

Responsible Destinations Forum

Date	Time:	Location
March 6, 2019	14:00 - 17:00	Palais am Funkturm, ITB Convention Awards

14:00 - 15:00

The Art Of Engaging And Sustaining Authentic Indigenous Experiences

Organized by ITB in cooperation with **respontour + WINTA**

Opening ceremony by Rapa Nui - Easter Island - 2 traditional dancers of the **Ma'u Henua Indigenous Community**

„The Art of Engaging and Sustaining Authentic Indigenous Experiences“

The Indigenous Tourism Seminar will offer a discussion around the definition of Indigenous Tourism and share visions of Indigenous Earth Wisdom : "Weaving a Future that Benefits All of Us".

Indigenous senior consultants from the USA, New Zealand, Easter Island and Sweden will discuss themes of good practices among successful indigenous experiences and explore how indigenous tourism can shape a conscious movement to make tourism a powerful tool to protect the planet and its inhabitants.

Followed by ITB LGBT Award Ceremony

Keynote Speaker:

[Ben Sherman](#), Chairman, World Indigenous Tourism Alliance WINTA

Moderated by:

[Aurélie Debusschère](#), CEO, Native Immersion, Europe Agent WINTA

Opening Speech:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

Panel guests:

[John Barrett](#), Kapiti Island, Aotearoa

[Magdalena Edith](#), Director, RapaNui Tourism Authority

[Anniina Sandberg](#), Founder / CEO, Visit Natives, Norway



16:00 - 17:00

Sustainable Top 100 Destination Awards

Chosen from the Sustainable Destinations Top 100, the 'Best of the Best' sustainable destination awards will be unveiled and presented in a glitzy event on the Palais Stage. Come and find out the destinations who are the 2019 BEST OF:

- Culture and Communities: for global leadership in protecting culture and tradition, involving local communities, and avoiding overtourism.
- Cities: the city showing global leadership in urban sustainability and avoiding disruptive mass tourism (overtourism).
- Nature: the destination showing global leadership in protecting wildlife, natural habitats and landscapes.
- Ecotourism: the destination showing global leadership in offering responsible ecotourism opportunities.
- Seaside: the coastal or island destination showing global leadership in offering sustainable water-related tourism and leisure opportunities.
- the Planet: the best green destinations of Africa, Asia-Pacific, The Americas, and Europe.
- and the ITB Earth Award: for the destination showing global leadership in combating climate change and environmental degradation.

Contact for further information: ValereTjolle@TravelMole.com

Official Partner Country ITB Berlin 2019



www.malaysia.travel

Co-Host ITB Berlin Convention 2019



<http://sustainabletop100.org/>

Speaker:

[Albert Salman](#), Präsident, Green Destinations

[Valere Tjolle](#), Editor, VISION on Sustainable Tourism

[Lonneke de Kort](#), CEO und Co-Founder, bookdifferent.com

Equality & Responsibility Forum

Date	Time:	Location
March 7, 2019	11:00 - 17:30	Palais am Funkturm, ITB Convention Awards

11:00 - 12:00

LGBT+ Seminar & ITB LGBT+ PIONEER AWARD

Human Rights as a tourism success driver: How does LGBT+ Tourism help developing the overall success of a tourism destination?

To respect human rights is a global obligation which is not always fully met. Tourism can be a door opener and a force for good. Which steps are necessary and useful?

Followed by ITB Award Ceremony: LGBT+ TRAVEL & TOURISM PIONEER

Laudation: [Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

Greetings:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

Moderated by:

[Thomas Bömkes](#), Consultant ITB Berlin, Managing Director, Diversity Tourism GmbH

Opening Speech:

[Derek Hanekom](#), Hon. Minister of Tourism, South Africa

Panel guests:

[Lipian Bongani Mtandabari](#), Director, Ntsako Travel Africa

[Dr. Stephan Gellrich](#), Lead, LGBT+ network "PRIDE at Accenture" in Germany, Austria, Switzerland and Russia

[LoAnn Halden](#), Vice President Communications, IGLTA

[Helmut Metzner](#), Federal Board, LSVD (Lesbian- and Gay Association Germany)

[Theresa Quiachen](#), Researcher, Löning - Human Rights & Responsible Business

Special guests:

