Tourism and Sustainability

Economic impact of tourism

Contributing approximately 10% of the global gross national product, tourism counts as one of the world’s most important industries. It influences many other economic sectors, including transport, trade and agriculture.

As a service industry, tourism is labour-intensive and offers a diverse range of job opportunities. Many developing and emerging economies are experiencing high growth in their tourism sectors.

In fact, tourism is the most important source of foreign currency income in one third of developing countries.

Sustainable tourism

Sustainable tourism operates in line with the principles of sustainable development, which aim to harmonise the goals of ecological sustainability with economic development.

Sustainable tourism is a long-term concept, and is considered ethically sound, socially equitable, culturally adapted, ecologically sustainable, economically stable and competitive.

To achieve this, it has to comply with social, cultural, ecological and economical sustainability criteria.

Sustainability can be applied to all types of tourism, including holiday, business, event-related travel and travel for medical purposes.

About GIZ (www.giz.de)

As a federally owned enterprise, we support the German Government in achieving its objectives in international cooperation for sustainable development. GIZ brings together under one roof the long-standing expertise of DED (German Development Service), the GTZ (German Technical Cooperation) and Inwent (Capacity Building International, Germany). We are also engaged in international education work around the globe.

Most of our activities are commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ). GIZ also operates on behalf of other German ministries, in particular the Federal Foreign Office, the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety and the Federal Ministry of Education and Research – as well as German federal states and municipalities and public and private sector clients both in Germany and abroad. GIZ employs about 19,000 staff members worldwide, approximately 60% of whom are local employees.

Tourism has been a strong component of GIZ’s professional competence for 20 years. Currently tourism-related supra-regional programmes and approximately 100 projects and measures with focus on tourism are being carried out.

www.giz.de/tourism

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Assignment and Aim

GIZ carries out a variety of projects affecting the tourism sector. They are largely assigned to the focal areas of economic development, management of natural resources and biodiversity, resource efficiency, vocational education and regional development.

The main venture related to tourism is the supra-regional project ‘Tourism and sustainable development’, which has been in place since 2003 and was commissioned by the German Federal Ministry for Economic Cooperation and Development. The project is planned to last 10 years.

The primary aim of the ‘Tourism and sustainable development’ project is as follows:

Cooperating with German and international organisations and involving the tourism industry helps actors in partner countries to:

→ use tourism’s potential to contribute to sustainable development;

and

→ mitigate the ecological and social risks of tourism.

Tasks and Areas of Activity

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<th>Developing concepts</th>
<th>Cooperation with the tourism industry</th>
<th>Analysing and monitoring the effects of tourism</th>
<th>Policy advice and cooperation</th>
<th>Participation in trade fairs and public relations work</th>
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<td>Assessment of tourism from the development policy perspective</td>
<td>Advisory and organisational services</td>
<td>International Tourism Exchange in Berlin (ITB)</td>
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<td>Criteria for sustainability: certification, standards, brands and quality labels</td>
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<td>Millennium Development Goals</td>
<td>World Tourism Organisation (UNWTO), Global Partnership for Sustainable Tourism etc.</td>
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<td>Preparing for climate change, preserving biodiversity</td>
<td>Environmental management, occupational safety</td>
<td>Economic efficiency of the different types of tourism, effects on incomes</td>
<td>Organisations inside and outside Germany, associations, institutes</td>
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<td>Strategic environmental assessment</td>
<td>Corporate social responsibility (CSR)</td>
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<td>Knowledge management</td>
<td>Providing support for individual projects (presence at trade fairs, events, conferences)</td>
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<td>Value chain in connection with tourism (e.g. agriculture)</td>
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<td>Economic development and poverty reduction</td>
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<td>Preservation of biodiversity, nature conservation</td>
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<td>Climate protection, adaptation to climate change</td>
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Current issues: crisis zones • financial crisis • climate change • regional value creation • certification • social exploitation • public/private sector cooperation • biodiversity