



On behalf of

BMZ



Federal Ministry
for Economic Cooperation
and Development

giz

Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



Conservation vs. Collapse?

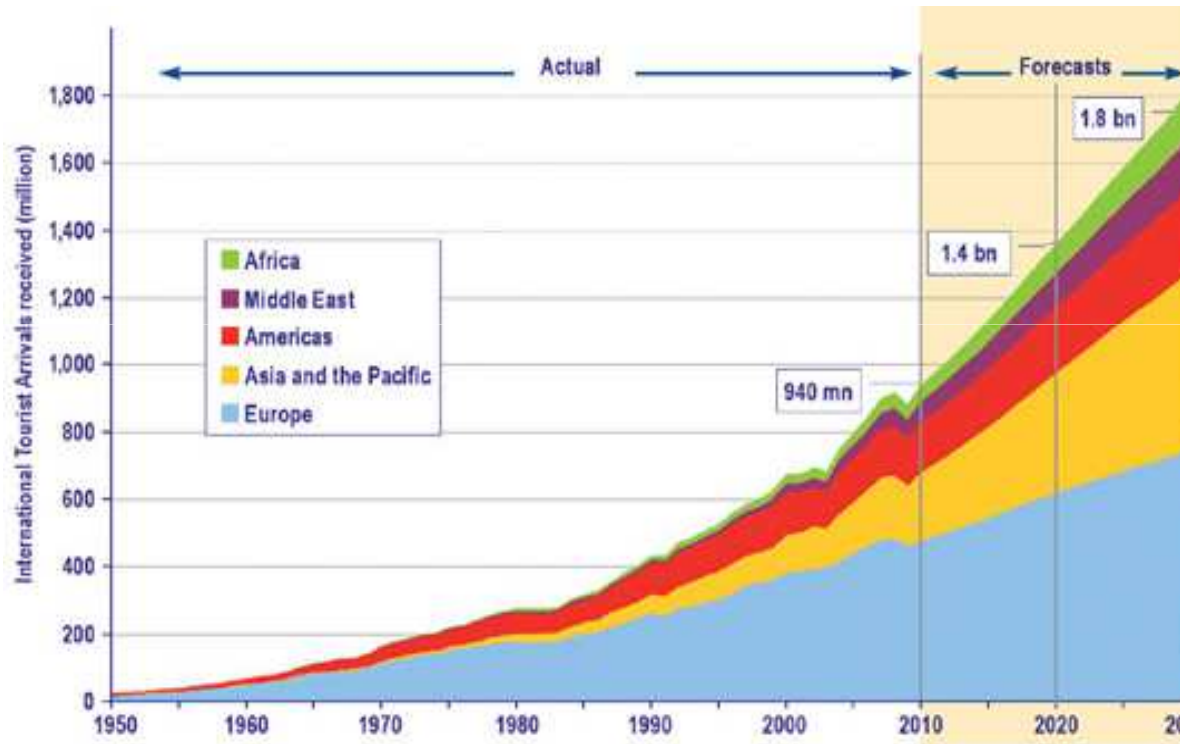
Sustainable models for destination and resort development

Side Event on Tourism and Biodiversity – CBD COP 12
Sunday, 12 October 2014 - Pyeongchang, Republic of Korea

Manuel Bollmann, Programme Development Manager
GIZ Division Sustainable Development through Tourism, seconded to Fair Trade Tourism



Green Tourism Growth?



www.UNWTO.org



The Sorcerer's Apprentice
(Goethe, 1797; illustration by
F. Barth 1882)

