



Transforming Tourism
Jugendgerberge Ostkreuz, Berlin
3-6 March 2017

Minutes and Documentation

Day 1, Saturday, 4th March 2017

Getting to know each other and exchange on Agenda 2030

1. Opening of the meeting

The networking meeting is opened by the organizers. The moderator, Andy Rutherford, welcomes all participants on behalf of the core team. To break the ice, every participant introduces him/herself, saying his name and “hello” in his/her own language.

2. Presentation of the Agenda

The short introduction round is followed by the presentation of the agenda for the meeting to the plenary.

- Saturday, 4th March: Get to know each other and exchange on Agenda 2030
- Sunday, 5th March: Ways forward, agents of change, recommendations and excursion
- Monday, 6th March: Writing of the declaration and networking

3. Introduction of the process so far, envisioned outcomes and outputs of the meeting

Antje gives a brief introduction on the 2030 Agenda and its development process as well as the role of tourism within the Agenda. With its ambitious vision and its strong commitment by the international community, the 2030 Agenda presents a great opportunity for us to reframe tourism issues and to encourage open debates on the governance of tourism. With the online compendium we have a good starting point for further in depth analyses of tourism’s role in and for sustainable development. The envisioned objectives and outcomes of the meeting are:

- To review, discuss and prioritize the contributions and recommendations of the online compendium (www.transforming-tourism.org) in the light of the experience of the participating organizations.
- To strengthen international networks and cooperation. However, it is not the aim to form a new umbrella group / institution.
- To develop a civil society declaration that will feed into relevant processes at national and international level.
- To develop a road map of activities in regard to the 2017 International Year of Sustainable Tourism for Development and beyond.

Participants feel it is important to include the question of how tourism should be designed in order to foster sustainable development and not undermine it as well as how the costs and benefits of tourism can be shared fairly. Concerns are raised about the shrinking space for civil society in general, and the decreasing opportunities for international networking activities in the critical tourism community.

4. Participants' expectation of the meeting

Moreover, all the participants are asked to write down their expectations towards the meeting on cards and to pin it at a prepared wall. These included a strengthened network, joint future collaboration and action plans; a strong declaration; dialogue and exchange on SDGs; learn about true alternatives in tourism and strengthen solidarity.

5. Introduction of participants, their organisations and fields of work

In a second round of introduction each participant has the chance to name the organization they are working for plus their work.

- **Helena Myrman, [Schyst Resande](#), Sweden:** Involvement in Human Rights issues related to tourism and travelling from different perspectives.
- **Ernest Cañada, [Alba Sud](#), Spain:** workers' rights and trade unions in tourism
- **Diana:** translator for Humberto.
- **Humberto Mercado, [Renacer](#), Columbia:** Prevention on sexual exploitation of children in travel and tourism.
- **Rebecca Armstrong, [Equality in Tourism](#), UK:** Gender equality in tourism.
- **Claudia Mitteneder, [Studienkreis / Institute on development and tourism](#), Germany:** Raising awareness for responsible travel.
- **Theo Noten, [ECPAT Netherlands](#):** Lobby and advocacy work towards preventing the sexual exploitation of children in travel and tourism.
- **Mechtild Maurer, [ECPAT Germany](#):** Lobby and advocacy work towards preventing the sexual exploitation of children in travel and tourism.
- **Kevin Curran, [Unite the Union](#), UK:** Union work on the rights of hotel workers in the UK.
- **Mamadou Mbodji, [Naturefriends Africa](#), Senegal:** Committed to environmental and nature protection and soft tourism.
- **Katrin Karschat, [Naturefriends International](#), Austria:** Design and implementation of sustainability schemes for the environment and for the society at regional, national and international level.
- **Mark Watson, [Tourism Concern](#), UK:** Committed to a fair and ethical tourism with positive experiences for both travellers and the people and places they visit.
- **Om Sophana & Vim, [Mlup Baitong](#), Cambodia:** Creating additional income and protecting nature through tourism.
- **Cesare Ottolini, [International Alliance of Inhabitants](#), Italy:** fighting against evictions and for housing and city rights.
- **Yves Bowie, [Society for Threatened Peoples](#), Switzerland:** Humans rights organization advocating for threatened ethnic minorities.
- **Herman Kumara, [National Fisheries Solidarity Movement](#), Sri Lanka:** Conducting campaigns against land grabbing and ocean grabbing issues.
- **Christine Plüss, [Working group on tourism and development \(akte\)](#), Switzerland:** Membership association working towards changing traveller's behaviour.
- **Marianna Madureira, [Projecto Bagagem](#), Brazil:** network for community based tourism in Brazil.
- **Marina Novelli, [Centre of Sports, Tourism and Leisure Studies, University of Brighton](#), UK:** Research concerned with the emergence, practice, and provision of activities relating to sport, tourism and leisure.

