

ITB BERLIN 2013
8th Pow-Wow for Tourism Professionals
Hall 4.1.b - Adventure & Responsible Tourism
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“Earth’s Wetlands & Geoparks
– Celebrating Earth Heritage, Sustaining Local Communities”

Location: Adventure Stage and Events Area, Hall 4.1.b – Adventure & Responsible Tourism
Information and Registration Counter: Stand Nr. 232 / Latin America World
Language: English
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 ITB Berlin / Hall 4.1.b - Adventure & Responsible Tourism
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***** PROGRAMME OF THE 8TH POW-WOW FOR TOURISM PROFESSIONALS *****

WEDNESDAY, 6 MARCH 2013	
ONE-ON-ONE TALK WITH...	
<p>At the daily “One-on-One Talk with...”, leading professionals of the travel industry and key country representatives from around the world exchange expert-knowledge and experiences on issues, challenges and trends concerning tourism segments and their position of importance within the tourism industry chain.</p>	
10.30 – 11.00	<p>From “Holidays with an Attitude” to “Due Diligence” – The new magazine: Understanding the environment</p> <ul style="list-style-type: none"> • Prof. Dr. Harald Zeiss, Head of Sustainable Management, TUI Deutschland GmbH; Professor, Harz University; Germany • Rika Jean-François, Corporate Social Responsibility (CSR) Commissioner, ITB Berlin, Germany <p>Moderated by: Birgit Steck, Managing Director, Institute for Tourism and Development, Germany</p> <p>The Institute for Tourism and Development is well-known for the publication of the series “SympathieMagazine” (magazines of understanding), e.g., “Understanding the environment” (only available in German). These magazines elucidate complex issues and allow insight in other cultures, religions and other interesting topics. With much respect and sympathy, the magazines tell about the everyday life, the way of living and traditions, art and economy, history and politics of a country. The presentation of the brand-new magazine “Understanding the environment” and the</p>

	<p>interview with tourism industry insiders will address tour operators, individual tourism professionals, academia and media representatives interested in responsibility issues, environmental protection and sustainability in tourism.</p>
<p>11.00 – 11.30</p>	<p>OPENING CEREMONY</p> <p>8th Pow-Wow for Tourism Professionals 10th Anniversary of Adventure & Sustainable Tourism at ITB Berlin</p> <p>Featuring prestigious keynote speakers and folkloric performances, the Opening Ceremony marks the official inauguration of the 8th Pow-Wow for Tourism Professionals and the launch of the 10th anniversary celebration of the exhibition Hall 4.1.b, which sets a key milestone in the development of the ITB Berlin.</p> <p>Adufeiras' Welcome Song</p> <ul style="list-style-type: none"> • Adufeiras of Idanha-a-Nova, Adufe Women Players, Geopark Naturtejo, Portugal <p>The Adufeiras of Idanha-a-Nova is a folkloric women group singing while playing the adufe, a very old typical musical instrument. The adufe was introduced by the Arabs in the Iberian Peninsula, during the 8th and 9th Centuries. The adufe is traditionally played by women. The Adufeiras of Idanha-a-Nova promote some of the most precious traditional songs of the Portuguese folklore. This group come from Idanha-a-Nova, an 807 years old Portuguese municipality, located in the district of Castelo Branco, which is very famous for its rich tangible, intangible and oral heritage.</p> <p>WELCOME ADDRESS Envisioning a sustainable future and beyond - A Decennial of Achievements in Review</p> <ul style="list-style-type: none"> • Mariana McGill, Official Consultant, ITB Berlin – Adventure & Responsible Tourism; Founder & Managing Director, Latin America World; Germany <p>Since its inauguration in 2004, then named "Experience Adventure & Sustainable Tourism" exhibition area has been geared to provide a window of opportunities for tourism professionals and destinations with the best marketing and promotion options. In 2004 and 2005 this exhibition area was located in one sector of Hall 1.1 and from 2006 until today fully in Hall 4.1.b. Exhibitors, sponsors and partners from all over the world have been using this steadfastly growing B2B and B2C platform to showcase their uniqueness, programmes and services as well as to shed light on their responsible and sustainable tourism practices. What was once just a small exhibition area became a full hall!</p> <p>Travelling back in time, following the milestones of the development of Hall 4.1.b from its very beginning all the way to the present: having the idea, creating an innovative and sustainable project concept as well as organising and</p>

implementing it, including the people and vast work involved. A panoramic view of all these project stages will demonstrate how an idea and its creative process became a fascinating entrepreneurial adventure.

KEYNOTE ADDRESSES

Honouring the motto “**Earth’s Wetlands & Geoparks – Celebrating Earth Heritage, Sustaining Local Communities**” of the Hall 4.1.b and the 8th Pow-Wow for Tourism Professionals, two distinguished scientists and leading authorities in the matter will respectively provide valuable insights on wetlands and geoparks issues and their importance in tourism development worldwide.

Destination Wetlands – supporting sustainable tourism

- **Dr. Tobias Salathé**, Senior Advisor for Europe, Ramsar Convention Secretariat, based in Switzerland

Wetlands are amongst the most productive of the world’s ecosystems, providing services such as water, food, construction materials, transport and coastline protections, as well as important opportunities for tourism and recreation. Wetlands are a significant part of the global tourism experience and are also a key part of the expansion in demand for tourism locations.

People are naturally attracted to water, to coastal wetlands such as coral reefs and beaches, and to inland wetlands such as lakes and rivers, reflecting the strong bond between people and nature as well as the unique aesthetic appeal of wetlands.

Together with the United Nations World Tourism Organisation (UNWTO), the Ramsar Convention on Wetlands is addressing wetland tourism, pointing out the needs and conditions for sustainable tourism, how tourism businesses can promote and support wetland biodiversity, and how to avoid negative impacts on fragile wetland ecosystems.

Geoparks:

– Celebrating Earth Heritage, Sustaining Local communities

- **Prof. Dr. Nicolas Zouros**, Coordinator, European Geoparks Network; Director, Natural History Museum, Lesvos Petrified Forest Geopark, Greece; Associate Professor, University of the Aegean, Greece

Thirteen years ago, a new initiative aiming at the protection, promotion and rational management of Earth heritage and the sustainable development of the European territories hosting exceptional geosites through the creation of Geoparks was established in Europe in close synergy with the United Nations Educational, Scientific and Cultural Organization (UNESCO).

Geoparks: the ideal Geotourism destinations! Geoparks work in close

collaboration with local authorities and stakeholders to promote their territorial identity based on Earth heritage conservation, rational management and promotion as well as sustainable local development through geotourism. Geoparks are involved in common actions and in developing strategies to promote alternative tourism by evolving new development policies, new products and new methods, experimenting on those issues and working on preserving geological heritage.

Thanks to Geoparks operation in several European countries, geotourism is growing rapidly during the last decade. Geoparks contribute significantly to the local economy by creating new jobs and establishing close collaborations with local tourist enterprises, artisans and women's cooperatives producing local food and drinks.

The European Geoparks Network, founded in 2000, is a European forum of cooperation among Geoparks. It has drawn together territories from across Europe sharing these aims and now works together in an active and dynamic way in order to achieve them. Originally consisting of four territories, the network has been expanded, including 48 territories across 16 European countries.

The Global Geoparks Network (GGN), established in 2004 as a UNESCO initiative, has been expanded, as of May 2009, to include 87 territories across 27 countries, which are Australia, Austria, Brazil, Canada, China, Croatia, the Czech Republic, Finland, France, Germany, Greece, Hungary, Iceland, Iran, Ireland, Italy, Japan, Korea, Malaysia, Norway, Poland, Portugal, Romania, Slovakia, Spain, UK and Vietnam. It is an international, non-governmental, non-profit network, which provides a platform of cooperation among National Geoparks, brings together government agencies, non-governmental organizations, scientists and experts from all countries around the world in a unique worldwide partnership and operates according to UNESCO regulations.

The GGN mission is to influence, encourage and assist local societies all over the world to conserve the integrity and diversity of abiotic and biotic nature, to ensure that any use of natural resources is equitable and sustainable and to support economic and cultural development of local communities through the valorisation of their unique heritage and identity.