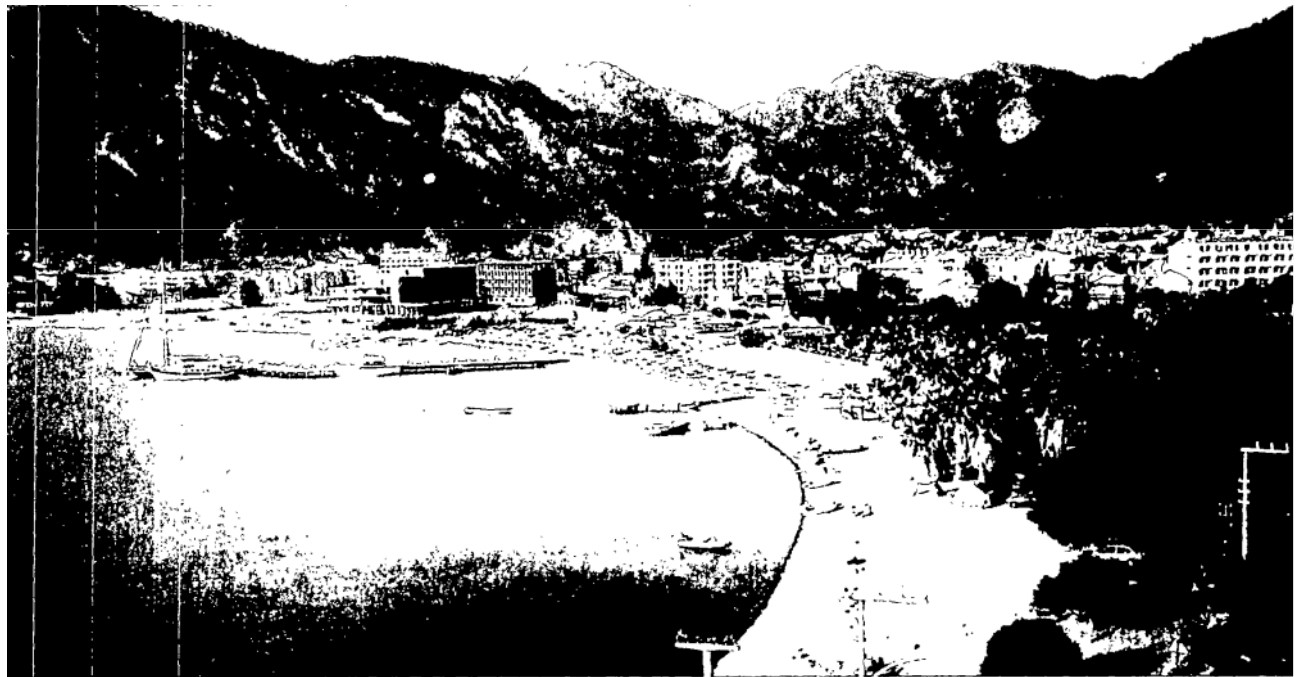


A TALE OF TURTLES IN TURKEY FROM LONG AGO...

Dalyan Bay, late 1980s: An industry and KfW/DEG disgraced.
Followed by „the **BMZ Shutdown on Tourism Development**“

int. arrivals to Turkey

- in 1987: 3 Mn. p.a.
- today: 34 Mn. p.a.



Ferienanlagen in der Bucht von Marmaris: Eine Art Goldgräberstimmung macht sich breit

