GIVING WINGS TO SUSTAINABLE RESPONSIBILITY.

6 – 10 March 2019 · itb-berlin.com/csr

COMPACT CSR-RELATED EVENT PROGRAM

EXPERT KNOWLEDGE – included in your ITB Berlin Ticket
Dear Exhibitors, dear trade visitors, dear colleagues, friends and fellow combatants!

During this year’s ITB we will once again celebrate International World Women’s Day which has been recently declared a National Holiday in the city state of Berlin! Brandenburg – as first German federal state – also recently voted for a new law dictating gender parity for the next but one general election: 50% of members of parliament should be women, 50% men. Whether the law will pass is still open. Gender parity in society is still not tangible. We do not claim to have gender parity at ITB either; most of the speakers are still male. Nevertheless, there is hope: We are working on it. I am proud to gather many excellent and engaged women especially at our 2nd Gender Equality in Tourism Seminar and at the 4th ITB-IIPT “Celebrating Her Awards” which will take place at the Palais in the eve of that new, remarkable Berlin Holiday. Male allies are always welcome – we still have a long way to go. On the 8th of March itself we will host a SheTrades panel in the Palais and welcome many special female guests at our renowned ITB – Blue Yonder Responsible Tourism Network Event in the evening at 6 pm in hall 4.1b.

Another subject close to my heart is Human Rights in Tourism. At ITB, we foster dialogue and controversial discussions as they pave the way to awareness. Violations of human rights are manifold; may it be because of age, gender, looks, color of skin, disability, medical condition, economic status, origin, sexual orientation... It is important to address each one of them and to search for solutions rather than looking away. Tourism can help to open doors and to fight discrimination. It will even pay: On ITB Thursday we are expecting a vibrant discussion on whether respecting human rights will economically benefit a destination. Indigenous rights and the challenge to promote an indigenous tourism which is a respectful and community-benefitting, an often neglected subject, will be addressed on Wednesday.

One of the biggest challenges of the future is climate change. A 16-year-old girl from Sweden, Greta Thunberg, has become a global leader, skipping school on Fridays to demonstrate against the environmental sellout – shaming and opening the eyes of all of us. School children from all over the world join in. As I said, there is hope! “I don’t want your hope, I want you to panic!”

Uncontrolled tourism is according to the WWF one of the biggest dangers – overtourism is not only an excess of uncontrolled growth but also a severe threat to the environment and social peace. We will discuss solutions how to intelligently overcome this growing problem at several sessions of the ITB Berlin Convention. Climate change, innovative mobility and changing customer demands are the other key topics.

The ITB CSR Day, among other significant subjects, will also address the pollution of our waters: 10 million tons of litter is dumped into the sea per year. This is not only having a negative impact on idyllic beach holiday destinations and tourism but on our ecosystem as a whole. To support best practices, ITB is proud to give out the ITB Earth Award to a destination showing global leadership in combating environmental degradation in the frame of the Sustainable Top 100 Destination Awards Ceremony taking place on Wednesday in the Palais.

“There is no business on a dead planet!”* Thank you for not looking away, thank you for participating and getting involved!

Yours, sincerely
Rika Jean-François, Commissioner ITB Corporate Social Responsibility

*Mina Cijjenovitch in Forbes Media
WEDNESDAY, 6 MARCH 2019

MEETING POINT: BRANDENBURG GATE, BERLIN MITTE

07.00 – 08.00 GO RUN WITH ITB! Pack your running shoes and join a 5 km morning run in beautiful Tiergarten offered by Go Running Tours (www.gorunningtours.com). No matter if you are a trade visitor, exhibitor, buyer or just want to slip into the role of a tourist before business starts at ITB Berlin, kick off your day in Berlin with a free social run each day at 7am. Starting and finishing at the centrally located Brandenburg Gate runners will enjoy a leisurely run with local guides passing by some famous landmarks like Lusenineral. This unique, healthy and green activity will not only show you a beautiful, hidden part of Berlin but also gives you an ample opportunity to connect with other sportive guests in an informal and casual setting. Pace: We will run in groups of 5 min/km, 6 min/km and 6.30 min/km.

ITB Berlin participants also enjoy a 10% discount on all private running tours in Berlin during ITB Berlin with the code: "RUNITB" during checkout at www.gorunningtours.com/germany/berlin

Contact Person: Stephen Moore, E: gorunningtoursberlin@gmail.com

HALL 4.1, Booth 230

11.00 – 16.00 UNESCO AND YOUTH

Today, more than ever, young women and men are change-makers, building new realities for themselves and their communities. All over the world, youth are driving social change and innovation, claiming respect for their fundamental human rights and freedoms, and seeking new opportunities to learn and work together for a better future.

HALL 4.1A, CENTRAL STAGE (BIG STAGE)

12.40 – 13.00 PUTRAJAYA – URBAN PARADISE FOR CREATURES GREAT AND SMALL

Putrajaya is home to one of the most unique green spaces in the world. Almost 40% of the city area are allocated for lakes, parks and open spaces, creating a perfect balance between development and nature. Our famous man-made wetlands boast an amazing and diverse flora and fauna species. Putrajaya lake and wetlands are recognized as one of the Ecohydrology Demonstration Site by UNESCO-IHP Ecohydrology Program and “swimming is permitted in Putrajaya lake.”

• Tengku Aina Binti Tengku Ismail Shah, Director, Corporate Communication Division of Putrajaya Corporation

13.00 – 15.00 TOURISM, SUSTAINABILITY AND RESEARCH FOR EUROPE

13.00 – 13.10 OPENING FORUM TOURISM, SUSTAINABILITY AND RESEARCH FOR EUROPE

in German only

• Landrat a.D. Friedel Heuwinkel, Director of the FHM Institute for SMEs, President of the Association of German Nature Parcs, Bielefeld
• Prof. Dr. habil. Torsten Fischer, Direktor "International Affairs", Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Bielefeld

13.10 – 13.20 INTRODUCTION TO CURRENT CHALLENGES IN EUROPEAN TOURISM AND HOSPITALITY

in German only

• Prof. Stephan Gerhard, Professorship for Hospitality Development, Fachhochschule des Mittelstands (University of Applied Sciences) FHM Berlin and Treugast Solutions Group, München

13.20 – 13.35 EU-PROJECT "JOB TO STAY" FOR THE INTEGRATION OF REFUGEES INTO THE TOURIST LABOR MARKET – FIRST RESULTS

in German only

• Prof. Dr. Johannes Treu, Professorship for Business Administration & Management, Fachhochschule des Mittelstands (University of Applied Sciences) FHM Schwerin

13.45 – 14.00 INTERPRETATIONS OF CULTURAL HERITAGE FOR A SUSTAINABLE EUROPEAN TOURISM

in German only

• Prof. Dr. Johannes Treu, Professorship for Business Administration & Management, Fachhochschule des Mittelstands (University of Applied Sciences) FHM Schwerin

14.00 – 14.15 ARCHAEOLOGICAL TOURISM PRODUCTS AND SERVICES IN EUROPE THROUGH HERITAGE INTERPRETATION

in German only

• Ass.-Prof. Dr. Alberto Moreno Melgarejo, Ass.-Prof. at the Faculty of Social and Communication Sciences, Department of Marketing and International Business, Universidad Europea Madrid; Spain

14.30 – 15.00 DISCUSSION “TOURISM, SUSTAINABILITY AND RESEARCH FOR EUROPE”

Moderated by: Prof. Dr. Heike Bährs, Professorship for International Management & International Business Administration, Fachhochschule des Mittelstands (University of Applied Sciences), HHM Berlin

Panels:
• Prof. Dr. habil. Torsten Fischer, Prorektor “International Affairs”, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Bielefeld & Scientific Director of FHM Berlin
• Prof. Dr. Johannes Treu, Professorship for Business Administration & Management, Fachhochschule des Mittelstands (University of Applied Sciences) FHM Schwerin
• Prof. Dr. Ulrike Fenger, Professorship for Leisure Management with the focus on Health & Tourism, Fachhochschule des Mittelstands (University of Applied Sciences) FHM Schwerin

• Landrat a.D. Friedel Heuwinkel, Director of the FHM Institute for SMEs, President of the Association of German Nature Parcs, Bielefeld

Followed by Get Together and Reception in the course of the forum “TOURISM, SUSTAINABILITY AND RESEARCH FOR EUROPE” at the YIG-LOUNGE, Booth 107a

15.00 – 16.00 HUMAN RIGHTS IN PRACTICE: WORKING CONDITIONS IN TOURISM

Tourism’s extensive international supply chain, high dependency on seasonality, day and night service supply and a high share of outsourced temporary staff, present challenges in the respect of labour rights. How can tour operators create decent and fair working conditions, and how can challenges be addressed?

Moderated by: Antje Monshausen, Senior Policy Advisor, Bread for the World, Chairwoman Roundtable Human Rights in Tourism

Panels:
• Myriam Barros, President Association of the chambermaids “Las Kellys”; Lanzarote
• Susana Corin Baumann, CSR Manager, VENTURA Travel
• Sibylle Baumgartner, Director and Co-Founder, focusight
• Madhu Rajesh, Director, International Tourism Partnership (ITP)

16.00 – 17.00 TOURISM RELATED LAND GRABS, EVictions AND DISPLACEMENTS

The problem of tourism related land grabs and resulting human rights violations is a global phenomenon. How can tourism businesses respect land rights as an integral part of their human rights due diligence practices?

Moderated by: Dr. Minu Hemmati, Consultant, Germany

Panels:
• Prof. Andreas Neef, Department Development Studies, University of Auckland; New Zealand
• Dr. Mary Kristieke Baleva, External Relations and Policy Specialist, ASEAN Centre for Biodiversity, Philippines
• Sibylle Baumgartner, Director and Co-Founder, focusight; Switzerland

17.00 – 18.00 TOURCERT – 10 YEARS OF COMMITMENT TO SUSTAINABLE TOURISM: JUBILEE CELEBRATION & CERTIFICATION CEREMONY

Since 2009, TourCert promotes more responsible travel. The event will showcase and celebrate the development and its actors, including a poetry presentation.

Opening: Marco Giraldo, TourCert Managing Partner

Moderated by: Nadine Kreutzer, Journalist & Radio Presenter

Panels:
• Günter Koschwitz & Angela Giraldo, Founders of TourCert
• Jessy James LaFleur, Spoken Word Artist

Followed by Get-Together & Fingerfood
WEDNESDAY, 6 MARCH 2019

HALL 4.1A, WYSE TRAVEL CONFEDERATION / BOOTHE 100

16.00 – 16.30 “WOMEN’S EXPEDITIONS: BREAKING THE BARRIERS OF TRADITIONAL TOURISM”
- Lynsey Kirk, Intrepid

17.00 – 17.30 CREATING MEMORABLE LOCAL EXPERIENCES FOR INSPIRATION-HUNGRY MILLENNIALS
- Yaron Saghiv, Culture Trip

HALL 4.1B, ADVENTURE STAGE (SMALL STAGE)

10.00 – 10.10 WELCOME ADDRESS POW-WOW
Earth’s natural, cultural and geological wealth – Envisioning a responsible, sustainable and regenerative tourism
- Mariana McGill, Consulting Partner, ITB Berlin; Hall 4.1b and Pow-Wow for Tourism Professionals, Founder and Managing Director, Latin America World, Germany

10.10 – 10.30 KEYNOTE ADDRESS
World Heritage Journeys of the European Union – New ways to experience Europe’s cultural world heritage
The European Union has a fascinating collection of UNESCO World Heritage sites, which reflect the incredible depth and diversity of European culture. The sites tell a rich history and the many ways in which European ideas, inventions, people and cultures continue to connect with the world.

- Peter DeBrine, Senior Project Officer, UNESCO World Heritage Nature, Sustainable Tourism and Outreach Unit (CLSH/WH/INTO), France

10.30 – 10.45 MESSEL PIT UNESCO WORLD HERITAGE SITE – STORYTELLING ABOUT A UNIQUE NATURAL LANDSCAPE
The landscapes we know have undergone a long period of time and they have seen many changes since the Earth had got a lithified that carries our landscapes. Mesel Pit is a location with has witnessed dynamic processes. It is within a volcanic frame for this challenge.

- Dr. rer. Nat. Marie-Luise Frey, Business Manager, Messel Pit UNESCO World Heritage Site; Germany

11.00 – 11.30 UNKNOWN WINTER ADVENTURE ACROSS TRANS-SIBERIAN RAILWAY
ExpolRusia is organizing winter tours across the Trans-Siberian railway. Why it is worth it? What are the super cool things to do there in winter? Discover less known places like the Republic Buryatia and Ulan Ude, its capital. It is situated east of famous lake Baikal. Its people are Buddhists and also practices Shamanism, strong local traditions and still speak their own language (along with Russian). It is just so different from what is perceived to be Russia that it is an absolute pearl.

- Olga Sitnik, Co-founder, ExpolRusia; Russia
- Anna Mikhailkina, Co-founder, ExpolRusia; Russia

11.30 – 12.00 AN INSIGHT INTO THE “GARHWAL HIMALAYAS” IN UTTARAKHAND, INDIA
The Garhwal Himalayas are part of the Indian Himalayas in the Indian state of Uttarakhand. There are many glaciers and mountains in this region, which fed prominent rivers in India like the Ganges, the holiest of the Indian rivers. This part of the Indian Himalayas is closely associated with Indian mythology, scriptures and religion. Our attempt is to introduce you to this part of the Himalayas and talk about the iconic trekking routes in this region.

