

# ITB Berlin 2025 panel discussions

## Community tourism: how to manage the link | Uganda, Ethiopia and State of Palestine

Wednesday 5 March 2025

12:35-12:45 hours Key-note speech State Minister Uganda

12:35-12:45 hours Panel discussion

### LIGHTHOUSE STAGE IN HALL 4.1B

Organized by CBI

Deep dive into practical examples how to manage the link with communities when developing new Community-based Tourism (CBT) products. The speakers will share their lessons learned to establish and – more importantly – manage their relationship with the communities they include into their tour programs.

Special focus on community tourism in conflicted-affected areas in Ethiopia and the State of Palestine and how to rebuild after conflict.

Examples feature lodges in Uganda and how these can offer meaningful experiences to their guests in neighboring villages. A second example from the lesser-known Acholi region in Uganda, will highlight how to ensure community experiences are immersive and responsible. Further

examples are from Ethiopia about sensitive interaction with the tribes. The case of the State of Palestine feature the local CBT booking platform hantour.ps, to include excursions like two-hour soap making, donkey ride or short hill trekking in tour programs.

### Key-note speech

**Hon. Martin Mugarra Bahinduka**

**State Minister for Tourism, Wildlife and Antiquities  
Uganda**

The keynote will specifically provide an overview of the role of sustainability in the new tourism policy as competitive edge and its implication: preserving cultures, environment and wildlife allowing for quality tourism products in the adventure, nature and cultural tourism markets.

### Panel discussion

**Moderator:** Jeanette Scherpenzeel, CBI Programme Manager

#### **Panelists:**

Ether Birungi (Churchill Safaris, Uganda)

Gloria Adyero (Loremi Tours, Uganda)

Mark Chapman TESFA Tours, Ethiopia)

Sebastian Plötzgen (Hantour.ps, State of Palestine)

# ITB Berlin 2025 panel discussions

**Catalyzing certification: the role of DMCs in supporting sustainable practices |**

**Madagascar, Uganda, Tanzania**

**Wednesday 5 March 2025**

from 17:10-17:35 hours

**LIGHTHOUSE STAGE IN HALL 4.1B**

Organized by CBI and Travelife

Exploring the role of DMCs in supporting sustainable tourism practices in supply chains in developing destinations with little to no supplier certification footprint. What is the added value of certification schemes like Travelife for Tour Operators and Fair Trade Tourism (FTT) in African destinations where it is active? How can European buyers leverage and/or support certification to assure sustainability in their supply chain without simply pushing responsibility further down the tourism value chain? Practitioner views and best practice examples from Travelife Certified DMC's from Uganda, Ethiopia, Madagascar and Tanzania.

**Moderator:** Emilie Hagedoorn (Green Heart Tourism)

**Panelists:** Frank Janssens (MADAFOCUS, Madagascar)

Yvonne Hilgendorf (Manya Africa Tours, Uganda)

Solène Perbost (African Scenic Safaris, Tanzania)

**Cycling in Ethiopia, discover the unknown | Ethiopia**

**Thursday 6 March 2025**

from 15:25-15:50 hours

**LIGHTHOUSE STAGE IN HALL 4.1B**

Organized by CBI

Exploring Ethiopia by bike brings you to places you have never experienced before. Riding Africa's Great Rift Valley and beyond on Ethiopia's dirt roads opens new doors to the heart of the Ethiopian communities, landscapes, and mountains. This session presents new cycling products in Ethiopia, including community experiences, mountain biking and cultural immersion. Learn tips and tricks how to get in motion new cycling routes in these unknown regions. Very new is the introduction of e-bikes for the first time in Ethiopia.

**Moderator:** Jeanette Scherpenzeel, CBI programme manager

**Panelists:**

Marco Degasper, Director, SimienEcoTours; Ethiopia

Mark Chapman, Director, TESFA Tours; Ethiopia

**Launch: The Gamo Experience | Ethiopia**

WideOyster Magazine and GIZ presents: The Gamo Experience, a short film promoting community based tourism in Arba Minch

By Frits Meyst from WideOyster Magazine