

**BACKGROUND**

Tourism is one of the largest economic sectors in Europe and has become a global business with an unmanageable number of target groups, stakeholders and key actors, representing different interests, perspectives, demands and needs. In this setting, tourism is linked to many risks and it takes a lot of know-how, experience and competence to perform successfully in the different markets. It is not enough to just seeing the economic potential of tourism as having unlimited growth but much more, its destructive dimension and the limited resources must also be considered.

These problems have been evident for a very long time and therefore the concept of "sustainable tourism" was developed, which generally speaking tries to interfere as little as possible with environment and local culture whilst improving local development and employment at the same time.

Nowadays, sustainable tourism plays a key role in each major development policy. The importance of sustainable tourism developments is also reflected in many EU projects in different funding programmes, that have the concept as main topic in their activities. So far there have been no attempts to link those initiatives with each other, developing networks between the different sectors, allowing them to learn from each other and providing them with special opportunities and platforms for promoting their activities to target groups, stakeholders and the general public. PESTO seeks to improve this situation.

**OBJECTIVES**

Raising general public awareness about the issue of Sustainable Tourism developments in Europe

Attracting citizens from all over Europe to the concepts, opportunities, benefits and possibilities of Sustainable Tourism

Promoting European policy and funding opportunities in connection with Sustainable Tourism developments

Supporting EU projects dealing with Sustainable Tourism in their activities to disseminate their project ideas and build up reliable networks for stakeholders and target groups

Providing several platforms for all relevant target groups and stakeholders

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**Ready for PESTO?**

**Get involved now and name your EU-funded project in the PESTO project pool!**

An international team of experts will select 20 of the most promising projects according to defined criteria for special promotion activities.

Your project covers one of the following dimensions of sustainable tourism  
**environmental/ecological**  
**economic**  
**social/cultural**  
 and did **not end earlier than 2012?**

Then **download the project nomination sheet** at <http://pesto-project.eu> and submit it by **31 January 2014.**



**OUTCOMES**

- ◆ Collection of 20 Good Practice Projects
- ◆ 2-day Conference in Graz (AT) on 2-3 October 2014 with project fair
- ◆ Special edition of European Magazine FOCUS EUROPE on Sustainable Tourism
- ◆ PESTO video clip

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