



DTV (Deutscher Tourismusverband) - Quality Initiatives

Category	Date	Time:	Location
Presentation	March 8, 2017	10:00 - 12:30	R3, Level 3, CityCube Berlin

Have your job application checked by experts

Category	Date	Time:	Location
Presentation	March 8, 2017	10:00 - 18:00	Hall 11.1, Booth 214+215

The advisory service of the German Federal Employment Agency makes it possible to get your job application thoroughly checked. Experts will examine the documents and offer valuable tips. So make sure to bring your documents and schedule an appointment in our ITB Career Center.

For an overview of all offers regarding training and employment in tourism check our website www.itb-berlin.com/career.

Culture Conference Lounge

Category	Date	Time:	Location
Presentation	March 8, 2017 - March 10, 2017	10:00 - 17:00	Hall 16, Culture Conference Lounge

Culture Conference Lounge

OPENING CEREMONY - 12th Pow-Wow for Tourism Professional

Category	Date	Time:	Location
Presentation	March 8, 2017	10:30 - 11:15	Hall 4.1, Small Stage

WELCOME ADDRESS

The Pow-Wow for Tourism Professionals

Gazing into the skies' sparkling diamonds

– A journey through the vast universe

- **Mariana McGill**, Official Consulting Partner, ITB Berlin, Hall 4.1b – Adventure Travel · Responsible Tourism and the Pow-Wow for Tourism Professionals; Founder and Managing Director, Latin America World; Germany



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Program is subject to change.

1. Keynote Address

Stars forever!

– How they can teach us sustainability

- Dr. Andreas Hänel, Astronomer and Director, Planetarium in the Museum am Schölerberg, Osnabrück; Leader, Working Group Dark-Sky; Association of Star Friends; Commission Light Pollution, Astronomical Society; Germany

1. Keynote Address

The value of the dark

- Harald Bardenhagen, Astronomer and Director, Astronomy Workshop Stars with out Limits (“Sterne ohne Grenze”); Primary Dark-Sky Consultant, National Park Eifel and the International Dark-Sky Association (IDA); Germany

BERLIN TRAVEL FESTIVAL - Seeing the World Anew

Category	Date	Time:	Location
Presentation	March 8, 2017	10:30 - 12:30	Marshall-Haus, Cinema

• **Sissel Tolaas** — The world-renowned scent scientist and installation artist talks about travel, smell, and memory and introduces us to her revolutionary scent memory kit.

• **Gesa Neitzel** — TV producer, turned travel writer, turned safari guide, and now best-selling author gives a talk about ditching normal life for a life out in the wild.

Expedition Cruises in the Remote Amazon

Category	Date	Time:	Location
Presentation	March 8, 2017	11:00 - 11:30	Hall 23b, Booth 209

For three days at the upcoming ITB in Berlin there will be presentations about true expedition cruising in the remote wilderness Amazon. While there are many cruises in this region, most are luxury cruises in well visited areas. There are very few cruises that resemble the ambitious small ship expeditions that take place in Antarctica or the Arctic.

One company in the Brazilian Amazon, Amazon Nature Tours, operates longer voyages that venture deep into the wilderness, exploring far into a UNESCO Natural World Heritage Site. The Motor Yacht Tucano explores far into this region in an expeditionary format. With small groups, deeply skilled guides, an ambitious exploratory vessel course, the vessel cruises deep into wilderness areas and with intensive activities observes the magnificent flora and fauna of the undisturbed rainforest of this greatest wilderness on earth.

The presenter, Mark Baker, is the Pres. and owner of Amazon Nature Tours. He has conducted wilderness expeditions in remote regions of the Amazon since 1988. The company, Amazon Nature Tours, is a Brazilian ship operator based in Manaus, Brasil and is one of the participants in the Brasil Embratur Stand at ITB.

For seating reservations in this small venue, please contact:



Mark Baker

Pres.

Amazon Nature Tours

Manaus, Brasil

mbaker@amazon-nature-tours.com

Presentation of the destination Kosovo, the new gem of the Balkans

Category	Date	Time:	Location
Presentation	March 8, 2017	11:00 - 11:30	Hall 4.1, Main Stage

An ensemble of leading tour operators of Kosovo will present the highlights and opportunities of this emerging destination, which is present at ITB for the second time, strongly betting for the international tourism markets. Kosovo is offering very good connectivity and competitive combined packages with the rest of Balkan countries in nature, adventure and cultural tourism.

- Fatos Katallozi – Kosova Outdoor.
- Sali Shoshi – CATUN.
- Albion Idizi – Altavia Travel Lufthansa City Center.

ADAC Travel Monitor 2017

Category	Date	Time:	Location
Presentation	March 8, 2017	11:00 - 13:00	Funkturm Lounge (fairground)

Press Contact: Maxi Hartung

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Messel Pit UNESCO World Heritage Site

Category	Date	Time:	Location
Presentation	March 8, 2017	11:15 - 11:45	Hall 4.1, Small Stage

Dr. Marie Luise Frey, Managing Director, Messel Pit UNESCO World Natural Heritage Site; Germany



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Program is subject to change.



From Wacken to Kohltage - Study and Research Tourism at the West Coast University of Applied Sciences

Category	Date	Time:	Location
Presentation	March 8, 2017	11:30 - 11:50	Hall 11.1., Booth 104

THE MERGE ISTO-OITS (INTERNATIONAL SOCIAL TOURISM ORGANIZATION) AND EARTH (EUROPEAN ALLIANCE FOR RESPONSIBLE TOURISM AND HOSPITALITY)

Category	Date	Time:	Location
Presentation	March 8, 2017	11:30 - 12:00	Hall 4.1, Main Stage

At ITB 2017, we have the perfect location to present to the global tourism markets the alliance between ISTO-OITS (International Social Tourism Organization) and EARTH (European Alliance for Responsible Tourism and Hospitality), already announced in October 2016 at the bi-annual ISTO-OITS Congress in Zagreb, as to along FITUR Madrid 2017.

Within the framework of this partnership, both organizations are working to develop projects all around the world which link the social and the responsible tourism, building a better future for the planet; while setting the frame for a new tourism that is increasingly universal in scope and benefits. As a practical example of good practices, will be presented the European project SENINTER, focusing on responsible inter-generational tourism.

Hosted by: ISTO-OITS and EARTH

The many facets of astro-tourism

Category	Date	Time:	Location
Presentation	March 8, 2017	11:45 - 12:15	Hall 4.1, Small Stage

Dr. Andreas Hänel, Astronomer and Director, Planetarium in the Museum am Schölerberg, Osnabrück; Leader, Working Group Dark-Sky; Association of Star Friends; Commission Light Pollution, Astronomical Society; Germany

The Touristic Relevance of the UNESCO World Heritage Sites and National Parks When Choosing a Destination

Category	Date	Time:	Location
Presentation	March 8, 2017	12:00 - 13:00	Weimar 5, Meeting Bridge B (fairground)

A Representative View of the German Source Market – Results of the Main Study

Press Contact: Ralf Trimborn

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Program is subject to change.



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Unveiling of the Suriname Tourism Brand

Category	Date	Time:	Location
Presentation	March 8, 2017	12:00 - 13:00	Hall 23a, Booth 109

VISITFLANDERS

Category	Date	Time:	Location
Presentation	March 8, 2017	12:00 - 13:00	Hall 16, Culture Conference Lounge

Outlook on the cultural project Flemish Masters 2018-2020 and other cultural highlights

Lothar Peters, Director, VISITFLANDERS

Carl Depauw, Project coordinator, Antwerp baroque city 2018

Colette Castermans, Press officer, Mu.ZEE

A tour to the universe

Category	Date	Time:	Location
Presentation	March 8, 2017	12:15 - 12:45	Hall 4.1, Small Stage

Tim F. Horn, Director, Zeiss-Grossplanetarium Berlin; Director, Stiftung Planetarium Berlin; Germany

Highlights of the solar cycle

Category	Date	Time:	Location
Presentation	March 8, 2017	12:45 - 13:15	Hall 4.1, Small Stage

- **Dr. Sibylle Schroer**, Scientific Coordinator, Leibniz Institute of Freshwater Ecology and Inland Fisheries (IGB); Dissemination Coordinator, STARS4ALL Collective Awareness Platform for Promoting Dark Skies in Europe; Germany
- **Dr. Miquel Serra-Ricart**, Resident Astronomer, Institute of Astrophysics of the Canary Islands (IAC), Tenerife; Director, Astronomical Observatory of Teide, Tenerife; Spain



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Kunstareal München ('Munich art district'). Art Culture Knowledge

Category	Date	Time:	Location
Presentation	March 8, 2017	13:00 - 14:00	Hall 16, Culture Conference Lounge

Antikensammlungen ('State Antiquities Collection') and Glyptothek
Lenbachhaus Munich
Munich Documentation Centre for the History of National Socialism
The Pinakotheken (art galleries) in the art district

Presentation Air Seychelles

Category	Date	Time:	Location
Presentation	March 8, 2017	13:00 - 14:00	R13, Level 3, CityCube Berlin

Press Contact: Sheryl Barra
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E.: sbarra@airseychelles.com

7. ITB Leisure-Trend-Forum

Category	Date	Time:	Location
Presentation	March 8, 2017	13:00 - 15:00	Hall 4.1, Main Stage

- **Sylvia Dinter**, CEO SD Group
- **Prof. Dr. Heike Bähre**, Professor of Business Administration/Hotel & Tourism Management Hochschule für Wirtschaft, Technik & Kultur (HWTK) University of Applied Sciences, Berlin

LGBT Presentation Corner

Category	Date	Time:	Location
Presentation	March 8, 2017 - March 12, 2017	13:00 - 18:00	Hall 21b, Booth 216

Events



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13:00 – 13:05

ITB LGBT Opening Welcome

Presenter:

- Rika Jean-Francois (Commissioner ITB Corporate Social Responsibility)

13:05 – 14:00

New Horizons for LGBT Travel: A preview of the UNWTO-IGLTA Global Report on LGBT Travel

Presenter:

- Clark Massad (Vice-President, IGLTA)
- Peter Jordan (Founder, Gen C Traveller)
- Isabel Garaña (Regional Director for Europe, UNWTO)

14:15 – 14:45

Hornet Networks

Presenter:

- Sean Howell (President and Founder of Hornet)

15:00 – 15:30

Gay Cruises – a part of LGBT tourism

Presenter:

- Olaf Alp (Managing Director mCruise GmbH)

16:00 – 17:30

blu LGBT Welcome Reception @ITB

11:00 – 11:05

ITB Opening @ LGBT Corner

Presenter:

- Rika Jean-Francois (Commissioner ITB Corporate Social Responsibility)



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11:05 – 11:35

ELLA Travel, Lesbian Tourism

Presenter:

- Kristin Hansen Di Santo (CEO & Founder Hansen & Partner)
- Valentina Ditroilo (Biologist IMF. Instituto Madrilenio de Fertilidad Assisted Reproduction)

11:30 – 12:05

Presentation ARN Culture and Business Pride Week, from June 5th to June 10th in Arona, South Tenerife, Canary Islands

Presenter:

- Mr. José Julián Mena (Mayor City Hall of Arona)
- Mr. David M. Pérez (Councilor of Tourism City Hall of Arona)

12:15 – 12:45

Worldpride Madrid

Presenter:

- Sabine Schwanz (Director of Tourism Promotion Madrid)
- Juan Carlos Alonso (Director World Pride Madrid 2017)

13:15 – 13:45

Argentina is All About Amor, Period

Presenter:

- Pablo De Luca (President Argentina Gay & Lesbian Chamber of Commerce)
- Gustavo Noguera (Director Gnetwork360)
- Marcelo Costa (Director of International Promotion, Inprotur)

13:45 – 14:00

Latin American LGBT Travel Market

Presenter:

- ALAT LGBT (Asociación Latinoamericana de Turismo LGBT)



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Program is subject to change.