- Milind Bhide, Managing Director, Countryside Adventure Holidays Pvt LTD; India

12.00 – 12.30 PANEL DISCUSSION
Long-distance trails and thematic routes:
- Thierry Joubert, Managing Director, Green Visions; Bosnia and Herzegovina / The Netherlands
- Alex Creav, External Expert for Media Outreach, Regional Cooperation Council (RCC) Triple P Tourism; Bosnia and Herzegovina
- Danko Cosic, Director of Programmes, Danube Competence Centre; Serbia

12.30 – 13.00 THE NAMIBIA CROSSING – FIVE DAYS, TWO AFRICAN COUNTRIES, ONE ANCIENT MOUNTAIN WILDERNESS
Two Inspiring trails traversing remote transfrontier landscapes in Southern Africa with rich natural and cultural histories and landscapes.

- Roland Vorwerk, Marketing Manager, Boundless Southern Africa; South Africa

13.00 – 13.30 ASEAN STATES – TREASURE TROVE OF CULTURAL TOURISM
The member countries of the Association of Southeast Asian Nations (ASEAN) are amongst the fastest developing ones in the world. An ever-growing cross-border cooperation has created one of the most culturally diverse, yet easily accessible regions, which offer its visitors a chance to explore a medley of cultures, traditions and mentalities. As a responsible tour operator, we should strive to allow our clients a deep insight into those fantastic cultures.

- Michael Bednarek, Managing Director, Roundtrips.Global; Germany

13.30 – 14.00 SCENIC TRAILS ON THEIR WAY TO SUSTAINABILITY – DIVING INTO THE TRADITIONAL WORLD OF ANDEAN PEOPLE
Be it the world famous historic sanctuary of Machu Picchu, the sacred mountain Apu Ausangate or other scenic trails in the country of Peru, sustainability plays an important role for the conservation and protection of flora and fauna, geological formations, archaeological remains and the beauty of the landscape. Also, the local communities with ancient culture and traditions of great significance in the development. Partners of TourCerti will give you an insights through impressive film material.

- Marco Giraldo, Managing Director, TourCerti; Germany and Peru

14.00 – 14.30 CHERISHING MADAGASCAR’S NATURAL AND CULTURAL LANDSCAPE
Madagascar has always been known and visited for its diverse and singular fauna and flora. While this is a great reason to visit the island, most people don’t know that Madagascar is also home to a plurality of ethnic groups that are very particular in the world. The combination of these attributes makes this island a territory full of exceptional natural and cultural landscapes. Therefore, this presentation gives the audience the opportunity to learn about the natural and cultural idiosyncrasy of Madagascar all explained from the perspective of three local associations, which are dedicated and committed to the promotion of a more responsible and sustainable tourism.

- Felana Randrianarisoa, Regional Technician, Accueil Villageois Malagasy (AVMA); Madagascar
- Henintsoa Andrea Rakotomalala, National Coordinator, Madagascar Tourisme Rural (MATOR); Madagascar
- Natalia Vega Corpus, Junior Advisor for the Environmental Programme PAGE / GIZ; Madagascar
14.30 – 15.00 GLOBAL GEOPARKS NETWORK – PROMOTING NATURAL AND CULTURAL HERITAGE THROUGH RESPONSIBLE TOURISM
The Global Geoparks Network (GGN), existing since 2004, is a not-for-profit organisation and a dynamic network where members are committed to work together, exchange ideas of best practise, and promote conservation as well as management and communication to society of the Earth heritage cooperating with UNESCO. Global Geoparks are areas of geological significance in Earth history, including landscapes and geological formations, which are key witnesses to the evolution of our planet and determinants for our future and to promote sustainable development, for example through geo-tourism and education. The GGN has established a partnership with UNWTO the International Year of Sustainable Tourism.

• Prof. Dr. Nikolaos Zouros, President, UNESCO Global Geoparks Network; University of Aegean, Department of Geography, Lesvos Island UNESCO Global Geopark; Greece

15.00 – 15.30 WHEN THE ROAD IS THE DESTINATION – SCENIC ROADS AND TRAILS IN IRAN
One cannot talk about travelling through a country as a tourist and not make references to trade and communication route of its past. In Iran, one cannot travel through the country without making references ancient roads such as the Silk Road or the Royal Road. Today's travelers crossing the country encounter many ghostly remnants of caravanaries, communication towers, castles and fortifications as modern roads cross the path of the old or along-side these. One of the most celebrated roads for its scenic value is the road from Asalem in Gilan province to Khalkhal in Ardabil. Tourists will do well by trying the route on foot and of the terraced road.

• Dr. Reza Mirmiran, Senior Advisor, Land of Turquoise Domes Tour and Travel Company; Iran

HALL 4.18, ADVENTURE STAGE (SMALL STAGE)

15.30 – 16.00 THE TRANSCAUCASIAN TRAIL – CONNECTING REGIONS AND CONNECTING PEOPLE IN ARME
The Transcaucasian Trail (TCT) founders’ vision is a world-class, long-distance hiking trail that follows the Greater and Lesser Caucasus Mountains and connects diverse communities and ecosystems, providing lasting and value-ranging benefits to people and the environment. By developing, promoting, and maintaining the Transcaucasian Trail, the team behind the project strives to improve access to the region’s diverse cultural and natural heritage and encourage its preservation, benefiting local communities and trail users through the development of sustainable tourism.

Sebastian Falk, Tourism Development Advisor, State of Tourism Committee, Ministry of Economic Development and Investments; Armenia

• Tom Allen, Explorer and Advisor, Transcaucasian Trail Association; United Kingdom
• Sebastian Falk, Tourism Development Advisor, State of Tourism Committee, Ministry of Economic Development and Investments; Armenia

16.00 – 16.30 WORLD HERITAGES BRIDGING THE BALTIC SEA – DEVELOPMENT ON UNESCO NATURAL AND CULTURAL ASSETS
The three-year project Development of UNESCO Natural and Cultural Assets (DUNC), funded by the Interreg South Baltic Programme, aims to unlock the potential of the South Baltic Sea region’s assets by developing an effective, sustainable tourism strategy for its UNESCO World Heritage Sites and Biosphere reserves. The focus of the Project is to facilitate networking and clustering of tourism stakeholders, create quality activities that help to prolong the tourist season, promote economic growth. A strong and lasting cooperation between the different sites is beneficial for the whole region and crucial for defining the region’s position on the global stage. We are working on identifying the sustainability challenges and find solutions that allow us to welcome more guests without compromising the environmental, social and economic sustainability of the region.

• Cristina Nazzari, Project Manager, The Costal Union Germany (EUCC-D); Germany

16.30 – 17.30 KAYAH STATE AND TANINTHARYI REGION, MYANMAR – AMAZING ETHNIC DIVERSITY AND SPECTACULAR LANDSCAPES
In this event, the spotlight will be on Myanmar as a new travel destination in search of innovative and sustainable travel products. The International Trade Centre (ITC), focal point within the United Nations system for trade-related technical assistance, is supporting sustainable tourism development in Kayah state and, more recently, in Tanintharyi Region, emerging travel destinations, respectively strategically located South of the Irrawaddy and at the border with Thailand in the southern Myanmar.

You will be inspired by new and upcoming cultural, adventure and community tourism products, which can be integrated in existing and new Myanmar travel packages.

• Giulia Macola, Associate Programme Officer, NTF IV Myanmar International Trade Centre (ITC), Switzerland
• Peter Richards, Expert, Cultural Community Tours Development and Market Access, International Trade Centre (ITC); Switzerland

17.30 – 18.00 6TH ANNUAL SHORT FILM SHOWCASE
Best sustainable Tourism Films of 2019
Join GLP Films and ITB Berlin for this popular annual event! GLP Films will showcase award-winning short films on sustainable tourism, adventure travel, food travel and more from around the globe. Featured films or videos will be pre-selected from top travel brands and destinations, including recent releases from emerging destinations, along with films on adventure, food, culture, luxury, sustainability and more. Free beer and popcorn, while supplies last.

• Rob Holmes, Founder and Chief Strategist, GLP Films; USA

18.00 – 18.45 NETWORKING COCKTAIL RECEPTION
brought to you by UNESCO Global Geoparks
Meet, connect, have fun and stay in touch! Join us in our effort to foster socially-responsible and sustainable tourism worldwide! The special Welcome Cocktail Networking Reception, sponsored by UNESCO Global Geoparks, provides the opportunity to make new business contacts. The event is open to Hall 4.1b exhibitors, trade visitors, partners and sponsors.

HALL 7.1A, NEW YORK 1

11.00 – 11.45 KEYNOTE: DIGITALISM & HUMANITY: HOW DIGITAL TRANSFORMATION IS MAKING THE HUMAN ELEMENT MORE AND MORE IMPORTANT
We are living in breathtaking times in which the impossible seems to be becoming possible. We will change more in the next 30 years than we did in the last 200. When everything that can be digitalized is digitalized, the non-digitalizable becomes more and more valuable: personality, relationships and meaning. We should become powerful thinkers about the future, for a valuable and meaningful human existence. We should fight for value-creating innovation. And above all, we should be agents for the people who, in times of multiple options and hyper-individualization, have a great longing for meaning, belonging and genuine relationships. And let us be visionaries who have the courage to use technology and bring benefits to people – not the other way around.

Nicole Brandes, Int'l. Management Coach, Author and Partner, Zukunftsinstitut

ITB BUSINESS TRAVEL FORUM

16.00 – 16.45 INNOVATIVE SHARING CONCEPTS WILL CHANGE THE BUSINESS TRAVEL MARKET IN THE LONG TERM
Business Travel will change lastingly through forward-looking sharing concepts and only open-minded companies can create added value for their employees and increase satisfaction.

• Jörg Mayer, Founder & CEO, CityLoop Travel GmbH

17.00 – 17.45 URBAN MOBILITY IN TRANSITION
A traffic collapse threatens many cities, therefore a rethinking of urban mobility is necessary. One key is the Sharing Economy. What does this change mean for the business traveler?

• Alexander Mönch, General Manager, mytaxi Germany
WEDNESDAY, 6 MARCH 2019

HALL 11.1, ITB YOUNG PROFESSIONALS DAY

16.00 - 16.45
MOTIVATION AND EMOTION IN THE TRAVEL BUSINESS
Selling, motivating people and inspiring is the door-opener for – nearly everything? Using the example of adventure trips, Ingo Lies humorously explains why emotions are the key to every human being, and thus the basis for every motivation. Without the right communication, products and services are worthless. But how do you manage to sell products well and convince others of your idea? We are looking forward to thrilling images, terrific expertise and lots of emotion.
Speaker: Ingo Lies, Founder & Managing Director, Chamäleon Reisen

17.00 - 17.45
PRESENTATION OF THE DGT-ITB SCIENCE AWARD
The German Society of Tourism Research (DGT) and ITB Berlin present awards for excellent thesis papers. The best dissertation, the best paper by a young talent, the best paper about sustainability in the tourism industry, and the best paper about the digitalization of the tourism industry.
Moderated by: Dr. Tanja Hörttnagl-Pozzo, Lecturer, Management Center Innsbruck (MCI)

HALL 19, PALAIS AM FUNKTURM, AWARD STAGE

14.00 - 15.00
THE ART OF ENGAGING AND SUSTAINING AUTHENTIC INDIGENOUS EXPERIENCES
organized by ITB in cooperation with responsontour + WITTA
Welcoming Dance Performance & Opening by representatives of the Ma’u Henua Indigenous Community, Easter Island.
The Indigenous Tourism Seminar will offer a discussion around the definition of Indigenous Tourism and share visions of Indigenous Earth-Wisdom. “Weaving a Future That Benefits All of Us”: Indigenous senior consultants from the USA, New Zealand, Easter Island and Sweden will discuss themes of good practices among successful indigenous experiences and explore how indigenous tourism can shape a conscious movement to make tourism a powerful tool to protect the planet and its inhabitants.

Welcoming note: Rika Jean-François, Commissioner, ITB Corporate Social Responsibility

Moderated by: Aurélie Debusschère, CEO of Native Immersion, Europe Agent of WITTA
Keynote: Ben Sherman, Chairman, World Indigenous Tourism Alliance WINTA

Panelists:
• Aninna Sandberg, founder / CEO, Visit Natives, Norway
• Edith Magdalena, Director of Rapahelii Tourism Authority, Easter Island (Rapa Nui)
• John Barrett, Kapiti Island, Acteon, NZ

16.00 - 17.00
SUSTAINABLE DESTINATIONS TOP 100 AWARDS 2019
– Including the ITB EARTH AWARD
Destinations are key players in enforcing sustainability in tourism, but their efforts were hardly recognized. This is now changing. ITB provides its prime auditorium to an award scheme exclusively dedicated to destinations.
Greetings: Rika Jean-François, Commissioner, ITB Corporate Social Responsibility

Moderated by:
• Albert Salman, President, Green Destinations, Netherlands
• Volker Tjoles, Publisher & Editor, TravelMole VISION on Sustainable Tourism

Followed by reception (by invitation only)

18.00 - 20.00
GLOBAL REPORT ON WOMEN IN TOURISM II: LAUNCH EVENT
The report will compile the latest statistical data and in-depth examples of good practice to illustrate the contribution tourism is making towards the UN Sustainable Development Goal 5 – Achieving Gender Equality and Empowering all Women and Girls. During the launch event, high-level representatives from the 5 partners (UNWTO, G20, World Bank Group, UN Women and amadeus) will present the key findings.
by invitation only

Another possibility to listen to a short presentation of the findings will be on Thursday, March 7 at 13.00 at the Gender Equality Seminar in the Palais.