[Nikolaus Graf Lambsdorff](#), German Ambassador in Malaysia

13:00 - 14:00

2nd edition: Gender Equality in Tourism

Women's rights are an essential part of the UN Sustainable Development Goals. The seminar will discuss the various barriers women have to face working in tourism, all over the world and how to overcome these barriers.

followed by IIPT "Celebrating Her Awards"

Introduction:

[Prof. Dr. Claudia C. Brözel](#), Faculty of Sustainable Business Administration, University of Sustainable Development Eberswalde

Moderated by:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

Opening Speech:

[Eliza Jean Reid](#), First Lady of Iceland, United Nations Special Ambassador for Tourism and the Sustainable Development Goals

Panel guests:

Official Partner Country ITB Berlin 2019



www.malaysia.travel

Co-Host ITB Berlin Convention 2019



Kurzfristige Änderungen vorbehalten.

[Myriam Barros](#), President, Association of the chambermaids "Las Kellys", Lanzarote

[Zina Bencheikh](#), Regional General Manager Europe, Middle East and North Africa, PEAK Destination Management Company

[Meg Cale](#), Influencer, DopesontheRoad.com

[Michelle Kristy](#), Associate Programme Officer Women and Trade Programme, Sustainable and Inclusive Value Chains Section

Speaker:

[Marina Diotallevi](#), Head - Ethics, Culture and Social Responsibility

[Lucy Ferguson](#), Lead Expert, Global Report on Women in Tourism, Second Edition

[Isabell Prior](#), Master Student, University of Sustainable Development, Faculty of Sustainable Business Administration

14:00 - 15:00

The IIPT Celebrating Her Awards

Followed by 30 min Reception and Networking

Greetings:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

Introduction:

[Ajay Prakash](#), International Institute for Peace through Tourism

Moderated by:

[Anita Mendiratta](#), International Strategic Advisor in the area of Tourism and Economic Development, Lead Consultant, CNN's T.A.S.K. Group

Special guests:

[Eliza Jean Reid](#), First Lady of Iceland, United Nations Special Ambassador for Tourism and the Sustainable Development Goals

[Taleb Rifai](#), former Secretary General UNWTO (tbc)

[Marie-Christine Stephenson](#), Minister of Tourism and Creative Industries (MTIC), Haiti

16:30 - 18:00

TO DO Award 2019

Since 1995, the TO DO Award honours tourism related projects and measures which respect the interests of the local population during planning and implementation.

For the third time, the Studienkreis für Tourismus und Entwicklung awards the TO DO Award Human Rights in Tourism in cooperation with the Roundtable Human Rights in Tourism and Studiosus Reisen München. The German Commission for UNESCO has taken over the patronage for the award ceremony.

Keynote TO DO Award:

Norbert Barthle, Parliamentary State Secretary to the Federal Minister for Economic Cooperation and Development

Festrede TO DO Award Human Rights in Tourism:

Dr. Lutz Möller, Stellvertretender Generalsekretär und Leiter Fachbereich Nachhaltige Entwicklung, Wissenschaft bei der Deutschen UNESCO-Kommission

Moderation: Nadine Kreutzer

Winners TO DO Award 2019:

- "Open Eyes" in India, represented by Anna Alaman

- "Awamaki" in Peru, represented by Melissa Tola Chepote

Award winner TO DO Award Human Rights in Tourism 2019:

- "Las Kellys" from Spain, represented by Myriam Barros

Followed by a reception with buffet.

Keynote Speaker:

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

[Lutz Dr. Möller](#), Deputy Secretary General and Head of Sustainable Development, Science, German UNESCO Commission

Official Partner Country ITB Berlin 2019



www.malaysia.travel

Co-Host ITB Berlin Convention 2019





Animal Welfare

Date	Time:	Location
March 8, 2019	11:00 - 12:00	Palais am Funkturm, ITB Convention Awards

11:00 - 12:00

Wildlife and tourism; transforming an industry

How travel industry leadership and support is vital in phasing out captive wildlife being exploited for tourism entertainment.

Hosted by World Animal Protection

- Featuring a short documentary about the transition of the first elephant riding camp to become an observation only elephant-friendly venue
- Launching the latest report about marine mammals in captivity with author and well-known marine mammal scientist and expert, Dr. Naomi Rose.

