

SUSTAINABILITY & RESPONSIBILITY IN TOURISM

9 – 13 March 2011, itb-berlin.com/csr

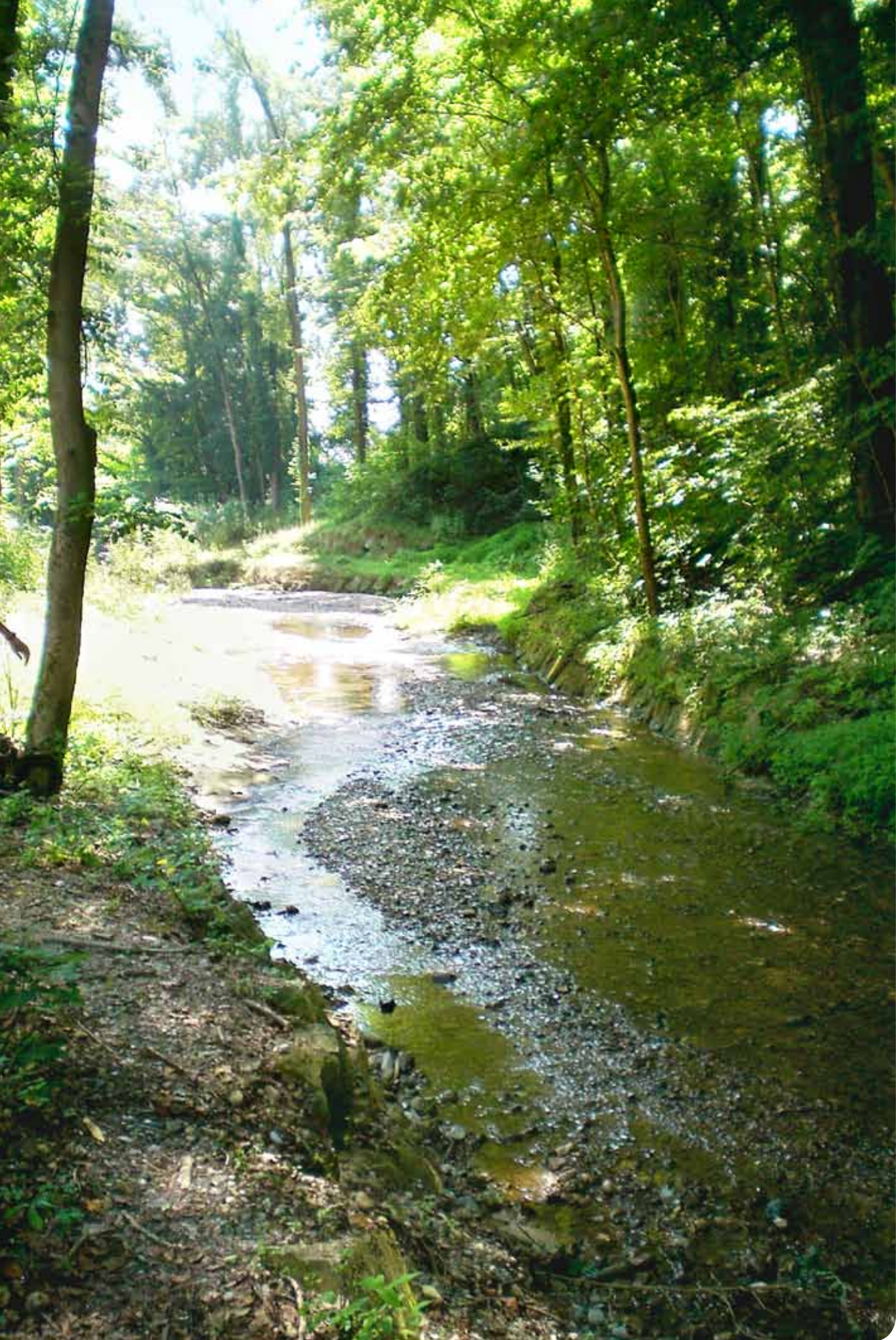


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BERLIN**

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EVENT PROGRAM

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WE ALL HAVE A RESPONSIBILITY TOWARDS OUR PRODUCT

ITB Berlin is standing for the world's leading travel trade show and we take pride in pointing out that ITB also stands for an ongoing engagement in promoting responsibility towards our planet, towards society as a whole. We therefore engage in confronting and supporting the industry to embrace responsible and sustainable tourism principles. Providing the world largest platform for CSR in tourism we act as a link between science, industry, markets and societies.

This includes interfering in **discussions and organising panel sessions and seminars** and it also includes signing the **Code of Conduct**, the Child Protection Code – as ITB Berlin will do on ITB Friday – speaking out loud against any abuse of children in tourism. It includes **assisting countries** like Haiti – helping the disaster stricken island to develop a sustainable tourism which could become a major income provider and could help reducing poverty.

As transport is an important pillar of travel and tourism and climate protection the big challenge we are introducing the 1st **Eco-Mobility Day** as part of the renowned ITB Berlin Convention.

Also part of the Convention, the 3rd very significant **ITB CSR Day** will be satisfying the constantly growing demand for exchange and discussion bringing together international leaders in the field.

This is not enough: On the **Eco & Adventure Stage** of hall 4.1 as well as in the **ICC and other locations** all around the fairground we will present an impressive range of seminars and events dedicated to climate-friendly and socially responsible tourism. As you will see in the next pages, the program will be broader than ever with more and more companies seeking to take action.

Do not miss to get connected all along the supply chain: Join the 3rd **International ITB Berlin Responsible Tourism Networking Event** on Friday evening in hall 4.1.

Awareness is always the first step – and ITB's engagement and action for responsible tourism is surely another important milestone to help to establish social and environmental awareness in the international tourism industry.

In this spirit we are looking forward to interesting, inspiring and sustainable sessions at ITB Berlin 2011!

Share our vision!

For more information please see: itb-berlin.com/csr

WEDNESDAY, 9 MARCH 2011

"GROSSER STERN" /VIP LOUNGE 1

11.00–12.00h KUONI'S GLOBAL HOLIDAY REPORT

Including: Will travel take a green hue in future?
Do travellers leave our manners at home?

