



sound - eco - fair

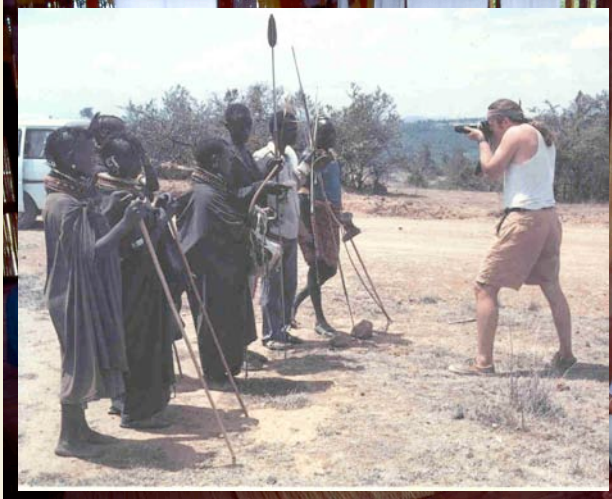
The development of sustainable tourism



Eco-tripping
 Volunteer Tourism
 Intelligent Tourism
 Community-Based-Tourism
 Nature tourism
 Eco-tourism
 Sustainable Tourism
 Qualitative tourism
 Green Tourism
 Integrated Tourism
 Pro-poor Tourism
 Alternative tourism
 Adapted Tourism
 Educational tourism
 Responsible tourism
 Travel as development aid
 Sound Tourism
 Cultural Tourism
 „Travel with mother nature“



Criticism in tourism



Focus areas of early tourism criticism

- **Alpes:** Transformation of relativ traditional lifestyles through mass tourism, construction boom, local investors (1980s)
 - Orientation: Environment and socio-cultural issues
 - Projects: Virgental (DAV/OeAV), Hotel Ucliva
- **Developing countries:** Cultur, foreign investors
 - Orientation: socio-cultural issues, national economy, environment
 - Institutions: Church and social interest groups
 - Donors cut tourism support



The radical solution ...

"home-stay-vacations "

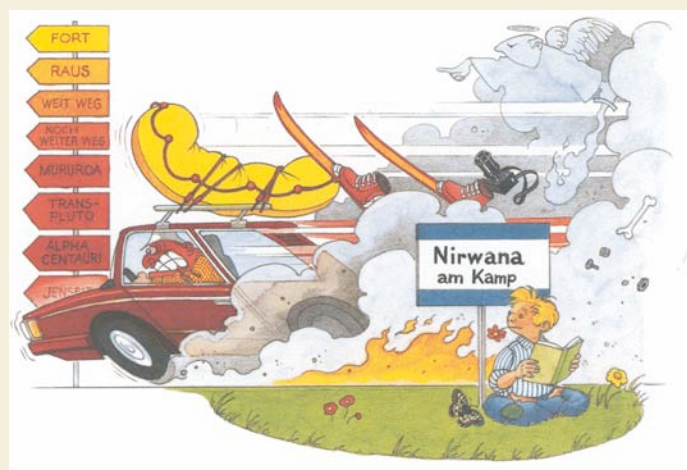
Is not a solution, because ...

- Conscious consumers experience a **higher intensity** of their travel compared to average traveller
- **Economic** relevance of tourism
- **Vulnerability** of overseas destinations/ developing countries
- **Environmental impact** of alternatives ?
- **Valorisation** of culture
- **Support** of biodiversity protection through eco-tourism



Hard Travel

Sound Travel



Source: respect, Wien

Hard Travel

- Mass tourism
- Little time at the destination
- Fastest transportation
- Fixed programme
- Pre-arranged
- Imported life style
- Attractions
- Comfortable and passive
- no own preparations
- no foreign language
- Feeling of superiority
- „shopping“
- Souvenirs
- snapshot & picture postcard

Sound Travel

Source: Jungk 1980

- Individual travel & Visiting friends and relatives (VFR)
- lots of time
- appropriate transportation
- spontaneous decision
- self-organised
- Customary lifestyle of destination
- Experiences
- exciting and active
- preparations for the foreign culture
- Learning the language
- Willingness to learn & exchange
- Take along presents
- Memories, pictures, recordings



