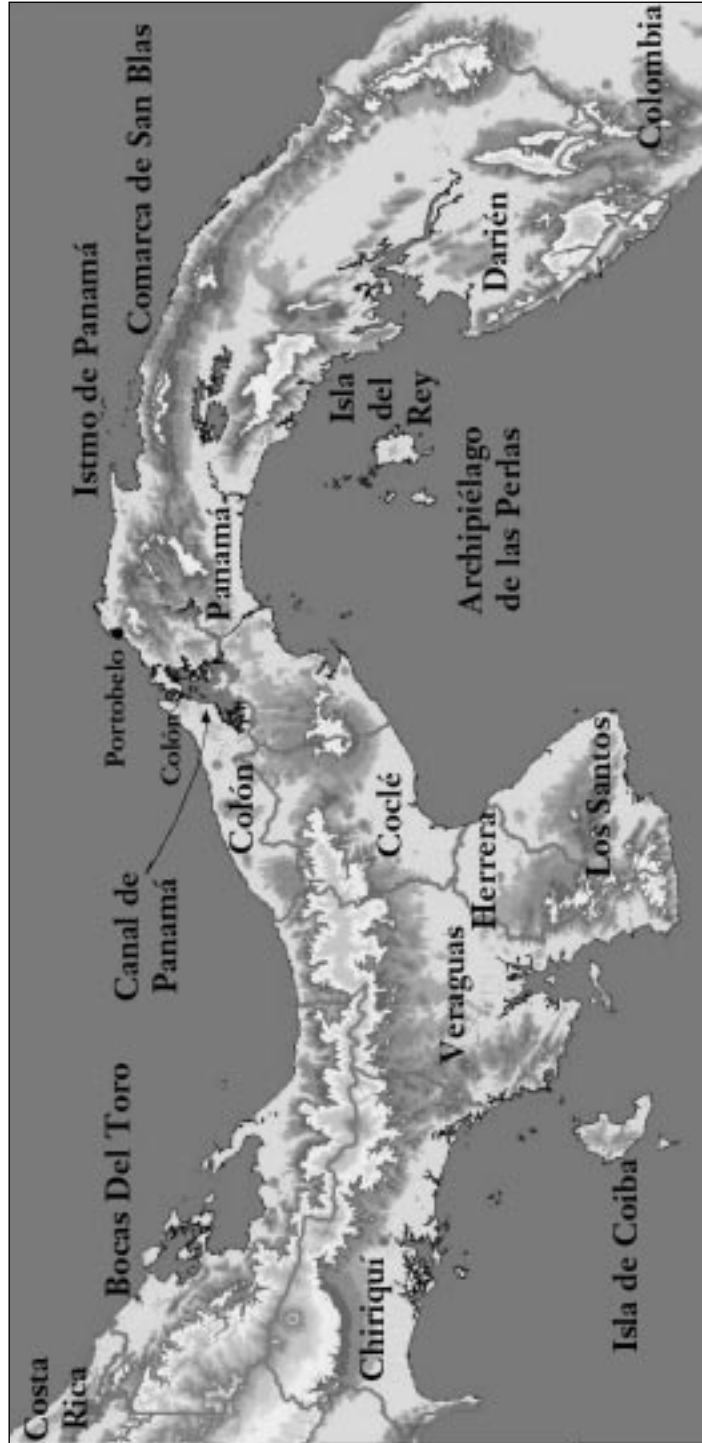


APPENDICES

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Appendix A

MAP OF PANAMA



Adapted from map by William Marp, Cyber-Tech, S.A., Panama

Appendix B

LIST OF ACRONYMS

AAAS	American Association for the Advancement of Science
AED	Academy for Educational Development
ANAM	Autoridad Nacional del Ambiente (National Environmental Authority)
APEDE	Panamanian Association of Business Executives
ARI	Interoceanic Region Authority
BID (IDB)	Banco Interamericano de Desarrollo (Inter-American Development Bank)
BTR	Bureau of Tourism Research (Australia)
CATHALAC	Centro del Agua del Trópico Húmedo para América Latina y el Caribe
CEASPA	Panamanian Center for Research and Social Action
CITES	Convention on International Trade in Endangered Species (Convención Internacional de Tráfico de Especies Amenazadas)
CRC	Cooperative Research Centre (Australia)
CrcTourism	Cooperative Research Centre for Sustainable Tourism (Australia)
CSIRO	Commonwealth Scientific and Industrial Research Organisation (Australia)
GDP	Gross Domestic Product
GEF	Global Environment Fund (Fondo Global del Medio Ambiente)
GIS	Geographic Information System
INAC	National Institute of Culture
INRENARE	Instituto Nacional de Recursos Naturales Renovables (National Institute for Renewable Natural Resources)
IPAT	Panama Tourism Bureau
MR	marginal return
NGO	non-governmental organization
OEA (OAS)	Organización de Estados Americanos (Organization of American States)
OECD	Organization for Economic Cooperation and Development
PACT	Protected Areas Conservation Trust
PCAST	President's Committee of Advisors on Science and Technology (US)
R&D	research and development
SENACYT	National Secretariat for Science, Technology and Innovation
SIDEA	Sistema Hemisférico de Educación Agrícola Superior

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SNC	St. Norbert College
STRI	Smithsonian Tropical Research Institute
TCA	Tourism Council Australia
TCR (TCI)	Tourism-Conservation-Research Strategic Alliance (Turismo-Conservación-Investigación)
UNDP	United Nations Development Program
UNESCO	United Nations Educational, Scientific and Cultural Organization
WTO	World Tourism Organization
WTP	“willingness to pay”
WTTC	World Travel and Tourism Council
WWF	World Wide Fund for Nature

Appendix C

CONFERENCE AND SYMPOSIUM AGENDA

International Conference
