COMPACT
CSR-RELATED
EVENT PROGRAM.

4 – 8 March 2020 · itb-berlin.com/csr

EXPERT KNOWLEDGE – included in your ITB Berlin Ticket

TOGETHER WE CAN BRING ABOUT A GREAT DEAL OF CHANGE.
Wednesday, 4 March 2020

10.15 – 10.30
Hall 4.1b / Adventure Stage (Small Stage)

15TH POW-WOW FOR TOURISM PROFESSIONALS – WELCOME ADDRESS / ENVISIONING A SOCIAL-LY-RESPONSIBLE, SUSTAINABLE AND REGenerative TOURISM

S: Mariana McGill, Hall 4.1b Adventure Travel – Responsible Tourism and the Pow-wow for Tourism Professionals, Latin America World

10.30 – 11.00
Hall 4.1b / Adventure Stage (Small Stage)

KEYNOTE ADDRESS / WORLD HERITAGE JOURNEYS OF THE EUROPEAN UNION / NEW WAYS TO EXPERIENCE EUROPE'S CULTURAL WORLD HERITAGE

S: Hilary Cox, Current Cromer Town Councillor

10.45 – 11.00
ITB Convention / ITB Responsible Destination Day: CityCube Berlin, Hall A1

GREETING

S: Dr. David Ermen, Destination Capacity

11.00 – 11.45
Hall 4.1b / Adventure Stage (Small Stage)

EXPLORING THE „UNDERWATER“ WORLD OF THE WADDEN SEA – SUSTAINABILITY

S: Catharina Greve, Coastal Defence National Park and Marine Conservation of the State Schleswig-Holstein

11.00 – 11.45
ITB Convention / ITB Future Day: CityCube Berlin, Hall A4/A5

ITB CO-CREATORS KEYNOTE: WE ARE SHAPING THE FUTURE!

S: Nils Müller, TrendOne

11.00 – 11.45
ITB Convention / ITB Responsible Destination Day: CityCube Berlin, Hall A1

KEYNOTE PANEL: RE-THINKING TOURISM SUCCESS: MANAGING DESTINATIONS FOR SUSTAINABLE GROWTH

I: Alain Dupeyras, OECD
P: Alain Dupeyras, OECD / Jerry Inzerillo, Diriyah Gate Development Authority / Ingo Lies, Chamäleon Reisen / Keith Tan, Singapore Tourism Board
M: Dr. David Ermen, Destination Capacity

11.00 – 11.45
Hall 1.1, Young Professionals Stage

KEYNOTE: HEALTHY LIFE HACKS TO BOOST YOUR CAREER

S: Jonas Höhn, detoxRebels

Session in German only!

11.00 – 12.00
Room Hongkong, Großer Stern, Level 3 (fairground)

SUSTAINABILITY IN THE HOSPITALITY INDUSTRY – SHORT-TERM EUPHORIA OR LONG TERM BOOKING SUCCESS?

M: Suzann Heinemann, InfraCert GmbH – Institute for Sustainable Development in the Hospitality Industry / GreenSign

Session in German only!
Wednesday, 4 March 2020

11.00 – 12.00
Hall 4.1 B, ITB Central Stage (Big Stage)

**TOGETHER WE TAKE ACTION FOR CHILD PROTECTION – JOINT INITIATIVES IN TOURISM**

M: Mechthild Maurer, ECPAT Germany
P: Theo Noten, Defence for Children – ECPAT Netherlands / Joyati Ray, EQUATIONS India / NN, Fundación Renacer, ECPAT Colombia

11.30 – 12.00
Hall 4.1b / Adventure Stage (Small Stage)

**CETACEAN CAPTIVITY AND ANIMAL WELFARE**

S: Rob Lott, Whale and Dolphin Conservation

12.00 – 12.30
Hall 4.1 / Booth 117 / WYSE Workshop Area

**WYSE: BUILDING BRIDGES BETWEEN THE LOCALS AND TRAVEL COMMUNITIES**

S: Javier Amorós, SANDEMANs New Europe

12.00 – 12.45
ITB Convention / ITB Future Day: CityCube Berlin, Hall A4/A5

**ITB KEYNOTE PANEL: THE FUTURE OF THE TOURISM INDUSTRY IN TIMES OF DIGITAL DISRUPTION, CLIMATE EMERGENCY, AND THOMAS COOK & CO**

I: Caroline Bremner, Euromonitor
P: Samih Sawiris, Orascom Development AG / Coley Dale, Trip.com Group / Rob Ransom, Booking.com
M: Sasha Vakulina, Euronews

12.00 – 12.45
ITB Convention / ITB Deep Dive Sessions 1: CityCube Berlin, Cube Club

**VISIT SAUDI AND LONELY PLANET IN CONVERSATION: CHARTING A NEW TOURISM DESTINATION**

P: W. Bryon Broich, Lonely Planet
Fahd Hamidaddin, Saudi Commission for Tourism & National Heritage (SCTH)

12.00 – 12.45
ITB Convention / ITB Responsible Destination Day: CityCube Berlin, Hall A1

**KEYNOTE PANEL: RESPONSIBLE TOURISM DESTINATIONS: ROADMAP TO A “HIGH AMBITION SCENARIO”**

-In Cooperation with UNWTO-

I: Zurab Pololikashvili, UNWTO
M: Dr. Dirk Glaesser, World Tourism Organization (UNWTO)
P: Felix Eichhorn, Aida Cruises Ltd.
Alba Lajusticia, Tourism Observatory of Barcelona
Glenn Mandziuk, Thomson Okanagan Tourism Region, British Columbia, Canada
Young Tae Kim, International Transport Forum

12.00 – 13.00
Hall 4.1 B, ITB Central Stage (Big Stage)

**WELCOME TO OMAN: SUSTAINABLE ADVENTURE TOURISM**

12.30 – 13.00
Hall 4.1b / Adventure Stage (Small Stage)

**TRAVEL IS ABOUT NATURE. CHUMBE ISLAND CORAL PARK IN TANZANIA – 25 YEARS OF PROTECTING CORAL REEFS THROUGH ECOTOURISM**

S: Diana Körner, Chumbe Island Coral Park

12.45 – 13.15
ITB Convention / ITB eTravel World Day 1: Hall 7.1b, eTravel Lab

**OVERTOURISM AND VISITOR FLOWS – AN ITERATIVE APPROACH**

S: Christian Kogler, AIT Austrian Institute of Technology
Wednesday, 4 March 2020

13.00 – 13.05
Hall 4.1, ITB Central Stage (Big Stage)
—

WELCOME AND THEMATIC INTRODUCTION
—
S: Prof. Dr. habil. Torsten Fischer, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences) / Suzann Heinemann, InfraCert GmbH – Institute for Sustainable Development in the Hotel Industry/GreenSign

Session in German only!

13.00 – 13.30
Hall 4.1 / Booth 117 / WYSE Workshop Area
—
BEST PRACTICES AND ACTIONABLE INSIGHTS FOR WELCOMING DIVERSE TRAVELLERS
—
S: Ed Salvato, HospitableMe

13.00 – 13.30
Hall 4.1b / Adventure Stage (Small Stage)
—
CORAL REEFS AND LIGHT POLLUTION
—
S: Dr. Andreas Haenel, Astronomer, Working Group Dark Sky / Dr. Annette Krop-Benesch, Nachhaltig Beleuchten, thilles consulting GmbH

13.00 – 13.45
ITB Convention / ITB Responsible Destination Day: CityCube Berlin, Hall A1
—
EXPEDITION CRUISES: TOURISM IN FRAGILE ECOSYSTEMS
—
P: Ove Dimmen, Ulstein Verft / Nicolas Dubreuil, Ponant / Mike Louagie, Freelance Cruise & Ferry Photographer/Writer/Consultant / Robin West, Seabourn
M: Thomas P. Illes, Cruise Analyst, University Lecturer and Journalist, thilles consulting GmbH

Wednesday, 4 March 2020

13.05 – 13.20
Hall 4.1, ITB Central Stage (Big Stage)
—

ITB SUSTAINABILITY FORUM 2020 “GENERATION DIGITAL GREENS”
—
KEYNOTE LECTURE / URBAN-RURAL-RIVER – SUSTAINABILITY AND DIGITIZATION FROM A-Z / BEST PRACTICE IN TOURISM
—
S: René Skiba, Tourismus GmbH Nördlicher Schwarzwald

Session in German only!

13.20 – 13.55
Hall 4.1, ITB Central Stage (Big Stage)
—
PANEL DISCUSSION “GREEN DESTINATION”
—
P: Antje Forytta, Hamburg Tourismus GmbH / Christian Klaiber, Initiative Zukunftsmobilität im Ländlichen Raum / Jan Sadowsky, Klimapatenschaft / René Skiba, Tourismus GmbH Nördlicher Schwarzwald / Dr. Peter Zimmer, Managing Partner TourCert gGmbH
M: Prof. Dr. Heike Bähre, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences)

Session in German only!