HALL 4.1, ITB ECO & ADVENTURE STAGE

12.45–13.30h 6TH POW-WOW FOR TRADE VISITORS – WELCOME KEYNOTE SPEECHES

- Mariana McGill, Official Consultant, ITB Berlin – Experience Adventure, ECOtourism & Expeditions
- Erika Harms, Executive Director, Global Sustainable Tourism Council, United Nations Sustainable Development and World Heritage Alliance Programmes
- Dr. Marie Luise Frey, Managing Director, UNESCO World Nature Heritage Site Messel Pit, Germany
- Chewang Motup Goba, Founder and Director, Rimo Expeditions, India
- Shannon Stowell, President, Adventure Travel Trade Association, U.S.A.

13.30–14.30h "BETWEEN MELTING GLACIERS AND SOCIAL RESPONSIBILITY – COURSE CORRECTIONS IN TOURISM"

Melting Glaciers and Rising Sea-Level – Climate Change and Disaster Prevention in Tourism/The Labelling Jungle – Social Certifications in Tourism/Fair Travelling – Pioneers of Fair Trade in Tourism

- Sabine Minninger, Consultant, Tourism, Climate Change and Disaster Prevention
- Heinz Fuchs, EED-TourismWatch
- Günter Koschwitz, Kate-Kontaktstelle Umwelt und Tourismus
- Jennifer Seif, Fair Trade in Tourism South Africa
- Matthias Leisinger, Kuoni Reise AG
- Heinz Hirter, Reise Service Imagine
- Thomas Müller, Studien-Kontakt-Reisen

14.30–15.00h "BETWEEN GLACIERS AND THE TROPICS: TRAVELLING PLATES AND CLIMATE CHANGE – WORLD HERITAGE AND GEOPARK TOURISM FACING CLIMATE CHANGE"

Using the example of the UNESCO World Nature Heritage Site Messel Pit, a significant fossil discovery site in Germany, the Managing Director will present chances and risks that climate change entails.

- Dr. Marie Luise Frey, Managing Director, UNESCO World Nature Heritage Site Messel Pit, Germany

15.00–15.30h THE GREAT HIMALAYAN TRAIL – NEPAL'S NEWEST TREKKING OFFER

The Great Himalaya Trail (GHT) is a network of existing trails, which together form one of the longest and highest walking trails in the world in a fragile high altitude eco-system.

- Raj Gyawali, Founder and Managing Director, Social Tours, Nepal

15.30–16.00h ANETO – THE UNIQUE EXISTING GLACIER IN THE SPANISH PYRENEES

The Aneto is Spain's third highest mountain, holding the largest glacier of the country which is rapidly regressing because of climate change.

- Javier Dalmau, Managing Director, Grupo Natura, Barcelona, Spain

16.30–17.00h EVERYBODY CAN WALK ON A GLACIER IN ARGENTINA... SO CAN YOU!

The Perito Moreno, an ever-growing glacier, located in the National Park Los Glaciares in Argentina, is a UNESCO World Natural Heritage Site.

- Carlos Enrique Meyer, Minister of Tourism, Argentina
- H. E. Victorio Taccetti, Ambassador of Argentina to Germany
- Leonardo Boto, Executive Secretary, National Institute of Tourism Promotion
- Gabriel Perrone, Coordinator, National Institute of Tourism Promotion

**Followed by a Welcome Cocktail "Dance on the Glaciers",
sponsored by the Embassy of Argentina in Germany**

HALL 4.1, BIG STAGE

12.00–13.00h KLIMAHHAUS BREMERHAVEN: IMPACTS OF CLIMATE CHANGE (GERMAN ONLY)

Presentation and discussion

- Dr. Michael Theusner, climate scientist and meteorologist

ICC, ROOM 44

11.00–12.00h PRESS CONFERENCE ATMOSFAIR

- Dr. Dietrich Brockhagen, CEO atmosfair



THURSDAY, 10 MARCH 2011

ICC, ROOM MADRID

14.30–17.00h GREEN TRAVEL BRIDGE – CONNECTING TOURISM, INTERNATIONAL CONGRESS AND PANEL DISCUSSION
Green Travel Bridge and the Global Sustainable Tourism Council are greening the supply chain!

Moderated by Erika Harms, Executive Director of the Global Sustainable Tourism Council (GSTC) and Stephan Busch, President of the Alliance of Independent Travel Traders Germany (asr)

- Klaus Lengefeld, Senior Advisor for Tourism and Sustainable Development, Deutsche Gesellschaft für internationale Zusammenarbeit (GIZ)
- Mila Dahle, Director of Environment and Sustainability Management, TUI AG
- Ronald Sanabria, Executive Director, Rainforest Alliance
- Andreas Gross, Chairman of ARGE Lateinamerika
- Representatives of Tourism Ministries from Latin America

HALL 5.1, STAGE

15.20–18.00h DGT@ITB TOURISM EDUCATION DAY: PRESENTATION OF THE ITB SCIENCE PRIZE

The ITB Science Prize from the German Society for Research in Tourism (DGT e.V.) will be presented in cooperation with ITB Berlin: The best scientific work, the best work on language, media, communication, the best work on sustainability, the best international work and the best practical work.

17.45 – 18.05h PRESENTATION OF THE AWARDED PAPERS OF THE "ITB SCIENCE PRIZE" BY DGT E.V.: BEST THESIS ON SUSTAINABILITY IN TOURISM

HALL 7.1 A, AUDITORIUM NEW YORK 1

13.00–13.30h MONGOLIA – MODERN TOURISM CULTURE
Presentation: Tourism as a tool to preserve cultural heritage and nomadic traditions

- Gantemur Damba, Chairman, Sustainable Tourism Development Centre in Mongolia

Presentation: Culture and landscape shaping tourism

- Indraa Bold, Director of the Governing Board, Mongolia National Tourism Organization

Q & A: Competitiveness of Mongolia as a cultural tourism destination

Moderated by Prof. Dr. Wolfgang Georg Arlt, Director, China Outbound Tourism Research Institute (COTRI)

Speakers:

- Indraa Bold, Director of the Governing Board, Mongolia National Tourism Organization
- Damba Gantemur, Chairman, Sustainable Tourism Development Centre in Mongolia

HALL 7.1 A, AUDITORIUM NEW YORK 3

ITB CORPORATE SOCIAL RESPONSIBILITY DAY



Hosted by Klaus Betz, Managing Director, Press, Institute for Tourism and Development

10.30–10.35h OPENING

- Klaus Betz, Managing Director, Press, Institute for Tourism and Development
- Rika Jean-François, CSR ITB Berlin

10.35–11.10h KEYNOTE PANEL 1: GLOBAL SUSTAINABLE TOURISM: PARADIGM SHIFT OR HYPE?

