

# Forum Tourism and Development



## Dialogue on the Practice of Sustainable Tourism and International Cooperation

Thur., Feb. 26<sup>th</sup> - Sun., Mar. 1<sup>st</sup> 2009

Reisepavillon, Leisure and Travel Fair f.re.e,  
New Munich Trade Fair Centre

### Programme Overview

20.02.09



The **Forum Tourism and Development (Forum T+D)** is part of the Reisepavillon, the „International Alternative Travel Fair“. This year the Reisepavillon will take place in Munich, hosted by the Leisure and Travel Fair f.re.e, the new C-B-R.

The Forum T+D is intended to be a professional discussion platform on current international tourism issues. Furthermore it supports the market development of sustainable, environmentally friendly and socially fair tourism products. The Forum T+D is directed at tourism practitioners and experts as well as the interested public.

The Forum T+D 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](http://www.gtz.de/tourism) and [www.reisepavillon-online.de](http://www.reisepavillon-online.de)

#### Contact:

Thomas Frommhold  
E-Mail: [thomas.frommhold@web.de](mailto:thomas.frommhold@web.de)

Burghard Rauschelbach  
E-Mail: [burghard.rauschelbach@gtz.de](mailto:burghard.rauschelbach@gtz.de)  
[tourismus@gtz.de](mailto:tourismus@gtz.de)

