

## **Our Common Future 2.0: Tourism 100% Sustainable in 2035!**

*Sustainable tourism is an important means for GreenDreamCompany to achieve its mission: "Creating sustainable value through projects and programmes with a balance between People, Planet, Profit & Pleasure". By making tourism more sustainable, GreenDreamCompany wants to increase the positive social, economic and political impact it has on planet Earth and its population. Therefore they have participated in a challenging, crowd sourcing project named Our Common Future 2.0. Together with a team of dedicated people, GreenDreamCompany set up a vision for tourism in 2035, aiming for 100% sustainable tourism by that time.*

### **Brundtland Report**

*Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs (Brundtland Report).*

According to several scientists the earth is presently in a state of disturbance. Already in 1987 the Brundtland Commission acknowledged the increasing unbalance between the world population's needs and the earth's resources. They have developed several future scenarios supposing the world population would continue to grow and their consumption (needs) as well. The results are published in the Brundtland Report *Our Common Future* and not very promising unless we consider sustainable development.

### **Our Common Future 2.0**

Nowadays sustainable development is a 'hot' topic. More and more people acknowledge that sustainable development is required to give future generations a chance to enjoy planet Earth as much as we do. However, it is said that the Brundtland Report is 'outdated' (almost 25 years old) and an updated version is needed to visualize future scenarios. Jan Jonker, professor Radboud University Nijmegen, initiated a crowd sourcing project: together with a dedicated group of 400 volunteers he started in September 2010 a project called *Our Common Future 2.0*. The project will finish with a grand finale on the 20<sup>th</sup> of May 2011: a conference together with a book launch. The book contains 19 themes and their visions for the future. Tourism is one of 19 themes.

### **Sustainable Development, Tourism and GreenDreamCompany**

Tourism is an important asset for contemporary society. It can contribute to poverty alleviation, nature conservation and local development; aspects related to the Millennium Development Goals, which were officially established following the Millennium Summit in 2000. GreenDreamCompany has adopted this within every vein of their company. Sustainable development has been mentioned as the new required way of living to bring the earth in balance again and that is where GreenDreamCompany strives for. GreenDreamCompany develops sustainable tourism concepts for natural and cultural heritage sites in Europe and Africa. In Africa tourism gives emerging markets a chance to overcome their difficulties. It shows the beauty of a country and supports the people by stimulating local economies, making people aware of their culture and the nature surrounding them and more. But not only emerging markets, also Europe is facing difficulties to bring a balance between nature and culture. GreenDreamCompany makes organizations aware of the positive impact sustainable tourism can have on nature conservation and preservation of cultural heritage Therefore GreenDreamCompany was very interested to partake in *Our Common Future 2.0*.

## Outcome

It has become clear that the world is rapidly changing, taking technology as an example. Who have had thought 10 years ago that we were able to have a virtual holiday? In the nearby future it is likely that some people enjoy this way of 'traveling' instead of taking a long bus drive into the bush of Kenya. In a team of 12 persons we have written a vision for tourism up until 2035:

*We need to strive to a way of tourism where there is a healthy balance between People, Planet and Profit. Only when tourism is profitable, and it has not negative impact on nature and the environment on planet Earth and it does not harm the culture of people, the tourism sector is able to maintain itself now and in the future. (Tourism 2035)*

In the report it has been described in what way the tourism sector can achieve this vision. Preferably tourism should be 100% sustainable in 2035. The DESTEP model has been used to make a clear overview of the assets affecting tourism. Although we will not reveal the outcome of the report we challenge you to try thinking of tourism in 2035. Can you imagine that Europe will be the cultural-historical destination of the world? That there will be an integration of care, housing and tourism and leisure? What about the fading of boundaries, virtually and real tourism?

Come on and find out. Visit [the website](#), [join the conference](#) and/ or read the [book](#) and find out more about tourism in 2035!

## More information

Interested in Our Common Future 2.0? [Visit](#) the conference on the 20<sup>th</sup> of May 2011. The tourism report will be published on the website soon. Then you will be able to download the tourism report, but also all the other 18 inspiring reports.