Adufeiras' Friendship song

- **Adufeiras of Idanha-a-Nova**, Adufe Women Players, Geopark Naturtejo, Portugal

Cheers to a successful ITB Berlin 2013!

COMMUNITY-BASED TOURISM

Community-based tourism contributes to sustainable development and provides the visitor with a real local experience. It is a perfect add-on to any cultural-oriented tour or as an innovative day excursion for resort tourists.

11.30 – 12.30	<p>Community and Ecotourism Speed Networking Session</p> <ul style="list-style-type: none"> • Naut Kusters, Advisor, Netherlands Agency for the Promotion of Export from Developing Countries (CBI), The Netherlands • Raj Gyawali, Founder and Director, Socialtours, Nepal • Tour operators and community-based initiatives from all Continents <p>For the 4th time, more than twenty community-based tourism (CBT) initiatives and ecotourism operators are exhibiting together at ITB Berlin. These incoming operators are supported by the Agency for the Promotion of Export from Developing Countries (CBI), an agency from the Dutch government. CBI supports market access of small to medium-sized enterprises from developing countries. Naut Kusters will provide a short overview on CBI's (new) support programmes, the participants and how CBI can support European tour operators in sourcing new partners in developing countries. Representatives of the CBT partners will briefly introduce their tourism products and services, and thereafter meet with the speed networking participants.</p>
12.30 – 13.00	<p>Community Development and offshoot of adventure Travel</p> <ul style="list-style-type: none"> • Commander Sam T. Samuel, Managing Director, Kalypso Adventures, India <p>Adventure Travel in South India was an unheard of proposition till a few years back. Taking note of this requirement, Kalypso Adventures started out in 2001, targeting the large number of global travellers interested in eco-adventure tourism. During the evolution of the company while operating in remote areas in South India, the requirement of employing local people, judicious use of locally-available resources and the establishment of non-destructive use of natural resources became the credo of the company in product development. While the whole tourism industry, across the world is talking about responsible tourism, the endeavour of this presentation is to look at responsible tourism from the experience of Kalypso Adventures and demonstrate specific instances where healthy implementation responsible tourism principles has impacted in its functioning. It will be also explained what role adventure travel plays in the development of responsible tourism in South India and the relevance of Kalypso Adventures activities as well as how this company contribute towards the bigger picture of sustaining incomes of local communities using responsible travel practices. Specific case studies from the field of improving livelihoods and conflict resolution will be showcased.</p>
<p>WILDLIFE WATCHING TOURISM – Issues, Challenges and Trends</p> <p>The growing demand of travellers interested in visiting destinations with the purpose, besides a scientifically one, of observing wildlife (flora and fauna) in their inherent habitat had unfolded a niche tourism segment. Wildlife watching tourism has been steadily rising in the last years, representing a</p>	

very important economic mean for many countries around the world. However, these activities, although positives for their economical benefit, have also negative consequences on the destinations' wildlife. Birds, butterflies, whales, penguins, tigers and elephants are examples of fauna attracting travellers for their uniqueness, beauty or size. In many cases, some of these species are at risk of extinction. Questions such as the following among others are raised: "How the Great Outdoors can be consciously enjoyed with the certainty that all tour operations respect and safeguards wildlife and the local community?", "What repercussion does wildlife watching tourism have on nature and the environment in general?", "Is this type of tourism sustainable and socially-responsible?", "How travellers and tourism professionals can become involved in wildlife protection?", "Which means can be used to raise awareness on issues affecting wildlife?". In this session, knowledgeable experts and experienced tourism professionals will answer these questions and many more, focussing on specific wildlife species. They will elucidate the issues and trends pertaining wildlife watching tourism and what challenges they face in their pursuit to tour operate in a sustainable and socially-responsible way.

13.00 – 13.30

Grey Matters

– Life, death and the complexities of Zimbabwe's elephant population

- **Mark Butcher**, Owner and Managing Director, Imvelo Safari Lodges, Zimbabwe
- **Gemma Catlin**, Wildlife Filmmakers and Conservation Photojournalist, Zimbabwe
- **Aaron Gekoski**, Wildlife Filmmakers and Conservation Photojournalist, Zimbabwe

For ten months of the year, Hwange National Park is home to one of the world's most incredible wildlife spectacles. Yet, every summer a man-made resource is having a catastrophic affect on the animals and habitat. The catalyst can be traced back some seventy years, when Hwange's founder Ted Davison first introduced artificial water supplies. Ted had watched the Park's modest elephant population migrating, during the summer months – each year they came into conflict with man and returned in smaller numbers. He wanted to offer the animals a suitable and safe habitat, so they didn't need to leave, whilst enabling the Park's tourism to thrive. It worked – the elephants stayed, their numbers escalated and lodges began to open. Despite Davison's good intentions, Hwange was to be altered in ways that no one could have envisaged. Elephant populations quickly doubled and continued to grow steadily at around 5% p.a. Their 300 kg a day diet began to impact on the environment, particularly during the dry season (from September to November). Thirty years later, the results have been devastating, and as we approach 2013, the Park finds itself facing an impossible predicament.

In the harsh summer months when many watering holes dry up, hundreds of starving elephants can be found pushing and shoving around the arid pans. Their skin sagging loosely over their hungry bodies, ribs jutting out from impossibly thin torsos and sunken skulls wrinkled with dehydration. Their distressed bellows can be heard as they fight for space at overcrowded waterholes, but not all have made it this far and the air is full with the stench of decay and lives wasted.

We hope this presentation and short film will raise awareness around this critical subject. By seeing what is happening on the ground and by interviewing a number

	<p>of world-leading scientists, veterinary physicians and conservationists, “Grey Matters” offers a thorough examination of one of Africa’s most pertinent wildlife issues.</p>
<p>13.30 – 14.00</p>	<p>Saving India’s Tigers: Good Tourism vs. Bad Tourism – Can your business make the difference?</p> <ul style="list-style-type: none"> • Julian Matthews, Founder and Chairman, Travel Operators for Tigers (TOFTigers), India <p>With a recent Tiger Tourism ban encouraged by the Government, set against India’s booming economy and explosion in visitors capable of enjoying nature tourism, what hope is there for tigers in an ever diminishing landscape? How can wildlife tourism become a valuable tool in nature conservation, as it has done so effectively in other parts of the world? What does the industry, and the International travel community need to do in order to ensure that the world’s favourite animal survives the crush of humanity and the present poaching epidemic? Can your travel company and their clients help – and can you benefit? Come and hear how you can make a difference.</p>
<p>WETLANDS TOURISM</p> <p>The term wetlands includes swamps and marshes, lakes and rivers, wet grasslands and peatlands, mountain rivers and glacier outflows, oases, estuaries, deltas and tidal flats, near-shore marine areas, mangroves and coral reefs, and human-made sites such as fish ponds, rice paddies, reservoirs and salt pans. They constitute a resource of great economic, scientific, cultural and recreational value for the community. Wetlands play a vital role in climate change adaptation and mitigation. They should be restored and rehabilitated whenever possible.</p> <p>The Ramsar Convention on Wetlands was the first modern global environmental treaty, signed in the Iranian city of Ramsar on 2 February 1997, at a time when the global environmental concern was just at its very beginning. Since some years, 2 February is celebrated annually as the “World Wetlands Day” with hundreds of activities and social events across the globe.</p> <p>The intergovernmental treaty provides a framework for national action and international cooperation and sustainable use of wetland ecosystems and their resources. The convention’s member countries (currently 163) cover all geographic regions of the planet. They signed the treaty, because wetlands provide humankind with good quality water and related services and products, including biodiversity, and because wetlands provide many natural solutions for sustainable development challenges.</p>	
<p>14.00 – 14.45</p>	<p>MASTER CLASS</p> <p>The master class is a new component of the Pow-Wow for Tourism Professionals. It will be given by professors and notorious experts in high-profile professional positions and with high academic education on specialized tourism-related disciplines.</p>

