

# Tourism Forum International

at the Reisepavillon 2010  
- Congress on Sustainable Tourism -

Thu., April 22<sup>nd</sup> - Sun., 25<sup>th</sup> 2010

## Programme

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The **Tourism Forum International (TFI)** is part of the Reisepavillon. In 2010 the Reisepavillon will be held 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 year's 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](http://www.gtz.de/tourism) and [www.reisepavillon-online.de](http://www.reisepavillon-online.de)

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Apr. 18<sup>th</sup> 2010

# Programme of the Reisepavillon 2010

## - Overview -

**TFI**

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

### Thursday, April 22<sup>nd</sup> 2010

Time	Federal Press Office, Reichstagsufer 14, 10117 Berlin-Mitte	Lang.
11.00-13.00	<b>Protection of Environment and Culture in Tourism – Activities of the German Tour Operators Association (DRV) and Their Partners</b> Dr. Dietrich Brockhagen (atmosfair), Stefan Baumeister (myclimate), Dr. Ines Carstensen and Jens Hulvershorn (Futouris e.V.), Herbert Hamele (Ecotrans), Jasper Tautz, Dr. Peter Zimmer (DRV)	ger.
13.00-13.30	<b>Break</b>	
13.30-14.00	<b>Press Conference</b> Anke Biedenkapp (Stattreisen Hannover), Burghard Rauschelbach (GTZ), Oliver Hillel (SCBD)	ger.
14.00-16.00	<b>Opening of the Reisepavillon Jubilee</b> With representatives from politics, business and NGOs. Retrospective: 20 years of Reisepavillon. Looking ahead: the future of sustainable tourism. Moderated by: Andreas Stopp (Deutschlandfunk) Christian Baumgartner (NFI), Anke Biedenkapp (Stattreisen Hannover), Petra Bollich (WWF), Dr. Kathrin Bürglen (DB), Dr. Dietrich Brockhagen (atmosfair), Giulia Carbone (IUCN), Mila Dahle (TUI), Jens Enemark (Common Wadden Sea Secretariat), Prof. Dr. Erdmann (BfN), Oliver Hillel (SCBD), Hans-Gustav Koch (DRV), Stephan Krug (Viabono), Andreas Müseler (TOI), Burghard Rauschelbach (GTZ), Helmut Röscheisen (DNR), Roland Streicher (far)	ger. (en.)
16.00-16.30	<b>Break</b>	
16.30-18.00	<b>Tourism's Climate-Check</b> Moderated by: Andreas Stopp (Deutschlandfunk) Panel discussion with Ernst Burgbacher (Tourism Commissioner of the German Government), Dr. Kathrin Bürglen (DB), Michal Cramer (Member of the European Parliament), Stefan Gössling (University of Lund), Matthias von Randow (Air Berlin), Dr. Peter Zimmer (DRV)	ger.
18.15-21.00	<b>The Wadden Sea World Natural Heritage Site</b> Multimedia show and opening ceremony of the Wadden Sea exhibition. Jens Enemark (CWSS), Prof. Karsten Reise (AWI, Sylt), Martin Stock (National Park Schleswig-Holstein)	ger.

### Friday, April 23<sup>rd</sup> 2010

Time	Harnack-Haus, Ihnstraße 16-20, 14195 Berlin-Dahlem	Lang.
9.30-10.00	<b>The Prospects for (Sustainable) Tourism [Goethe-Saal]</b> Prof. Dr. Hansruedi Müller, Universität of Berne	ger.
10.15-12.30	<b>World Heritage and Tourism: Chances for Sustainable Development [Goethe-Saal]</b> 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 (Deutschlandfunk) Barbara Engels (BfN), Giulia Carbone (IUCN), Andreas Müseler (REWE Touristik), Dr. Hans-Ulrich Rösner (WWF), Sven Ambrosy (Head of the district Friesland) Panel discussion: World Heritage – Overestimated and Underused Marion Hammerl (GNF), Thomas Bracht (UNESCO World Heritage Sites Germany), Jens Enemark (CWSS)	ger. (en.)