Heritage Tourism for the Next Millennium

(Turismo Patrimonial para el Proximo Milenio)

Inaugural Day

Miramar Inter-Continental Panama, December 2, 1998

Chair: Dr. Ceferino Sanchez Jorquera, National Secretary
National Secretariat for Science, Technology, and Innovation (SENACYT)

Morning Session

- 8:45 am – 9:15 am ***National Anthem of Panama***
Welcome
Cesar Tribaldos, General Manager
Panamanian Tourism Bureau (IPAT)
- 9:15 am – 10:15 am ***A Bridge to the Millennium: The Ideal and the Promise of a Heritage-Driven Economy***
Dr. Hana Ayala, President, EcoResorts International &
International Consultant for the *TCR Action Plan for Panama*
- 10:15 am – 10:30 am ***Inaugural Session***
His Excellency Ernesto Perez Balladares
President of the Republic of Panama
- 10:30 am – 11:00 am BREAK

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- 11:00 am – 11:30 am **Keynote Address**
Dr. Richard S. Nicholson, Executive Officer & Publisher of *Science*
American Association for the Advancement of Science (AAAS)
(Introduced by Dr. Richard W. Getzinger,
Director for International Programs, AAAS)
- 11:30 am – 12:00 pm **Keynote Address**
Frank O. Gehry FAIA, Design Principal
Frank O. Gehry and Associates
(Introduced by Henry N. Cobb FAIA, Pei Cobb Freed & Partners)
- 12:30 pm – 2:00 pm LUNCH
- Afternoon Session**
- 2:00 pm – 2:40 pm Multimedia: ***The Heritage Identity of the Bridge of the World***
Presenters: Dr. Omar Jaen Suarez, Interoceanic Region Authority (ARI)
Dr. Richard G. Cooke, Smithsonian Tropical Research Institute (STRI)
- 2:40 pm – 3:10 pm ***Installation of the Committee for the Tourism-Conservation-Research Strategic Alliances (“TCR Committee”)***
Presenter: Lic. Oscar Ceville, Vice Minister of the Presidency &
President, National Council for Sustainable Development
Signing of the Minutes of the First Session of the TCR Committee
- 3:10 pm – 3:30 pm ***Panama: The Crossroads for Science***
Dr. Ira Rubinoff,
Director, Smithsonian Tropical Research Institute (STRI)
- 3:30 pm – 3:40 pm ***A City of Knowledge for the New Millennium***
Dr. Jorge Arosemena, Executive Director, *Ciudad del Saber*
- 3:40 pm – 4:00 pm BREAK
- 4:00 pm – 6:00 pm Multimedia: ***TCR Model Portfolio***
- Coronado Hotel & Resort*
I. Roberto Eisenmann Jr., President
- Hotel Campestre*
Ing. Lorenzo Hincapie, Owner
- Posada del Cerro La Vieja*
Alfonso Jaen Conte, Owner & Manager

