

WTM

World Responsible Tourism Day

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7 November 2012 • ExCeL London



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A FUTURE DEPENDENT ON RESPONSIBLE TOURISM

The towering **challenge** of responsible tourism could be compared to an industrial revolution or even the far-reaching reconstruction after a devastating war. During the next few years, the industry will need to climb the highest mountain if it's to **secure a sustainable, successful future.**

▶ That's the reason why thousands of companies and professionals from across the world and across all sectors support WTM World Responsible Tourism Day on Wednesday 7 November, sponsored by BBC World News.

This is the one defining day in the year that travel companies, destinations, organisations, employees and suppliers come together across the world in a remarkable expression of a new way of thinking. A unique phenomenon with the potential to help change the way that the industry delivers in the future.

Forces, such as growing environmental boundaries, the lack of fresh water and the impact of terrible poverty means the industry is beginning to change. What's more, its responding to a surge in demand from consumers for a more ethical, caring and sensitive approach from travel and tourism.

The pioneering WTM World Responsible Tourism Day, in association with the UNWTO, hosts the world's most comprehensive, searching and thought-provoking agenda on responsible tourism.

▶ Presentations, speeches, seminars, debates and advice clinics will be held on Tuesday 6, Wednesday and Thursday 8, November. The main focus of WTM WRTD will be on Wednesday 7 November.

WTM WORLD RESPONSIBLE TOURISM DAY OPENING CEREMONY

Stephen Sackur, presenter of BBC World's flagship news and current affairs programme HARDtalk, (pictured on the right)

is hosting the main events, including the WTM World Responsible Tourism Day Opening Ceremony on Wednesday morning.

WTM World Responsible Tourism Day's opener this year is **Charlie Mayhew MBE, Chief Executive and driving force behind Tusk, Africa's number one community conservation wildlife charity.**

(Pictured with Prince Harry and William out in the field in Botswana).

Founded by Mayhew in 1990 to help combat the devastating effects of ivory poaching in Kenya, Tusk is now changing the lives of rural communities right across Africa. Thanks to ground-breaking education initiatives and its radical approach to human wildlife conflict, Tusk is helping to alleviate poverty by ensuring a sustainable future for Africa's priceless natural heritage.

The charity has raised more than \$25 million and now, with the launch of Tusk USA, and the invaluable support of Royal Patron, Prince William. Mayhew is ready to meet the renewed challenge of poaching, only this time it's elephants and rhino under threat.



RESPONSIBLE TOURISM AWARDS

The Opening Ceremony is followed by The Virgin Holidays Responsible Tourism Awards and HOTseat, where a major new responsible tourism initiative by The Rezidor Hotel Group, the world's fastest growing hotel group, is put under the microscope.

The day ends with the popular WTM World Responsible Tourism Day Networking Reception. For more information on the awards visit: www.responsibletravel.com/awards

SPEAKERS' CORNER

WTM World Responsible Tourism Day has become known for its **ground breaking efforts over 20 years to stimulate, educate and inspire the industry to embrace year-round responsible tourism.** Now it's introducing another innovative 'first' with the launch of the highly entertaining **Speakers' Corner.**

For more than 150 years, crowds have gathered at London's famous Hyde Park to air their views, debate issues and bring up hot and sometimes controversial topics.

As part of WTM World Responsible Tourism Day programme, delegates will get the chance to talk about their own responsible tourism activity, explore new ideas and introduce opinions on ethical trends. There will be 13 ten-minute Speakers' Corner slots spread over Tuesday and Wednesday in the North and South Halls - Stands UK 1230 and AS 70.

Check the detailed WTM Speakers' Corner schedule of highly entertaining, sometimes contentious and fast-talking speakers on responsible tourism in the WTM Catalogue, WTM Route Planner, WTM Media Diary, WTM App and WTM World Responsible Tourism Day website.

Feel the passion! Join in the debates!

NEW

WTM WORLD RESPONSIBLE TOURISM DAY 2012 PROGRAMME



WTM WRTD 2012
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Get the latest debates, views and advice with balanced, fair, straight talking

▶ These days responsible tourism is included in many event programmes - but there is only one WTM World Responsible Tourism Day. In addition to the fact that many in the global industry are now beginning to mark the day

with special events and celebration, what's different about the WTM World Responsible Tourism Day programme is its direct, honest and testing approach. **There is no obvious propaganda, no plugs. Just a thirst for truth, ideas and inspiration.**

The programme content is carefully devised with advice and assistance from Harold Goodwin, Professor of Responsible Tourism Management at Leeds Metropolitan University and founder of the International Centre for Responsible Tourism.