**TFI**

## Friday, April 23<sup>rd</sup> 2010

Time	Harnack-Haus, Ihnstraße 16-20, 14195 Berlin-Dahlem	Lang.
11.00-12.00	<b>Unknown Surroundings of Berlin</b> [ <i>Jesse-Owens-Saa</i> ] Travelling to Neumark, Sternberger Land and Ziemia Lubuska. Michael Diefenbach (Heimatreisen)	ger.
11.00-12.00	<b>Destination Nature: Nature Experiences, Mobility and Climate Protection</b> [ <i>Vogt-Saa</i> ] Dr. Kathrin Bürglen (DB)	ger.
12.30-13.30	<b>SOS Hasankeyf - 12.000 Years of History at Tigris about to Disappear</b> [ <i>Jesse-Owens-Saa</i> ] Stefanie Hermsen, Manfred-Hermsen-Stiftung	ger.
12.30-13.30	<b>The Copenhagen Failure: How to Continue with Climate Justice and Tourism?</b> [ <i>Vogt-Saa</i> ] Heinz Fuchs (EED-Tourism Watch), Sabine Minninger (EED-Tourism Watch), Alexander Liedke (Germanwatch), Andreas Zotz (respect)	ger.
14.00-15.30	<b>European Funds for Sustainable Tourism</b> [ <i>Goethe-Saa</i> ] Renata Kavelj (emcra)	ger.
14.00-16.30	<b>The Wadden Sea World Natural Heritage as Field of Cooperation for Tour Operators and Regional Tourism Providers</b> [ <i>Jesse-Owens-Saa</i> ] Cooperation partners: Nordsee Tourismus Service GmbH and Nordsee GmbH. Moderated by: Wolfgang Günther (N.I.T.) Constanze Höfinghoff (NTS), Oliver Melchert (Die Nordsee GmbH), Kai Pardon (ONE WORLD) [ <i>requested</i> ]	ger.
14.00-16.15	<b>Tourism to Developing Countries – Climate Killer or Saviour of the Poor?</b> [ <i>Vogt-Saa</i> ] Presented by the University for Sustainable Development Eberswalde. Moderated by: Prof. Dr. Wolfgang Strasdas Christian Baumgartner (NFI), Prof. Stefan Gössling (University of Lund), Andreas Koch (Futouris e.V.), Gopinath Parayil (The Blue Yonder, Indien), Burghard Rauschelbach (GTZ)	en.
16.00-19.00	<b>The Future of the Reisepavillon – World Café</b> [ <i>Goethe-Saa</i> ] Reisepavillon in cooperation with World Café Europe. Moderated by: Arved Lüth (:response)	ger.
16.15-17.30	<b>Training for Tourism Professions in Times of Climate Change</b> [ <i>Vogt-Saa</i> ] Presented by the University for Sustainable Development Eberswalde. Moderated by: Prof. Dr. Hartmut Rein Prof. Dr. Cord Petermann (University Munich), Martina Porzelt (VDN), Prof. Dr. Bernd Stecker (University Bremen) et al.	ger.
16.30-19.00	<b>Development of a Common Tourism Strategy for the Dutch-German Wadden Sea World Heritage</b> [ <i>Jesse-Owens-Saa</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 (CWSS) Jens Enemark (CWSS), Barbara Engels (BfN), Christiane Gätje (National Park Authority Wadden Sea of Schleswig-Holstein), Peter Prokosch (UNEP/GRID-Arendal), Julia Pulman (Jurassic Coast Marketing Officer), Enno Schmoll (Jade University)	ger. (en.)
17.30-18.30	<b>Young World Heritage Ambassadors Arouse: "Go4BioDiv – World Heritage Sites" at the Biodiversity Conference in Japan</b> [ <i>Vogt-Saa</i> ] Dr. Thora Amend (GTZ) and Lukas Laux (National Park Bavarian Forrest)	ger.
18.30-20.30	<b>Ceremony for the CBD 2010 Indigenous Tourism and Biodiversity Website Award</b> [ <i>Vogt-Saa</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), president of far, Burghard Rauschelbach (GTZ) and other specialists.	en.
20.30	<b>Reisepavillon-forum-anders-reisen-Party</b> 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 24<sup>th</sup> 2010