13.30 – 14.00
Hall 4.1b / Adventure Stage (Small Stage)
—
25 YEAR MESSEL PIT UNESCO WORLD HERITAGE SITE – STORYTELLING AS A NEW TOOL FOR UNITED NATIONS AGENDA 2030 SUSTAINABLE GOALS (SDG)
—
S: Dr. Marie-Luise Frey, Messel Pit UNESCO World Heritage Site

13.55 – 14.15
Hall 4.1, ITB Central Stage (Big Stage)
—
KEYNOTE LECTURE: GENERATION DIGITAL GREENS – THERE IS NO GOING BACK! WHERE DOES THE HOTEL INDUSTRY STAND?
—
S: Benjamin Köhler, Betterspace

Session in German only!
Wednesday, 4 March 2020

14.00 – 14.30
Hall 4.1b / Adventure Stage (Small Stage)

VISIT WADDEN – SUSTAINABLE GROWTH OF A UNESCO WORLD HERITAGE SITE

S: Dr. Roger Davids, Merk Fryslan – Visit Wadden

14.00 – 14.45
ITB Convention / ITB Future Day: CityCube Berlin, Hall A4/A5

ITB CEO INTERVIEW: THE FUTURE OF HOSPITALITY WILL BE HOSTED

P: Greg Greeley, Airbnb Homes / Sam Shank, Airbnb, HotelsTonight
M: Kevin May, PhocusWire

14.00 – 14.45
ITB Convention / ITB Responsible Destination Day: CityCube Berlin, Hall A1

LONG DISTANCE DESTINATIONS AND SUSTAINABILITY – A CONTRADICTION IN TERMS?
„TAKE THE TRAIN TO SAN JOSE?“
-In Cooperation with ARGE Latin America-

P: Milly Alva Haimberger, Aqua Expeditions / Dr. Frano Ilic, Studiosus Reisen / Celia Muñoz, Iberia / Hon. Maria Amalia Reveleventos, Minister of Tourism, Costa Rica
Stefan Schmidt, German Bundestag, Alliance 90/The Greens
M: Andreas M. Gross, ARGE Lateinamerika

14.00 – 14.45
ITB Convention / ITB VR Lab: Hall 10.2 / Booth 108

ONLINE INSTEAD OF OFFLINE: INNOVATIVE TRAINING SOLUTIONS THROUGH VIRTUAL REALITIES

S: Yvonne Pauly, Gastronomisches Bildungszentrum Koblenz e.V.

Session in German only!

14.00 – 14.45
ITB Convention / ITB MICE Forum: Hall 7.1a, Auditorium New York 1

VISITOR TRACKING – OPTIMIZE YOUR EVENT CONCEPT WITH DIGITAL TECHNOLOGIES!

S: Prof. Dr. Cornelia Zanger, TU Chemnitz

Wednesday, 4 March 2020

14.00 – 15.00
Palais am Funkturm, ITB Convention Awards

THE ART OF ENGAGING AND SUSTAINING AUTHENTIC INDIGENOUS EXPERIENCES: INDIGENOUS TOURISM AND SUSTAINABILITY

Welcoming Cultural Performance:
Odissi – Indian classical dance by Swati Prasad

I: Rika Jean-François, CSR ITB Berlin / Gopinath Parayil, The Blue Yonder
S: Ben Sherman, World Indigenous Tourism Alliance
P: Rolando German Collaguauro Panacl, Yungilla Community / Asel Ismailova, Guided Tours Kyrgyzstan / Judy Kepher Gona, Vanuatu Tourism
M: Aurélie Deubusschère, World Indigenous Tourism Alliance, Native Immersion

14.15 – 14.55
Hall 4.1, ITB Central Stage (Big Stage)

„GREEN ACCOMMODATION“/ DISCUSSION

P: Prof. Dr. h.c. Stephan Gerhard, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), arcona Hotels & Resorts, 25hours Hotels
Stephan Hein, Lulu Guldsmeden – Guldsmeden Hotels
Jürgen Gangl, Park Inn Hotel Stadt Berlin
Benjamin Köhler, Betterspace
Christopher Rust, Scandic Berlin
M: Suzann Heinemann, InfraCert GmbH – Institute for Sustainable Development in the Hotel Sector / GreenSign

14.55 – 15.00
Hall 4.1, ITB Central Stage (Big Stage)

ABSCHLUSSMODERATION

M: Prof. Dr. habil. Torsten Fischer, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences)
Suzann Heinemann, InfraCert GmbH – Institute for Sustainable Development in the Hotel Sector / GreenSign
Prof. Dr. Heike Bähre, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Berlin

14.30 – 15.00
Hall 4.1b / Adventure Stage (Small Stage)

7th ANNUAL SHORT-FILM SHOWCASE – BEST SUSTAINABLE TOURISM FILMS 2020

S: Rob Holmes, GLP Films
Wednesday, 4 March 2020

15.00 – 15.30
ITB Convention / ITB eTravel World Day 1: Hall 7.1b, eTravel Lab

— ACTIONS SPEAK LOUDER THAN WORDS – IN-DESTINATION SUSTAINABILITY FOCUS

—
I: Eric la Bonnardiere, Evaneos
S: Stefan Gadd, Gothenburg
Chris Wray, Conscious Tourism Cambodia
M: Milena S. Nikolova, Adventure Travel Trade Association

15.00 – 15.30
Hall 4.1b / Adventure Stage (Small Stage)

— ALII PASS PROGRAMME – EXPERIENCE AIRAI STATE IN PALAU, A PRISTINE PARADISE

—
S: Stephanie Nakamura, Palau Visitors Authority

15.00 – 15.45
ITB Convention / ITB Responsible Destination Day: CityCube Berlin, Hall A1

— BETTER CITY LIFE THROUGH SMART TOURISM

—
I: Esencan Terzibasoglu, World Tourism Cities Federation WTCF
P: Dr. Joan Borràs, Eurecat – the Technological Centre of Catalonia
Oded Grofman, Tel Aviv Hotel Association
Markus Kuhlo, Tencent Cloud Europe
M: Sascha Stange, World Tourism Cities Federation WTCF

15.00 – 15.45
ITB Convention / ITB Business Travel Forum: Hall 7.1a, Auditorium New York 1

— BUSINESS TRAVEL 2020 – DESTINATION: “ECOLOGICALLY EFFECTIVE”

—
S: Peggy Gabriel, Vattenfall
Jörg Martin, CTC Corporate Travel Consulting, German Business Travel Association, VDR
Max Weyde, Egencia

15.15 – 15.45
Hall 21.b / LGBT+ Travel Pavilion Stage

— GAY TRAVEL INDEX 2020

—
S: Christian Knuth, Männer Magazine

15.30 – 16.00
ITB Convention / ITB eTravel World: Hall 6.1 eTravel Stage

— INFLUENCER MANAGEMENT AGAINST OVERTOURISM

—
S: Markus Berger, Schweiz Tourismus

15.00 – 16.00
Hall 4.1 / ITB Central Stage (Big Stage)

— HUMAN RIGHTS IN PRACTICE: ASSESSING SOCIAL IMPACTS IN THE TOURISM VALUE CHAIN

—
P: Matthias Leisinger, focusright / Win Min, Myanmar Center for Responsible Business / Thomas Preischl, easia Travel / Tony Reyhanloo, DER Touristik Suisse / Rémy Friedmann, Federal Department of Foreign Affairs (FDFA) / Andreas Hofmann, German Society for International Cooperation (GIZ)
M: Antje Monshausen, Tourism Watch/Bread for the World, Roundtable Human Rights in Tourism e.V.

15.15 – 15.45
Hall 4.1b / Adventure Stage (Small Stage)

— CENTRE FOR THE PROMOTION OF IMPORTS FROM DEVELOPING COUNTRIES (CBI) – TIPS THAT HELP SMALL AND MEDIUM-SIZED ENTERPRISE (SME) TOUR OPERATORS SUCCESSFULLY MEET REQUIREMENTS, FIND BUYERS AND DO BUSINESS

—
S: Alison Burgh, Acorn Tourism Consulting, Centre for the Promotion of Imports from Developing Countries (CBI) / Judy Keper-Gona, Sustainable Travel and Tourism Agenda (STTA)

15.30 – 16.00
ITB Convention / ITB eTravel World: Hall 6.1 eTravel Stage

— INFLUENCER MANAGEMENT AGAINST OVERTOURISM

—
S: Markus Berger, Schweiz Tourismus
Wednesday, 4 March 2020

16.00 – 16.30
Hall 4.1b / Adventure Stage (Small Stage)

—

**WRITING A NEW CHAPTER OF JAPAN ON TRAVEL AGENCIES WITH RESPONSIBLE TOURISM**

—

*S*: Masaru Takayama, Japan Alliance of Responsible Travel Agencies (JARTA); Spirit of Japan Travel; AEN / Akifumi Haneda, Japan Alliance of Responsible Travel Agencies (JARTA)

16.00 – 16.45
ITB Convention / ITB Business Travel Forum: Convention Hall 7.1a, Auditorium New York 1

—

**BUSINESS TRAVEL AND CLIMATE IMPACT – A FOUR-POINT PROGRAM FOR SUSTAINABLE BUSINESS TRAVEL**

—

*S*: Julia Dappa, BCD Travel / Antje Vogel, BCD Travel

16.00 – 16.45
ITB Convention / ITB Responsible Destination Day: CityCube Berlin, Hall A1

—

**CRISIS MANAGEMENT AND RESILIENCE IN THE SHADOW OF COVID-19**

-In Cooperation with the Global Travel and Tourism Resilience Council-

—

*P*: Hon. Edmund Bartlett, Minister of Tourism, Jamaica / Dr. Caroline Brown, WHO / Carlos Cendra, Mabrian Technologies / Scott Hume, Global Rescue / Jeffrey Rutledge, AIG Travel

*M*: N.N., CNN

16.00 – 16.45
ITB / ITB Future Day: CityCube Berlin, Hall A4/A5

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**ITB EXECUTIVE PANEL: FUTURE AIR AND GROUND MOBILITY**

—

*I*: Andreas Perotti, EHang

*P*: Christian Höber, Pinkbus / Stephan Leppler, MotionTag / Andreas Perotti, EHang / Dr. Jens Wohltorf, Blacklane

*M*: Prof. Dr. Eberhard Kurz, Worms University of Applied Sciences

16.00 – 16.45
Hall 11.1, Young Professionals Stage

—

**SMART TOURISM: THE FUTURE OF TRAVEL BETWEEN SUSTAINABILITY AND DIGITALIZATION**

—

*S*: Brian Young, G Adventures

16.00 – 16.45
ITB Convention / ITB Deep Dive Sessions 1: CityCube Berlin, Cube Club

—

**TOURISM SCIENCE SLAM – IN COOPERATION WITH DGT AND AIEST**

—

*I*: Prof. Dr. Harald Pechlaner, Catholic University of Eichstätt-Ingolstadt, AIEST (International Association of Scientific Experts in Tourism) / Prof. Dr. Jürgen Schmude, Ludwig-Maximilians-University Munich, DGT e.V.

