



Off to a good start: The 1st dorm building is under construction

Construction of the first dorm building (first of the seven planned) is rapidly progressing. We are planning to inaugurate the building at the beginning of the 2010-2011 academic year. The building will include high standard flats, each including four single bedrooms, two bathrooms, and a joined living room and kitchen. This functional design offers a high level of privacy to the four flat mates. Altogether the first dorm building will provide housing to 72 of the Eilat Campus students. Half of the building inhabitants will enjoy the



view of the Granite Mountains west of Eilat. The other half will be privileged to enjoy a sea-view of the Eilat gulf. Prof. Shaul Krakover, Campus Dean, half smilingly says that the sea-view flats will be reserved for students who excel in their studies. The building will also include a lobby furnished to host social activities, and a basement that will be used for maintenance utilities including self-service laundry facilities.

The laundromat will only temporarily occupy the first building, as the planned dormitory compound will include a Students' Center, that will host a club, laundromat, the offices of the Students' Association, a bank and a post office branch, shops, and a swimming pool. At the cost of approximately 14 million NIS, construction of the dorms was



made possible by funds contributed by the UJA of Toronto, the Rashi Fund (in charge of the construction project-management as well), the Eilat Municipality and Ben-Gurion University. Additional generous contribution was made by Mr. Brian Schachter (see next item), who asked that his donation to the Jewish Federation of Toronto be designated for this cause. We additionally embarked on a fund raising campaign to enable the construction of the second building. Architect Rami Gill is currently working on a master plan for the campus development, including a plan to build a 4,000 square meters office and classroom building, highly needed as a result of the Campus rapid growth.



Israeli Eilat Campus Friends to join the UJA Federation of Greater Toronto in supporting the Campus

Brian Schachter



A cocktail reception held on campus recently marked the founding of the Eilat Campus Friends Association chaired by hotelier Ami Federman (Dan Hotels Chain). At the reception, members of the Campus Friends, including hoteliers Avi Ella (Caesar Hotel) and Yoav Igra (Herods), had an opportunity to intermingle with members of the UJA Federation of Greater Toronto. The UJA Federation of Greater Toronto is Eilat-Eilat's partner in the Partnership 2000 Project, and as such the Federation is involved in contributing to secure a better future for the population of the Eilat-Eilat region by supporting the Eilat Campus among other projects. From now on, the Federation will not be alone in its efforts. Joining forces, even if across the Atlantic Ocean, will undoubtedly enhance and even accelerate the Campus' growth prospects. During the event, the guests visited the construction site of the Campus dorms. Although the UJA of Toronto generously contributed towards the construction, bulldozers could not practically start operations until an additional

generous donation was made by Mr. Brian Schachter, who was also present at the cocktail reception.

BRIAN SCHACHTER is a businessman from Toronto, Canada. As part of Mr. Schachter's diverse voluntary work, he is an active member of the UJA Federation of Greater Toronto, and a former Chair of Partnership 2000 Committee. True to his words in his address at the cornerstone laying ceremony for the dorms, emphasizing that the Jewish community of Toronto invests in three critical fields: education, education and higher education, Mr. Schachter's decision to support the dorms' construction was instrumental in moving the project ahead to its current stage. Representatives of the Eilat business community were also present at the cocktail. Local constructor Mr. Sami Nufi was one of the Eilat businessmen who attended the reception, held in the presence of the Ben-Gurion University's Rector, Prof. Jimmy Weinblatt and the Eilat Mayor, Mr. Meir Itzchak Halevi.





New Faculty on Campus



Dr. Amir Shani recently joined the campus faculty as a lecturer in the Hotel and Tourism Management program of the Guilford Glazer School of Business and Management. Dr. Shani received his Ph.D. from the University of Central Florida, and his MBA from BGU, where he also received his BA, Summa cum laude.

Dr. Shani is no foreigner to the Campus: he held a teaching and research assistant position here before leaving to Florida to pursue his Ph.D. degree. Dr. Shani is teaching several courses, among them "Introduction to Ecotourism". His fields of interest include: Tourism

and Hospitality Ethics, Tourism and the Environment, Sustainable Tourism, Animal Use in Entertainment and Tourism Marketing.

A dedicated vegan, Dr. Shani co-authored an article named "Vegetarians: A Typology for Foodservice Menu Development" published at the *FIU Hospitality and Tourism Review*. Other articles co-authored by Dr. Shani and his Ph.D. advisor Prof. Abe Pizam, treats the use of animals in tourism attractions, and the tourist attitude thereto.

For off-prints please feel free to contact Dr. Shani at:
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International Guests on Campus

Prof. Erik Cohen, from the Dept. of Sociology and Anthropology, Hebrew University of Jerusalem, who has been living in Thailand over the past few years, lectured on Spirit Possession and Tourism at Thai Festivals.