Which forces are driving the change and which concrete measures are being taken? Are the tourist industry measures sustainable – or are they merely "green-washing"?

Introduction Richard G. Edwards, Senior Advisor, Planeterra

Interviewer Erika Harms, Senior Advisor on Tourism, United Nations Foundation UNF

Interview guests

- Leilani Latimer, Director, Sustainability Initiatives, Sabre Holdings
- Peter Liney, CEO, STA Travel

11.20–11.55h KEYNOTE PANEL 2: CSR AND SUSTAINABILITY: OUR COMMON RESPONSIBILITY – WHAT DOES IT MEAN TO BE A FUTOURIST?

Sustainable business: What does it mean to the market leaders in Europe – and, on a personal level, what does it mean to their top managers? How significant is it for destinations?

- Ernst Burgbacher, Parliamentary State Secretary, Federal Ministry of Economics and Technology, Member of the Tourism Committee of the German Bundestag (invited)
- Dr. Volker Böttcher, CEO, TUI Germany
- Dr. Peter Fankhauser, CEO, Thomas Cook AG

12.10–13.00h TOUR OPERATOR ROUNDTABLE: THE EFFECT OF CSR SYSTEMS ON THE COMPANY

What are the effects of CSR on profitability, customer acquisition & retention and staff management?

Introductory presentation Prof. Dr. Hansruedi Müller, Director, Research Institute for Leisure and Tourism (FIF), University of Berne

Moderated by Christian Schmicke, Editor-in-chief, Travel One

- Surprise Guest 1
- Surprise Guest 2
- Prof. Dr. Hansruedi Müller, Director, Research Institute for Leisure and Tourism (FIF), University of Berne
- Petra Thomas, Product Manager, a&e erlebnis:reisen!

THURSDAY, 10 MARCH 2011

13.10–13.35 h CSR FACTS AND FIGURES: BETWEEN LEAKAGE AND FAIR SHARE – WHAT PERCENTAGE OF YOUR PACKAGE PRICE REMAINS IN THE DESTINATION? Do destinations really benefit economically from tourism? The results of new studies.

Moderated by Klaus Lengefeld, Senior Advisor for Tourism and Sustainable Development, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)/ German Society for International Cooperation

- Sabine Minninger, Tourism Watch
- Thomas Müller, Managing Director, SKR Reisen
- Harald Zeiss, Head of Sustainability, TUI Germany

13.45–14.45 h MINISTER SUMMIT ON CLIMATE CHANGE IN ASIA-PACIFIC: ENVIRONMENTAL PROTECTION BETWEEN SEA LEVEL UP TO 8,000M Climate change is threatening nature throughout the Asian-Pacific region. How are tourism destinations dealing with environmental challenges?

Moderated by Hiran Cooray, Chairman, PATA

- HE Minister Deepak Bohara, Ministry of Forests and Soil Conservation, Nepal
- Hon. Luimed Gansukh, Minister of Nature, Environment and Tourism, Mongolia
- Hon. Dr. Mariyam Zulfa, Minister of Tourism, Arts & Culture, Republic of Maldives

15.00–15.45 h LUXURY AND ENVIRONMENTAL SUSTAINABILITY: FRIENDS OR FOES? Three international best practice examples show how luxury and sustainability can be well-matched.

Moderated by Shannon Stowell, President, ATTA Adventure Travel Trade Association

- Jose Dominic, Managing Director, CGH Earth Hotels
- Enrico Ducrot, Managing Director, Ecoluxury
- Farsin Walizadeh, Head of Operation & Development, Costa Navarino, TEMES S.A.

16.00–16.45 h THE CSR CONSCIOUS TOURIST: MARGINAL OR HIGH-POTENTIAL? Tourists seem to lack interest in CSR. How can their purchasing behavior be changed?

Interviewer Ilka Groenewold, TV Presenter

Interview guests

- Prof. Dr. Philipp Boksberger, Director of the Institute for Tourism and Leisure Research, University of Applied Sciences HTW Chur
- Peter Link, Managing Partner, United Communications
- Gopinath Parayil, Founder & Chief Executive, The Blue Yonder, Nila Foundation

17.00–17.30 h CSR AND SUSTAINABILITY IN THE GLOBAL TOURISM INDUSTRY Best practice initiatives from the private and public sector: What drives the change to a greener tourism?

- Dr. Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)

Followed by CSR Networking cocktail reception

HALL 7.1A, AUDITORIUM NEW YORK 2

14.30–15.15 h WATCH YOUR ECOLOGICAL FOOTPRINT How to organize business travel sustainably. First results of the TÜV Rheinland Akademie pilot project "Sustainable Business Travel in Berlin".

- Dr. Carmen Giese, Center of CSR, Sustainability & Compliance, TÜV Rheinland Akademie GmbH
- Frank Weber, Center of CSR, Sustainability & Compliance, TÜV Rheinland Akademie GmbH

HALL 7.3, AUDITORIUM BERLIN

10.45–11.35 h FORUM WELLNESS KEYNOTE: GO GREEN! How can the Wellness & Spa industry transport climate awareness and offer concrete solutions?

- Dr. Franz Linser, Founder & Managing Partner, Linser & Partner

11.40–12.20 h SUSTAINABILITY IN HOTEL & SPA – A HOLISTIC WAY – MANDARIN ORIENTAL GROUP

How does a luxury spa operator deliver the quality expectations of a five star guest with a sustainable hotel and spa? Ideas and programmes that can be put into action will be shown in this speech.

