



# Tourism destinations under pressure:

## Key Challenges

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Seul, September 18 2018

# 1

# A HOLISTIC AND LONG TERM APPROACH



# SUSTAINABLE TOURISM: LEARNINGS FROM RESIDENT ATTITUDES TOWARDS TOURISM FOR DMO ACTIVITIES

## BRUGES CASE

 Vincent Nijs | Guilin China | 2017  
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 Flanders  
State of the Art  
VISITFLANDERS

BRU  
GGE  
Visit Bruges

 MODUL VIENNA  
UNIVERSITY  
WU - PRIVATE UNIVERSITY  
Modul University Vienna

# 2

OUTSIDE THE BOX

THINK



JACOBO & MARÍA ÁNGELES

Figuras zapotecas tallados en madera-  
Oaxaca, México

IMAGINATIVE COMMUNITIES have a sense of belonging and purpose  
in order to do amazing imaginative things benefitting their character  
while captivating others

Govers, 2018. Imaginative Communities

# 3

THIS IS ALL ABOUT  
RESPONSIBILITY

INTERNATIONAL NETWORK OF CITIES WHERE LIVING IS GOOD



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*cittaslow*



# 4

YOU CAN'T MANAGE  
WHAT YOU DO NOT MEASURE



Muchas gracias  
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