

# Research Symposium:

“Tourism, territories and societies:  
Sustainable development based on scientific  
research and integrated management.”

April 15 – 17, 2011  
Coyhaique, Aysén Region of Chile



# INTRODUCTION:

*"Tourism can alleviate poverty, educate the public, and preserve cultural, natural and historic resources. Done poorly, tourism fails to provide local benefits and may destroy the distinctive assets of a destination,"*

*(Jonathan B. Tourtellot, Director of National Geographic's Center for Sustainable Destinations (CSD)).*

The global development of tourism has created a phenomenon that reaches into even the most remote geographies and leaves a permanent mark. Academic study of the tourism phenomenon is a relatively recent endeavor, which began in the latter half of the 20th century. Key concepts and approaches have evolved through several theoretical paradigms, including geography, anthropology, sociology, economics, natural resource use and management, development studies, behavioral psychology, marketing and business management studies.

As in any emerging academic sub-discipline, scholars of tourism disagree about how to best define and measure the basic concepts they seek to describe. The purpose of this symposium is to bring together scientific researchers, sector experts, public entities, businesses and local citizens, to discuss and debate concepts related to the phenomenon of tourism and its potential to contribute to sustainable development. The goal is to provide a forum for exchange of both theoretical and applied concepts; to provoke thought, inform action, and expand the potential for tourism to be an agent of sustainable development.

A number of basic questions remain. What are the parameters of tourist experiences? Is displacement a critical component of the travel experience? What is the difference between traveler and tourist or even ethnographers? What are the boundaries of constructed experiences? How and when can tourism contribute to sustainable development? How does the tourism phenomenon relate to anthropological theory, such as acculturation, authenticity, and identity construction? What are the research priorities and agendas to accompany tourism development?

# INVITATION:

You are invited to be a part of this dialogue, which will take place April 15 – 17, 2011, in Coyhaique, Aysén Region of Chile. Share in the presentations, engage in conversation and debate, and be a part of the ongoing dialogue which this event will foster.

All participants who participate in the sessions will receive a certificate of participation and knowledge acquisition, at the end of the conference.

Submit an abstract of your research, for inclusion in the academic poster and oral presentations which will take place on Saturday, April 16.

Abstracts should consist of a 350 word summary of the research and an overview of no more than 4 pages, outlining the predominant theory, methods, research results, and outcomes.

Abstracts should be mailed, electronically, to [simposio@ciep.cl](mailto:simposio@ciep.cl). Abstracts will be accepted in Spanish, English, and French, from January 1 – March 15, 2011. Notification of acceptance will take place on or before March 25, 2011.



# SCHEDULE OF EVENTS:

Friday, April 15, 2011

9:00am-10am Registration & Continental Breakfast

## Opening Session & State of the Art: Fundamental Concepts of Tourism and Sustainability

10:00am -10:20am Opening Comments and Welcomes. Dr. Giovanni Daneri, Dr. Pablo Szmulewicz, Dr. Fabien Bourlon.

10:20am-10:50am Historical facts of Scientific Tourism in Aysén. Mr. Fabien Bourlon.

10:50am -11:20am Global Initiatives in Sustainable Tourism and the Millennium Development Goals. Dr. Kelly Bricker.

11:20am-11:50am Tourism and Cultural Heritage. Dr. Francisco Mena.

11:50am -12:20pm Towards a post Tourism. Dr. Philippe Bourdeau.

12 :20pm-12 :50pm Tourism and Transmodernism. Dr. Jean Corneloup.

12:50pm-1:00pm Synthesis and announcements. Mr. Fabien Bourlon.

1:00pm-3:00pm Break for lunch

## Expert Presentations: Implementing Sustainable Development Through Tourism

3:00pm -3:10pm Overview of the speakers and program for the afternoon. Dr. Trace Gale.

3:10pm- 3:40pm Local Livelihoods and Tourism – Capacities, Capitals and Vulnerability. Dr. Trace Gale.

3:40pm-4:10pm Cultural Intelligence of Tourism Territories. Dr. Pascual Mao.

4:10pm-4:40pm Impacts of Tourism for Local Communities.. Mr. Mauricio Osorio.

4:40pm-5:10pm Tourism and the of Sustainability Ethic. SOCIETUR-Chile.

5:10pm-5:30pm The Global Sustainable Tourism Criteria. Dr. Kelly Bricker.

5:30pm-6:00pm Applying the Criteria in Aysén – Presented by Regional Tourism Operators.

6:00pm- 7:00pm Facilitated Discussion – How does a community guide tourism development from within?

