

Tourism Forum International

at the Reisepavillon 2010
- Congress on Sustainable Tourism -

Thu., April 22nd - Sun., 25th 2010

Programme

(date: Mar. 29th 2010)

The **Tourism Forum International (TFI)** is part of the Reisepavillon. In 2010 the Reisepavillon will be hold as a congress in Berlin. Besides presentations, discussion forums, internal meetings and workshops there will be an exhibition of tour operators, tourism companies, destination agencies, organisations, NGOs as well as academic and educational institutions.

The TFI is intended to be a professional discussion platform on current international tourism issues. It is directed at tourism practitioners and experts as well as the interested public. This years topics at a glance:

- **World Heritage and Tourism: Chances for Sustainable Development**
Cooperation partners: Common Wadden Sea Secretariat, Reisepavillon and GTZ
- **Destination Development as Consultancy Work: Content and Quality Demand, International Experiences**
Cooperation partners: German Association for Applied Geography (DVAG) and GTZ
- **Fishing – Experience in Nature: Tourism Product for Sustainable Development**
Cooperation partners: HU Berlin (Faculty of Agriculture and Horticulture) and GTZ

The TFI is implemented by the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) – German Technical Cooperation and is supported by the programme „Tourism and Sustainable Development“, conducted by GTZ on behalf of the Federal Ministry for Economic Cooperation and Development.

For more information:

www.gtz.de/tourism and www.reisepavillon-online.de

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Programme of the Reisepavillon 2010

- Overview -



Tourism Forum International (TFI) of the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) – German Technical Cooperation

Thursday, April 22nd 2010

Time	Federal Press Office, Reichstagsufer 14, 10117 Berlin-Mitte	Lang.
11.00-13.00	Protection of Environment and Culture in Tourism – Activities of the German Tour Operators Association (DRV) and Their Partners Dr. Dietrich Brockhagen (atmosfair), Stefan Baumeister (myclimate), Dr. Ines Carstensen and Jens Hulvershorn (Futouris e.V.), Herbert Hamele (Ecotrans), Jasper Tautz, Dr. Peter Zimmer	ger.
13.00-14.00	Break	
14.00-22.00	Opening of the Reisepavillon Jubilee Speeches of welcome by representatives from politics, business and NGOs. Retrospective: 20 years of Reisepavillon. Looking ahead: the future of sustainable travel. Dr. Dietrich Brockhagen (atmosfair), Giulia Carbone (IUCN), Prof. Dr. Erdmann (BfN), Jens Enemark (Common Wadden Sea Secretariat), Oliver Hillel (SCBD), Hans-Gustav Koch (DRV), Stephan Krug (Viabono), Andreas Müseler (TOI), Helmut Röscheisen (DNR), Roland Streicher (far), Burghard Rauschelbach (GTZ) et al. Tourism and Climate Keynote speeches and panel discussion. Achim Steiner (UNEP), Hans-Gustav Koch (DRV), N.N. (UNWTO) et al. The Wadden Sea World Natural Heritage Site Evening reception: opening ceremony of the Wadden Sea exhibition, with cultural programme. In cooperation with the Lower Saxony Ministry of Environment and Climate Change and the Common Wadden Sea Secretariat.	ger. (en.)

