



Jordi Datzira Masip
"Tourism in Yemen: A Marketing Perspective"

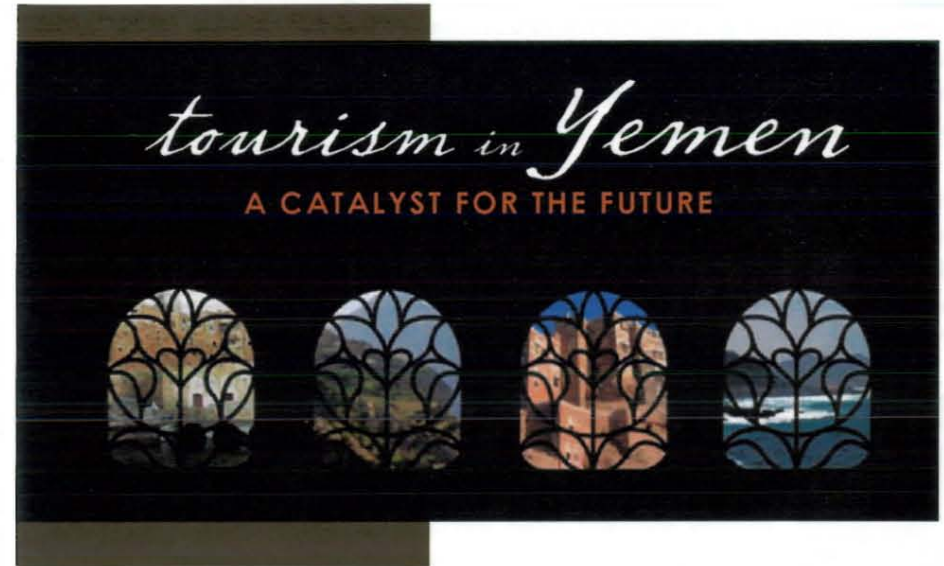
Jordi Datzira Masip has a Degree in Tourism Management and is specialized in Planning and Development as well as Management of Tourism Destinations. His areas of expertise are related to tourism policy, strategic planning, destination management, strategic marketing, competitiveness program design, and product development at local, national and international levels.

Since 1990 he has been dedicated professionally to the tourism industry. During the last 6 years he has been working as a tourism consultant and researcher. In 2005, he created the company DDS (Datzira Development Services, S.L.) and is managing DDS as Director.



Dr. Peter Cardon
*"Communicating Destination Image Online:
The Case of Yemen"*

Peter Cardon is assistant professor and international student exchanges director for the College of Hospitality, Retail, and Sport Management at the University of South Carolina. He received his M.B.A. and Ph.D. from Utah State University, where he focused on international business and cross-cultural communication. Most of his private industry experience has been in tourism. For several years he was marketing director for a firm that created tourism packages for clients in over fifty countries. Recently, he has conducted tourism research in Asia for the International Tourism Institute at the University of South Carolina. He has worked in China, Taiwan, and Hong Kong for nearly three years and speaks fluent Mandarin and Cantonese.



February 12-13, 2007
Sana'a, Yemen





The Honorable Governor David M. Beasley
"Tourism: The South Carolina Experience"

David M. Beasley served as Governor of South Carolina from 1995-1999. During his term as Governor, he led delegations on economic development and trade missions throughout Asia, Europe, and Africa, resulting in the recruitment or expansion of more than 400 large corporations to South Carolina and 22 billion dollars of new investment. Following his term as Governor, he served as a fellow at Harvard University Kennedy School of Government. In 2002, Governor Beasley led a twenty-one person delegation focused on economic development to Tunisia. In 2003, he received the prestigious John F. Kennedy Profile in Courage award.

In April, 2005, Governor Beasley, along with long-time friend and Chief Legal Counsel in his administration, Henry L. Deneen, incorporated the Center for Global Strategies, Ltd (CGS). CGS is focused on developmental initiatives in the non-integrated world. Currently, Governor Beasley serves as its Chairman of the Board.



Henry L. Deneen, Esq.
Moderator

Henry Deneen is an attorney with experience as a trial attorney, Municipal Judge, and Chief Legal Counsel for Governor David M. Beasley. In more recent years, he has lived with his wife and four children in France to focus more intently on connecting professionals in the West with the national leaders in other countries. After moving back to South Carolina, he is now leading a broader effort to focus Western initiatives in the developing world as Executive Director of Center for Global Strategies, Ltd., based in Columbia, South Carolina.



Dr. Rich Harrill
"Getting Ahead and Staying Ahead: Tourism Competitiveness for Yemen"

Author, lecturer, researcher, and consultant, Dr. Rich Harrill is director of the International Tourism Research Institute at the University of South Carolina, School of Hotel, Restaurant

and Tourism Management. He is also director of the Alfred P. Sloan Foundation Travel & Tourism Industry Center. His academic and professional experience combines tourism with economic development and urban planning, giving him an uncommon perspective on all three.

Dr. Harrill earned his Ph.D. in parks, recreation, and tourism management and his master's degree in city and regional planning from Clemson University. He holds a B.A. in political science from the College of Charleston. He has published his research in the Journal of the American Planning Association, Journal of Planning Education and Research, and Journal of Planning Literature. In 2003, he authored Guide to Best Practices in Tourism and Destination Management (American Hotel & Lodging Association), with a second volume published in 2005. Dr. Harrill is also editor of Fundamentals of Destination Management (American Hotel & Lodging Association, 2005), the first comprehensive textbook for the destination management industry.



Dr. Bihu Wu (Tiger Wood), Peking University
"Tourism Planning in China: Sino-Yemeni Cooperation Perspective and Prospect"

Dr. Bihu Wu is a professor specializing in the areas of tourism development, planning and management with Peking University's Urban and Regional Planning Department. He is also the Director of the Center for Recreation and Tourism Research (CRTR) at Peking University, often referred to in the West as the "Harvard" of China (<http://www.pkutourism.com>).

Dr. Wu spent 17 years in Shanghai as a faculty member specializing in human geography and tourism planning for 10 years. In his consulting career, he specialized in regional tourism planning and research, domestic tourist market studies, resort and historical site planning, and design and management.

Dr. Wu received his B.A. in Geography, Masters Degree in tourism geography, and Ph.D. in tourism resource development from East China Normal University at Shanghai. He completed his post-doctoral research and training in regional tourism planning at Peking University, Beijing.