ITB DESTINATION DAY 1

11.00 - 11.45
KEYNOTE-PANEL: OVERTOURISM REVIVED: BEST DEMONSTRATED PRACTICES INSTEAD OF “BUSINESS AS USUAL”
In Cooperation with UNWTO –

Infinite growth cannot work in a finite space: The intensity and growth of conflicts in more and more tourist hotspots shows that things cannot go on as before. In the meantime, a number of solutions have been found for severely affected urban destinations. How can a destination set the right conditions for sustainable growth – on a national, regional and local basis? Results of a global empirical exclusive study by Travelzoo and ITB also show when tourists accept or desire access and price barriers, smart technologies, tourist selection and visitor guidance. What are the lessons learned and best practice examples? And last but not least: Can the findings also be applied to increasingly affected rural attractions?

Introduction & Moderation: Sunita Rajan, Senior Vice President Advertising Sales, CNN

Panelists:
• Dr. Manuel Butler, Executive Director, World Tourism Organization (UNWTO)
• Prof. Dr. Albert Poutma, CELTH & Partner
• Sharry Sun, Global Head of Brand, Travelzoo
• Romana Vlastic, Director at DUBROVNIK TOURIST BOARD & Convention Bureau

13.00 - 13.45
STUDIOUS DEBATE: VACATIONING IN THE ARAB WORLD: ARE THE GOLDEN YEARS COMING?
From beach tourism to cultural vacations: Demand for travel to the Arab world is now higher than it has been for a long time. Although it is not quite as high as it once was, the upsizing is gaining momentum and has reached numerous countries – from Morocco, Tunisia, Egypt and Jordan to the United Arab Emirates and Oman, partner country of ITB 2020. What are the reasons for the surge in demand? How well prepared are the countries for the rising number of guests, and how great is the upswing’s potential? Which strategies are individual destinations pursuing, and which tourism projects are planned? How do current events affect demand, and how political are the tourists?

Moderated by: Tanja Samrotzki, journalist

Panelists:
• HE Rania A. Al-Mashat, Minister of Tourism, Arab Republic of Egypt
• Paul-Anton Kroeger, Deputy Foreign Editor, Süddeutsche Zeitung
• Peter Strub, Chief Operations Manager, Studious Reisen

14.00 - 14.45
PRESENTATION OF WTCF PUBLICATIONS ON CHINA OUTBOUND TOURIST CONSUMPTION AND WORLD TOURISM ECONOMIC TRENDS
Since 2016, WTTC has joined hands with TRC-CASS to carry out research work on world tourism economic trends and publish the Report on World Tourism Economic Trends annually, attracting extensive attention from both inside and outside the tourism industry. The objective of the World Tourism Cities Federation’s Market Research Report on Chinese Outbound Tourist (City) Consumption 2017-2018 is to identify trends, understand its potential impacts on the product development, distribution and sale and benefit from the chances modern communication and online sales technology provide.

Sophie Zhang, Senior Manager for Programs and Projects of World Tourism Cities Federation (WTTC), Member of UNWTO QUEST Advisory Board
Dr. Jin Zhu, Secretary General of the Tourism Research Centre, Chinese Academy of Social Sciences

16.00 - 16.45
FUTURE GROUNDBUSINESS MOBILITY PANEL
Transport systems at a turning point: Autonomous means of transport and the digital revolution, business models and mobility platforms for sharing, electric power systems, minibuses, rental bicycles, car clubs, etc. – we are entering a new age of mobility. Is the traffic collapse in cities avoidable? What are the consequences for business and leisure tourism? What should cities and rural areas with tourist attractions do now to make their transport systems fit for the future?

Moderated by: Birgit Fehst, Moderator, Coach, Speaker

Panelists:
• Wolfram Auer, Deputy Director International Business Development, Doppelmayr Seilbahnen GmbH
• Stephan Pfleffer, Head of Strategic Partnerships & Public Affairs, iasi (Deutsche Bahn)
• Christoph Weigler, General Manager Germany, Uber

Followed by ITB Ministers’ Roundtable: Future Ground Mobility: The Expansion Of Tourism Infrastructure – In Cooperation With MC Group –
CSR PROGRAM

WEDNESDAY, 6 MARCH 2019

11.00 – 11.45
BALTIC SEA CYCLE ROUTE: CONTINUOUS CYCLING WITHOUT LIMITS ON A HIGH QUALITY CYCLING ROUTE

Bicycle tourism will remain an important growth market in the coming years. The example of the Baltic Sea Cycle Route shows how improved coordination of international cooperation can lead to an optimization of offers and more effective marketing of the regions. Up-to-date, comprehensive empirical data for Denmark, Germany and Poland illustrate the status quo and provide the basis for Vision 2030, as well as insights into the continued strategic orientation of the Baltic Sea Cycle Route.

Moderated by: Fong Choo Leong, Bicycle Tourism Officer, German Cyclists’ Association ADFC

Panelists:
- Adam Bodor, Advocacy and EuroVelo Director, European Cycling Federation (ECF)
- Marta Cherkowska, Director, Tourism Department, Marshal Office Pomorskie Voivodeship, President of Pomorskie Tourist Board
- Jesper Perksen, Director, Danish Cycling Tourism
- Carolin Ristau, Marketing and Public Relations, Mecklenburger Raddtour

12.00 – 12.45
OVERTOURISM: SMART CONTROL VIA DIGITAL TECHNOLOGIES

Digital technologies and smartphones can untangle streams of visitors. Visitors can be guided away during rush hours or from over-visited hotspots. What do effective technology solutions look like, and which data are required from which sources? What have been the experiences so far with the innovative apps on the market? Do users accept “smart recommendations”? Researchers and pilot users explain and discuss the potential of digital technologies.

Introductory presentation:
- Dr. Manuel Butler Halter, Executive Director, World Tourism Organization (UNWTO)
- Dr. Ko Koons, Associate Professor, CELTH/Reda University of Applied Sciences

Moderated by: Dr. Ko Koons, Associate Professor, CELTH/Reda University of Applied Sciences

Panelists:
- Dr. Manuel Butler Halter, Executive Director, World Tourism Organization (UNWTO)
- Geertje Udo, Associate Director Marketing Strategy, Amsterdam Marketing
- Joan Torrella, Managing Director, Turisme de Barcelona

13.00 – 13.45
OVERTOURISM – THE GLOBAL TOURIST’S VIEW

Overtourism is increasingly dampening the destination experience of international tourists. However, the specific tourist groups who perceive overtourism particularly negatively, the avoidance strategies they apply and the destination measures they might accept are all largely unexplored. The latest exclusive international study by Travelzoo and ITB sheds light on the darkness for the first time and provides destination managers with important decision-making aids in dealing with one of the biggest challenges in international tourism – both today and in the future.

- Sharry Sun, Global Head of Brand, Travelzoo

14.00 – 14.45
LATIN AMERICA FORUM: BECOMING AN INSTANT HIT WITH INSTAGRAM? MAKING AND “UNMAKING” OF A DESTINATION – NOT ONLY IN LATIN AMERICA

Selfies, tips and photos that spark yearning: how much influence do social media actually have on the popularity of countries and regions? Can blogs, videos and photo series “make” a destination or is it out of play? What do influencers actually influence in tourism? Are cities and tourist offices pursuing digital strategies, e.g. in response to overtourism? And why is Peru’s Rainbow Mountain becoming a disappointment for some tourists? Media and tourism experts will be discussing the rapid transformation of destination advertising in social media, YouTube and other platforms, taking Latin America as an example. What are the trends, and what challenges are there for a “special destination”, beyond the overcrowded ones that feature in all the postings, to attract the attention of tourists?

Moderated by: Andreas M. Gross, Chairman, ARIGE Latinamerika e.V.

Panelists:
- Gycs Gordon, Director, Commercial Office of Peru
- Frank Grafenstein, Managing Director, neusta Grafenstein GmbH – experts in tourism marketing
- Ania Koneczko, Youtuber, Podcaster, Blogger, Geh Mal Reisen
- Jewgeni Patrouchev, Senior Tourism & MICE Consultant, PROCOLOMBIA
- Sarah Plack, Travel Blogger
- Daniel Schlegel, Youtuber, Podcaster, Blogger, Geh Mal Reisen

15.00 – 15.45
MEKONG TOURISM FORUM: FILM TOURISM AND VISUAL STORYTELLING

– in cooperation with MTICO and PATA – Film has inspired millions to visit destinations. Learn from experts about the power of movie productions to user-generated videos and how they can be integrated into destination marketing. The event is covering how films and videos of professional filmmakers as well as user-generated short films and social media content have impacted tourism in destinations both positively and negatively, and how visual storytelling can drive change and educate about cultures and conservation. It will also be discussed what made the award-winning MekongMoments.com and the Mekong MiNi Movie Festival so successful.

Welcome & Introduction: Gerrit Krueger, Managing Director, Chameleon Strategies

Moderated by: Dr. Mario Hardy, CEO, Pacific Asia Travel Association (PATA)

Panelists:
- Rob Holmes, Founder & Chief Strategist, GLP Films
- Jens Thraenhart, CEO, Mekong Tourism Coordinating Office (MTICO)
- John Williams, VP Business Development, BBC Worldwide

17.00 – 17.45
SUSTAINABLE FOOD & BEVERAGE MANAGEMENT IN DESTINATIONS

Sustainable food & beverage management can become the linchpin of sustainable destination development. In a completely redesigned supply chain, authentic, regional, sustainably-produced agricultural products such as wine or olive oil are offered or presented in hotels and on excursions. The results are more sustainable agriculture, improved customer experiences and product quality and higher local added value. The example of Crete shows how customers react to such offers, how local agriculture has been integrated and how hoteliers participate in the development.

Moderated by: Andreas Koch, Managing Director, blueContac GmbH

Panelists:
- Sotiris D. Bampagiouris, Co-Founder & CEO, LOCAL FOOD EXPERTS s.c.e
- Konstantinos G. Bouyouris, Co-Founder & Chief Project Officer, LOCAL FOOD EXPERTS s.c.e
- Maria S. Valerga, Sustainability & Food Safety professional in Tourism, LOCAL FOOD EXPERTS s.c.e

GROSSER STERN, HONGKONG

11.00 – 12.00
DIGITALISATION AND VOICECONTROL IN THE HOTEL INDUSTRY

organized by Greenline Hotels

14.00 – 15.00
PRESS CONFERENCE: 100 YEARS OF BAUHAUS – HIGHLIGHTS FOR 2019

The great Centenary will be celebrated in 2019 with numerous activities across Germany. Under the motto “Rethinking the world” the Bauhaus Association in cooperation with regional, national and international partners facilitates the re-discovering of the Bauhaus’ historical testimonies as well as its importance for the present and the future.
THURSDAY, 7 MARCH 2019

MEETING POINT: BRANDENBURG GATE, BERLIN MITTE

07.00 – 08.00
GO RUN WITH ITB!
Pack your running shoes and join a 5 km morning run in beautiful Tiergarten offered by Go Running Tours (www.gorunningtours.com). No matter if you are a trade visitor, exhibitor, buyer or just want to slip into the role of a tourist, this is your opportunity to connect with other sportive guests in an informal and casual setting.

PACE: We will run in groups of 5, 6, 6.30 min/km.

We look forward to your participation.

Contact Person: Stephen Moore, E: gorunningtourberlin@gmail.com

FUNKTURM LOUNGE (FAIRGROUNDS)

10.45 – 11.45
FROM BAUHAUS TO BACH
From Industrial Culture to Cultural Gardens: Destination Central Germany introduces its annual highlights.

Hall 4.1B, Booth 264

10:00 – 10:30
OWNERSHIP OF THE LOCAL COMMUNITIES – A SUCCESSFUL TOURISM PRODUCT

Panelists:
- Helmut Hoffer, Chairman of Kultusministerkonferenz, Minister for Education, Youth and Sport in Thuringia
- Hans-Dieter Heine, Chairman BundesForum Kinder- und Jugendreisen
- Oliver Engelhardt, DIH Unterweser-Ems, member Bündnis Schul- und Klassenfahrten
- Bernd Dohm, Managing Director Deutsches Jugendherbergswerk
- Yvonne Nägel, Manager Jugendherberge Ravensbrück

14.00 – 15.00
HAPPY HOUR MADAGASKAR: RESPONSIBLE TRAVEL
Madagascar is a paradise for nature and culture lovers. Let yourself be enchanted by Madagascar’s fascinating fauna and flora as well as its cultural diversity! We cordially invite you to our Happy Hour of the common booth “Madagascar: Responsible Travel and Authentic Experiences.” Meet local tour operators and associations with the focus on responsible tourism. Discuss the many possibilities of an authentic, responsible travel through the exotic island Madagascar. Enjoy typical Malagasy delicacies from Madagascar in a relaxed atmosphere together with interesting conversations!

Please register at rotatingmas@contour.info.

16.00 – 16.45
ANTI-MOBBINING TRAINING FOR SCHOOL TRIPS AND YOUTH TRAVEL: USE SOCIAL-PSYCHOLOGICAL EFFECTS AGAINST MOBBING AND RACISM

- Thorsten Kriβer, Helden e.V.

HALL 4.1A, CENTRAL STAGE (BIG STAGE)

13.00 – 14.00
WYSE CONFEDERATION
Lifestyle marketing for youth travel and hospitality

Every brand has a story to tell, but not every story is interesting to millennials and gen Z travellers. Influencers, brand ambassadors, experiential marketing gurus, and creative digital agencies are all at your disposal, but what actually works? Learn from some of the brands getting it right when it comes to lifestyle marketing, co-creation, UGC, and ultimate travel and hospitality experiences for young travellers.

Moderated by: David Chapman, Director General, WYSE Travel Confederation

14.15 – 15.30
FRATION DIE LINKE, DEUTSCHER BUNDESTAG

TRAVERS EDUCATES
In earlier years, school trips were common in Germany. Nowadays, there are diverging regulations in each of the German Federal States. It is not granted anymore that each pupil will be able to take part in such a trip at least once during their school days. School trips are not only fun but also an important part of education. Intention of Die Linke is to assure that all pupils will be able to take part in a school trip on a regular base – independend from how wealthy their parents are.