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Miramar Inter-Continental

Louis Philippe, General Manager

Panama Marriott Hotel

Francisco Castro, General Manager

Gamboa Tropical Rainforest Resort

Ing. Herman Bern, President, Empresas Bern

Grand Park Hotel project (a Sheraton)

John Moses A., Vice President, Inversiones Moses

Canopy Tower

Raul Arias de Para, President, Divertimento Ecologico, S.A.

New Protected Area of San Lorenzo

Charlotte Elton, Founding Member, Panamanian Center for
Research and Social Action (CEASPA)

Dr. Nicolas Ardito Barletta, General Administrator,
Interoceanic Region Authority

International Symposium The Challenge of Experience-Management: Linking Quality with Sustainability

(El Reto del Manejo de Experiencias: Vinculando Calidad y Sostenibilidad)

December 3

Miramar Inter-Continental Panama, December 3-4, 1998

Symposium Chair: Dr. Theodore Panayotou, Institute Fellow and Program Director
International Environment Program
Harvard Institute for International Development

Co-Chair: Dr. Hana Ayala, President, EcoResorts International & International Consultant
to the Government of Panama for the TCR Action Plan

8:00 am - 9:15 am

Introductory Session

This session will include four brief (about 15 min.) presentations from each of the *Tourism-Conservation-Research (TCR) Alliance* sectors (one by the tourism and hotel industry, one by the conservation sector, one by the science sector, and one by a representative of the indigenous

communities). Each presentation will provide the sector's **aspirations** on the *TCR Alliance*.

Speakers: I. Roberto Eisenmann Jr., President,
Coronado Hotel & Resort
Lic. Mirei Endara, Administrator General,
National Environmental Authority (ANAM)
Dr. Julio Escobar,
Deputy National Secretary,
National Secretariat for Science,
Technology, and Innovation (SENACYT)
Gilberto Alemanica,
Panamanian Tourism Bureau (IPAT)

9:20 am - 10:20 am ***Global Research Findings Relevant to the TCR Alliance***

Chair: Dr. Richard W. Getzinger, Director for International Programs
American Association for the Advancement of Science (AAAS)

Speakers: Dr. Terry de Lacy, Chief Executive Officer,
Cooperative Research Center for Sustainable Tourism,
Griffith University, Australia
*(Delivering strategic knowledge to a dynamic,
internationally competitive and sustainable tourism industry)*
Dr. Theodore Panayotou,
Harvard Institute for International Development
*(Motivating and financing tourism-driven sustainable
development)*

10:20 am – 10:40 am ***Discussion***

10:40 am – 11:10 am ***Explanation of Working Group Dynamics/Guidelines/Expected Results***
Symposium Co-Organizers

11:10 am -11:30 am ***Clarification Questions***

11:30 am -1:00 pm LUNCH
Presentation: ***Natural Marvels of Panama***
(Courtesy of ANAM-National Environmental Authority)

1:00 pm - 3:45 pm ***Working Groups***
Three parallel Working Groups on the following topics:

***Engaging Experience-Management with Natural and Cultural
Resource Management***

APPENDICES

- Chair:* Dr. Theodore Panayotou,
Harvard Institute for International Development
- Co-Chair:* Gloria Lopez Morales, UNESCO's Regional Director
for Latin America and the Caribbean
- Rapporteur:* Georgina de Alba,
Assistant Director for Fellowships and Education, STRI

Infrastructure as a Tool for Invigorating the Value of Natural and Cultural Heritage

- Chair:* Prof. Sylvia Lavin, Chair, Department of
Architecture and Urban Design,
University of California, Los Angeles
- Co-Chair:* Guillermo Rocha, Director for Latin American Affairs,
International Hotel and Restaurant Association (IHRA)
- Rapporteur:* Erik Wolfschoon, Architect, Panama

The Art of Heritage Interpretation

- Chair:* Dr. Gregory J. Ashworth,
Faculty of Spatial Sciences, University of Uningen
- Co-Chair:* Augusto Huescar, Regional Representative for the Americas,
World Tourism Organization (WTO)
- Rapporteur:* William Harp, Chief of Operations and Senior Systems
Analyst, Cyber-Tech, SA

- 3:45 pm - 4:00 pm: BREAK
- 4:00 pm - 6:00 pm ***Continuation of the Working Groups***
- 6:00 pm – 6:30 pm ***Meeting of the Chairs and Rapporteurs of the Working Groups***
- 7:00 pm: DINNER (Grand Ballroom, Miramar Inter-Continental)
Presentation: ***In the Geological History, Panama Has Changed the World***
Dr. Anthony Coates, Deputy Director, Smithsonian Tropical
Research Institute (STRI)
National Folklore Ballet
(Courtesy of IPAT-Panamanian Tourism Bureau and
INAC-National Institute of Culture)

December 4

- 8:00 am - 11:30 am ***Continuation of Working Groups***

- Expected Results: 1) To identify priorities for scientific research and conservation activities that will boost the quality and sustainability of tourism activities; 2) To develop short-term recommendations and long-term policy guidelines to maximize the sustainable use of natural and cultural resources for social and economic development purposes through sustainable heritage tourism that emphasizes excellence of experience-management; 3) To establish mechanisms of transfer of research results and economic benefits among scientific and conservation institutions, the tourism and hotel industry and other relevant sectors of the host country's economy; 4) To foster sustainable development as the denominator of the ever-greater business value of sustainable heritage tourism.

11:30 am - 12:30 pm: LUNCH

12:30 pm - 3:15 pm ***Plenary presentations of Recommendations and Findings by Working Groups***

Chair: Dr. Richard S. Nicholson,
Executive Officer & Publisher of Science American
Association for the Advancement of Science

Farewell Keynote and Next Steps

Symposium Co-Organizers

3:30 pm

Departure for Gamboa Resort

DINNER and RECEPTION (Courtesy of the Gamboa Tropical Rainforest Resort and the Miramar Inter-Continental)

Attire: tropical elegance

CONFERENCE COORDINATOR:

Dr. Hana Ayala

SYMPOSIUM CO-ORGANIZERS:

Panamanian Tourism Bureau (IPAT)

National Secretariat for Science, Technology, and Innovation (SENACYT)

American Association for the Advancement of Science (AAAS)

Smithsonian Tropical Research Institute (STRI)

City of Knowledge

Note: All sessions of the conference and symposium will be provided with simultaneous translation (Spanish-English)

Appendix D

WORKING GROUP PARTICIPANTS**Working Group 1:****Engaging Experience-Management with Natural and Cultural Resource Management**