14:15 – 14:45

Gifts from Greece by Destination Mykonos

Presenter:

- Aphrodite Dellaporta

15:15 – 15:45

LGBT friendly destination Kyoto, Japan

Presenter:

- Shiho Ikeuchi (Director Overseas Marketing)

16:00 – 18:00

Japanese Reception by Hotel Granvia Kyoto @ LGBT Presentation Corner

10:00 – 10:30

Viennese Breakfast provided by the Vienna Tourist Board

Presenter:

- Barbara Pargfrieder (Market Manager)
- Thomas Bachinger (Market Manager)

10:30 – 11:00

From waltzes to clubbings – LGBT life in Vienna

Referenten:

- Barbara Pargfrieder (Marktmanager)
- Thomas Bachinger (Marktmanager)

11:15 – 11:45

Greater Fort Lauderdale Launches World's First Travel Marketing Campaign to Feature Transgender Models

Presenter:

- Richard Gray (Managing Director LGBTQ Market)



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12:15 – 12:45

LGBT Trip to land of Everest and Buddha

Presenter:

- Yadab Devkota (Owner Pink Mountain Travels and Excursion)

13:15 – 14:15

Handbook of LGBT Tourism & Hospitality

Presenter:

- Ed Salvato, Jeff Guaracino (Authors, Handbook of LGBT Tourism & Hospitality)

16:00 – 18:00

Argentina Reception @ LGBT Presentation Area

10:00 – 18:00

Mr. Gay Germany Pascal Nissing & Vice- Mr. Gay Germany Manuel Wiedemann present "The Florida Keys & Key West"

10:00 – 18:00

Mr. Gay Germany Pascal Nissing & Vice- Mr. Gay Germany Manuel Wiedemann present "The Florida Keys & Key West"

7. ITB Leisure-Trend-Forum

Category
Presentation

Date
March 8, 2017

Time:
13:05 - 13:20

Location
Hall 4.1, Main Stage

How salaries, living areas and other factors do influence the settings of the Germans with regard to their interest in medical travel? What about the culture of welcome regarding to medical travel in Germany?

Prof. Dr. Helmut Wachowiak Head of Hospitality, Tourism and Event Management Dept. IUBH School of Business and Management, Bad Honnef, Bonn, Berlin



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Astronomical Tourism - We are losing the night at the speed of light!

Category	Date	Time:	Location
Presentation	March 8, 2017	13:15 - 14:00	Hall 4.1, Small Stage

Harald Bardenhagen, Astronomer and Director, Astronomy Workshop Stars without Borders; Primary Dark-Sky Consultant, National Park Eifel and the International Dark-Sky Association (IDA); Germany

7. ITB Leisure-Trend-Forum

Category	Date	Time:	Location
Presentation	March 8, 2017	13:20 - 13:50	Hall 4.1, Main Stage

Are there any tension fields between 'medicine and lifestyle'? How can we define the requirement for the region and service providers?

Developments and experiences in Berlin and worldwide will be discussed.

Participants:

- **MBA Thomas Bömkes**, Managing Director Diversity Tourism GmbH, Munich
- **Suzann Heinemann**, CEO GreenLine Hotels GmbH & Infracert GmbH, Berlin
- **Antonia Jung**, Project Manager health tourism Berlin Partner for Business and Technology GmbH, Berlin
- **Commercial law graduate Christoph Tismer**, CEO MEOCLINIC, Berlin
- **Prof. Dr. Helmut Wachowiak** Head of Hospitality, Tourism and Event Management Dept. IUBH School of Business and Management, Bad Honnef, Bonn, Berlin
- **Moderation:** Prof. Dr. Heike Bähre, Hochschule für Wirtschaft, Technik und Kultur (HWTK) University of Applied Sciences, Berlin

7th ITB Leisure Trend Forum

Category	Date	Time:	Location
Presentation	March 8, 2017	13:55 - 14:10	Hall 4.1, Main Stage

Manfred Günterberg, Member of the Executive Board Wolfsburg AG

Kahkshan, desert sky and celestial safari

Category	Date	Time:	Location
Presentation	March 8, 2017	14:00 - 14:30	Hall 4.1, Small Stage

Keyvan Lankarani, Cultural Consultant and European Representative, Land of Turquoise Domes Tour and Travel Company; Iran



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Highlights of the Beyelerin Foundation Basel

Category	Date	Time:	Location
Presentation	March 8, 2017	14:00 - 15:00	Hall 16, Culture Conference Lounge

The most visited art museum in Switzerland presents 'Claude Monet' and other programme highlights

Dr. Nadja Borer, Basel Tourism / Beyeler Foundation

7th UNWTO Silk Road Ministers Meeting

Category	Date	Time:	Location
Presentation	March 8, 2017	14:00 - 16:00	Hall 7.3a, Auditorium Berlin 1

Press Contact: Alla Peressolova

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7. ITB Leisure-Trend-Forum

Category	Date	Time:	Location
Presentation	March 8, 2017	14:15 - 14:45	Hall 4.1, Main Stage

Tourism and leisure destination development – urban vs. rural regions? An urban destination as 'leisure world' – is that possible? When should we implement a touristic and leisure destination development, what should be taken care of in urban and rural regions? Are there tension fields between creating an experience and authenticity?

Participants:

- **Martin Altmann**, Drees & Sommer, Head of development management, Berlin-Brandenburg
- **Prof. Dr. Ulrike Fergen**, Professor of leisure management with focus on healthiness and tourism, FHM University of Applied Sciences Baltic College, Schwerin
- **Manfred Günterberg**, Member of the Executive Board Wolfsburg AG
- **Frank Lichtenheld**, CEO OWT Oberhausener Wirtschafts- & Tourismusförderung GmbH, Entwicklungsgesellschaft Neu-Oberhausen mbH - ENO
- **May-Britt Pürschel**, Head of tourism department, Ministry of Economic Affairs Lower Saxony, Hannover
- **Moderation:** Sylvia Dinter, Geschäftsführerin SD Group



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I Pack My Bags - Study and Research Tourism at the West Coast University of Applied Sciences

Category	Date	Time:	Location
Presentation	March 8, 2017	14:30 - 14:50	Hall 11.1., Booth 104

Astro-tourism at the Star Park Eifel National Park

Category	Date	Time:	Location
Presentation	March 8, 2017	14:30 - 15:00	Hall 4.1, Small Stage

Harald Bardenhagen, Astronomer and Director, Astronomy Workshop Stars without Borders; Primary Dark-Sky Consultant, National Park Eifel and the International Dark-Sky Association (IDA); Germany

7. ITB Leisure-Trend-Forum

Category	Date	Time:	Location
Presentation	March 8, 2017	14:50 - 15:00	Hall 4.1, Main Stage

- **Sylvia Dinter**, CEO SD Group
- **Prof. Dr. Heike Bähre**, Professor of Business Administration/Hotel and Tourism Management Hochschule für Wirtschaft, Technik & Kultur (HWTK) University of Applied Sciences, Berlin

Capacity Building for gastronomy and tourism industry

Category	Date	Time:	Location
Presentation	March 8, 2017	15:00 - 15:30	Hall 4.1, Booth 228

Education, training, capacity building - Approaches to implement World Heritage in capacity development & education programs.

Nils Stegmann, Tourismus-Akademie Nordwest e.V.: Training program: integration of World Heritage into the capacity building program for gastronomy and tourism industry



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Program is subject to change.



The other Tunisia

Category	Date	Time:	Location
Presentation	March 8, 2017	15:00 - 15:30	Hall 4.1, Small Stage

- **Abderrahman Ameur**, President, Star Wars Fans Association; Tunisia
- **Emna Esseghir**, President, Tunisian Hiking Association; Tunisia
- **Amel Djait**, Director, 1001Tunisie; Tunisia
- **Dr. Claudia von Wilcken**, General Secretary, Association Edhiafa; Tunisia
- **Dr. Nabil Gasmi**, President, CDTOS; Tunisia

EVI.LICHTUNGEN

Category	Date	Time:	Location
Presentation	March 8, 2017	15:00 - 16:00	Hall 16, Culture Conference Lounge

An international light project in Hildesheim in the context of city identity and world cultural heritage site

Klaus Wilhelm, Head of EVI.LICHTUNGEN

Prof. Bettina Pelz, Artistic director, EVI.LICHTUNGEN

HOTELS AND LODGES IN THE EU, ASIA AND AFRICA: THREE TIMES CLIMATE PROTECTION AS BUSINESS CASE /

Category	Date	Time:	Location
Presentation	March 8, 2017	15:00 - 16:00	Hall 4.1, Main Stage

- Introduction and moderation by **Dr. Dietrich Brockhagen**, Executive Director, atmosfair gGmbH
- **Thorsten Schulze**, General Manager Steigenberger / Deutsche Hospitality
- **Manfred Häupl**, Executive Director Hauser Exkursionen
- **Kai Pardon**, Executive Director, Reisen mit Sinnen

Nicaragua – An Unfamiliar Treasure between the Caribbean and Volcanoes



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Category	Date	Time:	Location
Presentation	March 8, 2017	15:00 - 16:00	Dessau 3, Meeting Bridge C (fairground)

Press Contact: Isabel Böck
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Education, training, capacity building – Approaches to implement World Heritage in capacity development and education programs

Category	Date	Time:	Location
Presentation	March 8, 2017	15:00 - 16:30	Hall 4.1, Booth 228

Presentation 1

How does school project work can be connected to World Heritage

- **Steffen Streitz**, BBS Wittmund Vocational School

Presentation 2

- **Nils Stegmann**, Tourismus-Akademie Nordwest e.V.

BERLIN TRAVEL FESTIVAL - New Ways of Traveling

Category	Date	Time:	Location
Presentation	March 8, 2017	15:00 - 17:00	Marshall-Haus, Cinema

- **Kash Battacharya** — Traveler extraordinaire and author of the Budget Traveller blog shares insider stories around travel and his experiences flashpacking.
- **Bruno Haid** — Founder of Roam.co, an international network of coliving spaces, talks to us about the ever-growing, coliving trend.
- **Alonso Teruel** — Global Director of Content at Neue House discusses Neue House and creating coworking spaces around the world.