Der Spiegel, August 1987:
„Deflowering Anatolia“ →

Türkei-Tourismus: „Anatolien entjungfern“

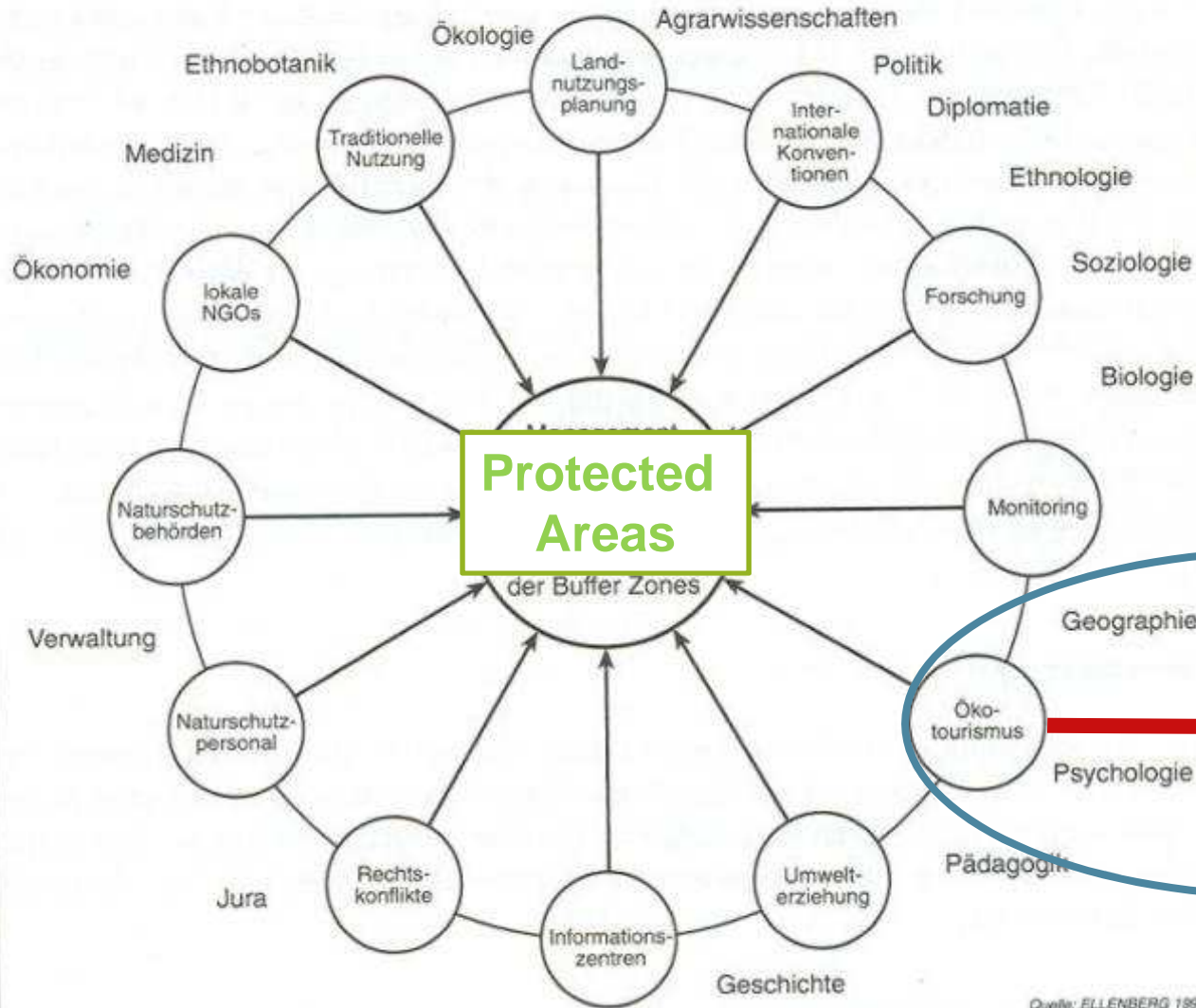
Die letzte, bislang unberührte Küste des nördlichen Mittelmeeres ist jetzt dran: Der Massentourismus erobert die Türkei. Die Regierung behauptet, aus den

Fehlern der Spanier gelernt zu haben. Aufgelockerte höchstens viergeschossige Bauten sollen entstehen Die Umweltschützer formieren sich zum Widerstand

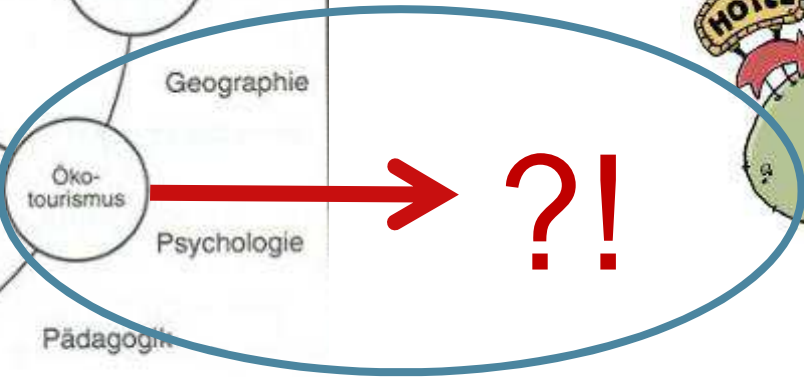
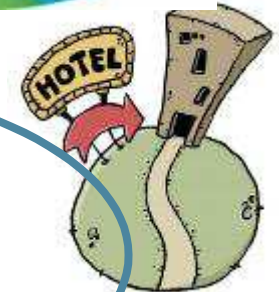
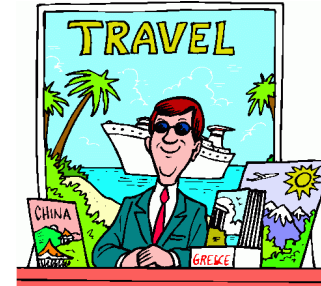


