

Green Destinations Day - Wereld Toerisme Event

Program Summary

Thursday, September 27th | [De Lindenberg](#), Nijmegen (NL)

	Welcome and Registration <i>Lindenberg zaal (main auditorium)</i>				
10.00	Welcome & Opening – Mr. Noël Vergunst Vice-Mayor, City of Nijmegen, European Green Capital 2018				
10.15	Creating Better Places Together Green Destinations, ANVR, CSR Netherlands and VvKR clarify the goals of the event				
10.25	Tourism to benefit local communities – Mr. Albert Salman and Ms. Marloes van de Goor President and Vice President, Green Destinations				
10.45	Creating Better Places Together - We all have a role to play – Mr. Brian T. Mullis Director, Guyana Tourism Authority, and Tourism Expert to the World Economic Forum				
11:15	Introduction to the workshop program				
Parallel Workshops Program					
11:30	Room 1 <i>Valkhof zaal</i>	Room 2 <i>Lindenberg zaal</i>	Room 3 <i>Control Union zaal</i>	Room 4 <i>Nijmegen zaal</i>	Room 5 <i>TUI zaal</i>
11.35 - 12:05	W1. GLOBAL TRENDS PRESENTATIONS: <ul style="list-style-type: none"> • Connecting marketing and management: Valere Tjolle (TravelMole Vision). • “Welcome guests – no visitors”: Rod Hillman (Ecotourism Australia). • Globalization in tourism: celebrating traditions and wisdoms: Masaru Takayama (Asian Ecotourism Network). 	W2. Ecosystems for Sustainable Innovation Bas Hillebrand (Innovation in Tourism, Nyenrode Univ.)	W3. Moving ahead with frontrunning circular hotels Contributions by: Froukje Anne Karsten (City of Amsterdam), Arjan van Rheede (Hotelschool The Hague), Mirjam Kiestra (Stayokay)	W4. Involving 1.5 million visitors in sustainability: mission impossible? Teddy Vrijmoet (CEO Lindenberg)	W5. Serious gaming policy sessions to foster sustainable destination development Frans Melissen (Breda University), Bianca Goumans (TUI Benelux)

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12.10-12:40	<p>W6. State-of-the-Art in greening your destination and tourism offer Five presentations how to implement the latest innovations:</p> <ul style="list-style-type: none"> • Greening the cultural sector: Frans Verouden (Green Leisure) • How we cleaned 200.000 hands without soap and towels on one campsite this summer, while saving 100.000 liters of drinking water: Jan Melein (Hydrowashr) • Sustainable - healthy – safety: healthy drinking and swimming water in a sustainable safe way: Ton van Remmen (Van Remmen UV Technology) • A high-tech ceramic wall paint saving energy and regulating the indoor climate: Henk van Leeuwen (Coateq-ThermoShield) • Aerated wetlands and Phytoparking: a zero footprint solution for waste water treatment: Dion van Oirschot (Rietland) 	<p>W7. The contribution of sustainability to unforgettable holidays Tanja Roeleveld (Landal Greenparks)</p>	<p>W3. Moving ahead with frontrunning circular hotels (continued)</p>	<p>W8. Accessible tourism: challenge or opportunity? Tessa Groenen (Project manager Carefree Holidays)</p>	<p>W5. Serious gaming policy sessions to foster sustainable destination development (continued)</p>
12.40	<p>Vegan Lunch <i>Restaurant</i></p>				

