



# Training on Tourism and Biodiversity

## Understanding Tourism Trends and Biodiversity Conservation for Innovative Products and Marketing

UNESCO Rhön Biosphere Reserve (Germany), 21 October - 2 November 2012

### Provisional Programme n°4

#### Sunday, 21 October 2012

<b>Day 1</b>	<b>Preparation day</b>
09:00 – 16:00	Arrival and registration of participants
16:00 – 18:00	Training course pre-evaluation
18:30 – 19:30	Dinner
20:00	Introduction and warm up

#### Monday, 22 October 2012

<b>Day 2</b>	<b>Block 1 – Tourism Trends, Innovation and Emotion</b>
	Specific objective of this block is to provide the basics of biodiversity and tourism. It presents trends in the tourism industry related to conservation and sustainability and the relation of emotion and innovation for the tourism consumers' experience.
09:00 – 09:30	Welcome by the Mayoress of Oberelsbach, Birgit Erb, Head of District Administration Rhön-Grabfeld, Thomas Habermann and Head of Rhön Biosphere Reserve, Bavarian Administration Unit, Michael Geier
09:30 – 12:00	<b>1.1 The tourism consumer and biodiversity</b> Prof. Dr. Harald Zeiss; TUI Environmental Management; Director Inatour, University Harz, International Tourism and Sustainability <ul style="list-style-type: none"><li>• Different clients – different views</li><li>• Tourists of niche and mass market – a comparison</li><li>• Clients motivation, perception and demands on biodiversity</li></ul>
12:00 – 13:00	Lunch break
13:00 – 15:00	Hike to visitors observation tower at "Schwarzes Moor" Michael Dohrmann and Thomas Lemke, Association of Nature Park and Biosphere Reserve Bavarian Rhön

15:00 – 17:30	1.2	<b>Innovations in the source market</b> Prof. Dr. Harald Zeiss; TUI Environmental Management; Director Inatour University Harz, International Tourism and Sustainability <ul style="list-style-type: none"> <li>• Biodiversity trends in tourism companies activities</li> <li>• Examples for biodiversity within sustainability behavior</li> <li>• Providers of the mass and the niche market - comparison</li> <li>• Innovation and trends in biodiversity and tourism</li> <li>• Discussion</li> <li>• Theory introduction of concept on touchpoints of biodiversity (by UNWTO)</li> <li>• Explanation of myservicefellow use (by UNWTO)</li> </ul>
18:30 – 19:30		Dinner
20:00		Introduction to Rhön Biosphere Reserve by representatives Michael Geier, Torsten Raab and Karl-Friedrich Abe, Bavarian, Hessian and Thuringian Administration Unit of the Rhön Biosphere Reserve

## Tuesday, 23 October 2012

<b>Day 3</b>		<b>Block 1 – Tourism Trends, Innovation and Emotion</b>
09:00 – 12:30	1.3	<b>Biodiversity facts and figures</b> Michael Meyer, Project Manager, UNWTO Consulting Unit on Tourism and Biodiversity <ul style="list-style-type: none"> <li>• Biodiversity basics (Reference to World Resources Institute (WRI) and UNEP - WCMC)</li> <li>• Global biodiversity outlook, the state of the art of the loss and figures</li> <li>• Tourism destination examples as biodiversity hot spots</li> <li>• Discussion</li> </ul>
13:00 – 14:00		Lunch break
14:00 – 17:30		<b>Practical session:</b> Outdoor activity - travel with all senses Uwe Belz, Wilderness expert, Wilderness school and outdoor scouting <ul style="list-style-type: none"> <li>• The basics of wilderness training</li> <li>• Into the woods with all senses</li> </ul>
20:00		Dinner

## Wednesday, 24 October 2012

<b>Day 4</b>		<b>Block 1 – Tourism Trends, Innovation and Emotion</b>
09:00 – 13:00	1.4	<b>Emotions as a matter of choice</b> Bert Smit, Senior Lecturer Imagineering, NHTV Breda University of Applied Sciences <ul style="list-style-type: none"> <li>• Emotions and choice making</li> <li>• Where do we touch biodiversity and what emotions are created?</li> <li>• Creating an emotional scenery: Hannover Zoo</li> <li>• Travel choice making: Role National geographic or GEO</li> <li>• Discussion</li> </ul>
13:00 – 14:00		Lunch break

**Block 2 - Understanding Biodiversity - News, Concepts and Methods**

Specific objective of this block is to understand the overall concept of biodiversity and conservation in its context of existing theory basics, guidelines and policies.