*P*: J. Christian Benninghaus, Gymnasium Marienthal, Landesinstitut Hamburg / Andreas Köther, Altran Germany / Kathrin Viergutz, Institute of Transportation Systems Technology, German Aerospace Center (DLR)

*M*: Dr. Julia Offe, Scienceslam.de

16.00 – 17.00
Hall 4.1 / ITB Central Stage (Big Stage)

—

**TOURISM 4.0: HOW DIGITAL PLATFORMS ARE CHANGING TOURISTIC VALUE CHAINS**

—

*P*: Deepti Bharthur, IT for Change / Prof. Dr. Sandra Rochnowski, Berlin State University of Economics and Law (HWR) / Moritz Hintze, bookitgreen / Tom Jungh, Live DMC

*M*: Geraldine de Bastion, Global Innovation Gathering

16.00 – 18.00
Palais am Funkturm, ITB Convention Awards

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**SUSTAINABLE DESTINATION AWARDS AND TOURISM 2030 – INCLUDING THE ITB EARTH AWARD –**

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*I*: Rika Jean-François, ITB Berlin


*M*: Pastollnigg Alexandra, FairVoyage.com / Lonneke de Kort, bookdifferent.com
Wednesday, 4 March 2020

16.30 – 18.00
Hall 4.1b / Adventure Stage (Small Stage)

MASTER CLASS – UNESCO GLOBAL GEOPARKS NETWORK – SUSTAINABLE DESTINATIONS AND GLOBAL GEOPARKS NETWORK ACTIVITIES FROM THE PROMOTION OF GEOTOURISM

S: Dr. Nickolas Zouros, UNESCO Global Geoparks Network, University of Aegean, Lesvos Island UNESCO Global Geopark

17.00 – 17.30
Hall 4.1b / Adventure Stage (Small Stage)

MASTER CLASS – GEO IN: INSULAR GEOPARKS – CHALLENGES AND PERSPECTIVES ON SUSTAINABLE TOURISM DEVELOPMENT

S: Dr. Ilias Valiakos, Natural History Museum of the Lesvos Petrified Forest, Lesvos Island UNESCO Global Geopark

17.00 – 17.45
ITB Convention / ITB Responsible Destination Day: CityCube Berlin, Hall A1

ITB MINISTERS’ ROUNDTABLE: SUSTAINABLE DESTINATION BEST PRACTICES

-M: Sasha Vakulina, Euronews
P: H.E. Khalid Jassim Al Midfa, Sharjah Commerce and Tourism Development Authority (SCTDA)
Hon. Didier Dogley, Seychelles
Hon. Mmamoloko Nkhsensani Kubayi-Ngubane, South Africa
Hon. Savvas Perdios, Cyprus
Hon. Maria Amalia Reveo Raventós, Costa Rica
H.E. Ahmad bin Aqil al-Khatib, Saudi Commission for Tourism and National Heritage
Hon. Pórdis Kolbrún R. Gylfadóttir, Iceland and other tourism destinations

17.00 – 17.45
ITB Convention / ITB Future Day: CityCube Berlin, Hall A4/A5

OUTLOOK KEYNOTE: ARTIFICIAL INTELLIGENCE, BIG DATA, ROBOTICS & CO – A BLESSING OR CURSE FOR MANKIND?

S: Dr. Manuela Lenzen, Freelance Science Writer, Scientist, Keynote Speaker
James Liang, Trip.com Group

17.00 – 21.00
Hall 4.1 / ITB Central Stage (Big Stage)

TOURCERT – TRAVEL FOR TOMORROW: CERTIFICATION CEREMONY

I: Marco Giraldo, TourCert
M: Nadine Kreutzer, Journalist & Radio Presenter
followed by get-together

17.30 – 17.45
Hall 4.1b / Adventure Stage (Small Stage)

ITB BERLIN – POW WOW PRIZE OF RECOGNITION OF EXCELLENCE

I: Rika Jean-François, ITB Berlin / Friederike Hansen, ITB Berlin / Mariana McGill, Responsible Tourism and the Pow-Wow for Tourism Professionals, Latin America World
S: Dr. Nikolas Zouros, UNESCO Global Geoparks / Gopinath Parayil, The Blue Yonder / Stefan Baumeister, myclimate / Mechthild Maurer, ECPAT

17.45 – 18.00
Hall 4.1b / Adventure Stage (Small Stage)

LAUNCH OF THE TRAVEL PROJECT E-TRACTION – THE TRIP

S: Susanne Bruesch, Pedelec Adventures, E-Bike Ambassador

18.00 – 19.00
Hall 4.1b / Booth 228 – UNESCO Global Geoparks

NETWORKING COCKTAIL RECEPTION – SPONSORED BY UNESCO GLOBAL GEOPARKS

S: Prof. Dr. Nickolas Zouros, UNESCO Global Geoparks Network, University of Aegean, Lesvos Island UNESCO Global Geopark
Armindo Jacinto, City Council of Idanha-a-Nova, UNESCO Geopark Naturtejo

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I: Introduction  M: Moderator  S: Speaker
P: Panel
Thursday, 5 March 2020

09.00 – 10.15
CityCube / Level 3 / R2

—
PRESS CONFERENCE SCANLINES: TRAVEL TO SCANDINAVIA WITH ECOFRIENDLY HYBRID FAIRY BOATS

—

10.00 – 10.30
Hall 4.1b / Adventure Stage (Small Stage)

—
THE FUTURE OF THE DESTINATION MARKETING COMPANIES (DMC) – TIPS AND TRENDS TO FUTURE-PROOF YOUR AGENCY

—
S: Samy Baily, Evaneos

10.30 – 11.00
Hall 4.1 / ITB Central Stage (Big Stage)

—
FEMALE EMPOWERMENT THROUGH TRAVEL

—
S: Victoria Houle, Planeterra

10.30 – 11.00
Hall 4.1b / Adventure Stage (Small Stage)

—
#SAVESALINA – COMMUNITY AND NATURE-BASED TOURISM DEVELOPMENT IN MONTENEGRO

—
S: Kirsi Hyvaerinen, PRÁTTO Consulting Partner; Global Ecotourism Network / Zenepa Lika, Dr. Martin Schneider-Jacoby Association / Janinka Lutze, Campaigner, EuroNatur Foundation

10.30 – 11.00
ITB Convention / ITB eTravel World Day 2: Hall 6.1, eTravel Stage

—
TRAVEL TRENDS 2020 – WHERE ONLINE, MOBILE AND CONSUMER TRAVEL ARE GOING TO.

—
S: Damiano Sabatino, Travelport

Thursday, 5 March 2020

10.30 – 11.30
Großer Stern / VIP-Raum 1 / Level 4

—
SUSTAINABILITY IN SOUTH AFRICA

—
P: Hon. Mmamoloko Kubayi-Ngubane, South African Tourism / Sisa Ntshona, Airports Company of South Africa (ACSA) / Mpumi Mpofu / NN, SANParks
only for registered participants: suedafrika@kprn.de

10.30 – 12.30
Grosser Stern, Room Hong Kong

—
PATA SEMINAR:
DESTINATION RESILIENCE AND RECOVERY – FACING GLOBAL CHALLENGES

—
I: Daniela Wagner, PATA, EMEA
S: Prof. Dr. Haiyan Song, The Hong Kong Polytechnic University
IMPACT OF THE CORONAVIRUS OUTBREAK IN CHINA
Carlos Cendra, Mabrian
Santi Garcia-Dils de la Vega, Tourism Sevilla
P: Gloria Loree, Destination Canada / Saeed Rashed Al Saeed, Abu Dhabi Department of Culture and Tourism / Ted Sullivan, Adara
M: Oliver Martin, Twenty31 Consulting Inc.
followed by LUNCH – HOSTED BY ITB BERLIN (by invitation only)

11.00 – 11.30
Hall 4.1b / Adventure Stage (Small Stage)

—
IRAN – DANCE OF LIFE!
CELEBRATING IRANIAN HOSPITALITY

—
S: Mahmood Daradel, Land of Turquoise Domes – Tour and Travel Company

11.00 – 12.00
Hall 21b / Medical Pavillon Stage

—
HTI ROUNDTABLE -
THE FUTURE OF MEDICAL TOURISM:
DIGITAL HEALTH, COMPLIANCE RISKS AND ETHICAL CONSIDERATIONS

—
P: Sherif Hassan, Tripsetc Travel Company / Emre Ali Kodan, Baki International Health & Travel Solutions / Christian Fadi El-Khoury, MESC International Patient Service GmbH / Ivana Kolar, Julius Rose
Thursday, 5 March 2020

11.00 – 11.45
ITB Convention / ITB Deep Dive Sessions 2: CityCube Berlin, Cube Club

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KEYNOTE PANEL: EXPERIENCING SUSTAINABILITY: TOURISM AS AN OPPORTUNITY FOR DESTINATIONS – THE WISE DODO IN MAURITIUS.

