

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

Contact:

tourismus@giz.de

Programme „Tourism and Sustainable Development“

Manuel Junck, Klaus Lengefeld, Burghard Rauschelbach

Deutsche Gesellschaft für Internationale
Zusammenarbeit (GIZ) GmbH
Dag-Hammarskjöld-Weg 1 – 5
65760 Eschborn / Deutschland
T + 49 (0) 61 96 79 - 0
F + 49 (0) 61 96 79 - 11 15
E info@giz.de
I www.giz.de

Photos: Elke Otto



Tourism and Sustainable Development

A GIZ Sector Project

giz | Tourism and Sustainable Development

On behalf of
 Federal Ministry
for Economic Cooperation
and Development

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.**



Services

Economic development and poverty reduction

Preservation of biodiversity, nature conservation

Resource efficiency

Destination development

Climate protection, adaptation to climate change



... and Products

Advisory services for hotels and restaurants, capacity development, certifications, community-based tourism, energy efficiency, environmental education, environmental impact assessment, expert workshops, feasibility studies, initial and further training, integrated coastal zone management, marketing, master plan, national park planning, public relations, quality management, regional development, tourist information centres, visitor information and guidance, water resource and sewage management, waste management



Tasks and Areas of Activity

Developing concepts

- Strategic alliances with the private sector
- Criteria for sustainability: certification, standards, brands and quality labels
- Preparing for climate change, preserving biodiversity
- Strategic environmental assessment
- Value chain in connection with tourism (e.g. agriculture)

Cooperation with the tourism industry

- Public-private partnerships (PPPs)
- Initial and further training measures
- Environmental management, occupational safety
- Corporate social responsibility (CSR)
- Advisory services for small and medium-sized enterprises

Analysing and monitoring the effects of tourism

- Assessment of tourism from the development policy perspective
- Millennium Development Goals
- Economic efficiency of the different types of tourism, effects on incomes
- Environment and nature conservation/ resource management
- Cost-benefit balance, sector comparisons

Policy advice and cooperation

- Advisory and organisational services
- World Tourism Organisation (UNWTO), Global Partnership for Sustainable Tourism etc.
- Organisations inside and outside Germany, associations, institutes
- Knowledge management
- Tourism and policy areas of the Federal Government (economic, foreign, environmental, energy and science policy)

Participation in trade fairs and public relations work

- International Tourism Exchange in Berlin (ITB)
- Tourism Forum International as an exchange platform for tourism practitioners
- Providing support at trade fairs and conferences
- Providing support for individual projects (presence at trade fairs, events, conferences)
- Publications and studies

