



MEANINGFUL TOURISM CENTER
Telefon +49 (0) 40 / 8450 8531
info@meaningful-tourism.com
Maxstr. 36
22089 Hamburg/Germany

PRESS RELEASE

The Meaningful Tourism Panel discusses the future of tourism during ITB ASIA in Singapore.

Hamburg, Meaningful Tourism Center, Oct. 10th, 2022.

After years of discussions online, finally tourism fairs can happen in physical reality again. The largest B2B travel event in APAC occurs from Oct. 19th to 21st at Marinas Bay Sands in Singapore. As part of the ITB ASIA 2022, a panel discussion will present Best Practice Examples from the latest trend in sustainability: Meaningful Tourism.

Chaired by Prof. Dr. Wolfgang Georg Arlt, CEO of the Meaningful Tourism Center, four panellists will demonstrate how, in a number of varied environments, from Antarctica to Papua New Guinea, new tourism concepts can be created to help the industry to become a power for good.

The event takes place on Oct. 20th between 10 and 11 a.m. in the Knowledge Theatre of ITB ASIA. The panellists include Burkhard Kieker, CEO of visitBerlin, Fazal Bahardeen, CEO of Crescent Rating, Rashidah Lim, SE Asia representative of Albatros Expeditions and Joel Kemelo, Marketing manager of Papua New Guinea Tourism Promotion Agency.

Excluding Mr. Kieker, all other panellists have been chosen as their companies were selected as winners of the Meaningful Tourism Award 2022 for their work on Halal Tourism, Arctic and Antarctic Cruises and tourism development within a fragile ecosystem.

The complete list of Award winners will be made public during the panel discussion. Prof. Dr. Arlt: "We are delighted to see how many stakeholders around the world have started to create new approaches to tourism. Neither to see the customer as king, nor to concentrate on short-term profit and also not treating environmental issues as the only concern will create a positive future for the industry. The task is not to "balance" the different stakeholders' interests, but aligning them in a way that benefits and satisfies the interests of all stakeholders."

Participants of the event will certainly be able to take home numerous new ideas and inspirations for their future development. The Meaningful Tourism Center is based in Hamburg with several regional representations and offers trainings, publications and workshops for private and public organisations that understand the need to move towards a new Meaningful Tourism approach.

Contact: Meaningful Tourism Center, Nordkanalstr. 52, 20097 Hamburg/Germany.
info@meaningful-tourism.com, Tel. and WhatsApp +49 40 8450 8531.
Contact during ITB ASIA: Stand L05 of visitBerlin, Mobile +49 1525 3526 044