

Motivation for sustainable tourism

Fortunately, sustainability as a concept has seen increasing acceptance in our society in recent years. The opportunity to enjoy a restful and relaxing holiday away from the hustle and bustle of mass tourism not only brings benefits for one's own quality of life, but also ensures the most genuine encounters with the local people and the natural environment of the destination country.

"Sustainable tourism" is particularly desirable as it brings together several altruistic concepts. As ever, the main focus is on the tourist, who is seeking relaxation or adventure, and a very special experience for body, mind and spirit.

On the one hand, this form of tourism offers the unique opportunity to immerse yourself in, and adapt to, the culture and lifestyle of the country much more deeply than is possible in conventional mass tourism. On the other hand, this experience is planned and implemented while promoting conservation of an intact and unspoilt natural environment, safe and fair working conditions, as well as the sustainable development of local prosperity and social justice.

The experiences a tourist gains during such a trip will have a lasting effect, that often goes almost unnoticed. While in mass tourism it is possible to feel stressed and find little time for rest and relaxation, sustainable tourism provides real moments to enter into an inner dialogue, to reflect on oneself and to return from holiday as a strengthened, refreshed and relaxed person that still has the resilience to cope confidently with the challenges that life poses.