Moderated by: Fr. Kastner, Die Linke

17.00 – 19.00
ADVENTURE CONNECT: ITB BERLIN 2019
FORWARD – LEADING THE WAY

AdventuresConnect will put focus on taking action and shaping a desired future of our adventure travel industry. The event, in partnership with Panama, seeks to engage participants in an open dialogue about the realistic contribution that all of us – from individual entrepreneurs to large destinations – can make to address some of the challenges our industry is facing today. In an untraditional format, we will seek to build on the messages communicated by ATTA CEO Shannon Stowell in his closing keynote at the 2018 Adventure Travel World Summit in Tuscany who called for the adventure travel industry to lead in changing the social norms of how people travel in general. To take the next step we will explore specific tactics for positive impact and will discuss best practices and lessons learned from peers in our industry. We will rely on an active dialogue with all participants to exchange ideas and initiatives we can support jointly.

AdventuresConnect will include a dynamic interactive networking session.

by invitation only – please register beforehand at the ATTA website: www.adventureravel.biz/adventureconnect/itb-berlin-2019/

HALL 4.1B, ADVENTURE STAGE (SMALL STAGE)

10.00 – 10.30
OWNERSHIP OF THE LOCAL COMMUNITIES – A SUCCESSFUL TOURISM PRODUCT

Relatively new in tourism for years, working in tourism or the service sector was not seen as a job to be proud of somewhere in the late ’90s. With the opening of the country and the growth of the tourism industry, the opportunities started attracting many new labs, but the rural areas remained skeletal. As adventure tourism started getting introduced in and around rural communities, the main job of the developers was to quickly involve the locals to assure acceptance and learning from mistakes and other examples. The Jordan Trail creation was based on those principles. Now many locals protect, repair and feel proud of being the trail itself. This is a talk to discuss challenges and success stories and the importance of partnership at all the levels to ensure sustainability of the trail, the income and the fun of the visitors.

Panelists:
- Hakim Tamimi Mariño, Social Coordinator and CSR Manager, Ventura Travel; Germany
- Susana Ceron Baumann, VSOcial Coordinator and CSR Manager, Ventura Travel; Germany

10.30 – 11.00
PANEL DISCUSSION: AUTHENTIC TRAVEL EXPERIENCES THROUGH COMMUNITY-BASED TOURISM

The focus of the panel is to draw attention to the topic of community-based tourism. It gives an overview of what exactly community-based tourism is and how it can be clearly distinguished from other tourism offers, especially through the TourCert sustainability certification. The discussion will highlight the added value for communities and travel industry partners, using examples in Ecuador. The VSOcial Foundation and TourCert would like to motivate the travel industry to work with them to support communities on their way to sustainable tourism.

- Günter Koschwitz, Head of Audit and Development, TourCert, Germany
- Gunnar Koschwitz, VSOcial Coordinator and CSR Manager, Ventura Travel; Germany
THURSDAY, 7 MARCH 2019

11.00 – 11.30 CHANGING THE STORYTELLERS THROUGH COMMUNITY-BASED TOURISM

Travellers today are seeking more meaningful experiences as they roam the world by taking the road less travelled; they want to be moved and want to know that they are leaving behind a positive impact. Baraka is dedicated to creating meaningful travel experiences that bring value to both travellers and local communities, who are often marginalized and left out of the tourism supply chain. Join Muna Haddad to hear about Baraka’s community driven destination development approach. From a long story of Um Galq, a small village north of Jordan, which grew to employ over 100 locals, has attracted over 3,000 tourists, and is continuously validating the local culture by sharing their stories with curious travellers. Hear about the Meaningful Travel Map, commended as an innovative approach in sustainable tourism by the New York Times, and our tourism clinics that are shifting charity driven local enterprises to become viable tourism businesses.

• Muna Haddad, Founder and Chief Executive Officer, Baraka Destinations; Jordan

11.30 – 12.00 THE LAST UNKNOWN LAND – ADVENTURE AND WILDLIFE WATCHING TOURISM IN THE KHABOVSKYY KRAI, FAR EAST OF RUSSIA

The presentation introduces a little known destination of the adventure and wildlife watching tourism in the Khabarovsky Krai – a territory in the Far East of Russia. And invites you to a long trip in a really wide open area with the option to watch wildlife, watch, travel, expeditions for photographers and film makers specializing in wildlife. More than 66% of the area is covered by forest, the highlands dominate more than 70% of the territory. The coast length is about 2.500 km. The river network of 206.823 rivers and creeks has a total length of 553.693 km. The population is only 1.328.302 people (less than 2 people on 1 km²).

• Vladimir Chebanov, Founder and Managing Director, World of Adventures; Russia

12.00 – 13.00 THE DOMINICAN REPUBLIC – A NATURE AND ADVENTURE PARADISE

Cultural Prelude with Musical Music and Dance, UNESCO Intangible Cultural Heritage of Humanity

The Dominican Republic boasts 1,600 km of coastline and 600 km of breath-taking beaches. With meanwhile 29 blue flags, the Caribbean island is proud to be able to offer cleanliness and security to 6.6 million travellers from all over the world.

Along the coast, visitors can enjoy a variety of nature in 30 national parks and protected areas. One of them is the desert-like landscape of Montecristi National Park in the west, where limestone mesa tower more than 200 m above the Atlantic Ocean. Los Haitises National Park is an exceptional experience along the bay of Samaná in the north-east. Up to 2.000 humpback whales migrate to Samaná Bay every year between January and March. Since 2010, the Dominican Republic Tourist Board has been running the award-winning online campaign “Whale Watching” once a year in order to promote ecotourism in the north and south. The annual winner of the “Whale Watching” competition spends four weeks in the Dominican Republic to support the Center for the Conservation and Eco-Development of Samaná Bay and its Surroundings (CCEDE). The “Whale Watching” is an ambassador of the humpback whales, sharing amazing stories, videos and photographs on the blog walfluesterer.de.

• Francisco Javier Garcia, Minister, Ministry of Tourism, Dominican Republic
• Petra Cruz, Director Europa, Dominican Republic Tourist Board; Germany
• Elsner Mai, Biologist and Journalist; Germany
• Avenja Kluge, Whale Watcher 2019; Germany

Followed by drinks and "picadazas" at the booth 219 – Latin America World

13.00 – 14.00 PARTNER COUNTRY MALAYSIA

Cultural fondue – authenticity in diversity

Experiential travel is a form of tourism in which people focus on experiencing a country, city or particular place by actively and meaningfully engaging with its history, people, culture, food and environment. Malaysia with its unique cultural make-up and key historical role in the region is rich in story and big on authenticity. The country is a melting pot of cultures; past and present collide creating a unique experience that can’t be found in any other region in Asia.

• Nigel Wong, Hon. Secretary General, Malaysian Association of Tour and Travel Agents (MATTA); Malaysia

Sarawak – More to discover

Cultural performance by Kumpulan Kebudayaan (KKES) Sarawak Cultural Group

A beautiful land set against the fascinating backdrop of history and mystery, culture, festivals and food. Sarawak is rich with adventure and nature, gigantic caves 60 million years in the making, orangutans and proboscis monkeys, underwater jungles and tubing rainforests, longhouses, idyllic highlands and the acclaimed Rainforest World Music Festival.

• Benedict Jimbau, Marketing Director, Sarawak Tourism Board; Malaysia

Malaysia bird-watching paradise – Fowl play (bird-watching)

Malaysia plays host to more than 100 species of migratory birds that fly thousands of kilometres annually to escape the winter conditions in their native lands. Malaysia itself is home to more than 1,100 species of birds being it migratory and East Malaysia. lush rainforests cover more than 60% of Malaysia with 18.7% (3.82 million hectares) classified as primary forest (the most biodiverse and carbon-dense form of forest).

• Nigel Wong, Hon. Secretary General, Malaysian Association of Tour and Travel Agents (MATTA); Malaysia

14.00 – 14.30 BORNEO, ONE DESTINATION, THREE COUNTRIES – WHERE CULTURE AND NATURE BLEND

Borneo, the world’s third largest island, accounts for just 1% of the world’s land, yet holds approximately 6% of global biodiversity in its rich, tropical forests. Its species range from the distinct Bornean orangutans and elephants to the giant pitcher plants and Rafflesia flowers. The Heart of Borneo (HoB) refers to the main part of the island where forests remain intact. HoB, not just a treasure of biodiversity, is also a source of life and livelihood, providing ecological services for at least 11 million Malaysian, Indonesian and Bruneian people. Local communities continually preserve their nature and remain loyal to their beliefs and local wisdom. Learn about the protection of honey bees and the precious forest honey. “Where Nature and Culture Blend”, theme of WWF – HoB program, is ecotourism that combines biodiversity and local wisdom.

• Ary Suhandi, Executive Director, Indonesian Ecotourism Network (NIDECO); Indonesia

14.30 – 15.00 STATE OF VERACRUZ, MEXICO – ON THE PATH OF REGENERATIVE TOURISM

And the way we want the world to get to know this beautiful state in Mexico is through the concept of Regenerative Tourism. The care of this new type of vision is a totally new paradigm, the opposite of massive tourism. We want the visitor to reconnect with three main entities: with own self, with the others and with nature. To achieve this, the tourist needs to live transforming experiences, and this is what we offer through indigenous tourism, rural and social tourism, gastronomical tourism and eco-adventure tourism as diving, hiking or rafting. To be on the regenerative path, you need to give back more than you receive.

• Xareni Favela Lorsch, Managing Director, Puerto Lobos Dive Camp; Mexico

15.00 – 15.30 THE WESTERN BALKANS – AUTHENTIC CULTURE MEETS ADVENTURE

Over the last decade, the countries in the Western Balkans have strived to make the most of these strengths through camaraderie and by promoting responsible travel. A chief method of cooperation has been to utilise cross-border trails, cycling paths, and historic routes. Among the most recognizable cross-border corridors in the region is the Via Dinarica mega-hiking trail, traversing Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, Albania, Serbia, Kosovo, and Macedonia. The Trans Dinarica, a mountain-biking path, mirrors the Via Dinarica. With each path, trail, and route, the goal is multi-faceted yet simple: provide travellers with the best possible level of authenticity; create sustainable ways for residents to make a living and show pride; and develop the tourism landscape in a way that honours both the culture formed over many millennia and the natural environment, for which we must all serve.

• Thierry Joubert, Managing Director, Green Visions; Bosnia and Herzegovina / The Netherlands
• Abt Center, External Expert for Media Outreach, Regional Cooperation Council (RCC) TriP Tourism; Bosnia and Herzegovina
• Snjezana Derivskadic, Project Leader, Regional Cooperation Council (RCC) TriP Tourism; Bosnia and Herzegovina

16.15 – 16.45 EXPERIENCE SUSTAINABILITY

How can travellers easily and effectively contribute to environmental and climate protection? How can your business, regardless of its size, become sustainably active and support your travel guests in doing the same? Travel & Plant presents individual concepts adapted to your business. Together with our ecological partners, we support reforestation programs worldwide that lead to robust and resilient mixed woodlands. A bridge is being built between tourism and sustainability. It is a special experience to choose your individual project and to see what you and your travel guest have achieved together.

• Pascale Jarlman, Freelancer, Travel & Plant; Germany
• Katja Ladjage, Managing Director, Travel & Plant; Germany

16.45 – 17.15 DOMINICA – STRIVING TOWARDS CLIMATE RESILIENCE

The Caribbean island of Dominica is known for its natural environment as well as for being home of the last indigenous people and many rare animals and plants. Sustainable tourism has been practised since the beginning. Dominica has been awarded one of ten ethical destinations three times in consequence by Ethical Traveler (2015, 2016 and 2017). Hurricane Maria changed the island severely in September 2017. Almost 90% of all buildings were damaged. Rainforests were destroyed and all nature sights affected too. Today, Dominica is facing the challenges of recovery, the way back to tourism and of climate-resilient building. In keeping with the vision of Dominica to become the world’s first climate resilient nation, the Government of Dominica has started a series of measures. The presentation will focus on the plastic ban of single use plastics enforced by January 2019, the new Tourism Policy and the implementation and work of the Climate Resilient Execution Agency for Dominica (CREAD).

• Collin Pipe, Chief Executive Officer and Tourism Director, Discover Dominica Authority; Dominica

17.30 – 18.00 WINE TASTING ULTIMATE WINE LOVERS ON TOUR

Ary Suhandi, Executive Director, Indonesian Ecotourism Network (NIDECO); Indonesia
17.15 – 18.00 PANEL DISCUSSION
"CSR in Hospitality: Best Practices and Sustainability"

Panelists:
- Robert Krieg, Director Sustainability, Kempinski AG, Germany
- Zina Bencheikh, Vice President, Sales Management, Peake Destinations
- Martin Hoesli, Chief Executive Officer, Rhätische Bahn, Switzerland
- Andrés Espinoza, Director of Sustainability, Radisson Collection

Moderated by: Dr. Christiane Schulte, Head of CSR and Environment, Cologne Business School, Germany

18.00 – 19.00 NETWORKING OFFERED BY COCO PALM DHUNI KOLHU

Taste local dishes, exchange ideas, make business contacts and enjoy beverages in the beachfront bar.