New Admissions Announce, Batch 2017 Welcome City Lab

Category	Date	Time:	Location
Presentation	March 8, 2017	15:00 - 17:00	Dessau 6, Meeting Bridge C (fairground)



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Sustainable Tourism & the Role of the Modern Zoo

Category	Date	Time:	Location
Presentation	March 8, 2017	15:00 - 17:00	Großer Stern, VIP room 1 (fairground)

PresseanfrageN: Raúl Medina Muñoz
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Total sun eclipse

Category	Date	Time:	Location
Presentation	March 8, 2017	16:00 - 16:15	Hall 4.1, Small Stage

- **Dr. Sibylle Schroer**, Scientific Coordinator, Leibniz Institute of Freshwater Ecology and Inland Fisheries (IGB); Dissemination Coordinator, STARS4ALL Collective Awareness Platform for Promoting Dark Skies in Europe; Germany
- **Dr. Miquel Serra-Ricart**, Resident Astronomer, Institute of Astrophysics of the Canary Islands (IAC), Tenerife; Director, Astronomical Observatory of Teide, Tenerife; Spain
- **Mariana McGill**, Official Consulting Partner, ITB Berlin, Hall 4.1b – Adventure Travel · Responsible Tourism and the Pow-Wow for Tourism Professionals; Founder and Managing Director, Latin America World; Germany

100 Years of the Bauhaus

Category	Date	Time:	Location
Presentation	March 8, 2017	16:00 - 17:00	Hall 16, Culture Conference Lounge

Outlook on the major anniversary in 2019

Sven Sappelt, Programme director

Christian Bodach, Head of Project management, Office of the Bauhaus Association 2019

Leave no one behind – Participation and decision making in tourism

Category	Date	Time:	Location
Presentation	March 8, 2017	16:00 - 17:00	Hall 4.1, Main Stage

- Moderiert von **Dr. Dominik Zahrnt**, (r)evolutionäre ideen
- **Adama Bah**, Institute on Travel and Tourism, Gambia



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- **Ulrike Braun**, Corporate Responsibility, DER Touristik
- **Herman Kumara**, National Fisheries Solidarity Movement, Sri Lanka
- **Petra Thomas**, forum anders reisen / Runder Tisch Menschenrechte im Tourismus
- Organisator: **Brot für die Welt/Tourism Watch**

Astro-tourism Talk Show: Challenges and benefits of astronomy and dark nights for sustainable development

Category	Date	Time:	Location
Presentation	March 8, 2017	16:15 - 17:00	Hall 4.1, Small Stage

- **Dr. Andreas Hänel**, Astronomer and Director, Planetarium in the Museum am Schölerberg, Osnabrück; Leader, Working Group Dark-Sky; Association of Star Friends; Commission Light Pollution, Astronomical Society; Germany
- **Dr. Sibylle Schroer**, Scientific Coordinator, Leibniz Institute of Freshwater Ecology and Inland Fisheries (IGB); Dissemination Coordinator, STARS4ALL Collective Awareness Platform for Promoting Dark Skies in Europe; Germany
- **Keyvan Lankarani**, Cultural Consultant and European Representative, Land of Turquoise Domes Tour and Travel Company; Iran
- **Harald Bardenhagen**, Astronomer and Director, Astronomy Workshop Stars without Borders; Primary Dark-Sky Consultant, National Park Eifel and the International Dark-Sky Association (IDA); Germany
- **Tim F. Horn**, Director, Zeiss-Grossplanetarium Berlin; Director, Stiftung Planetarium Berlin; Germany

Moderated by:

Dr. Frank Hölker, Deputy Head, Department Ecohydrology, Leibniz Institute of Freshwater Ecology and Inland Fisheries (IGB); Associate Professor, Free University Berlin; Head, Verlust der Nacht; Chair, European COST Action "Loss of the Night Network (LoNNe); Germany

Closing remarks by: **Mariana McGill**, Official Consulting Partner, ITB Berlin, Hall 4.1b – Adventure Travel · Responsible Tourism and the Pow-Wow for Tourism Professionals; Founder and Managing Director, Latin America World; Germany

Mexico - Live it to believe it

Category	Date	Time:	Location
Presentation	March 8, 2017	17:00 - 18:30	Hall 4.1, Small Stage

- **Mexico, lider en turismo de Aventura y Naturleza**
- **Mariachi Internacional El Dorado *Que Bonita es mi tierra**

Welcome remarks:

- **Lourdes Berho**, Chief Executive Officer, Mexico Tourism Board (CPTM); Mexico

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Musical Performance: Bodyguard – The Musical

Category	Date	Time:	Location
Presentation	March 8, 2017	18:00 - 19:00	Hall 9, Booth 103

BERLIN TRAVEL FESTIVAL - Wednesday is the New Saturday

Category	Date	Time:	Location
Presentation	March 8, 2017	18:30 - 20:30	Marshall-Haus, Cinema

Travel Massive — The global community of travel insiders hosts an evening aperitivo with Aqua Monaco's cheeky cocktails inspired by today's travelers.

On a Sustainable Course: Green Ferry Service with Scandlines

Category	Date	Time:	Location
Presentation	March 9, 2017	09:00 - 10:30	R3, Level 3, CityCube Berlin

Press Contact: Ole Purschke
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E.: op@ehrenberg-kommunikation.com

Panel discussion: Child Protection in tourism

Category	Date	Time:	Location
Presentation	March 9, 2017	10:00 - 11:00	Hall 4.1, Small Stage

- **Dorothy Rozga**, Executive Director, ECPAT International
- **Damien Brosnan**, Programme Manager, The Code
- **Dr. Maia Rusakova**, Director, Public Organization of Social Projects in Sphere of Population's Well-being; Russian Alliance against CSEC; Russia
- **Michelle Guelbart**, Director, Private Sector Engagement, ECPAT; United States of America
- **Ruth Hopfer-Kubsch**, CSR Manager, Studiosus Reisen München GmbH; Germany
- Moderated by: **Rika Jean-François**, Commissioner, Corporate Social Responsibility, ITB Berlin; Board Member of The Code; Germany

Signing Ceremony and Stakeholder Talk

Towards the end of this panel discussion, representatives of new companies will officially sign the Child Protection Code.



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The ADFC Travelbike Cycling Tours Analysis 2017

Category	Date	Time:	Location
Presentation	March 9, 2017	10:00 - 11:00	Großer Stern, room Hongkong (fairground)

You shouldn't miss this: The "ADFC and Travelbike Vermietung" will present exciting trends and the latest figures on cycle tourism and cycling tour attitudes of German tourists in Germany and abroad. What significance does the electric bike have for tourism? Which regions are especially popular with cycling tourists, and what services are important to them? What destinations will they be heading toward, and which routes and regions will stand out for their quality?

Speakers:

Thomas Froitzheim and Raimund Jennert, Allgemeiner Deutscher Fahrrad-Club (General German Cycling Club – ADFC)

Press Contact: Stephanie Krone

T.: +49 (0)30-209149865

E.: presse@adfc.de

Deutschlandradio Programme Marktplatz ("Market Place")

Category	Date	Time:	Location
Presentation	March 9, 2017	10:00 - 11:45	Hall 4.1, Booth 108

Have your job application checked by experts

Category	Date	Time:	Location
Presentation	March 9, 2017	10:00 - 18:00	Hall 11.1, Booth 214+215

The advisory service of the German Federal Employment Agency makes it possible to get your job application thoroughly checked. Experts will examine the documents and offer valuable tips. So make sure to bring your documents and schedule an appointment in our ITB Career Center.

For an overview of all offers regarding training and employment in tourism check our website www.itb-berlin.com/career.

BERLIN TRAVEL FESTIVAL - Paving New Roads

Category	Date	Time:	Location
Presentation	March 9, 2017	10:30 - 12:30	Marshall-Haus, Cinema

• **Benjamin Glaenzer** — A talk about the future of travel and AirBnB's shift from an accommodations platform to provider of bespoke, hyper-local experiences.

• **Anna Suznjevic** — My Well Traveled Friend blogger and traveler magnifique introduces us to new trends in family travel, from slow travel to single mum travel.



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• **Stefan Bogner** — The world-famous photographer and founder of the magazine Curves, will give us a presentation about his adventures on and off the road.

WIHP & Google - Conference

Category	Date	Time:	Location
Presentation	March 9, 2017	10:30 - 12:30	R2, Level 3, CityCube Berlin

Press Contact: Virginie Alcouffe
T.: +33-153461064
E.: virignie@wihphotels.com

Expedition Cruises in the Remote Amazon

Category	Date	Time:	Location
Presentation	March 9, 2017	11:00 - 11:30	Hall 23b, Booth 209

For three days at the upcoming ITB in Berlin there will be presentations about true expedition cruising in the remote wilderness Amazon. While there are many cruises in this region, most are luxury cruises in well visited areas. There are very few cruises that resemble the ambitious small ship expeditions that take place in Antarctica or the Arctic.

One company in the Brazilian Amazon, Amazon Nature Tours, operates longer voyages that venture deep into the wilderness, exploring far into a UNESCO Natural World Heritage Site. The Motor Yacht Tucano explores far into this region in an expeditionary format. With small groups, deeply skilled guides, an ambitious exploratory vessel course, the vessel cruises deep into wilderness areas and with intensive activities observes the magnificent flora and fauna of the undisturbed rainforest of this greatest wilderness on earth.

The presenter, Mark Baker, is the Pres. and owner of Amazon Nature Tours. He has conducted wilderness expeditions in remote regions of the Amazon since 1988. The company, Amazon Nature Tours, is a Brazilian ship operator based in Manaus, Brasil and is one of the participants in the Brasil Embratur Stand at ITB.

For seating reservations in this small venue, please contact:

Mark Baker
Pres.
Amazon Nature Tours
Manaus, Brasil
mbaker@amazon-nature-tours.com



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Roundtable: Human rights in practise: Rights at work

Category	Date	Time:	Location
Presentation	March 9, 2017	11:00 - 11:30	Hall 4.1, Small Stage

- **Kevin Curran**, Branch Chair, Unite Hotel Workers Branch; United Kingdo
- **Peter-Mario Kubsch**, Chief Executive Officer, Studiosus Reisen; Germany
- **Soren Stober, Commercial Director, Travelife Hotels and Accommodations**
- Moderated by: **Antje Monshausen**, Chairwoman, Roundtable Human Rights in Tourism; Germany

Organized by: Roundtable Human Rights in Tourism

MONTENEGRO – Always more to find out

Category	Date	Time:	Location
Presentation	March 9, 2017	11:00 - 12:00	M7, Level 3, CityCube Berlin

New platform tourism services (or the so-called sharing economy)

Category	Date	Time:	Location
Presentation	March 9, 2017	11:00 - 12:00	M1, Level 3, CityCube Berlin

Press Contact: Sandra Carvao

T.:+34-915678100

E.: scarvao@unwto.org

Route Van Gogh Europe

Category	Date	Time:	Location
Presentation	March 9, 2017	11:00 - 12:00	Hall 16, Culture Conference Lounge

A new way of discovering the life of world's greatest artist with transnational touristic packages

Milou Halbesma, Van Gogh Museum and board Van Gogh Europe

Ulrich Keinath, art cities REISEN



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20th Tourism Forum of OSV, Association of East German Savings Banks

Category	Date	Time:	Location
Presentation	March 9, 2017	11:00 - 13:00	A6, Level 1, CityCube Berlin

Press Contact: Cosima Ningelgen
T.: +49 (0)30 20691818
E.: cosima.ningelgen@osv-online.de

Career Center Stage 9.3.2017

Category	Date	Time:	Location
Presentation	March 9, 2017	11:00 - 17:15	Hall 11.1, Career Center Stage

Events

11:00 – 11:15

Major Sustainable Tourism and International Development

- Christian Baumgartner, Major-Verantwortlicher, HTW Chur

11:20 – 11:35

Accor Hotels: Entwicklung des Unternehmens – Vom ersten Novotel bis Jo&Joe

- Olaf Hagen, Director Talent & Culture Support Office, AccorHotels
- Katharina Glöckler, Manager Talent & Culture, AccorHotels

11:40 – 11:55

Was unterscheidet einen Hochschulabsolventen von einem Manager? Ungefähr 2 Jahre!