Friday, April 23rd 2010

Time	Harnack-Haus, Ihnstraße 16-20, 14195 Berlin-Dahlem	Lang.
9.30-10.00	The Prospects for (Sustainable) Tourism [Goethe-Saal] Prof. Dr. Hansruedi Müller, Universität of Berne	ger.
10.15-12.30	World Heritage and Tourism: Chances for Sustainable Development [Goethe-Saal] Tourism Forum International (TFI), cooperation partners: Common Wadden Sea Secretariat, Reisepavillon and Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) – German Technical Cooperation. Moderated by: Andreas Stopp (German Public Radio) Barbara Engels (BfN), Giulia Carbone (IUCN), Andreas Müseler (REWE Touristik), Hans-Ulrich Rösner (WWF), Sven Ambrosy (Head of the district Friesland) Panel discussion: World Heritage – Overestimated and Underused Marion Hammerl (Global Nature Fund), Thomas Bracht (UNESCO World Heritage Sites Germany), Jens Enemark (Common Wadden Sea Secretariat)	ger. (en.)
12.30-13.30	SOS Hasankeyf - 12.000 Years of History at Tigris Before Disappearing [Jesse-Owens-Saal] Stefanie Hermsen, Manfred-Hermsen-Stiftung	ger.
12.30-13.30	The Copenhagen Failure: Now What, for Climate Justice and Tourism? [Vogt-Saal] Heinz Fuchs (EED Tourism Watch), Sabine Minninger (EED Tourism Watch), Dr. Manfred Treber (Germanwatch) [requested] et al.	ger.

Friday, April 23rd 2010

Time	Harnack-Haus, Ihnestraße 16-20, 14195 Berlin-Dahlem	Lang.
14.00-15.30	European Subsidies for Sustainable Tourism [<i>Goethe-Saal</i>] Renata Kavelj (emcra)	ger.
14.00-16.30	The Wadden Sea World Natural Heritage as Field of Cooperation for Tour Operators and Regional Tourism Providers [<i>Jesse-Owns-Saal</i>] Cooperation partners: NTS and Nordsee GmbH. Moderated by: Wolfgang Günther (N.I.T.) Constanze Höfinghoff (Nordsee Tourismus Service GmbH - NTS), Oliver Melchert (Die Nordsee GmbH), Kai Pardon (ONE WORLD Reisen mit Sinnen) [<i>requested</i>]	ger.
14.00-16.15	Tourism to Developing Countries – Climate Killer or Saviour of the Poor? [<i>Vogt-Saal</i>] Presented by the University for Sustainable Development Eberswalde. Moderated by: Prof. Dr. Wolfgang Strasdas Prof. Stefan Gössling (Lund University), Andreas Koch (Futouris e.V.), Burghard Rauschelbach (GTZ), Christian Baumgartner (Naturefriends International - NFI), Gopinath Parayil (The Blue Yonder, India)	en.
15.00-16.00	Sustainable Tourism as a Prospect for the Former Eastern Block States: the Example of the Ukraine [<i>Humboldt-Zimmer</i>] Prof. Pavel Petrychenko (Odessa State Economics University)	en.
16.00-19.00	The Future of the Reisepavillon – World Café [<i>Goethe-Saal</i>] Reisepavillon in cooperation with World Café Europe.	ger.
16.15-17.30	Training for Tourism Professions in Times of Climate Change [<i>Vogt-Saal</i>] Presented by the University for Sustainable Development Eberswalde. Moderated by: Prof. Dr. Hartmut Rein Prof. Dr. Cord Petermann (University Munich), Prof. Dr. Bernd Stecker (University Bremen), Martina Porzelt (VDN) et al.	ger.
16.30-19.00	Development of a Common Tourism Strategy for the Dutch-German Wadden Sea World Heritage [<i>Jesse-Owns-Saal</i>] Presented by the Common Wadden Sea Secretariat and der World Heritage Tourism Strategy Group. Moderated by: Christiane Gätje (National Park Authority Wadden Sea of Schleswig-Holstein) and Dr. Harald Marencic (Common Wadden Sea Secretariat) Jens Enemark (Common Wadden Sea Secretariat), Barbara Engels (BfN), Enno Schmolz (Jade University), Julia Pulman (Jurassic Coast Marketing Officer), Christiane Gätje (National Park Authority Wadden Sea of Schleswig-Holstein), Peter Prokosch (UNEP/GRID-Arendal)	en.
17.30-18.30	Young World Heritage Ambassadors Arouse: "Go4BioDiv – World Heritage Sites" at the Biodiversity Conference in Japan [<i>Vogt-Saal</i>] Dr. Thora Amend (GTZ) and Lukas Laux (National Park Bavarian Forrest)	ger.
18.30-20.30	Ceremony for the CBD 2010 Indigenous Tourism and Biodiversity Website Award [<i>Vogt-Saal</i>] Presented by the Secretariat of the Convention on Biological Diversity (SCBD), Oliver Hillel Two indigenous winners (popular vote and jury) announced in the presence of CBD Executive Secretary Dr. Ahmed Djoghlaif, Ron Mader (editor of Planeta.com), presidents of the DRV and far, Burghard Rauschelbach (GTZ) and other specialists.	en.
20.30	Reisepavillon-forum-anders-reisen-Party Admission fee: 25 € (incl. dinner and music), registration: serviceteam@forumandersreisen.de For more information please call Florian Möhlmann: 0761 / 40 12 69 90	