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I: Sören Hartmann, DER Touristik Group, REWE Group / Hon. G.P. Lesjongard, Minister of Tourism, Mauritius
P: Arvind Bundhun, Mauritius Tourism Promotion Authority (MTPA) / Jörn Krausser, DER Touristik Germany / Deyna Marianen, Mautourco Ltd. / Daren Moodely, Mauritius Tourism Authority (MTA)
M: Andreas Koch, blueContec

11.00 – 11.45
Palais am Funkturm, ITB Convention Awards

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LGBT+ TOURISM IN THE AGE OF OVERTOURISM AND CLIMATE PROTECTION

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I: Rika Jean-Francois, CSR ITB Berlin
P: Mateo Asensio, Barcelona Tourism / Peter Jordan, Gen C Traveler; Toposophy / Kristin Hansen, Hansen&Partner; ELLA / Reginald Charlot, NYC & Company / NN, Italy
M: Thomas Bömkes, Diversity Tourism GmbH

11.45 – 12.00
Palais am Funkturm, ITB Convention Awards

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ITB LGBT+ PIONEER AWARD CEREMONY.

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11.00 – 11.45
ITB Convention / ITB eTravel World Day 2: Hall 7.1b, eTravel Lab

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GAMES PEOPLE PLAY: SUSTAINABLE WAYS TO EXPLORE THE DESTINATION NOUVELLE-AQUITAINE

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S: Michel Durrieu, Nouvelle-Aquitaine Regional Tourist Board

11.25 – 11.45
ITB Convention / Experts Forum Wellness: CityCube Berlin, Hall A1

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BEST PRACTICE: CONCEPTS FOR ACTIVE AND SUSTAINABLE LIFESTYLE CHANGING PROCESSES

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S: Sven Huckenbeck, Ensana Health Spa Hotels

11.30 – 12.00
Hall 4.1b / Adventure Stage (Small Stage)

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KAYAH STATE AND TANINTHARYL REGION – NEW AND EXCITING CULTURAL, COMMUNITY TOURS IN SOUTHERN MYANMAR

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S: Giulia Macola, International Trade Centre (ITC) / Peter Richards, International Trade Centre (ITC)

11.55 – 12.45
ITB Convention / ITB Deep Dive Sessions 2: CityCube Berlin, Cube Club

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ZWISCHENRUFE/INTERJECTIONS: NO TIME FOR EXCUSES!

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I: Claudia Mitteneder, Institute for Tourism and Development
P: Álvaro Blanco Volmer, Tourism Expert / Dr. Susanne Götze, Environmental and Science Journalist, Editor and Writer / Prof. Dr. Harald Pechlaner, Catholic University of Eichstätt-Ingolstadt, AIEST (International Association of Scientific Experts in Tourism) / Petra Thomas, forum anders reisen e.V.
M: Andreas Stopp, Deutschlandfunk (German Radio)

12.00 – 12.30
Hall 4.1b / Adventure Stage (Small Stage)

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LIVE LIKE A MASSAI – EXPERIENCES WITH IMPACT ON FOOT OF KILIMANJARO

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S: Cornelia Wallner-Frisee, Africa Amini Life – Original Massai Lodge
Lesse Laizer, Africa Amini Life – Original Massai Lodge

12.00 – 12.45
ITB Convention / ITB Business Travel Forum: Hall 7.1a, Auditorium New York 1

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WHAT’S NEXT? WHAT’S HERE TO STAY? – CURRENT TRENDS AND FORECAST FOR 2020

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S: Prof. Dr. Bernd Eisenstein, West Coast University of Applied Sciences
Verena Funke, Egencia
Oliver Meinicke, Giesecke+Devrient
M: Viola Eggert, German Business Travel Association, VDR
Thursday, 5 March 2020

12.00 – 13.00
Hall 4.1 / ITB Central Stage (Big Stage)

—

DEALING WITH TRANSGENDER PARTICIPANTS AND TEAMER IN CHILDREN AND YOUTH TRAVEL

—

P: Kalle Hümpfner, Bundesverband Trans* / Hermann Lange, Federal Ministry for Family, Seniors, Women and Youth / Elena Holling, Voyage Reiseorganisation GmbH / Jan Vieth, Camp Adventure / Nicole Faerber, Deutsche Gesellschaft für Transidentität und Intersexualität e.V.

12.15 – 12.45
Hall 21.b / LGBT+ Travel Pavilion Stage

—

EXPERT INTERVIEW: IGLTA STRATEGIES

—

S: John Tanzella, IGLTA
M: Ed Salvato, HospitableMe, ManAboutWorld

12.30 – 13.00
Hall 4.1b / Adventure Stage (Small Stage)

—

ACCESSIBLE THAILAND 2020 – TOURISM FOR ALL

—

S: Nithi Subhongsang, Nutty's Adventures
Julian Kappes, Nutty's Adventures

12.45 – 13.15
ITB Convention / ITB eTravel Word Day 2: Hall 7.1b, eTravel Lab

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DIGITAL NUDGING 2020: HAS SUSTAINABILITY A RELEVANCE FOR TRAVEL DECISIONS?

—

S: Julia Jung, Hochschulen Bremen, neusta tourism
Stefan Niemeyer, Hochschulen Bremen, neusta tourism

13.00 – 13.45
Hall 4.1b / Adventure Stage (Small Stage)

—

DISCOVERING EXPERENTIAL GEORGIA

—

S: Jack Delf, Chemonics International Inc.

13.00 – 13.30
Hall 4.1b / Adventure Stage (Small Stage)

—

OMAN – THE CYCLING GEM OF THE MIDDLE EAST

—

S: Axel Carion, BikingMan

13.00 – 13.45
ITB Convention / ITB Marketing & Distribution Day: CityCube Berlin, Hall A4/A5

—

ITB CEO INTERVIEW: TRENDS AND CHALLENGES IN THE GLOBAL CRUISE MARKET

—

S: Pierfrancesco Vago, MSC Cruises
M: Thomas P. Illes, Cruise Analyst, University Lecturer and Journalist, thilles consulting GmbH

13.25 – 13.45
ITB Convention / Experts Forum Wellness: CityCube Berlin, Hall A1

—

HOLISTIC LIFESTYLE HOSPITALITY CONCEPTS AND THE RISE OF MENTAL WELLNESS

—

S: Fabian Modena, Horwath HTL Health & Wellness

14.00 – 14.30
Hall 4.1b / Adventure Stage (Small Stage)

—

OMAN – THE CYCLING GEM OF THE MIDDLE EAST

—

S: Fabian Modena, Horwath HTL Health & Wellness
Thursday, 5 March 2020

14.00 – 15.00
CityCube, Room M8

WORLD HERITAGE WATCH: ARE UNESCO’S PRESTIGIOUS WORLD HERITAGE LISTED LOCATIONS WELL-PREPARED FOR THE STRAIN OF MANY VISITORS?

S: Norbert Barthle, Parliamentary State Secretary, German Federal Ministry for Economic Cooperation and Development (tbc)
Peter Debrine, World Heritage and Sustainable Tourism Programme, UNESCO World Heritage Centre
Dr. Ellen Madiker, Director Strategy and Political Communication, German Travel Association (tbc)
Manana Tevzadze, Chair, Blue Shield Georgia
M: Stephan Doempke, Chair World Heritage Watch

14.00 – 14.30
Hall 6.1, eTravel Stage

SOCIALBNB – HOW A START UP WANTS TO MAKE TRAVEL SUSTAINABLE

S: Alexander Haufschild, Socialbnb / Nils Lohmann, Socialbnb

14.00 – 14.45
ITB Convention / ITB Deep Dive Sessions 2: CityCube Berlin, Cube Club

EXPERIENCING AUTHENTIC OMAN: EXPERTS AND INDUSTRY PERSPECTIVES

I: Salem Adi Al Mamari, Ministry of Tourism, Oman
P: Abdulkarim Albalushi, W Muscat, Oman / Laurent Recoura, Oman Air / Ralph Schiller, FTI
M: Dr. Hamed Almuhrzi, Sultan Qaboos University

14.00 – 14.45
ITB Convention / ITB VR Lab: Hall 10.2 / Booth 108

VIRTUAL HELSINKI – RETHINKING DESTINATION EXPERIENCE

S: Vappu Mänty, Helsinki Marketing
Laura Olin, ZOAN

14.30 – 15.00
Hall 4.1 / ITB Central Stage (Big Stage)

SUSTAINABILITY IN CHILD AND YOUTH TRAVEL – DISCUSSION AND BEST PRACTICE

P: Kerstin Kassner, Party Die Linke / Markus Tressel, Party Bündnis die Grünen / Petra Thomas, forum anders reisen e.V. / Jörn Knissel, alpetour Touristische GmbH / Miguel Gongora, students committee Berlin / Oliver Winter, a&o hostels and hotels

Session in German only!

