

Culturally Sustainable Tourism

THE **TOURINFO PROJECT**, REGISTERED IN THE UNESCO LIST OF measures for cultural diversity, promotes the protection of culture as a key resource for tourism. When local culture is destabilised, a destination becomes less attractive for visitors. It is therefore in the interest of tour providers to maintain and re-stabilise culture. There is great need for such efforts with regard to indigenous cultures, which are endangered worldwide.

According to the *United Nations Declaration on the Rights of Indigenous Peoples*, any destabilisation of indigenous culture would be a violation of International Law.

Since many indigenous societies are threatened now, the Tourinfo project is targeted at reducing destabilisations, in cooperation with ministries and authorities in charge of tourist destinations. As an integrative approach, it entails positive effects both for the indigenous peoples and for tourism. Minimally invasive encounters imply a sensitisation of the visitors and yield a new quality to tourism with completely authentic experiences. Some essential information as how to effectuate culturally sustainable tourism can be downloaded and printed from the Internet: <http://s-a-c-s.net/Tourinfo.pdf>

These leaflets in various languages, provided for tour guides to be handed to the visitors, summarise the results of scientific research on the problem of protecting cultures. Tour operators to indigenous areas are strongly encouraged to implement this initiative. For further information on the maintenance of local cultures, as well as for coaching, training and feedback, please feel free to contact: *PD Dr. Arnold Groh, Structural Analysis of Cultural Systems*, e-mail: a.groh@berlin.de, <http://s-a-c-s.net>

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<http://unesco.de/6826.html>



<http://s-a-c-s.net/files/SACStyT.pdf>



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