

# UNWTO ACTIVITIES PROVISIONAL PROGRAMME

Wednesday 6 - Sunday 10, March 2013



The ITB partner country is Indonesia

The ITB Convention and Culture partner country is Azerbaijan



Date	Time	Activity	Venue
<b>6 March, Wednesday</b>			
	11:00 – 13:00	<p><b>3<sup>rd</sup> Silk Road Ministers' meeting</b> (by invitation only)</p> <p>The ancient Silk Road is home to some of the world's most impressive Heritage Sites, and the Silk Road Ministers' Meeting 2013 will look at the key issues relating to effective heritage management for tourism. The Meeting will explore how destinations can work together to raise the profile of the Silk Road while safeguarding its exceptional heritage sites and living heritage.</p> <p><i>For more information, please click <a href="#">here</a> or contact <a href="mailto:silkroad@unwto.org">silkroad@unwto.org</a></i></p>	Hall 7.3 Berlin Room
	13:15 – 14:00	<p><b>Adventure and Responsible Tourism Programme:</b> <b>“UNWTO presenting practical solutions on Climate Change and Tourism – the STREAM project”</b></p> <p>As a lighthouse project to demonstrate the importance of holistic thinking and planning in the context of climate change and tourism, the World Tourism Organization (UNWTO) and the Ministry of Tourism and Creative Economy, Indonesia (MTCE), are implementing the project “Sustainable Tourism through Energy Efficiency with Adaptation and Mitigation Measures in Pangandaran” (STREAM). What pilot measures are being implemented and how can the project be adapted and transferred to other tourism destinations in Indonesia and worldwide?</p> <p><i>For more information, please click <a href="#">here</a> or contact <a href="mailto:lee@unwto.de">lee@unwto.de</a></i></p>	Hall 7.1a Auditorium New York 1 (Convention programme)
<b>7 March, Thursday</b>			
	11:00 – 13:00	<p><b>2<sup>nd</sup> Tour Operators' Forum on the Silk Road</b></p> <p>This forum will be an opportunity for tour operators to share knowledge, experience and perspectives on key topics relating to tourism development on the Silk Road, such as market intelligence, joint product development and cooperative marketing. The Forum will discuss collaborative approaches that will help create a better business environment for growth across the Silk Road.</p> <p><i>For more information, please click <a href="#">here</a> or contact <a href="mailto:silkroad@unwto.org">silkroad@unwto.org</a></i></p>	Palais West

	14:30 – 17:00	<p>Executive Committee of the <b>World Tourism Network on Child Protection</b> (for Committee Members only)</p> <p><i>For more information, please contact <a href="mailto:ethics@unwto.org">ethics@unwto.org</a></i></p>	Villa Kastania Hotel Room Fresko
<b>8 March, Friday</b>			
	10:00 – 12:00	<p><b>UNWTO meeting on “Tourism and Intangible Cultural Heritage: A Winning Partnership”</b></p> <p>This first UNWTO event focused exclusively on Intangible Cultural Heritage and Tourism will explore ways of integrating humanity's living heritage into tourism development while fostering the responsible use of intangible assets to bolster employment, alleviate poverty, curb rural flight migration, encourage product diversification, and nurture a sense of pride among communities and destinations. The event will feature the launch of the first UNWTO “Study on Tourism and Intangible Cultural Heritage” published in 2012, followed by a panel presenting case studies and good practices by different tourism stakeholders.</p> <p><i>For more information, please click <a href="#">here</a> or contact <a href="mailto:ethics@unwto.org">ethics@unwto.org</a></i></p>	ICC, Hall 7
	14:00 – 17:30	<p><b>28<sup>th</sup> Meeting of The World Tourism Network on Child Protection</b> (formerly the Task Force for the Protection of Children in Tourism)</p> <p>The World Tourism Network on Child Protection, an open-ended Network dedicated to preventing all potential forms of youth exploitation within the tourism sector – whether in the form of sexual exploitation, child labour or child trafficking – will convene for its 28<sup>th</sup> meeting at the 2013 ITB Berlin Tourism Fair. The gathering will centre on a special session entitled “Information Communication Technologies: Protection of Children in Tourism”, followed by a reporting session in key tourism players will exchange experiences and good practices, present awareness-raising materials and capacity building tools, and promote the adoption of professional codes of conduct or other responsible practices in line with the UNWTO Global Code of Ethics for Tourism. The event will feature the multi-stakeholder participation of a range of actors, representing governments, international organisations, the tourism industry, NGOs and media associations.</p> <p><i>For more information, please click <a href="#">here</a> or contact <a href="mailto:ethics@unwto.org">ethics@unwto.org</a></i></p>	ICC, Hall 7

**Please visit UNWTO stand at 20/127**