



**response & ability**


working for  tourism  
 development  
 sustainability

ASSUMING  
RESPONSIBILITY.  
SEIZING  
OPPORTUNITIES.



# Taking responsibility

# Responding



**response & ability** assumes responsibility for the natural and the social environment and identifies opportunities and potentials for sustainable processes.

We stimulate discussions, launch projects, initiate strategies and offer advice and support during the stages of development and implementation.

We reflect on, mastermind, creatively approach and develop innovative ideas and explore new avenues for local communities, regions and destinations.

**response & ability** reacts to current socio-political challenges, such as climate change, social standards and equal opportunities or economic responsibility and perceives itself as a catalyst and a partner on matters relating to sustainable economic systems and ways of life.

Our business portfolio includes

- tourism
- (regional) development
- development cooperation

In geographical terms our expertise is focused on

- Europe and the Alps
- The Balkans, the South-East Danube region and the Carpathians
- The Caucasus countries, Central and South-East Asia



# Empowering

We **provide** advice and guidance to tourism players, (regional) policy-makers and entrepreneurs on how to develop and implement sustainable tourism strategies and viable regional development processes.

We **offer advice** and support on how to implement applied research projects and we provide project monitoring and project evaluation services.

We **set up** project partnerships, organise conferences and workshops and network stakeholders.

We **facilitate** development processes, meetings, conferences and workshops.

We **teach** at universities, at universities of applied sciences, and we coach multipliers and train different stakeholders.

We **network** and team up with competent partners in a wide range of fields.



# It's never too late!

It's never too late for responsible action! It's never too late for dealing responsibly with people and resources.

**response & ability** has made it its mission to communicate the three principal dimensions of sustainability – the economic, the ecological and the social one.

**response & ability** was set up by Dr. Christian Baumgartner. He provided advice and support to numerous tourism and regional development projects in Europe and in emerging and developing countries on different continents. He is also active as university professor in Switzerland, Austria and China, is a member of numerous advisory bodies of NGOs, trade associations, EU and UN organisations and developed and is part of several environmental / sustainability tourism labels.

**response & ability** is a globally interconnected know-how enterprise and knowledge platform in the field of sustainability with a focus on sustainable tourism and sustainable regional development.



# response & ability

working for  tourism  
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Inter-linking  
thought and  
action

Intersectoral  
multi-stakeholder  
processes

Inter-cultural  
communication

Our  
approach

**response & ability ltd.**  
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