LESSONS LEARNED...

After Rio: The age of Ecotourism - GTZ and DED in the 1990s...



Quelle: ELLENBERG 1993





Understanding a destination's core business

A core business is a strategic business unit through which a destination

- **gains significant turnover / business volume**
- **coins its brand and underlines its market competence**
- **integrates the most important infrastructure enterprises**
- **achieves a high internal identity creating impact**

Understanding the integration of environmental externalities

- **Natural Capital** of a Destination = Ecosystem / Landscape
- **Ecosystems** provide **Services** for most core businesses in tourism and natural resources for communities living in and around destinations!!



Destination Life Cycle

Value created



Life span



ANALYSIS:

Montenegro Tourism Impact Forecasting Tool

Comissioned to GIZ by Montenegrin Tourism Ministry in 2010

Initial Situation

- Tourism is the most important economic sector:
 - GDP: 24%
 - Employment: 21%
- Tourism is growing very fast
- Coastal region is the centre of tourism development
- Official Masterplan of 2008 recommends to increase overnight stays from 8 to 21 million by 2020 and use the Balearic Island of Mallorca, Spain as a model for development





Montenegro Tourism Impact Forecasting Tool

Approach

- Analysis of the economic and environmental impact of **existing and future tourism** hotels
- Forecasting the economic and environmental impact of **development alternatives**
- Cost-benefit and sustainability check of different tourism development options

Goals

- Provide the Ministry of Tourism with the basis to forecast impacts of tourism development (on basis of previously written Masterplan)
- Propose a monitoring concept
- Develop a forecasting software

The screenshot displays the 'Montenegro Tourism Forecasting Tool - Accommodation' interface. It is divided into several sections:

- Accommodation Type:** Radio buttons for 'Hotel' (selected) and 'Private Accommodation & Apartment'.
- Number of Beds:** Input field with '100' entered.
- Category:** Radio buttons for '1/2 Stars', '3 Stars', and '4/5 Stars'.
- Location:** Radio buttons for 'Coastal Region' (selected) and 'Central & Mountain Region'.
- Average Occupancy Rate:** Input field with '50%' entered.
- Number of Jobs:** Radio buttons for 'direct' (selected) and 'direct & indirect'. Values: 14 (direct), 27 (indirect).
- Salaries of Direct Jobs:** Radio buttons for 'per year', 'per month', and 'per emp. & month'.

	per year	per month	per emp. & month
Amount of Gross Salaries:	68.329 €	4.860 €	770 €
Amount of Net Salaries:	44.712 €	3.226 €	261 €
- Distribution of Net Salaries:** Radio buttons for 'Coastal Region', 'Central & Mountain Region', and 'Foreign Countries'.

	Coastal Region	Central & Mountain Region	Foreign Countries
In Total per Year:	41.151 €	2.238 €	1.345 €
Distribution in %:	92%	5%	3%
- Sustainability Check:**
 - Size of Property:** Radio buttons for 'total' (selected) and 'per bed'. Values: 2.390 m² (total), 23 m² (per bed).
 - Operational Inputs in Total per Year:**