- **Sumesh Mangalasseri, [Kabani - the other direction](#), India:** CBT Development consultations and tour operator.
- **Adama Bah, Institute on Travel and Tourism of the Gambia:** Providing scholar/education to African people to work in tourism and travel.
- **Frans de Man, [Stichting Retour](#), Netherlands:** Foundation promoting responsible tourism.
- **Christina Kamp, [Freelance Journalist](#), Germany:** freelance translator and journalist focussing on tourism and development.
- **Juhee Shin, [Imagine Peace](#), South Korea:** Fair tourism movement in South Korea. Tourism and human rights/environment. Photographer and researcher.
- **Ko Nyunt, [Myanmar Responsible Tourism Institute](#):** Aiming to support responsible tourism development in Myanmar through knowledge sharing, training, and research.
- **Libby Blake & Andy Rutherford, [Fresh Eyes](#) / [AEPF](#), UK:** First non-profit tour company in UK.
- **Ma Rosalie Abeto Zerrudo, [College of Technology/CLASE – University of San Agustin](#), Phillipines:** involved in issues on sustainable and ethical tourism. Understanding local communities.
- **Maria Youngsin Lin, [Imagine Peace](#), South Korea:** Fair tourism movement in South Korea. Tourism and human rights/environment.
- **Matías Bosch, [Juan Bosch Foundation](#) / [APEC](#), Dominican Republic:** research and advocacy for workers rights/ changing capitalist structure in tourism.
- **Anna Bosch:** companion of Matías Bosch & concerned citizen.
- **Antje Monshausen, Laura Jäger, Marie Kosche [Tourism Watch](#), Germany:** Not-for-profit organization critically questioning tourism from an international development perspective.

6. Introduction of the Chapters from www.transforming-tourism.org

Prior to the meeting, each participant was asked to choose four out of the SDGs 1 to 16 and rank them from priority one to four according to their subjective relevance. The results are presented to the group. (see: Table 1).

Table 1 – SDG Ranking

Rank	SDG	Name	Priority Points	Mentioned x times
1	SDG 8	Decent Work and Economic Growth	43	14
2	SDG 16	Peace, Justice and Strong Institutions	25	12
3	SDG 15	Life on Land	20	8
4	SDG 5	Gender Equality	20	7
5	SDG 12	Responsible Consumption and Production	19	7
6	SDG 11	Sustainable Cities and Communities	14	5
7	SDG 1	No Poverty	13	6
8	SDG 13	Climate Action	13	5
9	SDG 10	Reduced Inequalities	10	5

10	SDG 6	Clean Water and Sanitation	8	3
11	SDG 4	Quality Education	6	3
12	SDG 2	Zero Hunger	4	2
13	SDG 7	Affordable and Clean Energy	2	1
14	SDG 14	Life Below Water	2	1
15	SDG 9	Industry, Innovation and Infrastructure	0	0
16	SDG 3	Good Health and Well-being	0	0

As preparation for the next group work a short input on the SDGs ranked one to five is provided by the respective authors of the chapters published on www.transforming-tourism.org.

7. World Café

During World Café sessions the participants brought together their ideas, thoughts and concerns in groups on each of the five chosen SDGs. The aim was not to discuss each SDG isolated in itself, but to discuss how different, overarching aspects affect and influence one another. The groups were hosted by the person who gave the brief input on the chapter. Key questions to be discussed during the group work on each of the above mentioned SDGs were:

- To discuss general issues/trends with regard to tourism that might hinder/foster the achievement of the specific SDG.
- To identify agents of change and how can they contribute to possible solutions?
- To identify key messages that should be included in the declaration.

8. Presentation of the outcomes of the World Café

Goal 5: Gender Equality

- | | |
|---|---|
| General issues | <ul style="list-style-type: none"> • Discrimination concerning land rights and titles; • Changing the business culture, e.g. women as tour guides • Education from both sides: educating the tourists and the inhabitants on their rights and duties: • Girls and children working in tourism robs the opportunity to go to school. |
| Agents of Change | <ul style="list-style-type: none"> • Government legislation; • women and girls; men and boys; • educators; • media / advertising; • companies / employees. |
| Issues to be included in the Declaration | <ul style="list-style-type: none"> • gender mainstreaming to be integrated in tourism planning as well as throughout the entire value chain; • self-regulating mechanisms are not enough; • Addressing (child) prostitution; • Wage equality, equal chances at well payed positions higher up |