14:00 – 15:30	2.1	<b>Biodiversity basics: Landscapes and natural and cultural heritage</b> Michael Meyer, Project Manager, UNWTO Consulting Unit on Tourism and Biodiversity
		<ul style="list-style-type: none"> <li>• Terms, definitions, change of landscapes</li> <li>• New theoretical concepts, approaches, methods, research</li> <li>• Contradictions of usages for flora and fauna</li> <li>• Discussion</li> </ul>
15:30 – 19:30		<b>Practical session:</b> Outdoor activity - travel with all senses
20:00		Dinner

**Thursday, 25 October 2012****Day 5** **Block 2 – Understanding Biodiversity - News, Concepts and New Methods**

09:00 –13:00	2.2	<b>Convention on Biological Diversity and the CBD tourism guidelines</b> Sofia Gutierrez, Programme Coordinator, Sustainable Development of Tourism, UNWTO
		<ul style="list-style-type: none"> <li>• Lessons learned: example on the implementation of the CBD guidelines</li> <li>• UNWTO indicators and Global Sustainable Tourism Council (GSTC)</li> <li>• News, concepts and new methods</li> <li>• Discussion</li> </ul>
13:00 –14:00		Lunch break

**Block 3 - Cooperation, marketing and communication**

Specific objective of this block is to explain the concept of branding, tourism marketing basics, tools and trends to market biodiversity conservation, the necessity to cooperate with key partners and why well positioned marketing can make the difference between success and failure of a product.

14:00 –17:30	3.1	<b>Business platforms and destination cooperation</b> Joachim Scholz, Head of Market Research, German National Tourist Board (GNTB)
		<ul style="list-style-type: none"> <li>• Business platforms: source market providers, distribution - i.e. tour operator, trip advisor, leverage sustainability to foster with key partners</li> <li>• Ecotourism platforms: Expert pooling and exchange function, ecotourism society, e.g. sustainabletravel.org</li> <li>• Policy platforms: framework Global Sustainable Tourism Council (GSTC)</li> <li>• Destination cooperation, e.g. Germany (GNTB), Futouris, developers</li> <li>• Partnership in the World Network of UNESCO-Biosphere Reserves (WNBR): Rhön Biosphere Reserve and Kruger to Canyons (K2C) Biosphere Region in South Africa, Dr. Doris Pokorny, Rhön Biosphere Reserve</li> </ul>
18:30		Dinner
20:00		<b>Rhön Biosphere Reserve: (Eco-) Tourism concept with its implications for the tourism sector</b> Michael Pfaff, CEO of Bavarian Rhön Tourism Corporation

## Friday, 26 October 2012

## Day 6

## Block 3 – Cooperation, Marketing and Communication

09:00 – 10:00 3.2

**Branding, marketing and communication in the context of biodiversity conservation**

Remo Masala, Executive Board Member Global Board, Chief Branding and Marketing Officer, KUONI

- Marketing, marketing mix and marketing instruments, biodiversity marketing (destination, hotel, tour operator, travel agencies = all levels - sales examples)
- Communication strategy, main messages and building a communication strategy (example KUONI and overall goals for SME's, examples of tour operators)
- Communication mix and tools: brochures, print material, posters, trade fairs, exhibitions, internet, web 2.0, website links, facebook/social commerce, mobile booking- how are the tools efficiently used?
- Marketing trends and biodiversity in the media: examples Emotional and non-emotional marketing, e.g. WWF, hotels, communication standards, public relations on biodiversity, example from National Geographic
- Discussion