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13.45-14:45	<p>W9. GOOD PRACTICES IN SUSTAINABLE TOURISM (1)</p> <ul style="list-style-type: none"> • Linking Tourism & Conservation: Peter Prokosch (LT&C). • Indigenous tourism: Gregory Bakunzi (Red Rocks, Rwanda). • Sustainable tourism in Taiwan: Monique Chen (STT) and Ting Hsuan Ling (North-East and Yilan Coast NSAA). • Quinta do Pisão Nature Park: João Cardoso de Melo (Cascais Ambiente, Portugal). • Why Östergötland decided to be the first Green Destination region in Sweden: Emil Selse (Östergötland). • Green Supply chains: Alenka Soršak (Ljubljana, Slovenia) • Do it like Folegandros for Protecting your Environment! Ioannis Pappas (Axsius, Greece) 	<p>W10. Climate Neutral on the way to Paris Paul Peeters (NHTV Breda University), Gert Nieuwboer (SNP Natuurreizen)</p>	<p>W11. Sustainability certifications – Useless or essential? Marjolein Veenstra (Accountmanager Sustainable Tourism Control Union)</p>	<p>W12. Connecting locals and travelers with food Geert Kroos (ResiRest)</p>	<p>W13. TUI Care Foundation: a force for good Elise Allart (TUI Care Foundation)</p>
14.55-15:40	<p>W14. GOOD PRACTICES IN SUSTAINABLE TOURISM (2)</p> <ul style="list-style-type: none"> • Trails of Life: The Example of Sifnos Network: Ioannis Pappas (Axsius, Greece) • Public-private partnerships in Sustainable Tourism Development: Pekka Alhojärvi (GD Finland) • Sustainable cooperation between agritourism and tourism leads to South Limburg landscape foundation: Iris Bakker (Zuid-Limburg, NL) • Goeree-Overflakkee energy island: Joël Eichler (Goeree-Overflakkee, NL) • Schouwen-Duiveland, Zeeland. • Carefree Holidays in the Nijmegen Region: Sylvia Fleuren (Alderman Municipality Berg en Dal) 	<p>W15. Better insight to improve your circular business model Maarten Bruinsma (Ecochain)</p>	<p>W16. Duurzaam bloggen Rachel Felix (SchrijfSoda) <i>(Session in Dutch)</i></p>	<p>W17. Nijmegen partnering the River - combining climate adaptation and urban quality Andrea Voskens (City marketing Nijmegen)</p>	<p>W18. The Global Leaders Network: opportunities for participation Albert Salman (Green Destinations), Jana Apih (GoodPlace, Slovenia)</p>

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15.45-16:30	<p>W19. GOOD PRACTICES IN SUSTAINABLE TOURISM (3)</p> <ul style="list-style-type: none"> • Tourism Sustainability in Alto Minho: Sandra Maria Neiva Fernandes (CIM Alto Minho) • From Geros to Greek Culture Festival: Integrating Culture and Social Needs: Ioannis Pappas (Axsios, Greece) • Destination management in Lago Budi and Futaleufu, Chile: Felipe Vera • Corporate Governance as Key to Sustainability: Jamie Anne L. Dichaves (Ten Knots Philippines, Inc. / Lio Tourism Estate) • How has the protection of Medes Islands enabled a tourism sustainable strategy in Torroella de Montgrí-L'Estartit? Josep Capellà (Torroella de Montgrí-L'Estartit) • Successful marketing strategy of a rural destination: Tina Bačić Čupić (Town of Drniš, Croatia) • Sintra, Portugal 	<p>W20. DestAware – ESA How space data can help your destination Koen Verbene</p>	<p>W21. Groene Gemeenten 2.0 Paneldiscussie o.l.v. Dr. Paul Peeters (Hogeschool Breda, voorheen NHTV). Met inbreng uit Nederlandse gemeenten. <i>(Session in Dutch)</i></p>	<p>W22. Hoe motiveer je Nederlanders om een klimaatvriendelijke vakantie te kiezen? Mariken Stolk, senior communicatie adviseur bij voorlichtingsorganisatie Milieu Centraal <i>(Session in Dutch)</i></p>	
16.30-17.30	<p>Award Ceremony Networking & Drinks <i>Lindenberg zaal (main auditorium)</i> Presentation of the Green Destinations & QualityCoast Awards and the Early-Bird Selection of the 2018 Sustainable Top 100</p>				