	<p>The Ramsar Convention works for wetlands</p> <ul style="list-style-type: none"> • Dr. Tobias Salathé, Senior Advisor for Europe, Ramsar Convention Secretariat, based in Switzerland <p>This master class provides a unique opportunity to learn more about what wetlands are, why they benefit since over 40 years from a global intergovernmental treaty protection, and why their services are so important for tourism and sustainable tourism business models, as long as a few fundamental rules are respected.</p> <p>Wetlands tourism is a great experience, and it represents the major part of globally nature-oriented tourism. Increasing numbers of outdoor, discovery, educational and cultural tourist are attracted by wetland destinations, located in urban areas as well as in very remote and far-away wilderness zones.</p> <p>Dr. Salathé will start the master class with an introductory video that presents the hydrological functions of wetland ecosystems in the water cycle and sets the scene with the motto “Wetlands: Keeping our planet alive and well”. The video is followed by an illustrated presentation showing the variety of the world’s wetland types, from the mountains to the sea, from remote areas to urban centres, and summarizes briefly major services, functions and goods provided by wetlands to our human societies.</p> <p>Participants will also learn what the Ramsar Convention on Wetlands is about, and how it helps you and me in many countries around the world to maintain, manage and restore wetland ecosystems, in order to reap long-term sustainable benefits from their services. The Ramsar Convention works with many partners, from the global to local levels. He will elucidate on some specific examples.</p> <p>The basic principles established by the Ramsar Convention and the United Nations Tourism Organisation (UNWTO) will be presented to show how responsible tourism can support wetlands and people. Good news (opportunities) and bad news (threats) will be presented, and ways shown how to take them into account.</p> <p>Based on the results of the Ramsar-UNWTO project “Destination wetlands – supporting sustainable tourism” (publication available in English, French and Spanish) lessons to be learnt for different forms of sustainable tourism (ranging from five star resorts to backpack outdoor camps) will be presented to the audience, prior to a substantial interactive question and answer session for the participants.</p>
<p>14.45 – 15.15</p>	<p>Sustainable Tourism Development Caribbean Style – Because there is no planet “B”!</p> <ul style="list-style-type: none"> • Dr. Auliana Poon, Director, Tourism Intelligence International, Trinidad • Dr. Owen Day, Chief Technical Officer and Head of Communications and Biodiversity, Caribsave, Barbados • Wolde Kristos, Chairman, Blue Seal Bay People's Community Association, Jamaica

	<p>In the last 20 years, there has been a dramatic decline in the populations of reef fish and the health of coral reefs throughout the Caribbean, with some countries like Jamaica seeing a collapse of their inshore fishery and fringing coral reefs. The Caribbean Fish Sanctuary Partnership Initiative is a large regional initiative designed to address this issue by supporting fish sanctuaries (or marine reserves) across the region. The project works with a growing number of communities, governments, universities and tourism businesses to ensure that policies, resources, training and education programmes are put in place to ensure that fish sanctuaries generate benefits for local communities and the environment.</p> <p>The strategy of C-FISH is to focus initially on strengthening 15 community-based fish sanctuaries in Jamaica, St. Lucia, Grenada, Dominica and St. Vincent and the Grenadines. C-FISH is also establishing private-public partnerships with large companies in the tourism sector and a new fund, the 'C-FISH Fund', to encourage the engagement of the private sector and people around the world in supporting Caribbean fish sanctuaries and the sustainable livelihoods in coastal communities. C-FISH is part-funded by UKaid (£ 2.1 million, equivalent to aprox. € 2.5 million) from the Department for International Development (DFID) through the Caribbean Community Climate Change Centre (CCCC). The CARIBSAVE Partnership is implementing the project on behalf of DFID and the CCCCC.</p>
15.15 – 15.45	<p>Sustainable Tourism in the Brazilian Biome of Pantanal</p> <ul style="list-style-type: none"> • Marco Antonio de Britto Lomanto, Director, Products and Destinations, Brazilian Tourism Board (EMBRATUR) • Delma Santos de Andrade, General Coordinator of Product Development, Brazilian Tourism Board (EMBRATUR) <p>Discover the wonders of Pantanal, a tropical wetland and the world's largest. Pantanal is located mainly within Brazilian territory to a great extent, but also a part of it beyond Brazilian borders as far as in Bolivia and Paraguay. In Brazil, it extends through the states of Mato Grosso do Sul and Mato Grosso, including twelve towns. Within Mato Grosso do Sul, it is the Parque Nacional do Pantanal Mato-Grossense, which can be reached either by boat or by plane. Declared a UNESCO World Natural Heritage site, Pantanal is recognized worldwide as an ecological sanctuary. Not surprising, it is home to spectacular flora and fauna, with 3500 species of plants, a wide variety of mammals, birds and fish.</p> <p>A trademark of Brazilian policies is the respect of sustainable development concept in its three pillars: economic, social and environmental, as postulated by the "Our common future report". Thus, Brazil develops sustainable policies also in tourism, as a country marked by the abundance of natural resources. Pantanal's tourism policies consider the three pillars of sustainability. The economic one aims to generate benefits of employment generation and marketing of regional products. In the environmental perspective, it seeks to respect and preserve the rich biodiversity of the biome. Regarding the social element, it underlines the respect and the benefit of indigenous communities and of local population's cultures.</p>

<p>15.45 – 16.15</p>	<p>Eco-labels and tourism</p> <ul style="list-style-type: none"> • Sophie Bachet, Director, Blue Flag, based in Denmark • Nicolas Dubrocard, Programme Director, Green Key, based in Denmark <p>The presentation will introduce the Blue Flag and Green Key eco-labels and explain the difference between an eco-label being part of the non-profit, non-government organization Foundation for Environmental Education (FEE) compared to other labels. The presentation will describe the reason of the label success in actual context and the will of huge international hotel chains to create partnerships with Green Key. The Blue Flag is a voluntary eco-label awarded to 3,850 beaches and marinas in 46 countries across Europe, South Africa, Morocco, Tunisia, New Zealand, Brazil, Canada and the Caribbean. The Blue Flag works towards sustainable development of beaches and marinas through strict criteria dealing with water quality, environmental education and information, environmental management, and safety and other services. The Blue Flag programme is owned and run by the non-government, non-profit organization Foundation for Environmental Education (FEE). Green Key is an eco-label awarded to over 2000 establishments in 40 countries worldwide. Green Key is a voluntary eco-label for tourism facilities that promotes sustainable tourism and aims to contribute to the prevention of climate change by awarding and advocating facilities with positive environmental initiatives. Green Key began in Denmark in 1994 and was adopted by FEE in 2002 to become its fifth international programme. Green Key educates and empowers tourism actors, including enterprises, authorities, guests, and local communities to change unsustainable behaviours and become importantly involved in the protection of their environment.</p>
<p>GEO PARKS</p> <p>The United Nations Educational, Scientific and Cultural Organization (UNESCO) defined a Geopark as “a territory encompassing one or more sites of scientific importance, not only for geological reasons but also by virtue of its archaeological, ecological or cultural value”. A Geopark is basically a nationally protected area that includes the geological heritage and the people living within it, encompassing actions for conservation, education and sustainable development. Learn how the European and Global Geoparks Network work together and strive for a sustainable tourism experience and increased appreciation for geological treasures. Experienced professionals will share their knowledge on Geoparks, will present practical examples and will answer questions like the following: “What does Geotourism mean?”, “How geodiversity meets people and local culture?”, How can we gain the interest of consumers to visit the Geoparks?”, “What effects do Geoparks have on the destination and tourism industry?”, “What role does the geological nature of a destination in tourism development?”, “What do travellers consider important when choosing a destination for their holidays?”, “Who are the Geotravellers?”, “How can we capture the Geotraveller market?”, “What should the strategy be for it?”, and “What defines a “Geodestination?”.</p>	
<p>16.15 – 16.45</p>	<p>Responsible economy approaches as strategy to value heritages at the geopark</p>

