

CORPORATE SOCIAL RESPONSIBILITY IN TOURISM

10 – 14 March 2010, www.itb-berlin.com/csr



**ITB
BERLIN**

**THE WORLD'S
LEADING TRAVEL
TRADE SHOW®**



EVENT PROGRAMME

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Messe Berlin



SUSTAINABILITY AND RESPONSIBILITY AS THE BASIS FOR OUR FUTURE

As the leading trade show and source of inspiration for the travel industry, it goes without saying that ITB Berlin actively participates in the future development of the industry. Sustainability and responsibility – towards both individuals and the environment – play a central role. ITB Berlin is a committed advocate of responsible tourism; it practices and promotes Corporate Social Responsibility (CSR) as an integrated concept of sustainable tourism-based business development.

Since 2009 the **ITB CORPORATE SOCIAL RESPONSIBILITY DAY** in tourism is taking place within framework of the ITB Berlin Convention. This is where the latest results are presented, best practice examples are examined and concrete suggestions for the implementation of CSR in the travel industry are given.

There will also be **daily lectures, symposia, presentations and networking events** on sustainable and responsible tourism in the travel industry in **hall 4.1, hall 5.1 and the ICC**.

Furthermore, ITB Berlin fosters year-round research and development and supports companies' efforts to create financially, ecologically and socially-responsible tourism-based products and services. Beyond that, ITB Berlin supports numerous accredited social projects and international campaigns, for example of the UNWTO, the Welthungerhilfe (German Agro Action) and the Institute for Tourism and Development.

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

EVENT PROGRAMME

WEDNESDAY, 10 MARCH 2010

HALL 7.1B, AUDITORIUM LONDON

ITB FUTURE DAY

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

11.15–13.15h ITB GLOBAL FUTURE SUMMIT

The ITB Global Future Summit analyzes the mega trends in demographic change, climate change/natural resources, technology revolution and consumer behaviour.

Moderated by Wolfgang Winter, Publisher GQ Gentlemen's Quarterly, AD Architectural Digest, Condé Nast-Verlag

- Paul Flatters, Partner, trajectory – the futures partnership
- Prof. Dr. Claudia Kemfert, Head of the Department Energy, Transportation, Environment, German Institute of Economic Research (DIW Berlin), Hertie School of Governance
- Dr. Reiner Klingholz, Director, Berlin Institute for Population and Development
- Patrick Schönemann, Geo Sales Manager DACH & Nordics, Google Enterprise

16.45–17.45h CLOSER, SHORTER, CHEAPER: HOW SUSTAINABLE IS THIS TREND?

Domestic tourism is experiencing a renaissance around the world. How should offers for domestic tourism look like and how can marketing be optimized?

Introductory presentation Stefan Nigg, GfK Retail and Technology GmbH

Moderated by Edith Kresta, Editor for Tourism, Berlin daily taz

- Hans-Jürgen Goller, Managing Director, Tourismus Marketing Gesellschaft Sachsen mbH
- Stefan Nigg, GfK Retail and Technology GmbH
- Dr. Ulrich Reinhardt, CEO & Member of the Executive Board, Foundation for Future Studies

HALL 7.1A, AUDITORIUM NEW YORK 1

ITB DESTINATION DAY 1

13.45–14.45h UNESCO WORLD HERITAGE TITLE – HELP OR HINDRANCE?

How do you obtain the world heritage status and what impact does it have on the destination? Does the title put the world heritage sites at risk due to excessive tourism?

Moderated by Prof. Dr. Knut Scherhag, Professor of Destination Management, University of Applied Sciences Worms

- Prof. Dr. Marie-Theres Albert, World Heritage Studies Programme Director, Brandenburg University of Technology Cottbus
- Jens Enemark, Head, Common Wadden Sea Secretariat (CWSS)
- Kerstin Manz, Consultant, UNESCO World Heritage Centre
- Angus Struthers, Director Brand Marketing Europe, TripAdvisor Europe

HALL 4.1, ITB ADVENTURE STAGE (SMALL STAGE)

EXPERIENCE ADVENTURE, ECOTOURISM & EXPEDITIONS – POW-WOW FOR TRADE VISITORS

Sessions moderated by Mary Amiri, Star TV Journalist

Information: Mariana McGill, stand no. 206 – Latin America World / Exhibition Area "Experience Adventure, ECOTourism & Expeditions"

11.30–12.00h FIRE MOUNTAINS OF COSTA RICA – AMAZING HEALING POWER SITES

- Daniel Chavarria, Managing Director, Enchanting Hotels/Profimerca, Costa Rica

12.45–13.15h LLEIDA PROVINCE, WESTERN CATALAN PYRENEES, SPAIN – BEST PRESERVED EUROPEAN AREA, A RENEWED COMPREHENSIVE ECO-DESTINATION

- Angel Vidal, Director of the Regional Tourist Board of Lleida Province, Spain
- Javier Dalmau, Managing Director, Grupo Natura, Barcelona, Spain

13.30–14.00h THE "AVENUE OF THE VOLCANOES": AN ECUADORIAN TOURIST MAGNET

- Roberto A. Rohde, Volcano Route Specialist, Ecuador Ecuadorian Ministry of Tourism

