

Press Release

New specialised sub-division of NFI: *respect* – Tourism with a Future

Together with a new brand Naturefriends International (NFI) in Vienna presents a new specialised sub-division: As of 1/1/2011 the activities of *respect* – which used to be an independent association – will be conducted under the umbrella of NFI. As an NFI specialised sub-division for sustainable tourism development, *respect* will continue to address its customary priority topics and tasks, in other words, public relations and educational activities in the interest of tourism with a future.

“We look forward to boosting our efforts designed to enhance and upgrade our long-standing commitment to sustainable tourism with the help of the *respect* brand”, says Manfred Pils, President of Naturefriends International. “*respect* was set up more than 15 years ago with the support of NFI, and has since become established in Austria and beyond as an independent voice in support of tourism with a future”, states Christian Baumgartner, Secretary General of Naturfriends International and founder of *respect*. “The interdisciplinary competence of the *respect* staff is highly appreciated by all partners, the range extending from the tourism industry via the media to other civil-society and ecclesiastical organisations and, indeed, to interest groups, authorities and policy-makers. The fact that *respect* will now continue to work officially under the umbrella organisation of the international Naturefriends movement can be regarded as a perfect complement by either side”, affirms Baumgartner. “We are especially glad that Austrian Development Cooperation, whose unrelenting support has been enjoyed by *respect* through a number of years, will maintain this supportive partnership also with *respect* in its new form as a specialised sub-division of NFI.”

Even though “*respect* will cease to be an independent association, we are convinced that our thematic work can be successfully continued under the umbrella of NFI, our long-time partner. Being part of a large organisation, such as Naturefriends International, means that synergies can be better utilised and work at the European level can be boosted. We do look forward to becoming part of the NFI Team”, says Karin Chladek from *respect*.

The joint address will remain unchanged: NFI and *respect*, Diefenbachgasse 36 / 9, 1150 Wien, Tel. +43 1 895 62. The website www.respect.at will remain in place for the time being, but will be integrated into the NFI website www.nf-int.org in the course of the year.