7:00pm-8:00pm Welcome Reception

# SCHEDULE OF EVENTS:

Saturday, April 16, 2011

<b>8:30am</b>	<b>Continental Breakfast</b>
<b>9:00am - 9:30am</b>	<b>General Session – Overview of day, flow of presentations, introduction to research which will be presented</b>

## Research Presentations – Session 1

10:00am-10:20am	Presentation 1
10:20am-10:40am	Presentation 2
10:40am-11:00am	Presentation 3
11:00am-11:20am	Presentation 4
11:20am-11:40am	Coffee Break
11:40am-12:00pm	Presentation 5
12:00pm-12:20pm	Presentation 6
12:20pm-12:40pm	Presentation 7
12:40pm-1:00pm	Presentation 8

**1:00pm-3:00pm**      **Break for lunch**

## Research Presentations – Session 2

3:00pm-3:20pm	Presentation 9
3:20pm-3:40pm	Presentation 10
3:40pm-4:00pm	Presentation 11
4:00pm -4:20pm	Presentation 12
4:20pm-4:40pm	Presentation 13
4:40pm-5:00pm	Presentación 14
<b>5:00pm-6:00pm</b>	<b>Keynote Presentation: Tourism and Anthropology. Franck Michel.</b>
<b>6:00pm-8:00pm</b>	<b>Poster Session and Cocktails.</b>

Sunday, April 17, 2011

<b>10:00am-1:00pm</b>	<b>Facilitated Discussion/Debate: Lessons Learned – Identification of Areas of Common Interest – Students Invited</b>
<b>1:00pm-3:00pm</b>	<b>Working Lunch - Building a Research Agenda – Collaborative Projects</b>

# SPEAKERS AND GUESTS:

A number of national and international experts will be participating in this congress, including:



**Dr. Philippe Bourdeau, France.** professor at the Institute of Alpine Geography (University J. Fourier, Grenoble) in the area of cultural geography and researcher in the area of mountain tourism and outdoor sports, tourist utopias, crisis and criticism of the tourism industry, and post-tourism phenomenon. He represents France within the International Scientific Committee on Alpine Research (ISCAR, [www.iscar-alpineresearch.org](http://www.iscar-alpineresearch.org)), and is one of the leaders of French network [www.sportsnature.org](http://www.sportsnature.org) which unites researchers and experts in mountain and nature sports.



**Dr. Kelly Bricker, USA.** Social Scientist, Associate Professor in the Department of Parks, Recreation, & Tourism, University of Utah, Chair of the Board of Directors for the Global Sustainable Tourism Council, and the International Ecotourism Society. Dr. Bricker also works part-time as a Senior Research Scientist in the area of Recreation Studies with HDR|DTA, located in Sacramento, California. With her husband Nathan, Kelly developed an ecotourism whitewater and sea kayaking operation called Rivers Fiji. She currently serves as Chair of the Interim Advisory Committee of the Tourism Sustainability Council and an integral member of the team which developed the Global Criteria for Sustainable Tourism. She completed her Ph.D. research at Pennsylvania State University, where she specialized in sustainable tourism and natural resource management.



**Fabien Bourlon, Chile .** Geologist, Resident Researcher, and Director of the Department of Sustainable Tourism within the Center of Patagonian Ecosystem Investigation (CIEP). He holds a Masters in Applied Geology Hydrogeology and is a specialist in natural resources management, territorial planning, and tourism as an axis of local economic development. Recent research initiatives and development projects include the launch of the Center for Scientific Tourism in Aysén, support for the implementation of the Aysén business consortium, “EXPLORAYSEN”, compatibility studies of tourism development and the protection of marine mammals and ecosystems, and micro-zoning studies of the compatibility of uses for the territory's natural resources for tourism development.



**Dr. Jean Corneloup, France.** Sociologist and professor in the Faculty of STAPS, Blaise Pascal University, Clermont Ferrand, France. His research focuses on risk management, branding and cultural forms of territorial development of sports, sports culture and the nature and analysis of the cultural dynamics of these practices. His work consists of studies for public and private suppliers, always in relation to nature sports. Jean Corneloup is president of the research network, [sportsnature.org](http://sportsnature.org). and President of the TOP'02 agency (agency for travel and recreation development in the Massif Central).



