



Federal Ministry
for Economic Cooperation
and Development

PROGRAMME

Tourism for Sustainable Development

ITB Berlin NOW – Convention Stage 1

Friday, 12 March 2021



Sustainable Ways Out of a Challenging Crisis

Session 1

Impact and Tourism Recovery in Developing and Emerging Countries

Friday, 12 March 2021, 11.00 – 11.55 h

➔ live stream / video on demand – for ITB Berlin NOW attendees only

Session 2

Approaches and Measures in Cooperation with International and Local Partners

Friday, 12 March 2021, 12.00 – 12.55 h

➔ live stream / video on demand – for ITB Berlin NOW attendees only

The promotion of sustainable development through tourism has not only been in focus since the outbreak of the Corona pandemic, but it is more urgent than ever due to its huge impact on the industry. The German Federal Ministry for Economic Cooperation and Development (BMZ) has therefore initiated a comprehensive programme which paves the way for partner countries through the COVID-19 crisis towards a more resilient and sustainable tourism landscape. The measures are designed for 16 countries that are particularly affected by the Corona crisis and represent important destinations for the German travel market. The implementation will start in spring 2021 together with strong international partner organisations as well as local cooperation partners. The holistic approach aims at making tourism emerge stronger from the crisis and contribute to sustainable development with the broadest possible impact. The activities of the BMZ, which are closely tailored to the needs of the local population, build on previous activities and the guidelines for development cooperation in the field of tourism.

11.00 – 11.55 h

Session 1

Sustainable Ways Out of a Challenging Crisis

Impact and Tourism Recovery in Developing and Emerging Countries

The COVID-19 crisis has presented the global tourism industry with unforeseen challenges. Many people in developing and emerging countries depend heavily on tourism as a source of income and employment. This event sheds a light on the impacts of the pandemic on tourism destinations at a local level and how this affects the industry. International cooperation plays a vital role in supporting destinations to recover from this crisis and to build back better.

Moderated by **Conny Czymoch**, Journalist



Welcome

Norbert Barthle, Parliamentary State Secretary to the Federal Minister for Economic Cooperation and Development (BMZ)

COVID-19 and Tourism in Developing and Emerging Countries: Needs, Challenges and Options

Dr Anna Spenceley, International Tourism Expert

A Crisis Mutually Felt: The German Travel Market and Their Partners in Developing and Emerging Countries

Volker Adams, Head of Policy/ Foreign Tourism, DRV

Petra Thomas, Managing Director, forum anders reisen

International Cooperation to Build Back Better Collaboratively

Norbert Barthle, Parliamentary State Secretary to the Federal Minister for Economic Cooperation and Development (BMZ)

12.00 – 12.55 h

Session 2

Sustainable Ways Out of a Challenging Crisis

Approaches and Measures in Cooperation with International and Local Partners

In a comprehensive programme, the German Federal Ministry for Economic Cooperation and Development (BMZ) initiates a variety of measures aimed at supporting communities and tourism businesses get through the COVID-19 pandemic. Strong international and local partners are at the core of implementing these measures in 16 countries particularly affected by the crisis. This event showcases approaches to protect vulnerable groups and biodiversity hotspots depending on tourism revenues, as well as initiatives to support entrepreneurship and local businesses.

Moderated by **Conny Czymoch**, Journalist

COVID-19 Relief Programme for Innovative Entrepreneurs

Elisabeth Uhlig, Program Manager, enpact e.V.

Manuel Ferreira, Stakeholder Engagement Officer, TUI Care Foundation

Lius Widjaja, Gomodo Tech (Indonesia)

Ana Laura Rodríguez Ortiz, Agrado Guest House (Mexico)

Mauricio Moreno, Agrado Guest House (Mexico)

Protecting those Groups Most Affected in and beyond the Tourism Crisis

Dr Dorothea Czarnecki, Deputy Executive Director of Programmes, ECPAT International

Marina Diotavelli, Head of Ethics, Culture and Social Responsibility, UNWTO

Biodiversity and Tourism: Protective Measures to Counter the Crisis

Kirsten Martin, Programme Officer, IUCN Global Protected Areas Programme, Green List Team

Maria Moreno, Programme Officer, Governance for Conservation, South America Programme, IUCN South American Office

Maher Mahjoub, Regional Programme Coordinator, Mediterranean and North Africa Programme, IUCN Mediterranean Office

Nirmal Shah, Managing Director, Nature Seychelles

Ready for Restart: Strengthening Businesses and Local Communities in Cultural Destinations

Dr Mechtild Rössler, Director of the UNESCO World Heritage Centre

Dr Hang Peou, Director General of APSARA National Authority, Angkor

Closing Remarks

Norbert Barthle, Parliamentary State Secretary to the Federal Minister for Economic Cooperation and Development (BMZ)