14.15–14.45h CLIMB KILIMANJARO THE LUXURIOUS WAY! ENJOYING A LIFETIME EXPERIENCE IN STYLE IS MORE ETHICAL THAN YOU THINK

- Karsten Jannicke, General Manager, Summits Africa Ltd., Tanzania

15.00–15.30h PERU - MAJESTIC VOLCANOES, DESERTIC NATURE AND ENIGMA OF THE PAST

- Mariana McGill, Managing Director, Latin America World, Germany
- Eric Gordillo, Marketing Director, Huaraz Chavin Tours / Latin America World, Peru
- Helge Siems, Sales Manager Germany, LAN Airlines

15.45–16.15h THE MESSEL PIT (UNESCO WORLD NATURE HERITAGE SITE) "CHALLENGES AND DEVELOPMENTS FOR SUSTAINABLE TOURISM"

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

HALL 5.1, STAGE

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

HALL 25, BOOTH NO. 140/SOCIAL MEDIA LOUNGE

12.00–13.00h NACHHALTIGKEIT ALS FAKTOR DER REISEENTSCHEIDUNG – ERGEBNISSE DER STUDIE (German only) "Nachhaltiger Tourismus 2.0"

- Prof. Dr. Martin Grothe, Complexium GmbH

MARSHALL HAUS

13.00–17.00h ARAB-EU TOURISM FORUM

Panel Discussion 1: Tourism in the Mediterranean – promoting Social Responsibility and Sustainability

Organised by GHORFA, EU, Messe Berlin

THURSDAY, 11 MARCH 2010

HALL 7.1B, AUDITORIUM LONDON



ITB HOSPITALITY DAY

Hosted by Maria Pütz-Willems, Editor-in-chief, hospitalityinside.com

15.30–16.30h CLIMATE CHANGE: HOW DO HOTELS HAVE TO ADAPT THEIR PRODUCTS?

The panelists will present future scenarios for hotels in different altitude regions – how they have to adjust or restructure their products.

Moderated by Dr. Andreas Walmsley, Course Leader Responsible Tourism/Hospitality, Leeds Metropolitan University

- Philipp Ehmer, Analyst in the Sector Research Team, DB Research / Deutsche Bank AG
- Thomas Reizenhahn, Secretary-General, Austrian Hotel Association (ÖHV)
- Andreas Reiter, Consumer and leisure trend expert, ZTB Zukunftsbüro

HALL 7.1A, AUDITORIUM NEW YORK 1

ITB DESTINATION DAY 2

10.30–12.30h LATIN AMERICA FORUM: SUSTAINABILITY IN LATIN AMERICA – A TRENDY TOPIC OR THE FUTURE?

Brasil and Ecuador – Sustainable Concepts and their Way to the Customer

Moderated by Andreas M. Gross, President, ARGE Lateinamerika e.V.

- Dr. Frano Ilic, Public Relations Officer, Studiosus Reisen GmbH
- Klaus Lengfeld, Senior Advisor for Tourism and Sustainable Development, German Technical Cooperation Agency (GTZ)
- Jeanine Pires, President, Brazilian Tourism Office EMBRATUR
- Mariano Proaño, Deputy Tourism Minister, Ecuador

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HALL 7.1A, AUDITORIUM NEW YORK 2

ITB BUSINESS TRAVEL DAYS

16.00–16.30h CLIMATE PROTECTION PROJECTS AND BUSINESS TRAVEL

More and more travel managers are looking for environmentally friendly travel concepts. A presentation of the results of a SWOT analysis of environmental agencies bring light into the matter.

- Nadine Färber, Tourism Manager, Bachelor of Art

HALL 7.1A, AUDITORIUM NEW YORK 3

ITB CORPORATE SOCIAL RESPONSIBILITY DAY

Hosted by Klaus Betz, Press Officer, Institute for Tourism and Development

10.40–10.45h OPENING

Klaus Betz, Press Officer, Institute for Tourism and Development

10.45–11.00h WELCOME: THE IMPORTANCE OF CORPORATE SOCIAL RESPONSIBILITY FOR TOURISM TODAY

How can the interests of stakeholders be reconciled and what role does CSR play in tourism?

- Andreas Storm, State Secretary, Federal Ministry of Labour and Social Affairs, Germany

11.05–11.15h INAUGURATION OF CSR CERTIFICATES TO MEMBER COMPANIES OF THE FORUM ANDERS REISEN

11.25–11.50h KEYNOTE 1: CORPORATE SOCIAL RESPONSIBILITY: WHAT IS IT? WHAT'S THE POINT? HOW DOES IT WORK?

What aspects of social, environmental and economic sustainability are particularly relevant for the tourism industry? What best practice examples of successful integration of CSR into business strategies can be used as a model?

- Prof. Dr. Michael Hopkins, Chair & Partner, MHCinternational Ltd.

12.00–12.30h KEYNOTE 2: MARINE CONSERVATION AND TOURISM: PARTNERS OR ENEMIES?

A world-renowned ocean explorer offers spectacular views of the world of the oceans.

