

PRESS RELEASE

CELTH invests in development of conscious destinations

Additional investment in research and knowledge should lead to sustainable tourism development

The Centre of Expertise in Leisure, Tourism & Hospitality (CELTH) will invest an additional one million euros in the development of an *Agenda Bewuste Bestemmingen en Innovatieve Industrie* (Agenda on Conscious Destinations and Innovative Industry). This Agenda is supposed to lead to the development of knowledge, methods and practical tools to help destinations in their conscious, sustainable development efforts. By doing so, CELTH is taking a new step in providing an additional boost to the tourism knowledge infrastructure in the Netherlands.

CELTH is a collaboration between Breda University of Applied Sciences, NHL Stenden University of Applied Sciences, HZ University of Applied Sciences, the European Tourism Futures Institute (ETFI) and the Coastal Tourism Knowledge Centre (abbreviated in Dutch as KCKT).

With this new step, CELTH responds to the recommendations as set out in *Waardevol Toerisme* (Valuable Tourism) by the Dutch Council for the Environment and Infrastructure (abbreviated in Dutch as Rli). The council advises the government to direct additional investments towards a knowledge infrastructure for tourism.

Investing in knowledge infrastructure is an absolute necessity

Menno Stokman, director of CELTH: "The urgencies in the hospitality sector require more knowledge and research. We need networks of partners who are committed to sustainable destination management and a sustainable sector - a sector which is increasingly characterised by social, ecological and economic objectives. By making additional investments, we provide a boost to the development of knowledge, methods and practical tools, vision and strategy to enable destinations and the industry to take responsibility for choices that lead to sustainable development and resilient destinations. With this essential first step, CELTH creates momentum and reaches out to the national government as well as knowledge institutes in order to jointly accelerate the process."

Key requirements: network structure and collaboration

Dr. Stefan Hartman, ETFI programme director at NHL Stenden University of Applied Sciences and involved on behalf of CELTH in the development of the Data & Development Lab and the National Data Alliance: "CELTH shares the views of the Rli

and has decided to step up its investment in the knowledge infrastructure. It is crucial for destinations to proactively determine the scope for tourism development and to define robust frameworks to preserve their assets. At the same time, these frameworks also need to be flexible, so that opportunities can be created for entrepreneurs to develop profitable initiatives that add even more value to the destination.”

Supplying tourism destinations and industry with methods and tools

Dr. Ko Koens, senior lecturer and researcher at Breda University of Applied Sciences: “With the Agenda we are aiming to develop methods and tools to facilitate destinations and industry players in making conscious choices for sustainable development. In this respect, it is essential that we do not limit ourselves to the tourism industry, but also seek cooperation with stakeholders from other industries.”

Menno Stokman adds: “We will also focus on the role of entrepreneurs, in which we will explore the possibilities for increased sustainability, how the government can act as a catalyst in this process, and what the impact is on market funding and operating models. It is about balancing social, ecological and economic impacts as well as achieving quality experiences for both residents and guests, including quality of life and quality of work. And about the preconditions needed to achieve all this at the level of the tourism destinations. Just think of data and technology, infrastructure and governance.”

Note to the editors:

About CELTH

CELTH is one of the Dutch national centres of expertise and it is the only one in the field of the hospitality sector. These centres of expertise originated from an initiative of the Dutch ministers of education and economic affairs to drive innovation and at the same time ensure greater relevance of education. CELTH is a collaborative arrangement of the universities of applied sciences of BUas Breda, NHL Stenden in Leeuwarden, and HZ in Vlissingen; and the research universities of Wageningen, Tilburg and Groningen. In addition, CELTH has meanwhile sought alliance with international networks, both at academic level and in market sectors.

Relevant research and useful knowledge and tools

www.celth.nl

<https://www.celth.nl/nl/wordt-onze-partner-en-ga-uitdagingen-aan-bij-de-regie-op-bezoekersstromen>

More information

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