- Gilberto Alemanca, Kuna member, IPAT, Panama. Has worked with several programs involving indigenous people in Panama, including ecotourism programs.
- Alejandro Alfonso, UNESCO's Regional Advisor for Communication in Latin America & the Caribbean, Panama.
- Francisco Alvarez, specialist in geography and history. Director of the School of Tourism at the Latin American University of Science and Technology.
- Lisa Barnett, Smithsonian Tropical Research Institute, Washington office.
- Carlos Baruki, Inter-Continental Hotels and Resorts, representing the International Hotels Environment Initiative, a non-profit program created by a Business Leaders Forum and presided by His Royal Highness Prince of Wales.
- Evans Canto, IPAT's Department of Environment and Sustainable Development, Panama
- Julian Chang, responsible for IPAT's program to develop tourism products for all kinds of communities (indigenous, peasant, etc.). He identifies and organizes available resources for products, and collaborates with tour operators to establish appropriate rules for the use of such products, prepare tourist packages and place them in the market.
- Richard Cooke, archeologist, Smithsonian Tropical Research Institute. Has worked in the field in Panama for 28 years. Interested in the Pre-Colombian cultures of tropical lands in America, and the relationship between native peoples and the flora and fauna.
- Georgina de Alba, Smithsonian Tropical Research Institute, in charge of Intership and Fellowship programs and public environmental education programs, Panama.
- Charlotte Elton, CEASPA, Panama.
- Mahabir Gupta, University of Panama, School of Pharmacy, where he studies Panamanian flora. Also, Executive Director of Interciencia Association, a federation of 17 associations for the advancement of science in the Americas.
- Liz Halpenny, The Ecotourism Society, an international organization with professional members in the field of ecotourism, such as landscape architects, architects, tour operators, consultants, academics who study tourisms, etc. Based in Vermont.

- James R. Hodgson, Division of Natural Sciences and Bemis Center for International Education, St. Norbert College, De Pere, Wisconsin, USA.
- Alfonso Jaen, tourism entrepreneur, Panama
- Elizabeth Losos, Center for Tropical Forest Science, a program within the Smithsonian Tropical Research Institute. Oversees a network of long-term tropical forest research programs in Panama, Asia, Africa and other parts of Latin America.
- Phillippe Pearce, Professor of Tourism at James Cook University in Australia. Interests: tourist behaviour, market segments and tourist impacts on host communities.
- Dan Rubenstein, ecologist, Princeton University, New Jersey.
- Norita Scott, Panama Audubon Society.
- Marsha Sitnik, Smithsonian Institution, Washington DC. Interests: conservation ethics. Involved with the Charles Darwin Foundation in the Galapagos Islands in the ecotourism field.
- Keith Sproule. Interest: rural communities' development. Has worked in Belize, Indonesia and other parts of the Caribbean and Latin America. Formerly with "Wildlife Preservation Trust International", addressing ecotourism development
- Rodrigo Tarté, President, GEA Consulting, Panama
- Phillip Young, professor of anthropology at the University of Oregon, has worked with the Ng\u00eabe people of Panama for 35 years. Interests: Indigenous knowledge systems and sustainable development.

Working Group 2:

Infrastructure as a Tool for Invigorating the Value of Natural and Cultural Heritage

- Alberto Aleman Zubieta, General Administrator, Canal Commission
- Anabella Andrade, Director of Planning, IPAT
- Mohammed Ansari, President, American Institute for Pollution Prevention, involved with industrial petroleum and chemicals, energy efficiency and pollution prevention. Based in Virginia.
- Gustavo Arango, architect, Arango, McGrath y Miro, Panama
- Santos Cañizales, Director, Department of Geography, University of Panama
- Franklin Castillo, Coordinator, Administration of Tourism Enterprises, University of Panama
- Manuel Choy, President, SPIA, Panama
- Kurt Dillon, architect, URBIO, Panama
- Patrick Dillon, architect, URBIO, Panama
- Roberto Eisenmann, President, Coronado Club Suites Resort, Panama
- Frank Gehry, Design Principal, Frank O. Gehry & Assoc., California
- Carlos Guerra, Director, Tourism Master Plan, IPAT
- Denise Guillen, Director of Tourism Services, IPAT
- George Kourani, Advisor, Interoceanic Region Authority
- Sylvia Lavin, Chair, Department of Architecture and Urban Design, University of California, Los Angeles
- Greg Lynn, Professor at Columbia University, New York & University of California, Los Angeles