- the hierarchy;
- Addressing vulnerability.
- Empowerment- Helping to organize, so they can be heard

Goal 8: decent work

- | | |
|---|---|
| General Issues | <ul style="list-style-type: none"> • Financialization –private equity funds put high pressure on the whole sector to get/squeeze out the maximum from their investment. This immense pressure leads to lower pay, worse working conditions resulting in a lack of dignity and respect for the workforce in the sector. • Psychological slavery; • Fundamental change is the empowerment of the workers; • Vulnerability of workers standing up for their rights individually. The right to association needs to be strengthened in order to allow collective strengths; • High influx of migrant labour in the tourism industry: high vulnerability and lack of knowledge about their rights; • Gig economy as new “black market”: Businesses like AirBnB and Uber are completely unregulated. However, at the same time sharing economy provide business opportunities for small scale providers; • It is hard to motivate individual consumers to make a change. |
| Agents of Change | <ul style="list-style-type: none"> • Tour operators; • educational and developmental opportunities; • private equity funds (not), but ethical investment pension funds; • social media. |
| Conditions of Change | <ul style="list-style-type: none"> • giving exposure to tourists what is going on in the industry; • where is no justice there can't be any peace. |
| Issues to be included in the Declaration | <ul style="list-style-type: none"> • Active engagement for employers to empower workforce; • Huge social cost due to the structure of the industry; • Tax burden where there is low pay and high profits = it is a cost to the taxpayer. |

Goal 15: Life on Land (closely related to life below water)

- | | |
|--|---|
| General Issues / Trends that might hinder | <ul style="list-style-type: none"> • Financial issues; • Weak governance on local- international level; • Land grabbing and ocean grabbing -> no legal protection in place or laws are not fully implemented; • Regulation will not work without proper education = Capacity Building; • Create win-win agreements; • Sharing knowledge with different communities; • Security issue - being an ecological activist can be dangerous. Activists should get support to be safe, & to avoid discouragement. |
| Issues to be | <ul style="list-style-type: none"> • How to connect and address the issue of communal rights and |

- included in the Declaration**
- free trade agreements negotiations;
 - Empowerment of local communities;
 - Climate justice has to be created within every process;
 - Protect resources & insure participatory processes.

Goal 12: sustainable consumption and production

- General Issues**
- Overconsumption of resources;
 - Privatisation of resources;
 - Complete lack of sharing the benefits from resources with inhabitants;
 - Abolish subsidies that lead to market distortion in favour of not sustainable products - need of transparent pricing;
 - Need for proper waste, energy and land management;
 - Need for functioning tax schemes;
 - Empower local people, local economy and producers to overcome structural barriers;
 - Local government needs to be held responsible for trades accomplished and production of tourism activities;
 - Integrate local markets, produce and labour into tourism value chain.
- Agents of Change**
- Government;
 - Consumers;
 - Producers.
- Issues to be included in the Declaration**
- Move beyond voluntary initiatives towards binding regulations;
 - Monitoring processes on businesses to identify violation of law;
 - Hold governments and businesses to account.
 - Change of value needed. Transform tourism from yet another product for quick and easy consumption to a meaningful, respectful encounter.

Goal 16: Governance

- General Issues**
- Top down decision making as a problem;
 - Corruption;
 - Accountability for decision making at local and national level;
 - Local and governmental structures are not interested in participatory processes and structures;
 - Destination management issues;
 - Monitoring issues.
- Conditions of Change**
- Give local communities a voice, strengthen networking among communities;
 - Need of access to bring in their voice;
 - Chance to have a voice and to participate in discussions on the development of a destination.
- Agents of Change**
- Local government;
 - Co-organizing and bringing together tourists, local people, tourism company and government;
 - Accountability is of importance, therefore monitoring is key.

Day 2 – Sunday 5th March 2017

Ways forward, agents of change and excursion

1. Presentation and discussion of the proposed structure of the declaration in the plenary

A brief idea on how to structure the declaration is presented to the participants of the meeting. Participants are asked to give feedback on the proposal.

Preamble (1/3 page)

We, over 30 participants from 19 countries in Africa, Asia, Europe and Latin America, representing non-governmental organizations, people's movements and academia joined together from the 3rd to 6th March 2017 under the theme "Transforming Tourism", to reflect on current developments in tourism and sustainable development...

Reflection on Agenda 2030 (1/3 page)

Current developments in Tourism (1/2 page)

We therefore declare that the following **priorities** should duly taken into account (1/2 page)

Recommendations / Agents of change... (1 page)

Call for Action on the International Year on Sustainable Tourism for Development & beyond (1/2 page)

More specifically for the 2017 Year on Sustainable Tourism for Development, we make the following recommendations...