19.00 – 20.00 PANEL DISCUSSION
"Sustainability in Marine Conservation"

Panelists:
- Víctor Regueiro, Co-founder, Co-CEO, Nature Plus GmbH, Germany
- Florence Mathis, Co-founder, Co-CEO, Nature Plus GmbH, Germany
- Isabella Pohl, Marine Conservation Officer, WWF Germany

Moderated by: Alexander Schütz, Managing Director, Oceanic Concepts, Germany

19.30 – 20.00 HALL 19, PALAIS AM FUNKTURM, AWARD STAGE

myclimate Awards – Celebrating Forerunners in Sustainable Tourism

After the panel discussion, myclimate will honour four sustainability forerunners in tourism with the myclimate Awards.

Followed by Get-together with climate-friendly drinks.
THURSDAY, 7 MARCH 2019

14.00 – 15.00
4th “CELEBRATING HER AWARDS” OF THE INTERNATIONAL INSTITUTE FOR PEACE THROUGH TOURISM INDIA (IPT INDIA) & ITB BERLIN “CELEBRATING HER” AWARDS CEREMONY
The 4th IPT India Global Awards, “Celebrating Her”, acknowledge and felicitate exceptional women in the fields of travel, tourism and hospitality.
Greetings: Rika Jean-François, Commissioner, ITB Corporate Social Responsibility

Introduction: Ajay Prakash, President, International Institute for Peace through Tourism; India

Moderated by: Anita Mendiratta, Founder & President of CACHT Consulting, Special Advisor to Secretary General, UNWTO

Special guests:
• Eliza Reid, First Lady of Iceland, United Nations Special Ambassador for Tourism and the Sustainable Development Goals
• Talab Rifai, former Secretary General UNWTO; Jordan
• Marie-Christine Stephenson, Minister of Tourism and Creative Industries (MITC), Haiti

16.30 – 18.00
TO DO AWARD 2019 – CONTEST SOCIALLY RESPONSIBLE TOURISM
The Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung e.V.) will present the winners of the TO DO Award 2019 – International Contest for Socially Responsible Tourism, which puts emphasis on community-based practices.
For the 3rd time, the Institute, in cooperation with the Roundtable of Human Rights in Tourism and Studiengesellschaft Reisen Munich, will also hand out the TO DO Human Rights in Tourism Award under the patronage of the German Commission for UNESCO.

Moderated by: Nadine Kreutzer, moderator; Germany

Keynote TO DO Award:
• Norbert Barthle, Parliamentary State Secretary to the Federal Minister for Economic Cooperation and Development

Keynote TO DO Award Human Rights in Tourism:
• Dr. Lutz Möllner, Deputy Secretary General and Head of Department for Sustainable Development, Science of the German Commission for UNESCO

Winners TO DO Award 2019:
• Avawami, Peru (represented by Melissa Tola Chepote)
• Open Eyes Project, India (represented by Anna Alam)

Award winner TO DO Award Human Rights in Tourism 2019:
• Las Kellys, Spain (represented by Myriam Barros)

Followed by a reception with buffet

HALL 21 B, MEDICAL TOURISM PAVILION

11.00 – 12.00
PANEL DISCUSSION: Challenges of social and cultural diversity for medical Tourism destinations and medical travelers

Moderated by: Laszlo Puczko, Director of Industry Intelligence, Resources for Leisure Assets

Panels:
• Sherene Azzi, Chief Executive Officer, Malaysian Healthcare Travel Council (MHTC)
• Sidharth Dominic, Managing Director, CGH Earth Health & Wellness
• Sigrid de Mazariegos, Director Gulf Countries, German National Tourist Office (GNTB)

12.00 – 12.30
CGH EARTH:
Importance of ayurvedic panchakarma treatments in chronic conditions
• Dr. Karon Jouhar, Chief Medical Officer, Kalarì Kovilakom

A1 / Level 1 / CityCube Berlin

14.15 – 16.30
PATWA INTERNATIONAL TRAVEL AWARDS

CITYCUBE BERLIN, A3

11.25 – 11.45
BEST PRACTICE – BIOFEEDBACK: APPLICATIONS IN THE SPECIALIZED WELLNESS HOTEL INDUSTRY

The term biofeedback or biofeedback training – is a medical device with the biological body functions that can not normally be consciously perceived, such as pulse rate, blood pressure, mental values and muscle tension, are made visible to the guest. Diana Sicher-Fritsch has developed a method that enables her hotel guests to influence these body functions within a short time. Diana gives an insight into how biofeedback can integrate working with specialized wellness hotels.

• Diana Sicher-Fritsch, Life Coach & Mental Coach, MentaSpa Resort Fritsch am Berg, Gesundheitszentrum Denk-Art

13.00 – 13.25
BEST PRACTICE – MENTAL WELLNESS: A FURTHER STEP TO AN HOLISTIC LIFESTYLE APPROACH

According to the World Health Organization (WHO), mental health includes “subjective well-being, perceived self-efficacy, autonomy, competence, inter-generational dependence, and self-actualization of one’s intellectual and emotional potential, among others. Mental health is a level of psychological well-being or an absence of mental illness – the ‘psychological state of someone who is functioning at a satisfactory level of emotional and behavioural adjustment’”. From the perspectives of positive psychology, mental health may include an individual’s ability to enjoy life, and to create a balance between life activities and efforts to achieve psychological resilience. As a certified mental coach and life coach, Diana Sicher-Fritsch has developed a health model for this purpose. Together with her guests during the stay at the MentaSpa Resort Fritsch am Berg am Bodensee she successfully implements everyday lifestyle changes.

• Diana Sicher-Fritsch, Life Coach & Mental Coach, MentaSpa Resort Fritsch am Berg, Gesundheitszentrum Denk-Art

ITB TOURISM FOR SUSTAINABLE DEVELOPMENT DAY

15.00 – 15.25
OPENING AND KEYNOTE

Keynote: Norbert Barthle, M.P., Parliamentary State Secretary, German Federal Ministry for Economic Cooperation and Development (BMZ)

15.25 – 15.45
OUR PARTNERS IN DIALOGUE – TOURISM IN TUNISIA: TOWARDS NEW STRENGTH?

The Germans travel – and more than ever to developing and emerging countries. This entails a particular responsibility as tourists from Germany contribute to changes in the destination. In most cases, these effects can be positive and negative. How can tourism strengthen sustainable development in other parts of the world and promote social stabilization? What contribution can the German Government make to sustainable tourism that strengthens the positive effects of the sector and reduces its risks to a minimum?

Moderated by: Sarah Schweppke, Country Manager Tunisia, GIZ

Panels:
• Hon. René Trabelsi, Minister of Tourism and Handicrafts; Tunisia
• Norbert Fiebig, President, German Travel Association (DRH)

16.00 – 16.45
GERMAN OUTBOUND TRAVEL HAS IMPACT! WHAT RESPONSIBILITIES IS THE GERMAN GOVERNMENT BEARING?

The term biofeedback or biofeedback training – is a medical device with the biological body functions that can not normally be consciously perceived, such as pulse rate, blood pressure, mental values and muscle tension, are made visible to the guest. Diana Sicher-Fritsch has developed a method that enables her hotel guests to influence these body functions within a short time. Diana gives an insight into how biofeedback can integrate working with specialized wellness hotels.

• Diana Sicher-Fritsch, Life Coach & Mental Coach, MentaSpa Resort Fritsch am Berg, Gesundheitszentrum Denk-Art

Panelists:
• Thomas Barel, M.P., Parliamentary State Secretary, German Federal Ministry of Economic Affairs and Energy (BMWi), Federal Government Commissioner for Tourism
• Norbert Barthle, M.P., Parliamentary State Secretary, German Federal Ministry for Economic Cooperation and Development (BMZ)
• Rita Schwarzelühr-Sutter, M.P., Parliamentary State Secretary, German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)
THURSDAY, 7 MARCH 2019

10.30 – 11.30 GALAPAGOS NATIONAL PARK: 60 YEARS OF SCIENCE, CONSERVATION AND SUSTAINABLE TOURISM
1959 – 2019: The islands that inspired Charles Darwin and Herman Melville would be facing their most important change: the arrival of tourism and science. Can these concepts survive together in one of the world’s most fragile ecosystems? How can I travel into the Galapagos Archipelago? What challenge is up for the next 60 years?

Panelists:
• Dr. Souadphone Khamthavong, Deputy Director, Department for Information, Culture and Tourism, Luang Prabang Province, Lao PDR
• Peter DeBrine, Senior Project Officer, UNESCO World Heritage Centre, UNESCO Paris
• Jens Thraenhart, CEO, Mekong Tourism Coordinating Office (MTCO)
• Dr. Andreas Hofmann, Programme component Manager, GIZ, Lao PDR

Moderated by: Monika Jones, International Conference Moderator, DW Business Anchor

11.45 – 12.30 SESSION 2: UTILIZING DESTINATION BRANDS TO ATTRACT HIGHER VALUE TRAVEL CONSUMERS
Leveraging Best Practice Branding and Marketing to Attract Higher-Value Travel Consumers

Panelists:
• Victoria Barlow, Group Environmental Manager, Thomas Cook Group
• Mark Hiah, CEO, The Small Maldives Island Co (TSMIC), Amilla Fushi/Finolhu; Maldives
• Wybcke Meiers, CEO, TUI Cruises
• Martina von Münchhausen, Senior Programme Manager Sustainable Tourism, WWF Centre for Marine Conservation

Moderated by: Patricia Greene, Conference Organizer, ITB Berlin

12.30 – 14.00 LUNCH

14.00 – 14.45 SESSION 3: UTILIZING DESTINATION BRANDS TO ATTRACT HIGHER VALUE TRAVEL CONSUMERS

Panelists:
• Dr. Mario Hardy, CEO, PATA

Moderated by: Oliver Martin, Partner, Twenty31 Consulting Inc.

14.45 – 15.45 SESSION 4: DESTINATION BRANDS TO ATTRACT HIGHER VALUE TRAVEL CONSUMERS

Panelists:
• Mr. Maju Pak, Managing Director, Slovenian Tourist Board
• Mr. Kolet Sadivakassov, Vice Chairman of the Board, Kazakh Tourism National Company
• Mr. Jon Mammel, Executive Vice President & Chief Marketing Officer, Tourism Toronto

15.45 – 16.30 SESSION 5: REALIZING THE POTENTIAL OF DESTINATION BRANDS TO ATTRACT HIGHER VALUE TRAVEL CONSUMERS

Panelists:
• Mr. Jon Mammel, Executive Vice President & Chief Marketing Officer, Tourism Toronto
• Mr. Maju Pak, Managing Director, Slovenian Tourist Board

Moderated by: Jonas Ebeling, Project Manager, ITB Berlin

16.30 – 17.00 CONCLUSION AND CLOSING OF THE ITB FOR SUSTAINABLE DEVELOPMENT DAY

Speaker: Monika Jones, International Conference Moderator, DW Business Anchor

THURSDAY, 7 MARCH

12.30 – 14.00 LUNCH

11.45 – 12.30 SESSION 2: UTILIZING DESTINATION BRANDS TO ATTRACT HIGHER VALUE TRAVEL CONSUMERS
Leveraging Best Practice Branding and Marketing to Attract Higher-Value Travel Consumers

Panelists:
• Victoria Barlow, Group Environmental Manager, Thomas Cook Group
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12.30 – 14.00 LUNCH

Please note you must present an invitation to attend this seminar.
To request an invitation, please email memberships@pata.org
MEETING POINT: BRANDENBURG GATE, BERLIN MITTE

07.00 – 08.00 GO RUN WITH ITB! Pack your running shoes and join a 5 km morning run in beautiful Tiergarten offered by Go Running Tours (www.gorunningtours.com). No matter if you are a trade visitor, exhibitor, buyer or just want to skip into the role of a tourist, this opportunity is especially in the frame of business travel.

10.30 – 10.45 TO TRAVEL FOR JOB & WORK ABROAD: NO CHILD-PROTECTION-RELATED SUBJECT? The author Jessica Espinoza will present her research results regarding child protection and business travel. A panel discussion will follow, discussing the question what each one of us can do to protect children from sexual exploitation, especially in the frame of business travel.

Moderated by: Dr Carolin Stamm, Zukunft – Umwelt – Gesellschaft (ZUG) gGmbH

• Jessica Espinoza, author of the study Child Protection and Business Travel
• Kirsten Cibils, Quality Manager, DFF Business Travel
• Anja Turner, Vice President, Global Marketing & Events, BCD Travel
• Petra Kohls, Head of Department Development Policy Seminars and Voluntary Services, Bread for the World

Contact Person: Stephen Moore, E: gorunningtoursberlin@gmail.com

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HALL 4.1A, WYSE TRAVEL CONFEDERATION / BOOTH 100

11.00 – 11.10 EMPOWERING WOMEN THROUGH TRAVEL

• Kelly Galaski, Planeterra Foundation

14.00 – 14.30 NO BYSTANDERS HERE: THE POWER OF COMMUNITY IN KEEPING TRAVEL SAFE

• Walker Pappin, Vagabond

15.00 – 15.30 HERSTORY—WHY IT PAYS TO WRITE A NEW CHAPTER + SUPPORT WOMEN IN TRAVEL AND TOURISM

• Kim Whitaker, Once Youth Hostels

HALL 4.1A, BOOTH 107a (YIG Lounge)

10.00 – 10.30 PANEL DISCUSSION ON OVERTOURISM
Organized by: Verband der Studienreiseleiter (Federation of Study Trip Tour Guides)

Moderated by: Roswitha Schlesinger

16.00 – 16.45 ANTI-MOBBING TRAINING FOR SCHOOL TRIPS AND YOUTH TRAVEL: USE SOCIAL-PSYCHOLOGICAL EFFECTS AGAINST MOBBING AND RACISM

• Thorsten Kröber (Helden e.V.)