Tel.: +49 (0)30 / 33 09 13 13

Tel.: +49 (0)6196 / 79 - 0



# Forum Tourism and Development (Forum T+D)

Dialogue on the Practice of Sustainable Tourism and International Cooperation

Thur., Feb. 26<sup>th</sup> - Sun., Mar. 1<sup>st</sup> 2009

Reisepavillon, New Munich Trade Fair Centre

| Time                                      | Room | Title  | Comments / Speakers   | Lang.     |
|---|------|--|---|-----------|
| <b>Thursday, February 26<sup>th</sup></b> |      |  |   |           |
| 16:00-17:30                               | B 41 | (1) <b>Tourism as a factor of sustainable economic development in the Balkan countries – How do funded projects succeed?</b>   | <b>Ismail Beka (GTZ Albania):</b> Destination development in the mountain region Thethi<br><b>Thierry Joubert (Green Visions, Bosnia-Herzegovina):</b> PPP-project with a youth travel agency<br><b>Ute Dannenmann (GTZ Montenegro):</b> Tourism development in the hinterland of Montenegro<br><b>Gordana Plavšić (GTZ Serbia):</b> The Danube Bicycle Track | dt. (en.) |
| <b>Friday, February 27<sup>th</sup></b>   |      |  |   |           |
| 11:00-13:00                               | B 41 | (2) <b>UNEP, UNWTO and SCBD: Sustainable Tourism Round-Tables</b><br>Round-Table 1: International initiatives on sustainable tourism<br>Round-Table 2: Standards and certification for sustainable tourism   | In Cooperation with United Nations Environment Programme (UNEP), World Tourism Organization (UNWTO) and the Secretariat of the Convention on Biological Diversity (SCBD).<br><b>Luigi Cabrini (UNWTO)</b> et al.<br><b>David Brown (Solimar)</b> et al.   | en.       |
| 14:00-16:00                               | B 41 | (3) Round-Table 3: Biodiversity and development  | <b>Oliver Hillel (SCBD)</b> et al.<br>A training programme on sustainable tourism   | en.       |
| 16:00-17:00                               | B 42 | (4) <b>Mecklenburg-Vorpommern and the Gulf of Thailand – Partnership for climate friendly tourism.</b><br>Related to a project of the International Climate Protecting Initiative, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety. | <b>Thorsten Permien (Head of Division, Ministry for Agriculture, Environment and Consumer Protection of Mecklenburg-Vorpommern)</b><br><b>Eike Otto (Tourism Consultant)</b><br><b>Vorathep Songpanya (GTZ Thailand)</b><br><b>Taweebhong Wichaidit (Director of Designated Areas Development Coordination Office, DASTA, Thailand)</b>                       | dt. (en.) |
| 17:00-18:00                               | B 42 | (5) <b>Climate change: Impulse for tourism masterplans?</b><br>Related to a project of the International Climate Protecting Initiative, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety.  | Discussion with:<br><b>Stefan Fredlmeier (Frankenwald Tourism Service Center)</b><br><b>Edgar Kreilkamp (Prof., Leuphana University Lüneburg)</b><br><b>Thorsten Permien (Head of Division, see (4) above)</b><br><b>Vorathep Songpanya (GTZ Thailand)</b><br><b>Taweebhong Wichaidit (see (4) above)</b>   | dt. (en.) |
| <b>Saturday, February 28<sup>th</sup></b> |      |  |   |           |
| 10:00-11:00                               | A 52 | (6) <b>Climate neutral event – How does it work?</b>   | <b>Rolf Pfeifer (General Manager, forum anders reisen)</b><br><b>Moritz Lehmkuhl (General Manager, ClimatePartner)</b>  | dt.       |
| 11:00-12:00                               | A 52 | (7) <b>Wilderness Camp – Wild destinations: Inter-cultural meeting place by nature.</b>  | <b>Thora Amend (GTZ Consultant)</b><br><b>Lukas Laux (Bavarian Forest National Park, environmental education)</b>   | dt.       |
| 14:00-15:00                               | B 51 | (8) <b>Tourism in Africa: Who profits really?</b>  | <b>Birgit Steck (SNV, Netherlands Development Organisation)</b><br><b>Julius Arnegger (University of Würzburg)</b>  | dt. (en.) |
| 15:00-16:00                               | B 51 | (9) <b>Post-post-Tsunami: Lessons learned from the tourism development in Thailand.</b>  | <b>Katrin Gebhard (Project Manager, UNWTO/Bonn)</b><br><b>Vorathep Songpanya (GTZ Thailand)</b><br>Short- film: „Ko Phi Phi – a Day in March 2005“  | dt. (en.) |
| 16:00-17:00                               | B 51 | (10) <b>Environmentally friendly and socially fair – How do I find the right hotel?</b>  | <b>Herbert Hamele (ECOTRANS)</b><br><b>Marion Klar (HRG Consulting)</b>   | dt.       |
| <b>Sunday, March 1<sup>st</sup></b>       |      |  |   |           |
| 15:00-17:00                               | B 51 | (11) <b>“When tourists stay away and thousands lose their jobs ...”</b>  | The GTZ invites to: A strategy game about the CO <sub>2</sub> -emissions of tourism and its alternatives.<br><b>Marcus Quinlivan (denkmodell)</b>   | dt.       |
| 17:00-18:00                               | B 51 | (12) <b>“When tourists stay away and thousands lose their jobs ...”</b>  | Discussion on the results of the strategy game and adaption for individual countries.   | en.       |

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



# Tourism as a factor of sustainable economic development in the Balkan countries – How do funded projects succeed?



**Thur., Feb. 26<sup>th</sup> 2009, 16:00 - 17:30 h**  
**Room B 41**

Language: German with sections in English

- 16:00** Introduction: **Burghard Rauschelbach** and **Thomas Frommhold (GTZ)**  
**16:10** **Ismail Beka (GTZ Albania)**: Destination development in the mountain region Thethi  
**16:25** **Ute Dannenmann (GTZ Montenegro)**: Tourism development in the hinterland of Montenegro  
**16:40** **Thierry Joubert (Green Visions, Bosnia-Herzegovina)**: Public-Private-Partnership for youth travelling  
**16:55** **Gordana Plavšić (GTZ Serbia)**: The Danube Bicycle Track  
**17:10** Discussion  
**17:30** End

www.gtz.de/tourism | www.reispavillon-online.de

**Contact:**

Thomas Frommhold  
E-Mail: thomas.frommhold@web.de

Burghard Rauschelbach  
E-Mail: burghard.rauschelbach@gtz.de  
tourismus@gtz.de

Tel.: +49 (0)30 / 33 09 13 13

Tel.: +49 (0)6196 / 79 - 0

20.02.2009



United Nations Environment Programme (UNEP), World Tourism Organization (UNWTO) and the Secretariat of the Convention on Biological Diversity (SCBD):