- Anja Blisch, Talent Acquisition Specialist, Enterprise Autovermietung Deutschland



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12:00 – 12:15

Die Reiseanalyse: Basics für Nachwuchskräfte

- Philipp Wagner, Wissenschaftlicher Mitarbeiter, NIT

12:20 – 13:25

Touristische Masterstudiengänge im Überblick – kurz, klar, kompakt

13:30 – 13:45

Vorstellung European Online Jobdays (EOJD) – ein neues Tool für mehr Mobilität

- Peter Wendl, Sabrina Weber und Sebastian Ziegel Müller, EURES Berater

13:50 – 14:05

Leben und Arbeiten an Bord von Kreuzfahrtschiffen

Moderation:

- André Nickel, Bundesagentur für Arbeit

Podiumsgäste:

- Agnes Koczot, sea chefs Human Resources Services
- Alexander Denk, Viking Cruises
- Daniela Fahr, Connect Worldwide Recruiting Agency

14:10 – 14:25

Karrierechancen in der Kreuzfahrtindustrie

- Oliver Schmidt, Chefredakteur, Schiffsreisen-Magazin

14:30 – 14:45

Arbeiten in interkulturellen Teams

- Angela Waerdt, Personalleiterin, Flyline Tele Sales & Services



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14:50 – 15:05

Beam Me Up Scotty - zur Digitalisierung der Lehre in Studiengängen

- Prof. Dr. Eric Horster, FH-Westküste

15:10 – 15:35

Podiumsdiskussion: Neue Formen des Studierens - online und persönlich - kooperativ und individuell - vereinbar ein Leben lang!

Moderation:

- Evelyn Sander, fww

Podiumsgäste:

- Prof. Dr. Uwe Weithöner sowie Online-Studierende der Jade HS
- Prof. Dr. Eric Horster, FH Westküste
- Christiane Radu, DER Touristik
- Olaf Hagen, AccorHotels

15:40 – 15:55

Abenteuer Wege – Nach dem Bachelorabschluss in die Selbständigkeit

- Dr. Achim Schröder, Alexandra Zewe, htw saar

16:00 – 16:15

Sicherheit auf Reisen: Herausforderung für die Reisebranche und Chance für Absolventen

- Prof. Dr. Tobias Ehlen, Hochschule Worms

16:20 – 16:35

Syrische Flüchtlinge in Deutschland: Arbeitsplatzperspektive und Arbeitskräftepotential

- Dr. Conny Mayer-Bonde, DHBW Ravensburg



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16:40 – 16:55

Die neue Plattform tourismus-gruender.de

- Dr. Peter Voigt, Hochschule München

17:00 – 17:15

Das Duale Studium Tourismus - ein Erfolgskonzept?!

- Dr. habil. Jörg Soller, HWR Berlin

From Wacken to Kohltage - Study and Research Tourism at the West Coast University of Applied Sciences

Category	Date	Time:	Location
Presentation	March 9, 2017	11:30 - 11:50	Hall 11.1., Booth 104

Five reasons why sustainable traveller is transforming the tourism industry

Category	Date	Time:	Location
Presentation	March 9, 2017	11:30 - 12:00	Hall 4.1, Small Stage

Glenn Jampol, Chairman, Global Ecotourism Network (GEN); Costa Rica

Kempen University of Applied Sciences: Augmented and Virtual Reality

Category	Date	Time:	Location
Presentation	March 9, 2017	11:30 - 12:00	Hall 11.1, Booth 301

Round table discussion on the topic, "Using AR and VR (Augmented and Virtual Reality) Apps – Basis for New Experiences in Tourism?" with Professor Armin Brysch



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Medical Tourism Pavillion Presentations

Category	Date	Time:	Location
Presentation	March 9, 2017	11:30 - 16:00	Hall 3.2a, Medical Tourism Pavilion

Events

11:30 – 11:40

ITB Opening Welcome @ Medical Tourism Pavilion

Presenter:

- Rika Jean-Francois (Commissioner ITB Corporate Social Responsibility)

11:40 – 12:10

Medical Tourism in Portugal

Presenter:

- Joaquim Cunha (Executive Director Health Cluster Portugal)

12:15 – 12:45

Health Tourism in Croatia

Presenter:

- Alen Lovric (Expert Associate, Kroatische Zentrale für Tourismus, München)

12:50 – 13:20

Dünyagöz Eye Hospital Group, Istanbul - excellence in eye care

Presenter:

- Mert Demirsöz (International Business Development Assistant Manager)



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13:25 – 13:55

Medical Tourism: Part of the hospitality industry or belonging to the healthcare sector?

Presenter:

- Dr. Angelique Lombarts (Professor in Hospitality, Happiness & Care)

14:00 – 14:15

How to reach the Arabian market

Referent:

- Tayser Abdel Hafez (Managing Director A-One Health Bridge GmbH, Munich)

14:15 – 14:50

Introduction Medical Tourism Exhibitor

Companies:

- Dubai Healthcare Authority
- Al Zahra Hospital Dubai
- Bella Roma Medical & Aesthetic Surgery Center, Dubai
- Anatolia Hospital, Antalya
- Acibadem Hospitals Group, Istanbul
- Polska Grupa Uzdrawisk, Wroclaw
- Vitebsk State Medical University

15:00 – 16:00

ITB Medical Tourism Networking Reception for trade visitors & media

STUDENT TRAVEL – NEXT BIG THING FOR DESTINATIONS

Category	Date	Time:	Location
Presentation	March 9, 2017	11:45 - 13:00	Hall 4.1, Main Stage

The international education market has already hit 7 million international students and is set to keep growing up to almost 10 million within the next 4 years.

With fast-growing international education and meaning of travel being more important than ever, are tourism experts correct in saying that student travel is the next big thing for destinations?

In its 7th consecutive year, the Youth Travel Summit will see governments, associations, destinations, providers and non-industry experts discussing the broader economic, political and societal impact of this \$100bn industry.



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Each of the panellists will have an opportunity of a 5-minute presentation to demonstrate the initiatives made by their organisations based on the latest trends and future projections.

Introductory presentation: **Samuel Vetrak**, CEO, StudentMarketing

- Moderated by: **Susan Goldstein**, Owner, Susan Goldstein Associates
- **Frans van der Avert**, CEO, Amsterdam Marketing
- **Steve Lowy**, Chairman, British Educational Travel Association
- **Marti Grimminck**, CEO & Founder, International Connector
- **Donna Keren**, Senior Vice President Research & Analysis, NYC & Company
- **Frank Uffen**, Co-founder at The Class of 2020, Director of Partnerships at The Student Hotel
- **tbc**, tbc, UNWTO

TourCert Andina

Category	Date	Time:	Location
Presentation	March 9, 2017	12:00 - 12:30	Hall 4.1, Small Stage

- **Günter Koschwitz**, Founder, TourCert; Director, TourCert Andina; Germany
- **Bram Evers**, General Manager, Pure! Ecuador; Ecuador
- **Lucero Cevallos**, Chief Executive Officer, Galacruises Expeditions; Ecuador
- **Anne Kadler**, Sales Manager, Surtrek - South American Travel; Ecuador
- **Joaquín Randall**, Owner and General Manager, El Albergue Ollantaytambo; Peru
- **Ronald Wagter**, Associate, Peru Tres Nortes, Gocta Andes Lodge; Peru

TourCert Andina: Winner of the EcoTrophea 2016 by the German Travel Association (DRV)

Leeuwarden, Friesland

Category	Date	Time:	Location
Presentation	March 9, 2017	12:00 - 13:00	Hall 16, Culture Conference Lounge

A first glance at the Capital of Culture programme

Hanita van der Schaaf, Head of Hospitality and Tourism

Slovenia makes you green!

Category	Date	Time:	Location
Presentation	March 9, 2017	12:30 - 13:00	Hall 4.1, Small Stage

- **Jana Apih**, Managing Director, Factory for Sustainable Tourism; Slovenia
- **Dr. Petra Drašković Pelc**, Life Dinalp Bear, University of Ljubljana; Slovenia
- **Jan Klavora**, Managing Director, Travel Agency Visit Goodplace; Slovenia



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- **Domen Vogelsang**, Director, LTO Rogla-Zreče; Slovenia
- **Tjaša Kangler**, Head, TIC Slovenske Konjice; Slovenia

UNESCO Global Geoparks Network

Category	Date	Time:	Location
Presentation	March 9, 2017	13:00 - 13:30	Hall 4.1, Small Stage

Prof. Dr. Nikolaos Zouros, President, UNESCO European Geoparks Network; Director, Natural History Museum, Lesvos Petrified Forest; Coordinator, Lesvos Island UNESCO Global Geopark; Greece

Speed Dating with Cycle Racing

Category	Date	Time:	Location
Presentation	March 9, 2017	13:00 - 13:45	Großer Stern, VIP room 2 (fairground)

Discover a new target group in 45 minutes! Racing cyclists are very attractive for travel regions; however, so far only a few regions in Germany have devoted themselves to them. Füssen Tourism and Marketing shows how cycle racing tourists can be attracted successfully. The ADFC will contribute the fundamentals for developing the tourist market and outline what range of products are required.

Speakers:

- **Oliver Sollbach**, Allgemeiner Deutscher Fahrrad-Club (ADFC)
- **Stefan Fredlmeier**, Füssen Tourism and Marketing

Press Contact: Stephanie Krone

T.: +49 (0)30-209149865

E.: presse@adfc.de

documenta-Stadt Kassel

Category	Date	Time:	Location
Presentation	March 9, 2017	13:00 - 14:00	Hall 16, Culture Conference Lounge

New Event Format and Anniversary in Kassel: Kassel Garden Culture and Hercules 300 – Rebirth of a Hero

Cornelia Ziegler, Marketing of the Museum Sector, Hessen Kassel

Hubert Henselmann, Division manager for tourism of Kassel Marketing GmbH



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Ethiopian Airlines & Ethiopian Tourism Organization

Category	Date	Time:	Location
Presentation	March 9, 2017	13:00 - 14:00	R6, Level 3, CityCube Berlin

Presseanfragen: Hanna Kleber
T.: +49 (0)69-7191360
E.: kleber.hanna@kpm.de

SOUND DESTINATIONS: MUSIC, FESTIVALS AND THE YOUTH VISITOR

Category	Date	Time:	Location
Presentation	March 9, 2017	13:00 - 14:00	Hall 4.1, Main Stage

Destinations are utilising music and festivals to attract new visitors and develop new tourism activities and spending in their cities, but what exactly attracts young potential visitors to a festival destination or music city?

- Moderated by **Nick Hall**, Founder and CEO, Digital Tourism Think Tank.
- **Katja Hermes**, Sound Diplomacy
- **Prof. Greg Richards**, WYSE Travel Confederation
- **Matthieu Betton**, Sojern
- **Martyn Milford**, Generator Hostels

Seas of Mexico, adventure and diving

Category	Date	Time:	Location
Presentation	March 9, 2017	13:30 - 14:00	Hall 4.1, Small Stage

- **Gilda Sigie**, Founder and Director, Cozumel Scuba Fest; Founder, NGO Caribe Maya A.C.; Mexico
- **Xareni Favela Lorsch**, SSI Instructor Trainer and Co-owner, Social Project "Puerto Lobos Dive Camp"; Mexico

UNWTO panel on equitable partnerships in indigenous tourism

Category	Date	Time:	Location
Presentation	March 9, 2017	13:30 - 14:30	M1, Level 3, CityCube Berlin

Press Contact: Sandra Carvao
T.: +34 915 678100
E.: scarvao@unwto.org



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Signing of the Cooperation Agreement for the Course of Study Applied Information Technology

Category	Date	Time:	Location
Presentation	March 9, 2017	2 pm - 2.30 pm	Hall 11.1, Booth 310

Wadden Sea UNESCO World Heritage

Category	Date	Time:	Location
Presentation	March 9, 2017	14:00 - 14:30	Hall 4.1, Booth 228

Hintergrund

Welterbestätten sind wichtige Reiseziele, die richtig verwaltet ein großes Potenzial für die wirtschaftliche Entwicklung und langfristige Nachhaltigkeit vor Ort bieten. Mehrere Welterbestätten haben daher eine nachhaltige Tourismusstrategie entwickelt, darunter auch das Wattenmeer und die Dolomiten, beides Aussteller auf der führenden Fachmesse der internationalen Tourismus-Wirtschaft (ITB Berlin). In diesem Rahmen wäre ein Workshop interessant, der die nachhaltigen Tourismusstrategien und Erfahrungen der verschiedenen Welterbestätten vergleicht, insbesondere von seriellen Welterbegütern.