	<p>– The example of Naturtejo Geopark, Portugal</p> <ul style="list-style-type: none"> • Armindo Moreira da Palma Jacinto, President of the Administration Board of Naturtejo Tourism Company; Vice-President of the Tourism of the Centre Region of Portugal; Vice-Mayor of Idanha-a-Nova County, Portugal <p>Geoparks are ideal tourism destinations for a close contact with deep time and local culture. In a Geopark, several different tourism niches are offered, from ecotourism to cultural and landscape touring. However, as destinations, Geoparks are different because they provide in a single package a taste of the best geological heritage and local way of living as geodiversity sustains local ecosystems and local culture. In his presentation, Armindo Jacinto will show from his experience with the first geopark developed in Portugal, the Naturtejo Global Geopark, how geoparks all over the world are building a framework of sustainable tourism destinations where local people participate in the organization of biofood production, award-winning Protected Designation of Origin (PDO) products, handicrafts, outdoor activities, festivals and tourism facilities.</p>
<p>16.45 – 17.15</p>	<p>Geopark Terra.vita – Nine years of experience as a Global Geopark</p> <ul style="list-style-type: none"> • Timo Kluttig, Project Manager, Geopark Terra.vita, Germany <p>The presentation will focus on the development of Geopark Terra.vita. Fifty years ago, the region around the city of Osnabrück founded a nature park. Meanwhile, more than a hundred nature parks exist in Germany, covering about one quarter of the nation's territory. The management of the park decided at the end of the last century to raise the regions profile, determining a new unique selling proposition (USP). The outstanding geological heritage now serves as its core message. In 2000, it was decided to join the totally new European Geopark Network; and a year later, it was admitted. The park was renamed to Terra.vita, which means the "Vita or Life of Earth". A completely new product line was developed, exploiting the new name and branding products. The presentation will introduce the Nature Park and Geopark and will give an overview on its products. These products are for example Terra.trails, Terra.tipps, Terra.vision, Terra.vista, Terra.natura, Terra.bikE, Terra.genesis and Terra.guides. As a founding member of the Global Network of National Geoparks and assisted by UNESCO in 2004, Terra.vita is an active partner in this fast and globally growing network of 91 parks in 27 countries. The Geopark is participating in regular revalidation missions (peer reviews), which is conducted every fourth year at each park or serving as a catalyst about the issue of "economic benefits of geoparks" and other important issues.</p>
<p>17.15 – 17.30</p>	<p>The landmark concept of the Geopark Harz · Braunschweiger Land · Ostfalen</p> <ul style="list-style-type: none"> • Isabel Reuter, Marketing and Landmark Project Developer, Regional Association of Harz, Germany <p>In order to demonstrate the variety of geological phenomena of the Harz Mountain</p>

	<p>and its foreland region, the Geopark developed an area-wide net of 19 landmarks and geological points of interest. Landmarks are widely visible or particularly well-known ground points or places serving for a first orientation in the largest Geopark of Europe. Geopoints are points of special interest. The geologic history and the development of the nature and culture landscape can be seen and conveyed on them. Geopoints of the area of one landmark can be connected to individual georoutes.</p>
<p>17.30 – 18.00</p>	<p>UNESCO World Heritage Site Messel Pit – A lighthouse for Odenwald tourism destination and Geopark Bergstrase-Odenwald</p> <ul style="list-style-type: none"> • Dr. Marie-Luise Frey, Managing Director, UNESCO World Nature Heritage Site Messel Pit, Germany • Kornelia Brauer, Managing Director, Odenwald Tourism GmbH, Germany <p>The Messel Pit is located in the northern part of the Odenwald mountains (highest peak 700 masl) in Germany. In 1995, the Messel Pit was inscribed on the list of UNESCO-World Heritage as first German Natural World Heritage Site, for its extraordinary complete mammal skeletons and fossil containing site, which scientifically opened a window to a tropical environment of Eocene times, dating back about 48 million years. Since ages, the sympathy ambassador has been the prevail horse (<i>Eurohippus messelense</i>) followed by the primeval monkey (“<i>Ida</i>” <i>Darwinius massillae</i>, in 2009). After several years of amazing new scientific findings, the geotourism activities to market this unique place were increased with the launch of the new visitor centre at the site. This was done together with the state of Hesse, the Senckenberg Research Society, the local community of Messel and the districts around. The geotourism activities started in 2009 in a new way with the financial support of the federal government of Germany and the State of Hesse Programme “Deutsche UNESCO-Welterbestätten” from 2009 up to 2013. The aim of the collaborating partners Odenwald Tourism GmbH and World Heritage Messel Pit gGmbH is to create the Odenwald destination as a so called World Heritage discovery destination” (“Welterbe Erlebnisland”). Both partners have developed a variety of activities, new approaches and offers. They manage to combine and market them in new magazines, indicating clearly the World Heritage Site Messel Pit as the lighthouse of the destination.</p>
<p>18.00 – 18.30</p>	<p>Welcome Cocktail Reception „In rhythm with the Adufes”</p> <ul style="list-style-type: none"> ➤ The Special Networking Event is open to Exhibitors, Trade Visitors and Sponsors. ➤ It offers the opportunity to interact with other tourism professionals ➤ Join us in our effort to support and promote sustainable tourism worldwide. ➤ Meet and speak with tourism leaders, high-profile experts and colleagues. ➤ Bring plenty of your business cards to share with colleagues of the tourism industry! ➤ It is a lot of fun!

	<p>Adufeiras of Idanha-a-Nova, Adufe Women Players, Geopark Naturtejo, Portugal</p> <p>Live Cooking Show “Gastronomic Geo-Moments” Enjoy Portuguese wines and delicacies sponsored by the Naturtejo Geopark</p> <p>A Portuguese chef from a local community within the Naturtejo Geopark will prepare some delicacies prepared with traditional products (e.g., olive oil bread, wild mushrooms) in innovative ways to create new flavours. The chef will prepare live the flavours and provide any explanation, while attendees taste local wines, cheese, trilobite cookies, chocolate and other delicious Portuguese traditional appetizers.</p> <p>The Naturtejo Geopark, a UNESCO European and Global Geopark in Portugal, a rural area that is working together with from around the word to build a new concept of tourism based on the emotional experience of outstanding landscapes, where a palimpsest of time imprints both space and singular ways of life. An innovative form of development based on the active participation of local communities for protection of both tangible and intangible heritage as well as on the education of new generations.</p>
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THURSDAY, 7 MARCH 2013	
<p>ONE-ON-ONE TALK WITH... At the daily “One-on-One Talk with...”, leading professionals of the travel industry and key country representatives exchange expert-knowledge and experiences on issues, challenges and trends concerning tourism segments and their position of importance within the tourism industry chain.</p>	
10.30 – 11.00	<p>Land of captivating and eye-opening contradictions – The new magazine: Understanding China</p> <ul style="list-style-type: none"> • Petra Kiel, Lecturer, Berlin School of Economics and Law; Chief Editor, Magazine Understanding China; Germany <p>Moderated by: Andrea Rudolf, Project Manager of "SympathieMagazine", Institute for Tourism and Development, Germany</p> <p>The Institute for Tourism and Development is well-known for the publication of the series “SympathieMagazine” (magazines of understanding), e.g., “Understanding China” (available only in German). These magazines elucidate complex issues and allow insight in other cultures, religions and other interesting topics. With much respect and sympathy, the magazines tell about the everyday life, the way of living and customs, art and economy, history and politics of a country. The presentation of the brand-new magazine “Understanding China” and the interview with tourism</p>

	<p>industry insiders will address tour operators, individual tourism professionals, academia and media representatives interested in responsibility issues, environmental protection and sustainability in tourism.</p>
<p>SUSTAINABLE TOURISM</p> <p>The significance of sustainability is increasingly becoming travellers' main interest, along with experiencing the Great Outdoors. More tourism destinations and enterprises are willing to put greater emphasis in sustainability. This session brings together exhibitors and tourism industry leaders to share their expertises on major issues, today's challenges and cutting-edge progress of sustainable tourism. Their presentations feature illustrative examples and answers to questions of great concern such as "What can tourism professionals do to support and raise the importance of sustainable tourism?", "How sustainability can be integrated in our consumption and innovation of product and services?", "How can tourism companies strategically market their commitment to foster sustainable tourism?", "How can tourism professionals develop sustainable experiential adventure travel?" and "How consumers can be motivated to practice a sustainable and socially- responsible tourism?".</p>	
<p>11.00 – 11.30</p>	<p>What does Sustainability mean to You?</p> <ul style="list-style-type: none"> • Ayako Ezaki, Director of Communications, The International Ecotourism Society (TIES) • Ferdinand Weps, Director of Membership and Operations, The International Ecotourism Society (TIES) <p>Featuring a few videos from the "Ecotourism and Sustainable Conference Talks" interview series by The International Ecotourism Society (TIES) and iSeeITravel, this presentation will discuss various elements of sustainability in tourism and aims to inspire positive action through engaging the audience in both thinking about and sharing what they consider to be among the most important aspects of sustainability for their businesses, communities, and destinations. The International Ecotourism Society is a non-profit association committed to promoting responsible tourism practices that benefit conservation and communities. Representing the voices of stakeholders from all corners of the world, TIES' global network supports and is supported by members from over 90 countries, who are leading the vital efforts to make travel and tourism more sustainable.</p>
<p>11.30 – 12.00</p>	<p>Rainforest Alliance bringing sustainability to the markets</p> <ul style="list-style-type: none"> • Alejandro Zozaya Gorotiza, Chief Executive Officer, AM Hotels & Resorts, Mexico <p>The Rainforest Alliance, a conservation organization working worldwide, together with tourism businesses in Latin America, is making available sustainable travel options for international markets. Now not only eco-lodges in the heart of the rainforest are committed to protect ecosystems and communities, but also high end hotels in popular destinations like for example AM Hotels & Resorts, located in the Yucatan Peninsula, Mexico. Thanks to the coordination of efforts between private industries, local governments and the Rainforest Alliance, travellers around the world</p>

