Studienkreis
für Tourismus und
Entwicklung e.V.

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ZwischenRufe 2019: The Plastik-Paradox or – Lifestyle hits Lifestyle.

In the case of marine pollution tourists are both culprits and victims at the same time; panel discussion with international experts organised by Studienkreis

Seefeld, 19/02/2019 – ”Questioning the Unquestioned“ – under this motto the Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung) has for 20 years regularly invited to the “ITB Interjections“ (“Zwischenrufe”), our discussion format at ITB Berlin, contributing in a substantiated manner to tourism-specific debates. This year’s event will take place under the title: **The Plastics Paradox or – Lifestyle hits Lifestyle.**

The high-level panel with international experts will take place on **Thursday, 7 March 2019 at 11.55 am at City Cube Club on the trade fair grounds in Berlin.**

Over the past few years, marine pollution with plastic waste has reached dramatic proportions. The incredibly huge amounts of non-biodegradable waste pose a threat to the ecological balance of the world’s water bodies. All animals living in water or close to water are threatened by this kind of waste. Microscopically small pieces of plastic also pose a serious danger to human health. Beaches in the Caribbean and in India, but also on the North and Baltic Sea coasts are affected and have partly imposed significant restrictions on beach tourism. The ones who caused this pollution include industrial plants as well as tourists themselves.

The “ITB Interjections 2019“ look into this development and discuss counter-strategies to significantly reduce the use of plastics in tourism and protect nature in marine habitats.

The topic will be discussed by:

- **Victoria Barlow**, Group Environmental Manager, Thomas Cook, Manchester, UK
- **Mark Hehir**, CEO, The small Maldives Island Co (TSMIC), Amailla Fushi/Finolhu, Maldives
- **Wybcke Meier**, CEO TUI Cruises, Hamburg
- **Martina von Münchhausen**, WWF Centre for Marine Conservation,

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With this discussion format at the world's biggest tourism trade fair, Studienkreis für Tourismus und Entwicklung has since 1999 been encouraging a regular debate on side effects, opportunities and risks of international tourism. These discussions are meant to critically and constructively highlight the dimension of responsibility of those involved in tourism.

The "ITB Interjections" are supported by the German Federal Ministry for Economic Cooperation and Development and ITB Berlin.

Please also visit us at our information booth at ITB in hall 4.1, stand 257. Meetings can already be arranged.

Studienkreis für Tourismus und Entwicklung (Institute for Tourism and Development) focuses on development related information and education in tourism. In this context it brings out publications, organises international contests, offers training and seminars for people employed in the tourism sector, carries out tourism research and consultancy, and is involved in dialogue on issues related to tourism development.

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