10:00 – 11:00 3.3

**How to mainstream biodiversity into the tourism sector**

Matthias Leisinger, Head of Corporate Responsibility, KUONI

- How to mainstream biodiversity into the tourism sector for clients - provider side biodiversity ownership
- Implementation of labeling and certification for tour operators, airlines
- Biodiversity criteria development: local market sets standards vs. source market standards - purchase criteria for contractors
- Setting standards, training, maintaining: "employees for champions", hotel criteria implementation example, clients, destinations, developers, examples
- What are best practices and no-go's? UNWTO STREAM project example
- Supplier and local community code of conduct, considering suppliers as local people and local market (travel agencies), managing the supply chain, visitor management
- Discussion

11:00 – 13:00

**Working groups:** Case studies

13:00 – 14:00

Lunch break

14:00 – 17:30

**Working groups:** Presentation of results

18:00 – 19:00

Dinner

20:00

**Rhön Biosphere Reserve: Rhön regional label with its implications for the tourism sector**

Hannelore Rundell, Deputy Manager umbrella brand Rhön

## Saturday, 27 October 2012

<b>Day 7</b>	<b>Full Day Excursion (organized by the Rhön Biosphere Reserve) Start 08:30</b> <ul style="list-style-type: none"> <li>• Practical examples of tourism products</li> <li>• Regional development</li> <li>• Evaluation of products via touchpoints</li> </ul>
Excursion points:	Point alpha (Thuringia, former German – German border; Green Belt) Wasserkuppe (Hesse, basalt ecosystems) Shepherd Mr. Kolb (Bavaria, sheep farming, use of biodiversity for tourism products)
13:00 – 14:30	Lunch and Press conference
19:30	<b>Potlatch!</b> All participants presenting goods from home

## Sunday, 28 October 2012

<b>Day 8</b>	<b>Free Day</b> Optional (self-guided) excursions: <ul style="list-style-type: none"> <li>• Fulda or Würzburg city tour</li> <li>• Rhön hike with local village visit</li> <li>• Thermal spa Bad Kissingen</li> </ul>
19:00 – 20:00	Dinner

## Monday, 29 October 2012

<b>Day 9</b>	<b>Block 4 – Biodiversity Based Tourism Product Development and Management</b>  Specific objective of this block is to present the roles and responsibilities of involved stakeholders of the government throughout the tourism value chain. The sequence demonstrates how the actual biodiversity tourism product is developed by applying criteria, how to price it, set its standards and maintain quality at the point of consumption.
09:00 – 13:00	<b>4.1 Umbrella functions for biodiversity conservation and allocation of roles and responsibilities</b> Michael Meyer, Project Manager, UNWTO Consulting Unit on Tourism and Biodiversity <ul style="list-style-type: none"> <li>• Who is involved in the product and the value chain: government, protected areas, locals, business sector, developers, financing institutions: management, licensing, concession, stakeholder management and cross sectorial planning</li> <li>• Concept of consumer oriented product development and local communities product development; travel package and example of clients stewardship</li> <li>• Discussion</li> </ul>
13:00 – 14:00	Lunch break

14:00 – 17:30	<b>4.2</b>	<p><b>Good practices and pricing of products</b> Vlado Vancura, Conservation Manager of PAN Parks</p> <ul style="list-style-type: none"> <li>• ST-EP, sponsorship, different product types and concessions and financing</li> <li>• Pricing of products - all inclusive - both provider and client takes care of biodiversity</li> <li>• Explanation of Good practices</li> <li>• Example: PAN Parks</li> <li>• Discussion</li> </ul>
19:00 – 21:30		<p><b>Excursion:</b> Evening visit to local apple sherry vinery and typical restaurant, Rhönschaf-Hotel "Krone", Ehrenberg-Seiferts; guided by Jürgen Krenzer owner and Chairman of Rhön Apple Initiative e.V.</p>

