



Joker/Living Stone Network

Flanders Best Practice in Sustainable Tourism

Bob Elsen, CEO
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Joker/Living Stone Network










- ▶ The result of 40 years interacting with a Living World
- ▶ Connects organizations with a shared strategy on tourism:
 - Sustainable
 - Innovative
 - Enriching
 - Worldwide
 - Independent

Joker/Living Stone Network: Sustainable



- ▶ Tourism as leisure but even more as a means to bridge cultures and connect people:
“As contact with and knowledge about the others increase, understanding and tolerance will grow”
- ▶ Integrating ‘People, Planet, Profit and Pleasure’
- ▶ Committed to local wealth creation: we work directly with local entrepreneurs
- ▶ Network growth based on 4 values:
Openness, Equality, Dialogue, Amazement

Joker/Living Stone Network: Growth

INTERCULTURAL ENTREPRENEURSHIP					
TOURISM & DEVELOPMENT					
TRAVELER CAFE				Leuven, Yogyakarta, Dakar, Antwerpen, Copán, Arusha, Zanzibar, Leòn, Kathmandu, Buenos Aires, Mopti, Ayacucho	
TOUROPERATING					
TOURLEADING					
	1971	1981	1995	2001	2005

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TOUR
LEADING

KARAVAAN, since 1971

- ▶ Training organization for tour leaders, recognized by Government of Flanders
- ▶ 400 tour leaders active worldwide
- ▶ Focused on awareness building for travelers



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TOUR
OPERATOR
1

JOKER, since 1981

JOKER

- ▶ Pioneer of Sustainable Tourism
 - ▶ Award 'Most Sustainable TO' in 2007/2009/2010
- ▶ Strong established brands:
 - ▶ Joker Adventure
 - ▶ Go minus 26
 - ▶ Kaap 46
- ▶ Business units
 - ▶ Tour Operating
 - ▶ Flight Department / Brooker
 - ▶ 10 Sales Offices in Belgium
- ▶ Sales: 43.500.000€



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TOUR
OPERATOR
2

ANDERS REIZEN, since 1984

Walk into an other world

- ▶ Walking tours
- ▶ Trekking expedition
- ▶ Active Culture tours

- ▶ Small groups
- ▶ Individual travellers
- ▶ Families

- ▶ Sales: 5,500.000€



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TRAVELER
CAFES

VIAVIA TRAVELER CAFES, 1995

Worldwide network
of meeting places
for travelers and locals
(15 in 2010)

- Embryo for development
 - Social-economical
 - Cultural
 - Capacity Building
 - Exchanges



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DEVELOPMENT
COOPERATION

LIVING STONE DIALOGO, since 2001

- ▶ Meeting the needs for tourism industry capacity strengthening in emerging and development countries
- ▶ Activities
 - ▶ Vocational training
 - ▶ SME capacity strengthening
 - ▶ Awareness building
 - ▶ Research and dissemination



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INTERCULTURAL
ENTREPRENEUR

LIVING STONE CENTRE, since 2005



- ▶ Intercultural sparkle between Leuven University, Joker, Cera:
- ▶ Intercultural competence, a necessary capability to succeed in an increasingly competitive and divers marketplace
- ▶ Activities:
 - ▶ Executive education
 - ▶ Living Stone Gateway (tours to non-western economies)
 - ▶ Business&Society learning platform



Joker/Living Stone Network: organic growth of social entrepreneurship



Profit	Social Profit
Joker Toerisme Anders Reizen ViaVia Traveler Cafés SinoTravel	Go Minus 26 vzw Living Stone Dialoog vzw Living Stone Centre for Intercultural Entrepreneurship



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*Thank you for your attention
bob.elsen@joker.be*



- ▶ **Joker Tourism**
www.joker.be
jeroen.vincken@joker.be
- ▶ **ViaVia Cafés**
www.viaviacafe.com
jan.baeten@viaviacafe.com
- ▶ **Living Stone Dialoog vzw**
www.lsdialoog.com
manuel.minne@lsdialoog.com
- ▶ **Living Stone Centre Intercultural Entrepreneurship**
www.lscope.com
lutgart.dusar@lscope.com