



Studiosus

Invitation to the Studiosus Debate

on March 6, 2015 at ITB

**Slum tourism:
Does it profit from poverty or
help people to help themselves?**

Intensiver**leben**

Dear Friends of Studiosus, ladies and gentlemen,

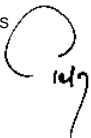
From township tours to visiting a favela, slum tourism is controversial, but it is also a growing phenomenon in the tourist industry. Critics compare it to a visit to the zoo. They consider it pure voyeurism – a moneymaking scheme to take advantage of the poor. Advocates point to the positive effects: How it helps people to help themselves and makes tourists more aware of what it really means to live in a slum.

In our traditional Studiosus Debate we will take a good, hard look at slum tourism, a subject which is very topical because the prestigious ToDo! Award for socially acceptable tourism given by the Institute for Tourism and Development, will be presented this year at the ITB to the Indian travel operator Reality Tours. The company, based in Mumbai, introduces tourists to life in Dharavi, India's largest slum, while consistently incorporating the interests of the slum's inhabitants into its programmes.

We have chosen experts from the tourist industry, the scientific community and civil society to join us for the debate, and look forward to a lively discussion. The panelists will address some of the following questions: What motivates tourists to want to visit a slum? What is the local perspective? How big is the market for slum tourism and how do you determine which operators offer socially acceptable tours?

I invite you to join us for what I am certain will be a wide-ranging and informative Studiosus Debate.

Yours

A handwritten signature in black ink, appearing to read 'PMK', with a large, stylized loop at the top.

Peter-Mario Kubsch

Slum tourism: Does it profit from poverty or help people to help themselves?

1 pm **Welcome address and start of expert discussion**

Antje Monshausen,
Head of Tourism Watch,
Bread for the World

Thulani Madondo,
Co-Founder and Executive Director,
Kliptown Youth Program,
Kliptown/South Africa

Asim Shaikh,
Tour Guide Manager,
Reality Tours, Mumbai/India

Dr Malte Steinbrink,
Institute of Geography & Institute of Migration
and Intercultural Studies (IMIS),
University of Osnabrück

Peter Strub,
Chief Operating Officer,
Studiosus Reisen

Moderator:
Andreas Stopp,
Deutschlandfunk

2 pm **Close of proceedings**

The 30th Studiosus Debate

The Studiosus Debate entitled Slum Tourism: Does it profit from poverty or help people help themselves? will be part of the CSR Day at the ITB Conference in Berlin. It will be held on Friday, 6 March 2015 from 1 pm to 2 pm in Hall 7.1c (Saal Paris).

Up-to-date information can be obtained online at www.itb-kongress.de.

**ITB Berlin
You will find Studiosus
in Hall 25,
at Stand 106.**

**Studiosus Reisen München GmbH
Press and Public Relations
Riesstraße 25, 80992 München
Tel. 089-500 60 506
Fax 089-500 60 100
E-Mail: presse@studiosus.com
www.studiosus.com**