



## ITB Responsible Destination Day



world of ideas

**Date**  
March 4, 2020

**Time:**  
10:45 - 17:45

**Location**  
CityCube Berlin, Hall A1

Strategies and best practice examples of key tourism regions, recommendations for optimized destination management.

**Hosted by:**

[Dr. David Ermen](#), Managing Director, Destination Capacity

**10:45 - 11:00**

**Greeting**

**Speaker:**

[Dr. David Ermen](#), Managing Director, Destination Capacity

**11:00 - 11:45**

**Keynote Panel: Re-thinking Tourism Success: Managing Destinations For Sustainable Growth**

- Exclusively at ITB: the new OECD report "Tourism Trends and Policies 2020"
- Costs and benefits of tourism for destinations.
- Implications of sustainable tourism growth.
- Valuable insights into international best practice examples.
- How to spread the benefits of tourism more efficiently, enhance connectivity, mainstream sustainable policies and practices, leverage technology as a tool for destination management, and better measure the territorial dimension of tourism.
- On the panel: tour operators from key source markets, rural and urban tourism destinations in Europe and Asia.

**Introductory presentation:**

[Alain Dupeyras](#), Head of Regional Development and Tourism, OECD

**Moderated by:**

[Dr. David Ermen](#), Managing Director, Destination Capacity

**Panel guests:**

[Alain Dupeyras](#), Head of Regional Development and Tourism, OECD

[Ingo Lies](#), Founder & Managing Director, Chamäleon Reisen

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**12:00 - 12:45**

## **Keynote Panel: Responsible Tourism Destinations: Roadmap To A “High Ambition Scenario”**

**-In Cooperation with UNWTO-**

- Climate Protection Goals of the UN Climate Change Conference COP 25 in Madrid. Ambitious climate protection goals also for the tourism industry.
- To what extent is global tourism affected?
- What does the UNWTO’s “high ambition scenario” on climate protection measures in global tourism look like?
- What are the highlights of the latest UNWTO study?
- Is not travelling one of the recommendations on the list?

**13:00 - 13:45**

## **Expedition Cruises: Tourism In Fragile Ecosystems**

- Expedition cruises: a fast and rapidly growing market segment.
- Uniqueness, authenticity and luxury on board of small high-tech ships at an ultra-exclusive level of comfort in remote regions of the world.
- What are the operational and logistical challenges in remote regions of the world?
- How do shipping companies deal with the ecological challenges?
- How can expedition cruises be made environmentally friendly and how can luxury and sustainability be reconciled?
- Above all, will the announced armada of new ships lead to overtourism in the Arctic and Antarctic as well?

**Moderated by:**

[Thomas P. Illes](#), Cruise Analyst, University Lecturer and Journalist

**Panel guests:**

[Ove Dimmen](#), Sales Manager, Ulstein Werft

[Mike Louagie](#), Freelance Cruise & Ferry Photographer/Writer/Consultant

[Robin West](#), Vice President of Expedition Operations & Planning, Seabourn

**14:00 - 14:45**

## **Long Distance Destinations And Sustainability - A Contradiction In Terms? „Take The Train To San Jose?”**

**-In Cooperation with ARGE Latin America-**

- Long-haul flights: the opposite of sustainable?
- But many tourism destinations can only be reached by long-haul flights.
- Is it still possible to travel to long-haul destinations with a clear conscience?
- How can the efforts of tourism companies, international conservation organisations and sustainable countries be promoted actively by responsible tourism?
- CO2 emissions trading and compensation as a solution?
- Will the world’s best sustainable destinations soon be left behind by tourism?

**Moderated by:**

[Andreas M. Gross](#), First Chairman, ARGE Lateinamerika

**Panel guests:**

[Dr. Frano Ilic](#), Public Relations Officer, Studiosus Reisen

[Stefan Schmidt](#), Member of the German Bundestag, Alliance 90/The Greens

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**15:00 - 15:45**

## Better City Life Through Smart Tourism

- How to create a competitive advantage for attractive and livable urban destinations
- The disruptive power of mobile applications, technology, big data, augmented reality and new social media bears a lot of chances for destinations and tour operators to create a new visitor experience.
- Becoming a smart urban destination requires a well thought and integrated approach.
- The World Tourism Cities Federation (WTCF) has just recently released the "Global Report on Smart Tourism in Cities" sharing the results of a comprehensive research on smart tourism in urban destinations.
- This panel aims at providing a platform for learning about the outcome and conclusions made in the WTCF research.
- At the same time, it intends to give all stakeholders a stage to share their experiences in implementing smart initiatives and use technology as a tool to create extraordinary experiences and enable visitors to better enjoy their stay in a destination.



**16:00 - 16:45**

## ITB Mayor Interview: The Future Of City Tourism

- City Tourism in metropolitan areas
- Sustainability and environmental protection of cities
- Smart cities and digitalization
- Concepts for avoiding and adapting to overtourism
- How to deal with the sharing economy
- Future destination management

**17:00 - 17:45**

## ITB Ministers' Roundtable: Sustainable Destination Best Practices

- Neglecting sustainability destroys the environment and culture, the local population revolts and tourists become discouraged.
- Sustainability: the most important principle of destination planning.
- Today: considerable differences in sustainability efforts.
- Best practice countries explain their formulas for success.
- Which policy measures can be used to achieve progress in sustainability and which measures are unsuccessful?
- What economic successes do sustainability advances bring? What are the most difficult hurdles?

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