- Andrew Gibson, Group Director of Spa, Mandarin Oriental Hotel Group

12.25–13.05 h SUSTAINABILITY IN A PRIVATELY-RUN HOTEL – BEST PRACTICE 1 Best practice example Lefay Resort & Spa – Gargano – Lago di Garda – Italy

- Stephan Gander, Head of Communication, Lefay Resort & Spa

15.15–16.15 h ROUND TABLE: FUTURE SPA – WHAT INFLUENCE WILL SUSTAINABILITY AND DIET HAVE ON THE SPA INDUSTRY?

Aspects of sustainability at the spa regarding operations, staff, work flow and profitability. Guidelines for the future development of sustainability.

Moderated by Dagmar Rizzato, General Manager, Rizzato Spa Consulting

Panel guests:

- Andrew Gibson, Group Director of Spa, Mandarin Oriental Hotel Group
- Dr. Fedon Lindberg, Dr. Lindberg's Clinic
- Michael Loh, CEO, AGELESS Inc., Founder & Editorial Director, SpaAsia
- Dagmar Rizzato, General Manager, Rizzato Spa Consulting – Tettngang/Deutschland



HALL 7.1 B, AUDITORIUM LONDON

11.45–12.15h ENVIRONMENT & CSR – CONCEPTS & ASSESSMENTS

What is the state of play in CSR practices amongst the most important leisure hotel brands for European customers? A survey of 10 hotel groups with their actual practices in Thailand, South Europe and Mexico.

Moderated by Prof. Dr. Christian Buer, Head of Tourism/Hotel Management, Heilbronn University

- Dr. Xavier Font, Co-Director International Centre for Responsible Tourism, Leeds Metropolitan University

ICC, ROOM 13 / 14

13.30–14.30h AWARD OF THE CSR TOURCERT CERTIFICATES, PRESS CONFERENCE

ICC, ICC-LOUNGE

15.15–16.15h STEP-FREE TOURISM PRESS CONFERENCE (GERMAN ONLY)

Healthiness, wellness and sports – increasing activity for blind and visually handicapped people German Association for the Blind and Visually Handicapped/Deutscher Blinden- und Sehbehindertenverband e. V. (DBSV)

ICC, ROOM 9

14.00–17.00h WORLD TOURISM LEADERS' SUMMIT – SUSTAINING GREEN TOURISM PACIFIC AREA TRAVEL WRITERS ASSOCIATION (PATWA)

- Taleb Rifai, Secretary General, UNWTO
- Edmund Bartlett M.P., Minister of Tourism, Jamaica Tourist Board
- Subodh Kant Sahay, Minister of Tourism, India – et al.

HALLE 4.1, BIG STAGE

11.30–12.15h VIABONO CERTIFICATION – ENJOY ENVIRONMENTAL FRIENDLY TRAVELLING (GERMAN ONLY)
A&O Hotels & Hostels had authorised Viabono to calculate their CO₂ footprint for all their properties, the results are going to be presented

14.00–16.00h REISEN FÜR ALLE: VISION ODER ILLUSION? (GERMAN ONLY)

Social Tourism Panel discussion organised by Fraktion DIE LINKE, German Federal Parliament
Discussion on perspectives of social tourism

Moderated by Kornelia Möller, MdB

- Dr. Ilja Seifert, MdB
- Carlin Stamm; HS Best Sabel, Berlin
- Jürgen Trippe, Diakonie Spanien
- Stefan Schiller, BundesForum Kinder- und Jugendreisen e. V. (BuFo)

HALL 4.1, ECO & ADVENTURE STAGE

10.30–11.00h PAVING THE WAY TO SUSTAINABILITY

Erika Harms, Executive Director, Global Sustainable Tourism Council, United Nations Sustainable Development and World Heritage Alliance Programmes.

An overview of the growth in the travel industry and the urgent need for sustainable development to help guide this growth in a responsible way. Find out how you can be an active member of the Global Sustainable Tourism Council.

11.00–11.30h GREEN GLOBE SUSTAINABLE MANAGEMENT SYSTEM – THE PREMIER CERTIFICATION IN TOURISM

- Dr. Peter Zimmer, Auditor, Green Globe Preferred Partner, Germany
- Javier Dalmau, Auditor and Green Globe Preferred Partner, CEO Grupo Natura, Spain

11.30–12.00h ECOTOURISM: OPPORTUNITIES AND BENEFITS

- Mauricio Brou Figari, Founder and Director, The Cruz Inca Foundation, Peru

12.00–12.30h ELEVATING THE ROLE OF ECOTOURISM IN SUPPORTING RESEARCH AND CONSERVATION

Planet Wildlife will be discussing the increasing importance of ecotourism in supporting conservation and scientific research (focus on projects in India).

- Paul Greig Smith, Director, Planet Wildlife (UK) Ltd., United Kingdom
- Rowland Griffin, Expeditions Manager, Planet Wildlife (UK) Ltd., United Kingdom
- Sarath Champati, Naturalist Guide, Planet Wildlife (UK) Ltd., United Kingdom

12.30–13.00h SELVA BANANITO LODGE & RESERVE, COSTA RICA – RAINFOREST CONSERVATION THROUGH TOURISM SINCE 15 YEARS

- Jürgen Stein, President, Selva Bananito Lodge & Reserve, Costa Rica

13.00–13.30h UNDERSTANDING AND PROTECTING OUR PLANET EARTH – MAAR VOLCANISM, GEOTOURISM AND GEOPARKS SHOWCASE: UNESCO WORLD NATURE HERITAGE SITE MESSEL PIT

The UNESCO defined a Geopark as "a territory encompassing one or more sites of scientific importance, not only for geological reasons but also by virtue of its archaeological, ecological or cultural value". How to put this into practice?

- Dr. Marie Luise Frey, Managing Director, UNESCO World Nature Heritage Site Messel Pit, Germany



13.30–14.00h FOLLOW THE GREEN TRAIL!