# Sustainable Tourism Round-Tables



Fri., Feb. 27<sup>th</sup> 2009, 11:00 - 16:00 h  
Room B 41

Language: English

- 11:00** Round-Table 1: International initiatives on sustainable tourism
- **Luigi Cabrini (UNWTO, head of Sustainable Development of Tourism)** – Chair
  - **Peter Zimmer (DRV/ ECOTROPHEA Award)**: Best practice examples for climate change, water and energy saving
  - **Birgit Steck (SNV)**: SNV's perspective over a decade and cooperation with UNWTO
  - **Andreas Mueseler (REWE-Touristik and TOI)**: Social aspects of sustainability
- 12:00** Round-Table 2: Standards and certification for sustainable tourism
- **David Brown (Solimar)** – Chair
  - **Stephan Busch (ASR)**: The Green Travel Bridge initiative to distribute eco-certified tourism
  - **Barbara Fritz (AGEG)**: The Green Star Hotel certificate: From local to national and international recognition
  - **Herbert Hamele (ECOTRANS)**: The DestiNet portal to Sustainable Tourism certificates and certified tourism
- 13:00** Break
- 14:00** Round-Table 3: Biodiversity and development – A training programme for sustainable tourism
- **Oliver Hillel (SCBD)** – Chair
  - **Stephanie Roth (OETE)**: Experience in Central/Eastern Europe through UNEP/GEF project in biosphere reserves
  - **Gordon Sillence (ECOTRANS)**: Lessons learned in capacity building
  - **Katrin Gebhard (UNWTO/Bonn)**: Biodiversity and Tourism for Tsunami Affected Countries
  - **Xavier Alphaize (TrainForTrade programme/UNCTAD Task Force on Tourism for Sustainable Development)**: UNCTAD's work on tourism for sustainable development
- 16:00** End

www.gtz.de/tourismus | www.reispavillon-online.de

**Contact:**

|                               |                                 |                                      |
|-------------------------------|---------------------------------|--------------------------------------|
| Oliver Hillel                 | Thomas Frommhold                | Burghard Rauschelbach                |
| E-Mail: oliver.hillel@cbd.int | E-Mail: thomas.frommhold@web.de | E-Mail: burghard.rauschelbach@gtz.de |
|                               |                                 | tourismus@gtz.de                     |
| Tel.: +1 (514) 287 7009       | Tel.: +49 (0)30 / 33 09 13 13   | Tel.: +49 (0)6196 / 79 - 0           |

20.02.2009



# Mecklenburg-Vorpommern and the Gulf of Thailand – Partnership for climate friendly tourism



**Fri., Feb. 27<sup>th</sup> 2009, 16:00 - 17:00 h**  
**Room B 42**

**Language:** German with sections in English

With the background of a German-Thai project within the International Climate Protection Initiative of BMU

**16:00** Introduction: **Burghard Rauschelbach (GTZ)**

- **Eike Otto (Tourism Consultant):** Fact finding mission: First observations and recommendations
- **Dr. Thorsten Permien (Head of Division, Ministry for Agriculture, Environment and Consumer Protection of Mecklenburg-Vorpommern):** Recreation for people and climate – The Forest Stock
- **Taweebhong Wichaidit (Director of Designated Areas Development Coordination Office, DASTA, Thailand):** Tourism and climate change in Thailand – Challenge and chance

**17:00** End



[www.gtz.de/tourism](http://www.gtz.de/tourism) | [www.reispavillon-online.de](http://www.reispavillon-online.de)

**Contact:**

Thomas Frommhold  
 E-Mail: [thomas.frommhold@web.de](mailto:thomas.frommhold@web.de)