	<p>have access to more than 500 sustainable travel options in Latin America.</p>
<p>Project "Building Partnerships among Tourism Professionals to foster Sustainable Tourism"</p> <p>This project is an innovative and a long-run established feature of this hall. It was initiated in 2010 with the purpose to foster ground-breaking initiatives and entrepreneurial ventures in travel and tourism as well as to build and develop partnerships among exhibitors and selected trade visitors, especially niche tour operators, travel wholesalers and agents. The specialized media is also taken in consideration. This project is implemented by means of participatory and practical activities such as special intensive workshops with experts, speed networking and cocktails, consulting and other special exchange activities with trade visitors.</p>	
<p>12.00 – 12.30</p>	<p>Tourism as a vehicle of change – School Partnerships between Nepal, Germany and The Netherlands</p> <ul style="list-style-type: none"> • Raj Gyawali, Founder and Director, Socialtours, Nepal <p>For the last seven years, a small award-winning school company based in Freiberg, Germany, has been spearheading the concept of school partnerships, starting from its humble past of one partnerships with a mountain school near the Tibetan border in Nepal, to now three partnerships, five villages and spanning Nepal, Germany and The Netherlands. This presentation concentrates on the case of Namaste Nepal S-GmbH, a German company based in Freiberg, and a non-governmental organisation (NGO) in Nepal, which has been proving how tourism can be a vehicle of positive change, and can make meaningful impacts through creative funding mechanisms and well thought programmes in the ground with a focus on education.</p>
<p>12.30 – 13.00</p>	<p>New Generation of Lifting Ticketing</p> <ul style="list-style-type: none"> • Tim Hounker, Chief Executive Officer, Snow & Alps Tourism GmbH, Germany • Stefan Senft, Chief Operating Officer, Snow & Alps Tourism GmbH, Germany <p>1st Place Award Winners of the Competition "Sprungbrett 2012 - Category Young Start-up", supported by ITB Berlin</p> <p>In the Alps, 47 million skiers buy lift tickets worth 3.6 billion Euros annually. Most of the tickets are still sold at the ticket windows. With our multi-channel distribution solution, we are participating in this market with our commission-based distribution system of lift tickets and related services (e.g.: ski rental, ski lessons). Our goal is to establish yield management and online distribution, by building the largest marketplace for ski tickets in the European region and introduce eCommerce to the ski resorts. Through the online activation of Radio-frequency identification (RFID) cards, skiers are able to bypass the long queues at the ticket windows and immediately enjoy the slopes. The online activation is the most comfortable and fastest solution available in the market to get access to the ski lifts. The activation can either be done with existing cards, or alternatively with a Snowbon RFID card sent by us. These cards can be re-used with most of our partner resorts. If the RFID</p>

	<p>activation is unintended by customers, we provide them with our e-ticket; a practical and nearly equivalent alternative. Additionally, our indirect sales channel (SnowTravel) enables agents and tour operators for the first time to offer individual package offers including lift tickets to their customers. Thus, the SnowTravel interface enables the travel industry to access lift tickets digitally and treat them as individual components, which can be combined with other products in real time and on demand (dynamic packaging and bundling).</p>
<p>SOCIAL MEDIA IN TRAVEL AND TOURISM</p> <p>At the present time, social media is playing an important role in the life of the people. It has amazingly and at a high-speed influenced the way people communicate, search for information and, undoubtedly, their way of travelling. An almost difficult to measure is the amount of information that is being shared via digital means in private, businesses and governmental institutions. Almost everybody independently of age, gender or economic status have a mobile device (e.g.: mobile phone, tablet computer); and certainly, they cannot imagine themselves living without them. Participates of this session can expect to learn from a renowned and experienced expert in the matter: "How social media is impacting the travel and tourism industry?", "How tourism professionals can use social media to their advantage as a marketing tool to reach out travellers - potential customers - as well business partners?", "Why social media is more than just twit or post in Facebook?", "How tourism enterprises can market their services and product to reach mobile device users?", "How the social media resources can be put in practice immediately to increase the traffic to own internet presence?" and "What is the future trend?"</p>	
<p>13.00 – 13.30</p>	<p>Social Media Strategies for Tourism Professionals</p> <ul style="list-style-type: none"> • Laurel Robbins, Founder and Chief Editor, MonkeysandMountains.com, Canada <p>In this practical session, participants will walk away with a better understanding of how social media can help a company or organization achieve its' objectives regardless of its resources. A wide range of online tools will be given that can be implemented immediately. Participants will discover the most important strategies for getting the most out of their blogs by using two free tools that only require a few minutes. Strategies for Facebook, Twitter and Google+ will also be discussed that will help participants increase user engagement, build brand awareness, create community goodwill and generate potential client leads.</p>
<p>13.30 – 14.00</p>	<p>RESPONSIBLE TOURISM CLINIC</p> <p>Show, Don't Tell – How to Use Digital Storytelling and Social Media to Market Your Responsible Tourism Offering</p> <ul style="list-style-type: none"> • Daniel Noll, Co-founder, Uncornered Market, United States of America

	<ul style="list-style-type: none"> • Audrey Scott, Co-founder, Uncornered Market, United States of America <p>This Responsible Tourism Clinics give participants the opportunity to interact vis-à-vis with practitioners who run social businesses in tourism. Attendees will take away the following most important elements for a successful responsible tourism storytelling: 1.The concept of story and the importance of jargon-free effective storytelling to demonstrate what responsible tourism is and why it matters, and how it enhances a traveller's experience. 2. Why story is crucial in differentiating their offering, educating consumers and convincing them to act and purchase. 3. Specific social media storytelling strategies, platforms, and tools that enable exposure, engagement and brand advocacy.</p>
14.00 – 14.45	<p>SPECIAL WORKSHOP HOW TO PENETRATE THE GERMAN TRAVEL MARKET</p> <p>The German Travel Market – Trend Setters in Travel and Tourism</p> <ul style="list-style-type: none"> • Dr. Auliana Poon, Managing Director, Tourism Intelligence International, Trinidad <p>Germany is world champion in travel and tourism. It is a leader in terms of spending, trips and nights abroad. In 2015, Germany is expected to retain its position as the world's largest source market, making it one of the most lucrative source markets globally. Considering that:</p> <ul style="list-style-type: none"> ✓ Germans have an enormous appetite for travel; ✓ Two-thirds of all Germans travel abroad; ✓ Germany has one of the highest travel propensities in the world; ✓ Germans have one of the highest paid holidays in the world; and ✓ The holiday has become as much a basic necessity as owning a car. <p>Tapping in to this key market will be important for businesses wishing to buck the economic current.</p> <p>In a presentation facilitated by Tourism Intelligence International's Dr. Auliana Poon, it will be demonstrated that in addition to being lucrative, the German travel market is also complex. Germany is one of the most sophisticated and experienced travel markets in the world. Germans are informed, individual and demanding clients. And they are leaders in travel and tourism, not simply owing to the sheer numbers, but also because they are trendsetters. Where German travellers go, the world follows. The presentation will also confirm that the German market is mature and is expected to soon enter into a decline phase. Destinations will critically need to tighten their marketing strategies. A mature/declining market requires differentiation and diversification, and even product reinvention. As a consequence, it will become increasingly challenging to win in this market, as it is highly competitive and rapidly changing. Attendees to this session will certainly benefit from the key strategies and innovative solutions that Tourism Intelligence International will identify to help travel and tourism operators keep up with the</p>