Saturday, April 24th 2010

Time	Harnack-Haus, Ihnstraße 16-20, 14195 Berlin-Dahlem	Lang.
10.00-11.00	Sustainable Germany: The Long Road to Responsible Tourism [<i>Jesse-Owns-Saal</i>] Antje Monshausen (EED Tourism Watch) and Heinz Fuchs (EED Tourism Watch)	ger.
10.00-17.00	CBD 2010 Indigenous Tourism and Biodiversity Website Award: Workshop on the Use of Web 2.0 and 3.0 Technologies in Indigenous Tourism [<i>Humboldt-Zimmer</i>] Presented by the Secretariat of the Convention on Biological Diversity (SCBD), Oliver Hillel How to use interactive information sharing and social networks to position biodiversity messages and activities as part of your web-based marketing campaign, using tools such as Twitter, Youtube, Facebook, blogging and Wiki. Open to small and medium tour operators, particularly local and indigenous. By Ron Mader (editor of Planeta.com).	en.
10.30-15.45	TFI Destination Development as Consultancy Work: Content and Quality Demand, International Experiences [<i>Vogt-Saal</i>] Tourism Forum International (TFI), cooperation partners: German Association for Applied Geography (DVAG) and Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) – German Technical Cooperation. Moderated by: Kai Partale (DVAG) and Burghard Rauschelbach (GTZ) Matthias Beyer (mas contour), Ismail Beka (GTZ Albania), Abdelaziz Azdoufal (Azdoufal Voyages) Break: 12.15 - 13.30 h Barbara Fritz (AGEG Consultants), Herbert Hamele (ECOTRANS), Daniela Schily (GTZ Serbia) Panel discussion: Focus on Market Demand. Discussion on International Requirements for Professional Destination Development. Prof. Ludwig Ellenberg (Humboldt University of Berlin), Prof. Andreas Kagermeier (University of Trier), Eike Otto (Tourism Consultant), Jürgen Nauber (UNWTO, Bonn) [<i>requested</i>] Number of seats is limited, we kindly ask you to get registered additionally at: geschaeftsstelle@dvag.geographie.de	ger.
11.00-13.00	Sustainable Travel for Children and Young People [<i>Goethe-Saal</i>] Reisepavillon in cooperation with the national children's and young people's holiday centre association. Thomas Korbus (RUF-Jugendreisen), Bernd Fischer (Tourism Association Mecklenburg-Vorpommern), Christian Baumgartner (Naturfriends International - NFI) et al.	ger.
11.55-12.30	TourCert: Promoting and Measuring Corporate Responsibility [<i>Jesse-Owns-Saal</i>] Open press conference of the EED, University Eberswalde, NFI and KATE	ger.
12.30-13.30	Sustainably School Trips to the Wadden Sea World Natural Heritage Site [<i>Jesse-Owns-Saal</i>] The service of the International Wadden Sea School for teachers, course leaders and school trip planners: Lisa Dobutowitsch (International Wadden Sea School - IWSS)	ger.
14.00-17.00	Training for Sustainable Tourism [<i>Goethe-Saal</i>] Angelika Krenzer-Bass and Randy Haubner (biz Bremen), Dr. Carmen Giese (Center of CSR, Sustainability & Compliance, TÜV Rhineland Education and Consulting GmbH), Prof. Dr. Tatjana Thimm (University Konstanz), Nicole Häusler (mas contour, International Centre for Responsible Tourism), Walter Krombach (Willy-Scharnow-Foundation)	ger.
15.00-16.00	Tourism Development and Carbon Dependency in French Overseas Territories: Lessons from the Future [<i>Jesse-Owns-Saal</i>] Ghislain Dubois (Université de Versailles-Saint-Quentin-en-Yvelines)	en.
16.00-18.00	TFI Fishing – Experience in Nature: Tourism Product for Sustainable Development [<i>Vogt-Saal</i>] Tourism Forum International (TFI), implemented by the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) – German Technical Cooperation. Moderated by: Patrick Schwab (GTZ) and Burghard Rauschelbach (GTZ) Prof. Dr. Robert Arlinghaus (Humboldt University of Berlin), Oliver Hillel (SCBD) et al. Panel discussion: Responsible Fisheries: Cooperation for Sustainable Development through Tourism. What Are the Next Steps?	ger. (en.)
17.00-18.00	Swap Your Gamepad for a Paddle! Creative Nature Experiences for Children and Young People with Aversion to Education [<i>Jesse-Owns-Saal</i>] National canoe tourism association (BKT), Friends of the Earth Germany (BUND), Matthias Beyer (mas contour)	ger.