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- Edward McGrath, architect, Arango, McGrath & Miro, Panama
- Eduardo Montenegro, architect, Chief of Special Projects, City of Panama
- Shastri Moonan, Deputy Chairman, Charaguas Development Authority, Trinidad and Tobago
- George Moreno, architect specialized in ancient Architecture, interested in the cultural and natural environment of the new Meso-American architecture and landscape architecture resort designs for the next millennium, Panama
- Carlos Moses Arias, President, Inv. Moses, Panama
- Richard Nicholson, publisher of *Science Magazine* and Executive Officer of the American Association for the Advancement of Science, Washington DC
- Sebastian Paniza, Director of Historical Heritage, National Institute of Culture, Panama
- Louis Phillipe, General Manager, Miramar Inter-Continental
- Guillermo Rocha, Director for Latin American Affairs, International Hotel and Restaurant Association
- Andrea Schwan, independent public relations and marketing consultant based in New York, working in the field of international architecture and design
- Tomas Sosa, President, Panamanian Institute of Architecture and Urban Planning
- Beatrice Stern, architect, URBIO, Panama
- Robert Tannen, architect, regional and transportation planner, F.R. Harris, New Orleans
- Cesar Tribaldos, General Manager, IPAT
- Alvaro Uribe, architect, URBIO
- Ben van Berkel, architect, van Berkel and Bos, The Netherlands
- David Weaver, School of Tourism and Hospitality Management, Griffith University, Australia
- Paul Wilkinson, Faculty of Environmental Studies, York University, Canada, interests include tourism policy and planning focusing in Canada, Caribbean and Indonesia
- Erik Wolfschoon, President, Erik Wolfschoon and Associates, and professor at the University of Panama
- Alejandro Zaera-Polo, Architect, Foreign Office Architects Ptd., London

Working Group 3:

The Art of Heritage Interpretation

- Raul Arias de Para, General Manager, Canopy Towers, Panama
- George Angehr, Smithsonian Tropical Research Institute
- Todd Capson, Smithsonian Tropical Research Institute, works on projects for drug discovery in rainforest plants and conservation
- Catherine Christen, Latin American environmental history, focus on history of tropical field science, Smithsonian Institution Archives
- Anthony Coates, geologist, Deputy Director, Smithsonian Tropical Research Institute
- Gordon Cragg, Chief, Natural Products Branch, National Cancer Institute and National Institutes of Health. Involved with new drugs and bioprospecting
- Terry De Lacy, CEO, Cooperative Research Center for Sustainable Tourism, Australia

TOURISM-CONSERVATION-RESEARCH
PANAMA

- Richard Getzinger, Director for International Program at the American Association for the Advancement of Science
- Sam Ham, University of Idaho, Department of Research, Recreation and Tourism, focus on environmental interpretation and communication in Central America
- William Harp, Operations Officer, CyberTech Inc., involved with GIS and Information Systems, member of the TCR working group, cultural anthropologist by training
- Don Hawkins, Director, International Institute of Tourism Studies, George Washington University, also representing the World Travel and Tourism Council.
- Augusto Huescar, Regional Representative of the World Tourism Organization for the Americas
- Nigel Munyati, marketing and communications consultant, President, Munyati Consulting, Zimbabwe
- Leticia de Polo, TCR liaison, National Environmental Authority (ANAM)
- Vilma Reina, international consultant on communications and imaging, working with IPAT
- Lindy Roy, architect and writer, Botswana and New York
- Ana Maria Imaculada de Shafer, Director of Cultural Training, IPAT
- Jeanne Nathan Tannen, President, Tannathan, Inc., New Orleans, develops projects in the arts and cultural programs that benefit economic development
- Elizabeth Tate, Office of Public Affairs of the Smithsonian Institution, Washington
- Joaquin Villard, Director, Columbus University, Panama
- Glenn Withiam, Executive Director, The Cornell Hotel and Restaurant Administration Quarterly

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