Ziele

Die Konzeption als runder Tisch ermöglicht lebendige Diskussionen, in denen die Teilnehmer leicht Erfahrungen und Ideen sowie bewährte Praktiken in Zusammenhang mit verschiedenen Gegebenheiten austauschen können.

Ziel des runden Tisches ist es herauszuarbeiten, wie verschiedene Welterbestätten Tourismus, insbesondere nachhaltigen Tourismus, in ihren Welterbegütern managen.

Da sowohl die Dolomiten als auch das Wattenmeer serielle Welterbestätten sind, könnte ein Vergleich der Herausforderungen und Erfolge bei der Verwaltung der beiden Stätten auch im Hinblick auf diesen Aspekt fruchtbar sein.

-

Teilnehmer

Vertreter von:

- Welterbe Wattenmeer (Harald Marencic)
- Welterbe Dolomiten (Fondazione Dolomiti UNESCO: Mariagrazia Santoro, Vorsitzende & Marcella Morandini, Leiterin)
- [UNESCO-Welterbezentrum](#) (Peter Debrine)

Zeitlicher Ablauf

- 20-minütige Vorstellung des Welterbes Wattenmeer und dessen Strategie für nachhaltigen Tourismus
- 20-minütige Vorstellung des Welterbes Dolomiten und dessen Strategie für nachhaltigen Tourismus

45-minütiger runder Tisch (moderiert von WHC)



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Youth Travel Expeditions in India

Category	Date	Time:	Location
Presentation	March 9, 2017	14:00 - 14:30	Hall 4.1, Small Stage

Vishal Koshy, General Manager, Kalypso Adventures; India

Potentials and Challenges

Category	Date	Time:	Location
Presentation	March 9, 2017	14:00 - 14:45	Großer Stern, VIP room 2 (fairground)

'Discover Germany by Bike' is very popular with users: With its marketing platform, ADFC awakened and established Germany long ago as a cycling tourist country in German-speaking markets.

The German National Tourist Board (DZT) has internationally promoted Germany as a cycling tourist country – especially using digital media such as the online platform www.germany.travel. Together the DZT and ADFC will provide plenty of inspiration for targeted marketing and show what requirements the long-distance cycle routes have to cope with but also what potential remains dormant in them.

Speakers:

- **Christiane Wahl**, Deutsche Zentrale für Tourismus (DZT)
- **Louise Böhler**, Allgemeiner Deutscher Fahrrad-Club (ADFC)

Press Contact: Stephanie Krone

T.: +49 (0)30-209149865

E.: presse@adfc.de

Biking along the Danube - Tour Operators Forum

Category	Date	Time:	Location
Presentation	March 9, 2017	14:00 - 15:00	Dessau 1, Meeting Bridge C (fairground)

If you are a tour operator focusing on active tourism, get inspired by the various opportunities the Danube is offering and join our "Biking along the Danube – Tour Operators Forum". Don't miss the chance to discuss all the possibilities directly with the representatives of tourism organisations along the Danube.

Press Contact: Nikola Stanisavljevic

T.: +381 (11)6557114

E.: nikola.stanisavljevic@danubecc.org



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Destination Napoleon – a network on the scale of a continent

Category	Date	Time:	Location
Presentation	March 9, 2017	14:00 - 15:00	Hall 16, Culture Conference Lounge

Developing a European Cultural Route as a catalyst for cultural tourism

Charles Bonaparte, President, EFNC

Jacques Mattei, Director, EFNC

Anja Schwind, Project Manager, EFNC

Inclusion in Children's and Youth Travel – Are Volunteer Work, Youth Leader Qualification and Inclusion Compatible?

Category	Date	Time:	Location
Presentation	March 9, 2017	14:00 - 15:00	Hall 4.1, Main Stage

- **Iris Gleicke**, State Secretary, Federal Ministry for Economic Affairs and Energy
- **Stephan Riese**, Chair, Federal Forum on Children's and Youth Travel
- **Achim Schneider**, Managing director, Kiez Frauensee
- Moderated by: **Ms Kastner**, Die Linke (The Left)
- Organiser: Organiser: Die Linke parliamentary group, German Bundestag

6th UNWTO Silk Road Tour Operators Forum

Category	Date	Time:	Location
Presentation	March 9, 2017	14:00 - 16:00	Palais am Funkturm, West Gallery

Press Contact: Alla Peressolova

T.: +34 915678100

E.: silkroad@unwto.org

Seekda Distribution Day - Theme day for hotels with specialised lectures

Category	Date	Time:	Location
Presentation	March 9, 2017	14:00 - 16:00	Hall 10.1, Booth 123



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I Pack My Bags - Study and Research Tourism at the West Coast University of Applied Sciences

Category	Date	Time:	Location
Presentation	March 9, 2017	14:30 - 14:50	Hall 11.1., Booth 104

Caucasus adventure– A keystone of the borderlands between Europe, the Middle East and Asia

Category	Date	Time:	Location
Presentation	March 9, 2017	14:30 - 15:00	Hall 4.1, Small Stage

Adventure travel, regional tours and spanning wildlife – Opportunities of Armenia and Georgia

- **Vladimir Grigoryan**, Chairman of Armenian Adventure Travel Association; Armenia

Responsible travel and adventure holidays in Georgia and Armenia

- **Ia Tbagari**, Co-founder and Managing Director, Living Roots Ltd.; Chairwoman, Georgian Incoming Tour Operators Association; Georgia
- **Nick Erkomaishvili**, Founder and Managing Director; Explore Georgia; Co-founder and Executive Director, Georgian Mountain Guides Association; Georgia

Mystics of astronomy– Regional tours and spanning heritage of culture in Armenia and Georgia

- **Ruzanna Badalyan**, Co-founder and Executive Director, DA Tours Company; Armenia

Dolomites UNESCO World Heritage

Category	Date	Time:	Location
Presentation	March 9, 2017	14:30 - 15:00	Hall 4.1, Booth 228

Background

World Heritage Sites are important travel destinations that if managed properly, have great potential impact for local economic development and long-term sustainability. Several Sites have therefore developed a sustainable tourism strategy, among which are the Wadden Sea and the Dolomites properties, both exhibitors at the World's Leading Travel Trade Show (ITB Berlin). Within this framework, it would be interesting to organize a workshop to allow for the comparison of sustainable tourism strategies and experiences of different World Heritage Sites, in particular of serial properties.

Objectives

The round table form encourages an engaged discussion, in which participants can easily share experiences and ideas, and allows for an exchange of good practices between diverse realities.

Objective of the round table is to focus on how different World Heritage Sites manage tourism, in particular sustainable tourism, within their properties.

Moreover, the Dolomites and Wadden Sea Sites both being serial World Heritage properties, it would be stimulating to compare the challenges and achievements of managing the two Sites with regard to this aspect as well.

-

Participants

Representatives of:

- The Wadden Sea World Heritage Site (Harald Marencic)
- The Dolomites World Heritage Site (Fondazione Dolomiti UNESCO: Mariagrazia Santoro, President & Marcella Morandini, Director)
- [UNESCO World Heritage Center](#) (Peter Debrine)

Timing

- 20 minutes presentation of the Wadden Sea World Heritage and its strategy for sustainable tourism
- 20 minutes presentation of the Dolomites and its approach to sustainable tourism
- 45 minutes round table discussion (moderated by WHC)

Comparison of sustainable tourism strategies - round table discussion

Category	Date	Time:	Location
Presentation	March 9, 2017	15:00 - 15:30	Hall 4.1, Booth 228

Background

World Heritage Sites are important travel destinations that if managed properly, have great potential impact for local economic development and long-term sustainability. Several Sites have therefore developed a sustainable tourism strategy, among which are the Wadden Sea and the Dolomites properties, both exhibitors at the World's Leading Travel Trade Show (ITB Berlin). Within this framework, it would be interesting to organize a workshop to allow for the comparison of sustainable tourism strategies and experiences of different World Heritage Sites, in particular of serial properties.

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-

Participants

Representatives of:

- The Wadden Sea World Heritage Site (Harald Marencic)
- The Dolomites World Heritage Site (Fondazione Dolomiti UNESCO: Mariagrazia Santoro, President & Marcella Morandini, Director)
- [UNESCO World Heritage Center](#) (Peter Debrine)

Timing

- 20 minutes presentation of the Wadden Sea World Heritage and its strategy for sustainable tourism
- 20 minutes presentation of the Dolomites and its approach to sustainable tourism
- 45 minutes round table discussion (moderated by WHC)



Race for Rhinos

Category	Date	Time:	Location
Presentation	March 9, 2017	15:00 - 15:30	Hall 4.1, Small Stage

- **Jillian Blackbeard, Executive Marketing Manager, Botswana Tourism Organisation; Secretary, Tlhokomela Botswana, Endangered Wildlife Trust; Botswana**

10 Years of the Ruhrtal Bike Path

Category	Date	Time:	Location
Presentation	March 9, 2017	15:00 - 15:45	Großer Stern, VIP room 2 (fairground)

The Ruhrtal Bike Path celebrated its 10th anniversary in 2016. Studies from 2011 and 2016 should show whether the route has also been economically successful.

Look forward to detailed remarks on the economic development of cycling tourism on the route and on cycling tourism's prospects. The data will not only stand on their own but will also be correlated with other cycling tourism surveys.

Speakers:

- **Axel Biermann, Ruhr Tourismus GmbH**
- **Christoph Lottritz, Ruhr Tourismus GmbH**
- **Michael Vieten, IGS Ingenieurgesellschaft Stolz mbH**

Press Contact: Stephanie Krone

T.: +49 (0)30-209149865

E.: presse@adfc.de

32nd meeting of the World Tourism Network on Child Protection

Category	Date	Time:	Location
Presentation	March 9, 2017	15:00 - 16:30	M1, Level 3, CityCube Berlin

Press Contact: Sandra Carvao

T.: +34 915 678100

E.: scarvao@unwto.org



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BERLIN TRAVEL FESTIVAL - The New Design Hotels Book

Category	Date	Time:	Location
Presentation	March 9, 2017	15:00 - 17:00	Marshall-Haus, Cinema

Design Hotels — The Berlin Travel Festival hosts the launch of the new 2017 Design Hotels Book, which features their collection of 283 stunning properties from across the globe and the original hoteliers who created them.

Via Dinarica Mega Trail – Where mountain summits meet the stars in the Western Balkans

Category	Date	Time:	Location
Presentation	March 9, 2017	15:30 - 16:00	Hall 4.1, Small Stage

- **Alex Crevar**, Journalist and Public Relations Specialist, Via Dinarica Alliance; Western Balkans; United States of America
- **Thierry Joubert**, Member of the Managing Board, Adventure Travel Association of Bosnia and Herzegovina; The Netherlands

Trans-Siberian Railway Adventure

Category	Date	Time:	Location
Presentation	March 9, 2017	16:00 - 16:30	Hall 4.1, Small Stage

- **Olga Sitnik**, Co-founder and Chief Executive Officer, ExploRussia; Russia
- **Anna Mikheikina**, Co-founder and Chief Operating Officer, ExploRussia; Russia

Four Stars for the Weser Bike Path

Category	Date	Time:	Location
Presentation	March 9, 2017	16:00 - 16:45	Großer Stern, VIP room 2 (fairground)

The Weser bike path is one of Germany's major river bike paths. It is also a new ADFC quality cycling route with four stars. The route crosses four German states and several administrative districts – it therefore faces special challenges to classification.