# SPEAKERS AND GUESTS:

A number of national and international experts will be participating in this congress, including:



**Dr. Trace Gale, Chile.** Sociologist, commercial engineer, and resident researcher within the Department of Sustainable Tourism of the Center for Patagonian Ecosystem Investigation (CIEP). Additionally, Trace maintains academic ties to West Virginia University where she is an adjunct professor, and the University of Montana, where she is an associated scholar. Trace is the founder and co-director of Patagonia Learning Adventures, a specialized consulting and travel experience provider, based in the Aysén Region of Chile. Her research focuses on sustainable development, the role of tourism in local livelihoods and community development, micro-enterprise dynamics, forms of capital and capability, and the role and potential of vulnerabilities for tourism development. Trace holds a MBA in Marketing and Business Administration, from Villanova University, in Philadelphia, Pennsylvania, and a Ph.D. in Natural Resource Use, from West Virginia University.



**Dr. Pascal Mao, France.** Geographer, Research Studies Center on Mediterranean Mountains, France, Institute of Alpine Geography, TERRITOIRES Laboratory, Joseph Fourier University, Grenoble, France. Investigation line: cultural and social geography, territorial and geographical information system, geography of tourism and recreation, natural, rural, and mountain spaces. Field of specialty: spatial planning and public policy, natural paces, protective measures, sensitive milieu and environment, leisure – tourism, local and sustainable development, methods and tools for the management of territory, space, spatial analysis and territorial information, sport practices in nature, sports and cultures.



**Dr. Franck Michel, France.** Anthropologist and professor at the Université de Corse, specializing in South East Asia, and of Modern Mobilities. Franck is the head of the Association Déroutes & Détours (Offroads and Detours) in Strasbourg. He directs the web magazine “L’Autre Voie” (The Other Path). He is also the co-founder of SuDunia Consulting [www.sudunia.org](http://www.sudunia.org). He is the author of 15 books and numerous articles and a regular contributor to Le Monde diplomatique. He shares his life between Orient and Occident.



**Dr. Pablo Szmulewicz, Chile.** Anthropologist, Master in Rural Development and Doctor in Applied Economics for Tourism. Director of the Tourism Institute in the Universidad Austral de Chile and President of the Society for Research in Tourism of Chile (SOCIETUR). Professor of undergraduate and graduate programs; specialist in agritourism, management of tourist destinations and public policy in tourism. Dr. Szmulewicz has conducted diverse research for state and university entities. He has published 4 books, numerous chapters of books and more than 17 papers in international and national journals. This year, He holds the UNESCO Chair of the Universidad de Valencia, Spain, for Sustainable Development Studies.

# SPEAKERS AND GUESTS:

A number of national and international experts will be participating in this congress, including:



**Dr. Francisco Mena, Chile.** Anthropologist and resident researcher within the "Anthropology and Heritage" area of the Center for Patagonian Ecosystem Investigation (CIEP). Dr. Mena graduated from the University of Chile with a major in Archaeology and Prehistory. He holds a Ph.D. in anthropology from the University of California, Los Angeles (1991), and is a specialist in Zooarchaeology and Archaeology of Patagonia. He has served as deputy director of the Chilean Museum of Pre-Columbian Art in Santiago and professor in the Department of Anthropology at the U. Chile in the same city. Francisco's years of experience in museology and cultural management reflect a deep interest in heritage education and promotion of various investigations and activities that bring the social sciences and natural sciences together, and explore connections between tourism, local identity and conservation.



**Mauricio Osorio Pefaur, Chile.** Social anthropologist, Universidad de Chile. He holds a diploma in Andean textiles (Universidad Católica de Chile) and other in Cultural Management and Communication (Flacso Argentina). Recently, he joined as an Associated Researcher the team of the Sustainable Tourism Department of the Center of Investigation in Ecosystems of the Patagonia, located in Coyhaique. Mr. Osorio is president of Sociedad de Historia y Geografía de Aysén, this entity develops investigation and diffusion projects of the regional history and geography. .



**Dr. Jorge Rojas Hernández, Chile.** Master in sociology and political science, University of Hannover (Germany). Doctor in sociology, University of Hannover. Dr. Rojas has participated in more than 12 research projects as researcher in charge and co-researcher. He has written 13 books and numerous chapters for others. He has published 69 articles in journals from different countries. In the past few years, he has given more than 20 talks in congresses and has participated in numerous journals and congresses committees. He is specialist in social theory, globalization, regional development, society and education, urban systems, development models, citizen participation, industrial relations and productive quality, poverty, environment, climate change and social sustainability. Currently he is dean of the Social Science Faculty of the Universidad de Concepción.



**Dr. Keith Bosak, USA.** Assistant Professor of Nature-Based Tourism at the University of Montana. Dr. Bosak is trained as a geographer, specializing in human-environment interactions and more specifically, on issues of conservation and development, including sustainable development and ecotourism. He has experience conducting similar field courses in the Himalaya and Andes mountains and is passionate about working with students in an experiential setting.