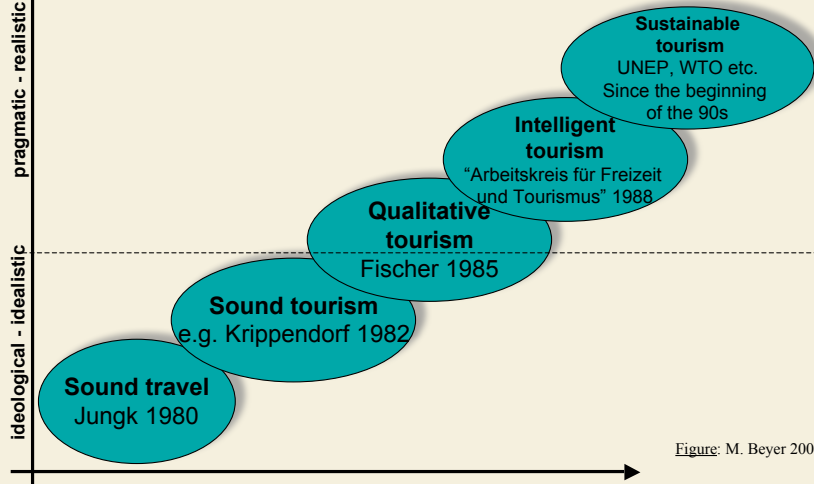
The concept of sound travel ...

- ... formulated for the first time **substantial principles** for alternative tourism strategies,
- ... delivered the **ideological frame** for environmentally and socio-cultural sound tourism development
- ... was rather **idealistic** than application-oriented
- ... was rather **restrictive** than development-oriented
- ... was rather a **Criticism** - than a management- or participative concept
- ... was appropriate for **niche products**.



Alternative tourism concepts (in Germany)

– a chronology up to the 90s



Tourism and sustainability

The balance of dimensions!



Three ways towards sustainable tourism

- ❖ **State regulations & policy frameworks, regional planning & management**
- ❖ **Voluntary self-commitment & -determination of tourism enterprises for:** environmental management, quality management, Corporate Social Responsibility
- ❖ **Sustainable travel choices by informed tourists**



Current situation

- **End of the big exploration of Western Europe**
- **Partial adaptation of environmental criteria's into business principles and management, environmental competition** (e.g. since 1990 TUI Environmental Department)
- **Vacations at home are considered as environmentally sound** (climate change)
- **Shift of the criticism towards developing countries** (CSR, Poverty reduction) **and overseas travel** (climate change)
- **Away from moral fundamentalism towards pragmatic and/or hedonistic approaches**





Alternative tourism concepts today



Definition of ecotourism

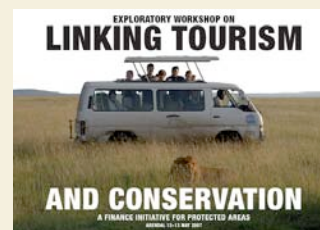
"Ecotourism is responsible travel to natural areas that conserves the environment and improves the well-being of local people."



Background to ecotourism

➤ **Difficult situation in natural conservation and protection, especially in developing countries:**

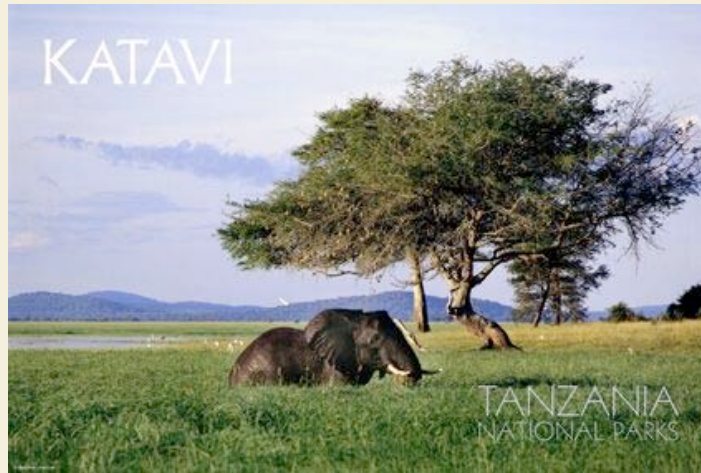
- under-staffed & -financed
Paper Parks
- wide spread rural poverty and lack of participation
- other political priorities;
Staatsversagen



➤ **Increasing demand for Nature Tourism**

➤ **Strategy: Ecotourism as an economic valorisation for biodiversity**

Market potential + real benefits ...