- Fabien Cousteau, Ocean Explorer and Environmental Activist

EVENT PROGRAMME

THURSDAY, 11 MARCH 2010

12.30–13.30h BOOMING CRUISE INDUSTRY: GROWTH AT THE EXPENSE OF THE ENVIRONMENT?

In cooperation with the Kiel Earth Institute 
The growing cruise segment means more CO₂ emissions, destruction of the marine wildlife and biodiversity, negative impact on the destinations. On the other hand the cruise industry and tourism destinations are affected by climate change. What adaptation measures can be taken?

Introductory presentation Prof. Dr. Anders Levermann, Head of PIK Flagship activity Tumble, Potsdam Institute for Climate Impact Research

Moderated by Gerold Büchner, Berliner Zeitung

- Pier Luigi Foschi, Chairman & CEO, Costa Crociere S.p.A.
- Carlos Fuller, Deputy Director, Caribbean Community Climate Change Centre (CCCC)
- Prof. Dr. Anders Levermann, Head of PIK Flagship activity Tumble, Potsdam Institute for Climate Impact Research
- Rüdiger Pallentin, Managing Director, Lloyd Werft Bremerhaven

13.45–14.30h A GFK EXCLUSIVE STUDY: THE TOP CSR COMPANIES FROM THE CUSTOMER'S PERSPECTIVE
From the perspective of the customer, who will be rated particularly well and who will be rated less good?

- Dr. Wolfgang Adlwarth, Managing Director, GfK Panel Services Germany

14.45–15.45h FOCUS ON CUSTOMER EXPERIENCE: IS CSR A RIP-OFF?



Destinations, hotels, package holidays – many things are supposedly environmentally sustainable and socially acceptable. However, what does the customer actually experience wanting to book a trip?

Moderated by Volker Angres, Head of Environmental Department, ZDF

- Thomas Bösl, Managing Director, Raiffeisen-Tours RT-Reisen GmbH
- Dr. Volker Böttcher, Chief Executive, TUI Deutschland GmbH
- Jens Hulvershorn, Vice Chairman Futouris, Director Marketing & Sales Gebeco
- Rolf Pfeifer, Head of CSR, forum anders reisen

16.00–16.45h SOCIALLY RESPONSIBLE INVESTING

Will the capital market in the future only be accessible to businesses that show CSR-compliant behavior? Do CSR and sustainability reports match the demands of investors and lenders?

Moderated by Dr. Tobias Luthé, Scientist and Senior Lecturer for Sustainability and Tourism, University of Applied Sciences Würch

- Mila Dahle, Head of Group Environmental Management/ Sustainable Development, TUI AG
- Andreas Knörzer, Managing Director and Head of Sarasin Sustainable Investment, Bank Sarasin
- Werner Landwehr, Branch Manager, GLS Bank Berlin

17.00–17.30h A REAL STRATEGIC CONNECTION VS. GREEN-WASHING: CSR AS A NEW PARADIGM OF BRAND MANAGEMENT?
CSR policies must adapt seamlessly to the corporate and marketing strategy, otherwise they will end up being counterproductive.

- Dr. Christoph Willers, Senior Consultant, AFC Risk & Crisis Consult GmbH

17.30–17.40h EPILOGUE

- Klaus Betz, Press Officer, Institute for Tourism and Development

17.40–18.00h CSR-COCKTAIL-RECEPTION

HALL 7.3, AUDITORIUM BERLIN

ITB EXPERT FORUM WELLNESS

Hosted by Michael Altewischer, Managing Director, Wellness-Hotels-Deutschland (W-H-D), Member of the Board, International Spa & Wellness Association e.V. (ISWA)

10.35–11.15h KEYNOTE – SPA – SUSTAINABILITY FOR ROUGH DRAFT

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

11.20–12.00h SPA ARCHITECTURE 2015 – ROUGH DRAFT AND PLANNING

- Jean Paul Blisset, Syntax Group

12.05–13.00h ROUND TABLE: FUTURE SPA – WHICH WAY DO WE NEED TO GO

Moderated by Dagmar Rizzato, General Manager, Rizzato Spa Consulting

- Andrew Gibson, Group Director of Spa, Mandarin Oriental Group
- Dr. Harald Stossier, Owner, VIVA – Centre for modern Mayr medicine
- Jean Paul Blisset, Syntax Group
- Karl-Arnold Schüle, Owner, Schüle's Gesundheitsresort & SPA
- Samantha Foster, Managing Director, Spa Source Asia Limited

14.50–15.30h DETOXING – THE BIG CLEAN, AN HOLISTIC WAY IN HOTEL SPAS

- Wilfried Dreckmann, Spa Project

16.20–16.55h SPIRITUALITY IN SPA – MIND TREATMENTS

- Alexandra Graf, Institute for Leisure Economics

HALL 4.1, ITB ADVENTURE STAGE

EXPERIENCE ADVENTURE, ECOTOURISM & EXPEDITIONS – POW-WOW FOR TRADE VISITORS

10.30–11.00h ECO-ADVENTURES IN INDIA – A SPIRITUAL VOYAGE THROUGH TIME ... AN EXPERIENCE WITHIN YOUR REACH!

