



UNWTO ACTIVITIES PROGRAMME

Wednesday 8 - Sunday 12, March 2017



The ITB Official Partner Country is Botswana

Date	Time	Activity	Venue
7 March, Tuesday			
	12:30 – 13:30	Media Briefing with the UNWTO Secretary-General <i>For more information, please contact comm@unwto.org</i>	Hotel Grand Hyatt Berlin Marlene Dietrich Platz 2 Room Richard Rogers
	18:00 – 20:00	Opening Ceremony (by invitation only)	Hall B CityCube Berlin
8 March, Wednesday			
	10:00 – 11:00	Official ITB Berlin opening tour	CityCube Berlin
	14:00 – 16:00	7th Silk Road Ministers' Meeting Sustainable Tourism and Local Silk Road Communities (by invitation only) Celebrating 2017 as the International Year of Sustainable Tourism for Development, this year's Silk Road Ministers Meeting will focus on the impact sustainable tourism policies and practices have on local Silk Road communities. As a region home to outstanding natural landscapes and cultural heritage sites that transcend individual countries, sustainability is a vital issue for the Silk Road. The meeting will discuss best-practice examples and work towards a common approach on the objectives contained in the 2030 Sustainable Development Goals (SDGs). This is a closed meeting, attendance through invitation only. Additional information, including registration, is possible here: http://silkroad.unwto.org/event/7th-unwto-silk-road-ministers-meeting-itb-berlin-2017 <i>For more information, please contact silkroad@unwto.org</i>	Hall 7.3 Berlin Room
	14:00 – 16:00	Executive Committee of the World Tourism Network on Child Protection (for Committee Members only) <i>For more information, please contact ethics@unwto.org</i>	Villa Kastania Hotel Room Fresko

9 March, Thursday

	09:30 – 11:00	ITB Speed Networking (supported by the Silk Road Programme) <i>For more information, please click here</i>	Level B CityCube Berlin
	11:00 – 12:00	New platform tourism services (or the so-called sharing economy) UNWTO is currently conducting a research on 'private tourism services through digital platforms', a phenomenon often referred to as the 'sharing economy', the 'collaborative economy' or 'peer to peer' (P2P) economy. During ITB 2017, UNWTO will present the preliminary results of this ongoing research. The event intends to discuss the importance of this topic, the various issues it raises, and how these issues are being addressed by many destinations. <i>For more information, please click here or contact comm@unwto.org</i>	Room M1 CityCube Berlin
	13:30 – 14:30	UNWTO Panel on Indigenous Tourism: Promoting equitable partnerships This UNWTO panel will discuss equitable partnerships in tourism that can benefit indigenous communities and sustain their socio-economic empowerment on the long-term basis. The event will also highlight the need for a more systematic guidance in the tourism sector regarding a sustainable and responsible development of indigenous tourism. It will finally showcase good practices which have provided indigenous people with concrete entrepreneurial opportunities and helped them to stay on their ancestral territories. <i>For more information, please click here or contact ethics@unwto.org</i>	Room M1 CityCube Berlin
	14:00 – 16:00	6th Tour Operators' Forum on the Silk Road Jointly organized by the UNWTO Silk Road Programme and the Graduate Tourism Programme of Monash University, Australia, this year's forum will focus on the growing importance and relevance of the millennial traveller. What are they interested in? How do they travel? What information sources do they access? By bringing together tour operators with post graduate tourism industry researchers, private sector stakeholders will be able to discuss best-practice examples, network and receive first-hand advice on how to approach this growing tourism segment. Additional information, including registration, is possible here: http://silkroad.unwto.org/event/6th-unwto-silk-road-tour-operators-forum-itb-berlin-2017 <i>For more information, please contact silkroad@unwto.org</i>	Palais West
	15:00 – 16:30	32nd Meeting of the World Tourism Network on Child Protection The UNWTO's Child Protection Network serves as a platform for tourism stakeholders to exchange good practices and discuss the most pressing challenges in curbing child and youth exploitation in the tourism sector, including sexual exploitation, child labour and trafficking. The Network draws together governments, the tourism industry, international organisations, non-governmental organisations (NGOs) and media associations. This year's meeting at ITB will highlight the most successful initiatives championed by the governments in cooperation with other partners from the tourism sector. <i>For more information, please click here or contact ethics@unwto.org</i>	Room M1 CityCube Berlin

10 March, Friday

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