TUESDAY 6 NOVEMBER

▶ Activity Tourism

11.00 - 12.00, South Gallery Rooms 21 & 22

Chairperson: Prof. John Swarbrooke, Professor of Tourism and Hospitality, Manchester Metropolitan University, UK

Speakers: Ashley Hardwell, Mountaineering and Trekking, Senior Lecturer Leeds Metropolitan University; Veronica Tonge, Responsible Skiing; Claudia Townsend, Hidden Britain

Activity tourism is fast becoming an important source of income to many nations with the industry expected not only to provide services but also experiences, thrills and excitement. But what responsibility do tour operators and activity providers have to ensure the safety of travellers or the protection of the environments they visit?

▶ Tourism and Child Protection

12.30 - 13.30, South Gallery Rooms 21 & 22

Chairperson: Prof. Harold Goodwin, Professor of Responsible Tourism Management, Leeds Metropolitan University

Speakers: Stephen Farrant, Director, International Tourism Partnership and Youth Career Initiative; Michael Horton, Chairman & Founder, ConCERT Cambodia

Millions of children and young people from around the world are vulnerable - from employment to trafficking, causing particular concern in the industry. But disquiet mounts as travel and tourism unwittingly contributes to internal child trafficking and unscrupulous orphanages recruit or purchase children to 'earn' money from tourists. Can education, training, advisory services, information and awareness campaigns help?

▶ Wildlife Tourism

12.30 - 13.30, South Gallery Room 19

Chairperson: Chris Breen, founder and Managing Director, Wildlife Worldwide

Speakers: Abhishek Behl, Wild Navigator;

Dickson Ole Kaelo, Conservationist, Maasai Mara; Caroline Warburton, Wild Scotland

The growth of travellers who like to watch animals in their natural habitat is fuelled by television. Wildlife tourism has also become a significant source of employment and income for developing countries. How can the industry address the numerous environmental threats that come with the rapid growth in wildlife tourism?

▶ Is Tourism Inclusive Enough?

14.00 - 15.00, South Gallery Room 19

Chairperson: Paul Maynard, MP for Blackpool North and Cleveleys, All Party Group on Social Tourism

Speakers: Ian Reynolds, Chairman, Family Holiday Association (FHA)

Inclusive tourism has become a pressing new topic in recent years, ensuring that everyone has an annual holiday for health and wellbeing. This applies to everyone regardless of whether they are on low incomes, are in family groups, with friends, relatives, or are disabled, non disabled, slow walkers, walking with sticks, crutches or in wheelchairs. What are the different assumptions in Europe and further afield about the right to an annual holiday and what should the industry do to make provision for all?

▶ Maximising Local Economic Development

14.00 - 15.30, South Gallery Rooms 21 & 22

Chairperson: H.E Kamalsh Sharma Commonwealth Secretary General.

Speakers: Lamin Drammeh, Guaranteed Gambia, Project Manager, Sandele Showcase and Guaranteed Gambian Producers Group.

Tourism is the world's largest industry, employing 1 in 12 people, but there are a many long term challenges to be faced. How can businesses in travel and tourism increase the contribution of the industry to local economic development and pro-poor growth?

▶ Progress in Responsible Tourism

15.30 - 16.30, South Gallery Rooms 25 & 26

Chairperson: Martin Brackenbury, Director, Classic Collection Holidays

Speakers: Jane Ashton, Head of Sustainable Development, TUI Travel plc; Prof. Harold Goodwin, Professor of Responsible Tourism Management, Leeds Metropolitan University; Shaun Vorster, Special Adviser to the Minister of Tourism, South Africa

Results of Rio + 20, the UN General Assembly's Earth Summit in June 2012 which aimed to secure a future that puts sustainable consumption, production and development at its heart, has had a mixed reception. Only time will tell whether it has a lasting effect. What exactly has been achieved since the first landmark Rio Summit in 1992 and what are the priorities now for the industry?

▶ Responsible Volunteering

16.30 - 17.30, South Gallery Rooms 21 & 22

Chairperson: Mark Tanzer, Chief Executive of the Association of British Travel Agents (ABTA)

Speakers: Sallie Grayson, Co-Founder and Programme Director for responsible volunteering, PeopleandPlaces; Richard Oliver, Chief Executive, Year Out Group; Paul Miedema, Owner, Calabash Tours and Chair Calabash Trust

Increasing demand for volunteer experiences is being met by a growing number of responsible volunteer service organisations, most of whom have their headquarters in the developed world. However, there is increasing concern among host governments about the activities of some volunteering companies. What is the overriding principles for volunteering placements, whether at home or overseas?

BECOME A WTM WRTD APPROVED LOGO USER

A growing number of travel companies - large and small - are discovering the benefits of being an approved WTM World Responsible Tourism Day logo user. It's just one more advantage that adds up to a profitable business case for responsible tourism.