- Erika Harms, Executive Director, Global Sustainable Tourism Council, U.S.A.
- Stephan Busch, Green Travel Bridge, Germany
- Hendrick Rudolph, Lastminute.com, Germany
- Ronald Sanabria, Vice-President Sustainable Tourism, Rainforest Alliance

Find out how the sustainable touristic commercialization chain becomes stronger through strategic alliances.

14.00–14.30h ONE BIG BOAT – THE RISE OF SHARED RESPONSIBILITY AND HOW IT'S DRIVING THE GROWTH OF SUSTAINABLE TOURISM

Green Team is a marketing communications agency; examples of how various brands – both within and outside of the travel industry – are reaching out to involve their consumers in addressing societal and environmental issues will be given.

- Hank Stewart, VP, Brand Strategy, Green Team, U.S.A.

15.30–16.00h PUREQUEST ADVENTURES, PRESENTATION AND TALKSHOW

PureQuest Adventure is providing environmentally-aware adventure travel opportunities, involving local communities and keeping-in with their pledge to mother earth and sustainable tourism.

- Ripan Dhawan, Executive Director, PureQuest Adventures, India
- Lokesh Bagga, Head of Product, PureQuest Adventures, India
- Natalie Fan, Head of Product, PureQuest Adventures, China

ICC, ICC-LOUNGE

15.15–16.15h GESUNDHEIT, WELLNESS UND SPORT – ZUNEHMEND MEHR AUCH FÜR BLINDE UND SEHBEHINDERTE MENSCHEN AKTIV (GERMAN ONLY)

Organised by Deutschen Blinden- und Sehbehindertenverband e. V.

- Dr. Rüdiger Leidner, Leiter der KS Tourismus beim DBSV e. V.
- Markus Schneider, CEO of the German Association of Spa Towns (Deutscher Heilbäder Verband)
- N.N., representative of a Self Help Initiative of Blind and Visually Handicapped

HALL 5.1, STAGE

16.30–17.10h NACHHALTIGER TOURISMUS – ZWEI BEISPIELE, WIE DAS THEMA IN DIE AUSBILDUNG AN EINER HOCHSCHULE UND EINER BERUFSFACHSCHULE INTEGRIERT WIRD (GERMAN ONLY)

Moderated by Dr. Carmen Giese, Center of Corporate Social Responsibility, Sustainability & Compliance, TÜV Rheinland Akademie

- Dörte Beyer, Lehrkraft, FH Eberswalde
- Christin Zander, B.A. Studentin, FH Eberswalde
- Corina Thiele, Berufsfachschule für Wirtschaft und Tourismus Potsdam, Gemeinnützige Gesellschaft TÜV Rheinland Bildungswerk
- Patricia Genth, Schülerin Berufsfachschule für Wirtschaft und Tourismus Potsdam

FRIDAY, 11 MARCH 2011

HALL 7.1A, AUDITORIUM NEW YORK 3

11.00–11.30h KEYNOTE: THE FUTURE OF MOBILITY

The next chapter in the history of aviation will be written by Solar Impulse. A round-the-world flight without fuel or pollution: A visionary, scientific adventure, a contribution to research and innovation and sustainable development.

- André Borschberg, CEO, Solar Impulse

11.45–12.45h SOLAR MOBILITY INNOVATOR PANEL

Spectacular pioneering solar projects in all transport sectors are attracting the world's attention: What were the pioneers' experiences and which solar vehicle will be the first to be mass produced?

Moderated by Eberhard Krummheuer, Editor for Transportation and Tourism, Handelsblatt

- André Borschberg, CEO, Solar Impulse
- Louis Palmer, Initiator, Tour Director and Driver, Solartaxi
- Immo Ströher, Investor Planet Solar, Immosolar

13.00–14.00h ECO-MOBILITY MANUFACTURER ROUNDTABLE

The automotive industry is rearranging: What business models and innovative offers can customers expect? How will we get around in the future and what does that mean for travelling?

Moderated by Eric Heymann, Senior Economist, Deutsche Bank Research

- René Caplan, Head of Business Development B2C E-Mobility, RWE Effizienz GmbH
- Björn Dosch, Head of Unit Transport, ADAC e. V.
- Bernhard Grünewald, Head of Berlin Office, Toyota Motor Europe
- Volker Hoff, Vice President, Government Relations, Adam Opel AG
- Michael Speh, Business Development & Sales Electric Vehicles, PSA
- Markus Szczesny, BMW

14.15–15.00h RENTAL CARS: PROMOTERS OF ELECTRIC MOBILITY?

Rental car companies and providers of mobility services are starting pilot projects with electric vehicles (EVs). What have Avis and Deutsche Bahn experienced so far? What kind of feedback has been given by business and private customers?

Moderated by Prof. Dr. Tim Sterzenbach, University of Applied Sciences Worms

- Wolfgang Neumann, Group Commercial Director, Avis Europe
- Dr. Frank Wolter, InnoZ – Centre for Innovation in Mobility and Societal Change

15.15–15.45h GFK STUDY:

CUSTOMER NEEDS AND ATTITUDES REGARDING ELECTRIC VEHICLES

New study results about European drivers' mobility needs, willingness to buy and usage requirements regarding electric vehicles.

- Herbert Lechner, Division Manager, GfK Mobility

16.00–16.30h AIRLINES SPECIAL: COST REDUCTION AND ENVIRONMENTAL OPTIMIZATION IN THE EU EMISSIONS TRADING SCHEME – IN COOPERATION WITH ATMOSFAIR

How can airlines cut costs by implementing their own climate protection projects? How can they regulate the supply of CO₂ certificates in a way which is independent of the market, thereby increasing predictability? Prior to this presentation (from 14.00–16.00h) a workshop will be held in room **VIP Lounge 1 (Großer Stern)**.

- Dr. Dietrich Brockhagen, Executive Director, atmosfair gGmbH

16.45–17.30h BEST DEMONSTRATED PRACTICES: INITIAL EXPERIENCES FROM PILOT PROJECTS IN INTERNATIONAL TOURISM DESTINATIONS

Tourism destinations are particularly dependent on natural areas remaining intact. Which pilot projects are currently taking place? What are their results so far? Which concepts are particularly forward-looking?

