Anke Biedenkapp
Stattreisen Hannover / Germany Organizer of

Tourism development in Europe – impacts, challenges and marketing

Presentation at the Living Lake Conference,
Tartu 2008
Tourism development in Europe

• started slowly after the Second World War,
• accelerating with the beginning of charter flights in the 1960s,
• so that bigger and faster aircraft provided direct connections to holiday regions
• for progressively lower prices.

The consequences were:
Tourists trips more often, briefer and further.

**The unstoppable expansion of international tourism**

**Inbound Tourism, 1950-2006**

- **International Tourist Arrivals (million)**
  - from 25 million in 1950 to 842 million in 2006
  - average growth of 6.5% a year

- **International Tourism Receipts (US$ billion)**
  - from US$ 2 billion in 1950 to 680 billion in 2005
A decline in the use of train and bus for travel to and from holiday regions

**International Tourist Arrivals 2006**

- **Air**: 46%
- **Road**: 43%
- **Water**: 7%
- **Rail**: 4%
Easier access to long-distance holiday destinations

Intraregional tourism flows predominate in most regions

<table>
<thead>
<tr>
<th>Region</th>
<th>Same region</th>
<th>From other regions</th>
<th>Not specified</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>79</td>
<td>18</td>
<td>0</td>
</tr>
<tr>
<td>Europe</td>
<td>87</td>
<td>11</td>
<td>0</td>
</tr>
<tr>
<td>Asia and the Pacific</td>
<td>76</td>
<td>20</td>
<td>0</td>
</tr>
<tr>
<td>Americas</td>
<td>73</td>
<td>24</td>
<td>0</td>
</tr>
<tr>
<td>Africa</td>
<td>42</td>
<td>44</td>
<td>0</td>
</tr>
<tr>
<td>Middle East</td>
<td>46</td>
<td>48</td>
<td>0</td>
</tr>
</tbody>
</table>
Loss of natural landscapes
Dependency on mainstream tourism, seasonal peaks and large international travel companies
Destruction of traditional architecture and culture
Worsening pollution
“Conversion” of the traditional diversity of employment and reasonable working conditions
“Misuse” of culture
Climate change

That's new because of the climate change!
Importation of “needed goods” from tourists’ home countries or from sweatshop countries

- Cheese and butter from the Netherlands
- Lift from Swizerland
- Wine from Italy
- Telefons from United Kingdom
- Furniture from Sweden
- Bathroom from France
- Computer from USA
- Automatical doors from Belgia
- Whiskey from Scotland
- Vodka from Russia
- Beer from Germany
- Minibus from Japan

Questionable incomes
Considering that tourism is now the fastest growing economic sector in the world, but also causing high costs and (unwelcome) changes.
It's reasonable to focus on sustainable tourism

We got aware that „small is beautiful“ & make more sense
Requirements:

- Work out a clear idea and the volume of tourism you want,
- Adjust it to the local situation (protected area, cultural heritage AND economical situation)
- Integrate it in an overall sustainable development plan.
- Establish effective cooperations between (regional) GOs, NGOs and private services / PPP.
- Involve local people in tourism planning.
- Improve the capacity building for people working with / for tourists.
- Network with neighbouring destinations and official tourism boards.
- Create monitoring and reporting systems.

Summary: Sustainable tourism relies on quality, plays to its strengths and does not try to follow ‘tourism fashions’.
Recommendations for promotion

- Define your target group(s) and their interests.
- Work out tangible tourism packages adapted to the natural and cultural environment [accommodation, food, (public) transport, events / highlights/, activities, local traditions / handicraft].
- Maintain a reasonable cost-benefit ratio / design special offers (seasonals...).
- Have professional ‘selling points’/agencies.
- Find the appropriate language to appeal to your client.
- Take advantage of existing certification systems and labels or work out your own branding.
- Create ”suitable packaging” for your offer: website, promotion material, press releases, fair stand.

Summary: Having a pristine and unique landscape attracts tourists – then you have to keep them!
Make use of the ecolabels in tourism

Cooperate with one of the 50 labels and management systems in Europe
Future of “Living Lakes-Tourism”?

Branding:
- accommodations
- typical food
- activities
- handycraft
- services
- information material

Product chain

Corporate identity => Corporate design => Corporate marketing
Participate in tourism fairs

An opportunity to prove the success of your marketing strategy:
For instance: Reisepavillon a Professional Marketing Platform

- started in 1991 as small meeting and selling point for alternative suppliers,
- converted throughout the years into a worldwide unique fair for sustainable tourism,
- receiving several (inter) national awards,
- requiring a ‘sustainability declaration’ of the exhibitors,
- creating a nice atmosphere: attractive hall design, walkacts, food and fair traded souvenirs,
- having currently 20,000 visitors, 300 exhibitors from 30 countries and 100 side events,
- making use of the synergy effects with a simultaneous leisure and travel fair.
Presentation Possibilities

- **Trade fair stands** with brochures, sales and advice to individuals,
- **Multimedia and slide shows** depicting the beauties and activities of your destinations,
- **Display boards** describing your area or special themes for visitors,
- **Public discussions** about your best practice drawing conclusions on future options,
- **Workshops** developing ideas, acquiring knowledge and needed skills,
- **Internal Meetings** improving the network of your association,
- **Press conference** - ideal opportunity to inform or contact the media.
Your chance of participation (and long term planning)

- Integrate the fair, i.e. Reisepavillon into your action and marketing plan,
- Find funds for your (marketing) activities or foreseen campaigns,
- Work out a press campaign - inviting journalists and partners to visit you at the fair,
- Plan network-meetings and workshops there,
- Prepare a presentation of a new or running project,
- Be aware of the opportunity to meet different visitor-groups and touroperators.
Reisepavillon- visitors / - participants

• Tourists
• Teachers / Professors
• Students
• Politicians
• Representatives of GOs and NGOs
• Media
• Tour operators
Typical tour operators exhibiting in Reisepavillon

Since the mid-1990s, more small and medium-sized travel operators from Germany and Europe were exhibitors of Reisepavillon. They

• co-founded ‘forum anders reisen’ (far) in 1998.
• developed a common identity (based on a catalogue with environmental, social and cultural criteria, a joint internet presence and a shared booking system).
• are running the project „atmosfair“, which opens the possibility to tourist to „ecobalance“ their flights through paying for sustainable projects.
• Have now around 145 members making up a strong tourism association.
Launch events and campaigns
Reisepavillon is an open platform – it’s yours. Use it!

Keep in mind:
Main theme in 2009: Tourism along and beyond the Green Belt

goes future