



Sustainable Tourism Development:

Still up to date or not interesting anymore?

“In future, our main concern will no longer be whether we can travel to every place on earth. Our main interest will be whether it is worthwhile arriving there!”

(Herman Löns, 1908)

*“Caring for the environment is caring for the visitor
VISIT Image Campaign, 2002 - 2004*



What's the opinion of the demand? (Results from 2002)

- Two out of three UK travellers think it is important that the tour package is “specifically designed to cause as little damage as possible to the environment.” More than 80 % said dirty beaches and a polluted sea “mattered a great deal” in choosing or recommending travel destinations
- Half of all Germans are looking for high environmental quality. They want to spend their holiday only where the environment is still unspoiled.
- One third of Germans would like to be able to reach the destination by bus or train, and would also prefer to have good public transport at the holiday destination instead of having to use the car.
- The majority of German visitors attach great importance to clean beaches and water. They do not wish to find rubbish near their accommodation or in the surrounding area and are strongly opposed to noise pollution caused by traffic, discothèques and the urbanisation of rural areas. A good nature protection policy is considered a must for a quality holiday with a future. Approximately 40 % (25 million) Germans would like to find environmentally-friendly accommodation.



HOLIDAY 2002: German tourists expect environmental quality
When thinking about your next holiday, which of the following environmental factors is most important to you?

- 64.5 %: clean beaches and water
- 59.1 %: no rubbish in the resort or in the surrounding area
- 51.0 %: no noise pollution from traffic or discothèques
- 50.0 %: no urbanisation of rural areas
- 45.8 %: good nature protection in the holiday destination
- 41.8 %: environmentally-friendly accommodation
- 35.1 %: little traffic and good public transport in the destination
- 29.0 %: possibility of reaching the destination easily by bus or train
- 18.7 %: indication of environmentally preferable products in the tour operators' catalogues
- 14.2 %: easy access to information on all tourism products with certified environmental quality (eco-labels)

Source: ECOTRANS / F.U.R. (Reiseanalyse 2002) Sample: n = 7872 / representative for 60.10 Mio Germans aged at least 14 years



How to improve environmental quality and sustainability of tourism development?

- Environmental management /quality management such as ISO 14.001 and ECOCAMPING
= continuous improvement of environmental performance
Target groups: tourism enterprises (hotels, restaurants recreational offers) and tourism destinations
- Ecolabels such as Green Globe 21 or EU-Ecolabel "EU-Flower"
= must and optional criteria which need to be fulfilled
-Target groups: hotels, camping sites, other accommodations

Important for all instruments: Monitoring!



Main concerns regarding tourism and sustainable development

Tourism transport

Tourism transport, especially air transport and the use of private cars contributes increasingly to global warming and climate change and to the depletion of oil resources.

Emissions, noise and congestion are also growing problems in tourism destinations and along the big tourist routes.

90% of energy used in the tourism sector is used for access and return travel.

There is a growing trend towards air travel and particularly short distance flights, towards traffic intensive event tourism, larger destinations and unsustainable vacation patterns (more travels per year and person, shorter stays, longer distances, anti-cyclic activities, such as skiing in summer or swimming in winter), which increases the impact of tourism transport.



Main concerns regarding tourism and sustainable development

Carrying capacity - land use, bio-diversity

Tourism is a heavy consumer of land area and nature at the local level. Negative trends include increasing numbers of secondary residences or tourism activities with intensive use of nature (e.g. golf, skiing) or motorised activities in nature.

Use of energy:

Tourism facilities are using more and more energy for air conditioning, transport or indoor activities so that the source of energy (renewable - non-renewable) is also becoming a focus of interest.



Main concerns regarding tourism and sustainable development

Use of water

Some destinations, such as islands or southern coastal destinations, have increasing problems with the freshwater supply and there is even competition for water between local economy (for example, in agriculture and tourism).

Waste water may also become a problem for high seasonal mass tourism destinations.

Solid waste management

Waste is becoming a major problem for tourism destinations and rural societies that may become overwhelmed and who do not have sufficient capacity to cope with this particularly seasonal problem.



Main concerns regarding tourism and sustainable development

Social and cultural development

Bad working conditions, seasonal employment and high dependence on the tourism industry may create a negative social climate, detrimental to the quality of the entire destination.

Economic development

High dependence on the tourism sector, high seasonal variation of tourism or a high percentage of day visitors may also be harmful to the community and have negative effects on the economic development.



Key elements of planning and monitoring for tourism in lake regions: Political implementation of sustainability concepts

Key questions for sustainability and quality

Existence of environmental management and monitoring tools for a more integrated tourism strategy?

Are different stakeholders involved in the process?

Is there a continuous reporting and monitoring system designed to improve or maintain the destination's quality?

Indicators

- Existence of a local policy for enhancing sustainability in the destination
- Involvement of stakeholders
- Existence of an inventory of sites of cultural interest and sites of natural interests
- Number of eco-labelled tourism facilities or with EMAS or ISO 14.001



Key elements of planning and monitoring for tourism in lake regions: Tourism Transport

Key questions for sustainability and quality

Is the amount of transport pressure caused by tourism decreasing?