14.30 – 15.00
Hall 4.1b / Adventure Stage (Small Stage)

TAJIKISTAN – 5,000 YEARS OF ADVENTURE

S: Dr. Andrea Dall’Olio, The World Bank Group / Sophie Ibbotson, The World Bank Group

14.30 – 15.00
ITB Convention / ITB eTravel World Day 2: Hall 6.1, eTravel Stage

URBAN TOURIST MOBILITY: THE FUTURE OF SIGHTSEEING IN CITIES

S: Alex Bainbridge, Autoura
Thursday, 5 March 2020

14.30 – 15.30
CityCube / Level 3 / R2

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**CUXHAVEN AND THE CLIMATE CHANGE**

—

**S:** Prof. Dr. Martin Lohmann, Institut für Tourismus- und Bäderforschung in Nordeuropa (N.I.T.), „Reiseanalyse“
Uwe Santjer, Lord Mayor Cuxhaven

Session in German only!

14.30 – 16.00
Weimar 5 / Meeting Bridge B / Mezzanine Level (fairground)

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**TOURCERT COMMUNITY & NETWORKING EVENT**

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15.00 – 15.05
ITB Convention / ITB Tourism for Sustainable Development Day: CityCube Berlin, Hall A1

—

**OPENING**

—

**S:** Monika Jones, Deutsche Welle

15.00 – 15.30
Hall 4.1b / Adventure Stage (Small Stage)

—

**ST. ANTHONY’S CHANNEL IN ŠIBENIK, CROATIA – THE PLACE WHERE THE RIVER KRKA FLOWS OVER THE SEA.**

—

**S:** Anita Babačić Adjuk, Public Institution Nature of Šibenik-Kin County

15.00 – 15.05
ITB Convention / ITB eTravel World Day 2: Hall 7.1b, eTravel Lab

—

**SUSTAINABILITY TRENDS IN HOSPITALITY**

—

**S:** Franziska Altenrath, TUTAKA / Suzann Heinemann, GREENSIGN / Moritz Hintze, bookitgreen / Uta Janbeck, Janbeck’s FAIRhaus / Moritz von Petersdorff-Campen, Sui tepad

15.00 – 15.45
Hall 21b / Medical Tourism Pavilion Stage

—

**“MINDFUL TRAVEL”– DETOX, SELF-CARE & HEALTH**

—

**S:** Claudia Wagner, Fit Reisen

15.00 – 15.45
ITB Convention / ITB Marketing & Distribution Day: CityCube Berlin, Hall A4/A5

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**GLOBAL LUXURY CUSTOMERS AND SUSTAINABILITY: EXCLUSIVE EMPirical STUDY BY TRAVELZOO & ITB**

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**S:** Sharry Sun, Travelzoo
M: Marc Aeberhard, Luxury Hotel & Spa Management Ltd.

15.00 - 16.00
Hall 4.1 / Booth 136 / YIG Lounge

—

**CLIMATE-FRIENDLY YOUTH TRAVEL**

—

**P:** Christian Becker, Reisenetz e.V. / Dr. Ellen Madeker, DRV e. V. / Burkhard Schmidt-Schönefeldt, ruf reisen / Constantin Kuhn, Jugend im BUND e. V.
M: Kerstin Kassner, MdB, DIE LINKE

Session in German only!

15.05 – 15.25
ITB Convention / ITB Tourism for Sustainable Development Day: CityCube Berlin, Hall A1

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**KEYNOTE**

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**S:** Norbert Barthle, German Federal Ministry for Economic Cooperation and Development (BMZ)
Thursday, 5 March 2020

15.00 – 15.45
ITB Convention / ITB Tourism for Sustainable Development Day: CityCube Berlin, Hall A1

— WITH OUR PARTNERS

— M: Monika Jones, Deutsche Welle

15.30 – 16.00
Hall 4.1b / Adventure Stage (Small Stage)

— PANEL DISCUSSION – COMMUNITY-BASED AND SUSTAINABLE TOURISM IN MYANMAR

— P: Jeannette Schrpenzeel, Centre for the Promotion of Imports from Developing Countries / May Myat Mon Win, Myanmar Tourism Marketing / Myo Thwin, Sweet Memory Travel / Giulia Macola, International Trade Centre (ITC) / Yvonne Küppers (T.B.C.), Fairaway Travel / Petra Thomas, Business Association for Sustainable Tourism (forum anders reisen)

15.30 – 16.30
Hall 27, Booth 202

— PRESS-TALK: “TOURISM CONCEPTS OF THE FUTURE”

— I: Hansmann PR Brunthaler & Geisler GbR

Session in German only!

15.45 – 16.15
Hall 21.b / LGBT+ Travel Pavilion Stage

— EUROPEAN TOURISM LGBT+ SURVEY by Visit Brussels

— S: Peter Jordan, GEN C Traveler

16.00 – 16.30
Hall 4.1b / Adventure Stage (Small Stage)

— ADVENTURE TOURISM IN OMAN

Thursday, 5 March 2020

16.30 – 17.00
Hall 21b / Medical Tourism Pavilion Stage

- PARTNERSHIPS FOR HEALTH & MEDICAL TOURISM: IDENTIFYING OPPORTUNITIES FOR GROWTH + SUSTAINABLE DEVELOPMENT IN EUROPE + CHINA


16.30 – 17.15
Hall 4.1b / Adventure Stage (Small Stage)

- PANEL DISCUSSION – AVIATION AND CLIMATE PROTECTION – TODAY AND TOMORROW?

- S: Jan-Ole Jacobs, Lufthansa Group / Kai Landwehr, myclimate

M: Fritz Lietsch, Forum Nachhaltig Wirtschaften

16.30 – 18.00
Palais am Funkturm, ITB Convention Awards

- TO DO AWARD 2020 & HUMAN RIGHTS IN TOURISM AWARD CEREMONY

- I: Hans-Ulrich Schudel, Swiss Foundation for Solidarity in Tourism (SST)
- S: Dr. Mathias John, Amnesty International
- Representative of Esfahk Historic Village, Iran
- Representative of Banteay Chhmar Community Based Tourism, Cambodia
- Representative of LA Muralla Soy Yo, Colombia

16.30 - 19.00
Hall 4.1 / ITB Central Stage (Big Stage)

- ADVENTURE TRAVEL TRADE ASSOCIATION (ATTA): ADVENTURE CONNECT NETWORKING

- S: Casey Hanisko, ATTA

only for registered participants:
https://www.adventuretravel.biz/adventureconnect/itb-berlin-2020/

Thursday, 5 March 2020

17.00 – 17.45
ITB Convention / ITB Tourism for Sustainable Development Day: CityCube Berlin, Hall A1

- PANEL 2: ENTREPRENEURSHIP IN TOURISM – A CHANCE TOWARDS FEMALE EMPOWERMENT

- I: Johanna Klotz, German Federal Ministry for Economic Cooperation and Development (BMZ)
- P: Neha Arora, Planet Ablended / Karla Luzette Beteta Brenes, Agency for Economy & Development / Angela Kalisch, Equality in Tourism International / Julia Karst, Deutsche Gesellschaft für Internationale Zusammenarbeit (GiZ) / Navchaa Myagmarjav, Tsolmon Travel LLC, Mongolia
- M: Dr. Merjam Wakili, Freelance Moderator, Trainer and Consultant

17.00 – 17.45
ITB Convention / ITB Deep Dive Sessions 2: CityCube Berlin, Cube Club

- PLASTIC-FREE HOLIDAYS – BUT HOW? THE DEEP DIVE INTO PRACTICE IN HOTELS AND ON CRUISE SHIPS

- I: Prof. Dr. Harald Zeiss, Futouris
- P: Mike Brauner, TUI Group / Jo Hendrickx, Travel Without Plastic / Hansjörg Kunze, AIDA Cruises / Karina O’Gorman, InterContinental Hotels Group
- M: Prof. Dr. Harald Zeiss, Futouris

17.00 – 17.45
ITB Convention / ITB MICE FORUM: Hall 7.1a, Auditorium New York 1

- WHEN CRISES WELD TOGETHER – CRISIS MANAGEMENT PROGRAM OF VISITBERLIN CONVENTION PARTNER

- S: Bernd Wiedemann, visitBerlin Convention Partner

17.00 – 17.45
ITB Convention / ITB eTravel World Day 2: Hall 7.1b, eTravel Lab

- HOSPITALITY 2025

- S: Ian Di Tullio, ACCOR / Stefan Matthiessen, Koncept Hotels / Sione Puorto, Travel Singularity / Christian Schwarz Lausten, Airbnb for Work
- M: David Turnbull, techtalk.travel
Thursday, 5 March 2020

17.15 – 18.00
Hall 4.1b / Adventure Stage (Small Stage)

AWARD CEREMONY OF THE STUDENT CONTEST FOR TRAVEL GADGETS: A COMPETITION FOR FUTURE TOURISM PROFESSIONALS
initiated by ECPAT Germany in coop. with the Child Protection Working Group of the German Travel Association (DRV)

S: Josephine Hamann, ECPAT Germany / Heike Jödicke-Birnbaum, DRV / Ruth Hopfer-Kubsch, Studiosus

Session in German only!