11.30 – 12.30 CYCLING TOURISM DAY / 2nd EDITION 2019 – GRAN FONDO TOWARDS BIODIVERSITY CONSERVATION

Scenic cycling routes and trails through natural and cultural landscapes

Welcome and Introduction: Frank Hofmann, Deputy National Chairman, German Cyclists’ Association (ADFC); Germany

Launch of the new EuroVelo website

• Ádám Bodor, Advocacy and EuroVelo-Director, European Cyclists’ Federation (ECF); Belgium

Cycling tourism “Made in Germany”

− Developing scenic cycling routes through dramatization

The fact that cycling tourism is booming is no longer a secret. In Germany alone, there are more than 250 long-distance cycle routes. Today, cycling tourists have not only become more travel-experienced, but also more demanding. In order to design attractive destinations for them, it is crucial to invest in convincing product management. Creating themed cycling routes along natural and cultural landscapes, to cultural heritages or around specific themes or main topics is a great opportunity that should be considered.

− Louise Böhler, Head of Tourism, German Cyclists’ Association (ADFC); Germany

Panel discussion

The debate will focus on the key role cycling tourism can play in giving people the opportunity to enjoy natural and cultural landscapes, while benefiting local communities and ensuring that the negative impact of large numbers of visitors on these sensitive landscapes is limited.

Moderated by: Ádám Bodor, Advocacy and EuroVelo-Director, European Cyclists’ Federation (ECF); Belgium

• Marta Chełkowska, Director, Pomorskie Region; Poland
• Peter DeBrine, Senior Project Officer, UNESCO World Heritage Nature, Sustainable Tourism and Outreach Unit (CLTHER/WHCNET); France
• Pia Zimmermann, Department of Active Tourism – Römischer-Lippe-Route and RuhrtalRadweg, Ruhr Tourismus; Germany
• Leon Hoogstee, Deputy Director, Fietsplatform; The Netherlands
• Lucijana Natalija Jerkovic, Public Relations Manager, Croatian National Tourist Board; Croatia

Followed by Annual EuroVelo Cycling Tourism Awards

Followed by Networking Cocktail Reception (EuroVelo booth No. 256)

12.30 – 13.30 DESTINATIONS IN THE BALANCE: GETTING IT RIGHT FOR VISITORS AND RESIDENTS

We reveal findings from a new report by Cornell University, ElderWork (Tr) and the Travel Foundation, and consider how destinations can develop a balanced and sustainable approach, that accounts for both costs and benefits, and the views of residents and other stakeholders.

Introduced and moderated by: Graeme Jackson, Head of Partnerships, the Travel Foundation

Panelists:
• Alberto Bernabé, Vice-president and Councillor for Tourism and Foreign Affairs for the Government of Tenerife
• Peter De Wilde, CEO, Visit Flanders
• Sofia Fotiadou, Research Manager, International Sustainable Tourism Initiative, Harvard T.H. Chan School of Public Health
• Megan Epler Wood, Managing Director of Sustainable Tourism Asset Management Program at Cornell University, Owner and Principal of EplerWood International

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• Megan Epler Wood, Managing Director of Sustainable Tourism Asset Management Program at Cornell University, Owner and Principal of EplerWood International
11.30 – 12.00 GEO-TOURISM DEVELOPMENT AND SPORTS ACTIVITIES IN LESVOS ISLAND UNESCO GLOBAL GEOPARK

Oliver Gulas, Director, GEOTOURISMO

The UNESCO Global Geoparks are territories with remarkable geological, biological and cultural heritage, which are managed under a holistic plan to support local development mainly through sustainable tourism. Geo-tourism is the new trend in environmental – alternative tourism. It promotes the value and individualities of the geological heritage of the regions, contributes to the protection and preservation of the natural and cultural environment, increases citizen awareness on climate change and sustainability as well as mobilizes local population to be part of an integrated social and economic sustainable development. GEO-IN is a cooperation project financed by E.U., INTERREG Greece-Cyprus that involves four insular Geoparks – three from Greece, namely Psiloritis and Sitia from Crete isl., and Lesvos Island; and Troodos from Cyprus. In the frame of GEO-IN project Lesvos Island UNESCO Global Geopark developed sports tourism activities through the organization of sporting events throughout the island that provide visibility to Lesvos as a destination for outdoor activities and sports, both nationally and internationally.

12.00 – 12.30 DISCOVER THE DANUBE GEOTOUR

UNESCO Global Geoparks are unique, unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education and sustainable development. One of the focal missions of the Geoparks is to raise awareness of the significance of our geological heritage – among tourists and local communities. The Danube Geotour is a geo-tourist route that takes the traveler through all 15 Danube countries. The Danube Geotour is part of the Danube River in Europe’s Landscapes, the longest and most biodiverse river on the continent. It is a route that crosses the continent from its source to its mouth, combining the natural, cultural and historical heritage of the region. The Danube Geotour is a project managed by the International Geopark Network, an organization that brings together 171 geoparks located in 42 countries around the world. The Danube Geotour is one of the most important projects in the region. The Danube Geotour is a project managed by the International Geopark Network, an organization that brings together 171 geoparks located in 42 countries around the world. The Danube Geotour is one of the most important projects in the region.

10.30 – 11.00 SINGLE-USE PLASTICS IN THE TRAVEL INDUSTRY – RECOGNISING THE PROBLEM AND IMPLEMENTING EFFECTIVE SOLUTIONS

The travel industry, like the rest of the world, is finally waking up to the health, social and environmental problems that our collective love affair with plastics is causing. Plastic is a light, cheap and durable material, so it is hardly surprising it has been so widely adopted in an industry where price and portability are so important. But tourism is also heavily dependent on scenic, litter-free landscapes, clean beaches, healthy oceans and seafarers that can be eaten without a toxicity warning and plastic is compromising this! From the plastic sleeves that cover the plastic cups in hotel bathrooms to the individually plastic wrapped portions of butter at the breakfast buffet, single-use plastics have become so standard in hospitality, they are often used out of habit. But as awareness of the scale of the problem increases, legislation is passed to deal with and consumer expectation evolves, the travel industry must break these habits and fast! This presentation will look at the current situation and how it has arisen. It will present some solutions that travel companies and hotels can implement to great effect. It will also examine some of the pitfalls and expensive mistakes that businesses have succumbed to by rushing in too quickly, without doing the right research. Finally, it will look to the future and how we as an industry can best cherish Earth’s natural and cultural landscapes.

11.00 – 11.30 DONT WASTE, EAT! – REDUCING FOOD WASTE IN A SMALL ISLAND STATE

Seychelles as a small island nation struggles with sustainable waste management. Nearly 50% of the content of its landfill is made up of green and kitchen waste. 2018 recorded more than 350,000 annual tourist arrivals in Seychelles. With the support of BetterByTourism, the Seychelles Sustainable Tourism Foundation (SSTF) conducted preliminary research and found that food waste was on average 282 g/m², which is equivalent to 2-665 tons of food waste ending up at the landfill. In July 2018, the SSTF officially launched its “Don’t Waste, Eat!” Food Waste Reduction Program for hotels and restaurants, in cooperation with BetterByTourism, thereby directly contributing to Sustainable Development Goal (SDG) 12.3. This event will explain the methodology and EDGAR software used for the program and outline some of the activities and first results. Hotel partners from Seychelles will give their testimony will give insights into the national food waste reduction program and share lessons learned.

13.30 – 14.30 MALAYSIA – WHAT AN ADVENTURE!

Joyatri Ray, Moderator.

• Richard Barnes, editor-in-chief, Clearedavis, ITB News; France
• Kai Partale, General Manager, Benchmark Services

Introductory presentation: Kai Partale, General Manager, Benchmark Services

Moderated by: Nadine Kreutzer

Panelists:

• Dr. Nicole Häusler, International Human Rights Law, Leiden University
• Dr. Jean Bosco Kubwimana, Senior Research Associate, University of Maryland
• Milena Nikolova, Knowledge & AdventureEDU Director
• Hubert Vendeville, Hotel Director, Four Seasons Seychelles

The session don’t miss to walk over to the 11th –> part of the nation’s ITB Berlin Official Partner Country project in 2019. He visited a number of national parks, including Taman Negara, Royal Belum, Mulu, Bako, Kinabatangan... the list goes on. One of his self-imposed missions was to try to understand the destruction of Borneo’s forests and the dwindling orang-utan populations. He discovered that these animals that still today remain more untouched than virtually anywhere else on the planet, and thanks to the naming of a number of locations as UNESCO World Heritage, as well as the enforcement of protection of national parks – and limiting of numbers of visitors – look like remaining so for a long time to come.

“There are places where you feel as though you are the only humans in the forest,” says Barnes, who will relate his experience through his eyes, in his words, during a talk and slide-show on the Adventure Stage.

including cultural performances + videos

• Richard Barnes, editor-in-chief, Clearedavis, ITB News; France

14.30 – 15.30 AN INSIGHT FROM EXPERTS: DESTINATION MANAGEMENT ORGANISATIONS AS A TOOL TOWARDS A SUSTAINABLE DEVELOPMENT

Starting with the presentation of a new handbook on the sustainable development and management of regional Destination Management Organisations (DMO) by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH this event will afterwards dive into the practical experiences of experts in the field of DMO development.

Introductory presentation: Kai Partale, General Manager, Benchmark Services

Moderated by: Nadine Kreutzer

Panelists:

• Jean Bosco Kubwimana, Senior Professional, Eco Emploi – Programme for Promotion of Economy and Employment, GIZ Rwanda
• Deepak Raj Joshi, Chief Executive Officer, Nepal Tourism Board
• Dr. Nicole Häusler, External Consultant, Programme Capacity Development for Private Sector Development, GIZ Myanmar
• Kai Partale, General Manager, Benchmark Services

16.30 – 17.30 ATTA: ACTIVATING SMART SUSTAINABILITY FOR DESTINATIONS

A frank discussion about the constraints around proper destination management and some of the smart approaches around them in effort to keep tourism as a force for good.

• Milena Nikolova, Knowledge & AdventureEDU Director
• Gustavo Timo, Destinations Development Director – Adventure Travel Trade Association (ATTA)

-> After the session don’t miss to walk over to the 11th ITB Responsible Tourism Networking Event happening in the other part of Hall 4.1 – at the Adventure (SMALL) STAGE from 6 pm – 8 pm!

10.00 – 10.30 PANEL DISCUSSION – ADDRESSING CHILD PROTECTION CONCERNS IN TRAVEL & TOURISM AS A MATTER OF URGENCY

As the travel and tourism industry globally has witnessed an exponential growth in the past few years, so has the rise in child sexual abuse in India. Unfortunately, tourism has generated foreign exchange and created jobs, but at the same time it also provides a feeling of anonymity and opportunity for activities that are illegal in nature. Tourism promotion in varied forms of media, has placed greater emphasis on its leisure and recreational aspects without paying much attention to the adverse impact of unplanned, unmonitored tourism development in India. One such adverse impact is sexual exploitation of children in travel and tourism. UNESCO provides a unique position to address the panel discussion will address the issues and trends related to child protection concerns in tourism.

Acknowledging that child sex offenders use travel and tourism facilities, the industry has a moral obligation to address the issue using a holistic approach. The panel will discuss the following topics within the framework of the session.

1. What are the steps that can be taken by tourism service providers and law-makers to curb this problem?
2. What are the steps that can be taken by tourism service providers and law-makers to curb this problem?

Moderated by: NN, ECPAT – NL

• Joyatri Ray, Programme Coordinator, Society, Culture and Tourism Programme, Equitable Tourism Options (EQUATIONS); India
• Damian Brosnan, Program Manager, The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism (The Code), Thailand

HALL 4.18, ADVENTURE STAGE (SMALL STAGE)
12.30 – 13.30 **THE MANY FACETS OF ASTRO-TOURISM – FROM CULTURAL TO RESPONSIBLE NATURAL TOURISM**

Starts and the universe have fascinated human beings since thousands of years. Nowadays, however, the real night sky is no longer visible to many people as fainter stars, the faint glow of the Milky Way or the zodiacal light, the dust in our solar system, the artificial lights. 60% of Europeans and 80% of North Americans can’t see any longer the Milky Way. Since some years, a few places in populated areas, where faint celestial phenomena still can be seen, are protected as star parks. They are recognized by the International Dark Sky Association (IDA) or the Starlight Foundation. Inhabitants and communities help to reduce the light pollution by installing sustainable lighting that only illuminates areas where and when light is necessary, at a responsible level and with reduced content of blue light. Dark skies have become an important component in many national parks. The nocturnal environment for animals is protected and humans can experience better sleep in dark nights. By this way, star parks become examples of best-practice for a sustainable lighting to cities and communities and even can influence the lighting market. New World Atlas of Light Pollution, Falchi 2016.

From cultural to responsible natural tourism

- **Dr. Andreas Hänel**, Astronomer and Director of Planetarium in the Museum am Schloßberg, Osnabrück, Leader of Working Group Dark Sky, Association of Amateur Astronomers, Commission Light Pollution, Astronomical Society, Germany

Astro-tourism and environmental participation on rare insect fauna

- **Dr. Sibylle Schroer**, Scientific Coordinator of Leibniz Institute of Freshwater Ecology and Inland Fisheries (IGB), Dissemination Coordinator of STARS4ALL Collective Awareness Platform for Promoting Dark Skies in Europe, Germany

Europeans’ darkest spots

- **Dr. Andreas Jechow**, Physicist, Ecological Light Pollution and Remote Sensing, Leibniz Institute of Freshwater Ecology and Inland Fisheries (IGB), Germany

Role of planetariums in astronomy education and tourism development

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

Followed by Sun-gazing at Entrance South of ITB Berlin – Look up!