	trendsetting German travel market.
<p>BIODIVERSITY, ADVENTURE AND SUSTAINABLE TOURISM – Spotlight on travel destinations worldwide</p> <p>Adventure Travel, a fast-growing segment of the tourism industry, is attracting more and more people independent of their age, gender or economic status. A high percentage of travellers are in search of new adventure challenges and travel destinations to explore. Most countries' tourism ministries and organizations worldwide as well as travel business have recognised the potential of this tourism segment and have initiated intensive marketing campaigns, highlighting their uniqueness, biodiversity, sustainable and socially-responsible adventure activities and infrastructures. Is the spirit of discovery and adventure still alive? Then find out "Which are the new adventure travel destinations?", "Which are most innovative and challenging adventures?", "How can tourism professionals develop sustainable experiential adventure travel?" and "What are the new trends and innovation in experiencing the Great Outdoors?".</p>	
<p>14.45 – 15.30</p>	<p>Switzerland Adventure: You name it, we've got it! – Interlaken, co-operation rather elbow tactics</p> <ul style="list-style-type: none"> • Catherin Quirin, General Manager, Interlaken Hostels and Adventure, Switzerland <p>Learn about the adventure tourism variety in Switzerland. Discover the wonders of Interlaken, the adventure capital of Europe, during this presentation. Interlaken, located in the heart of the Swiss Alps, is unique in nature. The area between the lakes is fondly named the "Bödeli", surrounded by mountains and with a wonderful panorama that offers everything the heart desires. The diversity in its surroundings is used in different ways. Learn about all facts and figures about Interlaken, gateway to Jungfrau – one of the main massifs in the Bernese Alps and icon of the Swiss alps, youth travel and hostel guest, including products, services and co-operation success Interlaken Hostels and Adventure provide. In addition, the Backpackers Villa Sonnenhof will be portrayed as an example of successful business within the youth travel market. Interlaken Hostels and Adventure is an association gathering eight hostels and sixteen adventure companies within Interlaken. This association focus in promoting Interlaken as the number one adventure destination in Europe.</p>
<p>15.30 - 16.00</p>	<p>Indonesia – Which secrets it hides you?</p> <ul style="list-style-type: none"> • Rosa Banda, Founder and Managing Director, Indonature Tours and Travel, Indonesia <p>Indonesia is diversity! Welcome to a country rich in culture, races, languages, religions and landscapes. Come, explore and learn about the marvel and the hidden paradises of Indonesia by the hand of an experienced tour operator. Indonesia is</p>

	<p>all-in-one country where visitors have the feeling of being travelling through five or six different countries at once with the constant smile of its inhabitants and the still virgin nature of its amazing Islands. During the presentation, you will visit orangutans in Sumatra (Bukit Lawang) and in Kalimantan (Tanjung Puting) as well as the Komodo Dragons, called the "last dinosaurs on Earth", in Komodo National Park, Flores. You will see temples like Borobudur & Prambanan Temples in Java, or Besakih Temple, Ulun Danu or Uluwatu Temples in Bali. You will travel back to the Stone Era in Tana Toraja, Sulawesi, or in Papua, with the Dani Tribes. You will dive or snorkel in the marvellous and paradisiacal beaches in Komodo National Park or in Lombok. And least but not last, you will have Nature and Adventure in your trip to Bali. Are you going to miss it? Just come!</p>
<p>16.00 – 16.30</p>	<p>Panama: Where the World Meets! – History, Nature and Adventure</p> <ul style="list-style-type: none"> • Angelo Paredes, Chief Executive Officer, Turista Internacional, Panama <p>Panama, the land of many wonder, is a destination like no other. Just a few steps away from the most important cities of the American continent, Panama is the new capital for international commerce and a meeting place for great businesses. Panama has been known as the bridge that unites the Americas with the rest of the world, seducing travellers with its biodiversity, rich culture and cosmopolitan enchantment. Seven distinct indigenous group share their history and traditions throughout the isthmus. Combining the Pacific and the Caribbean, Panama boasts 2,500 Km of coastline and more than 1,500 islands, to escape from time and enjoy the tropics. Regarding nature and adventure, Panama is a natural sanctuary for those that enjoy snorkelling, scuba diving, kayaking, fishing, bird watching among other outdoor activities. Rainforest and mountains are a temptation for those that enjoy adrenaline and adventure. Parks and Natural reserves across the land are easily accessible to adventurous travellers. Panama is awaiting you!</p>
<p>16.30 – 17.00</p>	<p>Croatia – The new destination of adventure</p> <ul style="list-style-type: none"> • Goran Hrnica, Co-founder and Director, PureQuest, Croatia • Ana Hrnica, Co-founder and Director, PureQuest, Croatia <p>Croatia is perfect for adventurers and nature lovers - a country with 8 national parks, 11 nature parks, 7 UNESCO World Heritage Sites and a coast with over 1,000 islands. In addition to its rich cultural heritage, Croatia has an extraordinary cuisine and a very friendly and hospitable people. The result is a perfect combination for travellers who want more from a destination and for those who seek a very special experience and the adventure of their lives. Croatia is already a well-known European destination, but what we want to show you is that Croatia has so much more to offer, so many hidden corners that are still unexplored and known only to insiders.</p>

<p>17.00 – 17.30</p>	<p>Colombia – One oft most diverse countries of the world</p> <ul style="list-style-type: none"> • Jewgeni Patrouchev, Tourism Commissioner, Foreign Investment and Exports Promotion (Proexport), Germany Commercial Office <p>Welcome to Colombia, a tropical country of incredible diversity and charm. Its ever-changing geography, a history loaded with mystery and adventure, its people and cultures, have fascinated the world for centuries. Although its excellent coffee and the purity of its emeralds have made the country famous, Colombia is also the homeland of the El Dorado legend and the magical universe of Garcia Marquez's Macondo. If you still have not visited Colombia, through this presentation you will find out how much you have been missing. Coming to Colombia is discovering a completely new world.</p>
<p>17.30 – 18.30</p>	<p>Adventure Connect</p> <ul style="list-style-type: none"> • Chris Doyle, Executive Director - Europe, Adventure Travel Trade Association, U. S.A. <p>Adventure Travel Trade Association (ATTA) will host its Regional Meeting and an informal gathering "AdventureConnect". Established in 1990, the Seattle-based Adventure Travel Association is a global membership organization dedicated to unifying, networking, professionalizing, promoting and responsibly growing the adventure travel market. The AdventureConnect is a Peer-to-Peer Exchange with friends in the industry. Destination representatives, international tour operators and ground suppliers are encouraged to join in pre-identified regional adventure tourism discussion groups to determine and explore issues, challenges and opportunities together in focused settings that encourage a free-flow of information and ideas. Each regional group will track and share the group's findings with all Peer-to-Peer Exchange participants to wrap-up the programme. Input collected from the Exchange will be shared with all participants, reported in the website AdventureTravelNews.com and through the communication means of ITB Berlin. This also will help to influence the Peer-to-Peer Exchange at the 26-31 October 2013 Adventure Travel World Summit in Namibia.</p>
<p>19:00</p>	<p>PARTY "ITB BERLIN CREW NIGHT"</p> <p>Special event for exhibitors, sponsors and partners Take this great opportunity for networking. Invite your business partners and potential clients.</p>