Time	Harnack-Haus, Ihnestr��e 16-20, 14195 Berlin-Dahlem	Lang.
10.00-11.00	<b>Sustainable Germany: The Long Road to Responsible Tourism</b> [ <i>Jesse-Owens-Saal</i> ] Antje Monshausen (EED-Tourism Watch), Heinz Fuchs (EED-Tourism Watch), Jasper Tautz (DRV)	ger.
10.00-17.00	<b>CBD 2010 Indigenous Tourism and Biodiversity Website Award: Workshop on the Use of Web 2.0 and 3.0 Technologies in Indigenous Tourism</b> [ <i>Humboldt-Zimmer</i> ] Presented by the Secretariat of the Convention on Biological Diversity (SCBD), Oliver Hillel Moderated by: Ron Mader (editor of Planeta.com) 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	<b>Destination Development as Consultancy Work: Content and Quality Demand, International Experiences</b> [ <i>Vogt-Saal</i> ] Tourism Forum International (TFI), cooperation partners: German Association for Applied Geography (DVAG) and Deutsche Gesellschaft f��r 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 & Gordon Sillence (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), J��rgen Nauber (UNWTO Consulting Unit for Tourism and Biodiversity) <b>Number of seats is limited, we kindly ask you to get registered additionally by sending an email to: <a href="mailto:geschaefsstelle@dvag.geographie.de">geschaefsstelle@dvag.geographie.de</a></b>	ger. (en.)
11.00-13.00	<b>Sustainable Travel for Children and Youths</b> [ <i>Goethe-Saal</i> ] Reisepavillon in cooperation with the national children's and youths' holiday centre association. Moderated by: Christine Brandenburg (KIEZ G��ntersberge) Christian Baumgartner (NFI), Bernd Fischer (Tourism Association Mecklenburg-Vorpommern), Thomas Korbus (RUF-Jugendreisen), Markus Tressel (Member of the German Parliament), Birgit W��llert (Member of the Parliament of Brandenburg)	ger.
11.00-11.30	<b>Linking Tourism &amp; Conservation – Maritime Protection</b> [ <i>Jesse-Owens-Saal</i> ] Peter Prokosch (UNEP/GRID-Arendal)	ger.
11.30-12.00	<b>Green MICE</b> [ <i>Jesse-Owens-Saal</i> ] Dr. Peter Zimmer (Green Globe Germany)	ger.
11.55-12.30	<b>TourCert: Promoting and Measuring Corporate Responsibility</b> [ <i>Press-Dome</i> ] Press conference of EED, University Eberswalde, KATE and Naturefriends International (NFI)	ger.
12.30-13.30	<b>Sustainable Tourism as a Prospect for the Former Eastern Block States: the Example of the Ukraine</b> [ <i>Humboldt-Zimmer</i> ] Prof. Pavel Petrychenko (Odessa State Economics University)	en.
14.00-17.00	<b>Training for Sustainable Tourism</b> [ <i>Goethe-Saal</i> ] Dr. Carmen Giese (Center of CSR, Sustainability & Compliance, T��V Rhineland Education and Consulting GmbH), Nicole H��usler (mas contour, International Centre for Responsible Tourism), Angelika Krenzer-Bass & Randy Haubner (biz Bremen), Walter Krombach (Willy-Scharnow-Foundation), Prof. Dr. Tatjana Thimm (University Konstanz)	ger.
14.00-15.00	<b>Close to Berlin, but feels like in Siberia?</b> [ <i>Jesse-Owens-Saal</i> ] Impressions of 20 years: travelling in Western Poland. Matthias Enger (MTM)	dt.
15.00-16.00	<b>Tourism Development and Carbon Dependency in French Overseas Territories: Lessons from the Future</b> [ <i>Jesse-Owens-Saal</i> ] Ghislain Dubois (Universit�� de Versailles-Saint-Quentin-en-Yvelines)	en.