APPLY TO USE THE EXCLUSIVE WTM WORLD RESPONSIBLE TOURISM 2012 OFFICIAL SUPPORTER LOGO:

Visit www.wtmwrtld.com or by contacting the WTM WRTD co-ordinator Araminta Sugden on the WRTD hotline telephone +44 (0) 1892 535943; email wtmwrtld@janelarcombecommunications.com.



"Being accepted as an approved logo user at the WTM Responsible Tourism Day is an integral part of our marketing strategy to promote ourselves. Not only are we proud of what we do to promote sustainability but this is, for us, a seal of approval from the show that demonstrates we are doing our bit"

PAUL CRIPPS, SALES DIRECTOR
AMAZONAS EXPLORER

WEDNESDAY 7 NOVEMBER

▶ WTM WRTD Official Opening Ceremony

10.30 - 11.00, Platinum Suites 3 & 4

Hosted by BBC World's top presenter, Stephen Sackur

Official Opening of WTM World Responsible Tourism Day by Charlie Mayhew, MBE, founder and Chief Executive of Tusk.

▶ Virgin Holidays Responsible Tourism Awards

11.00 - 12.00, Platinum Suites 3 & 4

Presentation of the Virgin Holidays Responsible Tourism Awards 2012, the largest awards of their kind in the world. Organised by responsibletravel.com/awards in partnership with Metro Newspaper, World Travel Market and Geographical.

▶ WRTD HOT SEAT

12.00 - 12.30, Platinum Suites 3 & 4

WTM World Responsible Tourism Day's highly popular HOTseat has become famous for its high-level, challenging and direct approach to tough and sometimes controversial issues facing travel and tourism.

Mr Wolfgang Neumann, Executive Vice President & Chief Operating Officer of The Rezidor Hotel Group, is under the spotlight this year with Stephen Sackur talking about Think Planet! - an ambitious international energy saving initiative launched earlier this year. Think Planet! targets a 25% reduction of the energy consumption in all of Rezidor's 327 hotels, including Radisson Blu, Park Inn by Radisson, Hotel Missoni and Country Inns & Suites. It focuses on innovative energy saving investments and operations and by 2016, the group aims to have achieved a 25% energy reduction.

▶ WTM WRTD Lunch

12.30 - 14.30, Platinum Suite 1

Invitation only - WTM WRTD Lunch is sponsored, organised and hosted by BBC World News

▶ The Big Debate: Is the travel and tourism industry taking responsibility for reducing its greenhouse gas emissions?

15.30 - 17.00, South Gallery Rooms 21 & 22

Chairperson: Prof. Harold Goodwin, Responsible Tourism Management, Leeds Metropolitan University

Leading the case FOR the industry:

Matt Gorman, Chair, Sustainable Aviation
Witnesses: Jonathon Counsell, Environment Director, British Airways; Stephen Farrant, Director, International Tourism Partnership; James Whittingham, Environment Manager at TUI Travel plc

Leading the case AGAINST the industry: Paul Peeters, Associate Professor Sustainable Transport & tourism of CSTT, NHTV Breda University of Applied Sciences

Witnesses: Scott Cohen, Surrey University; Dr Janet Dickinson, Bournemouth University

Following the success of last year's debate on who benefits from tourism this year two teams will debate whether the industry is doing enough to reduce the carbon pollution caused by transport and accommodation or is it necessary for government to regulate the world's largest industry?

▶ WTM WRTD Networking Reception

17.00 - 18.30, Platinum Suite 1

An unrivalled chance to meet and share views on responsible tourism with experts and those who are new to responsible tourism or are considering responsible tourism activity within their business for the first time.

THURSDAY 8 NOVEMBER

▶ Is the industry doing enough to cater for people with disabilities?

11.00 - 12.00, South Gallery Rooms 19 & 20

Chairperson: Philippe Rossiter, CEO of the Institute of Hospitality

Speakers: Andrew Stembridge, Chewton Glen; David Stratton, Holiday Extras & Spikemarketing

The package holiday has been around for close on 60 years but the simple truth is that many disabled do not even consider a holiday overseas because of the obstacles they will encounter. How much progress has the industry genuinely made and what more needs to be done?

▶ Are tourists paying enough for entrance to the world's natural and cultural heritage?

12.30 - 13.30, South Gallery Rooms 19 & 20

Chairperson: Dr. Simon Woodward of ICRETH, Leeds Metropolitan University,

Speakers: Kath Bateman, Director Călédônia, Languages - Culture - Adventure; Hetty Byrne, Forest of Bowland, AONB Sustainable Tourism Officer; Ruth Kirk, Fundraising Manager, Nurture Lakeland

World-class heritage sites have survived for thousands of years and yet many are under unprecedented danger from visitor invasion. How can the industry ensure the preservation of these iconic sites for future generations?



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