The core declaration should be short, strong and give orientation for actions. It might be necessary to add special action plans for the priority fields of action as appendix.

The participants agreed that the declaration should be used to target governments at local, national and international levels as well as the tourism industry, putting special emphasis on the strong link between participatory governance and sustainable business models. There is clear consensus that the aim of the declaration should be to benefit local people and that the declaration should include guiding principles of what a transformative approach would look like. In order to be not just another generic policy document, specific inherent risks of the tourism sector that endanger vulnerable groups and threaten sustainable development need to be addressed in the declaration. Furthermore, the proposal of a specific call for action in the International Year on Sustainable Tourism for Development 2017 is agreed upon. At the same time, the declaration should be the starting point for further joint strategic activities in the future, beyond 2017.

2. Group work on identifying risks and trends

Four groups are set up, from which two are asked to identify the inherent risks specific for tourism as an industry and the other two to identify the current trends in

tourism. Each group has 30 minutes to prioritize four issues most important to them and subsequently to affiliate with the group concerned with the same topic, to present their results each other and to find an agreement on four main points out of their overall findings, which are presented to the plenary

3. Presentation of the findings and priorities of the group work

The group that focussed on **current trends and recent developments in the tourism** sector identified the following trends and their effects:

1. Growth of tourism effects are:
 - Gentrification;
 - Overuse of resources / over tourism;
 - Management issues;
 - Inequalities.
2. Climate Change
 - Is caused by cheap mobility;
 - Tourism as villain and vector of climate change at the same time;
 - Environmental damage.
3. Technology
 - Sharing economy and crowd sourcing;
 - Internet & social media gives power to producers (small and big) and consumers, but leads also to disruptive economy.
4. Value chain complexity
 - Financial capital has entered tourism structures – private equity;
 - gig economy brings about even more complex and intransparent structures;
 - Intransparency hinders accountability.

The other group identified the following **risks specific to tourism as an industry**:

1. Seasonal Work
 - Big lack of legislation/enforcement of Human Rights and ILO Core Labour Standards;
 - Little social security and protection of workforce;
 - Little accountability within the value chain;
 - Trend of self-employment and outsourcing;
 - Unregulated working hours.
2. Lack of Participation
 - Deregulation – structural disadvantage of local providers through free trade agreements;
 - Democratic deficit – no functional participation processes for local communities; lack of functional regulation and monitoring mechanisms.
3. Exploitation
 - Consumptive nature of tourism is leading to exploitation, affecting vulnerable groups.
4. Vulnerability
 - Tourism happens in fragile environments (socially, economically & politically);
 - Shrinking spaces for civil society organizations.

Discussion of the result in the plenary:

The groups were pleased that the trends and challenges were closely interlinked. On a general note the plenary agreed that tourism as a development tool or strategy itself is overrated. The assumption that tourism can be used as a quick and easy fix for developmental purposes is highly questionable. Nowadays destinations compete with each other globally, encouraging fierce competition amongst them at the cost of communities, workers and their environment rather than their benefit.

4. Working groups on four stakeholder groups

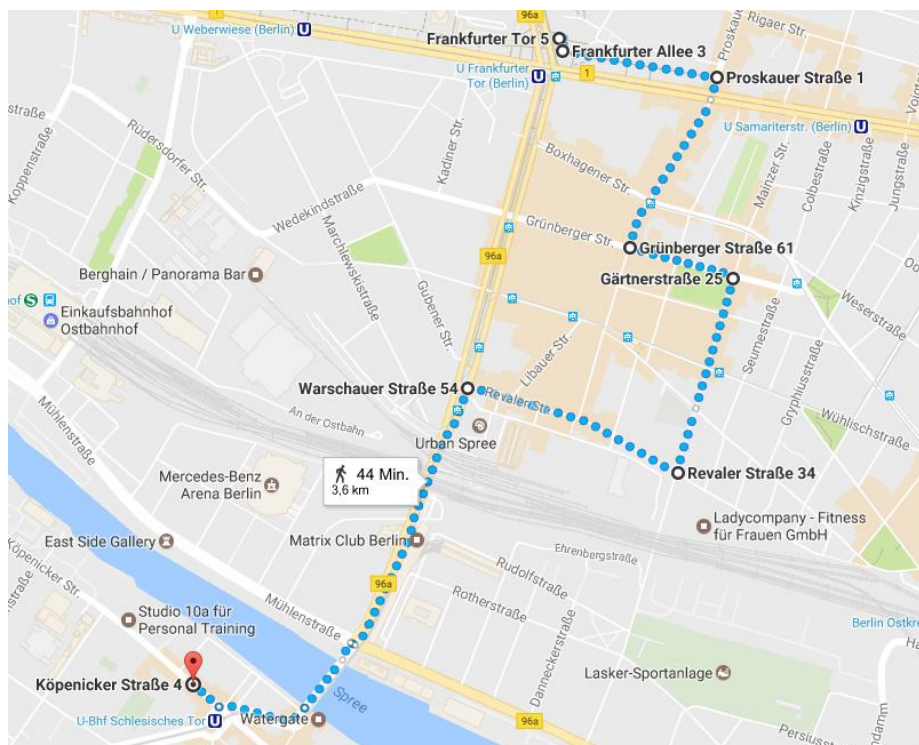
Another four groups set up to develop recommendations for action regarding the identified stakeholders/agents of change:

