The problem with sustainability research is that it is brilliant, but sometimes deemed irrelevant by those directly concerned.

Against this backdrop, the presentation focusses on Real-World-Laboratories (RWLs) as a new research paradigm which lives up to current trends of solution-oriented research, experimental research and the pragmatist turn in sciences. Join the session with Prof Monika Bachinger to learn about this innovative approach to applied research.

Dr. Monika Bachinger holds a PhD in Business Administration and is currently a Professor of Tourism at the University of Applied Forest Sciences Rottenburg in Germany. Her research foci include tourism in protected areas, cultural ecosystem services and man–nature–relationship.