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

Panel guests:

[Isabel Beckermann](#), Regional Manager EMEA, Booking.com Experiences

[Naomi Dr. Rose](#), Marine Mammal Scientist, Animal Welfare Institute

[Jan Dr. Schmidt Burbach](#), Global Wildlife Advisor, World Animal Protection

[Nick Stewart](#), Global Head of Campaign, World Animal Protection

International Women's Day Special

Date	Time:	Location
March 8, 2019	13:00 - 14:00	Palais am Funkturm, ITB Convention Awards

Official Partner Country ITB Berlin 2019



www.malaysia.travel

Co-Host ITB Berlin Convention 2019



EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.

13:00 - 14:00**Shetrades: Empowering Women Through Tourism**

organized by ITC SHETRADES, ITB BERLIN, GENDER RESPONSIBLE TOURISM (GRT)

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

Greetings:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

Keynote:

[Dr. Joke Buringa](#), Specialist for human rights + gender equality in the Arab region

Moderated by:

[Michelle Kristy](#), Associate Programme Officer Women and Trade Programme, Sustainable and Inclusive Value Chains Section

Panel guests:

[Stella Appenteng](#), Owner, Apstar Tours Limited, Ghana

[Marie-Calude Frauenrath](#), Senior Trade Promotion Officer, Office of Asia, ITC

[Jaia Pedemonte](#), Founder, Gender Responsible Tourism

[Mary Ragui](#), Board Member, Kenya Association of Tour Operators (KATO)

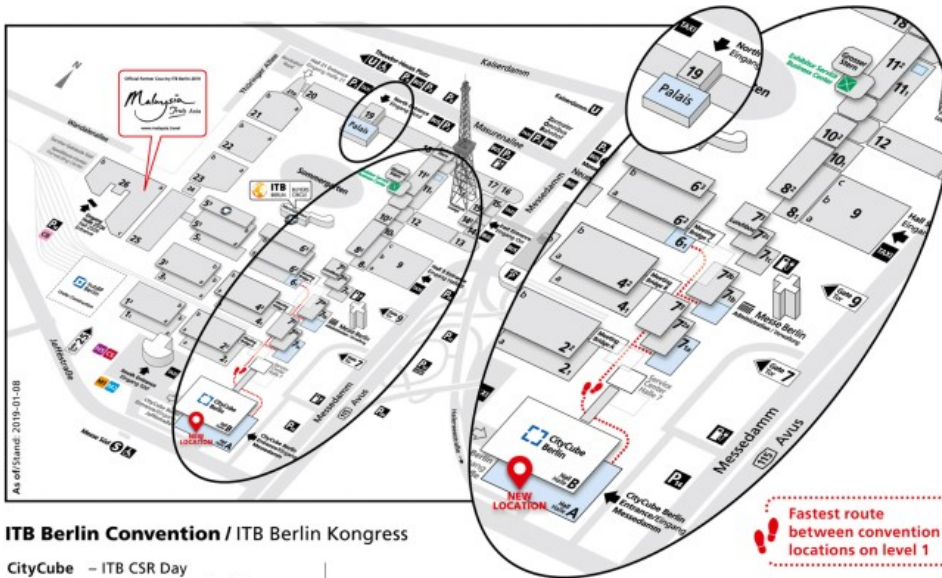
Official Partner Country ITB Berlin 2019



Co-Host ITB Berlin Convention 2019



Kurzfristige Änderungen vorbehalten.



ITB Berlin Convention / ITB Berlin Kongress

CityCube

Hall A



- 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

Contact

Please contact us for concerns or questions:

Convention Organisation

ITB Berlin Convention Office
c/o Multivisio GmbH
Hanauer Landstraße 287
60314 Frankfurt/M. Germany

Alexandra Saless
Freelance Convention Manager
Cell: +1 843 602-2720
alexandra.saless@multivisio.de

Contact Person Messe Berlin

Lisa Klimke
Product Manager
Messe Berlin
Messedamm 22
14055 Berlin Germany
Phone: +49 (0)30 / 3038 2167
Fax: +49 (0)30 / 3038 2113
klimke@messe-berlin.de

Scientific Management ITB Berlin Convention

Prof. Dr. Roland Conrady
Hochschule Worms
Erenburgerstr. 19
67549 Worms Germany
Phone: +49 (0)6241 / 509 126
conrady@hs-worms.de

Official Partner Country ITB Berlin 2019



Co-Host ITB Berlin Convention 2019



EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.