- industry,
- travellers & consumers,
- local community, media & education
- and government.

Each group is asked to develop no more than 5 recommendations for the respective group of stakeholders. These recommendations should be phrased clear and short in order to help the editorial team drafting the declaration.

5. Excursion

In the afternoon the group went on a walking tour from Friedrichshain in the former Eastern part of Berlin to Kreuzberg in the former Western part of town. The idea was to show parts of town that are booming with tourism and how tourism contributed to change the neighbourhood but also how the neighbourhood reacted to this change. Some of the sites we saw were: Frankfurter Tor, Boxhagener Platz, Grünberger Str. 73 (one of the last houses formerly occupied and now owned by [squatters](#)), RAW Gelände (former train repair shops. Nowadays clubs, culture, sports (climbing, skating, swimming etc.), Berlin Wall, Oberbaumbrücke



Day 3, Monday, 6th March 2017 Declaration writing and Networking

1. The session starts with a meditation

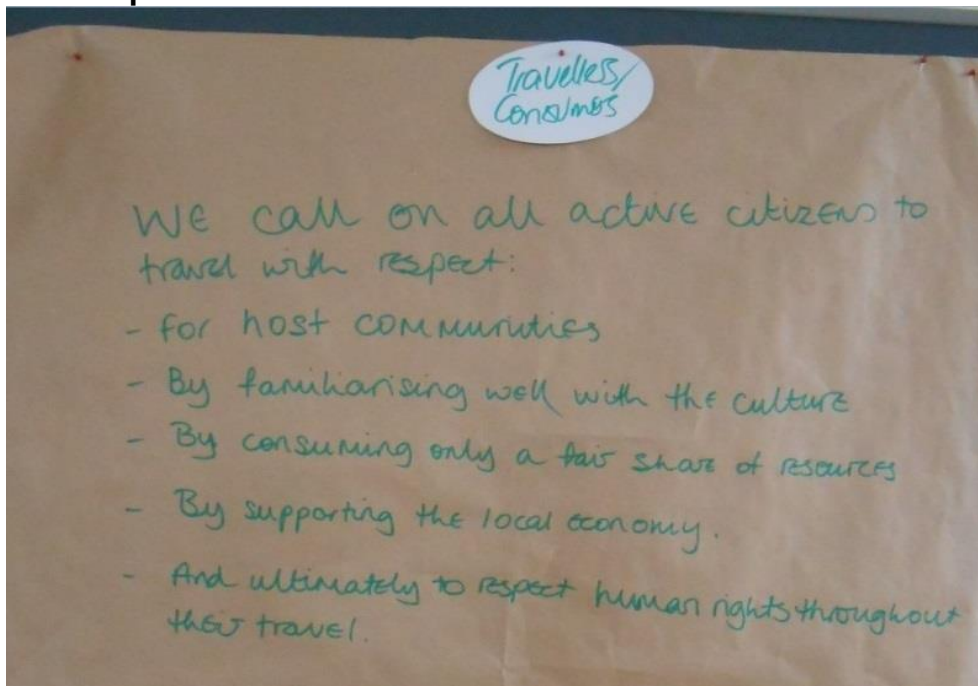
2. Presentation of the first draft of the declaration

The day before an editorial team was set up to develop a first draft of the declaration based on the group's work of the previous days. This draft is presented to the plenary, paragraph by paragraph. The participants are asked to comment on each paragraph and to bring in their concerns regarding the contents and the wording. Suggestions for change are discussed within the group.

3. Presentation and joint prioritisation in the plenary

The participants get back into their groups of the past day to finalize the draft recommendations within the next hour and to present them afterwards to the plenum.