Sunday, April 25th 2010

Time	Altes Museum, Am Lustgarten, 10178 Berlin-Mitte	Lang.
10.00-14.00	Excursion: World Cultural Heritage Sites in Berlin – Museumsinsel, Wohnstadt Carl Legien, Großsiedlung Siemensstadt Meet at the Lustgarten, in front of the Altes Museum, Museum Island Participation fee: 25 €, registration (till April 22 nd): joerg.zintgraf@stattreisenberlin.de	ger.

ger.: presentation in German; en.: presentation in English; ger. (en.): presentation in German with sections in English

Registration: www.reisepavillon-online.de

1 day (April 22 nd , 23 rd or 24 th 2010):	49 € (reduced price: 29 €)
2 days (April 22 nd & 23 rd , 23 rd & 24 th or 22 nd & 24 th 2010):	89 € (reduced price: 49 €)
3 days (April 22 nd - 24 th 2010):	129 € (reduced price: 64 €)



World Heritage and Tourism



THE WADDEN SEA
WORLD HERITAGE

Chances for Sustainable Development

ReisePavillon
gtz

Fri., April 23rd 2010, 10.15 - 12.30 h,
Goethe-Saal

Language: German, with sections in English

Moderated by: **Andreas Stopp (German Public Radio)**

Introduction: **Dr. Harald Marencic (Common Wadden Sea Secretariat)** and
Burghard Rauschelbach (GTZ)

Barbara Engels, Federal Agency for Nature Conservation (BfN): World Heritage Sites: Potential for Sustainable Tourism. Protection of Biodiversity as a Result for and/or Requirement of Tourism.

Giulia Carbone, IUCN: Ecosystems as Service Providers for Tourism: The Benefit for Protected Areas.

Andreas Müseler, REWE Touristik: Cooperation of Tour Operators and World Heritage Sites: Expectations and Experiences.

Hans-Ulrich Rösner, WWF: The Wadden Sea World Heritage and its Touristic Use: Chances and Conflicts.

Sven Ambrosy, Head of the district Friesland: Tourism and Industrial Development. The Example Friesland: Good Neighbours for the World Natural Heritage?

Panel discussion: World Heritage – Overestimated and Underused. With **Marion Hammerl, Global Nature Fund; Thomas Bracht, UNESCO World Heritage Sites Germany; Jens Enemark, Common Wadden Sea Secretariat.**

