Studienkreis
für Tourismus und
Entwicklung e.V.

Presse-Information
Nr. 8/2013

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From »Holidays with an Attitude« to »Due Diligence« – The New Magazine: »Understanding the environment«

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As the prelude of the manifold events of the »Studienkreis für Tourismus und Entwicklung e.V.« (Institute for Tourism and Development) at the 47th ITB Berlin, Birgit Steck will welcome on 6 March, between 10:30 and 11:00 hrs, three interesting guests: Ms Barbara Engels will explain the background of »Understanding the environment« from the perspective of the Federal Agency for Nature Conservation, (BfN). In an easy interview atmosphere, the Managing Director of »The Studienkreis« will talk with Rika Jean-François, responsible for sustainable tourism at ITB, about Corporate Social Responsibility initiatives of ITB. Prof. Dr. Harald Zeiss, will be confronted with questions regarding the sustainable tourism management of TUI Germany.

On the first day of the World's leading Travel Trade Show, the event will –of course- be focussing on topics around travelling. For example do unexpected initiatives in the destinations channel new cooperation models with the tourism industry and hence show the way towards economic and not only ecologic and social sustainability at the location.

The new »SympathieMagazin Umwelt verstehen« informs about farmers' cooperatives supplying to the hotels or about long-established fishing villages who successfully define and realise their own way in tourism development. Intelligent use of water in the hotels caters for win-win-situations in especially hot and dry holiday destinations and guarantee that their inhabitants do not miss the precious water although they have big tourism resort neighbours.

The half-hour-event in English Language will provide insights in the thematic diversity of the Magazine »Understanding the environment«. It reaches from the local to the global level and from the protection of Biodiversity via Fair Trade to Mobility in the Future. Controversially debated topics like Climate Change,

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Entwicklung e.V.

Energy turnaround, the World‘s oceans, Land grabbing, the Use of resources and -last but not least- the socio-political role of »the furious citizen « are not left out.

The new edition of SympathieMagazin »Umwelt verstehen« has been overseen by Klaus Betz and has been supported by: The German Federal Agency for Nature Conservation, (BfN), with financial means of the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU).

You can order the magazines (**in GERMAN ONLY**) via telephone, fax, surface mail, e-mail or very easily in our web shop: www.sympathiemagazine.de.
The price for a single magazine is € 4.-; from 50 copies onwards the unit price is € 1.80 (plus shipping and VAT.)

Verantwortlich für den Text: Birgit Steck