

## PATA Travel Mart 2010 Luncheon Workshop: CSR for Travel and Tourism

Thursday 16 September 2010, 1245-1415  
The Venetian Macao~Resort~Hotel (Naples Room)



**Mr. John King**, Chairman of PATA's Corporate Responsibility and Sustainability Committee, Chairman of the Australian Tourism Export Council (ATEC), and Managing Director of Global Tourism & Leisure P/L will facilitate the workshop "CSR for Travel and Tourism".

Corporate Social Responsibility (CSR) is a rising phenomenon in the field of travel today. Far from being merely a passing fad, increasingly, CSR is influencing how and where people choose to travel, and the creation of new travel opportunities and products. The workshop will provide ample time for questions and an interactive discussion.

Speakers will include **Ms. Nicole Häusler** – Managing Partner and Senior Consultant with MAS|Contour from Germany, who will outline the meaning of CSR in tourism as well as the changing consumer attitudes towards CSR in Europe. **Mr. Randy Durband** - Senior partner with Robin Tauck and Partners in USA will look at the other side of the coin when he provides details of the growing phenomenon of traveller's philanthropy.

More information about this workshop or to register, please email directly to: [Arunee@PATA.org](mailto:Arunee@PATA.org)

For general information on how we can work with your organisation to better understand the dynamics of Asia Pacific markets please visit us at [www.PATA.org](http://www.PATA.org)

### PROGRAMME

#### 1245-1250 (5 minutes)

Workshop Opening & Introduction

#### **Mr. John King**

Chairman - PATA's Corporate Responsibility and Sustainability Committee

Chairman – the Australian Tourism Export Council (ATEC)

Managing Director – Global Tourism & Leisure

#### 1250-1310 (20 minutes)

Presentation: CSR Meaning and Consumers' Responses to CSR

#### **Ms. Nicole Häusler**

Managing Partner and Senior Consultant at mas|contour – Tourism Consulting and Regional Planning

#### 1310-1330 (20 minutes)

Presentation: Phenomenon of Travellers' Philanthropy Growth

#### **Mr. Randy Durband**

Senior Partner – Robin Tauck & Partners

#### 1330-1350 (20 minutes)

Presentation: Indigenous Tourism Increasing Importance

#### **Mr. John King**

Chairman - PATA's Corporate Responsibility and Sustainability Committee

Chairman – the Australian Tourism Export Council (ATEC)

Managing Director – Global Tourism & Leisure

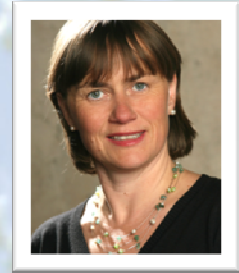
#### 1350-1415 (25 minutes)

Q&A, Wrap up & Session End

## SPEAKER PROFILES

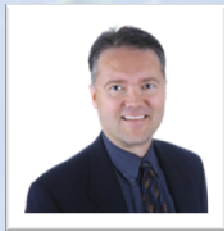
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Nicole Häusler is a Managing Partner and Senior Consultant at mas|contour – Tourism Consulting and Regional Planning in Berlin, Germany. For more than twelve years the focus of her work has been on responsible tourism management and training, the implementation of corporate social responsibility (CSR) and tourism and poverty reduction, especially in Asia and South America.



Nicole has worked with the public and private sector, NGOs, tourism authorities, training centres and, most important, with local communities on the micro- and macro-levels. Her key skills include institutional change management, participatory methodologies and intercultural communication. She is a member of the International Centre for Responsible Tourism (ICRT) in Leeds, UK and a lecturer at the University of Sustainable Development in Eberswalde near Berlin, where she directs the master's degree programme in sustainable tourism development. Nicole has also given various lectures at international conferences and trade fairs, such as WTM and ITB.

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Randy Durband has held senior leadership positions at some of the finest U.S. tour operators, having served as President for Travcoa, INTRAV, and Clipper Cruise Lines, as well as Executive Vice President of Tauck World Discovery. He has a 28-year career in travel and tourism.

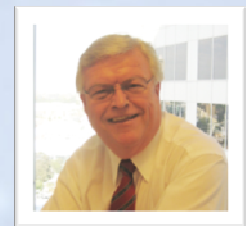
As a Senior Partner of Robin Tauck & Partners, Randy supports Sustainable Travel through global public/private partnerships. His leadership expertise and experience in \$100 - \$400 million tour companies within the \$6 billion packaged travel industry lends expert consultancy to tourism issues. He has extensive networks in EU, USA, Asia-Pacific and Eastern Europe and broad knowledge of many international destinations in over 70 countries.

His work in sustainable travel encompasses a range of activities: advising on the marketability of heritage attractions and sites to tourism development agencies; teaching and advising on sustainable destination marketing; connecting the tourism sector to the preservation and conservation world; and speaking and writing on issues relating to all of this and more.

Randy currently serves on the boards of Sustainable Travel International and its consumer-facing website [www.green.travel](http://www.green.travel), and Global Exchange.

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John King is Managing Director of Sydney based tourism marketing and development consultancy, Global Tourism & Leisure Pty Ltd through which he works as an adviser to governments and tourism authorities, industry organisations and companies principally throughout Australia, Asia, Pacific and the Middle East. His 37 years tourism industry experience includes 12 years in senior executive positions with the Australian Tourist Commission.



He is widely recognised for his work particularly in the fields of Indigenous tourism, wine tourism and destination brand development.

He was Chairman of Tourism Tasmania, for nine years up to February 2006 and has been Chairman of the Australian Tourism Export Council (ATEC) since May 2006. He was for seven years a Board member of the Cooperative Research Centre for Sustainable Tourism and is Chairman of the Industry Advisory Board of the Southern Cross University School of Tourism and Hospitality Management and a Fellow of the University. He is the Australian Government nominee to the Board of Uluru Kata Tjuta National Park and World Heritage Area and a Trustee of the Australian Travel Compensation Fund.