FRIDAY, 8 MARCH 2013	
CULTURE, ADVENTURE AND SUSTAINABLE TOURISM – Spotlight on a new travel destination	
10.00 – 10.30	<p>Far West Nepal – Latest offers and potential for adventure, culture and inclusive tourism</p> <ul style="list-style-type: none"> • Raj Gyawali, Founder and Director, Socialtours, Nepal • Tourism Development Society, Far West Nepal <p>Potentially Nepal's least visited region and arguable the one with the most potential, the Far West of Nepal is untapped, raw, authentic, culturally and environmentally diverse. The development project of this region is funded through the German International Cooperation (GIZ). This presentation showcases this region and its potential, and most importantly the zeal of the local people to develop it to its true tourism potential, keeping responsible practice and sustainable tourism at the base principle. The presentation will also introduce products currently bookable in this region and present a plan of action, where interested companies, experts, agents, suppliers can all hook in what will potentially end up being a bestseller in Nepal.</p>
<p>ONE-ON-ONE TALK WITH... At the daily "One-on-One Talk with...", leading professionals of the travel industry and key country representatives exchange expert-knowledge and experiences on issues, challenges and trends concerning tourism segments and their position of importance within the tourism industry chain.</p>	
10.30 – 11.00	<p>"It's the Tour Guide, Stupid!" – Intercultural tour guide qualification, bridging the cultural gap</p> <ul style="list-style-type: none"> • Radu Zaharie, Managing Director and Tour Guide, Inter Pares, Romania • André Kiwitz, Chief Executive Officer, Viventura Reisen, Germany • Dr. Mehmet Gökhan Tuncer, Project Manager and Trainer, Institute for Tourism and Development, Germany <p>Moderated by: Dr. Dietmar Quist, Member of the Board, Institute for Tourism and Development, Germany</p> <p>The Institute for Tourism and Development offers each year a limited number of intercultural training seminars for tour guides. The seminars aim to qualify the participants as cultural mediators and motivate them to work for a better understanding between cultures. The event functions as information platform for tour operators, tourist agencies, tourism boards, tourism ministries and tour guide associations, wishing to further qualify their tour guides. This One-on-One Talk with</p>

	<p>interview with tourism industry insiders will address tour operators, individual tourism professionals, academia and media representatives interested in responsibility issues, environmental protection and sustainability in tourism.</p>
<p>SUSTAINABLE AND SOCIALLY-RESPONSIBLE TOURISM - Issues, initiatives and developments</p> <p>The greatest emerging trend of present society is the awareness on how to sustain the planet's environment and how to further develop in a proper way. Regarding tourism, questions like the following arise: "What can we learn from destinations striving for a responsible tourism?", "How tourism stakeholders can foster a socially-responsible tourism?", "How can tourism professionals actively support the campaign for children protection?", and "How consumers can be motivated to practice a sustainable and socially- responsible tourism?". Become aware of the importance of synergies, when working on giving aid and supporting local communities and nature. See how synergies easily can be accomplished to inspire and involve people in partaking in any tourism segment with social and ecological consciousness, wherever they are located in the world.</p>	
<p>11.00 – 11.30</p>	<p>Child protection in tourism – A challenge for Corporate Social Responsibility (CSR)</p> <ul style="list-style-type: none"> • Matthias Leisinger, Head of Corporate Responsibility for the Kuoni Group; Chairman of the Child Protection Code in Travel and Tourism; Switzerland • Mechtild Maurer, Managing Director, End Child Prostitution and Trafficking (ECPAT); Local Code Representative of the Child Protection Code in Travel and Tourism; Germany <p>Welcome Address by: Rika Jean-Francois, Corporate Social Responsibility (CSR) Commissioner, ITB Berlin, Germany</p> <p>The presentation focuses on the challenge of child protection measures for companies in the tourism field. The speakers will present experiences with the implementation and its tools of the child protection code. How the child protection tools have to be involved in the CSR policy of the companies and the CSR instruments.</p>
<p>11.30 – 12.00</p>	<p>PANEL DISCUSSION</p> <p>Haiti – Latest developments and concerns</p> <ul style="list-style-type: none"> • Kerby Lacarrière, Chargé d’Affaires, Embassy of Haiti, Germany • Nadjine François, Counsellor, Embassy of Haiti, Germany • Frans de Man, Founder and Director, Retour Foundation, The Netherlands <p>Moderated by: Rika Jean-Francois, Corporate Social Responsibility (CSR) Commissioner, ITB Berlin, Germany</p>

	<p>It is already three years after the disastrous earthquake in Haiti. Over the course of this time, huge solidarity, concerns and questions have risen among the tourism world: "What are Haiti's perspectives for a sustainable tourism development?", "How can we, tourism professionals, start re-establishing tourism in a responsible manner there?", "Which cooperations exist now?", and "What kind of tourism is giving back value to the community?". From Haiti's government perspective, high representatives of the Embassy of Haiti in Germany will inform about the latest tourism developments on the island, including an update on how Haitians are looking forward despite of the catastrophe they went through, how stability and basic daily life condition are getting restored as well as how tourism shall be developed as an income possibility. Frans de Man from the organisation End Child Prostitution and Trafficking (ECPAT) will also share his experiences in implementing The Code of Conduct against Child Exploitation in the Dominican Republic and will explain how it should be introduced in Haiti.</p>
<p>12.00 – 12.30</p>	<p>Right balance between tourism and environment – Using environmental resources in responsible manner, challenges and possible solutions</p> <ul style="list-style-type: none"> • Fikret K. Mammadov, Senior Expert, Department of Tourism, Ministry of Culture and Tourism of the Republic of Azerbaijan <p>The presentation will cover the issues on maintenance of correct balance between the use of environmental resources for the needs of tourism and preservation of environment. It will provide the practical examples of good practices, environmental management schemes that assure the responsible implementation of large scale tourist projects in environmentally-sensitive areas, outline key problems with coordination and support of other authorities, try to identify the role of private sector in organization of responsible tourism, environmental training and awareness raising needs for tourist companies.</p>
<p>ACCESSIBLE TOURISM</p> <p>After a brief overview on issues related to accessible tourism and travel destinations, two tour operators will share their knowledge and experiences on how to involve local communities in travel programmes accessible to anyone, independently of having or not a physical impediment. One tour operator will provide specific examples of travel programmes for deaf travellers that involve local deaf people. The other one will focus on a travel destination and will show how with strong willpower, it is possible to influence the tourism industry for the benefit of those travellers who are physically impaired.</p>	
<p>12.30 – 13.00</p>	<p>Deaf culture and tourism – An example of accessible, cultural and responsible travelling</p> <ul style="list-style-type: none"> • Jos Wesemann, Accessible Tourism Specialist, Wesemann Travel, The

	<p>Netherlands</p> <p>After a brief overview on the background of the company and the offered tours, Jos Wesermann will share deep insights on how deaf local people take active role in their travel programmes, which are accessible to everyone who enjoys travelling to far destinations and likes to meet local people. By involving local deaf people in the travel programmes, Wesermann Travel offers the possibility for deaf travellers to discover the travel destination from their own perspective. He will use this example to point out the company's philosophy on accessible tourism, namely that one should not only consider the technical and physical aspects of accessibility, but also the emotional and personal experiences that relate to the identity and perception of the disabled traveller. He will also give suggestions of how this could be done with other handicaps and the company's ambitions in this field. Furthermore, he will explain how working with local communities of disabled people can create cultural travel experiences for "normal" travellers; including some concrete examples of it from he's practice.</p>
<p>13.30 – 14.00</p>	<p>Challenges in making inaccessible destinations accessible for physically disabled</p> <ul style="list-style-type: none"> • Tajinder Chaundhry, Founder and Managing Director, Able Journeys Ltd., United Kingdom <p>With this presentation, attendees will learn about how a tour operator can make a difference in the travel industry by considering those travellers who are physically impaired. The role of Able Journeys is simple yet highly ambitious and intricate - to make inaccessible destinations accessible. We want to make a difference in the world, and especially in the disabled community. To start with, we picked India as our first destination to offer our customers with a vast range of experience of culture, heritage, taste, colour, sounds, smells and numerous historical monuments and forts spread all around the nation. Secondly, it is the perfect nation to test our services to a maximum and benchmark it for other countries. India, being highly inaccessible, gives us enough ground to cover every aspect of a disabled friendly holiday in an environment, which sometimes is challenging even for an able bodied traveller. Currently, we are using our own staff, fixed packages, equipments and facilities to make India a welcoming nation for the disabled travellers.</p>
<p>14.00 – 14.45</p>	<p>COUCH TALK</p> <p>Beyond Corporate Social Responsibility (CSR)</p> <ul style="list-style-type: none"> • Johannes Reißland, Chief Executive Officer, Forum Anders Reisen e. V., Germany • Thomas Müller, Chief Executive Officer, SKR Reisen, Germany • Ralf Huber, Chief Executive Officer, Ikarus Tours, Germany • Harald Zeiss, Head of Sustainability Management, TUI Deutschland GmbH, Germany

