

CONFERENCE

“Measuring Sustainability in Tourism - Opportunities and Limitations.”

APRIL 2 AND 3 2019 IN BERLIN | STEIGENBERGER HOTEL BERLIN, LOS-ANGELES-PLATZ, 10789 BERLIN

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TUESDAY 02 APRIL 2019

12.00 Registration

13.00 Welcome to the conference by the moderator, short introduction to the programme
Andreas Wurm, Moderation

13.10 Keynote Speech

Tourism and Sustainability & the Importance of Measuring Sustainability in Tourism in the broader context of Sustainable Development

Svenja Schulze, Federal Minister for the Environment, Nature Conservation and Nuclear Safety

13.30 Measuring Sustainability in Tourism – International context and German pilot project

International View on the Measurement of Sustainability in Tourism – Classification and Requirements
Manuel Butler Halter, Executive Director UNWTO

Empirical Perspective on Tourism and Sustainable Development Goals

Elisa Tonda, Head of Consumption and Production Unit, Economy Division – UNEP

Data Collection for Sustainability in Tourism on the European level –

Results of the current EEA & ETC / ULS project “Towards a Reporting Mechanism in Europe”

Jaume Fons, European Environment Agency EEA / European Topic Centre

Measuring Sustainability of Tourism in Germany – Criteria, indicators and data sources

Prof. Dr. Wolfgang Strasdas / Martin Balaš, University of Sustainable Development Eberswalde, Center for Sustainable Tourism (ZENAT)

14.50 Panel Discussion: Measuring Sustainability in Tourism – How and what for?

15.20 Coffee Break

15.50 **From Data Collection to Data Usage – International Examples**

National Accounting Statistics versus Indicators. Two Sides of the Same Coin?

Dr. Anselm Mattes / Franziska Neumann, DIW Econ

South Tyrol (Italy): Applied Sustainability Monitoring of the UNWTO Tourism Observatories

Greta Erschbamer, Researcher at Center for Advanced Studies, Eurac Research

Slovenia: The Green Scheme of Slovenian Tourism as a national sustainability program for tourism destinations and businesses

Tina Hedi Zakonjšek, Institute Factory of Sustainable Tourism GoodPlace

Austria: Sustainability Indicators for a Future-oriented Tourism in Austria

Jürgen Weiß, Statistik Austria

European regional cases for data measurement to better manage destinations

Marta Domper Marsal, Project Officer at NECSTouR, Network of European Regions for a Sustainable and Competitive Tourism

17.30 **Panel Discussion: From data collection to data usage – Lessons learnt**

18.00 **End of Conference Day 1**

19.00 **Evening Event with dinner**

WEDNESDAY 03 APRIL 2019

09.00 **Welcome to the Conference Day 2 and Introduction to the Programme**

Prof. Dr. Hartmut Rein, CEO, BTE Tourism and Regional Planning

09.10 **Parallel Workshop Sessions 1**

Workshop 1: Scales of Sustainability Data Collection: From Global to Local Tourism Level

Raúl Hernández-Martín, Head of the Chair in Tourism CajaCanarias-Ashotel-University of La Laguna

Workshop 2: Usage of Sustainable Tourism Indicators for Destination Management and Certification Processes

Prof. Dr. Wolfgang Strasdas, University of Sustainable Development Eberswalde, Head of Center for Sustainable Tourism (ZENAT)

Workshop 3: 2030 Agenda for Sustainable Development: A framework towards transforming tourism? A focus on social components

Laura Jäger, Policy Advisor for Tourism and Development, Tourism Watch – Brot für die Welt

10.30 **Coffee Break**

11.00 **Parallel Workshop Sessions 2**

Workshop 4: How to measure tourism-related greenhouse gas emissions – The challenge of transboundary allocation

Dr. Paul Peeters, Professor sustainable tourism transport at the Centre for Sustainability, Tourism & Transport (CSTT), Breda University of Applied Sciences

Workshop 5: Demand-side Indicators for Sustainable Holiday Travel: What consumers can tell us

Dr. Dirk Schmücker, Head of Research, NIT – Institute for Tourism and Research in Northern Europe

12.30 **CLOSING SESSION
PRESENTATION OF WORKSHOP RESULTS**

13.30 **End of Conference Day 2**

14.00 **Professional Excursions (additional offer)**

More information and registration: www.umweltbundesamt.de/en/conference-measuring-sustainability-in-tourism