

Study Sustainable Tourism Management! Even in Corona times?

In Eberswalde, we have long been convinced that sustainable tourism is also more crisis-resistant. In the future it will be necessary to avoid overheated growth, tourist monostructures and the environmental damage and social dissatisfaction associated with them. Cruises and weekend trips by plane have been the embodiment of this tourism model. Now these are the tourism segments most severely affected by the Corona crisis. Sustainable tourism, on the other hand, must integrate itself more strongly into local structures, use resources sparingly, take account of the obvious and consider long-distance travel as something precious - in a nutshell: it must become more sustainable!

People remain eager to travel as soon as the circumstances have halfway normalised. This could be observed last summer and is also supported by numerous surveys. However, there are many indications that there will be no "business as usual". Surveys also have shown that people are now concentrating more on the essential and important things and want to travel more sustainably in future. In addition, the [results of our own survey](#) of tourism companies, which we conducted last year in Germany and Austria, show that many managers and entrepreneurs also appreciate the importance of sustainability and do not want to pursue more growth at any price the importance of sustainability higher.

In its [One Planet Vision](#), the World Tourism Organization UNWTO also speaks of "a responsible recovery of the tourism sector" as a lesson from the Corona crisis. Global climate change, for example, does not just stop, but remains one of the central challenges of the 21st century, even after Corona! If you would like to read more about this, we recommend our article "[Does sustainable tourism emerge from the crisis as a phoenix?](#)", just published in "Tourismus Wissen Quarterly". You can learn from us how tourism can be successfully managed against these challenges. We do not only deal with tourism, but rather with all facets of sustainability and resilience, and work with it in an interdisciplinary way. If you start your studies in sustainable tourism management now, you will enter a changed world with new opportunities once you graduate in two or three years!