The event will show how the quality of a bike route can also be optimised by focussed coordination and what steps are necessary to smooth the way to a quality bike route.

Speakers:

- **Petra Wegener**, Weser-Radweg Infozentrale c/o Weserbergland Tourismus e. V
- **Louise Böhler**, Allgemeiner Deutscher Fahrrad-Club (ADFC)



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Press Contact: Stephanie Krone
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E.: presse@adfc.de

Kunsthalle Mannheim

Category	Date	Time:	Location
Presentation	March 9, 2017	16:00 - 17:00	Hall 16, Culture Conference Lounge

Kunsthalle Mannheim

German Holiday Regions and Youth Travel Providers in the Online Marketing Check

Category	Date	Time:	Location
Presentation	March 9, 2017	16:30 - 17:30	Hall 4.1, Main Stage

The facts and figures of the German Travel Association (DRV) prove it: Germany is among the ten most popular holiday destinations worldwide and is running a neck-and-neck race with Turkey and Great Britain as measured by the number of overnight stays.

At the ITB, holiday regions will present themselves at their best. The Berlin SEO agency Digitaleffects has looked more closely at how well this works on the Internet and examined carefully the online marketing of over 100 German holiday regions.

The best ones will be officially honoured at the ITB. In addition, the Social Media Youth Travel Award (SMYTA) for youth travel providers will be awarded, as at the ITB 2016.

The focus will be on the social media of youth travel providers, who will be honoured in the categories Facebook and YouTube, etc.

- Christian B. Schmidt, managing director, Digitaleffects GmbH

Panel discussion: The carbon footprint of traveling – taking responsibility

Category	Date	Time:	Location
Presentation	March 9, 2017	16:30 - 17:30	Hall 4.1, Small Stage

- **Christian Schiller**, Member of the Board, Comuto Deutschland GmbH (BlaBlaCar); Germany
- **Jan-Ole Jacobs**, Manager Environmental Concepts, Lufthansa Group; Germany
- **Constantin Zerger**, Specialist for Climate Protection, Group Environmental Center, Deutsche Bahn AG; Germany
- **Stefan Baumeister**, Managing Director, myclimate Deutschland gGmbH; Germany
- Moderated by: **Fritz Lietsch**, Chief Editor, Altop Publishing House and forum-csr.net; Germa

myclimate Awards

The prizes will be awarded to European myclimate partners in three categories for outstanding commitment in climate protection.

Get-together afterwards



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**THE WORLD'S
LEADING TRAVEL
TRADE SHOW®**
8-12 MARCH 2017

After the awards ceremony, myclimate is pleased to invite the attendees to a Get-together with climate-friendly drinks from its partner BIONADE at myclimate stand (Nr. 225).

Luxury Dreams Relaunch & Celebration

Category	Date	Time:	Location
Presentation	March 9, 2017	16:30 - 18:00	Hall 5.3, Booth 104

Schaffelhuber Communications

4th Annual Short Film Showcase: The future of travel

Category	Date	Time:	Location
Presentation	March 9, 2017	17:30 - 18:00	Hall 4.1, Small Stage

Rob Holmes, Founder and Chief Strategist, GLP Films; United States of America

BERLIN TRAVEL FESTIVAL - Thursday is the New Saturday

Category	Date	Time:	Location
Presentation	March 9, 2017	18:30 - 20:30	Marshall-Haus, Cinema

Travel Massive — The global community of travel insiders hosts an evening aperitivo with Aqua Monaco's cheeky cocktails inspired by today's travelers.

World Cultural Heritage Site Völklingen Ironworks – European Centre for Art and Industrial Culture

Category	Date	Time:	Location
Presentation	March 10, 2017	10:00 - 11:00	Hall 16, Culture Conference Lounge

Introduction to the 'UrbanArt Biennale@ 2017' and the exhibition 'Inca – Gold. Power. God'.

General director, Prof Dr Meinrad Maria Grewenig

Have your job application checked by experts



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Category	Date	Time:	Location
Presentation	March 10, 2017	10:00 - 18:00	Hall 11.1, Booth 214+215

The advisory service of the German Federal Employment Agency makes it possible to get your job application thoroughly checked. Experts will examine the documents and offer valuable tips. So make sure to bring your documents and schedule an appointment in our ITB Career Center.

For an overview of all offers regarding training and employment in tourism check our website www.itb-berlin.com/career.

Earn more by being sustainable

Category	Date	Time:	Location
Presentation	March 10, 2017	10:15 - 11:00	Hall 4.1, Small Stage

- **Anula Galewska**, Chief Executive Officer, Travindy; Germany
- **Prof. Xavier Font**, Head of Impact, Travindy; United Kingdom

Deutschlandfunk Marktplatz (Deutschlandfunk Marketplace)

Category	Date	Time:	Location
Presentation	March 10, 2017	10:15 - 11:30	Hall 4.1, Main Stage

BERLIN TRAVEL FESTIVAL - The New Foodists

Category	Date	Time:	Location
Presentation	March 10, 2017	10:30 - 12:30	Marshall-Haus, Cinema

- **BiteMojo** — The brains behind Bitemojo introduce us to their new app, which enables travelers to take self-guided, neighborhood-specific food tours.
- **Anna Lai** — One half of the brilliant team behind Big Stuff BBQ, one of Markthalle Neun's most successful and beloved street food stands, gives a talk about food trucks and street food culture.

Day of Accessible Tourism 2017

Category	Date	Time:	Location
Presentation	March 10, 2017	10:30 - 16:00	A5, Level 1, CityCube Berlin

Day of Accessible Tourism 2017

The demand for accessible travel in Germany as well as accessible offerings by the hotel industry and tour operators and other providers is growing



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steadily. Accessibility is being perceived more and more as a quality feature and also as a competitive edge by the travel industry. Nevertheless, there is, among other things, a lack of attractive and informative communication to draw the attention of the right target groups to the offerings.

Taking this into account, this year's 6th Day of Accessible Tourism will focus on the issue of "**Product Design and Target Group Oriented Communication**".

We cordially invite you to take part in this informative special event.

With approx. 200 visitors such as politicians, representatives of the German associations for people with disabilities, and experts from the worldwide travel industry, the day will offer exciting lectures and panel discussions to inform you and opportunities to engage you in discussions through networking.

The "Day of Accessible Tourism" will take place on Friday, 10 March 2017 from 10:30 a.m. to 3 p.m. in CityCube Berlin, level 1, room A5. The CityCube is fully accessible; in addition, sign language, simultaneous (German/English) and speech-to-text interpreters will be engaged.

Admission to this special event is free of charge, and a visitor pass and registration are not required.

The "Day of Accessible Tourism" is supported by the Federal Ministry for Economic Affairs and Energy and realised by the German National Tourist Board (DZT) in collaboration with "The German Coordination Board for Tourism for All".

You can find detailed information on lectures, panel discussions and the speakers in German and English at <http://www.germany.travel/de/barrierefreies-reisen/barrierefreies-reisen/tag-des-barrierefreien-tourismus-2017.html>.

Press Contact: Olaf Schlieper
T.: +49 (0) 69 9746 4278
E.: olaf.schlieper@germany.travel

Expedition Cruises in the Remote Amazon

Category	Date	Time:	Location
Presentation	March 10, 2017	11:00 - 11:30	Hall 23b, Booth 209

For three days at the upcoming ITB in Berlin there will be presentations about true expedition cruising in the remote wilderness Amazon. While there are many cruises in this region, most are luxury cruises in well visited areas. There are very few cruises that resemble the ambitious small ship expeditions that take place in Antarctica or the Arctic.

One company in the Brazilian Amazon, Amazon Nature Tours, operates longer voyages that venture deep into the wilderness, exploring far into a UNESCO Natural World Heritage Site. The Motor Yacht Tucano explores far into this region in an expeditionary format. With small groups, deeply skilled guides, an ambitious exploratory vessel course, the vessel cruises deep into wilderness areas and with intensive activities observes the magnificent flora and fauna of the undisturbed rainforest of this greatest wilderness on earth.

The presenter, Mark Baker, is the Pres. and owner of Amazon Nature Tours. He has conducted wilderness expeditions in remote regions of the Amazon since 1988. The company, Amazon Nature Tours, is a Brazilian ship operator based in Manaus, Brasil and is one of the participants in the Brasil Embratur Stand at ITB.

For seating reservations in this small venue, please contact:

Mark Baker



Pres.

Amazon Nature Tours

Manaus, Brasil

mbaker@amazon-nature-tours.com

Panel discussion: Developing successful cycle tourism products

Category	Date	Time:	Location
Presentation	March 10, 2017	11:00 - 11:30	Hall 4.1, Small Stage

- **Ádám Bodor**, EuroVelo and Advocacy Director, European Cyclists' Federation; Europe
- **Kevin Kalfels**, Press and Marketing Officer, Romantischer Rhein; Germany
- **Carolien Ruebens**, Project Officer, European Cyclists' Federation; Europe

Applied Storytelling in a New Dimension

Category	Date	Time:	Location
Presentation	March 10, 2017	11:00 - 12:00	Hall 16, Culture Conference Lounge

How the Teutoburg Forest wants to refine its cultural profile and customer journey through stories.

Matthias Burzinski, projekt2508 GmbH

and Teutoburg Forest Tourism

Global Communications Expert: Round Table

Category	Date	Time:	Location
Presentation	March 10, 2017	11:00 - 12:00	Hall 5.3, Booth 108

How to talk to Generation Z in five emojis or less

Category	Date	Time:	Location
Presentation	March 10, 2017	11:00 - 12:00	Hall 4.1, Main Stage

Socially inclusive spaces that encourage human interaction have always been at the core of youth hostels, but other social concepts have been embraced by Millennials, such as crowdsourcing, the sharing economy, digital nomadism and emoji-centric communication. Will Generation Z be 'social' in the same ways and how should you communicate with this generation?



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- Moderated by: **Rhett Lego**, The Conjoint Marketing Group
- **Michael Pötscher**, Tour Radar
- **Emmanuelle Legault**, Destination Canada
- **Dom Carter**, What Marketing Company

Holiday Homes by NOVASOL – New Offerings in Poland

Category	Date	Time:	Location
Presentation	March 10, 2017	11:00 - 13:00	M7, Level 3, CityCube Berlin

Press Contact: Madgalena Beckmann
T.: +49 1637820523
E.: mbk@polen-info.de

RoomKnights DMO Day - Theme day for destinations with specialised lectures

Category	Date	Time:	Location
Presentation	March 10, 2017	11:00 - 13:00	Hall 10.1, Booth 123

Career Center Stage 10.3.2017

Category	Date	Time:	Location
Presentation	March 10, 2017	11:00 - 17:00	Hall 11.1, Career Center Stage

Events

11:00 – 11:15
Graduate Hospitality Education

- Claire Taggard Battard, Director Corporate, ESSEC Business School



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11:20 – 11:35

Adina: Companies don't succeed, people do!

