



NAMIPIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

Department: Hospitality and
Tourism

Public Lecture

by Prof Dr Sabine Weizenegger

EU-funding for community-based activities: innovation, networks, and a process towards more sustainability in tourism

In the early 1990s, the Liaison Entre Actions de Développement de l'Économie Rurale (LEADER) programme was launched by the European Union (EU) with the aim to involve rural local communities in regional development issues in a bottom-up process, to achieve innovative approaches through participation on the local level. Set up as a pilot action first, the programme has been growing and running successfully ever since. The lecture will explain the key elements of LEADER, its approach to innovation, and illustrate how networks in rural

regions are supported. The role of the Local Action Groups will be explained, using tourism-project examples to demonstrate how regional added value can be achieved. In the Allgäu region in the south of Germany, the process has led to a strong regional brand applying sustainability criteria. It is supported by a growing network of partners that have dedicated their activities to the common strategy.

About the Speaker

Prof Dr Sabine Weizenegger is Professor of Future of Tourism and Sustainable Destination Development at Kempten University of Applied Sciences in Germany. She is a native of the Allgäu region and a geographer from the University of Trier with specialisation in tourism geography. Her PhD at the Ludwig Maximilian University of Munich (Institute of Economic Geography) focused on stakeholder-oriented large-scale protected area management in sub-Saharan Africa. Prof Dr Weizenegger is Managing Director of the Altusried Community Development Association, as well as Managing Director of Regional Development Oberallgäu in Germany. She serves as a freelance consultant for regions and municipalities, providing insight on strategy processes and sustainability, while undertaking the role of Network Coordinator at the Alpine Protected Areas Network – ALPARC. Prof Dr Sabine Weizenegger gives this public lecture in the framework of the Kempten-NUST DAAD Sustainable Entrepreneurship Education Exchange Programme.



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