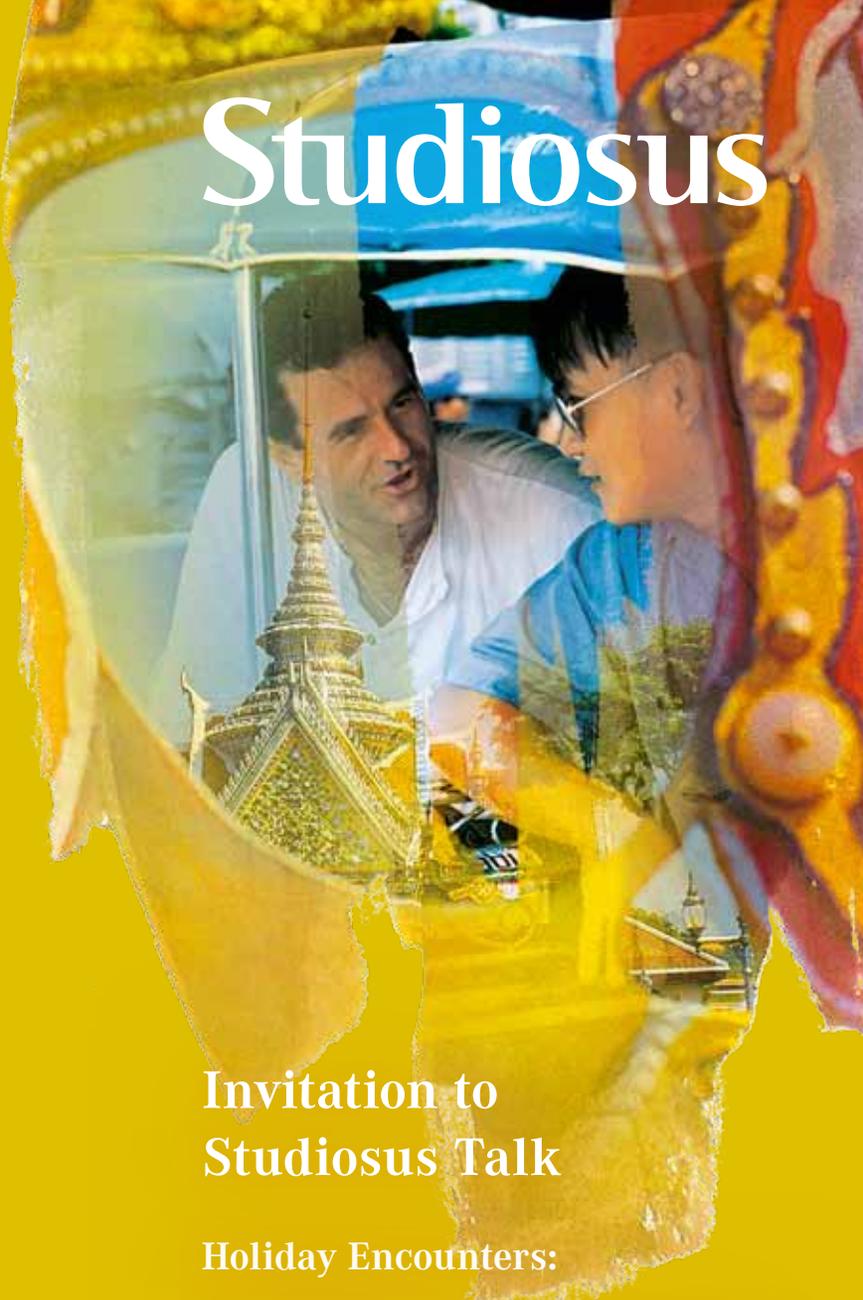


Studiosus



28th Studiosus Talk

The Studiosus Talk "Holiday Encounters: What do visitors hope for, what do locals expect?" will take place at the ITB Berlin Convention on CSR Day, 7 March 2013 from 12 pm to 1 pm in Hall 7.3 (Saal Europa).

Please visit www.itb-kongress.de for the latest details and information.

ITB Berlin
You will find Studiosus
in hall 25
stand 108

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Invitation to Studiosus Talk

Holiday Encounters:

What do visitors hope for, what do
locals expect?

Intensiverleben

**Dear Sir or Madam,
Dear Friends of Studiosus,**

Intercultural encounters can be very rewarding for visitors to foreign countries, whether they involve meeting indigenous peoples in southern Ethiopia or visiting an Islamic country. But intercultural encounters are also the subject of much critical debate within the tourist industry. Part of this revolves around the form that such encounters take. The Studiosus Talk "Holiday Encounters: What do visitors hope for, what do locals expect?" will investigate this subject and take a look at the contrasting expectations.

Dr Dietlind von Lassberg, Deputy Chair of the Institute for Tourism and Development, will begin by presenting some of the results from the study "Tourism in Developing Countries and Emerging Nations", which will be published shortly after the trade show ends. The Institute prepared specific questions for its 2012 travel analysis regarding visitors' interest in foreign countries and cultures, and actually meeting people who live there. Without giving too much away, let me say this: People who have recently travelled to developing countries and emerging nations are interested in intercultural encounters to a considerable degree. And as experts in organizing cultural tours, we can fully corroborate these findings.

So visitors are interested in meeting local people. But what kinds of encounters do they have in mind? And what do the locals have to say about it? What do they hope to get out of meeting a foreign visitor? In which way do people's expectations differ and how can they be brought into alignment in a socially responsible way so that intercultural encounters are rewarding for everyone involved? Is it better for visitors to meet local people with or without a tour leader present? On a private trip to a foreign country or as part of an organised tour? These are some of the issues that the experts will be discussing at the podium.

I invite you to join us for what promises to be a many-faceted and highly informative Studiosus Talk.

Sincerely



Peter-Mario Kubsch

**Holiday Encounters:
What do visitors hope for,
what do locals expect?**

**12 pm Words of welcome and commencement
of the Studiosus Talk**

Dr Dietlind von Laßberg,
Deputy Chair of the Institute for Tourism
and Development

Johannes Klaus,
Travel blogger

Gopinath Parayil,
Founder of The Blue Yonder

Peter Strub,
Managing Director, Studiosus

Moderator:
Andreas Stopp,
German public radio Deutschlandfunk

1 pm Close of the event