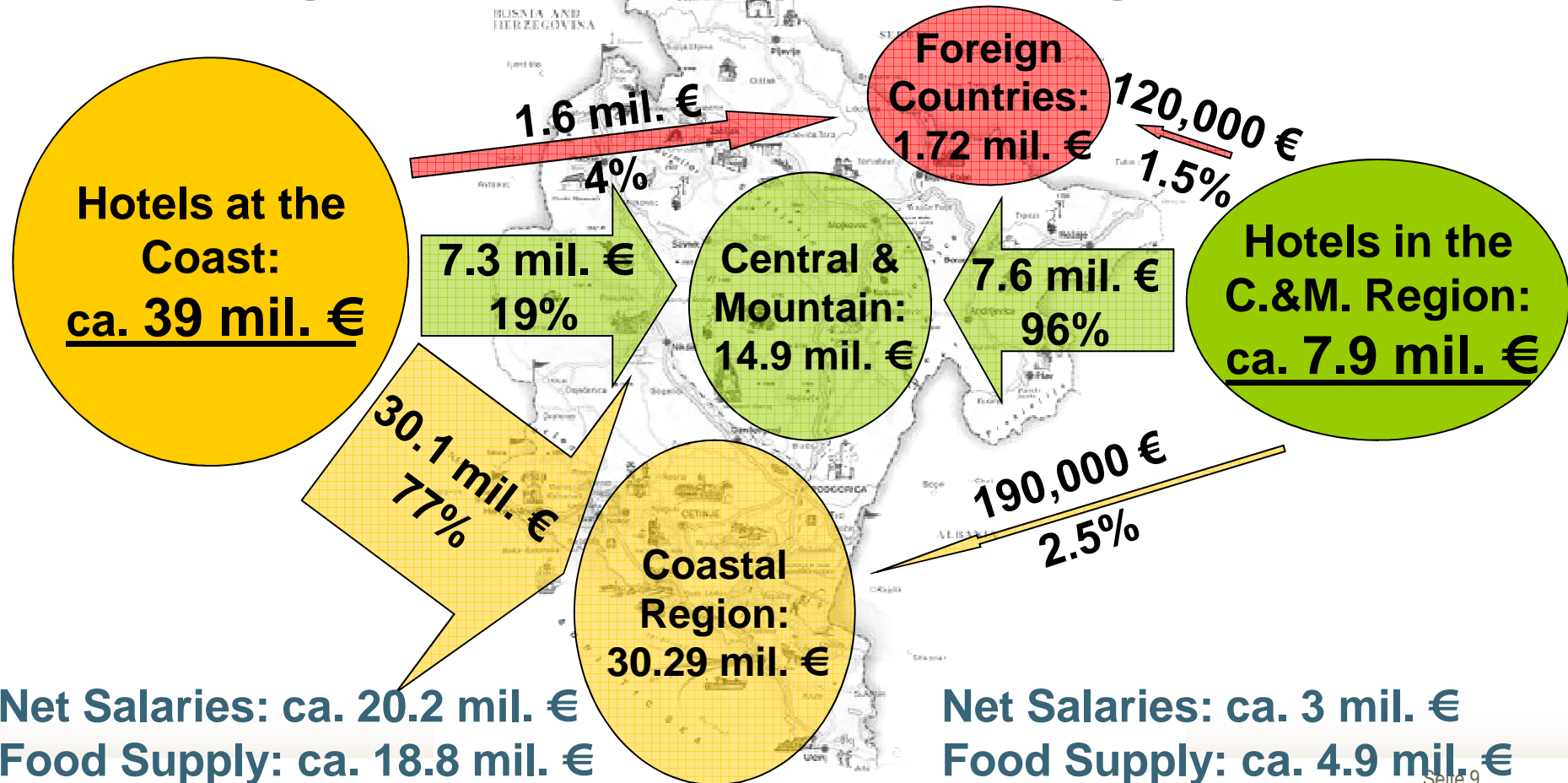
	Costs	Quantity	CO ₂ (tCO ₂ e)
Waste:	1.800 €	no data available	no data available
Water:	4.500 €	2.500 m ³	no data available
Sanitizing:	2.800 €	no data available	no data available
Electricity:	12.400 €	183.200 kWh	68 t
Gas:	no data available	no data available	no data available
Petrol/Diesel:	3.400 €	3.000 liter	8,18 t
Total:	24.900 €		76 t
 - Operational Inputs per Overnight:**

