

## Herbert Hamele

Herbert Hamele was born in 1954 in Bavaria/Germany, and is married and living in Saarbrücken/Germany. His personal interests include bicycle riding, choir singing, swimming, visiting natural and cultural sites in European countries.

Herbert Hamele holds a master in economies and tourism and started working in 1983 in the field of environmentally sustainable tourism development in Europe. In the 80ies he worked with the Studienkreis für Tourismus (Tourism Research Institute) in Germany, set up the department for tourism, environment and regional development, and did some research on travellers interest in environmental issues as well as on the potential to develop "soft tourism" in various German regions. Together with more than 20 NGOs from different parts of the world he engaged in the "Tourism with Insight" group for raising the awareness for good and bad practices in tourism at ITB until 1992. Since that time he has looked at the growing list of certification programmes for environmentally friendly and sustainable tourism in Europe and internationally. His special knowledge and expertise is on voluntary initiatives, tools and best practice examples for environmentally friendly, socially compatible and economically sound tourism.

In 1993 he founded and since then chairs the European network for sustainable tourism development ECOTRANS, registered as a not-for-profit association. After the Rio + 10 conference in Johannesburg together with a group of experts and in partnership with the European Environment Agency he developed the DestiNet platform on the Internet for sharing knowledge and for facilitating networking on sustainable and responsible tourism. The platform is a registered partnership for the Sustainable Development Goals 2030 (2015) and is being relaunched in 2017 as "Tourism2030 – DestiNet Services". The market place on the platform provides transparency on meanwhile more than 200 standards, certificates and awards for businesses, destinations and tour operators and supports the market access of certified tourism worldwide. Herbert Hamele co-founded and served the Global Sustainable Tourism Council (GSTC) as a board member and is sitting on advisory boards of various other initiatives and networks.

## Kontaktdaten

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## Veranstaltung

["Demonstrating the Future" – das neue Copernicus Climate Change Informations System für den Europäischen Tourismus](#)  
Freitag, 8. März 2019, 16.00 - 16.45 Uhr

Official Partner Country ITB Berlin 2019



[www.malaysia.travel](http://www.malaysia.travel)

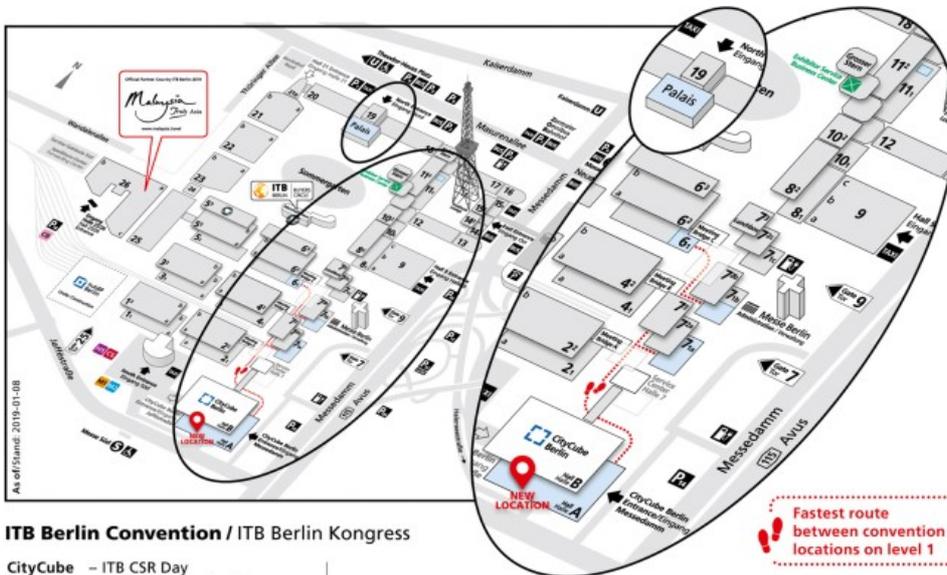
Co-Host ITB Berlin Convention 2019



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.

CityCube Berlin, Cube Club



## ITB Berlin Convention / ITB Berlin Kongress

- CityCube Hall A** **NEW LOCATION**
- ITB CSR Day
  - ITB Deep Dive Sessions
  - ITB Destination Day 1
  - ITB Destination Day 2
  - ITB Experts Forum Wellness
  - ITB Future Day
  - ITB Marketing & Distribution Day
  - ITB Tourism for Sustainable Development Day

- 6.1** - eTravel World: eTravel Stage, eTravel Start-Up Day
- 7.1a** - Home of Business Travel Forum by ITB & VDR
  - ITB Business Travel Forum
  - ITB MICE Forum
  - ITB MICE Hub

- 7.1b** - eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum
- 11.1** - ITB Young Professionals Day
- Palais** - ITB Convention Awards

## Kontakt

Bitte wenden Sie sich bei Fragen an uns:

Fragen zu Kongressinhalten/-organisation

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