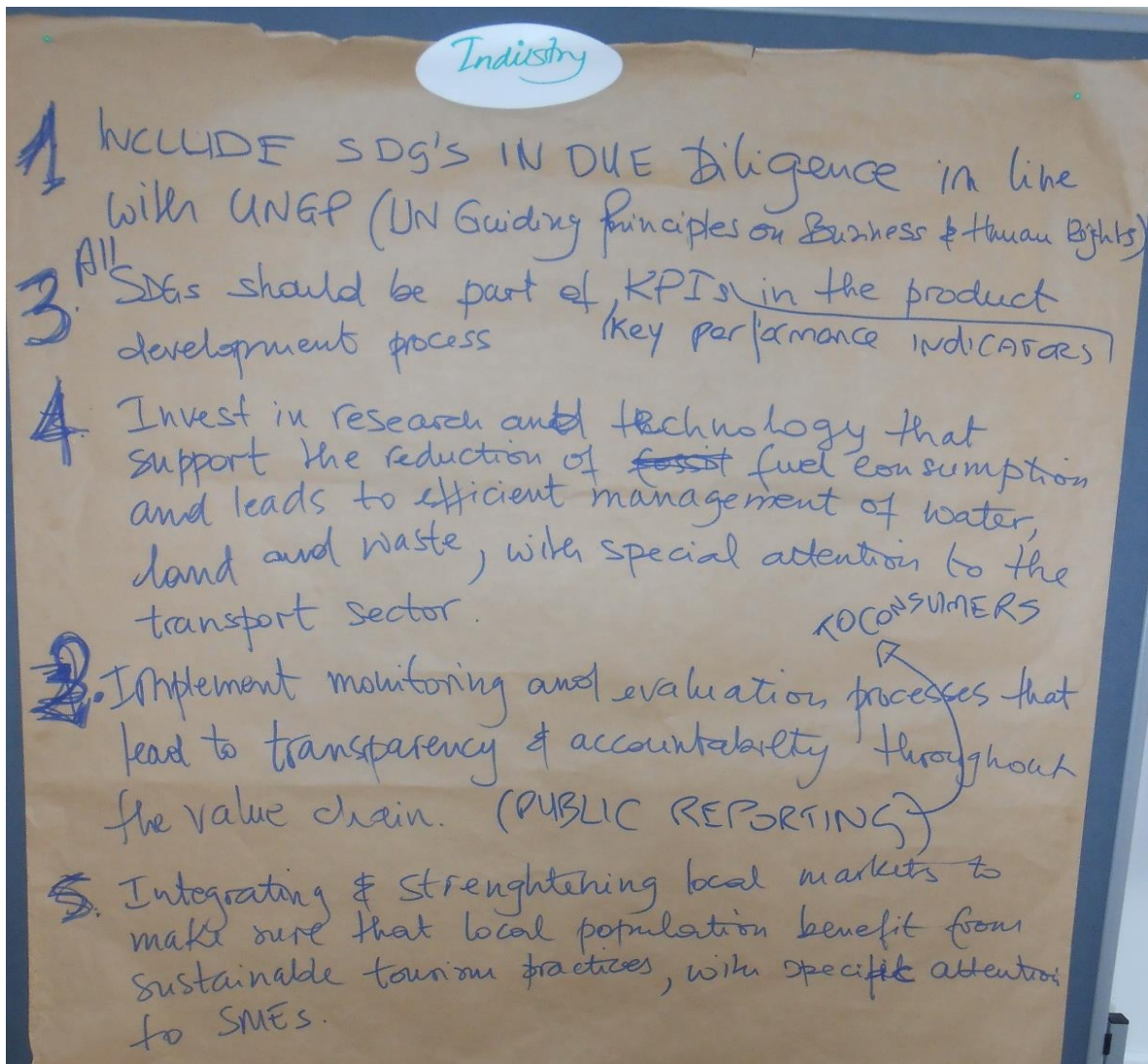
1st Group – Travellers & Consumers



Feedback from the plenary

The question is raised how far to address individual traveller. It is consensus to rather focus on industry and government. However, the link between consumers and providers should be pointed out. And therefore, tourists' responsibility should be mentioned in the declaration at least briefly. Furthermore, it is agreed that the introduction should reflect, that the recommendations made within the declaration are not complete and can only be seen as a trigger/starting point for further in depth recommendations for different stakeholder groups.

