



**Responsible and sustainable tourism:
Challenges, opportunities and
perspectives
(II Edition)**



Centre Euro África
África. Yesterday. Today and Tomorrow

Presentation.

One of Centre Euro Africa's preferential topics of interests is the ecology and the environment. Related to this topic we presented, the First Edition, in seminar format, on Responsible and Ecological Tourism, which took place in 2011. The keynote address was given by Ms. Aminata Traoré, Former Minister of Culture and Tourism of Rep. of Mali.

The General Assembly of the United Nations designated 2017 as the International Year of Sustainable Tourism for Development. The resolution, approved on December 4th, 2015, recognized "*the importance of international tourism and, in particular, the designation of an international year of sustainable tourism for development*".

"Promoting a better understanding among peoples everywhere, leads to a greater awareness of the richness of the heritage of different civilizations and leads to a better appreciation of the inherent values of different cultures, thus contributing to the strengthening of Peace in the world. It is a unique opportunity to expand the contribution of the tourism sector to the three pillars of sustainability - economic, social and environmental - as well as to raise awareness of the true dimensions of a sector that is often underestimated ", affirmed the then Secretary General of the WTO, Taleb Rifai.

The decision to designate 2017 as the "International Year of Sustainable Tourism for Development" comes at a particularly important moment, in which the international community adopts the new 2030 Agenda and the Sustainable Development Goals (SDGs), approved by the General Assembly of the United Nations in September 2015. Tourism is included in the goals of three of the SDGs, which are listed below, "Goal 8: promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all; Goal 12: sustainable consumption and production and Goal 14: conserve and sustainably use oceans, seas and marine resources for sustainable development ".

Centre Euro Africa is an entity that values future challenges, of maximum social interest and that is why priority is given to the topic of responsible tourism. In fact, we are convinced that this is the priority line to invest in responsibility, time and will, always with the maximum possible interest. Therefore, on January 21st, 2019, at CaixaForum Barcelona, the II Edition will take place. The topic will be: "Responsible and sustainable tourism: challenges, opportunities and perspectives", and whose contents will be taught by experts of international recognition and where we hope to have the presence of any interested person, especially managers and business people, or citizens with links between Africa and Europe.

Barcelona, December 30th, 2018

Divaiika Kiemba Dina.

President

ORGANIZER: CENTRE EURO ÁFRICA.



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- **Date: 21st of January 2019**
- **Location of the event: CaixaForum, Av. Francesc Ferrer i Guàrdia, 6-8 Barcelona. Metro: Plaça Espanya (1 + 3).**
- **Opening time of the event: 17: 30**
- **Attendance: Open to everyone, but especially directed at managers, entrepreneurs and people who have links between Africa and Europe.**

Inaugural conference: "Responsible and sustainable tourism: challenges, opportunities and perspectives	18:00
<p><u>Table I.</u> <i>The 2030 Agenda and Responsible and Sustainable Tourism in Africa: Corporate Social Responsibility (CSR) as a strategic tool of great utility for Africa and its link with Europe, in the 21st century.</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> ➤ Mr. Karl Clodius, tourist guide specialized in bird watching, Master in tourism and hospitality. Founder of H.I.M. Group. ➤ Ms. Ana María Huerta, Professor of the Degree in Tourism and Member of the GREPAT Tourist Research Team, University School of the University of Girona (UdG). Professor at the University of Wales Trinity Saint David (UWTSD), Expert in Communication, Protocol, Public Relations and Corporate Social Responsibility (CSR). 	18:15
<p>Presenter and moderator of the debate:</p> <ul style="list-style-type: none"> ➤ <i>Mr. Birame Boye, PhD in Physical Chemistry applied to the environment and water treatment, Universitat de Barcelona. Director at BBOYE W.E.- ENGINEERING SAU. Founding Partner and CEO of MBI Consulting Worldwide.</i> 	
Coffee Break / 19:15 h – 19,30 h.	



<p>Table II. Gastronomy in the 21st century in Africa: Innovation, Cosmopolitanism and Internationalization.</p> <p>Speaker:</p> <ul style="list-style-type: none"> ➤ Ms. Nathalie Schermann, Chef and promoter of high-end culinary innovation spaces at the "l'Atelier Joe & Avrels". 	<p>19:30</p>
<p>Presenter and moderator of the debate:</p> <ul style="list-style-type: none"> ➤ Ms. Daniela Freund, professor and researcher, Faculty of Tourism and Hotel Management Sant Ignasi (URL). Expert in female leadership. Mentor and advisor. 	
<p>Final conclusions:</p> <ul style="list-style-type: none"> ➤ Mr. Birame Boye 	<p>20:00</p>
<p>Manifest or White Book about the event, published after the event: Editing: Birame Boye and Ana María Huerta Content: Moderators and speakers of the event.</p> <p style="text-align: center;">⇒ Confirmation of attendance is requested to: seminarios.euroafrica@gmail.com, or info@centreuroafrica.org</p>	





NB: *Centre Euro Africa, is a private non-profit, independent entity. We need the collaboration of everyone, partners, members of entities and collaborating companies attached to the entity.*

The fact that you know the program and that you have read it and spread it, is already a collaboration. Thank you.



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