



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



UNWTO Panel on Indigenous Tourism: Promoting equitable partnerships

9 March 2017, 1.30 – 2.30

Room M1, CityCube Berlin Congress Centre
ITB Berlin (South), Messedamm 26, 14055 Berlin

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.

Programme

1.30-1.40 **Opening remarks by Márcio Favilla**, Executive Director, UNWTO

1.40-2.30 **Panel** moderated by Andrew Jones, Chairman, Pacific Asia Travel Association – PATA

- **Amitava Bhattacharya**, Founder and Director, *banglanatak.com*-Social Enterprise from West Bengal, India: *When cultural skills support development and inclusion - going beyond showcasing!*

Special feature: Debalina Bhowmick & Arpan Thakur Chakraborty performing a traditional folk song from West Bengal, India

- **Steve Wroe**, Director of Customer Experience and Destination Planning at Parks Australia: *Australia's Joint Management arrangement between the Australian Government and Traditional Owners of National Parks*
- **Rhett Lego**, Strategic Director-Continental Europe, Tourism Western Australia and CEO, The Conjoint Marketing Group GmbH: *Indigene and its importance in Destination marketing*
- **Mary Tolley**, Marketing Manager: UK, Europe, Australia, FIT and Backpacker, Te Puia, New Zealand: *Te Puia – Our Cultural Legacy*
- **Mark Watson**, CEO, Tourism Concern, UK: *Ethical tourism and indigenous communities*

Followed by a short debate and conclusions