



Beyond the Eco-Niche: Mainstreaming Sustainable Tourism

Programme

8:30 Registration

9:00 Welcoming Address

Peter Sliwka, Bundesministerium für Bildung und Forschung
Federal Ministry of Education and Research

9:15 International Policies

Mathieu L. Hoeberigs, European Commission, Enterprise and Industry DG, Tourism Unit,
Giulia Carbone, UNEP, Division of Technology, Industry and Economics

9:45 Innovative Marketing for Sustainable Tourism - Targeting the Mass Market

Ulrike Rheinberger, Öko-Institut,
Konrad Götz, Institute for Social-Ecological research (ISOE),
Thomas Hellwig, University Lüneburg, Tourism Management

- Project Design
- Travel Styles and Target Groups
- Marketing Strategies

11:00 Coffee Break

11:30 Practical Examples from the Tourist Industry

Claudia Schiese, AMEROPA-REISEN GmbH
Kerstin Wegener, Deutsche Bahn AG
Bernd Fischer, Tourismusverband Mecklenburg-Vorpommern

- Marketing Concepts
- Design of sustainable travel offers

Ulrike Rheinberger, Öko-Institut

12:30 Questions and Answers

13:00 Lunch

14:15 Sustainability meets Profitability Tour Operators Views and Visions

Andreas Müseler, LTU Touristik,
Derren Joseph, Thomas Cook UK and Ireland

Naut Kusters, European Centre for Eco and Agro Tourism
Tour-Link (EU LIFE Project)

15:45 Panel Discussion

Sustainable Production Seeks Sustainable Consumption or vice versa?

Moderation:

Xavier Font, Leeds Metropolitan University

Guests:

Marja Verstoep, Netherlands Association of Tour Operators,

Chris Thompson, Federation of Tour Operators,

Christina Russe, ECTAA,

Ulrike Rheinberger, Öko-Institut,

Christian Baumgartner, International Friends of Nature,

17:00 Closing Remarks

17:15 End of Conference