

CURRICULUM VITAE



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EDUCATION

Primary and **Secondary** Education in Casablanca, Morocco

B.A. University Paris XIII, Villetaneuse, France. Degree in English Literature, supplemented with English and American literature, and English/French translation. Licence es Lettres (BA) Langues, litterature et civilisation etrangeres. Specialite Anglais. **FRANCE**.

M.A. World Leisure and Recreation Association (WLRA), International Center of Excellence (WICE), Leeuwadren, the Netherlands. Degree in International Leisure and Recreation Studies, specialization in travel and tourism, concentration in tourism research and tourism marketing. **NETHERLANDS**.

M.A. University of North London/CHN University. Degree in International Leisure and Tourism Studies, concentration in the social psychology of leisure. **UK**.

Ph.D. Michigan State University, East Lansing, Michigan, United States of America. Degree in Park, Recreation and Tourism Resources. Defense date: September, Tuesday 24, 2002. Degree earned: December 12, 2002. **USA**.

PROFESSIONAL EXPERIENCE

Previously

Research Project Manager, TTRRC –Travel, Tourism and Recreation Resource Center, Michigan State University.

Teaching –Leisure and Society, Department PRTR –Park, Recreation and Tourism Resources, Michigan State University

Currently

Professor, Chair of Tourism for Peace Research Group

Founding Director International Center for Peace through Tourism Research

Active Member, Tourism4Peace Forum, www.tourism4peace.org

- The Forum brings top hospitality and tourism managers from Egypt, Israel, Jordan, and Palestine to promote peace in the region through hospitality and tourism

The Tourism4Peace Forum works toward facilitating border crossings and obtaining freedom of movement of tourists and tourism professionals in the area, through lobbying and conducting meetings with relevant authorities in the region.

Coordinator Tourism Research Center, Stenden University

Internship placement supervisor –Middle East

Lectures on Tourism Research Methods –graduate and undergraduate studies

Lectures on tourism management, policy, ethics, sustainability, image positioning

Major upcoming publication related to tourism and peace

Tourism, Progress and Peace, Omar Moufakkir and Ian Kelly (eds.), to be published By CABI end 2009. The first book that focuses on the relationship between peace and tourism

Recent publications related to tourism and peace

- 2008. Destination image revisited. In: Burns, P. and M. Novelli (eds.), Tourism development, growth, myths and inequalities, pp. 85-112. (immigration within the European context and its impact on tourism destination choice and visitation)
- 2007. Success story of best practice in peace through tourism. IIPT Educators Forum
- 2006. Tourism and war: Reasons behind taking international pleasure trips during a pending war. A proposed typology. *Tourism Analysis*, Vol. 11, Number 6, pp. 337-348.

Major Current research projects

- **Israeli - Palestinian conflict and the role of tourism in peacemaking:** An analysis of tour guiding in the Holy Land(s).
- **Racialised boundaries in tourism** -A study of constraints within minority groups in European countries
- **Peacelessness at home:** Stereotypes and cross-cultural behavior and understanding in tourism
- **Pragmatic peace in the Holy Land(s):** How can tourism help?

Selected Past Conferences, 2007-2008

- 2008, October 21-24. First European Conference on Tourism and Peace. Bridging the North-South Divide through Sustainable Tourism Development. Leeuwarden, the Netherlands.
- 2008. April 23-25. TTRA –Travel and Tourism Research Association. Helsinki, Finland.
- 2008. September 30-October 2. The Future Success of Tourism: New Directions, Challenges and Opportunities. ISTTE –International Institute for Travel and Tourism Educators. Dublin, Ireland.
- 2008, July 2-4. ATLAS –Association for Tourism and Leisure Education. Selling or Telling? Paradoxes in Tourism, Culture and Heritage.
- 2007. May 20-25. IIPT –International Institute for Peace through Tourism. Building Strategic Alliances for Sustainable Tourism Development: Peace and Reconciliation on the African Continent. Kampala, Uganda.
- 2007. March 24. IHMA -35th Annual Israeli Hospitality Managers Association Conference. Haifa, Israel.

First European Conference on Peace and Tourism hosted and organized

- 2008. (October 21-24) First European Conference on Tourism and Peace. Stenden, Leeuwarden. In collaboration with the IIPT; in Partnership with UNWTO –World Travel Organization, and UNEP –United Nations Environmental Program. Sponsors:

Fourth Tourism4Peace meeting

- 2007, Tourism for Peace Forum Seminar. Delegates from Egypt, Israel, Jordan, and Palestine as keynote speaker to discuss strategies for peace through tourism and hospitality

Languages

- English, French, Arabic, and (a little) Dutch

Research award

- 2001, Moufakkir O. and D.F. Holecek. Detroit Metro Area Casino Visitor Study. Honorable mention: *Travel, Tourism and Recreation Association (TTRA)*. Research Award, Category: Professional Awards over \$12,000.

References

- Dr. Donald F. Holecek. Professor and Director Travel, Tourism and Recreation Resource Center, Michigan State University. dholecek@msu.edu. 1(517)-3530793. USA.
- Dr. Alon Gelbman. Assistant Professor Kinneret College, along@kinneret.ac.il. (972)46653686. ISRAEL
- Dr. Falco De klerk Wolters. Dean Tourism Management. Stenden (formerly CHN)-University. Falco.de.klerk.wolters@stenden.com. (31)58 2441300. NETHERLANDS.

Description of the Tourism for Peace Lectoraat and Research Group

The Tourism for Peace Lectoraat is a branch of the Tourism4Peace Forum. The vision for it was born during the *Resolutions of the 3rd annual meeting Tourism4Peace Forum* hosted at the Christelijke Hogeschool Nederlands, Leeuwarden, the Netherlands, October 31st - November 2nd, 2006 (www.chn.nl). Accordingly and similarly, its mission is to contribute to peace in the Middle East region through knowledge sharing, tourism knowledge dissemination, tourism research, marketing activities and PR efforts across countries. Moreover, the mission of the Tourism for Peace Lectoraat has a broader scope in that its purpose is also to contribute to the alleviation of world peacelessness elsewhere, including at home (the Netherlands and Europe).

The problems of the Middle East do not exist in a vacuum; neither are they confined to that specific region. As Globalisation has demonstrated, and as international natural and made catastrophes have proven, regional problems leak outside their jurisdictions to challenge world peace. Some of the biggest challenges facing world peace today are borderless terrorism, climate change, poverty, ignorance, prejudice, racism, bigotry, extremism, and fanaticism. These sources engender, perpetuate, and promote a culture of hatred.

In line with Stenden University's values, the purpose of the Tourism for Peace Lectoraat is to engage in conflict resolution with existing interested bodies in the hope of promoting a culture of peace through tourism.

Local, national, and international organisations and associations are promoting peace in the world through different strategies and mechanisms. As several routes lead to world peace, it is the purpose and duty of the present Lectoraat to contribute to peace through the route of tourism, including passages through tourism education, cross-cultural understanding, and sustainable tourism promotion. Such routes and passages will be empirically guided by research activities with internal as well as external research members of the tourism for peace research group.

The International Center for Peace through Tourism Research (www.icptr.com) was developed to respond to the needs of a growing demand to supplement the myths and realities of tourism as an agent of peace with empirical research and foundation. Another international networks initiative resulted in the development of the first book that focuses specifically on "Tourism, Progress and Peace", which will be published by CABI publishing by the end of 2009.