# REGISTRATION :

Registration for the congress will begin Monday, January 17, 2011, utilizing the form which follows. Participants, whom register before March 1, will receive an advance discount of 25%. Students are invited to participate at 50% of the normal cost. The public is invited to participate at no cost on Friday, April 15. The values for registration are as follows: :

Category	Before March 1	After March 1
Participant, Speakers	\$20.000	\$30.000
Students	\$10.000	\$15.000

There are available scholarships for students, teachers and Societur members. If you require a scholarship, please register early and submit a written request to: [simposio@ciep.cl](mailto:simposio@ciep.cl).

Registration fees can be deposited into the following account:

**ExplorAysen S.A.**

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SWIFT : BSCHCLRM

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To register to the Symposium please fill out the on-line form [here](#) (you must allow the connection) or send the form by fax to 67-244-501 or to [simposio@ciep.cl](mailto:simposio@ciep.cl).

**Registration Form for "Tourism, territories and societies: Sustainable development based on scientific research and integrated management."**

April 15 – 17, 2011, Coyhaique, Chile.

Title	First Name	Last Name (s)

Cédula or Passport Number	Telephone	E-mail

Street Address	City

Country, Postal Code

Institution

Category	Research Presentations (*)
Participant	Oral Presentation
Student	Poster Presentation

Title of Presentation

(\*)Research presentation submissions will be reviewed by committee, prior to acceptance in the Congress. Authors should indicate whether they prefer an oral or poster presentation format. **Abstracts should consist of a 350 word summary of the research and an overview of no more than 4 pages, outlining the predominant theory, methods, research results, and outcomes. Abstracts should be mailed, electronically, to [simposio@ciep.cl](mailto:simposio@ciep.cl). Abstracts will be accepted in Spanish, English, and French, from January 1 – March 15, 2011. Notification of acceptance will take place on or before March 25, 2011.**

# SCIENCE contributions to the development of SUSTAINABLE TOURISM in the AYSÉN Region

Regional Seminar Thursday 14 April 2011

Coyhaique, Aysén Region, Chile

In addition to the symposium, you have been invited to participate in the Regional Seminar: **SCIENCE** contributions to the development of **SUSTAINABLE TOURISM** in the **AYSÉN** Region which will take place 14 April 2011 in Coyhaique, Aysén Region, Chile.

Organized by:



Universidad Austral de Chile  
*Conocimiento y Naturaleza*



Participants:



Universidad Austral de Chile  
Instituto de Turismo



Centro de Estudios  
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# PRELIMINARY PROGRAM

The objective of this seminar is to promote the participation of divers actors from the public and academic spheres in the implementation of research and innovation initiatives in themes related to tourism development in the Aysén Region.

	14 April 2011
08:30	Registration
10:00	<b>Opening Ceremony</b> <ul style="list-style-type: none"><li>➤ <b>Mrs. Pilar Cuevas.</b> Intendente Regional of Aysén Region.</li><li>➤ <b>Dr. Víctor Cubillos.</b> Rector of the Universidad Austral de Chile</li><li>➤ <b>Dr. Giovanni Danieri,</b> CIEP Director</li> <li>➤ <b>Research and Innovation Special Interest Tourism</b> Dr. Pablo Szmulewicz, Director of the Tourism Institute, UCh.</li><li>➤ <b>The Scientific Tourism in Aysén. An historical and strategic review.</b> Mr. Fabien Bourlon</li></ul>
11:15	Coffee break
11:30	<b>I+D+i PROJECTS IN TOURISM, AYSÉN REGION</b> <ul style="list-style-type: none"><li>➤ <b>Research for the creation of a protected marine area</b> Dr. Rodrigo Hucke, Instituto de Ecología, UCh.</li><li>➤ <b>Stewardship and Management of the Leisure Fishing Resources.</b> Mr. Eduardo Aedo, Centro Trapananda, UCh.</li><li>➤ <b>Actions and Research Sustainable Tourism , CIEP.</b> Mr. Fabien Bourlon, Dr. Trace Gale .</li><li>➤ <b>Creation of a Protected Areas Network of the Selva Valdiviana</b> Dr. Silvia Constabel, Instituto de Turismo, UCh.</li></ul>
13:00	Round of questions
13:30	<b>Closing Lunch</b> <ul style="list-style-type: none"><li>➤ <b>Mr. Américo Soto,</b> Director Regional of Sernatur, Aysén Region</li><li>➤ <b>Dr. Ernesto Zumelzu</b> Research Director, Universidad Austral de Chile</li></ul>