- David K. Singh, Product Manager, ECO Adventures, India

11.00–11.30h OUTDOOR ADVENTURES IN BOSNIA AND HERZEGOVINA

- Thierry Joubert, Managing Director, Green Visions, Bosnia and Herzegovina

11.30–12.00h COMMUNITY SUSTAINABLE ECOTOURISM AND WILDLIFE PROTECTION IN KENYA

- John Kamanga, Coordinator, South Rift Valley Association of Land Owner (SORALO)
- Michel Laplace-Toulouse, Managing Director, African Latitude, Kenya

12.15–13.00h DEVELOPMENT PERSPECTIVES THROUGH SUSTAINABLE TOURISM FOR HAITI?

Introduction: Haiti, history and today's reality, Rika Jean-François, ITB Corporate Social Responsibility, ITB Berlin, Germany

- The Honorable Minister of Tourism of Haiti Mr. Patrick Delatour
- H. E. Jean-Robert Saget, Ambassador of Haiti to Germany
- Hugh Riley, Secretary General of the Caribbean Tourism Organisation CTO

What kind of tourism helps best?

Some considerations about tourism initiatives in support to Haiti

- Burghard Rauschelbach / Klaus Lengefeld, German Technical Cooperation (GTZ)

Video: The beautiful city of Jacmel before its earthquake destruction

Tasting of Haitian Culinary Delicacies

13.15–14.00h PRESS CONFERENCE: ECOTOURISM DEVELOPMENT IN THE PROVINCE OF PAPUA, INDONESIA

- Barnabas Suebu, Governor of Papua
- John Wetipo, Head of Government, Papua
- Wim Rubino, Director, Tourism Authority of Papua
- Dr. Werner Weiglein, Managing Director, Dr. Weiglein Expeditions GmbH, Germany

Folkloric Dance Group from the Highlands of Papua

14.15–15.00h PANEL DISCUSSION: BERLIN – CITY FOR SUSTAINABLE TOURISM AND CHANCES FOR THE METROPOLIS

Moderated by Dr. Carmen Giese, Director of the Centre of CSR, Sustainability & Compliance, TÜV Rheinland – Education and Consulting GmbH

- Willy Weiland, Vice President Operations, Hotel InterContinental Berlin, Germany
- Lutz Freise, Managing Director, Reederei Riedel, Germany
- Hans-Jörg Schulze, Managing Director, Bus Company Haru Reisen, Germany
- Hermann Blümel, Senate Administration for Urban Development Berlin, Germany

15.15–16.00h PRESENTATIONS AND PANEL DISCUSSION: GREEN CENTRAL AMERICA - WORKING TOGETHER TO PROMOTE SUSTAINABLE TOURISM IN CENTRAL AMERICA

- Marian Amalia Revelo, Deputy Director Costa Rican Tourism Institute (ICT)
- Beatriz Gamez, Manager, La Quinta de Sapapiqui, Costa Rica
- Ericka Guillermo, European Market Director, Guatemalan Tourism Institute (INGUAT)
- Julio Videá, Marketing Director, Nicaraguan Tourism Institute (INTUR)
- Manfred Hunger, Manager, STP Tour Operator, Guatemala
- Immanuel Zerger, General Manager, Solentiname Tours, Nicaragua
- Herbert Hamel, Green Travel Bridge, Germany
- Federico Solano, Marketing Coordinator Europe, Rainforest Alliance, Latin America

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HALL 5.1, STAGE

TET – TRAINING AND EMPLOYMENT IN TOURISM

11.20–11.40h MULTIDISCIPLINARY EDUCATION HELPS CAPTURING THE VALUE-ADDED OF SUSTAINABLE DEVELOPMENT

- Prof. Dr. Dagmar Lund-Durlacher, Modul University Wien

15.40–16.00h PROPOSITIONS OF MANAGEMENT OF CHELMINSKI AND VISTULA LANDSCAPE PARK COMPLEX (POLAND) IN THE TERMS OF SUSTAINABLE DEVELOPMENT

- Natalia Blaszczyk, University of Economy in Bydgoszcz, Polen

ICC, ROOM 15/16

PRESS MEETING

11.00h ENVIRONMENT-COMPATIBLE TOURISM IN FRANCE

Organised by Atout France

ICC, ROOM 13/14

15.00–15.45h CLIMATE FRIENDLY TRAVEL – DISCOVERING GERMANY BY BICYCLE

Organised by Allgemeiner Deutscher Fahrrad-Club (ADFC)

HALL 25, BOOTH NO. 140/SOCIAL MEDIA LOUNGE

15.00–16.00h (GERMAN ONLY) NACHHALTIGKEIT ALS FAKTOR DER REISEENTSCHEIDUNG – ERGEBNISSE DER STUDIE "NACHHALTIGER TOURISMUS 2.0"

- Prof. Dr. Martin Grothe, Complexium GmbH

HALL 4.1, BIG STAGE

16.10–16.40h WORKSHOP 3 (AS PART OF THE YIG-TEACHER SYMPOSIUM)

(German only) CO₂-freie Klassenfahrten in Deutschland; Deutsche Bahn AG, Karlsruhe (registration necessary)

EVENT PROGRAMME

FRIDAY, 12 MARCH 2010

HALL 7.1B, AUDITORIUM LONDON



ITB AVIATION DAY

17.00–17.45 h OUTLOOK ON CLIMATE CHANGE ISSUES AND AVIATION

How can the 2% per annum fuel efficiency target of the ICAO be implemented? How are the structures in world aviation changing? A well-informed business and government consultant gives an update and outlines the implications.