## Tuesday, 30 October

<b>Day 10</b>	<b>Block 4 – Biodiversity Based Tourism Product Development and Management</b>
09:00 – 13:00	<p><b>Working groups:</b> Development of a natural experience package Vlado Vancura, Conservation Manager of PAN Parks; Michael Meyer, Project Manager, UNWTO Consulting Unit on Tourism and Biodiversity</p>
13:00 – 14:00	Lunch break
14:00 – 17:30	<p><b>Working groups:</b> Presentation of results - "Natural experience package" Vlado Vancura, Conservation Manager of PAN Parks; Michael Meyer, Project Manager, UNWTO Consulting Unit on Tourism and Biodiversity</p>
18:30 – 19:30	Dinner
20:30	<p>Night excursion on foot: "Dark Sky Reserves" – ecological, economic and social implications of measures against light pollution", Sabine Frank (Initiator of proposed project "Sternenlichtpark Rhön")</p>

## Wednesday, 31 October 2012

<b>Day 11</b>	<b>Block 5 - Integrating Biodiversity Conservation into Tourism Development</b>
	<p>Specific objective of this block is to provide information and practices on the interface of Biodiversity conservation and tourism development. It explains why in order to well-manage this interface, planning processes, SWOT and benchmarking methods, labeling and certification is of major importance.</p>
09:00 – 12:00	<p><b>5.1</b></p> <p><b>Integrating biodiversity conservation into tourism development</b> Philippe Pypaert, Programme Specialist in Environmental Sciences, UNESCO-BRESCE</p> <ul style="list-style-type: none"> <li>• Cross sectorial planning – how different governments have to work together</li> <li>• National-level planning: policy basics – MAB and sustainable use, WHS, Ramsar Convention</li> <li>• Discussion</li> </ul>
12:00 – 13:00	Lunch break

13:00 – 17:00	5.2	<p><b>Destination-level planning and destination management</b>                      László Puczkó, Managing Director, Xellum Ltd.; Michael Meyer, Project Manager, UNWTO Consulting Unit on Tourism and Biodiversity</p> <ul style="list-style-type: none"> <li>• TMP Methodology: monitoring and evaluation, reporting, CBD, carrying capacity, TEEB, UNEP, LAC</li> <li>• SWOT-method and other new methods – how to identify improvement potentials</li> <li>• Discussion</li> </ul>
17:30 – 18:00		<p><b>Visit in the Biosphere Reserve Rhön visitor center:</b> “Haus der langen Rhön”, video presentation and discussion, Michael Dohrmann, Manager of the visitor center</p>
18:00 – 19:00		Dinner

## Thursday, 1 November 2012

<b>Day 12</b>		<b>Block 5 - Integrating Biodiversity Conservation into Tourism Development</b>
09:00 – 13:00	5.3	<p><b>What does the competition do? Labeling, certification and benchmarking</b>                      László Puczkó, Managing Director, Xellum Ltd.</p> <ul style="list-style-type: none"> <li>• What is my USP - Core competences, benchmarking and product comparison</li> <li>• Labeling and certification - overview existing labels, certification processes</li> <li>• Discussion</li> </ul>
13:00 – 14:00		Lunch break
		<p><b>Block 6 – Opportunities and Drawbacks of Tourism Practices</b>                      Specific objective of this block is to highlight the opportunities and drawbacks in tourism stakeholder behavior and practices for environmental conservation.</p>
14:00 – 17:30	6.1	<p><b>Discussion on opportunities and drawbacks in tourism stakeholder behavior and practices for environmental conservation</b>                      Michael Meyer, Project Manager, UNWTO Consulting Unit on Tourism and Biodiversity</p> <ul style="list-style-type: none"> <li>• Theory, failures and good examples</li> <li>• Drawing of a solutions map</li> <li>• Discussion</li> </ul>
	6.2	<b>Wrap-up session: post-evaluation of the training by the participants</b>
18:30 – 19:30		Dinner
20:00		Distribution of course certificates and farewell gathering

## Friday, 2 November 2012

<b>Day 13</b>		<b>Departure of participants all day</b>
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