Prof. Cohen's papers are probably the most cited articles in the study of tourism in general and on the sociology of tourism in particular. The lecture was followed by a Q&A session, and a panel discussion moderated by Dr. Yaniv Belhassen from the Department

of Hotel and Tourism Management. Other scholars participating in the panel were Prof. Shalini Singh (see next item), Prof. Nathan Urieli, Department of Hotel and Tourism Management, Ben-Gurion University, and Dr. Nir Avieli from the Department of Sociology and Anthropology, Ben-Gurion University. The event was attended by students and other English speaking citizens from Eilat.





Visiting Scholars:

Prof. Shalini Singh



As a part of the effort to position the campus as a leading academic research and teaching institute, an annual invitation is issued for visiting scholars from abroad to teach and conduct research in Eilat. Two visiting scholars were with us teaching and doing research last spring semester: Prof. Shalini Singh, was appointed as visiting scholar with the Tourism and Hotel Management program. Prof. Singh is an associate Prof. in the Department of Recreation and Leisure Studies, Brock University, Ontario, Canada. Prof. Singh is also the executive editor of *Tourism Recreation Research Journal*.

Prof. John Lee



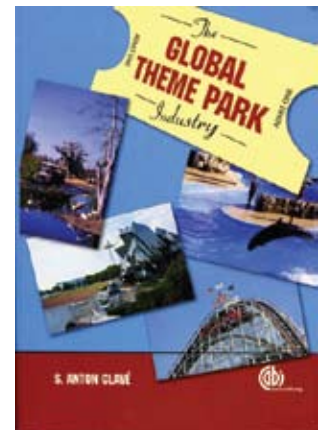
Prof. John Lee joined the Department of Life Science to teach on the Marine Biology and Biotechnology track. A marine microbial ecologist from the Department of Biology at The City College of New York, Prof. Lee received his Ph.D. from NYU in 1960. He teaches courses in Microbiology, Symbiosis, and Electron Microscopy. While most of his laboratory work takes place in New York, field work frequently takes him to well illuminated shallow tropical seas, "tough work" for a New Yorker, but someone has to do it. He spends at least a month each year at the IOLR National Center for Mariculture in Eilat. This year he came to teach on the Eilat campus as well.

Prof. Salvador Anton Clavé and Dr. Noam Shoval visited as guest lecturers at evening dedicated to Theme Parks and Tourism

Prof. Salvador Anton Clavé from the School of Tourism and Leisure at the Roviri iVirgili University of Spain, and Dr. Noam Shoval from the Department of Geography at the Hebrew University of Jerusalem, were guest lecturers at an evening dedicated to theme parks and tourism.

Dr. Shoval researches theme parks using advanced tracking technologies such as GPS. His book on "*Tourist*

Mobility and Advanced Tracking Technologies" was published recently by Routledge. Prof. Clavé lectured on the sociological, cultural and economic aspects of theme parks. The event was open to students and English speakers from Eilat and was chaired by Prof. Shaul Krakover, Dean of BGU's Eilat Campus. Mr. Shabtai Shay, Gen. Manager of the Eilat Hotel Association, presented the opening notes and acted as a lively discussant.





International Tourism scholars at BGU's Eilat Campus for the Tourism Destinations Development and Branding Conference

An international conference on Tourism Destinations Development and Branding took place on Campus on October 14-17, a week before the commencement of the current academic year.

Sixty tourism experts participated in the conference from around the globe – Macao and Hong Kong, China, Cyprus, Austria, Italy, Norway, Spain, Portugal, England, USA and Tanzania. Alongside other academics in the field of tourism, editors of the two leading journals in tourism research participated in the conference: Prof. John Tribe from England, Editor-in-Chief of the *Annals of Tourism Research*, and Prof. Richard (Rick) Perdue Editor of the *Journal of Travel Research*. Deans from reputed schools also attended, including Prof. Abraham Pizam, Dean of the Rosen College of Hospitality Management from Orlando, and Prof. Arie Reichel Dean of Ben-Gurion University of the Negev's Guilford Glazer School of Business and Management. The conference participants enjoyed an exquisite cocktail party, held under the sponsorship of the Eilat Hotel Association headed by Mr. Shabtai Shai, and a festive dinner party under the sponsorship of Ben-Gurion University of the Negev and the Eilat Municipality, hosted by the University

Rector, Prof. Jimmy Weinblatt, and Eilat Mayor, Mr. Meir Yitzchak Halevi. Producing such an international conference is an intricate project, from the stage of selecting the themes, through publishing the abstract book, to a meticulous, elaborate planning of



the hospitality details. E-mail messages sent by participants who returned to their everyday lives expressed their satisfaction from a fascinating, well-organized conference.

Ben-Gurion University of the Negev, Eilat Campus

We'd like to hear from you too. Comments and e-mail addresses of friends who may be interested in receiving our newsletter as well can be sent to:

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