Moderated by Dr. Julianna Priskin, Research Consultant, ZERO EMISSIONS RACE

- Dr. Peter Brandauer, Mayor of Werfenweng, President of Alpine Pearls
- Red Constantino, Executive Director, Institute for Climate and Sustainable Cities (ICSC)

HALL 7.1 A, AUDITORIUM NEW YORK 1

10.35–11.45h SPAIN FORUM: SPAIN'S TOURISM AND SUSTAINABILITY
Can Spain's tourism industry realize the vision of Zero-CO₂ tourism? What can be learned from best practice examples like ITER and Playa de Palma?

Introduction: Dr. Manuel Butler, Director, TURESPAÑA

Introductory presentations:

- Margarita Nájera, Government Commissioner, Project Playa de Palma
- Miren Iriarte Aqueche, Marketing Director, ITER Instituto Tecnológico y de Energías Renovables

Moderated by Dr. Pilar Martino Alba, Professor, University Rey Juan Carlos

- José Luque, CEO, Fuerte Hoteles
- Álvaro Middelmann, Director Spain and Portugal, Air Berlin
- Prof. Dr. Harald Zeiss, Head of Sustainability, TUI Germany

13.00–13.30h LIVABLE CITY. SUSTAINABLE QUALITY OF LIFE AS SUCCESS DRIVER FOR URBAN BRANDING

How do cities win over the new generation of urbanites and creative tourists who are looking for a special feel-good factor which mixes Green Lifestyle attractions and local authenticity with sustainable innovation?

- Andreas Reiter, Future Researcher and Leisure Trend Expert, ZTB Zukunftsbüro

HALL 4.1, BIG STAGE

11.00–12.00h PANEL DISCUSSION ON HUMAN RIGHTS AND TOURISM

Moderated by Monika Weiss, DomRadio

- Heinz Fuchs, Church Development Service (EED), Head of the desk Tourism Watch
- Christoph Strässer, Member of the Federal Diet Germany, Human Rights Commission
- Dorothy Ogutu, African Sex Workers Alliance, Kenya
- Lena Lawitschka, TUI Germany
- Linda Poppe, Survival International, Germany
- Michael Windfuhr, German Institute for Human Rights

17.00–17.30h BELUGA SCHOOL FOR LIFE: SOCIAL RESPONSIBILITY IN SCHOOL CLASS ROOMS (GERMAN ONLY)

HALL 4.1, ECO & ADVENTURE STAGE

10.30–11.00h NEPAL – THE GREAT HIMALAYAN TRAIL – NEPAL TOUR OPERATORS GUIDING YOU FROM WEST TO EAST

The Great Himalaya Trail (GHT) is a new trekking route along ancient trails, which together form one of the longest and highest walking trails in the world. Local communities have been trained by the Dutch Development Agency (SNV). During the presentation, the trail will be presented from the perspective of rural development and product innovation. In addition, seven local tour operators from Nepal, all supporting sustainable tourism, will present their specific services within the frame of the Great Himalayan trail.

- Sebastian Metz, Advisor, Nepal German Chamber of Commerce and Industry
- Naut Kusters, Advisor, Netherlands Agency for the Promotion of Export from Developing Countries (CBI)

11.00–12.00h PANEL SESSION

Marine Biodiversity, Sharks and Tourism – who is feeding whom? For many shark species, time has already run out. Why go public to protect sharks? Why is the tourism industry involved, how to protect marine biodiversity?

Moderated by Klaus Lengefeld, Senior Advisor for Tourism and Sustainable Development, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)/ German Society for International Cooperation

- Dr. Andreas Keppeler, President, Shark Project e. V., Germany
- Hannes Jänicke, German cinema and television actor
- Dr. Marc Nolting, Responsible Fishing Expert, German International Cooperation (GIZ)
- Mila Dahle, Environmental Management Director, TUI AG, Germany

12.00–12.45h BIODIVERSITY AND SUSTAINABLE TOURISM IN MONGOLIA
Supporting Nomadic Herders with Tourism in a rapidly developing Economy. Can Tourism make a Difference?

- Orgodol Tseden, Director of Tourism Department, Mongolia
- Dorjgurkhem Batbold, Director of International Cooperation Department
- Damba Gantemur Gana, Chairman, Sustainable Tourism Development Centre, Mongolia
- Brian Watmough, Senior Advisor, Sustainable Tourism Development Centre, Mongolia
- H. E. Baldorj Davaadorj, Ambassador of Mongolia to Germany
- Jürgen Reibetanz, Advisor, Sustainable Tourism Development Centre, Germany

FRIDAY, 11 MARCH 2011

12.45–13.30h HAITI – ONE YEAR AFTER THE EARTH QUAKE: TOURISM INITIATIVES

It is one year after the earthquake in Haiti. Over the course of this time, huge solidarity, concerns and questions have risen among the tourism world: What are Haiti's perspectives for a sustainable tourism development? How can we, tourism practitioners, start re-establishing tourism in a responsible manner? International tour operators will report about their initiative on how to support Haiti. An official representative of the German Agro Action will report on how daily life currently is and how their aid funds are applied. From the Haitian governmental side, we will receive an update of on how life is going to be reconstructed and how tourism shall be developed as a major income possibility.

Moderated by Rika Jean-François, ITB Corporate Social Responsibility, Germany

- H. E. Jean-Robert Saget, Ambassador of Haiti to Germany
- Daniel Fouchard, General Director, Tourism Ministry of Haiti
- Andreas Koch, Director, TUI Deutschland and Futouris, e. V., Germany
- Dr. Ines Carstensen, Director, Futouris e. V., Germany
- Lena Lawitschka, Advisor Environmental Management, TUI GmbH, Germany
- Jean Paul Muller, Chairman, Don Bosco Jugend Dritte Welt e. V., Germany
- Michael Kühn, Senior Advisor for Climate Change and Policy, German Agro Action (WHH)
- Wolfgang Jockusch, Manager Haiti Project, Rotary Club Berlin International, Germany

TUI Group, Don Bosco Jugend Dritte Welt e. V. and Futouris e. V. will officially sign the five-year duration Cooperation Project Agreement of Sustainable Development in Haiti.