Let’s follow Dr. Andreas Hänel for a daytime Sun-gazing, using his Ha-Telescope. Exhibitors and trade visitors will have the great opportunity to daytime Sun-gazing, depending on the weather. The Sun is our star in immediate proximity: the light from the Sun just travels a bit more than eight minutes towards us, while the light from the stars has to travel at least for a daytime Sun-gazing, using his Ha-Telescope. Exhibitors and trade visitors will have the great opportunity to travel at least four years mostly several hundred or thousands of years. Although the Sun is 150 million km away, the amount of light is so great that observing the Sun through a telescope is so dangerous that the eyes will be destroyed. However, with the help of special filters, the light is reduced, enabling possible observation, especially of the giant gas explosions.

13.00 – 13.30 **IRAN – LUT DESERT, SISTAN AND BALUCHESTAN**

Where in one region can you visit the world’s hottest desert, a Persian garden, active volcanos, ancient cities founded around 3000 BC, active dune fields, organic banana orchard, wildlife like the mugger crocodile, seven thousand old pottery, penetrate amazing mountain ranges with summits climbing to almost 4 000 m, 100’s km of dunes by the ocean? Only in the Sistan and Baluchistan province of south east Iran. There is some amazing scenery like the landforms called “kaluts”. These are ridges up to 155 m high and can extend for more than 40 km. They are created by strong winds propelling sand penetrating amazing mountain ranges with summits climbing to almost 4 000 m, 100’s km of dunes by the ocean? Only in the Sistan and Baluchistan province of south east Iran. There is some amazing scenery like the landforms called “kaluts”. These are ridges up to 155 m high and can extend for more than 40 km. They are created by strong winds propelling sand. Only in the Sistan and Baluchistan province of south east Iran. There is some amazing scenery like the landforms called “kaluts”. These are ridges up to 155 m high and can extend for more than 40 km. They are created by strong winds propelling sand.

- **Bernard Phelan**, Marketing Manager, Caravan Kooch Adventure Travel; Iran

13.30 – 14.00 **E-BIKE TRAVEL TRENDS – NEW TARGET GROUPS FOR BICYCLE TOURIST**

E-bike travel is getting more and more popular. This brings a huge potential to the tourism industry. And, it brings challenges too. E-bike expert and journalist Susanne Brösch provides insight into the latest market trends in e-bikes and first experiences of e-bike tour operators. Based on the experiences of her own Pedelec Adventures trips in Europe, Asia, Africa and USA, crossing deserts, mountains, grasslands and snow, she will answer key questions on e-bike transport, energy management and battery charging while on the road. She also will show why a pedelec is the perfect touring vehicle for anyone, especially when they come in groups.

- **Susanne Brösch**, E-Bike Ambassador, Chief Executive Officer, Pedelec Adventures; Germany

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**14.00 – 16.30 WORKSHOPS**

**Developing successful scenic cycling routes and trails through natural and cultural landscapes with examples from Germany and beyond**

In the following sessions, The European Cyclists’ Federation (ECF) and the German Cyclists’ Association (ADFC) will present examples from across Europe of successful cycling routes through natural and cultural landscapes. The aim of the three following interactive workshops is to provide a more detailed insight into how to develop successful cycle tourism products.

14.00 – 14.30 Via Claudia Augusta – Connecting Europe across the Alps

- **Christoph Tschaikner**, Director, Via Claudia Augusta Transnational E.E.I.G.; Germany

14.30 – 15.00 The story of EuroVelo 13

- **Michael Cramer**, MEP, Germany
- **Daniel Mzurek**, Coordinator, International Projects, Nadace Partnerseti, Czechia
- **Hannes Wattischacher**, Managing Director, Wernerventien Tourismus GmbH, Austria

15.00 – 15.30 Cycling tourism through cultural landscapes

- **NN**, Tourism of Galicia, Spain
- **NN**, Romantic Rhine; Germany

15.30 – 16.00 Cycling tourism between maps and apps

- **Thomas Froitzheim**, Member, German Cyclists’ Association (ADFC) Cycle Tourism Steering Group; Germany

16.00 – 16.30 Panel discussion: Developing successful cycle tourism products

- **Henrik Lythe Jorgensen**, Project Manager, Daník Cykelturisme; Denmark
- **Javier Navarrete Mazariegos**, Technician, Ministry of Environment and Territorial Planning, Junta de Andalucía; Spain
- **Sebastian Hugo Wittzel**, Project Manager Baltic Sea Cooperation, Mecklenburg-Vorpommern Tourismus; Germany

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**16.30 – 17.00 THE BOOKING CARES STORY – DRIVING INNOVATION IN SUSTAINABLE TOURISM**

Hear from Booking.com about their various programs to mentor and fund start-ups, projects and organisations working to protect destinations through innovative and ground breaking ideas in sustainable travel. Whether it is finding and supporting a startup that combines energy access and adventure travel high in the Himalayas or an app for travellers to contribute to vital research in polar regions, Booking.com is creating a network of change-makers that leverage technology to make a positive, lasting impact on the tourism industry in a scalable and effective way.

- **Tuan Pham**, Project Manager, Corporate Social Responsibility, Booking.com; The Netherlands

**17.00 – 17.30 ACCESSIBLE AND INCLUSIVE TRAVEL SOLUTIONS FOR PEOPLE WITH DISABILITIES**

There are over a billion people with different disabilities in the world, but the percentage of them travelling is miniscule, owing to lack of accessible travel options available. Planet Alléd identified this gap and came forward to give them the freedom to travel no matter what their disability is! Whether they want to experience a small facet of the city they are in or they want to travel across multiple cities of their interest, Planet Alléd has something unique, safe and enjoyable for them. This organization provides accessible travel solutions and leisure excursions for people with disabilities and the elderly, primarily in India. It is the only organisation in the world that implemented Universal Design in travel, where people with and without disabilities are mixed into one group and travel together. In this regard, Planet Alléd had won multiple awards on the national and international sphere.

- **Neha Arora**, Founder, Planet Alléd; India

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**17.30 – 18.00 CHEKUTTY DOLLS – SYMBOL OF SOLIDARITY, RESILIENCE AND HOPE AFTER KERALA FLOODS**

Chekutty is a mascot of resilience and solidarity shown by the people of Kerala after once in hundred years flood hit the state. An initiative that became so much part of rebuilding a better state, Chekutty proved that effective collaboration through crowdourcing can have a powerful impact in sustainable destination development. A doll made by thousands of volunteers in nine different countries has transformed into an ecosystem that manages responsible tourism, supplementary livelihood options and diverse tourism attractions like flood museums and musical gardens. The interactive session will also screen a short film called, “Chekutty – The Land of Chekutty”.

- **Gospinath Paravall, Founder and Chief Executive Officer, The Blue Yonder; India**
FRIDAY, 8 MARCH 2019 – INTERNATIONAL WOMEN’S DAY

18.00 – 20.00

11th ITB BERLIN RESPONSIBLE TOURISM NETWORKING EVENT
This special networking event brings together international responsible tourism practitioners, including exhibitors, travel visitors, sponsors and partners. Everybody can step on stage and describe in a 2-minute pitch in what kind of responsible tourism initiative he or she is involved, interact with the crowd and find new business partners.

Welcome notes:
• Rika Jean-François, Commissioner, ITB Corporate Social Responsibility
• Gopinath Parayil, Founder and Chief Executive Officer, The Blue Yonder; India
• Casey Hanisko, president, Adventure Travel Trade Association (ATTA)

HALL 4.1b, Booth 200 (BMZ)
13.00 – 14.00

SUSTAINABLE TOURISM FOR MORE PROSPERITY: IPD (IMPORT PROMOTION DESK) CONNECTS PARTNER COUNTRIES TO NEW MARKETS
Event as part of the booth programme of the German Federal Ministry for Economic Cooperation and Development (BMZ)

• Frank Maul, Acting Head PD
• Nora Eichkorn, IPD Tourism Expert

HALL 4.1, Booth 230
16.00 – 18.00

CELEBRATING UNESCO WORLD HERITAGE – RECEPTION
Greet old friends and meet new partners to grow your network and exchange thoughts and ideas.

HALL 10.1, DRV (GERMAN TRAVEL ASSOCIATION) STAGE, BOOTH 117
12.00 – 13.00

DRV CHILD PROTECTION TREASURE HUNT – WINNERS ANNOUNCEMENT
The DRV Child Protection Working Group in cooperation with ECPAT Germany will organize an “ITB Treasure Hunt” during trade visitor days open to all young tourism professionals and students. The Treasure Hunt shall motivate them to deal properly with the problem of sexual exploitation of children in tourism. Those who find the right answers, can win a trip to Hurghada in Egypt and several other attractive prizes.

Supported by ITB Berlin CSR

HALL 11.1
16.45 – 17.00

GET CREATIVE FOR CHILD PROTECTION IN THE TOURISM INDUSTRY
Social Media Contest for students and trainees in tourism

Moderated by: Carlota Harmsen, ECPAT Deutschland e.V.

HALL 19, PALAIS AM FUNKTURM, AWARD STAGE
11.00 – 12.00

WILDLIFE AND TOURISM – TRANSFORMING AN INDUSTRY
How travel industry leadership and support is vital in phasing out captive wildlife being exploited for tourism entertainment.

Hosted by World Animal Protection

Featuring a short documentary about the transition of the first elephant riding camp to become an observation only elephant-friendly venue. Launching the latest report about marine mammals in captivity with author and well-known marine mammal scientist and expert, Naomi Rose. This event will showcase the issue of captive wildlife used for entertainment, and the essential role the travel industry can play in supporting change and solutions that will benefit wildlife, travellers and those whose livelihoods depend on tourism.
Highlights will include the premiere of a documentary following the journey of the first elephant camp in Thailand to transform its business to being observation only elephant friendly, with narration from key stakeholders in the travel industry. Key findings will also be presented from the latest report on marine mammals in captivity, highlighting their plight in tourism entertainment, followed by a discussion on how we can work together to bring positive change to this industry.

Panelists:
• Dr. Jan Schmidt Burbach, World Animal Protection
• Nick Stewart, World Animal Protection
• Naomi Rose, Animal Welfare Institute
• Isabel Beckermann, Regional Manager EMEA, Booking.com Experiences, representative from travel industry

13.00 – 14.00

INTERNATIONAL WOMEN’S DAY SPECIAL: SHETRADES: EMPOWERING WOMEN THROUGH TOURISM
Tourism is one of the most promising sectors in terms of development. For instance, based on UNWTO studies, tourists in Africa are projected to jump from 50 million to 134 million by 2030. Tourist jobs held by men tend to be higher-paying and more stable than those held by women. This panel brings together stakeholders working with women entrepreneurs in the sector. The panel would focus on how women in the tourism sector can be supported and connected to international market, which would enhance business opportunities for them, and would contribute to their socio-economic empowerment.

Welcome note: Rika Jean-François, Commissioner, ITB Corporate Social Responsibility

Moderated by: Michelle Kristy, Associate Programme Officer, SheTrades Initiative, International Trade Centre (ITC)

Keynote brought to you by Deutsch-Arabische Gesellschaft (DAG) – German-Arab Association:
• Dr. Joke Buringa, specialist for human rights + gender equality in the Arab region, The Netherlands

Panelists:
• Mary Ragul, Board Member, Kenya Association of Tour Operators (KATO) (tbc)
• Iaia Pedemonte, Founder, Gender Responsible Tourism
• Marie-Calude Frauenrath, Senior Trade Promotion Officer, Office of Asia, ITC (tbc)
• Stella Appenteng, Owner, Aapist Tours Limited, Ghana (tbc)

CITYCUBE BERLIN, A3
ITB CSR DAY
10.45 – 11.00

OPENING
• Ariane Janke, Member of Transition Team, Global Ecotourism Network (GEN), Latin American Ecotourism Network (LACEN), Co-founder, Instituto EcoBrasil
• Rika Jean-François, Commissioner, ITB Corporate Social Responsibility

11.00 – 11.45

KEYNOTE: CLIMATE CHANGE, GLOBAL WARMING, WEATHER EXTREMES: STATUS QUO AND CONSTRAINTS TO ACTION
The last hot summer in the northern hemisphere and the rousing report of the Intergovernmental Panel on Climate Change (IPCC) are unequivocal: “Business as usual” will lead into the abyss. Is it still possible to prevent the crash? Which measures for mitigating global warming and climate change are particularly effective? Which policy measures are to be expected, and which are truly unavoidable? The world’s leading climate researcher, Prof. Dr. Hans Joachim Schellnhuber, explains the status quo and reveals the necessity for action.

Interviewer: Prof. Dr. Roland Conrady, Scientific Director of the ITB Berlin Convention, Worms University of Applied Sciences

Keynote & Interview guest:
Prof. Dr. Dr. h.c. Hans Joachim Schellnhuber, Director Emeritus, Potsdam Institute for Climate Impact Research (PIK)
12.00 - 12.45 TOURISM AND THE 1.5 DEGREE TARGET: HOW LONG CAN WE KEEP TRAVELING AS WE DO TODAY?
The new report of the Intergovernmental Panel on Climate Change is abundantly clear: we cannot go on as before. The structure of tourism offers will have to undergo fundamental change. Air transport and cruises, hotels and destinations – what structural changes are we facing? How are lawmakers and investors changing the current framework conditions for tourism? How open are customers to change? Are customers willing to spend more money, or are they even inclined to forgo travel? The results of an exclusive global study by Travelosso and ITB show how willing the international tourist is to change and how much it is putting our industry under pressure.