2nd Group – Industry



Feedback from the plenary

The plenary welcomes the recommendations and agreed that the declaration must address the industry. The importance of transparent public reporting is highlighted in order to enable and foster responsible consumer behaviour and peer to peer to peer learning within the industry. The audience voices concerns that the industry might use minor technical advancements to sell/greenwash their products as more sustainable masking the fact that urgent change is needed in product design and consumption patterns, especially with regards to climate change. A slightly more fuel efficient airplane can not address the issue of climate justice in tourism.

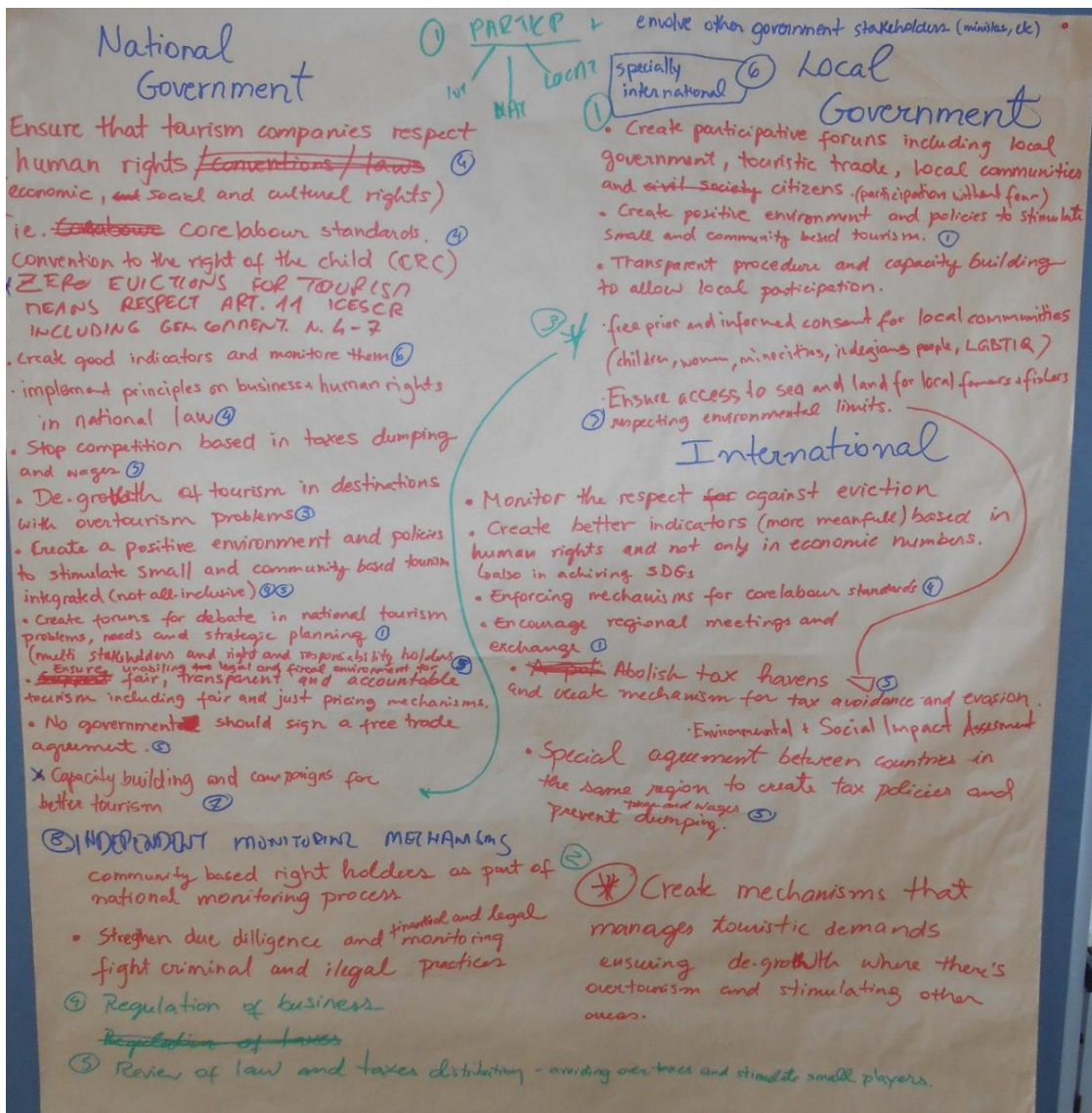
3rd Group - Local Community, Media & Education

1. Build civil society capacity, empower and give voice to communities to enable them to play a meaningful role at all levels of participation in tourism, including planning, decision making, business, destination management, and monitoring.
2. Develop mechanisms to negotiate and define the optimum desired level of tourism development in a community, taking into account environmental, social and cultural carrying capacity constraints and the need for regulation in line with local priorities.
3. Raise awareness within media to encourage a critical, responsible, people and community centered approach regarding tourism issues.
4. Facilitate education and life-long learning opportunities that enable career development and enhance personal and professional skills and cultural awareness and intercultural understanding.
5. Actively encourage freedom of association and all labour and human rights.

