

# ITB EMPOWERMENT FORUM



**ITB**  
BERLIN

The World's  
Leading  
Travel Trade  
Show\*

## ITB Empowerment Forum 1

<b>Date</b> March 4, 2020	<b>Time:</b> 14:00 - 15:00	<b>Location</b> Hall 19, Palais at Funkturm (fairground)
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The ITB-Empowerment Days are focusing on putting a spotlight on responsible, sustainable tourism matters. This forum was founded to create awareness for sensible issues the tourism industry, finding solutions instead of looking away. They also serve as a best practice as many outstanding leaders in the field are being awarded with prizes during the three 3 days, inspiring others.

The Empowerment Forum 1 is a platform for Responsible Destinations: Challenges and opportunities for authentic indigenous travel experiences will be discussed – and top responsible tourism destinations will be awarded.

ITB Wednesday starts with the Indigenous Tourism Forum. The aim is to face the specific challenges of indigenous tourism and to identify and create an authentic, community-owned product, giving a voice to the often marginalized. The seminar wants to be a platform for exchange of ideas within international indigenous communities, who do or wish to participate in tourism, creating a different, non-centric atmosphere while delivering results to share.

On the 2nd part of the Day 1, organizational leaders, working in the field of sustainable tourism since many years, will come together to discuss best examples of how the UNWTO Sustainable Development Goals (SDGs) can be put into practice. Immediately after that sessions, those destinations which have been inspiring innovators of sustainable tourism and have convinced the jury will be announced, awarded and celebrated during the well-established Top 100 Destination Awards.

### 14:00 - 15:00

#### The art of engaging and sustaining authentic indigenous experiences : Indigenous Tourism and Sustainability

- What are the challenges and solutions of indigenous tourism in a context of climate change?
- How international certificates supports the connection between indigenous locals and international tourism with environmental protection?
- Definition and reality of Indigenous Tourism on different continents
- Can the travel industry support biodiversity protection, ecosystem regeneration on Earth thanks to indigenous wisdom?
- Why Indigenous rights are connected to our planet's protection?

A panel of indigenous experts in tourism will discuss the worldwide reality of indigenous tourism and explore sustainable systems empowering indigenous peoples and finding solutions in a context of climate and biodiversity crisis. The UNWTO Recommendations on Sustainable Development of Indigenous Tourism will serve as a guideline.

Welcoming Cultural Performance:

Odissi – Indian classical dance by **Swati Prasad**

#### Greetings:

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

[Gopinath Parayil](#), Founder & President, The Blue Yonder

#### Keynote Speaker:

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

#### Moderated by:

[Aurélie Debusschère](#), Europe Agent World Indigenous Tourism Alliance, World Indigenous Tourism Alliance, Native Immersion

#### Panel guests:

[Rolando German Collaguazo Proaño](#), Representative of Yunguilla community in Ecuador, Yunguilla community

[Asel Ismailova](#), Director, Kyrgyz Guided Tours LLC

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# ITB EMPOWERMENT FORUM



[Judy Kepher Gona](#), Executive Director of Sustainable Travel & Tourism Agenda, STTA Kenya  
[Jerry Spooner](#), Director of Department of Tourism, Vanuatu Tourism

**16:00 - 18:00**

## Sustainable Destination Awards and Tourism 2030

The Sustainable Destinations Awards is the world's leading award series for destination sustainability efforts. A Jury representing 12 international organisations will unveil the winners in the award categories Nature; Communities & Culture; Best of Africa, Best of the Americas, Best of Asia-Pacific and Best of Europe. The flagship award is the ITB Earth Award, recognising global leadership in combatting climate change and environmental degradation.

Prior to the ceremony, ECOTRANS and high-level representatives from UN-CBD, UNESCO, GSTC, WWF, SUNx will present the urgency to boost sustainable tourism as driver for advancing the Sustainable Development Goals until 2030. They will announce their collaboration under the "Travel Green Planet 2030" initiative with the flagship aim to mainstream credibly certified tourism in all destinations with protected areas and cultural heritage sites, using the commonly shared Green Travel Maps on the Tourism2030 platform for knowledge networking and annual reporting. Green Destinations, bookdifferent.com and FairVoyage.com will announce their cooperation to highlight certified travel offer to consumers; and the Good Travel Guide will be presented as tool for Top100 destinations to showcase and book sustainable travel options. The event is organized and sponsored by ITB Berlin, Green Destinations, the Sustainable Top 100 Partnership, TravelMole, Travelife for Tour Operators and Ecotrans.