17.45 – 17.55
ITB Convention / ITB Tourism for Sustainable Development Day: CityCube Berlin, Hall A1

WRAP UP

S: Monika Jones, Deutsche Welle

Friday, 6 March 2020

10.00 – 10.20
Hall 4.1b / Adventure Stage (Small Stage)

ONE-ON-ONE WITH GRAND PRIZE WINNER OF THE ITB-SUPPORTED “SOCIAL ENTREPRENEURSHIP IN TOURISM” COMPETITION: WEVIEW – A VIRTUAL TOURISM

S: Niky Gharahgzlouyan, Weview
Dr. Claudia C. Bözel, University for Sustainable Development

10.00 – 10.40
Hall 4.1b / ITB Central Stage (Big Stage)

PLANET EARTH – ITS PAST IS FORMING OUR PRESENT AND CREATING OUR FUTURE

S: Dr. Kristin Rangnes, Gea Norvegica Geopark

10.20 – 10.40
Hall 4.1b / ITB Central Stage (Big Stage)

SUSTAINABLE TOURISM DESTINATION – EXAMPLES FROM ASIAN PACIFIC GEOPARKS NETWORK

S: Dr. Ka Ming Yeaung, Hong Kong Global Geopark

10.20 – 10.40
Hall 4.1b / Adventure Stage (Small Stage)

WORLD HERITAGE EXPLORER – WALKING AND HIKING IN THE WADDEN SEA REGION

S: Anja Szczensinski, World Wide Fund (WWF)

10.30 – 12.15
Hall 4.1b / Booth 242a

1ST ASTRO-TOURISM MEET-UP

S: Dr. Andreas Hänel, Vereinigung der Sternfreunde e.V.
Etta Dannemann, Visit Dark Skies GmbH
Bernd Pröschold, Sternstunde
Friday, 6 March 2020

10.30 – 14.15
CityCube Berlin, Room A7

ACCESSIBLE TOURISM DAY

I: Olaf Schlieper, German National Tourism Board (DZT) / Thomas Bareiß MdB, Parliamentary State Secretary for the Federal Minister of Economy and Energy, Commissioner for Tourism
S: Neha Arora, Planet Abled

BARRIER-FREE PLANNING AND IMPLEMENTATION OF TOURIST FACILITIES

P: Magnus Berglund, Scandic Hotels / Alexander Lang, Expert / Ulrike Laudan, Sonnenhotels / Dana Gazit, Tourist Brands Division Israel / Dr. Rüdiger Leidner, Deutscher Blinden- und Sehbehindertenverband (DBSV) / M. Eng Michael Müller, Darmstadt College
M: Daniela Wiesler-Schnalke, DW Akademie

CERTIFICATION + COMMUNICATION

P: Gaby Paluszak, DORTMUNDtourismus GmbH / Sigrun Krapf, Erfurt Tourism and Marketing GmbH / Anke Haub, Tourismus+Congress GmbH Frankfurt am Main / Rolf Schrader, Deutsches Seminar für Tourismus (DSFT) / Olaf Schlieper, German National Tourism Board (DZT)

ACTIVE AND OUTDOOR TRAVEL

S: Debbie North & Gina Bradbury Fox, Access – The Outdoor Guide, UK
   Uta Holz, Südliche Weinstraße e.V.
   Dr. Regine Prunzel, Landschaftsverband Westfalen-Lippe (LWL)
   Katja Weickmann, Global Nature Funde

10.40 – 11.00
Hall 4.1b / Adventure Stage (Small Stage)

GAMIFICATION SMART MARKETED – WATTEN-GAME

S: Olive Knagge, East Frisia Tourism GmbH

10.40 – 11.00
Hall 4.1 / ITB Central Stage (Big Stage)

UNITED NATIONS AGENDA 2030 SUSTAINABLE DEVELOPMENT OF UNESCO GLOBAL GEOPARK BERGSTRASSE-ODENWALD

S: Dr. Jutta Weber, UNESCO Global Geopark Bergstrasse-Odenwald e.V.
Friday, 6 March 2020

11.00 – 12.00
Palais am Funkturm, ITB Convention Awards

—

WHALES AND DOLPHINS IN TOURISM: TRANSITIONING TO A RESPONSIBLE FUTURE

—

I: Nick Stuart, World Animal Protection

M: Jeremy Smith, Sustainable Tourism Consultant

11.45 – 12.15
Hall 4.1b / Adventure Stage (Small Stage)

—

SOUTH OUTDOOR FESTIVAL (SOF) – A PROJECT OF THE GERMAN CORPORATION FOR INTERNATIONAL COOPERATION (GIZ) IN ALBANIA

—

S: Dhurata Gazulli, German Cooperation Agency (GIZ)

12.00 – 12.45
ITB Convention / ITB CSR Day: CityCube Berlin, Hall A1

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THE HOT SEAT: TOURISM BETWEEN FRIDAYS FOR FUTURE AND FLIGHT SHAMING

—

Experts:
Dr. Dietrich Brockhagen, atmosfair
Prof. Dr. Dr. h.c. Hans Joachim Schellnhuber, Director Emeritus, Potsdam Institute for Climate Impact Research (PIK)
Hermann-Josef Tenhagen, Editor-in-chief, Finanztip (tbc)

Debaters:
Lucienne Damm, TUI Cruises
Julia Massey, Kempinski
Matthias von Randow, German Aviation Association (BDL)
Clara Mayer, Fridays for Future
Quang Anh Paasch, Fridays for Future

Moderated by:
Eike Otto, sustainable-tourism.com, Traumdestinationen.de

Friday, 6 March 2020

12.00 – 13.00
Hall 4.1 / ITB Central Stage (Big Stage)

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PUSHING THE BOUNDARIES: REIMAGINING AND REPACKAGING DESTINATIONS ACROSS SOUTHERN AFRICA

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S: Netsai Bollmann, AFC/Gopa for SADC/GIZ Transboundary Use and Protection of Natural Resources

12.15 – 12.30
Hall 4.1b / Adventure Stage (Small Stage)

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NEW TRENDS IN ASTRO-TOURISM

—

S: Dr. Andreas Hänel, Working Group Dark Sky

12.45 – 13.00
Hall 4.1b / Adventure Stage (Small Stage)

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ASTRO-TOURISM EVENTS IN EUROPE – TRAVEL INSPIRATION FOR INDIVIDUALS AND TOUR OPERATORS

—

S: Etta Dannemann, Visit Dark Skies GmbH

12.45 – 13.00
Hall 4.1b / Adventure Stage (Small Stage)

—

DARK SKY EXPEDITION – LOOKING FOR THE BEST DESTINATIONS FOR STARGAZING IN EUROPE

—

S: Bernd Pröschold, Astro-Photographer

13.00 – 13.30
Hall 4.1b / Adventure Stage (Small Stage)

—

COMBINING CYCLING TOURISM WITH CULTURAL AND NATURAL HERITAGE SITES

—

S: Dominik Hiller, Weinviertel Tourism GmbH
Rafat Modrzewski, Kujawsko Pomorskie Region
Eric Jijland, Fietsplatform (Dutch Cycling Platform)
Friday, 6 March 2020

13.00 – 13.30
Hall 21b / Medical Tourism Pavillon Stage

—

HOW TO CREATE A SUSTAINABLE HEALTH RESORT - BEST CASE FROM BULGARIA: THE GREEN MISSION OF THE ALBENA RESORT

—

S: Dimitar Stanev, INVADE Horizon 2020 Project

13.00 – 13.45
ITB Convention / ITB CSR Day: CityCube Berlin, Hall A1

—

STUDIOSUS TALK: SUSTAINABLE TOURISM AND CLIMATE CHANGE: IT MAKES SENSE TO TRAVEL! BUT DOES IT REALLY?

—

P: Helena Marshall, Friday for Future / Antje Monshausen, Bread for the World / Peter Mario Kubsch, Studiosus / Lars Nielsen, Vamos Eltern Kind Reisen

M: Marin U. Müller, Der Spiegel

13.00 – 13.45
ITB Convention / ITB VR Lab: Hall 10.2 / Booth 108

—

VR AND AR FOR THE DIGITALIZATION OF THE TOURISM INDUSTRY – AN OPPORTUNITY FOR MORE SUSTAINABILITY

—

S: Elle Langer, Virtual Reality Bernin-Brandenburg e.V.