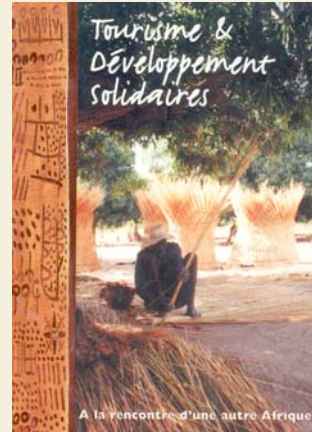
Alternative tourism concepts today



Community-based Tourism

Community-based Tourism (CBT) is a form of tourism, where **significant parts** of the local population have **direct control** over the development of tourism and **directly participate** in tourism business. The profit from tourism remains predominantly in the **local economy.**"

(InWEnt 2003)

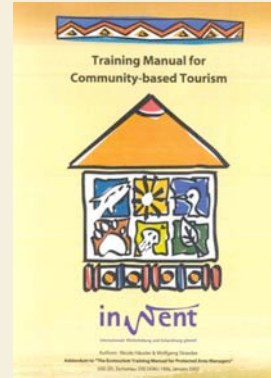
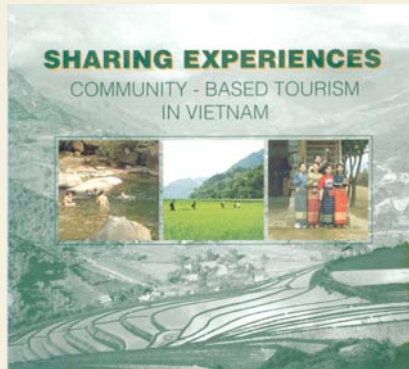


Features in CBT

- **Objectives: Self-determination, collective benefits**
- **Offer: "authentic" Culture, encounter locals, natural simple accommodation**
- **long, complicated planning processes**
- **External support necessary**
- **Problems: Small scale operations, product quality, market access, professionalism ...**



Popular with development organisations, but with limited market potential ...



Alternative tourism concepts today



What is Pro-poor Tourism (PPT)?

- PPT is not a specific tourism segment, but a **concept for poverty alleviation** in developing countries
- In principle entails all forms of tourism, also **mass-tourism** (Sun & Sea, Sand)
- specific and active involvement of "the poor" through:
 - Employment/training of **workforce**
 - **fair** working conditions and **fair salaries**
 - Supply through **local producers** (e.g. small and medium farmers)
 - Involvement of the **informal sector** (Vendors, local transport, etc.)

PPT
pro-poor tourism



Int. Centre for Responsible Tourism, Int. Institute for Environment & Development, Overseas Development Institute)

Fair Trade in Tourism, Stuttgart 2007

Prof. Dr. Wolfgang Strasdas

17.1.2008/ 23

Sustainable All-Inclusive-tourism?



Fair Trade in Tourism, Stuttgart 2007

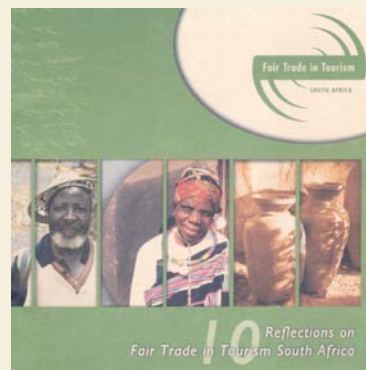
Prof. Dr. Wolfgang Strasdas

17.1.2008/ 24

Alternative tourism concepts today



Fair Tourism



Alternative tourism concepts today





Conclusion

Tourism form	Focus	Norm
Ecotourism	Ecologic	Niche to mass market
Community-based Tourism	Socio-cultural (economic?)	Niche (dev. countries)
Pro-poor Tourism	Socio-economic	More in the mass market (dev. countries)
Fair Tourism	Sozio-economic	Niche ? (dev. countries)
Climate sound travel	Ecologic	Mass market (global)

Sustainable tourism ...

- ... has to include all forms of tourism (e.g. mass tourism)
- ... is very complex (economic, ecologic, social, global)
- ... requires clear policy frameworks and sophisticated management structures
- ... requires informed and responsible consumers
- ... has to be attractive and "sell-able"
- Overseas tourism: climate protection stands against poverty alleviation?



Thank you for your attention !