### Greetings:

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

### Interviewer:

[Lonneke de Kort](#), CEO, bookdifferent.com

### Moderated by:

[Pastollnigg Alexandra](#), CEO, FairVoyage.com

### Speaker:

[Peter DeBrine](#), Senior Project Officer, Sustainable Tourism, World Heritage Centre Culture Sector, UNESCO

[Dr. Richard Denman](#), Director, The Tourism Company

[Randy Durband](#), CEO, GSTC

[Herbert Hamele](#), President, ECOTRANS

[Oliver Hillel](#), Program Officer, CBD Secretariat

[Geoffrey Lipman](#), Co-Founder, The SUNx Program

[Drs. Albert Salman](#), President, Green Destinations

[Gordon Sillence](#), Tourism2030 Program, ECOTRANS

[Martina von Münchhausen](#), Sustainable Tourism, WWF Germany

## ITB Empowerment Forum 2

Date	Time:	Location
March 5, 2020	11:00 - 18:00	Hall 19, Palais at Funkturm (fairground)

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The Empowerment Forum 2 is a platform for Equality & Responsibility: The focus will be on diversity issues, on gender equality, on



awarding outstanding LGBT+ pioneers, awarding women in travel as well as community-based tourism initiatives.

A great part of ITB Thursday is focusing on diversity and gender equality; the day begins with a closer look at LGBT+ Tourism: A booming segment with many destinations benefitting from the growth – some of them even suffering from “overtourism”. The panel will discuss the reasons and look for sustainable solutions. Afterwards, the ITB LGBT+ Pioneer Award will for the 3rd time hand out a prize to a personality who has been an outstanding contributor to establish LGBT+ tourism as an equal travel segment.

A slot discussing Gender Equality in Tourism will be the next. A range of high-level women speakers will examine the subject out of a female perspective. A special emphasis will be put on identifying which obstacles prevent women from becoming leaders in travel technology. Going to the next level, in the following session special female leaders in tourism will be recognized with the 5th ITB-IIPT Celebrating Her Awards. The rest of the day is dedicated to the best practices of community-based tourism: The winners of the renowned international ToDo! Awards of the German Studienkreis für Tourismus, will be announced. Additionally, a special prize highlighting activists for Human Rights in Tourism will be honored in the same set-up, followed by a reception.

**11:00 - 11:45**

## **LGBT+ Tourism in the age of Overtourism and Climate Protection**

- In the past years, we have seen a very positive development of LGBT+ Tourism in many regions worldwide
- LGBT+ Tourism seems to be a growth engine, a highly appreciated niche market with high economic benefit
- By now, some of these destinations suffer from “overtourism”, the climate protection debate also affects the LGBT+ segment
- Will there be negative consequences, what can we do to prevent this, which sustainable solutions exist?
- Experts will give a short overview of the current situation, discuss future challenges and look for sustainable solutions and best practices

*Followed by ITB LGBT+ Pioneer Award Ceremony*

### **Greetings:**

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

### **Moderated by:**

[Dipl.-Kfm. Thomas Bömkes](#), Managing Director, LGBT Consultant of ITB Berlin, Germany, Diversity Tourism GmbH

### **Speaker:**

[Kristin Hansen](#), CEO & Founder, Hansen&Partner

[Peter Jordan](#),

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**11:45 - 12:00**

## **International LGBT+ PIONEER AWARD Ceremony**

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**13:00 - 13:30**

## **3rd EDITION: GENDER EQUALITY IN TOURISM: Female Leadership in Travel Technology – why not?**

- Which obstacles prevent women from becoming leaders in travel technology?
- What is necessary to make women confident that they are capable of tackling tech jobs in the tourism industry?
- What kind of support is really necessary to overcome the gender gap?
- Which tips can successful female industry leaders give to their peers?
- Which best business practices can be named and how to handle regional differences?

### **Moderated by:**

[Prof. Dr. Claudia Brözel](#), Lecturer, University of Sustainable Development Eberswalde/University of Sustainable Development / Department of Sustainable Economy/Faculty of Sustainable Business Administration

**Panel guests:**

[Cara Frank](#), Vice President of Marketing

[Roxane Kaempf](#), Innovation, Agile & Design Thinking Coach, Belgium

[Anna Kofoed](#), Senior Vice President, Retail for Northern, Eastern, Central and Southern Europe, Amadeus

[Nicole Scott](#), Founder, Mobile Geeks

**Speaker:**

[Traci Mercer](#), Senior Vice President, Global Lodging Ground & Sea, Sabre Travel Network

[Chiara Quaia](#), Vice President Business Developments Travel, Master Card

**Welcome note & Introduction:**

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

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**14:00 - 15:00**

**5TH ITB IIPT “CELEBRATING HER AWARDS”**

- The 5th IIPT India Global “Celebrating Her” Awards acknowledge and felicitate exceptional women in the fields of travel, tourism and hospitality.

Awards Ceremonies

Followed by a 30 min networking reception

**Greetings:**

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

**Introduction:**

[Ajay Prakash](#), President, International Institute for Peace Through Tourism - India

**Moderated by:**

[Anita Mendiratta](#), Founder & President, Anita Mendiratta & Associates

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**16:30 - 18:00**

**TO DO Award 2020 Award Ceremony + Human Rights in Tourism Award**

- International contest since 1995. The prize is awarded for tourism related projects which respect the interests of the local population during planning and implementation.
- Additionally, the TO DO Award Human Rights in Tourism is awarded for the fourth time, under the patronage of the German Commission for UNESCO.