- Dr. Jürgen Ringbeck, Senior Partner, Booz & Company GmbH

HALL 7.1A, AUDITORIUM NEW YORK 1

ITB DESTINATION DAY 3

11.00–11.45 h MASDAR CITY: A BLUEPRINT FOR THE FUTURE OF TOURISM DESTINATIONS AND THE HOSPITALITY INDUSTRY

An architect talks about the state of realization, what challenges have to be overcome and he points out what Masdar City means for the global destination and hotel development.

- Alexander Rieck, Corporate Projects, Fraunhofer-Gesellschaft, LAVA Europe

12.00–13.30 h BEST DEMONSTRATED PRACTICES IN SUSTAINABLE TOURISM

We are presenting best practice examples from Asia and Europe. Which lessons can be learnt? How can mistakes be avoided?

Introductory presentation

Hon. Minister Kumari Selja, H. E. Minister of Tourism, India (invited)

Co-Moderation

Dr. Ajit Singh Sikand, Institute of Indology, Johannes Gutenberg-Mainz University & Modern Religious Science, Goethe University of Frankfurt and Helge Bendl, Journalist & Photographer

Panel guests

- María del Mar Cañado Caparrós, Presidenta de Buena Proa NRO, Teneriffa
- HE Shri Madan Kaushik, Minister of Tourism, Uttar Khand, India (invited)
- Andreas Koch, Futouris e.V. TUI Deutschland
- Martina Kohl, WWF World Wildlife Fund
- Matthias Leisinger, Head of Corporate Responsibility, Kuoni
- Gopinath Parayil, Founder, The Blue Yonder, River Nila Foundation

13.45–15.15 h AFRICA FORUM: TOURISM TACKLES POVERTY

The Millennium Development Goals (MDGs), adopted by the United Nations, shall be achieved by 2015. How important is tourism as a measure for poverty reduction? What is the role of development aid and which sectors (such as handicraft, etc.) particularly benefit greatly from tourism?

Introductory presentation

N.N.

Moderated by Dieter Möller, Journalist Tourism/Finance

- Hon. Najib Mohamed Balala, MP, Minister for Tourism, Republic of Kenya
- Hon. Michael Mabuyakhulu, MEC Economic Development & Tourism, KwaZulu-Natal, South Africa
- His Royal Highness, Hon. Chief Mukuni, Mukuni Tribe, Zambia
- Dr. Andrew Nambota, Technical Advisor, Sioma Ngwezi National Park, Zambia, Zambia Wildlife Authority
- Ousmane Ndiaye, Regional Representative for Africa, UNWTO
- Thomas Wollenzien, Director, Department of Central and Southern Africa, KfW Entwicklungsbank

15.30–17.30 h ACCESSIBLE TOURISM: MARKET POTENTIAL AND BEST PRACTICES

People with a handicap, seniors and families with young children represent a significant market potential. Tourism supply and marketing activities are lagging behind the trend of demand. What potential is offered by the market segment? Which destinations are pioneers in the development of this market segment and what can we learn from them?

Moderated by Bettina Cramer, TV Presenter, SAT.1

- Mohammed Al-Tarawneh, Chairperson, UN Committee on Rights of Disabled People
- Angel David Herrera, Counsellor of Tourism, Arona/Teneriffa
- Dirk Janczewski, Founder, BFT – Barrier-free-tourism.eu
- Dr. Rüdiger Leidner, Board Member, National Coordination Board Tourism For All, President of the Coordination Board on Tourism of the German Association for the Blind and Visually Impaired
- Lilian Müller, President, ENAT European Network for Accessible Tourism, Tourism for All, Sweden

Hall 4.1, ITB ADVENTURE STAGE

EXPERIENCE ADVENTURE, ECOTOURISM & EXPEDITIONS – POW-WOW FOR TRADE VISITORS

10.30–11.00 h THE CSR-MAP PROJECT – A PARTNERSHIP OF PIONEERS: RAISING STANDARDS AND DEVELOPING INNOVATIVE SUSTAINABLE TOURISM PACKAGE TOURS IN THAILAND

Introduction to the CSR-MAP Project: What project partners hope to achieve?

