

# ITB EMPOWERMENT FORUM



## 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 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.

**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.**

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**

- Welcoming Dance Performance & Opening

**Greeting and Introduction:**

[Ben Sherman](#),

**Greetings:**

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

**Moderated by:**

[Aurélie Debusschère](#),

## ITB Empowerment Forum 2

<b>Date</b> March 5, 2020	<b>Time:</b> 11:00 - 18:00	<b>Location</b> 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.

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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.

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-IPT Celebrating Her Awards. ‘

The rest of the day is dedicated to the best practices of community-based tourism: The winners of the renown 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 effects the LGBT+ segment
- Will there be negative consequences, what can we done 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:**

[Thomas Bömkes](#),

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**11:45 - 12:00**

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

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**13:00 - 14:00**

## **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?

### **Welcome note & Introduction:**

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

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Kurzfristige Änderungen vorbehalten.

# ITB EMPOWERMENT FORUM



**14:00 - 15:00**

## 5TH 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

**16:30 - 18:00**

## TO DO Award 2020 Award Ceremony

- 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.

### 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 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.

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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.

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**ITB**  
BERLIN

The World's  
Leading  
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Show\*

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.

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IM ITB TICKET INBEGRIFFEN

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