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## Saturday, April 24<sup>th</sup> 2010

Time	Harnack-Haus, Ihnstraße 16-20, 14195 Berlin-Dahlem	Lang.
16.00-17.00	<b>Sustainable School Trips to the Wadden Sea World Natural Heritage Site</b> [ <i>Jesse-Owens-Saal</i> ] The service of the International Wadden Sea School for teachers, course leaders and school trip planners: Lisa Dobutowitsch (International Wadden Sea School)	ger.
16.00-18.00	<b>Fishing – Experience in Nature: Tourism Product for Sustainable Development</b> [ <i>Vogt-Saal</i> ] Tourism Forum International (TFI), cooperation partners: Humboldt University of Berlin (Faculty of Agriculture and Horticulture, Institute for Animal Sciences) and 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) Panel discussion: Responsible Fisheries: Cooperation for Sustainable Development through Tourism. What Are the Next Steps?	ger. (en.)
17.00-18.00	<b>Swap Your Gamepad for a Paddle! Creative Nature Experiences for Children and Youths with Limited Educational Background</b> [ <i>Jesse-Owens-Saal</i> ] National canoe tourism association (BKT), Friends of the Earth Germany (BUND), Matthias Beyer (maslcontour)	ger.

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## Sunday, April 25<sup>th</sup> 2010

Time	Altes Museum, Am Lustgarten, 10178 Berlin-Mitte	Lang.
10.00-14.00	<b>Excursion: World Cultural Heritage Sites in Berlin – Museumsinsel, Wohnstadt Carl Legien, Großsiedlung Siemensstadt</b> Meet at Lustgarten, in front of Altes Museum, Museum Island Participation fee: 25 €, registration (by April 20 <sup>th</sup> ): 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](http://www.reisepavillon-online.de)

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



# World Heritage and Tourism



THE WADDEN SEA  
WORLD HERITAGE

## Chances for Sustainable Development

ReisePavillon  
gtz

Fri., April 23<sup>rd</sup> 2010, 10.15 - 12.30 h,  
Goethe-Saal

Language: German, with sections in English

Moderated by: **Andreas Stopp (Deutschlandfunk)**

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.

**Dr. 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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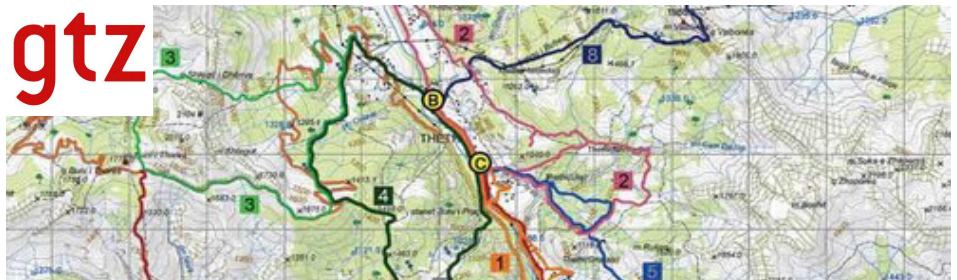
Apr. 18<sup>th</sup> 2010



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

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

gtz



**Language:** German with  
sections in English

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 & Gordon Sillence, 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 Consulting Unit for Tourism and Biodiversity**.

**Number of seats is limited, we kindly ask you to get registered additionally by sending an email to: [geschaeftsstelle@dvag.geographie.de](mailto:geschaeftsstelle@dvag.geographie.de)**

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Apr. 18<sup>th</sup> 2010



# Fishing – Experience in Nature

## Tourism Product for Sustainable Development

Sat., April 24<sup>th</sup> 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, Institute for Animal Sciences):** 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.

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

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

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