



2017 International Symposium  
and Annual Conference:  
**Empowering Tourism  
Destinations' Sustainability  
through Innovation**

Kasane, Chobe District, Botswana,  
7-9 December 2017

**INTERNATIONAL SYMPOSIUM, 7 DECEMBER 2017**  
**Cresta Mowana Safari Resort & Spa, Kasane, Botswana**  
**Programme**

- 09:00 – 09:15 Official opening**
- ❖ Dr. Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO) – *Video address*
  - ❖ Hon. Tshekedi Khama, Minister of Environment, Natural Resources Conservation and Tourism, Ministry of Environment, Natural Resources Conservation and Tourism of Botswana

**09:15 – 10:45 Panel 1 – Tourism and Conservation planning: Better data for better management**

The sustainable development of tourism depends on a healthy environment. Well-managed tourism can in turn contribute to the preservation of natural resources. Are tourism planners up to speed integrating the use of new technologies to monitor tourism's positive and negative impacts on the environment? How are technologies being used for conservation planning and which potential synergies can be found to make tourism and conservation planning more effective?

- Moderators:**
- ❖ UNWTO: Dirk Glaesser, Director, Sustainable Development of Tourism
  - ❖ UN Global Pulse: Paula Hidalgo-Sanchís, Manager, Pulse Lab Kampala
- Presentations and debate:**
- ***Evidence-based policy advice through GIS tracking of tourists - the Tourism Tracer project:*** Anne Hardy, Director, Tourism Research and Education Network (TRENd), University of Tasmania, Australia
  - ***Geospatial technologies and big data - the growing tool-box for tourism planning and management:*** Simon Hughes, Managing Director, Hatfield Consultants Africa
  - ***Global mobility studied via ICT data - applications for tourism:*** José Javier Ramasco, Distinguished Researcher, Institute for Cross-Disciplinary Physics and Complex Systems, Spanish National Research Council and University of the Balearic Islands, Spain
  - ***Data for Sustainability - creating unique tools for lasting benefits:*** Sergio Estella, Founder & Chief Design Officer, Vizzuality

**10:45 – 11:00 Networking coffee break**

**11:00 – 12:30 Panel 2 – Circularity in tourism value chains: Supporting the Paris Agreement through a low carbon transition**

A circular economy aims at minimizing waste, emissions and energy leakage by making production processes more efficient. Product-oriented industries are becoming increasingly interested in this concept. On the other hand service-oriented industries, such as tourism, face difficulties adopting circular approaches because of the complexity of their value chains. Have we untapped opportunities that would allow accelerating the implementation of climate global goals?

- Moderators:**
- ❖ Ministry of Ecological and Inclusive Transition of France: Bruno Fareniaux, General Advisor (Intervention in French/ Simultaneous translation available)
  - ❖ International Tourism Partnership: Nicolas Perin, Programme Manager
- Presentations and debate:**
- ***Transforming tourism value chains to accelerate more resilient, resource efficient and low carbon development:*** Lisette Marie Gil Munoz, Tourism and Value Chains Specialist, Owners Association of Hotels Condos Playa Dorada, Dominican Republic
  - ***Supporting zero waste to landfill policy through supply chain management and green procurement in the hospitality industry: A Case Study:*** Bonte Edwards, Associate, Environmental Management and Sustainability, JG Afrika
  - ***Tourism and the Paris agreement: what solutions for the transport sector?:*** Vincent Benezech, Transport Analyst, International Transport Forum, OECD
  - ***Destination Management Organizations as drivers for the circular economy:*** Guy Bigwood, Director, Global Destination Sustainability Index

**12:30 – 14:00 Networking lunch**



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14:00 – 15:30

**Panel 3 – Financing innovation in tourism: Promoting conservation, competitiveness, sustainability and inclusion**

Access to finance is a persistent challenge for tourism and conservation stakeholders, whether in the form of loans, credits or grants. How could the sector capitalize on its success to enhance its strategic positioning vis à vis financial institutions and further promote a business environment that is fostering conservation, competitiveness, sustainability and inclusion? Can innovative financing and the financing of innovation be (part of) the solution the sector has been looking for?

Moderators:

- ❖ UNDP: Muyeye Chambwera, Technical Specialist, Sustainable Development
- ❖ Wilderness Safaris: Sue Snyman, Group Sustainability Manager and Vice-Chair of the IUCN WCPA Tourism and Protected Areas Specialist Group

Presentations  
and debate:

- **Biodiversity conservation and wildlife tourism at the Global Environment Facility:** Jaime Cavelier, Senior Biodiversity Specialist, Programs Unit, Global Environment Facility
- **Leveraging partnerships to promote sustainable wildlife-based tourism:** Elisson Wright, Senior Program Coordinator, Global Wildlife Program, World Bank Group
- **Tourism – an opportunity for transfrontier conservation areas? :** Reinhard Woytek, Programme Director SADC-GIZ Transboundary Use and Protection of Natural Resources
- **Natural capital, sustainable tourism and innovative financing:** Ruud Jansen, Executive Secretary, Gaborone Declaration for Sustainability in Africa/ Conservation International
- **Impact investing and conservation tourism:** Francois Barnard, Associate, Conservation Capital

15:30 – 15:45

**Networking coffee break**

15:45 – 17:15

**Panel 4 – Marketing of Sustainability: Driving change in an era of 'empowered tourists'**

As the sector takes action on sustainability, communicating the sector's efforts has become a powerful tool to encourage tourists to make more responsible choices while responding to a growing demand. At the same time, tourists now have unprecedented access to information and the tools to co-create and disseminate content. How can tourism businesses and destinations gather timely insights about their performance and continue promoting more responsible consumption patterns?

Moderator:

- ❖ MCI Group: Guy Bigwood, Sustainability Manager

Presentations  
and debate:

- **Marketing a sustainable destination – a Botswana story:** Jillian Blackbeard, Executive Manager, Botswana Tourism Organization
- **Successes and challenges of marketing sustainability in adventure travel:** Praveen Moman, Co-founder and Managing Director of Volcanoes Safaris and Member of the Advisory Board of the Adventure Travel and Trade Association
- **Supporting the development of domestic elephant-watching tourism:** Julien Marchais, Founder & Programme coordinator, Association Elephants & Humans, Coordinator of the EleWatch Initiative
- **Monitoring visitor satisfaction for effective sustainability strategies:** Michael Kessler, Chief Revenue Officer, Review Pro
- **Understanding behaviour science for sustainable tourism: 'Empowerment and Fun':** Christopher Warren, Director, International Centre for Responsible Tourism – Australia and Middle East

17:15 – 17:30

**Conclusions, closing remarks and vote of thanks**

- ❖ Jillian Blackbeard, Executive Manager, Botswana Tourism Organization

17:30 – 19:30

Free time

19:30 – 22:00

**Welcome dinner at Cresta Mowana Safari Resort & Spa**