13.00 – 13.45
Hall 4.1 / ITB Central Stage (Big Stage)

—

CBI MARKETING INFORMATION: ANALYSIS & TIPS THAT HELP SME TOUR OPERATORS TO SUCCESSFULLY TARGET NICHE TOURISM MARKETS

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S: Alison Burgh / Judy Kepher-Gona

13.00 – 14.00
Entrance South of ITB Berlin

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SUN-GAZING AT ENTRANCE SOUTH OF ITB BERLIN

—

S: Dr. Andreas Hänel, Working Group Dark Sky

Friday, 6 March 2020

13.00 – 14.30
Palais am Funkturm, ITB Convention Awards

—

INTERNATIONAL WOMEN’S DAY SPECIAL / SHTrades WORKSHOP: EMPOWERING WOMEN THROUGH TOURISM, WORLDWIDE

—

I: Hon. Dr. Memunatu B. Pratt, Minister of Tourism & Cultural Affairs, Sierra Leone

P: Dr. Nicole Haeusler, International Trade Centre (ITC)

Dana Artz, Evaneos
Rose Topisian Belo, Luxury Safaris
Gifty Mensah, Teyy-Net Travel and Tours & Recruitment Limited

WORKING SESSION-Mentors:

Prof. Dr. Claudia C. Brözel, University of Sustainable Development HNEE
Tamari Bichashvili, International Trade Centre (ITC), SheTrades
Dr. Amina Tall, German Arab Association (D.A.G.)
Dr. Mihee Kang, GSTC
Chiara Quaia, Mastercard

M: Rika Jean-François, CSR ITB Berlin

13.30 – 14.00
Hall 4.1b / Adventure Stage (Small Stage)

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ALPINE CROSSING “CYCLING ROUTE MUNICH-VENICE” – AN EXAMPLE OF SUCCESSFUL TRINATIONAL COOPERATION

—

S: Dr. Andreas Wüstefeld, DMO Tölzer Land Tourism / Claudia Tscheme, Weitblick Beratung und Marketing and Alps 2 Adria Touristik / Dr. Marco Oss, President, Adria Bikes Hote

13.45 – 14.30
Hall 4.1 / ITB Central Stage (Big Stage)

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DISCUSSION: WHERE ARE THE TOURISTS? HOW A DEVELOPING COUNTRY MANAGES TO REDEFINE ITSELF AS A TOURISM DESTINATION

—

P: Holger Baldus, Marco Polo Reisen GmbH / Jeanette Buller, G-Adventures / Dr. phil. Habil. Ludwig Eilenberg, Humboldt University Berlin / NN

M: Christine Mhundwa, Deutsche Welle
Friday, 6 March 2020

14.00 – 14.30
Hall 4.1b / Adventure Stage (Small Stage)

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CYCLING TOURISM IN COASTAL REGIONS

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S: Michael Carty, Atlantic on Bike (EuroVelo 1) Project, Sligo County Council; Ireland / Dr. Vaggelis Mourelatos, MedCycleTours (EuroVelo 8) Project, Region of Western Greece / Łukasz Magrian, Biking South Baltic (EuroVelo 10) Project, Pomeranian Tourist Board

14.00 – 14.30
Hall 4.1 / Booth 117 / WYSE Workshop Area

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A NEW WAY TO TRAVEL SUSTAINABLY IN ISRAEL

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S: Henry Jakubowicz, IsraelRail.com

14.00 – 14.45
ITB Convention / ITB CSR Day: CityCube Berlin, Hall A1

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BUSINESS CASE SUSTAINABILITY: FACT OR FICTION?

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P: Randy Durband, GSTC / Karina O’Gorman, InterContinental Hotels Group / Brian Young, G Adventures

M: Eric Ricaurte, Greenview

14.00 – 14.45
ITB Convention / ITB Deep Dive Sessions 3: CityCube Berlin, Cube Club

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ITB MARKET RESEARCH: FRIDAYS FOR FUTURE = FUTURE OF TRAVEL?

TRAVEL BEHAVIOR OF MILLENNIALS AND PRODUCT DEVELOPMENT IN TOURISM

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I: Matthias Beyer, mascontour GmbH

Ulrike Braun, DER Touristik Group GmbH

P: Gabriela Ahrens, Lufthansa Group / Lucienne Damm, TUI Cruises / N.N., DER Touristik Group GmbH / N.N., Iberostar

M: Matthias Beyer, mascontour GmbH

Session in German only!

Friday, 6 March 2020

14.05 – 14.25
Hall 11.1 / Career Center Stage

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COSTA RICA: PIONEER IN SUSTAINABLE TOURISM MANAGEMENT

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S: Maria Amalia Revelo, Minister of Tourism Costa Rica

14.30 – 15.00
Hall 4.1b / Adventure Stage (Small Stage)

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IRANIAN COAST TO COAST BY BICYCLE – CYCLING FROM THE PERSIAN GULF TO THE CASPIAN SEA

--

S: Bernard Phelan, Caravan Kooch Adventure Travel

14.30 – 15.30
Hall 4.1 / ITB Central Stage (Big Stage)

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AN INSIGHT FROM EXPERTS: VALUE CHAINS IN TOURISM AS A TOOL TOWARDS A SUSTAINABLE DEVELOPMENT

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S: Kai Partale, Benchmark Services

P: José Fröhling, GIZ / Frans de Man, GIZ / Elizabeth Bailie, GIZ / Sebastian Ploetzgen, GIZ

M: Nadine Kreutzer

14.45 – 15.15
Hall 21.b / LGBT+ Travel Pavilion Stage

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MYANMAR WELCOMES LGBT+ TRAVELERS

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S: Daniel Htin Gyi, The Mighty Myanmar Travel & Tours
Friday, 6 March 2020

15.00 – 15.30
Hall 4.1b / Adventure Stage (Small Stage)

DISCOVER UNASSISTED ULTRA-CYCLING RACE – THE GAME CHANGER OF ADVENTURE CYCLING TOURISM

S: Axel Carion, BikingMan

15.00 – 15.45
Hall 4.1 / ITB Central Stage (Big Stage)

THE FUTURE OF DMCS - TIPS & TRENDS TO FUTURE-PROOF YOUR AGENCY

S: Dana Artz, Evaneos / Milena S. Nikolova, PhD, ATTA (Adventure Travel & Tourism Association)

15.15 – 15.45
Hall 21.b / LGBT+ Travel Pavilion Stage

EXPERT INTERVIEW: LGBT+TOURISM IN TIMES OF CLIMATE CHANGE AND DISRUPTION

S: Rika Jean-Francois, CSR ITB Berlin
M: Ed Salvato, HospitableMe, ManAboutWorld

15.30 – 16.00
Hall 4.1b / Adventure Stage (Small Stage)

ADVENTURE TRAVEL WITH E-BIKES AROUND THE WORLD – PROJECT E-TRACTION “THE TRIP”

S: Susanne Bruesch, Pedelec Adventures, E-Bike Ambassador

15.30 – 16.15
Hall 4.1 / ITB Central Stage (Big Stage)

THE FUTURE OF DMCS - TIPS & TRENDS TO FUTURE-PROOF YOUR AGENCY

S: Dana Artz, Evaneos / Milena S. Nikolova, PhD, ATTA (Adventure Travel & Tourism Association)

16.00 – 16.30
Hall 4.1b / Adventure Stage (Small Stage)

SUSTAINABLE MOBILITY IN TOURISM – SHOWCASING THE NORTH SEA REGION WADDEN SEA

S: Dr. Johannes Theissen, Die Nordsee GmbH
Friday, 6 March 2020

16.00 – 16.45
ITB Convention / ITB Deep Dive Sessions 3: CityCube Berlin, Cube Club

ITB MARKET RESEARCH: FUTURE OF TRAVEL 2040?

S: Caroline Bremner, Euromonitor

16.15 – 16.25
Hall 4.1, ITB Central Stage (Big Stage)

PROMOTING CULTURAL HERITAGE – DIGITALISATION INSTEAD OF TRAVEL?

MIECAT – INTERPRETATIONS OF THE CULTURAL HERITAGE AT THE INTERSECTION OF SUSTAINABILITY AND DIGITIZATION

S: Valerie Isabel Elss, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences) / Prof. Dr. Johannes Treu, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences) / Prof. Dr. Ulrike Fergen, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences)

Session in German only!

16.25 – 16.32
Hall 4.1 / ITB Central Stage (Big Stage)

CULTURAL HERITAGE IN TOUR OPERATION ON THE EXAMPLE OF GEBECO.

S: Prof. Dr. Rulf Treidel, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Gебeко GmbH & Co.KG

Session in German only!

16.33 – 16.40
Hall 4.1 / ITB Central Stage (Big Stage)

CULTURAL TOURISM AS A SUSTAINABLE PLATFORM FOR INTERCULTURAL DIALOGUE

S: Ph.D. Ing. Liběna Jarolímková, University of Economics (VŠE) / PhDr. Zuzana Mišková, University of Economics (VŠE)

16.40 – 17.00
Hall 4.1 / ITB Central Stage (Big Stage)

PANEL DISCUSSION – “SUSTAINABLE PROMOTION OF CULTURAL HERITAGE SUSTAINABLE PROMOTION – DIGITIZATION INSTEAD OF TRAVELLING?”

P: Prof. Dr. Rulf Treidel, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Gебeко GmbH & Co.KG / Henry Bauer, Exozet Berlin GmbH / PhDr. Zuzana Mišková, University of Economics (VŠE) / Elle Langer, Virtual Reality Berlin-Brandenburg
M: Valerie Isabel Elss, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences)

Session in German only!

16.30 – 17.00
Hall 4.1b / Adventure Stage (Small Stage)

PANEL DISCUSSION – FIND IT, TRAVEL IT! WESTERN BALKANS – VIA DINARICA AND BALKAN MONUMENTAL TRAIL

S: Thierry Joubert, Green Visions / Donald Niebyl, Spomeniks Database / Thomas Bullmann, Outdoor Active
M: Snjezana Derviskadic, Project Leader, Regional Cooperation Council

17.00 - 18.00
Hall 4.1 / Central Stage (Big Stage)

HOW TO ENSURE THE WORLD’S TREASURES ARE STILL WORTH VISITING IN 2030?

S: Jeremy Sampson, The Travel Foundation / Robyn Nixon, Intrepid Group and Intrepid Foundation / Matt Berna, Peak DMC

17.00 – 17.30
Hall 4.1b / Adventure Stage (Small Stage)

RESPONSIBLE CLINIC – TOURISM DECLARES NETWORK

S: Alex Naracott, Much Better Adventures
Friday, 6 March 2020

17.30 – 18.00
Hall 4.1b / Adventure Stage (Small Stage)

RESPONSIBLE TOURISM CLINIC – IN THIS TIME OF CLIMATE CRISIS, HOW CAN TOURISM INDUSTRY HELP CREATE RESILIENT DESTINATIONS?

