Tourism and Sustainability

Economic Impact of Tourism

Contributing more than 10% of the worldwide gross national product, tourism counts among the world's most important industries. It influences many other economic sectors, such as for example transport, trade and agriculture. As a service industry tourism is labour-intensive and offers a diverse range of occupational opportunities.

Many developing and emerging economies are experiencing high growth in their tourism sectors. For one third of the developing countries, tourism is the most important source of foreign currency income.

Sustainable Tourism

Sustainable tourism is geared to the vision of sustainable development, which aims to reconcile the goals of ecological sustainability and economic development. Sustainable tourism is a long term concept, and is understood as ethically sound, socially equitable, culturally adapted, ecologically sustainable, economically stable and competitive. It has to comply with social, cultural, ecological and economical sustainability criteria.

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

About GTZ (www.gtz.de)

As an international cooperation enterprise for sustainable development the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH (German Technical Cooperation) supports the German Government in achieving its development policy objectives. The company also operates on behalf of numerous clients in the international environment.

The principal task of GTZ is to conduct complex reform and alteration processes in developing- and transforming countries.

GTZ now works in more than 120 countries and is represented in 92 countries with its own offices. Worldwide, GTZ employs some 12,000 staff. Around 1,500 of whom are based at GTZ’s headquarters in Eschborn near Frankfurt/Main, as well as in Berlin and Bonn.

For over 20 years tourism has been a constant component of the professional competence of GTZ. Currently GTZ implements more than 60 projects and regional programmes with relevance to tourism in Europe, Africa, Asia and Latin America.

www.gtz.de/tourism

Contact:
tourismus@gtz.de
Programme „Tourism and Sustainable Development“

Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH
Dag-Hammarskjöld-Weg 1 – 5
65760 Eschborn / Deutschland
T + 49 61 96 79 - 0
F + 49 61 96 79 - 11 15
E info@gtz.de
I www.gtz.de
GTZ conducts a multiplicity 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 is the programme „Tourism and Sustainable Development“, for which GTZ was contracted in 2003 by the Federal Ministry for Economic Cooperation and Development (BMZ). The project is planned for an overall period of 10 years.

The aim is:
By cooperating with German and international organisations and with attendance of the tourism industry, actors in partner countries will be supported in

⇒ using the potential of tourism for sustainable development
⇒ mitigating ecological and social risks of tourism.

Tasks and Service Sectors

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Current Topics: Financial Crisis • Safety • Climate Change • Regional Value Added • Certification • Social Exploitation • Public Private Cooperation • Biodiversity