

## PESTO CONFERENCE

On 2<sup>nd</sup> and 3<sup>rd</sup> October an enriching dissemination and networking event took place in the city of Graz (Austria). The final conference of the PESTO project, organised by E.N.T.E.R. and the project partners in cooperation with Steiermark Tourismus, presented a varied programme to the circa 120 attendees.

The aim of the conference was to present successfully implemented projects in the field of tourism and sustainability, and thus to spread ideas and initiatives throughout Europe. From a long list of good practice projects 20 were selected to promote their work at the conference. The conference delegates came from all over Europe, each one an expert in a specific field within the tourism sector, all contributing to a varied spectrum of expertise and qualitative information exchange.

The two-day event opened with key note speeches by well-known personalities such as Erich Neuhold, Steiermark Tourismus, Dr Shyam Patiar from Grwp Llandrillo Menai Coleg Llandrillo, Christian Maurer from IMC University of Applied Sciences Krens and Dewi Davies, former Regional Strategy Director with Tourism Partnership North Wales.



During the afternoon of the first day the participants attended workshops and discussed intensively and critically in small groups specific topics (which were “Sustainable tourism and labour market challenges: qualifications

and training”, “ICT based communication and web2.0 in/for sustainable tourism” and “Sustainable tourism and regional development”). The second day started with a presentation by Dr Baumgartner from Naturefriends International that provided both impulse and stimulation, and this was followed by a facilitated open question and answer session dealing with issues generated during the previous day’s workshops.

If you want to find out more about the event and the topics discussed please visit <http://pesto-project.eu/conference/>.

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## PESTO News - January 2015

## FOCUS EUROPE MAGAZINE

The current edition of the Focus Europe Magazine is dedicated to sustainable tourism and includes different contributions related to the topic such as:

- ◆ Presentation of issues and approaches on sustainable tourism developments
- ◆ Selected 20 good practice projects
- ◆ Documentation of the PESTO conference
- ◆ Upcoming events
- ◆ Additional projects and interesting funding areas



Download your free Focus Europe edition now at <http://www.pesto-project.eu/focus-europe-magazine/> !

**pesto**   
Promotion and Networking  
of EU Projects  
on Sustainable Tourism

## PESTO VIDEO CLIP

Watch the PESTO Video clip in English with French or German subtitles and get a nice overview of the project activities and the PESTO conference with all selected 20 good practice projects.

<http://www.pesto-project.eu/pesto-video/>

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