	Costs	Quantity	CO ₂ (tCO ₂ e)
Waste:	0,09 €	no data available	no data available
WWF Benchmark ¹⁾		no data available	no data available
Water:	0,2 €	8,7 m ³	no data available
Ecotour Average ²⁾		8,7 m ³	no data available
Ecotour Benchmark ²⁾		8,7 m ³	no data available
WWF Benchmark ³⁾		8,7 m ³	no data available



Salary & Food Supply Impact Map of all Hotels from Coastal Region and C.&M. Region (per year)

Coastal Region (13,600 rooms) – C.&M. Region (2,100 rooms)





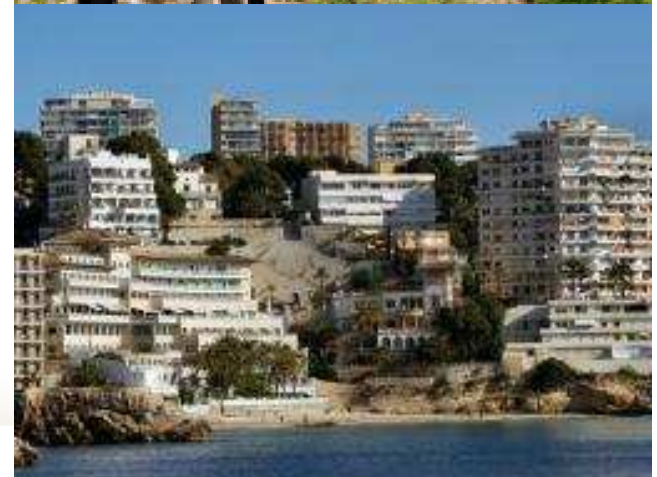
CONCLUSION What kind of destination is “sustainable”?

(= causing only limited harm to environment, socially acceptable, economically empowering)

- “Many of the assumptions that [since the 1990s] have influenced public policy in tourism development – that **eco-tourism, community-based-tourism** or **independent travel** are inherently sustainable and package tourism is not – simply are not substantiated“
- “Just because a tourism segment is based on **culture** or **wildlife** does not mean it is sustainable. And just because it is built around **business tourism** or **large-scale leisure resorts** does not mean it is not sustainable.”

Much more relevant questions:

- Are political **framework conditions** in a destination conducive to sustainable development ?
- Is the underlying **core business** of a destination sustainable, or could it ever become so?





Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)



IMPLEMENTATION

Leading by example: Fair Trade Tourism businesses in Gansbaai



Dyer Island Cruises
WHALE AND ECO TOURS

WORLDWIDE CERTIFICATE OF EXCELLENCE

BLUE FLAG

f t i o r

BOOK ONLINE

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- Tours
- Species
- Conserve
- Volunteer
- Gallery
- Blog
- About
- Bookings

Your experienced Whale and Bird watch crew

Scientists, conservationists, tour guides - nature lovers!

Every single member of our team was hand picked because of their professionalism, experience on the ocean, and for their love of South African wildlife.

MEET THE CREW


- PERSONAL TOURS**
Life changing experiences.
- BEAUTIFUL SPECIES**
South Africa's marine life.
- CONSERVE AND PROTECT**
Saving endangered species.
- GET INVOLVED**
Volunteer on marine projects.
- PHOTO GALLERY**
What you can expect to see.


- WHALE WATCHING NEAR CAPE TOWN, SOUTH AFRICA**
The highest Whale sighting's in all South Africa
- APPLY TO OUR UNIQUE MARINE INTERNSHIP PROGRAM**
Gain practical experience as a marine researcher


"I want to pass what I have learnt to the other people ..."

Marine Dynamics SHARK TOURS

Whalesong Lodge


BMZ  Federal Ministry
for Economic Cooperation
and Development

 Future-Makers.
Building the future.
Let's join forces.



**Tourism Planning in
Development Cooperation:
A Handbook**

Challenges – Consulting Approaches – Practical Examples – Tools

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www.giz.de/tourism-handbook