Sustainable Entrepreneurship in the North Sea Region: A guidebook of best-case examples

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Abstract

This new report aims to show how best to develop tourism in a sustainable and engaging way, throughout the North Sea Region. With examples from all five partner nations, the report highlights that these approaches can be utilised in different types of nature and heritage sites.

World Heritage and nature protection sites have an abundance of value in the form of natural and cultural resources. This guidebook explores the question of how sustainable tourism businesses can prosper by both drawing on and protecting these unique natural and cultural resources. To do this, the guidebook draws on the concepts of sustainable entrepreneurship, ecosystem services and sustainable business models to provide frameworks and examples of how sustainable businesses operating at World Heritage sites in the North Sea region can ‘protect and prosper’.

The report was compiled by the project partners University of Groningen and Norwegian University of Science and Technology in the framework of Prowad Link.

Keywords: Sustainable entrepreneurship, Heritage, Nature protection