

# SAVE THE DATE

PESTO Conference  
2-3 October 2014 in Graz, AT

The conference will last for two days and has different thematic areas:

- Presentations and plenary discussions highlighting the issue of sustainable tourism developments in Europe from different perspectives and angles
- Different workshops and interaction to discuss and work on different aspects which are important for the further development of sustainable tourism in Europe
- The PESTO Project Fair will accompany the whole conference where the 20 selected projects will be presented and other organisations can display their activities in the field of sustainable tourism and introduce their organisations
- Networking opportunities for all participants from different sectors



In cooperation with Steiermark Tourismus

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538953-LLP-1-2013-1-AT-LEONARDO-LAM

This project has been funded with support from the European Commission. This publication and all its contents reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



**Ready for PESTO?**  
Promotion and Networking  
of EU Projects on Sustainable Tourism



# PROJECT

Tourism with its unlimited growth potential is one of the largest economic sectors in Europe. It is however inadequate to focus solely on this economic perspective. The destructive dimension of tourism along with the problem of limited resources must also be considered.

The concept of “sustainable tourism” was therefore developed in order to place a focus on interfering 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. This is reflected in many EU projects and different funding programmes that choose the concept as a main topic.

PESTO aims to link these initiatives by developing networks and promotion platforms for project consortia, allowing them to learn from each other and providing them with special opportunities to directly interact with target groups, stakeholders and the general public.

# OUTCOMES AND ACTIVITIES

.....  
Collection of 20 Good Practice Projects from different funding programmes dealing with sustainable tourism development

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Special edition of the European Magazine FOCUS EUROPE on sustainable tourism

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PESTO video clip

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# AIMS

- 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 for lifelong learning and VET, especially in connection with sustainable tourism developments
- Supporting EU projects dealing with sustainable tourism in their activities to disseminate their project ideas and in building up reliable networks for stakeholders and target groups
- Providing several platforms for all relevant target groups and stakeholders