

# ITB TOURISM FOR SUSTAINABLE DEVELOPMENT DAY



## ITB Tourism for Sustainable Development Day

<b>Date</b> March 5, 2020	<b>Time:</b> 15:00 - 17:55	<b>Location</b> CityCube Berlin, Hall A1
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The tourism industry has grown immensely over the last decades and is providing significant socio-economic benefits for emerging and developing economies. Tourism is now an important sector in most developing and emerging countries that contributes to economic growth, foreign exchange earnings and much needed job creation. Despite these successes, the industry does have negative impacts that require our active attention. It is important to ensure that the positive effects of tourism for sustainable development are maximized, and that the negative impacts are kept at a minimum for often fragile destinations. Only then, we can guarantee that tourism can be used as a power of good, increase livelihoods for local communities and foster sustainable development for our partner countries.

The *ITB Tourism for Sustainable Development Day*, will inquire further along these lines to learn more about the contradictions and complexities of tourism. For the 4<sup>th</sup> time it will be hosted by Germany's Federal Ministry for Economic Cooperation and Development (BMZ) at ITB CityCube. After the keynote held by the parliamentary secretary of state, Norbert Barthle, a panel will consider how cooperation across various stakeholder groups is a vital prerequisite for sustainable tourism development. Renown experts and practitioners will share their insights on how successful management of tourism partnership initiatives and multi-stakeholder approaches are instrumental in creating tangible impacts for sustainable development through tourism. The second panel will discuss how sustainable tourism can be leveraged for women economic empowerment. Women and girls in our partner countries often lack access to education, suffer from gender discrimination and disadvantages on the labour markets and the workplace. Tourism is a technology and innovation driven sector that offers unique opportunities for women's entrepreneurship. In our discussion distinguished female champions will share their perspectives on how tourism as a developmental instrument and women empowerment can contribute together to sustainable progress.

**Hosted by:**  
[Monika Jones](#), International Conference Moderator, TV Anchor, Deutsche Welle

**15:00 - 15:05**

### Opening

**Speaker:**  
[Monika Jones](#), International Conference Moderator, TV Anchor, Deutsche Welle

**15:05 - 15:25**

### Keynote

**Speaker:**  
[Norbert Barthle](#), Parliamentary State Secretary, German Federal Ministry for Economic Cooperation and Development (BMZ)



15:25 - 15:45

## Talks With Our Partners

Moderated by:

[Monika Jones](#), International Conference Moderator, TV Anchor, Deutsche Welle

Panel guests:

[Hon. Mmamoloko Nkhensani Kubayi-Ngubane](#), Minister of Tourism, South Africa

16:00 - 16:45

## Panel 1: Many Actors, One Goal – Strong Partnerships In Tourism

- Tourism and development face daunting global challenges that more than ever requires stakeholders from public, private civil society and academic domains to work on solutions together.
- From human rights to biodiversity over changes in technology and digitalization – strong partnerships can lead to success.
- Managing such a diversity of thinking and acting requires diplomatic skill and administrative craft.
- Representatives from European and German multi-stakeholder initiatives and tourism partnerships will discuss how bringing many often-disparate actors together, can achieve common goals through strong partnerships in tourism.

Introductory presentation:

[Susanne Salz](#), Head of Project, Platform for Multi-Stakeholder Partnerships for Implementing the 2030 Agenda, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

Moderated by:

[Monika Jones](#), International Conference Moderator, TV Anchor, Deutsche Welle

Panel guests:

[Joerg Boeckeler](#), Member of the Executive Committee, International Tourism Partnership (ITP)

[Antje Monshausen](#), Head of Tourism Watch, Bread for the World, Chairwoman, Roundtable Human Rights in Tourism e.V.

[Kirstin Rossgoderer](#), Programme Leader, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Sector dialogue on tourism for sustainable development

[Susanne Salz](#), Head of Project, Platform for Multi-Stakeholder Partnerships for Implementing the 2030 Agenda, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

[Masaru Takayama](#), Chair & Founder, Asian Ecotourism Network (AEN)

17:00 - 17:45

## Panel 2: Entrepreneurship In Tourism – A Chance Towards Female Empowerment

- The empowerment of women is one of the most effective methods to foster positive change in emerging and developing economies.
- Female entrepreneurs tend to be discouraged by social and cultural constructs, lacking access to start-up financing, knowledge about business management and political conditions.
- Unfortunately, the tourism industry is no exemption.
- Yet, although women account for the biggest share of workers in the tourism industry, there is a clear lack of women in leadership positions in this sector.
- With the female panelists we discuss how tourism can be an industry of change for women entrepreneurs in our partner countries.
- Experience has shown, the more dynamic a sector is, the more opportunities for an inclusive participation arise, especially in

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times of rapid transformation in technology and digitalization.

- Moreover, we debate questions about gender equality in business, participation and access opportunities to tourism markets and leadership from the perspective of female champions and experts in tourism.

## Introductory presentation:

[Johanna Klotz](#), German Federal Ministry for Economic Cooperation and Development (BMZ)

## Moderated by:

[Dr. Merjam Wakili](#), Freelance Moderator, Trainer and Consultant

## Panel guests:

[Neha Arora](#), Founder, Planet Abled

[Karla Luzette Beteta Brenes](#), Agency for Economy & Development

[Angela Kalisch](#), Chair, Equality in Tourism International

[Julia Karst](#), Head of Project, Economic Empowerment of Women Entrepreneurs and Start-ups by Women, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

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**17:45 - 17:55**

## Wrap Up

### Speaker:

[Monika Jones](#), International Conference Moderator, TV Anchor, Deutsche Welle

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