Are tourists arriving by more sustainable means of transport?

Is the length of stays decreasing or increasing?

More same-day visitors or longer staying tourists?

Type of transport tourists are using during their stay at the destination?

Impact of transport on noise and air quality, traffic jams?

Indicators

- Share of environmentally friendly modes of transport in all arrivals
- Number of passengers transported by local public transport
- Extra means of transport especially set up for tourists



Key elements of planning and monitoring for tourism in lake regions: Carrying Capacity of Tourism Destination

Key questions for sustainability and quality

How much land is taken up by tourism accommodations?
What is the amount of area occupied by second homes?
Does the destination try to protect and preserve natural areas?
Impact of different tourism activities on bio-diversity?
Degree of urban sprawl which reduces attractiveness of destinations?
Amount of natural areas which raise attractiveness of the site?

Indicators

- Size of protected natural areas (in % of total destination area)
- Beds in secondary residences (in % of total lodging capacity)
- Evolution of different leisure time activities with intensive use of resources



Key elements of planning and monitoring for tourism in lake regions: Carrying Capacity in areas of high ecological value

To determine roughly how many tourists or leisure activists are compatible for an ecologically valuable area, so called Carrying Capacity analyses are carried out. In general, ecological, physical, social and economical influences are evaluated.

Ecological Carrying Capacity

Number of Species / Bio-Indicators
Ratio of surface area covered with natural vegetation
Condensation/Sealing of surface area

Physical Carrying Capacity

Number of people per hectare or square kilometre
Number of camping grounds and pitches
Number of parking sites
Number of bath-towels fitting on a beach



Key elements of planning and monitoring for tourism in lake regions: Carrying Capacity in areas of high ecological value

Resources Carrying Capacity

- Number of people per bus
- Number of seats available in the room, where the Video is shown
- Number of people which can be guided through the museum every day
- Number of toilets/sanitary facilities
- Number of nature or city guides
- Reasonable waiting time

Social Carrying Capacity

- Degree of contentment of visitors
- Sensation of mass tourism(/rush)
- Distance between different groups of excursions (guided climbing tours)
- Number of people encountering on a nature trail



Key elements of planning and monitoring for tourism in lake regions: Use of Water

Key questions for sustainability and quality

- What is the pressure on the local water resources ?
- Is there enough water available for tourists ?
- Is there a adequate waste water treatment?

Indicators

- Percentage of houses and facilities connected to waste water treatment plants
- Average development of ground water table in the last 5 years (in +/- cm)



Key elements of planning and monitoring for tourism in lake regions: Solid Waste Management

Key questions for sustainability and quality

Is there a system of effective waste management?

Is waste illegally dumped in nature, are there negative effects of waste treatment on health (e.g. by waste incineration)?

Indicators

- Percentage of solid waste separated for recycling
- Total of solid waste land-filled and/or incinerated (in tonnes)
- Monthly table of waste production



Key elements of planning and monitoring for tourism in lake regions: Social and cultural performance

Key questions for sustainability and quality

Development of living conditions for local population?

Are developments driven by external influences ?

Do tourists feel accepted by residents ?

General safety of tourists ?

Indicators

- Number of jobs in the tourism sector
- Average length of contracts of tourism personnel
- Percentage of non-resident employees
- Percentage of land owned by non-residents
- Number of recorded thefts
- Tourist/host population ratio



Key elements of planning and monitoring for tourism in lake regions: Economic performance

Key questions for sustainability and quality

Economic viability of tourism sector?

Dependence of economy on tourism sector?

Seasonal variation of tourism income?

Indicators

- Seasonal variation of tourism-related employment
- Share of tourism in overall destination GDP
- Average length of stay
- Number of insolvent tourism companies



Positive Examples for Tourism at Lake Regions

ECOCAMPING:

Environmental
Management for
Campingsites

www.ecocamping.net





Positive Examples of Sustainable Tourism and support you will find in
ECOTRANS:

European Network for Tourism, Environment and Sustainable
Development

The non-profit organisation ECOTRANS was founded in 1993. Today
25 non-governmental of the European network to exchange
information and experience and to develop common projects. On the
website you will find an overview about European projects on
sustainable tourism, studies, publications and a link to the database eco-
tip with more than 300 concrete sustainable tourism initiatives.

www.ecotrans.de



Positive Examples of Sustainable Tourism you will find at:

REISEPAVILLON Hanover

Alternative travel?! Thinking about all environmental and social effects? Holidays are supposed to be fun! True. But if we want them to be fun in the future too, we'll need an intact natural environment and welcoming holiday regions.

At Reisepavillon, the fair for alternative travel, 280 operators from 50 countries show sustainable ways to the pleasures of travel. Reisepavillon is the showcase for a different kind of travel business, one that can make almost every holiday wish come true.

www.reisepavillon-online.de



Positive Examples of Sustainable Tourism

Rainforest Alliance: International Sustainable Tourism

www.rainforest-alliance.org/programs/tourism/index

Environmental Management System ISO 14001

www.iso14000.com

Ecolodge /Isla del Sol, Titicaca Lake:

www.ecolodge-laketiticaca.com



Vielen Dank für Ihre Aufmerksamkeit!

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