- Duangkamol Chansuriyawong, President of TEATA and CSR-MAP Project Director

Developing Sustainability Standards and Sustainable Package Tours

- Peter Richards, Project Manager, CSR – MAP, Thailand / The Netherlands

How EU operators can help support Thai sustainable tourism and CSR-MAP project

- Naut Kusters, Director of ECEAT Project and CSR-MAP European Activities Coordinator

11.15–12.45 h RESPONSIBLE STRATEGIES IN HOSPITALITY INDUSTRY A NEW WAY OF TRAVELLING: THE ERA OF RESPONSIBLE CONSUMPTION

Building and Operating a Successful Green Hotel

- Gabriel Santoyo, Chief Environmental Officer, Hacienda Tres Rios, Mexico

Responsible Economy Hotels

- André Pietz, Business Development Manager, Meiniger Hotel Berlin, Germany

Responsible Hotels

- Javier Ortiz Sánchez, Managing Director, Responsible Hotels, Spain

Training and Technical Assistance for Tourism Professionals

- Federico Solano, Marketing Coordinator Europe, Rainforest Alliance. Latin America
- Martin Schmidt, Commercial Manager, Rainforest Expeditions, Peru

13.00–14.45 h PRESENTATIONS AND PANEL DISCUSSION

Organized by Tourism Watch, Special Desk of German Church Development Services (EED)

Fair Play – also in Tourism!?

Corporate Social Responsibility in Practice

Not only football – Fair Trade in Tourism South Africa

- Market Potential of Fair Trade Travel to South Africa (Germany/Switzerland)
- Jennifer Seif / Katarina Mancaca, South Africa

News from the Children Protection Code

- Mechthild Maurer, ECPAT Germany
- Shai Noor, Vietnam / Sun n' Sand Beach Resort, Kenya / Anita Dodds, Vietnam

CSR-certified: Transparency and Credibility

- Angela Giraldo / Heinz Fuchs, TourCert, Association for Certification in Tourism and Representatives of Certified Enterprises

CSR and Fair Trade Networking Cocktail with South African Wine & traditional Indian lentil soup

15.00–15.30 h WAYS TOWARDS SUSTAINABLE TOURISM: SUCCESSFUL EXAMPLES FROM TOURISM DESTINATIONS AROUND THE WORLD

- Petra Bollich, Tourism Officer, World Wide Fund for Nature (WWF), Germany

Video Ways towards Sustainable Tourism

15.45–16.15 h TACKLING SEX TOURISM

- Carlo Chiaromonte, Head of the Criminal Law Division, Council of Europe
- Francisco Empis, Communication Officer, Council of Europe

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16.30–17.45 h CHEROKEE EVENING SONG

- Miss Cherokee Rachel Hicks, Native American of the Great Smoky Mountains in North Carolina, USA

Business Case Study of Responsible Tourism in Indo-China

- Gopinath Parayil, Founder and CEO, The Blue Yonder, India
- Dr. Tran Trong Kien, Founder and CEO, Buffalo Tours, Vietnam

17.00–18.00 h PANEL DISCUSSION: COMPETING V/S COMPLEMENTING: CAN RESPONSIBLE TOURISM BUSINESSES IN DESTINATIONS WORK TOGETHER?

- Asit Biswas, Help Tourism
- Sunil Chauhan, Ecosphere
- Gopinath Parayil, The Blue Yonder
- Raj Gyawali, Social Tours

18.00–19.30 h ITB RESPONSIBLE TOURISM NETWORKING EVENT Organized by The Blue Yonder in cooperation with ITB, supported by Buffalo Tours and The Green Circuit.

HALL 5.1, STAGE

TET – TRAINING AND EMPLOYMENT IN TOURISM

10.05–10.25 h (GERMAN ONLY) TOURISMUS MIT ZUKUNFT – NACHHALTIGER TOURISMUS IN DER BERUFLICHEN AUS- UND WEITERBILDUNG

- Angelika Krenzer-Bass, University of Bremen
- Randy Haubner, University of Bremen
- Prof. Dr. Renate Freericks, University of Bremen

10.55–11.15 h (GERMAN ONLY) SPENDENREISEN – EIN MITTEL ZUR NACHHALTIGKEIT IM TOURISMUS?

- Manuel Blok, EBC Hamburg

16.35–17.20 h FH EBERSWALDE (UNIVERSITY OF APPLIED SCIENCES): "CORPORATE SOCIAL RESPONSIBILITY IN THE TOURISM INDUSTRY – FROM CONCEPTS TO CERTIFICATION"

- Nicole Häusler, mascontour – Tourism Consulting & Regional Planning: "Same Same but Different – the Understanding of CSR in Tourism in the International Context"
- Peter Richards, CSR-MAP Project, The Thailand Ecotourism and Adventure Travel Association (TEATA) and Partners: The CSR-MAP Project: Forging partnerships, raising standards and crafting sustainable tourism packages for more sustainable Thai-EU supply chains
- Prof. Dr. Wolfgang Strasdas, FH Eberswalde: "TourCert – CSR certification for tour operators"

ICC, ICC-LOUNGE

REISEZIELE

11.00 h (GERMAN ONLY) AG BARRIEREFREIE REISENZIELE IN DEUTSCHLAND

Organised by Erfurt Tourism

EVENT PROGRAMME

FRIDAY, 12 MARCH 2010

ICC, SALON 19

11.00h THE TOURISM INDUSTRY AS A STABILISING FACTOR IN AREAS IN CRISIS

Organised by Compass GmbH

HALL 25, BOOTH NO. 140/ SOCIAL MEDIA LOUNGE

11.00–12.00h (GERMAN ONLY) NACHHALTIGKEIT ALS FAKTOR DER REISEENTSCHEIDUNG – ERGEBNISSE DER STUDIE "NACHHALTIGER TOURISMUS 2.0"

• Prof. Dr. Martin Grothe, Complexium GmbH

ICC, HALL 9

11.30–12.30h INFORMATIONAL EVENT

Walking – a market with a future.

