



Award Categories

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Berlin Declaration on Transforming Tourism launched at world's largest travel fair

Some 30 civil society organisations from across the world launched a declaration at ITB which proposed how tourism can be improved so as to achieve the vision of the 2030 Agenda for Sustainable Development of a just, inclusive, and equal world. The group expressed concern that the current dominant tourism model won't be able to support the necessary transformation of the world envisaged by the 2030 Agenda, and therefore published the Berlin Declaration. Its three core principles are human rights and self-determination of communities, fair distribution of economic and social benefits, and a positive and beneficial experience for travellers and hosts alike. The declaration can be read and signed [here](#).



Elsewhere during ITB, the winners of the 2017 National Geographic World Legacy Awards ranged from an individual ecolodge to an entire country. Slovenia won for Destination Leadership; Cayuga Collection for the Earth Changers category; the City of Santa Fe, New Mexico, USA, for Sense of Place; The Lodge at Chaa Creek, Belize, for Engaging Communities; and North Island, Seychelles, for Conserving the Natural World. "The time is now for action on a global scale," commented the judges' coordinator Costas Christ. "Sustainable tourism development is crucial for the future of travel and for the planet. The travel and tourism industry is based on promoting and selling culture and nature holiday experiences and as such, needs to take a bigger role in protecting the very resources that their business depends upon."

Thankfully the signs of the growth he called for were visible throughout the event this year, with Hall 4.1b, the venue for Adventure Travel & Responsible Tourism, fully booked for the first time. The breadth of events taking place was also a testament to the sector's growth, ranging from sustainable astronomy to birdwatching, food tourism and travelling the Trans-Siberian Express in a responsible way. "There is an increasing awareness in society about the need for a more responsible approach," said David Ruetz, Director of ITB Berlin. "We want to support companies in their efforts to design tourism products and services that are economically, socially, and ecologically responsible."