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Federal Department of Economic Affairs,
Education and Research EAER

State Secretariat for Economic Affairs SECO

Building a greener, more sustainable tourism economy

Global Forum on Tourism Statistics, Knowledge and
Policies

Richard Kämpf, Head of Tourism Policy, Switzerland



From a Hidden Champion...



... to a Leader in Sustainability



Tourism Destinations as a Driver of the Green Transformation





Adaptation to Climate Change





Embedding Tourism in a Transformation Framework