Presentation of the first fundamental study of walking

Organised by Deutscher Wanderverband

ICC, ROOM 13/14

13.00h GROWING TOURISM SUSTAINABLY – HOW IFC CAN HELP

Organised by GTZ and The World Bank

ICC, ICC-LOUNGE

14.00h GOOD EXPLANATIONS HELP EVERYONE

Workshop on recommendations for tour operators

Organised by the German Society for the Blind and Partially Sighted

YIG LOUNGE

14.30–15.00h (GERMAN ONLY) UMWELTBILDUNG AUF KLASSENFAHRTEN

• Stephan Schiller, BundesForum für Kinder- und Jugendreisen

ICC, HALL 7

14.30–17.30h 25TH MEETING OF THE TASK FORCE FOR THE PROTECTION OF CHILDREN IN TOURISM

ICC, ROOFGARDEN FOYER

11.55–01.00h INTERVENTIONS (ZWISCHENRUFE)

(German only) a panel discussion organised by Studienkreis für Tourismus und Entwicklung and WDR (West German Broadcasting Corporation) supported by the Federal Ministry for Economic Cooperation and Development and ITB Berlin

- Karl Born, Professor for Tourism Management, University of Harz/Wernigerode
- Jürgen Klimke MdB, Member of the Committee of External Affairs and the Committee of Tourism of the German Bundestag
- Wybcke Meier, Management Öger Tours GmbH
- Gemma Pörzgen, journalist, member of the Executive Committee of Reporters sans frontières, Germany

Moderated by Helga Kirchner, journalist, former editor-in-chief of WDR Radio

16.00–17.45h PRESENTATION OF THE TODO! AWARD – SOCIALLY COMPATIBLE TOURISM COMPETITION

Press Conference with presentation of the winning projects

Organised by Studienkreis für Tourismus und Entwicklung e.V.

There will a complimentary bus shuttle service after the Award Ceremony from the East Entrance/ICC to hall 4.1, where the ITB Responsible Tourism Networking Event will start at 18.00h!

SATURDAY, 13 MARCH 2010

HALL 4.1

"LET'S GO GREEN"

11.00h DIFFERENT PRESENTATIONS AND SHOW EVENTS

Inter alia

- Forum anders reisen
- UNESCO
- Intrepid Suntrek various destinations

HALL 26C/311

PRESENTATION OF CULTURAL DESTINATIONS BY GEBECO

12.00h BRASIL

14.00h IRAN

16.00h OMAN

SUNDAY, 14 MARCH 2010

HALL 4.1

"LET'S GO GREEN"

11.00h DIFFERENT PRESENTATIONS AND SHOW EVENTS

HALL 5.1, STAGE

TET – TRAINING AND EMPLOYMENT IN TOURISM

15.40–16.00h (GERMAN ONLY) VORSTELLUNG EINER MASTERARBEIT DES STUDIENGANGS NACHHALTIGES TOURISMUSMANAGEMENT

• Prof. Rein, University of Applied Sciences Eberswalde

HALL 26C/311

PRESENTATION OF CULTURAL DESTINATIONS BY GEBECO

14.00h MYANMAR

16.00h TIBET

PALAIS AM FUNKTURM, ENTRANCE HALL 19

15.30h THE CELEBRATION OF THE DELPHIC GAMES

Be there when contemporary and traditional performers from all over the world take part in **the ITB Berlin Finale**. Listen to the magic of foreign rhythms and let yourself be taken on a cultural expedition. Meet people whose culture, traditions and way of life are totally different from your own. Experience firsthand the diversity of spirit our world has to offer.

All events at ITB Berlin Convention will be simultaneously translated into English/German. All other events will be in English except event is marked as "German only". As of: February 2010. Note: Subject to change.

DAILY

HALL 4.1, NETWORKING AREA

OF "EXPERIENCE ADVENTURE, ECOTOURISM & EXPEDITIONS"

PHOTO EXHIBITIONS

"THE GREAT RIFT VALLEY ON THE AFRICAN CONTINENT"

Photographs Michel Laplace Toulouse

Managing Director, African Latitude, Kenya

„THE AVENUE OF THE VOLCANOES" ▶

Photos provided by the Ecuadorian Ministry of Tourism

COME, WATCH, VOTE AND WIN!

Cast your vote for one of the displayed photographs and be one of the lucky winners.