Feedback from the plenary

The plenary appreciates the well structured recommendations. On one hand the declaration should reflect that equal roles are requested and that communities need to be empowered in order to participate meaningfully in consultations, decision making processes and benefit from tourism. On the other hand it is stressed that the Communities are not merely the recipients of help and empowerment but also need to stand up for themselves to raise their voices and to stand up for their rights. It is noted that there is no consistent definition of the term “community-based” and/or “sustainable tourism”. As even within the plenary many different notions and definitions of these terms exist, it is decided to not try to further define such terms in the declaration. However, it is important to stick to consistent wording within the declaration.

4th Group - Governance



Feedback from the plenary:

The group raised important issues. First ideas for further structuring and distilling of key recommendation are discussed in the plenary. The core demand is that governance from local to international level need to guarantee participation. Governance in tourism needs to put people and their rights first. Clear and transparent monitoring mechanism need to be developed to identify and avoid harmful tourism practices. Clear and binding regulation needs to be developed and implemented as well as transparent reporting schemes for businesses in order to forbid non sustainable business models and hold businesses to account. At international level, governments must not hand over the responsibility to the industry by engaging in free trade agreements. Tax justice is a big issue. In general, tourism needs to be considered as a cross cutting instrument, therefore coherence amongst different areas and levels of governance is key.

4. Ideas for the further development of the homepage www.transforming-tourism.org

After Lunch the editorial group includes the day's findings into the draft of the declaration, presented at the beginning of the day.

Meanwhile, the participants work out ideas on if and how to further develop the homepage www.transforming-tourism.org. At first the website, its functions and contents are presented. Up to now the website is merely an online compendium. Tourism Watch proposes the idea of extending the website to an online portal that would display case studies, projects, etc. from the participant's organisations with the aim to foster networking, sharing ideas and cooperating in the future.

The participants are open to the idea and see an added benefit. Various ideas are proposed, such as adding blogs to the website, translating the website's content to more languages. Because of the limited time and resources at Tourism Watch, these steps unfortunately do not seem feasible as a first step.

Instead it is suggested to use commented links. Interested participants could send a brief description of a project, case or best practice (no more than 250 words in English) to tourism-watch@brot-fuer-die-welt.de and provide a link to more details on the project. This information would then be uploaded under a new section named "further material". As a first structure, it is proposed to structure the material by countries or continents.

It is proposed that Tourism Watch would send out an email once a month asking the participants of the Berlin meeting to share commented links of new projects, ideas etc. As a first step, only participants of our meeting should be able to propose their organisation's or partner's material. That way we can ensure that only high quality material is gathered. After a pilot phase, more people could be invited to contribute.

5. Further networking and activity planning

Each participant has the chance to present a project or an idea for further networking to the group – 5 minutes each.

1. Marina: Peer2Peer –The Gambia
2. Kevin: Unite – the Union's work
3. Mamadou:Landscape of the year
4. Sumesh Mangalasseri: travel game
5. Fresh Eyes - Transparent price chain
6. Marianna: map of community-based tourism Initiatives in 2017 in Brazil.
7. Katrin Karschat: Naturefriend Climate Fund – International Solidarity
8. Rosalie & Maria: Philippines-Indigenous architecture & rebuilding programs,
9. Ko Nyunt: Presentation on Myanmar Responsible Tourism Institute
10. Cesare: International Tribunal on Tourism in October 2017 in Venice
11. Yves: militarization and human rights violations in Sri Lanka
12. Humberto: work of Renacer in general and current issues
13. Mark: Ethical Travel Guide
14. Rebecca - Vocal Woman, local solutions
15. Marina: Engaging academia in society

6. Presentation of the final declaration

The editorial team presents the final draft of the declaration to the plenary, again paragraph by paragraph. All participants have the chance to ask questions, give recommendations for change and to make reservations. Adjustments are made. Overall the draft is approved by the plenum.

7. Process of endorsing the presentation by concerned individuals and organisations

It is agreed that the declaration is open for endorsement by further organisations and individuals. Organisations that would like to endorse the declaration can write an email to tourism-watch@brot-fuer-die-welt.de. Concerned individuals can sign the petition started by Tourism Concern: <https://www.tourismconcern.org.uk/berlin-declaration-transforming-tourism/>