

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

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Programme „Tourism and Sustainable Development“

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On behalf of
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Photos: Eike Otto, BR



Development and Tourism

gtz | Tourism and
Sustainable Development

Assignment and Aim

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.**

Attainments

Economic Development and Poverty Reduction

Sustainability Standards

Nature Protection

Resource Efficiency

Destination Development

Climate Protection, Adaptation of Climate Change

... and Products

Certification, Education and Training, Environmental Impact Assessment, Capacity Development, Community Based Tourism, Energy Efficiency, Expert Workshop, Hotel- and Gastronomy Consultancy, Integrated Coastal Zone Management, Feasibility Study, Marketing, Masterplan, Nationalpark Planning, Public Relations, Quality Management, Regional Development, Tourism and Environmental Education and –facilities, Visitor Information and Visitor Guiding, Waste Management, Water- and Sewage Management

Tasks and Service Sectors

Development of Concepts	Cooperation with the Tourism Industry	Analysis and Monitoring of Effects from Tourism	Policy Advise and Cooperation	Trade Fair Participation and PR Work
Strategic Alliances with the Private Sector	Partnerships with the Private Sector, Public Private Partnership (PPP)	Nature Conservation/ Resource Management	Services for Ministries, Parliamentary Enquiries	International Tourism Exchange in Berlin (ITB)
Strategic Environmental Assessment	Education and Training	Millennium Development Goals (specially Poverty Reduction)	World Tourism Organisation (UNWTO) Activities	Reisepavillon/ Tourism Forum International
Guidelines Biological Diversity and Tourism	Energy, Water, Waste, Environmental Protection, Labour Safety	Economic Efficiency of Tourism Forms	Cooperation with German and Foreign Organisations	Support of Individual Projects
Criteria for Sustainability: Certification, Standards, Brands and Labels	Corporate Social Responsibility (CSR)	Development Policy based Assessment of Tourism	Knowledge Management Tourism and International Politics	Issuing of Publications and Reports
Added Value Chains in the Context with Tourism (e.g. Agriculture)	Advice to Small and Medium Enterprises	Cost-Benefit-Balance, Branch Comparisons	Tourism and Sector Policies of the German Government (Economy-, Foreign Affairs-, Environment-, Energy- and Science Policy)	Other International Trade Fairs

