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

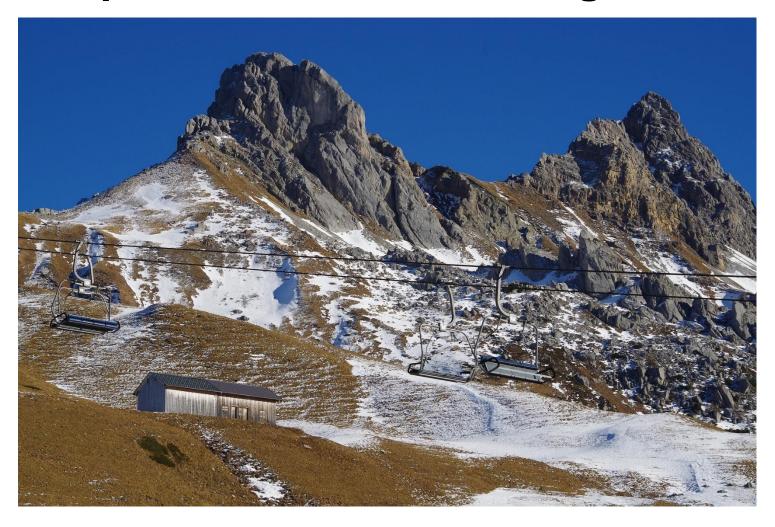


Tourism Destinations as a Driver of the Green Transformation





Adaptation to Climate Change





Embedding Tourism in a Transformation Framework





