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Mar. 29th 2010

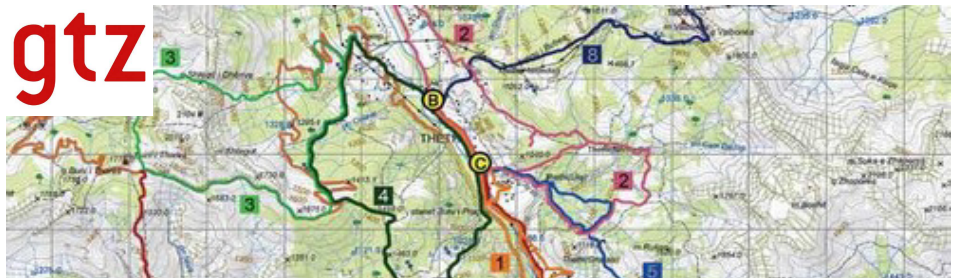


Destination Development as Consultancy Work Content and Quality Demand, International Experiences

Sat., April 24th 2010,
10.30 - 12.15 and
13.30 - 15.45 h,
Vogt-Saal

Language: German

gtz



German Association for Applied Geography

DVAG

Introduction: **Kai Partale (DVAG)** and **Burghard Rauschelbach (GTZ)**

Matthias Beyer, mas|contour, Berlin: Main Tasks of Destination Development: Planning, Infrastructure, Marketing and Management.

Ismail Beka, GTZ Albania: Cross-border Destination Development for Mountain Tourism (Albania, Montenegro, Kosovo).

Abdelaziz Azdoufal, Azdoufal Voyages, Nador (Morocco): Morocco's Unknown North-East – Local Tour Operators as Driving Force for New Destinations.

Barbara Fritz, AGEG Consultants, Munich: Private-Public-Partnership for Eco-friendly Hotel Management: The Green Star Initiative in Egypt.

Herbert Hamele, ECOTRANS, Saarbrücken: DestiNet: Instrument for Destination Managers, Consultants and Tourism Providers for the Cross-linkage of Initiatives and Offers.

Daniela Schily, GTZ Serbia: International Competence Centre for the Danube Region: Cooperation for Cross-border Tourism.

Panel discussion: Focus on Market Demand. Discussion on International Requirements for Professional Destination Development. With **Prof. Dr. Ludwig Ellenberg, Humboldt University of Berlin**; **Prof. Dr. Andreas Kagermeier, University of Trier**; **Eike Otto, Tourism Consultant**; **Jürgen Nauber, UNWTO, Bonn (requested)**

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Mar. 29th 2010



Fishing – Experience in Nature

Tourism Product for Sustainable Development

Sat., April 24th 2010, 16.00 - 18.00 h,
Vogt-Saal

Language: German, with sections in English



Can recreational fisheries be conceived in accordance with ecological sustainability and economical development? This workshop focuses on the situation in developing and threshold countries.

“Recreational fisheries” comprises various forms of fishing: on lakes, ponds, rivers or on shore and sea; fly-fishing in touch with nature, boat trips including instructive fishing demonstration, trophy hunting or simply catching dinner. Recreational fisheries might be the key purpose of a holiday trip or just a singular event. The workshop approaches recreational fisheries as a touristic product considering especially the extent to which developing countries can benefit and which international efforts have been made so far to conceive sustainable recreational fisheries.

This Workshop considers itself as initialisation of a more intense approach to a neglected topic. It aims to clarify under which conditions cooperation of development organisations, fisheries and the tourism sector can be organised in accordance with sustainable development.

Introduction: **Patrick Schwab, GTZ** (Sector Project Promotion of Responsible Fisheries) and **Burghard Rauschelbach, GTZ** (Sector Project Tourism and Sustainable Development)

Prof. Dr. Robert Arlinghaus, Humboldt University of Berlin (Faculty of Agriculture and Horticulture): Economical and Ecological Impacts of and the Code of Practice for Recreational Fisheries: Chances and Limits.

Oliver Hillel, Secretariat of the Convention on Biological Diversity: Recreational Fisheries in Light of CBD’s Principles and Decisions on Sustainable Use.

N.N.: The Role of Sustainability Criteria for the Creation and Marketing of Tourism Products for Recreational Fishermen.

Panel discussion: Responsible Fisheries: Cooperation for Sustainable Development through Tourism. What Are the Next Steps?

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