	<p>Moderated by: Christian Schmicke, Editor-in-Chief, Travel One, German travel trade magazine</p> <p>Since 2002, the public relations and marketing agency BZ.COMM has been realizing a series of panel discussions called „Couch Talks“ during ITB Berlin. The topics vary from the hottest trends in broader tourism business to niche market discussions. The "Couch Talks" are always moderated by a well-known German journalist who welcomes and interviews leading managers from all sectors of the tourism industry and journalist colleagues as guests. The audience of the "Couch Talks" consists of high-ranking industry representatives and journalists who receive a personal invitation. However, it is also open to interested trade visitors.</p>
<p>CLIMATE PROTECTION</p> <p>How can we, tourism professionals, contribute to the reduction of CO2 emissions of our products, services and destinations?</p>	
<p>14.45 – 15.45</p>	<p>CO₂-compensation and first-hand impressions from biogas projects in India – How responsible tourism can make a big difference!</p> <ul style="list-style-type: none"> • Peter-Mario Kubsch, Managing Director, Studiosus Reisen München GmbH, Germany • Vidya Sagar Devabhaktuni, President, SKG Sangha, India • Stefan Baumeister, Managing Director, Myclimate Deutschland gGmbH, Germany <p>Learn about product offers, market approaches, what works and what does not from high-profiled tourism professionals. Their companies are engaged in climate protection. They decided to take responsibility for climate protection. In cooperation with myclimate, they have developed a series of different initiatives for their customers. All product offerings have in common the green house gas emissions of activities calculated and compensated in high-quality myclimate Gold Standard offset projects as well as the option for consumers to either to compensate or the additional price forms part of the offering. The non-profit foundation myclimate – The Climate Protection Partnership, is an international initiative with Swiss origins. Founded in 2002 as a spinoff of the Swiss Federal Institute of Technology in Zurich (ETHZ), Switzerland. Myclimate is among the world leaders, when it comes to voluntary carbon offsetting measures. Science-based and market-oriented, myclimate offers a comprehensive package of services for offsetting in accordance with the principles of "avoid – reduce – offset" and "do the best and offset the rest". To implement climate protection measures as effectively and efficiently as possible, myclimate has established an international network of project partners and representatives who act on behalf of myclimate in their countries. Be motivated to start taking action for climate protection. Do the best and offset the rest! It is not an option not to act!</p> <p>The myclimate Award</p>

	<p>The award will be presented to European myclimate partners in four categories for outstanding commitment in climate protection.</p>
<p>15.45 - 16.30</p>	<p>Climate protection in stationary travel sales – Training courses, certification and integrated CO₂ compensation</p> <ul style="list-style-type: none"> • Dr. Dietrich Brockhagen, Managing Director, atmosfair gGmbH, Germany • Stephanie Henicke, Sustainability Manager, Lufthansa City Center, Germany <p>The demand for sustainable products in travel agencies is increasing. At its annual conference in 2012, the German Travel Association (DRV) gave the official starting signal for its 'green-counter'- instruction package, with the overall goal of sensitising the stationary travel sales and distribution sector to sustainability topics. The German society for certification in tourism, TourCert, has already certified some travel agencies and plans to strengthen this process in 2013. In line with its sponsorship framework for associations, the Federal Ministry for the Environment is supporting an atmosfair project for the integration of CO₂-compensation in the reservation systems of travel agencies. These recent developments demonstrate the significance that climate protection and sustainability has taken at the stationary travel sales.</p> <p>Air travel is by far the largest emitter of greenhouse gas emissions within the travel industry, which is why it represents one of the most important fields of action for responsible travel sales. Travel agencies that want to position themselves as sustainable in the long-term have to offer their clients practical possibilities for the reduction of the CO₂ footprint of their journey. Together with associate partners from the travel industry, the German non-profit climate protection organisation atmosfair will host a workshop with travel agency representatives. Here you can gain insights into how to approach the issue 'climate protection and travel' as a travel agency:</p> <ul style="list-style-type: none"> ✓ How can you develop expertise concerning the topic climate protection? ✓ What are the different steps in sustainability certification? ✓ How can travel agencies positively market themselves with climate protection? ✓ How does CO₂ compensation work for air travel? ✓ Which reservation systems already integrated the compensation of flight emissions?
<p>SUSTAINABLE AND SOCIALLY-RESPONSIBLE ADVENTURE TRAVEL</p>	
<p>16.30 – 17.00</p>	<p>Reaching out to experiences beyond what the eyes meet – Adventure and Exploration from tour operator perspective</p> <ul style="list-style-type: none"> • David K. Singh, Director and Product Manager, Eco Adventures Pvt. Ltd., India • Johanna Buss, Business Development Assistant, Eco Adventures Pvt. Ltd., India

	<p>Come and learn about our way of experiential travel in India. During the first part of the presentation, a well-known adventurer and environmentalist will give insights about the challenges that tourism brings to today's world and about the opportunities we have for improving the situation of the destination by consciously travelling. You will get to know why tourism is more than just clicking pictures and travelling from A to B in order to ensure it being sustainable. The second part will present some of the mentioned practices applied in the field. Eco Adventures as a specialized tour operator in India is answering the growing demand for travel experiences that are memorable, authentic, and sustainable with a new line of products. As experiential travel is ultimately all about the place being visited, we keep these in mind while designing the programmes to emphasize India and its local communities, considering the fragile environment and improving local capacity.</p>
<p>RESPONSIBLE TOURISM CLINICS</p> <p>The Responsible Tourism Clinics give participants the opportunity to interact with practitioners who run social businesses in tourism. This year, the Responsible Tourism Clinics brings you a new series of practitioners who are changing the way tourism works. The aim is to create better places for people to live in and better places for people to visit and conversations with these experts will unravel newer and more effective ways to do this. Participants can pose questions on related topics and find solutions from experts from various fields covering issues about digital marketing, communications and product development among others.</p>	
<p>17.00 – 18.00</p>	<p>The Fair Game Tourism Initiative - ensuring the future of the safari</p> <p>Jeremy Smith introduces the Fair Game Tourism Initiative, which aims to make sure tourism companies that profit from wildlife do more to ensure its survival.</p> <ul style="list-style-type: none"> • Jeremy Smith, Chief Executive Officer, Contexture, United Kingdom; Communication Strategist, The Blue Yonder Associates, India <p>Last year, 668 rhinos were killed by poachers in South Africa. 25,000 elephants were killed for their tusks in 2011. And tigers? There are more of them in captivity in Texas than there are left in the wild. The illegal trade in dead animal parts is now such big business that Global Financial Integrity estimates its annual profits at roughly \$7.8 - \$10 billion, fifth in value behind illegal traffic in drugs, humans, oil and counterfeit. But flick through a travel brochure, or browse the pages of a website selling trips to see some of these animals, and there will often be little – if any – reference to how desperate the situation has become. So, while Kenya's tourism industry earned the country around £720m in 2011, Kenya Wildlife Service – in charge of the management of all the country's parks and reserves – got just £ 21m to protect all the animals the tourists came to see. Jeremy Smith explains how The Fair Game Tourism Initiative aims to make sure tourism companies pay their fair share.</p>

	<p>The A-Z of Responsible Travel</p> <ul style="list-style-type: none"> • Zainab Kakal, Partner, The Blue Yonder, India • Mariska van Gaalen, Strategic Consultant, The Blue Yonder, Germany <p>Tired of academic definitions of Responsible Travel, Zainab Kakal designed a series of A-Z of Responsible Travel in a fun and interactive way. From 'Authentic' to 'Zest', she explains how each word helps in creating innovative travel experiences. Following up on her research with travellers from Western Europe to developing countries like India, Mariska van Gaalen presents perspective of travellers on how they respond to some of the themes introduced in the A-Z series.</p>
<p>5th ITB BERLIN RESPONSIBLE TOURISM NETWORKING EVENT</p>	
<p>18.00</p>	<p>This special networking event brings together responsible tourism practitioners in destinations and markets, including trade visitors, exhibitors, sponsors and partners. Listen to pitches from responsible tourism initiatives around the world and interact with those involved in sustainable tourism.</p> <p>Supported by The Blue Yonder, The Green Circuit and ITB Berlin.</p>