and Management

14 November – 16 November, 2008

COEX

Ramada Seoul Hotel

Kyung Hee University, Seoul, Korea

---



It is a great pleasure and honour to invite you to the 9th International Joint World Cultural Tourism Conference 2008, which has been scheduled to take place at the COLLEGE OF HOTEL AND TOURISM MANAGEMENT, KYUNG HEE UNIVERSITY, SEOUL, KOREA. I would also like to take this opportunity to express my deep appreciation and gratitude for convening such a timely event.

World Cultural Tourism Association represents an important contribution to the overall tourism industry and its research area. Since our mission is to focus on facilitating the analysis and interchange of sustainable approaches and international practices as a basis for the knowledge and management in tourism, this year's conference will be the embodiment of the overall aim to keep exploring, analyzing, and evaluating the state of the art in cultural tourism. We will do our best to provide a forum for international educators, scholars, researchers, industry professionals, policy-makers and graduate students with the opportunity to explore and discuss issues in the topics on cultural tourism, and try to act as facilitators of communication among all the relevant stakeholders.

Serbia, being a Western Balkan country and a country in transition, is particularly glad to be a part of this prestigious association. We have recognized the value of our cultural tradition but we are still searching for the best ways to reveal it to the whole world. We came to strongly appreciate an array of small destinations of cultural tourism, places with preserved material and spiritual culture, having the historical or art identity, and we are trying our best to display them on the cultural map of Serbia. Therefore, we greatly appreciate the endeavours of others who seek ways to promote world cultural tourism.

We hope that the results of our conference will represent a benchmark for many future orientations in tourism management. We also believe that a high quality exchange of experiences and opinions can become a milestone for networking on all levels. This is how we plan to develop and disseminate the know-how with the goal of activating the resources and draw attention to the importance of world cultural heritage and the role of tourism in preserving it.

Professor Miroslav Veskovíc, Ph.D.

Dean of the Faculty of Sciences University of Novi Sad

Member of the Conference Organizing Committee



**Distinguished Ladies and Gentlemen,**

On behalf of Tumaini University, Iringa University College, it is with great pleasure that I welcome you to this conference. I am especially grateful to the World Cultural Tourism Association and Prof Jung Sung-Chae in particular, for a greeting to have me and my University at this august conference.

Dear Colleague, Africa has the most diverse landforms, ecological systems and people. This diversity is the cornerstone of Africa exceptional tourism attraction. Tanzania alone is graced by Mount Kilimanjaro, the highest Mountain in Africa, the endless Serengeti and the Ngorongoro Crater, the cradle of human kind. Also the spice island of Zanzibar have some of the most virgin and beautiful beaches in the world.

The biggest asset in Tanzania's tourism however is its people. The country is home to 125 tribes and other ethnic communities speaking over 130 languages. The rich cultural heritage represented in this diversity has parallel only in a few countries on earth. The rich and tasty cuisine, traditional and modern dances, music art, craft and other cultural practices in Tanzania, are unique in many ways.

Cultural Tourism is one of the most important and rapidly expanding economic and social phenomena of the contemporary world. A big cry to Tanzania and many Africa countries however is lack of qualified and skillful professional in tourism and cultural tourism in particular. Tumaini University at Iringa has become the first in Tanzania and East Africa to offer a degree course in Tourism of Cultural Anthropology. This allows students to take an informed position in contemporary theoretical debates and applied policy programmes focusing on tourism and its relationships with culture in its many forms and expressions. The course equips students with the knowledge, ideas, and awareness of contemporary policy contexts, together with the research skills and relevant practical applications relating to cultural tourism. Although the course is new our student enrollment from Tanzania and neighboring nations has grow steadily from year to year.

Since Tourism is a friendly discipline, cooperative relations and enhanced networking with our Universities, colleges and international community is essential. To me from Tanzania, I believe this conference; can enhance our friendship, get a deeper understanding of each other, increase the exchange and cooperation and therefore further promote the development of the world tourism industry.

Last, but not least, I thank the members of the World cultural tourism association for a well prepared conference.

Long live World Cultural Tourism Association

Long Live Tumaini University at Iringa.

Professor Nicholas T.A. Bangu,  
Provost, Tumaini University at Iringa, Tanzania