Burghard Rauschelbach  
 E-Mail: [burghard.rauschelbach@gtz.de](mailto:burghard.rauschelbach@gtz.de)  
[tourismus@gtz.de](mailto:tourismus@gtz.de)

Tel.: +49 (0)30 / 33 09 13 13

Tel.: +49 (0)6196 / 79 - 0



20.02.2009



# Climate change: Impulse for tourism masterplans?



**Fri., Feb. 27<sup>th</sup> 2009, 17:00 - 18:00 h**  
**Room B 42**

## Panel Discussion

Tourism destinations will have to get prepared for the climate change. Which risks, but also which chances are arising from this? What has to be considered for tourism planning in the future? There are concrete planning and implementation demands along with a Thai-German model project, which is supported by the International Climate Protection Initiative of the German Federal Ministry of Environment.

**Language:** German with sections in English

**17:00** Moderation: **Eike Otto** (Tourism Consultant)

- **Stefan Fredlmeier** (Frankenwald Tourism Service Center)
- **Prof. Edgar Kreilkamp** (Leuphana University Lüneburg)
- **Dr. Thorsten Permien** (Head of Division, Ministry for Agriculture, Environment and Consumer Protection of Mecklenburg-Vorpommern)
- **Burghard Rauschelbach** (GTZ, Head of the Programme "Tourism and Sustainable Development")
- **Taweethong Wichaidit** (Director of Designated Areas Development Coordination Office, DASTA, Thailand)

**18:00** End



[www.gtz.de/tourism](http://www.gtz.de/tourism) | [www.reispavillon-online.de](http://www.reispavillon-online.de)

**Contact:**

Thomas Frommhold  
 E-Mail: [thomas.frommhold@web.de](mailto:thomas.frommhold@web.de)

Burghard Rauschelbach  
 E-Mail: [burghard.rauschelbach@gtz.de](mailto:burghard.rauschelbach@gtz.de)  
[tourismus@gtz.de](mailto:tourismus@gtz.de)

Tel.: +49 (0)30 / 33 09 13 13

Tel.: +49 (0)6196 / 79 - 0



20.02.2009





# Wilderness Camp – Wild destinations: Where nature and culture meet

Sat., Feb. 28<sup>th</sup> 2009,  
 11:00 - 12:00 h  
 Room A 52

Language: German



- 11:00 Lukas Laux (Bavarian Forest National Park):** Where culture and nature meet: The International Wilderness Camp
- 11:25 Thora Amend (GTZ Consultant):** Beyond boundaries: The International Youth Summit “Go 4 BioDiv” and the role of development cooperation
- 11:50** Discussion
- 12:00** End

www.gtz.de/tourism | www.reispavillon-online.de

**Contact:**

Thomas Frommhold  
 E-Mail: thomas.frommhold@web.de

Burghard Rauschelbach  
 E-Mail: burghard.rauschelbach@gtz.de  
 tourismus@gtz.de

Tel.: +49 (0)30 / 33 09 13 13

Tel.: +49 (0)6196 / 79 - 0

20.02.2009





# Post-post- Tsunami: Lessons learned from the tourism development in Thailand



Sat., Feb. 28<sup>th</sup> 2009, 15:00 - 16:00 h  
 Room B 51

After the Tsunami in December 2004 the German Government supported Thailand i.a. by a programme for the environmentally compatible rehabilitation of the impacted coastal areas of the Andaman Sea. The GTZ implemented this 2-years programme on behalf of the Federal Ministry for Economic Cooperation and Development. The short-film "Kho Phi Phi – A Day in March 2005" is a documentary about the situation of Phi Phi Island.

Goal of the UNWTO (Bonn) "Consulting Unit on Biodiversity and Tourism for Tsunami Affected Countries" is to support a sustainable tourism development, which also includes the conservation of ecosystems as safeguards against natural disasters like tsunamis, through providing tools for management, communication and participation.

