



## ITB Responsible Destination Day



world of ideas

<b>Date</b> March 4, 2020	<b>Time:</b> 10:45 - 17:45	<b>Location</b> CityCube Berlin, Hall A1
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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 Division, OECD

**Moderated by:**

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

**Panel guests:**

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

[Jerry Inzerillo](#), CEO, Diriyah Gate Development Authority

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

[Keith Tan](#), CEO, Singapore Tourism Board

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**12:00 - 12:45**

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

**-In Cooperation with UNWTO-**

- According to the [UNWTO/ITF report](#) on “Transport-related CO2 emissions of the tourism sector – Modelling Results”, under the current ambition scenario, a total of 1,998 million tonnes of transport-related CO2 will be attributable to tourism by 2030, representing an increase of 25% over 2016.
- The discussion of this high-level panel will build on the commitment of the tourism sector to advance towards a climate high ambition scenario in line with the goals of the Paris Agreement, as expressed during the COP25 official side-event “[Transforming Tourism for Climate Action](#)”.
- Policy makers, destinations and industry leaders will explain their leading commitments to transform tourism and aim to support a “high ambition scenario” of climate action in tourism.

### **Greetings:**

[Zurab Pololikashvili](#), Secretary-General, UNWTO

### **Moderated by:**

[Dr. Dirk Glaesser](#), Director Sustainable Development of Tourism, World Tourism Organization (UNWTO)

### **Panel guests:**

[Felix Eichhorn](#), President, Aida Cruises Ltd.

[Alba Lajusticia](#), Director, Tourism Observatory of Barcelona

[Glenn Mandziuk](#), President & CEO, Thomson Okanagan Tourism Region, British Columbia, Canada

[Young Tae Kim](#), Secretary-General, International Transport Forum

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**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](#), Owner & CEO, thilles consulting GmbH, Cruise Analyst, University Lecturer and Journalist

### **Panel guests:**

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

[Nicolas Dubreuil](#), Polar & Tropical Expedition Expert, Director of Sustainability & Expedition Cruises, Ponant

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

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

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**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:**

[Milly Alva Haimberger](#), Global Director of Sales, Aqua Expeditions

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

[Celia Muñoz](#), Sales Director EMEA, USA and Asia, Iberia

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

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

**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.

**Introductory presentation:**

[Esencan Terzibasoglu](#), Special Advisor to the Secretary General, WTCF, former Director of Destination Management and Quality Programme, UNWTO

**Moderated by:**

[Sascha Stange](#), Deputy Director of the Liaison Department, World Tourism Cities Federation WTCF

**Panel guests:**

[Dr. Joan Borràs](#), ICT & Tourism Project Manager, Department of Tourism Innovation, Eurecat - the Technological Centre of Catalonia

[Oded Grofman](#), CEO, Tel Aviv Hotel Association

[Markus Kuhlo](#), Director of Marketing and Strategy, Tencent Cloud Europe

[Helena Lindqvist](#), Project Manager for European Capital of Smart Tourism 2020, Gothenburg & Co

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**16:00 - 16:45**

## **Crisis Management And Resiliency In The Shadow Of COVID-19**

**-in Cooperation with the Global Travel and Tourism Resilience Council-**

- Overview of resilience and how it is incorporated in crisis management planning
- The latest update on coronavirus, what is known and what is being done
- Sustainability: how to identify risks and planning for them
- How to use data to ensure sustainable resilience
- Examples of sustainable resiliency highlighting key actions

**Moderated by:**

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

**Panel guests:**

[Dr. Caroline Brown](#), European Regional Program Director, WHO

[Carlos Cendra](#), Chief Marketing Officer, Mabrian Technologies

[Scott Hume](#), Vice President, Operations, Global Rescue

[Jeffrey Rutledge](#), President & CEO, AIG Travel

[Professor Lloyd Waller](#), Executive Director, Global Travel Resilience and Crisis Management Centre

**17:00 - 17:45**

## **ITB Ministers' Roundtable: Sustainable Destination Best Practices**

**-In Cooperation with MC Group-**

- 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?

**Moderated by:**

[Sasha Vakulina](#), Business Editor, Euronews

**Panel guests:**

[H.E. Khalid Jassim Al Midfa](#), Chairman, Sharjah Commerce and Tourism Development Authority (SCTDA)

[Hon. Didier Dogley](#), Minister of Tourism, Civil Aviation, Ports & Marine, Seychelles

[Dr. Dirk Glaesser](#), Director Sustainable Development of Tourism, World Tourism Organization (UNWTO)

[Hon. Þórdís Kolbrún R. Gylfadóttir](#), Minister of Tourism, Industry and Innovation, Iceland

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

[Hon. Prahlad Singh Patel](#), Minister of State for Tourism, India

[Hon. Savvas Perdios](#), Minister of Tourism, Cyprus

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

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The Leading  
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[H.E. Ahmad bin Aqil al-Khatib](#), Chairman of the Board of Directors, Saudi Commission for Tourism and National Heritage

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