Keynote: Hon. Maria Amalia Revelo Raventós, Minister of Tourism; Costa Rica

Moderated by: Matthias Beyer, Managing Director, maccontour gmbH

Panels:
- Bernhard Dietrich, Head of Environmental Issues, Lufthansa Group
- Moritz Hintze, CEO & Founder, bookitgreen
- Dr. Michael Kopatz, Project Manager for Energy, Transport and Climate Policy, Wuppertal Institute for Climate, Environment and Energy
- Hon. Maria Amalia Revelo Raventós, Minister of Tourism; Costa Rica

13.00 - 13.45 TOURISM AND THE SHARING ECONOMY: POLICY RECOMMENDATIONS AND POTENTIAL
需求 for authentic and personal experiences through travel is increasing annually. The Sharing Economy can provide ways to link travelers to ordinary people for a local experience. In doing so, it has the potential to widen sphere of beneficiaries from travel. But this also brings a range of challenges to destinations trying to manage visitor safety, control crowding, and ensure quality products. What can destinations do to address some of the pitfalls and instead leverage the sharing-economy for more competitive, sustainable and inclusive destinations? The World Bank’s new report on the subject provides new insights and a way forward for destination managers.

Speaker & Interview guest: Dr. Louise Twining-Ward, Senior Private Sector Specialist, The Worldbank

Interviewer: Ariane Jané, Member of Transition Team, Global Eco tourism Network (GEN), Latin American Ecotourism Network (LACEN), Co-founder, Instituto Ecobrasil

14.00 - 14.45 A TIDAL WAVE OF PLASTIC – OCEAN POLLUTION AND THE UN SUSTAINABLE DEVELOPMENT GOALS
Target 14.1 of the Sustainable Development Goals of the United Nations is the reduction of ocean pollution. So far, little attention has been paid to the dramatic increase in plastic ocean pollution. The tourism industry accounts for a considerable share of the 8 million tons of plastic waste which land in the oceans & seas each year. How can we prevent plastic waste from turning into marine pollution? What are tourism companies’ initial Best Practice examples? What regulatory measures are we to expect from politicians, and what are tourists willing to contribute?

Moderated by: Prof. Dr. Willy Legrand, Professor, Hospitality, Tourism and Event Management, International University Bad Honnef (IUBH)

Panels:
- Dr. Frauke Fischer, Founder, auf!, Author, Consultant and Expert for Sustainability
- Dr. Monika Griesfahn, Senior Advisor Sustainability, Costa Group, Founding Member Greenpeace, Minister (ret.)
- Joanna Hendricks, Former Global Sustainable Destinations Manager, Thomas Cook Group, Founder, Travel Without Plastic
- Eric R. Sinnaya, Chairman, Malaysian Nature Society

15.00 - 15.45 MALAYSIA FORUM: MEETING THE CHALLENGES OF SUSTAINABLE ECO-TOURISM DEVELOPMENT

The global cruise industry has been booming for years. How will it grow in the coming years? What are the growth markets of the future? What are the common misconceptions about the cruise industry? How is the industry dealing with the current challenges of overtourism and environmental protection? Is there “under tourism” in the cruise industry?

Interviewer: Thomas P. Illes, Cruise Analyst, University Lecturer and Journalist

Keynote & Interview guest: Adam Goldstein, Vice Chairman, Royal Caribbean Cruises LTD, Global Chair, CLIA

16.00 - 16.45 INSTAGRAM AND INFLUencers: THE OVERLOOKED CHALLENGES FOR DESTINATIONS
Too many destinations are still using logos and advertising slogans, while the digital world has long been crying out for “just in time” via their digital channels and platforms? And particularly explosive: How can social media hype be slowed down when destinations get overrun by overtourism?

Introductory presentation:
- Daniela Bricioño Schiessner, Senior Project Director, infas quo
- Stephan Duttenhöfer, Head of Sales & Innovation, infas quo

Moderated by:
- Daniela Bricioño Schiessner, Senior Project Director, infas quo
- Stephan Duttenhöfer, Head of Sales & Innovation, infas quo

Panels:
- Álvaro Blanco Volmar, Subdirector General Adjunto, Instituto de Turismo de España, TURESPAÑA
- Colin Fernando, Senior Brand Consultant, BrandTrust
- Vicky Smith, Founder, Earth Changers
FRIDAY, 8 MARCH 2019 – INTERNATIONAL WOMEN’S DAY

CITYCUBE BERLIN, A7

10.30 – 16.00 BARRIER-FREE TOURISM DAY 2019
The main topic of the 8th Barrier-free Tourism Day will be “Specific target group offers and beyond”. In panel discussions and talks, experts will focus on the relevant issues from various different perspectives. A wide range of real-life examples will be presented that demonstrate how to develop and market barrier-free products and services.

SATURDAY, 9 MARCH 2019

HALL 4.1, BOOTH 230

10.00 – 18.00 THE WADDEN SEA
• Get Out of Your Everyday Stress
• National Park Partner: We Love & Live the Wadden Sea
• “Wadden Sea with All Your Senses”
• Both Feet in the Mud – A Virtual Watt Hike

HALL 4.1B, ADVENTURE STAGE (SMALL STAGE)

12.00 – 12.30 IRAN – A COUNTRY OF 1001 CONTRADICTIONS
Only in German
Bestselling author Stephan Orth, winner of the ITB Book Award 2019 for his illustrated book about Iran “Iran – Tausend und ein Widerspruch” (National Geographic) discovers the country. His travel report gives touching, unexpected insights in a very diverse and rich culture and supports you in the idea to also visit Iran.

13.00 – 13.30 ANIMALS ARE NO HOLIDAY SOUVENIRS
Only in German
What to carry home from your holidays? Travel souvenirs are nice memories – but be careful: think twice – not every souvenir is legally allowed to be imported! It could derive from a protected species! IFAW provides information on what to do to protect endangered animals of holiday destinations.

14.00 – 14.30 SAND TO SNOW – BY E-BIKE THROUGH THE MOST BEAUTIFUL NATIONAL PARKS OF THE USA
Only in German
The journalist Susanne Brüsch will give a travel report of her ten-week-e-bike trip through Yosemite, Death Valley, Zion, Bryce and Grand Canyon, accompanied by two like-minded bikers. From the Pacific to Colorado, covering 5,000 km and a difference of altitude higher than 57,000 m. Susanne Brüsch will share what makes her stand unbelievable heat, coldness, wind and rain – 200 hours in the saddle, fighting to move forward through sand and snow in a wilderness without any mobile connection, falling asleep to the sounds of howling coyotes.

16.00 – 16.30 UNHCR: SOME SPEND THEIR HOLIDAYS WHERE THE UN REFUGEE AGENCY IS ON DUTY: NO ONE Chooses TO Be A REFUGEE; 68.8 MILLION PEOPLE ARE REFUGEES WORLDWIDE.
Only in German

HALL 11.1, CARREER CENTER

14.00 – 14.15 FAIR JOB HOTELS E.V. – USE YOUR CHANCE!
Only in German
Maria Mittendorfer, Brand Ambassador Fair Job Hotels

15.40 – 16.00 CURRENT STUDIES FROM THE INSTITUTE OF NATURE SPORTS AND ECOLOGY
Only in German
Dr. Stefan Mühl + Julia Soreviens, Deutsche Sport Hochschule Köln; Germany

HALL 19, PALAIS AT FUNKTURM, AWARD STAGE

15.30 – 17.00 THE DELPHIC FESTIVAL – ITB GRAND FINAL 2019
The Delphic Games, originally an international “contest of arts” which was held in Ancient Greece, is now meant to be a spiritual competition of humans which revives and enriches world cultures, strengthens their identities and leads to reconciliation and peace, the basic requirement for any kind of tourism. International dances and music performances as well as the “Passing over of the baton” from ITB Partner Country 2019 Malaysia to Partner Country 2020 Oman can be witnessed during the closing event of ITB Berlin.
SUNDAY, MARCH 10

11:00 – 11:30 TRANSFORMATIVE TRAVEL
These soulemates, parents of three small children and business partners travel around the globe since 2010, dive deep into the world of the local people and share at nectarandpulse.com authentic ‘places with a soul’. They are editors of the travel guide book ‘Glücklich in ... ’ (‘Happy in...’) of the Southern-German Newspaper (Süddeutsche Zeitung). They raise questions about a personal transformation which happens when travelling and always aim to find out what happy travelling truly means. ‘Life is a journey’. They will talk about the substantial learnings experienced through travelling.

11.30 – 12:00 ANIMALS ARE NO HOLIDAY SOUVENIRS
What do carry home from your holidays? Travel souvenirs are nice memories – but be careful: think twice – not every souvenir is legally allowed to be imported! It could derive from a protected species! IFAW provides information on what to do to protect endangered animals of holiday destinations.

12.00 – 12:30 SLOW TRAVEL – TRAVELING BY BICYCLE
Babs and Matthias skipped their jobs and traveled in a way which was totally new to them: By bicycle. Their motto was to travel slow – unforgettable experiences, adventures and encounters paid them off. They travelled 8 countries alongside the mighty Danube river.

10.00 – 17.00 THE WADDEN SEA
Discover the Culinary Side of the World Natural Heritage Site Wadden Sea
What’s Going on in the Wadden Sea? It Creeps and Crawls...

HALL 4.1, BOOTH 230

HALL 4.1A, next to CENTRAL STAGE

HALL 4.1B, ADVENTURE STAGE (SMALL STAGE)

11:30 – 13:00 Deutschlandfunk’s Sunday Walk (”SONNTAGSSPAZIERGANG”)
Life radio broadcasting of World Music – multicultural musical expressions life from ITB’s various stages

HALL 107A (YIG LOUNGE)

10.00 – 18.00 SUSTAINABLE YOUTH TRAVEL:
Check out your carbon foot print and how to travel responsibly!
Get inspired by alternative options to travel rather than choosing the usual unsustainable party trips.
Organized by students of Hochschule Bremen

HALL 18, BOOTH 132B

Norway will display a TESLA e-car on the weekend to promote sustainable travel. Tour operators will inform you about alternative mobility options when travelling through Norway.
To mark the International Women’s Day taking place during our fair, ITB organizes an exhibition showcasing the winners of the previous ITB – IFFT “Celebrating Her” Awards from the last 3 years in Hall 22a, booth 101. Come along to get inspired!

• The ITB Culture Lounge in Hall 16 (and partly Hall 10.2) hosts roundabout 70 exhibitors from 12 countries, including European museums, festivals, European joint cultural projects and cultural service providers who are showcasing their offerings and cultural highlights. Official Cultural Partner in 2019 is Visit Flanders. Visitors of the Cultural Café are entertained with lectures and presentations.

• Hall 21a, booth no. 114: Meet the platform for female entrepreneurs “SheTrades – International Trade Center” and get informed about their new projects in cooperation with the German Society of Development (GIZ).

• With regards to the ongoing dramatic situation of refugees in many parts of the world ITB promotes the excellent work of “Wings of Help”, a private industry-driven initiative which uses e.g. available cargo areas of aircrafts to fly in relief supplies.

See: www.luftfahrt ohne grenzen.eu/en/start.html

• Information on Safer Travel is available in Hall 21b, at the Berlin LGBT+ desk (booth 271B) and on the website of the Berliner Aids-Hilfe e.V., an ITB-supported Berlin HIV Self-Help Organization at www.berlin-aids-hilfe.de

• Are you thirsty? Check out Viva con Agua, a charitable business model based in St. Pauli, Hamburg (Germany), which helps to provide clean drinking water worldwide. ITB serves their water to all its visitors in the fair management throughout the show.

• ITB supports Sozialhelden e.V., a network of artists, women and men using their arts to e.g. available cargo areas of aircrafts to fly in relief supplies.

• There is the possibility to compensate your carbon footprint online at www.itb-berlin.de/en/about-itb-berlin/travel-info or onsite at the atmosfair booth in Hall 4, stand no. 252a

• ITB will provide free drinking water in Hall 4,1b, booth 219 to refill your reusable water bottle! ITB gives away polyethylene-free reusable bottles for a small amount of money which will be used as a donation for our current charity collection. Please note that the tab water in Berlin is also drinkable and has an excellent quality!

• In 2019, ITB Berlin will support a domestic violence shelter for women in our Partner Country Malaysia. Domestic violence is a worldwide problem: Not only because International Women’s Day is happening during ITB we are proud to support WAO (Women’s Aid Organisation), an effective, long-lasting NGO, which provides shelter and help and advocates women and also raises awareness and changes minds, working towards a society that respects women’s rights and dignity.

• For donations of 5 Euros +, the donors will receive a refillable ITB water bottle in exchange. For donations of 3 Euros +, the donors will receive a Chekutty doll.

• In hall 6,3 next to the Sommercargos and close to the Messe-Shop, ITB provides a “Room of Silence” – a place for everybody, regardless of religion, who wants to recharge spiritual batteries, wants to pray or reflect. Pastor Fröhling as well as volunteers will be present for spiritual guidance, if needed. The room is opened daily from 10 am – 6 pm. On ITB-Sunday, everybod,	regardless	of	religion,	wants	to	recharge	spiritual	batteries,	wants	right	to	pray	or	reflect.	Pastor	Fröhling	as	well

• In hall 6.3 the International Women’s Day will be marked by a Christian midday prayer at 12 noon. In hall 6.1 a convenient bus shuttle from hotels to the fairground to help

• All ITB Berlin staff members are reducing their carbon footprint on business trips by donating to projects in developing countries with the help of arosfaming.

• ITB Berlin supports public transportation and has developed a convenient bus shuttle from hotels to the fairground to help

• Travel to ITB Berlin completely carbon-free by using German Railway (Deutsche Bahn)’s special starting from EUR 44.90 (90 minute journey). Link: https://www.itb-kongress.de/en/ITBBerlinConventionMesseTollnden/traveltips/

• To save energy and resources ITB in 2019 will not produce any catalogues or quick finders, all relevant information is available online. A list of exhibitors will be available in the ITB News, printed in a climateresponsive neutral way. We contribute to a forest protection project in Kenya.