**Laudatio:**

**Dr. Mathias John**, Member of the Board, Amnesty International Deutschland E.V.

**Moderator:**

**Nadine Kreutzer**, Journalist Berlin

**Winners TO DO Award 2020:**

Esfahk Historic Village

Banteay Chhmar Community Based Tourism

**Winner TO DO Award Human Rights in Tourism 2020:**

La Muralla Soy Yo

**Press Contact:**

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## ITB Empowerment Forum 3

Date	Time:	Location
March 6, 2020	11:00 - 14:00	Hall 19, Palais at Funkturm (fairground)

The ITB-Empowerment Days are focusing on putting a spotlight on responsible, sustainable tourism matters. This forum was founded to create awareness for sensible issues the tourism industry, finding solutions instead of looking away. They also serve as a best practice as many outstanding leaders in the field are being awarded with prizes during the three 3 days, inspiring others.

The Empowerment Forum 3 is a platform for Animal Welfare and Engagement: Crucial subjects related to ethical animal treatment in tourism as well as the support of women initiatives & women entrepreneurship in tourism will be debated.

ITB Friday confronts the audience with the necessity to take animal rights in tourism more seriously. This year's session addresses especially touristic experiences which include dolphins and other sea mammals: Which practices are irresponsible, which alternative products do exist or can be developed, how can we do better?

The second highlight of Day3 is the Female Social Entrepreneurship Workshop bringing together women from all over the world who are -or want to become- social entrepreneurs in tourism to exchange their experiences and how to do better. To empower these women further we will invite female mentors helping with words and deeds.

The last event of Day3 will be the ceremony of the renown ITB Book Awards, celebrating authors and publishers of tourism-relevant books and print products for the German market, including guidebooks for ITB's 2020 Guest Country Oman.

### 11:00 - 12:00

#### Whales and dolphins in tourism: transitioning to a responsible future

**How travel industry leadership and support is vital to phase out captivity of cetaceans for entertainment purposes and increase responsibility of wild whale and dolphin watching operations.**

The captive dolphin entertainment industry and whale and dolphin watching are both multi-billion-dollar industries. But what does a responsible future for whales and dolphins in tourism look like? This event will present the issues of exploiting captive whales and dolphins for entertainment purposes and the essential role the travel industry can play in supporting change. Ocean sanctuaries for whales and dolphins currently in captivity are one part of the solution, but only an end to captive breeding, imports and wild-capture with an increased availability of responsible alternatives will ensure this is the last generation of whales and dolphins in captivity.

Highlights will include key findings from World Animal Protection's recent Behind the Smile report; World Cetacean Alliance presenting the opportunities for responsible whale and dolphin watching including turning whale destinations into Whale Heritage Sites and beacons of best practice; and Whale and Dolphin Conservation introducing the world's first open water sanctuary for beluga whales and their goal to provide alternative, more natural homes for captive whales and dolphins. A leading travel brand will also present their perspective on corporate leadership and travel industry support for a dolphin-friendly future. Presentations will be followed by a moderated panel discussion on how a vision for a responsible future can be achieved.

#### Greeting and Introduction:

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

#### Keynote Speaker:

[Rob Lott](#), End Captivity Policy Manager, Whale and Dolphin Conservation

[Rachel McCaffery](#), Senior Advisor, Responsible Travel, G Adventures



[Dr. Jan Schmidt-Burbach](#), Global Head of Research and Animal Welfare, World Animal Protection

[Dylan Walker](#), CEO, World Cetacean Alliance

**Moderated by:**

[Jeremy Smith](#), writer, speaker and sustainable tourism consultant

**13:00 - 14:30**

## **INTERNATIONAL WOMEN'S DAY SPECIAL: SheTrades Workshop: EMPOWERING WOMEN THROUGH TOURISM, WORLDWIDE**

- This Female Social Entrepreneurship Workshop brings together women from all over the world who are -or want to become- social entrepreneurs in tourism
- The goal is to exchange experiences and learn, how to do better
- In the 1<sup>st</sup> part we will share best practices of successful women
- In the 2<sup>nd</sup> part we will discuss in small units (for support we have invited female mentors helping with words and deeds)
- In the 3<sup>rd</sup> part we will share results

### **Mentors:**

[Tamari Bichashvili](#), Representative, International Trade Centre (ITC), SheTrades Commonwealth Programme

[Prof. Dr. Claudia Brözel](#), Lecturer, University of Sustainable Development Eberswalde/University of Sustainable Development / Department of Sustainable Economy/Faculty of Sustainable Business Administration

[Kirsi Hyvaerinen](#), Managing Director, PRÁTTO Consulting Partner, ITB Advisory

[Dr. Mihee Kang](#), Director Asia-Pacific, GSTC

[Chiara Quaia](#), Vice President Business Developments Travel, Master Card

[Dr. Amina Tall](#), Director Branch Office, German Arab Association (D.A.G.)

### **Moderated by:**

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

### **Panel guests:**

[Dana Artz](#), Sustainability Manager, Evaneos

[Dr. Nicole Häusler](#), ITC

[Gifty Mensah](#), CEO, Teyy-Net Travel and Tours & Recruitment Limited

[Rose Topisian Belo](#), CEO, Luxury Safaris