FOYER HALL 5.2 AND 6.2

HEAVEN SENT NATION (HSN) RELAXATION SPACE WITH 10 MIN. MASSAGE

Pay what you feel it's worth, with 10% of our profits going to Haiti Aid Fund (see below)

HALL 2.1, BOOTH NO. 150

TARNTAWAN PLACE & POSEIDON HOTEL

collect donations for the

- Pataya Orphanage
- Heartt 2000 (Help Ensure AIDS Rescue Together in Thailand)

HALL 9, BOOTH NO. 119

CHARITTY ACTION OF REGINE SIXT CHILDREN'S AID ASSOCIATION – HELP FOR CHILDREN IN NEED

ALL AROUND THE FAIRGROUND & HALL 3.1, BOOTH NO. 123

ITB CHARITY ACTION FOR HAITI

This year's ITB-Charity-Campaign, will be dedicated to support the victims of the disastrous earthquake and **reconstruction of Haiti**. Instead of collecting money for an aid project in Turkey, ITB Berlin Partner Country 2010, has waived its privilege in favour of Haiti.

The Haitian Embassy has set up a special donation account (*Deutsche Bank Berlin, Botschaft von Haiti, Nothilfe Haiti, Account Number: 7220742, Bank code: 100 700 00*) to help without indirections.

Donations will go straight to an organisation which helps Haitian women who have lost their small businesses and livelihood to reconstruct it to be able once again to support their families as well as to a Nurse School which was recently set up self-dependently by nurses in Saint-Marc (80km north of Port-au-Prince).



EXHIBITORS

HALL 1.1:

- Rainforest Expeditions, Peru, Booth no. 101

HALL 2.1:

- New Mexico Tourism Department, State Eco-Tourism Programme, Booth no. 471

HALL 3.1:

- avenTOURa, Booth no. 128
- Costa Rica Tourist Board - ITC, Booth no. 212, 212a
- Nicaraguan Tourism Institute (NTUR), Booth no. 212c

HALL 4.1:

- African Latitude, Booth no. 218
- Eco Adventures India, Booth no. 217
- Ecosphere / Surreal Spiti, Booth no. 202
- Ecuador, Ruta de las Flores, Booth no. 208
- Forum Anders Reisen, Booth no. 201
- Green Circuit, Booth no. 202
- Green Vision, Booth no. 205
- GTZ (Gesellschaft für technische Zusammenarbeit), Booth no. 200
- Help Tourism, Booth no. 202
- Intrepid Suntrek, Booth no. 213
- Latin America World Germany (Organiser of the Experience Adventure, ECOtourism & Expeditions POW-WOW), Booth no. 206
- QMJ Qualitätsmanagement Kinder und Jugendreisen, Booth no. 136
- Rainforest Alliance, Booth no. 221
- Responsible Tourism Information Center, Booth no. 206
- The Blue Yonder, Booth no. 202
- Tourism Watch, Booth no. 204
- UNESCO Weltkulturerbe Grube Messel, Booth no. 221

HALL 5.1:

- Cologne Business School, Booth no. 202 (Tourism and Peace)
- EBC Hamburg, Booth no. 216
- Hochschule Bremen, Booth no. 218
- University of Applied Sciences, Eberswalde, Booth no. 312

HALL 5.2B:

- CHG Earth Casino Group; Booth no. 205
- Kerala Tourism, Booth no. 221
- Orange County Resorts and Hotels, Booth no. 241

HALL 5.2A:

- Sri Lanka Tourism; Booth no. 110

HALL 7.1C (ITB SUPPLY):

- DBSV Deutscher Blinden- und Sehbehindertenverband e.V. / NatKo Nationale Koordinierungsstelle Tourismus für Alle e.V. / ILIS – Leitsysteme, Booth no. 137

HALL 6.2:

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

HALL 10.1:

- TÜV Rheinland – Education & Consulting GmbH, Booth no. 120

HALL 10.2:

- International Delphic Council & Partner, Booth no.114
- Young Europe Classic, Booth no. 112

HALL 11.2:

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

HALL 14.1

- Federal Agency for Nature Conservation, Booth no. 116
- Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, Booth no.115
- ElectricEmotion Terra Verde, Foyer H. 14, Booth no. 122
- Solar Water World AG, Foyer H. 14; Booth no. 121

HALL 20:

- Lesotho Tourism Development Corporation, Booth no. 135
- Rhino Africa Safaris (c/o Namibia Tourism Board), Challenge4aCause/ Mountain Bike Tours to Save the Rhinos, Booth no. 114
- World Tourism Organization UNWTO, Booth no. 126

HALL 21:

- Atua Enkop Africa Ltd. & Twiga Tours Ltd., Booth no. 104

HALL 23A:

- Doostan Tours, desert camp project in Iran with organic farm, Booth no. 114

HALL 25:

- Atmosfair: Consulting tourist businesses on the implementation of carbon footprint analysis, Booth no. 130
- Green Travel Bridge, Booth no. 134
- Studiosus, Booth no. 109

HALL 26

- Focus Travel Co. Ltd. Vietnam, Booth no. 127
- Lernidee Erlebnisreisen, Booth no. 134
- Pacific Asia Travel Organisation (PATA), Booth no. 139

HALL 26A

- Buffalo Tours, Vietnam, Booth no.121
- Handspan, Vietnam, Booth no. 121

HALL 26C

- Province of Papua, Indonesia, Booth no. 308

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