- Georgios Ganitis, Regional General Manager - Europe, Adina Germany Holding

11:40 – 11:55

Marriott: Careers with Marriott - Where I belong

- Michael Seidel, Area Director of Human Resources Central Europe, Marriott

12:00 – 12:15

Employer Branding im Tourismus

- Prof. Dr. Ernst-Otto Thiesing, Ostfalia Hochschule

12:20 – 12:35

Management-Trainee Operations: Get started as a Sixt Leader

- Caroline Göhringer, Junior Manager Talent Acquisition, Sixt Autovermietung

12:40 – 12:55

Virtual Reality and Tourism

- Dr. Patrick Merten, Cologne Business School

13:00 – 13:15

Einstiegsmöglichkeiten bei DER Touristik

- Nicole Lemmer, Referentin Personalentwicklung, DER Touristik



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13:20 – 14:05

Business-Knigge: Wie bringe ich mich richtig in Fahrt?

- Holger Sturm, Dozent / Bildungsstätte der BA Oberursel, Mitglied im deutschen Knigge-Rat

14:10 – 14:40

Studieren im Ausland NCO /EURES

- Klaus Münstermann, Berater für akademische Berufe, Euroguidance + EURES Berater

14:45 – 15:00

Best practice: VisitFinland and Haaga-Helia celebrating the 100th anniversary of Finland at ITB

- Monika Birkle & Henna Leppänen, Senior Lecturer & Student, Haaga-Helia University of Applied Sciences

15:05 – 15:20

MCI Tourismus - We Make The World Our Classroom

- Jannes Bayer, Wissenschaftlicher Mitarbeiter, MCI Innsbruck

15:25 – 15:40

Auswirkungen von Krisen auf Safety- und Security-Strategien von Reiseveranstaltern

- Leonard Reh, Student, Frankfurt University of Applied Sciences

15:45 – 16:00

Salinen als Touristenattraktion

- Pascal Mandelartz, Senior Lecturer, University of Derby



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16:05 – 16:20

Untersuchung der Wahrnehmung und des Potenzials von Zusatzverkäufen beim Flug

- Dr. Linda Schnorbus sowie Nathalie Woller, Nathalie Kienzle, Studierende der Internationalen HS Bad Honnef

16:25 – 16:40

Animation: Work and Enjoy!

- René León, Diana Bejarano, Sales agents, Enjoy animacion

16:45 – 17:00

We grow talent

- Remko Verheul, Chief People Officer, Travix International

17:15 – 20:00

Young Travel Industry Club CEO-Lounge

Which way to the dream beach? Beach-Inspector.com provides the answer! We welcome Kai Michael Schäfer, CEO and founder of Beach-Inspector.com to our CEO lounge this year. We look forward on this evening to learning more about the successful company, its CEO and the dream beaches worldwide. An exciting "off the record" company presentation awaits you in a friendly atmosphere. There will be time afterwards for networking. You can register at our website: Young TIC CEO-Lounge / ITB Berlin

From Wacken to Kohltage - Study and Research Tourism at the West Coast University of Applied Sciences

Category	Date	Time:	Location
Presentation	March 10, 2017	11:30 - 11:50	Hall 11.1., Booth 104

Kempton University of Applied Sciences: Special Interests in Tourism

Category	Date	Time:	Location
Presentation	March 10, 2017	11:30 - 12:00	Hall 11.1, Booth 301

Round table discussion on the topic, "Special Interests in Tourism" with Professor Dr. Julia Peters. Interview with Ms. Vanessa Feineis (Neustadt an der



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Weinstraße) regarding Gastronomy Tourism

Special Forum on Hiking 2017

Category	Date	Time:	Location
Presentation	March 10, 2017	11:30 - 13:00	Großer Stern, VIP room 1 (fairground)

The German Ramblers Association (DWV) in collaboration with the German National Tourist Board (DZT) invites you to the annual ITM special forum on hiking.

The topics will be:

- DZT marketing abroad – Destination Germany in an optimized hiking outfit
- Regional pleasure: Focus on hiking and cuisine in 2017/2018
- May Day of Hiking – The showcase for your hiking offerings
- Hiking competence and Europa trails in the spotlight – WALK revs up!
- Introducing the new magazine, "Wanderbares Deutschland 2017".

Press Contact: Erik Neumeyer

T.: +49 (0)151-62821995

E.: e.neumeyer@wanderverband.de

Book Presentation: HOLIDAY Typisch Deutsch? ('HOLIDAY Typically German?')

Category	Date	Time:	Location
Presentation	March 10, 2017	12:00 - 13:00	Hall 16, Culture Conference Lounge

From A as in 'Auskunft' (information) to Z as in 'zuverlässig' (reliable).

Foreign correspondents report

Matthias Baxmann and Matthias Eckoldt

Boost Tourism Development Projects

Category	Date	Time:	Location
Presentation	March 10, 2017	12:00 - 13:00	Hall 4.1, Main Stage

Compared to other sectors, interventions in the tourism sector are often smaller and rather short-termed. At the same time tourism development does play an important role for developing countries in their national economy, in fighting poverty and in generating alternative income.

What are the reasons for an often hesitant donor engagement? And how can good results be achieved with limited resources? Our focus geography will be the Pamir Mountains of Tajikistan.

- Moderated by: **Annette Schneider-Solis**, Free Journalist



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- **Olav Clemens**, Product Manager, ZEIT REISEN, ZEIT Verlag Gerd Bucerius GmbH & Co. KG
- **Jens Elsner**, Senior Manager EZ-Scout-Programme, Dept. Private Sector Cooperation, GIZ
- **Nadja Moussa**, CEO Ventus Touristik GmbH
- **Matthias Poeschel**, Advisor for Tourism and Sustainable Development, MSDSP/AKF

Kayah State, Myanmar

Category	Date	Time:	Location
Presentation	March 10, 2017	12:00 - 13:00	Hall 4.1, Small Stage

- **Pascal Kho Twe**, Expert, Kayah State Tourism, International Trade Centre; Myanmar
- **Peter Richards**, Expert, Community Tourism Development and Market Access, International Trade Centre; Myanmar

Sierra Gorda de Querétaro, Mexico

Category	Date	Time:	Location
Presentation	March 10, 2017	13:00 - 13:30	Hall 4.1, Small Stage

- **Martha Isabel Ruiz Corzo**, Chief Executive Officer, Sierra Gorda Ecological Group; Mexico
- **Roberto Pedraza Ruiz**, Nature Photographer, Naturalist and Technical Assistant, Sierra Gorda Ecological Group; Mexico

European Parliament

Category	Date	Time:	Location
Presentation	March 10, 2017	13:00 - 14:00	Hall 16, Culture Conference Lounge

Additional visitor offerings of the European Parliament in Brussels – House of European History

India Tourism - Cooking Show

Category	Date	Time:	Location
Presentation	March 10, 2017	13:00 - 14:00	Hall 5.2b, Booth 205-205a

An Indian chef presents the ayurvedic cuisine.



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The EUROPEAN YOUTH CARD

Category	Date	Time:	Location
Presentation	March 10, 2017	13:00 - 14:00	Hall 4.1, Main Stage

Organizer: Reisenetz e.V.

BERLIN TRAVEL FESTIVAL - Fun with New Friends

Category	Date	Time:	Location
Presentation	March 10, 2017	13:00 - 16:00	Marshall-Haus, Cinema

We have reserved the afternoon and evening for fun, drinks, food, talking, not talking, schmoozing, escape planning, decompressing, meeting new friends, and saying hello to old friends, too. Don't be shy, come on by.

18th Travel and Health Forum

Category	Date	Time:	Location
Presentation	March 10, 2017	13:00 - 17:00	A6, Level 1, CityCube Berlin

Press Contact: Juliane Pfeiffer
T.: +49 (0)711-8931693
E.: juliane.pfeiffer@thieme.de

Gems of Kenya

Category	Date	Time:	Location
Presentation	March 10, 2017	13:30 - 14:00	Hall 4.1, Small Stage

- **Karsten Palme**, Project Manager and Coach, Dutch Centre for the Promotion of Imports (CBI); Germany
- **Kenyan tour operators**



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Disruptions of Air Travel During Flight package Tours – Who gets what from whom out of what?

Category	Date	Time:	Location
Presentation	March 10, 2017	13:30 - 15:30	Dessau 3, Meeting Bridge C (fairground)

Press Contact: Frau Czepluch
T.: +49 (0)611-44575287
E.: geschaeftsstelle@dgfr.de

Biodiversity loss is one of the world's dire challenges!

Category	Date	Time:	Location
Presentation	March 10, 2017	14:00 - 14:15	Hall 4.1, Small Stage

The UNESCO's World Heritage Convention is a powerful instrument to protect the world's unique natural and cultural heritage of outstanding universal value on behalf of humankind. The World Heritage List includes the world's most outstanding protected areas in terms of biodiversity, ecosystems and natural features.

Learn why the Wadden Sea World Heritage is a guardian of biodiversity, of all natural and dynamic processes on our planet and by that offers a unique natural environment of inspiration, enjoyment and recreation.

KEYNOTE ADDRESS: Biodiversity loss is one of the world's dire challenges!

Category	Date	Time:	Location
Presentation	March 10, 2017	14:00 - 14:15	Hall 4.1, Small Stage

Anja Domnick, Project Officer, UNESCO Wadden Sea World Heritage Sustainable Tourism Strategy and Action Plan, Common Wadden Sea Secretariat; Germany

Master Class: Wildlife Watching Tourism

Category	Date	Time:	Location
Presentation	March 10, 2017	14:15 - 15:00	Hall 4.1, Small Stage

Birding is a specialized nature tourism product that has been growing in recent years.

Are nature-based travelers, including birdwatchers, really generally more concerned about conservation and sustainability than general travelers are? Can birdwatching tourism providers use this to their advantage by making their products and operations more sustainable?



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The quality of birdlife is seen as the number one competitiveness indicator of a birdwatching destination. The quality of birdlife is related to several factors, become familiar with how human actions affect birds and their habitats.

Discuss with specialists from Sierra Leone, from the Danish, German and Dutch Wadden Sea, how to develop and implement important product requirements for birdwatchers as quality birdlife, safety, birding accessibility and infrastructure and knowledgeable guides.

Participants:

- **Alieya Alie Kargo**, Cooperative Agreements Specialist, Centres for Disease Control; Sierra Leone
- **Momoh Bai Sesay**, Bird Watching and Tourist Guide; Member, Bird Life International; Sierra Leone
- **Peter Südbeck**, Head Wadden Sea National Park Administration in Lower Saxony, Wilhelmshaven; Germany

I Pack My Bags - Study and Research Tourism at the West Coast University of Applied Sciences

Category	Date	Time:	Location
Presentation	March 10, 2017	14:30 - 14:50	Hall 11.1., Booth 104

Dominican Republic - Has it all! Astounding nature, fascinating history and rich culture

Category	Date	Time:	Location
Presentation	March 10, 2017	15:00 - 15:30	Hall 4.1, Small Stage

Green paradise

- **Elmar Mai**, Biologist and Journalist; Germany

Whale watching in Samaná

- **Fabian Ritter**, Biologist and Scientific Advisor, Whale and Dolphin Conservation (WDC); Expert Member, Scientific Committee, International Whaling Commission (IWC); Germany

Whale Whisperer 2017

Alina Berg is the new Whale Whisperer! She is a student, aspiring for her master's degree Atlantic Studies in History, Culture and Society at the University of Hannover, Germany. Get inspired by Alina's video message with her first impressions from enchanting Samaná.

