

Subject: Web Sustainable Tourism Days 2015

Dear Madam, dear Sir,

Implementing sustainable development in companies and territories, which is a major challenge for our century, also concerns the touristic activity. Indeed, this generates every year important international migratory flows: 1 billion people (and we should add the hundreds of millions of national tourists) constitutes the greatest migration in History. It means serious issues and multiple interdependencies with economy, environment and society in the receiving destinations.

A qualitative, balanced and responsible development of tourism at local and global levels is a question all concerned actors should address: public and private decision-makers, professionals and institutional stakeholders, inhabitants and visitors. It concerns many different sectors: welcoming, transport, natural and cultural heritage, leisure and sport activities, agriculture and the craft industry, security, health, well-being....

Therefore, the issue of sustainable touristic development covers many areas: Climate, Water, Energies, Mobility, Heritage...

Information, analysis and sharing knowledge and practices in this matter are essential factors for the spreading of this new mode of development. This is why **la Cité Européenne de la Culture et du Tourisme Durable** organizes the «**Web Sustainable Tourism Days**» on 25th and 26th of June in the Congress Hall, l'Étoile in Gréoux-les-Bains in the Provence-Alpes-Côte d'Azur Region.

This innovative and multi-form event is organized within the framework of a diversified partnership, namely with the collectivities of the welcoming territories (commune of Gréoux-les-Bains, Department of the Alpes de Haute-Provence, Provence-Alpes-Côte d'Azur Region), Atout France, the European Network NECSTourR (Regions for a competitive and sustainable European Tourism), the World Partnership for sustainable Tourism (United Nations Program for Environment) and the big networks (Committee 21, National Association of the Mayors of Classified Spa Resorts and Touristic Communes-Association Nationale des Maires des Stations Classées et Communes Touristiques-, Bougainville Committee...).

The event taking place on 25th and 26th of June, 2015 is open to a large audience: institutional and professional operators, teachers, students and researchers, but also inhabitants, tourists and spa visitors.

The «**Web Sustainable Tourism Days**» will welcome various events:

- MEDIA 21: 21 hours on-line screening of best practices at local, national, European and world level,
- MOSTRA 21: Short-films Festival on sustainable Tourism,
- MARKET 21: Fairs and animations on sustainable and responsible development of touristic activities and related areas,
- MEETING 21: 5th Meetings of Gréoux on sustainable Tourism, workshops on climate, water, energies, mobility, Heritage.

We would like you to become an actor of this unprecedented event.

Information on how to participate and be a partner is available on the web site: www.wstday.org.

Remaining at your entire disposal for any further information you may need,

Yours sincerely,



Jean-Pierre MARTINETTI,
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