Sustainability & Greening of Tourism
Key Principles of Tourism Development and Tourism Education

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2013: 300 years of Sustainable Development?

Hans Carl von Carlowitz: *Sylvicultura oeconomica, oder haußwirthliche Nachricht und Naturmäßige Anweisung zur wilden Baum-Zucht* (1713)
'Sustainability': 1144 in the rules for forestry in the abbey of Mauermünster (D)
“Sustainable Development is a development that fulfils the needs of our generation without restricting the possibility of the next generation to fulfil their own needs.”

Gro Harlem Brundlandt
Intergenerational Justice

Sustainable Development

Ecology

Economy

Socio-Culture

Intergenerational Justice
Sustainable Regional Development

Security of income and jobs
Protection of natural landscape
Increasing of sensitiveness for environment and culture
Regional identity
Quality of life

Sustainable Regional Development
Sustainable Tourism

needs of the next generation

economic prosperity

needs of the guests

subjective wellbeing of inhabitants and staff

natural resources

cultural resources
Open-minded for culture and contacts to locals

Local food inside

Eco-friendly activities

Time does not play a role

Key for bed & breakfast

Infrastructure also for inhabitants
The ecological dimension

- Energy supply (renewables) and energy efficiency
- Water and waste
- Room cleaning
- Environmental-management-systems
- ISO 9001, 14001
- Ecolabels
- Mobility - travel to and within the destination
- Activities (e.g. no off-road)
The economic dimension

- Regional products
- Regional services – handicrafts, furniture, ...
- Regional staff members
The socio-cultural dimension

- Sound architecture
- Access to authentic culture
- Avoiding fake or staged cultural attractions
- Contacts and exchange between tourists and inhabitants
The peoples’ dimension

- Participation of all stakeholders / inhabitants
- Accessibility for persons with special needs (guests)
- Inclusion of persons with special needs (staff)
The political dimension

- Sustainable Tourism Strategy and Law
- Subsidies and Taxes
- Sound policy mix: agriculture, spatial planning, transport, education, finances, ...
Sustainable Tourism is a tourism, where all involved stakeholders - administration and politics, private sector and tourists - contribute with attitudes and concrete measures to preserve nature, have a wise use of resources, protect cultural heritage and establish fair and satisfying working conditions.
Principles of sustainable tourism education

- Sustainable tourism education includes knowledge, skills and attitudes, orientations which enables graduates to reshape, apply and enhance their learning in response to social, community and vocational needs.

- Project based learning

- Transdisciplinarity

- Social partnership: Cooperation between academia, education and industry
Relevance for Tourism Education

Cook - knowledge, skills and attitudes

- Basics of sustainable tourism
- Traditional vs. international kitchen
- Food supply and recipes focussed on regionality, seasonality, organic and fair trade
- Protected species
- Working conditions
- Energy efficiency (in planning)
- (Food) Waste – avoidance, recycling
- Own products – herbs, vegetables, fruits, ...
Relevance for Tourism Education

Waiter - knowledge, skills and attitudes

- Basics of sustainable tourism
- Traditional, regional, organic ... drinks and food
- Food supply focussed on regionality, seasonality, organic and fair trade
- (Sustainable) philosophy of the house and the kitchen
- Basics of sustainability – resource and waste management
- Caring of persons with special needs
- Working conditions
- Intercultural communication
Relevance for Tourism Education

Receptionist - knowledge, skills and attitudes

- Basics of sustainable tourism
- (Sustainable) philosophy of the house and the kitchen
- Basics of environmental measures in house operation - e.g. renewable energies, energy efficiency, room cleanings
- Basics of labels, etc.
- Cultural attractions in the region
- Basics of regional and country history
- Behavioural aspects for tourists
- Public transport connections
- Caring of persons with special needs
- Intercultural communication
- Working conditions
Relevance for Tourism Education

Hotelier - knowledge, skills and attitudes

- Basics of sustainable tourism
- Environmental measures for hotel operation
- Cultural attractions in the region
- Working conditions & trainings
- Accessibility – from the rooms to the website
- Public transport
- Participation and networking
- National and international sustainable tourism policies
Relevance for Tourism Education
Tour Operator / Travel Agent - knowledge, skills and attitudes

- Basics of sustainable tourism – ST in service chain
- National and international sustainable tourism policies
- Transport and mobility – e.g. CO2-compensation
- Sustainable tourism – behavioural aspects for tourists
- Social issues – country specific – from working conditions to Human Rights aspects
- Benefits for local population
Relevance for Tourism Education

City Guide - knowledge, skills and attitudes

- Basics of sustainable tourism
- Cultural attractions in the region
- Regional specialities – food, products, shops, ...
- Basics of regional and country history – especially also socio-cultural aspects and critical reflection
- Special thematic tours
- Intercultural communication
- Public transport
Relevance for Tourism Education

Mountain Guide - knowledge, skills and attitudes

- Basics of sustainable tourism
- Motivation and attitudes of tourists
- Nature, geology, meteorology, environmental protection, ...
- Landscape and nature interpretation
- Intercultural communication, group dynamics
- Safety and security
- (Own) mobility behaviour
Thank you very much for your attention!
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Tourism Development in the Alps, SEE, SEA, CA, ...
EU Tourism Sustainability Group
EU Danube Strategy, EU Alpine Strategy

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