Whale Whisperer Cocktail Reception

After the presentation, the Dominican Republic Tourist Board is pleased to invite the attendees to learn more about the Dominican Republic at the Stand Nr. 216 of Latin America World in Hall 4.1b, while enjoying traditional drinks and appetizers

VDRJ (Association of German Travel Journalists) 2017 Honorary Award

Category	Date	Time:	Location
Presentation	March 10, 2017	15:00 - 15:45	M1, Level 3, CityCube Berlin

„Fume Events: Schlechte Luft über den Wolken – auf der Suche nach Lösungen“



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- Markus Tressel (MdB)
- Tim van Beveren (Luftfahrtjournalist)
- Jörg Handweg (Vereinigung Cockpit)
- Th. Michael Schweizer (tdt Nachrichtendienst)

Moderation: Rüdiger Edelman (Sprecher der VDRJ)

Cultural Tourism 2030

Category	Date	Time:	Location
Presentation	March 10, 2017	15:00 - 16:00	Hall 16, Culture Conference Lounge

How will target groups, marketing and offerings change? What do we have to do today?

Matthias Burzinski, projekt2508 GmbH

Modern Hotel Design

Category	Date	Time:	Location
Presentation	March 10, 2017	15:00 - 16:00	Hall 4.1, Main Stage

Organisers: A + O, Meininger, Generator, Jo and Joe

Untouched Mongolia– Authentic and biodiverse

Category	Date	Time:	Location
Presentation	March 10, 2017	15:30 - 16:00	Hall 4.1, Small Stage

Altanbagana Deleg, Executive Director, Active and Adventure Tours Mongolia LLC; Editor in Chief, STDC Magazine Mongolian Tourism; Mongolia

Conservation tourism, a new model for Macedonia

Category	Date	Time:	Location
Presentation	March 10, 2017	16:00 - 16:30	Hall 4.1, Small Stage

- **Jack Delf**, Chairman, Western Balkans Geotourism Network; Owner and Co-director, Black Mountain; Montenegro
- **Gorki Balojani**, Macedonia Country Manager, Western Balkans Geotourism Network; General Manager, Balojani Tourist Services, Macedonia



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Program is subject to change.



Following the footprints of wildcats

Category	Date	Time:	Location
Presentation	March 10, 2017	16:30 - 17:00	Hall 4.1, Small Stage

Jürgen Stein, Director, Selva Bananito Lodge and Reserve, UNESCO World Heritage Site Talamanca Mountain Range / La Amistad Biosphere Reserve; Costa Rica

One-to-one free consulting sessions

Category	Date	Time:	Location
Presentation	March 10, 2017	17:00 - 17:45	Hall 4.1, Small Stage

- **Anula Galewska**, Chief Executive Officer, Travindy; Germany
- **Prof. Xavier Font**, Head of Impact, Travindy; United Kingdom
- **Angela Rodrigues**, Editor, Travindy; Spain
- **Florie Thielin**, Contributor, Travindy; France

18th Travel and Health Forum

Category	Date	Time:	Location
Presentation	March 11, 2017	10:00 - 17:00	A6, Level 1, CityCube Berlin

Press Contact: Juliane Pfeiffer
T.: +49 (0)711-8931693
E.: juliane.pfeiffer@thieme.de

Have your job application checked by experts

Category	Date	Time:	Location
Presentation	March 11, 2017	10:00 - 18:00	Hall 11.1, Booth 214+215

The advisory service of the German Federal Employment Agency makes it possible to get your job application thoroughly checked. Experts will examine the documents and offer valuable tips. So make sure to bring your documents and schedule an appointment in our ITB Career Center.

For an overview of all offers regarding training and employment in tourism check our website www.itb-berlin.com/career.



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Weekend Audience Highlights!

Category	Date	Time:	Location
Presentation	March 11, 2017	10:00 - 18:00	at the fairground

Many exhibitors will be offering you special experiences during the ITB weekend with dance and show interludes, tastings and other activities typical for the specific countries. In addition, a diverse programme will provide unforgettable moments.

You can find the detailed programme [here](#):

Career Center Stage 11.3.2017

Category	Date	Time:	Location
Presentation	March 11, 2017	11:00 - 17:20	Hall 11.1, Career Center Stage

Events

11:00 – 11:15

Leben und Arbeiten an Bord von Kreuzfahrtschiffen

Moderation:

- André Nickel, Bundesagentur für Arbeit

Podiumsgäste:

- Agnes Koczot, sea chefs Human Resources Services
- Alexander Denk, Viking Cruises
- Daniela Fahr, Connect Worldwide Recruiting Agency

11:20 – 12:05

Business-Knigge: Wie bringe ich mich richtig in Fahrt?

- Holger Sturm, Dozent / Bildungsstätte der BA Oberursel, Mitglied im deutschen Knigge-Rat



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12:10 – 12:30

Ausbildungsmöglichkeiten im Tourismus

- Simone Korb, Deutscher Reise Verband

12:35 – 13:55

Touristische Bachelorstudiengänge im Überblick – kurz, klar, kompakt

21 Hochschulen stellen nacheinander in 4-minütigen Präsentationen ihre Bachelorstudiengänge vor. Damit ergibt sich ein Überblick über das touristische Studienangebot, welches auf der Networkingfläche und an den Ständen der Hochschulen vertieft werden kann.

14:05 – 14:20

Vorstellung European Online Jobdays (EOJD) – ein neues Tool für mehr Mobilität

- Peter Wendl, Sabrina Weber und Sebastian Ziegel Müller, EURES Berater

14:25 – 14:40

EURES – Dienstleistungsangebot und Möglichkeiten

- Stephanie Uschuld, Jana Kutilkova, Susanne Müller Koberstein, Peter Wendl, Nikos Grivas, Bundesagentur für Arbeit

14:45 – 15:00

The role of mobile recruiting and active sourcing in modern HR-Management

- Alexander R. Lenk, hocaboo GmbH

15:05 – 15:20

Viking Cruises: Karriere auf dem Fluss

- Alexander Denk, sen. Manager Recruiting, Viking Cruises



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15:25 – 15:40

Auf zu neuen Ufern: Ihr Job an Bord bei sea chefs

- sea chefs Human Resources Services

15:45 – 16:00

Deutschland weit studieren an iba und HWTK der f+u-Gruppe - HR-Karrieren der Generation Y

- Dory Förstl, iba Hamburg
- Demis Mohr, HWTK Berlin

16:05 – 16:20

Der steigende Wettbewerb im Tourismus – kann Markenloyalität gemessen werden?

- Dr. Philip Griesser, SRH Fernhochschule – The Mobile University

16:25 – 16:40

Hotelmanagement Ausbildung in der Schweiz

- Christopher Haselbach, Studienberater, Swiss School of Tourism & Hospitality

16:45 – 17:00

Duales Studium: Hotel- und Tourismusmanagement

- Helena Greising, PR Beauftragte, Schule für Hotel- und Tourismusmanagement Wiesau

From Wacken to Kohltage - Study and Research Tourism at the West Coast University of Applied Sciences

Category	Date	Time:	Location
Presentation	March 11, 2017	11:30 - 11:50	Hall 11.1., Booth 104



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Program is subject to change.



Kempton University of Applied Sciences: Future Perspectives in Tourism

Category	Date	Time:	Location
Presentation	March 11, 2017	11:30 - 12:00	Hall 11.1, Booth 301

Round table discussion on the topic, 'Future Perspectives in Tourism – Career Paths and Opportunities' and Tips for Career Entrants with Professor Dr Guido Sommer

Students Guide Students

Category	Date	Time:	Location
Presentation	March 11, 2017	11:30 - 12:00	Hall 4.1, Main Stage

Leipzig – Highlights 2017/2018

Category	Date	Time:	Location
Presentation	March 11, 2017	12:00 - 13:00	M2, Level 3, CityCube Berlin

Organiser

Leipzig Tourismus und Marketing GmbH

Respondent

Volker Bremer, managing director, Leipzig Tourismus und Marketing GmbH n.n.

Press enquiries: Andreas Schmidt

Tel: +49 (0) 341-7104-310

Email: presse@ltm-leipzig.de

I Pack My Bags - Study and Research Tourism at the West Coast University of Applied Sciences

Category	Date	Time:	Location
Presentation	March 11, 2017	14:30 - 14:50	Hall 11.1., Booth 104



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Ecole hôtelière de Lausanne

Category	Date	Time:	Location
Presentation	March 11, 2017	17:05 - 17:20	Hall 11.1, Career Center Stage

Ecole hôtelière de Lausanne, **Claude Olivier Scheidegger**, Student Ambassador

Have your job application checked by experts

Category	Date	Time:	Location
Presentation	March 12, 2017	10:00 - 18:00	Hall 11.1, Booth 214+215

The advisory service of the German Federal Employment Agency makes it possible to get your job application thoroughly checked. Experts will examine the documents and offer valuable tips. So make sure to bring your documents and schedule an appointment in our ITB Career Center.

For an overview of all offers regarding training and employment in tourism check our website www.itb-berlin.com/career.

Weekend Audience Highlights!

Category	Date	Time:	Location
Presentation	March 12, 2017	10:00 - 18:00	at the fairground

Many exhibitors will be offering you special experiences during the ITB weekend with dance and show interludes, tastings and other activities typical for the specific countries. In addition, a diverse programme will provide unforgettable moments.

You can find the detailed programme [here](#):

Career Center Stage 12.3.2017

Category	Date	Time:	Location
Presentation	March 12, 2017	11:00 - 13:25	Hall 11.1, Career Center Stage

Events



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Program is subject to change.



11:00 – 11:15

Dual studieren im Herzen Berlins - HWTK die Hochschule der drei Studienmodelle

- Laura Franz und Dr. Heike Bähre, HWTK Berlin

11:20 – 12:05

Business-Knigge: Wie bringe ich mich richtig in Fahrt?

- Holger Sturm, Dozent / Bildungsstätte der BA Oberursel, Mitglied im deutschen Knigge-Rat

12:10 – 12:25

Vorstellung European Online Jobdays (EOJD) – ein neues Tool für mehr Mobilität

- Peter Wendl, Sabrina Weber und Sebastian Ziegelmüller, EURES Berater

12:30 – 12:45

Geschäftsmodellinnovationen im Tourismus

- Dr. Ronny Baierl, SRH Hochschule Berlin

12:50 – 13:05

Future of Hospitality Summit

- Alice Andersson & Lydia Sandercock, Les Roches Global Hospitality Education

13:10 – 13:25

Hotel Management studieren – Welche Jobmöglichkeiten habe ich danach?

- Vanessa de Gruyter, Regional Admissions Manager, Sommet Education:Glion & Les Roches



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From Wacken to Kohltage - Study and Research Tourism at the West Coast University of Applied Sciences

Category	Date	Time:	Location
Presentation	March 12, 2017	11:30 - 11:50	Hall 11.1., Booth 104

Deutschlandfunk Radio Live Broadcast

Category	Date	Time:	Location
Presentation	March 12, 2017	11:30 - 13:00	Hall 4.1, Main Stage

Autograph Session with Heidi Hetzer

Category	Date	Time:	Location
Presentation	March 12, 2017	12:00 - 13:00	Hall 4.1, Booth 108

I Pack my Bags - Study and Research Tourism at the West Coast University of Applied Sciences

Category	Date	Time:	Location
Presentation	March 12, 2017	14:30 - 14:50	Hall 11.1., Booth 104

The Grand ITB Finale

Category	Date	Time:	Location
Presentation	March 12, 2017	15:30 - 17:30	Palais am Funkturm, ITB Award Location

When African sounds, Caribbean melodies, Andalusian rhythms and German-Greek choral sounds fill the room, it will be time once again for the finale of the ITB Berlin.

Celebrate with us the conclusion of the 51st edition of the world's largest travel trade fair. We look forward to seeing you!

Moderator: Mary Amiri



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