13.30–14.00h SUSTAINABLE AND RESPONSIBLE TOURISM IN CAPE TOWN, SOUTH AFRICA, UNLOCKING THE POTENTIAL OF DEVELOPING DESTINATIONS

Cape Town pioneered the first visits by outsiders into poorer communities, called "township tours". Learn about Cape Town's journey over the last few years with extensive sustainable tourism and green goal initiatives

- Mariette du Toit-Hembold, Chief Executive Officer, Cape Town Tourism, South Africa

14.00–14.30h PRESENTATION AND PRESS CONFERENCE: OFFICIAL LAUNCH OF THE WEBSITE "POCKETVILLAGE.COM" – AN INSPIRING SEARCH ENGINE FOR EXTRAORDINARY TRAVEL EXPERIENCES

What is the actual situation of the travel market regarding adventure travel, ecotourism and expeditions and challenges for the travellers during their travel planning?

- Martin Hümmer, Co-founder and Chief Executive Officer, pocketvillage.com, Germany
- Florian Harkort, Co-founder, pocketvillage.com, Germany
- Matthias Scheffelmeyer, Co-founder, pocketvillage.com, Germany

16.00–16.30h COMMUNITY-BASED TOURISM – TOUR OPERATORS FROM ALL CONTINENTS SEEKING BUSINESS PARTNERSHIPS

For the 2nd time, more than 20 community-based tourism (CBT) initiatives and tour operators have joined a common stand at ITB Berlin. The operators are supported by CBI, an agency from the Dutch government supporting market access for SME's from developing countries. A short overview of support programmes, the participants and how CBI can support European tour operators will be given. Some of the initiatives from Nepal, Thailand, Indonesia, Vietnam, Georgia, Ecuador, Bolivia, Peru, Ethiopia, Uganda, Kenia and South Africa will shortly present their products and services.

- Naut Kusters, Advisor, Netherlands Agency for the Promotion of Export from Developing Countries (CBI)

16.30–17.00h INSPIRING STORIES ON SUSTAINABLE TOURISM FROM DESTINATIONS

Supported by VISION on Sustainable Tourism, The Blue Yonder, Tripbod, The Green Circuit and Pocket Village

HALL 4.1, BIG STAGE

18.00–19.00h VESTA – VISION – DESTINET EUROPEAN SUSTAINABLE TOURISM AWARDS CEREMONY

The VESTAS 2011 nominations will be presented at ITB, showcasing the "best of the best" certified or prize-winning sustainable tourism destinations and businesses in Europe. Participants will be shown a map of best practice in sustainable/responsible tourism, highlighted by experts from the Ecotrans Network for Sustainable Tourism Development.

followed by

19.00–21.00h ECO & ADVENTURE STAGE

3rd ITB Berlin Responsible Tourism Networking Event

Supported by The Blue Yonder, Tripbod, The Green Circuit and Pocket Village

ICC, ROOM 3

10.00–11.00h REISEANALYSE RA 2011

Presentation of the first results
Forschungsgemeinschaft Urlaub und Reisen e. V. (FUR)

- Guido Wiegand, Vorstandsvorsitzender der FUR
- Rolf Schrader, Geschäftsführer der FUR
- Prof. Dr. Martin Lohmann, Geschäftsführer und wiss. Leiter des N.I.T. (Translation German/English)



SATURDAY, 12 MARCH 2011

ICC, ROOM 6

11.00–12.00h ITB SIGNING OF "THE CODE OF CONDUCT" / ECPAT (END CHILD PROSTITUTION, PORNOGRAPHY AND TRAFFICKING OF CHILDREN FOR SEXUAL PURPOSES), PRESS CONFERENCE

With the participation of Matthias Leisinger, Chair of The Code International. ITB will sign the Child Protection Code.

ICC, ROOM 7

10.00–12.00h LAUNCH OF THE UNWTO/UN WOMEN GLOBAL REPORT ON WOMEN IN TOURISM 2010

The Global Report on Women in Tourism 2010 constitutes the first directly visible result of the close collaboration between UNWTO and UN Women (formerly UNIFEM). The two UN agencies have worked in partnership since 2008, with the aim to bring gender issues to the forefront of the tourism industry, promoting gender equality and women's empowerment and the mainstreaming of gender issues in national tourism policies.

14.30–17.30h UNWTO

Meeting of the task force for the protection of children in tourism.

ICC, ROOFGARDEN FOYER

11.55–12.55h JUST ASKING ... NO COMMON GROUND? ON THE STRANGE GERMAN-TURKISH RELATIONSHIP OF LIVING NEXT TO EACH OTHER BUT WORLDS APART (GERMAN ONLY)

Organised by Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung)

16.00–17.00h TO DO! 2010 – PRESENTATION OF AWARDS IN THE INTERNATIONAL COMPETITION IN SOCIALLY COMPATIBLE TOURISM (GERMAN ONLY)

Organised by Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung)

ICC, ROOM 43

14.00–16.00h PRESS CONFERENCE ON SOCIAL TOURISM

ICC, ICC-LOUNGE

14.00–16.00h 4TH ITB FORUM: "STEP-FREE TRAVEL DESTINATIONS IN GERMANY", PRESS CONFERENCE (GERMAN ONLY)

HALL 5.1, STAGE

17.00–17.20h KRITERIEN FÜR KLIMANEUTRALE DESTINATIONEN IN DEUTSCHLAND (GERMAN ONLY)

• Erik Pfauth, Hochschule für Nachhaltige Entwicklung Eberswalde

"GROSSER STERN" / VIP LOUNGE 1

15.00–16.00h PRESS CONFERENCE ATMOSFAIR

• Dr. Dietrich Brockhagen, CEO atmosfair

HALL 4.1, BIG STAGE

14.00–15.00h TOURA D'OR 2010 – PRESENTATION OF THE SUSTAINABLE TOURISM FILM COMPETITION AWARDS

HALL 10.2, CULTURE CONFERENCE LOUNGE

12.00–13.00h GULF OF THAILAND: CLIMATE-FRIENDLY!
Experiences and results from a Thai-German project for the climate-oriented destination development of the islands of Chang and Trat mainland. Presented by DASTA (Designated Area of Sustainable Tourism Administration, Thailand) and GIZ (German International Cooperation), in the framework of the International Climate Initiative of the Federal Ministry of Environment, Nature Protection and Nuclear Safety (BMU).