**Language:** German with sections in English

**15:00** Introduction: **Burghard Rauschelbach (GTZ)**

- **Eike Otto (Tourism Consultant):** Overview on tsunami affected areas in Thailand
- **Short-film:** "Koh Phi Phi – a Day in March 2005"
- **Katrin Gebhard (Project Manager, UNWTO/Bonn):** How biodiversity conservation can support tourism and tsunami protection
- **Vorathep Songpanya (GTZ Thailand):** Tsunami regions in Thailand today

**16:00** End



[www.gtz.de/tourism](http://www.gtz.de/tourism) | [www.reispavillon-online.de](http://www.reispavillon-online.de)

**Contact:**

Thomas Frommhold  
 E-Mail: [thomas.frommhold@web.de](mailto:thomas.frommhold@web.de)

Burghard Rauschelbach  
 E-Mail: [burghard.rauschelbach@gtz.de](mailto:burghard.rauschelbach@gtz.de)  
[tourismus@gtz.de](mailto:tourismus@gtz.de)

Tel.: +49 (0)30 / 33 09 13 13

Tel.: +49 (0)6196 / 79 - 0



20.02.2009



# Environmentally friendly and socially fair – How do I find the right hotel?

Sat., Feb. 28<sup>th</sup> 2009,  
16:00 - 17:00 h  
Room B 51

Language: German



- 16:00** Introduction: **Burghard Rauschelbach** and **Stefan Raich (GTZ)**  
**16:10** **Claudia Tesfai (GTZ)**: In search of a socially fair and environmentally friendly hotel – report  
**16:15** **Marion Klar (Hogg Robinson Group)**: Organising sustainable business trips  
**16:25** **Herbert Hamele (ECOTRANS)**: Certification in tourism – Approaches for developing and transition countries  
**16:45** Discussion  
**17:00** End



[www.gtz.de/tourism](http://www.gtz.de/tourism) | [www.reispavillon-online.de](http://www.reispavillon-online.de)

**Contact:**

Thomas Frommhold  
E-Mail: [thomas.frommhold@web.de](mailto:thomas.frommhold@web.de)

Burghard Rauschelbach  
E-Mail: [burghard.rauschelbach@gtz.de](mailto:burghard.rauschelbach@gtz.de)  
[tourismus@gtz.de](mailto:tourismus@gtz.de)

Tel.: +49 (0)30 / 33 09 13 13

Tel.: +49 (0)6196 / 79 - 0



20.02.2009



# “When tourists stay away and thousands lose their jobs ...”

Sun., Mar. 1<sup>st</sup> 2009,  
 15:00 - 18:00 h  
 Room B 51



## Strategy Game

Environmentalists call for a reduction of the long-distance travel demand. But what are the alternative livelihoods for employees in the tourism sector in tropical travel paradises? How does a decrease of tourist arrivals influence CO<sub>2</sub>-emissions? We invite you to develop a scenario for the Indonesian island Bali. Afterwards the results of this strategy game will be discussed and the adaption of the scenario for individual countries will be reviewed.

**Language:** German, Discussion in English

**15:00** A strategy game about the CO<sub>2</sub>-emissions of tourism and its alternatives

Introduction: **Klaus Lengefeld (GTZ)**

Moderation: **Marcus Quinlivan (denkmodell)**

**17:00** Discussion on the results of the strategy game and adaption for individual countries (in English)

Moderation: **Marcus Quinlivan and Klaus Lengefeld**

**18:00** End



[www.gtz.de/tourism](http://www.gtz.de/tourism) | [www.reispavillon-online.de](http://www.reispavillon-online.de)

**Contact:**

Thomas Frommhold

E-Mail: [thomas.frommhold@web.de](mailto:thomas.frommhold@web.de)

Burghard Rauschelbach

E-Mail: [burghard.rauschelbach@gtz.de](mailto:burghard.rauschelbach@gtz.de)  
[tourismus@gtz.de](mailto:tourismus@gtz.de)

Tel.: +49 (0)30 / 33 09 13 13

Tel.: +49 (0)6196 / 79 - 0



20.02.2009