S: Gopinath Parayil, The Blue Yonder

18.00 – 20.00
Hall 4.1b / Adventure Stage (Small Stage)

STEP ON STAGE FOR A 2MIN PITCH - SHARE YOUR VISION + WHAT KIND OF COOPERATION YOU ARE LOOKING FOR?

12TH ITB BERLIN RESPONSIBLE TOURISM NETWORKING EVENT

S: Gopinath Parayil, The Blue Yonder / Rika Jean François, CSR ITB Berlin

Saturday, 7 March 2020

09.00 – 16.00
CityCube, Room M 1-3

GLOBAL LGBT+ LEADERSHIP SUMMIT - LET’S TALK ABOUT US: HOW TO SHAPE AND IMPACT DIFFERENT LGBT+ LIVING CONDITIONS

Breakfast hosted by visitberlin / pink pillow Berlin collection

I: Thomas Bömkes, Diversity Tourism / Rika Jean-Francois, CSR ITB Berlin
S: Kristen Weber, Expedia Group / NN
P: John Tazella, IGLTA / Pavel Subrt, East Meets West Association / Lara Plandsoen, IBM / NN
M: Dr. Stephan Gellrich, Leadership Expert
Lunch break hosted by enit – italian tourism board

BREAK-OUT 1: HOSPITALITY INDUSTRY
M: Philip Ibrahim, The Student Hotel

BREAK-OUT 2: THE ECONOMICAL IMPACT OF LGBTI INCLUSION IN CENTRAL & EASTERN EUROPE (CEE)
P: Czeslaw Walek, Prague Pride / Evangelos Choularias, Thessaloniki Pride
M: Ludo Swinnen + Pavel Subrt, East meets West / Fabienne Stordiau, German LGBTIQ* Business Chamber (GGLBC)
BREAK-OUT 3: THRIVE THINK TANK USA
M: David Downing, United Landmark Associates

The Summit will be followed by a Gala Event with a Silent Auction for the benefit of the IGLTA Foundation in the Ritz Carlton Hotel at 19:30h.
The event is under the Patronage of the Governing Mayor of Berlin, Mr. Michael Müller
To purchase a ticket please click contact `itb@diversitytourism.com`

10.30 – 11.00
Hall 4.1b / Adventure Stage (Small Stage)

DISCOVER THE WORLD PER PEDELEC

S: Silvio Züllig / Susanne Brusch (“Lady Peelec”)
Session in German only!

11.00 – 11.15
Hall 11.1 / Career Center Stage

INTERVIEW WITH SINGER LARY: As frequent travellers can we switch to “green travel”?

S: Lary, singer
M: Matthias Beyer, mascontour GmbH / Prof. Dr. Stephan Gerhart, Fachhochschule des Mittelstands

Session in German only!
Saturday, 7 March 2020

11.00 – 11.30 + 16.30 – 17.00
Hall 4.1b / Adventure Stage (Small Stage)

—

OMAS-FOR-FUTURE / GRANDMAS-FOR-FUTURE
—

S: NN, (tbc) www omasforfuture.de

Session in German only!

13.00 – 13.30
Hall 4.1b / Adventure Stage (Small Stage)
—

BRACENET – SAVING THE OCEAN
—

S: Benjamin Wenke / Madeleine von Hohenthal, bracenet

Session in German only!

14.00 – 15.00
Hall 27 / Booth 111 (ATOUT FRANCE)
—

COFFEE BREAK: SUSTAINABILITY IN NOUVELLE-AQUITAINE
—

S: Michel Durrieu, CRTNA

15.00 – 15.15
Hall 11.1 / Career Center Stage
—

VEGAN FOOD IN HOLIDAYS – A SIGN FOR GROWING SUSTAINABILITY?
—

S: Prof. Dr. Markus Keller, Fachhochschule des Mittelstands
Jan Bredack, Founder Veganz

Session in German only!

15.30 – 16.00
Hall 11.1 / Booth 306
—

STUDY COURSE VEGAN FOOD MANAGEMENT
—

S: Prof. Dr. Markus Keller, Fachhochschule des Mittelstandes (FHM) Berlin / Cologne

followed by bookssigning: Meet the founder of Veganz, Jan Bredack

Sunday, 8 March 2020

11.00 – 11.30
Hall 4.1b / Adventure Stage (Small Stage)
—

AROUND THE WORLD WITHOUT AIRPLANE: SHARED STORIES + TIPPS FOR SUSTAINABLE TRAVEL
—

S: Leo Sibeth / Sebastian Ohlert

11.30 – 12.00
Hall 4.1b / Adventure Stage (Small Stage)
—

DISCOVER THE WORLD PER PEDELEC
—

S: Silvio Züllig / Susanne Brusch (“Lady Pedelec”)

Session in German only!

12.30 – 13.00
Hall 4.1b / Adventure Stage (Small Stage)
—

FREUNDSCHAFT / FRIENDSHIP STORIES FROM OMAN & GERMANY, Book Presentation
—

S: Natascha Plankemann / Gabriele Brähler

Session in German only!

14.00 – 14.30
Hall 4.1b / Adventure Stage (Small Stage)
—

GLOBAL FAMILY CHARITY RESORT: 300 HOTELIERS – FROM HAMBURG TO ZADAR, FROM ARLBERG TO VIENNA- DONATE HOLIDAYS FOR FAMILIES IN NEED (tbc)
—

I: Karl G. Polaska-Auer, GLOBAL FAMILY (tbc)
EVERY DAY, Wednesday to Sunday

ON TRADE VISITOR DAYS:
7.00 – 8.00
Meeting Point Brandenburg Gate
ITB Morning Run – Government district & Spree 5km
What a great start to the day!
Route: Brandenburg Gate – Reichstag – Victory Moment along the Spree – Brandenburg Gate
Contact: Stephan Moore, berlin@gorunningtours.com, tel. +49 (0) 151 4075 1412

EVERY DAY:
Hall 5.2a, Booth 113:
IMPORT PROMOTION DESK (IPD):
SUSTAINABLE TOURISM AS A REPLY TO CLIMATE DEBATE
Palais am Funkturm
CELEBRATING HER EXHIBITION: CHECK OUT ALL AWARDED LADIES!

GET INFORMATION ON THE 4PAWS FOUNDATION AT www.four-paws.org
NICE IDEA: IN HALL 4.1 AT THE WADDEN SEA BOOTH 227 YOUR KIDS WILL LEARN HOW TO SORT RECYCLABLE WASTE
GET A POLYETHYLENE-FREE REFILLABLE WATER BOTTLE BY DONATING FOR PLAN INTERNATIONAL’S GIRLS GET EQUAL CAMPAIGN!
www.plan-international.org/girls-get-equal

PLEASE NOTE THAT BERLIN TAB WATER IS DRINKABLE AND HAS A AN EXCELLENT QUALITY!
PLEASE ALSO VISIT THE ITB RESPONSIBLE TOURISM INFO BOOTH IN HALL 4.1, STAND No. 255

FURTHER INFORMATION:
ITB Berlin CSR, Rika Jean-Francois, rika.jeanfrancois@messe-berlin.de, www.itb-berlin.com/csr


Dear exhibitors & visitors! …These are no easy times.

We are already witnessing burning forests, droughts and flooding – environmental disasters with abnormal patterns as first consequences of climate change. All this also comes with a growing climate of intolerance, a brutalization of communication and manners, on-going wars, drowning refugees, un-stopped plastic pollution – and on top, a new virus threatening the world.

Resilience is more important than ever as these developments put our industry at risk.

On the other side, there is hope! It needed a new generation to step up and give us the ultimate wake-up call. We have to understand the climate crisis as an opportunity: If we collaborate globally, on all levels, we can make it. All industries need to play their part, climate protection has to have highest priority.

“Flight shame” is one thing – and it is of course good to start with yourself and reduce your personal carbon footprint but it is surely not enough to fight individually. Each industry branch is responsible, climate change is a problem of modern civilization as a whole. For too long the focus used to be on unlimited growth. Even though tourism by far is not the heaviest polluter, it faces more resentment due to its heavy reliance on aviation than other industries. Tourism is associated with leisure and luxury, and therefore dispensible. This is only partly true. We all know the huge importance of tourism, giving jobs to millions, empowering women, eradicating poverty, fostering peace, respect and understanding, contributing to inter-cultural dialogue, being a door opener to break down prejudices.

To make that happen we need to keep on travelling – but we also need to rethink the way we do tourism.

And this is why it’s so important that we all come together, here at ITB Berlin: To exchange ideas, debate, find intelligent new solutions to create better places to live, open the dialogue. There are also many sustainable best practices to share. Contribute to the world’s largest tourism think tank. The present program, focussing on sessions and presentation slots dealing with sustainability, culture, social consciousness and responsibility, reflects an increasing engagement.

I am very happy – getting involved in sustainable thinking seems to become the new mainstream. This is the future.

Welcome to ITB Berlin’s Responsible Tourism Sessions 2020!

Rika Jean-Francois,
ITB Commissioner Corporate Social Responsibility
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ONE INDUSTRY.
ONE NETWORK.

People who fit your business.
All year round.

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