

## ITB Tourism for Sustainable Development Day

Date	Time	Location
March 7, 2019	15:00 - 17:55	CityCube Berlin, Auditorium A3



### Cooperation for a Sustainable Development through Tourism:

For decades, tourism has been experiencing steady growth, from which developing and emerging countries have benefited to an above average extent. This growth brings many opportunities for those countries – as well as risks. It is therefore all the more important to actively support the development of tourism and create adequate conditions that tourism can contribute to a sustainable development in the destinations.

Yet, what does this look like in practice? How do development and tourism policies work together with the private sector in a meaningful way? How can the German government contribute to strengthen the positive effects generated through German outbound tourism as well as to minimise negative impacts? Moreover, which concrete measures are implemented locally to develop a “sustainable destination”?

For the third time, the German Federal Ministry for Economic Cooperation and Development (BMZ) is hosting the ITB Tourism for Sustainable Development Day as part of the ITB Convention. These questions above will be discussed together with representatives of the private sector and politics from both Germany and the destination countries.

### Hosted by:

[Monika Jones](#), International Conference Moderator, DW Business Anchor

### Events

**15:00 - 15:05**

#### Opening

##### Speaker:

[Monika Jones](#), International Conference Moderator, DW Business Anchor

**15:05 - 15:25**

#### Keynote

##### Keynote Speaker:

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

**15:25 - 15:45**

#### Our Partners In Dialogue – Tourism In Tunisia: Towards New Strength?

The year 2018 seems to be the point of recovery for tourism in Tunisia. For the first time, the tourist arrivals scored similar numbers to ten years ago. Further growth is expected in 2019. Meanwhile, the tourism industry again accounts for eight per cent of the Tunisian national gross domestic



product (GDP).

German development cooperation and the German private sector have been very active in the country in recent years, also in collaboration – and will continue to do so in the future. German and Tunisian stakeholders want to work even closer together in the upcoming years aiming for a more diverse, resilient and sustainable tourism sector in the country.

What is necessary to make Tunisian tourism a stable pillar of the national economy? What expectations do the Tunisian government and the tourism industry have of each other and of German development cooperation?

**Moderated by:**

[Sarah Schwepcke](#), Country Manager Tunisia, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

**Panel guests:**

[Hon. René Trabelsi](#), Minister of Tourism and Handicrafts, Tunisia

[Norbert Fiebig](#), President, German Travel Association (DRV)

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**16:00 - 16:45**

## German Outbound Travel Has Impact! What Responsibilities Is The German Government Bearing?

The Germans travel – and more than ever to developing and emerging countries. This entails a particular responsibility as tourist flows from Germany contribute to changes in the destination. In most cases, these effects can be positive and negative. Outbound tourism creates jobs and generates income aiming at the reduction of poverty. Moreover, under appropriate framework conditions, it can contribute to the protection of nature. In addition to local value creation, outbound tourism is also of great importance for the German economy. Thus, controlled sustainable tourism development brings about great opportunities. However, the steadily increasing number of trips worldwide also results in problems and risks, such as rising CO<sub>2</sub> emissions through air and cruise travel, exploitation at the workplace or sexual exploitation of children.

How can tourism strengthen sustainable development in other parts of the world and promote social stabilisation? What contribution can the German Government make to sustainable tourism that strengthens the positive effects of the sector and reduces its risks to a minimum? For the first time at ITB Berlin, high-ranking representatives of the German Federal Ministry for Economic Cooperation and Development (BMZ), the German Federal Ministry of Economic Affairs and Energy (BMWi) and the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) get together in one panel to discuss with representatives from the destinations. Which concrete measures are already being implemented? Which stakeholders are the ministries working with in Germany and in the partner countries?

**Moderated by:**

[Marliese Kalthoff](#), Managing Director & Publisher, FVW – Magazine for Tourism and Business Travel

**Panel guests:**

[Hon. Maria Amalia Revelo Raventós](#), Minister of Tourism, Costa Rica

[Thomas Bareiß](#), M.P., Parliamentary State Secretary, German Federal Ministry of Economic Affairs and Energy (BMWi), Federal Government Commissioner for Tourism

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

[Rita Schwarzelühr-Sutter](#), M.P., Parliamentary State Secretary, German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)

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**17:00 - 17:45**

## Same, Same But Different? – Joint Solutions For Sustainable Tourism Development In South-East Asia

Bangkok is a significant city trip destination, the beaches of Bali are stunning, the temples of Angkor Wat are unique and the jewel Luang Prabang is the insider tip par excellence. Some destinations are world famous and receive millions of tourists every year; smaller towns are just about to find their role as “global tourist destinations”. What they all have in common is that they are part of a diverse region full of cultural and natural treasures. It is therefore no wonder that tourism plays an important role for the economic development and integration of large and small countries in the ASEAN region (Association of South-East Asian Nations). Tourism contributes to growth and the creation of jobs, but it also generates piles of waste and social conflicts, which need to be tackled.

In cooperation with global and regional stakeholders, such as UNESCO and the Mekong Tourism Coordination, German development cooperation supports tourism destinations in preserving cultural assets, conserving natural resources, dealing with climate change as well as the social challenges of tourism. It is of utmost importance to exploit the positive effects by using the right instruments and to counter the negative effects proactively.

**Moderated by:**

[Monika Jones](#), International Conference Moderator, DW Business Anchor

**Panel guests:**

[Dr. Soudaphone Khamthavong](#), Deputy Director, Department for Information, Culture and Tourism, Luang Prabang Province, Lao PDR

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EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.

[Jens Thraenhart](#), CEO, Mekong Tourism Coordinating Office (MTCO)

[Peter DeBrine](#), Senior Project Officer, UNESCO World Heritage Centre, UNESCO Paris

[Dr. Andreas Hofmann](#), Programme component Manager, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Laos PDR

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**17:45 - 17:55**

## Wrap Up

**Speaker:**

[Monika Jones](#), International Conference Moderator, DW Business Anchor

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Kurzfristige Änderungen vorbehalten.