DAILY

All around the Fairground: ITB will be once again collecting donations for Haiti, this year for **Haiti Care e.V.**, a help for self-help charity organisation www.haiticare.de.

HALL 1.1, BOOTH NO. 109

EVERY VISITOR TO THE STAND SHALL PLANT A TREE SUPPORTING THE NEW ECO STRATEGY OF THE REPUBLIC OF COLOMBIA.

HALL 4.1

PHOTO EXHIBITION

"LIVING GLACIERS"

Location: Main Entrance South of ITB Berlin

The exhibition is sponsored by the Ministry of Tourism, Argentina National Institute of Tourism Promotion (INPROTUR) and the Embassy of Argentina to Germany.

MS HAITANIC – SHARK EXHIBITION

Location: Booth no. 237, Exhibition area "Experience Adventure, ECOtourism & Expeditions"

For the first time at the ITB Berlin, the international volunteer organization Shark Project will present the one of its kind touring Shark Exhibition in the simulated wreck ship MS Haitanic.

The tours through the exhibition are guided, either by their team or digitally with headphones.

Partner:



EXHIBITORS

GET A RELAXING 10 MINUTES BREAK AND ENJOY A MASSAGE – PAY WHATEVER YOU FEEL TO PAY FOR IT. 10% OF THE TOTAL PROFIT WILL BE DONATED TO A CHARITY PROJECT IN HAITI (MASSAGE SPACE SPONSORED BY ITB BERLIN): **MASSAGE DEVISON, HALL 3.1, BOOTH NO. 220**

HALL 1.1:

- avenTOURa, Booth no. 211
- Condor Travel, Booth no. 112
- Rainforest Alliance, Booth no. 111a

HALL 3.1:

- Costa Rica Tourist Board – ITC, Booth no. 212, 212a

HALL 4.1:

- Adventure Travel Trade Association, U.S.A., Booth no. 213
- Bio-Hotels Service Team, Austria, Booth no. 101
- DBSV Deutscher Blinden- und Sehbehindertenverband e. V./NatKo Nationale Koordinierungsstelle Tourismus für Alle e. V./ILIS – Leitsysteme, Booth no. 203
- Eco Adventures India, Booth no. 218
- ECPAT/The Code Germany, Booth no. 208
- Forum Anders Reisen, Booth no. 202
- Green Visions, Booth no. 228
- GlZ (Gesellschaft für internationale Zusammenarbeit), Booth no. 200
- Haus der Spezialisten, Booth no. 229
- Latin America World Germany (Organiser of the Experience Adventure, ECOtourism & Expeditions POW-WOW), Booth no. 216
- Nationalparkforstamt Eifel, Booth no. 122
- pocketvillage – life changing journeys, Booth no. 219
- PureQuest Adventures, Booth no. 223
- QMJ Qualitätsmanagement Kinder und Jugendreisen, Booth no. 123
- Rimo Expeditions, Booth no. 234
- Selva Bananito Lodge, Booth no. 233
- Sharkproject, Germany, Booth no. 237
- Social Tours, Nepal, Booth no. 230
- Stockholm Adventures, Sweden, Booth no. 212
- The Blue Yonder, Booth no. 201
- Tourism Watch, Booth no. 207
- Tourism for Peace Jenin & Gilboa, Jordan, Booth no. 225
- Tucano Reps, Perú, Booth no. 211
- UNESCO Heritage Review, Booth no. 239
- UNESCO Weltkulturerbe Grube Messel, Booth no. 224

HALL 5.1:

- Centre for Leisure and Tourism Research, Booth no. 305
- Cologne Business School, (Tourism and Peace), Booth no. 202
- EBC Hamburg, Booth no. 108
- University of Applied Sciences, Eberswalde, Booth no. 311
- Hochschule Bremen, Booth no. 208

HALL 5.2B:

- CHG Earth Casino Group, Booth no. 205
- Dynamic Tours (Tiger Resorts), Booth no. 235
- Kerala Tourism, Booth no. 220
- Orange County Resorts and Hotels, Booth no. 243

HALL 5.2A:

- Sri Lanka Tourism, Booth no. 114

HALL 6.2:

- Hamburg Tourismus GmbH (“Green Capital”), Booth no. 102
- Klimahaus Bremerhaven 8° Ost, Booth no. 101

HALL 10.2:

- International Delphic Council & Partner, Booth no. 106
- Studienkreis für Tourismus und Entwicklung, Booth no. 102
- Young Euro Classic, Booth no. 113

HALL 11.2:

- Biosphere reserve Vessertal – Thüringer Wald, Booth no. 103
- Handicapped-accessible travel/Thüringer Tourismus GmbH, Booth no. 103

HALL 20:

- &Beyond, Booth no. 120
- Lesotho Tourism Development Corporation, Booth no. 135
- Planet Wildlife, Booth no. 123
- World Tourism Organization UNWTO, Booth no. 126

HALL 21:

- Atua Enkop Africa Ltd. & Twiga Tours Ltd., Booth no. 124

HALLE 24:

- Berliner Aids Hilfe, Booth no. 105
- Federal Agency for Nature Conservation, Booth no. 104

HALL 25:

- atmosfair: Consulting tourist businesses on the implementation of carbon footprint analysis, Booth no. 128
- Intrepid Suntrek, Booth no. 146
- Reisemarkt, Booth no. 138
- Studiosus, Booth no. 110

HALL 26:

- CBI, Booth no. 104
- Focus Travel Co. Ltd. Vietnam, Booth no. 128
- Handspan Adventure Travel, Booth no. 110
- Lernidee Erlebnisreisen, Booth no. 132
- Pacific Asia Travel Organisation (PATA), Booth no. 101

(List not exhaustive)

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All ITB Berlin staff members are reducing their carbon footprint on business trips by donating projects in developing countries with the help of **atmosfair**. ITB Berlin supports public transportation and has developed a convenient bus shuttle from hotels to the fairground to save the environment.

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