



Nature Tourism Conference: Policies – Products - Practices March 21st-24th, 2011, Riga

3rd workshop: 9:00 – 13:00

“Dimensions of sustainability in tourism at the Green Belt:
nature protection, mobility and beyond”



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Defining Sustainable Tourism - Outline on current approaches to catch a slippery eel

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Defining Sustainable Tourism

There is no lack of different attempts to describe „sustainable tourism“; e.g. by ...

- Definitions
- Aims and principles
- Criteria and indicators
- Strategic documents and action plans
- Practise examples



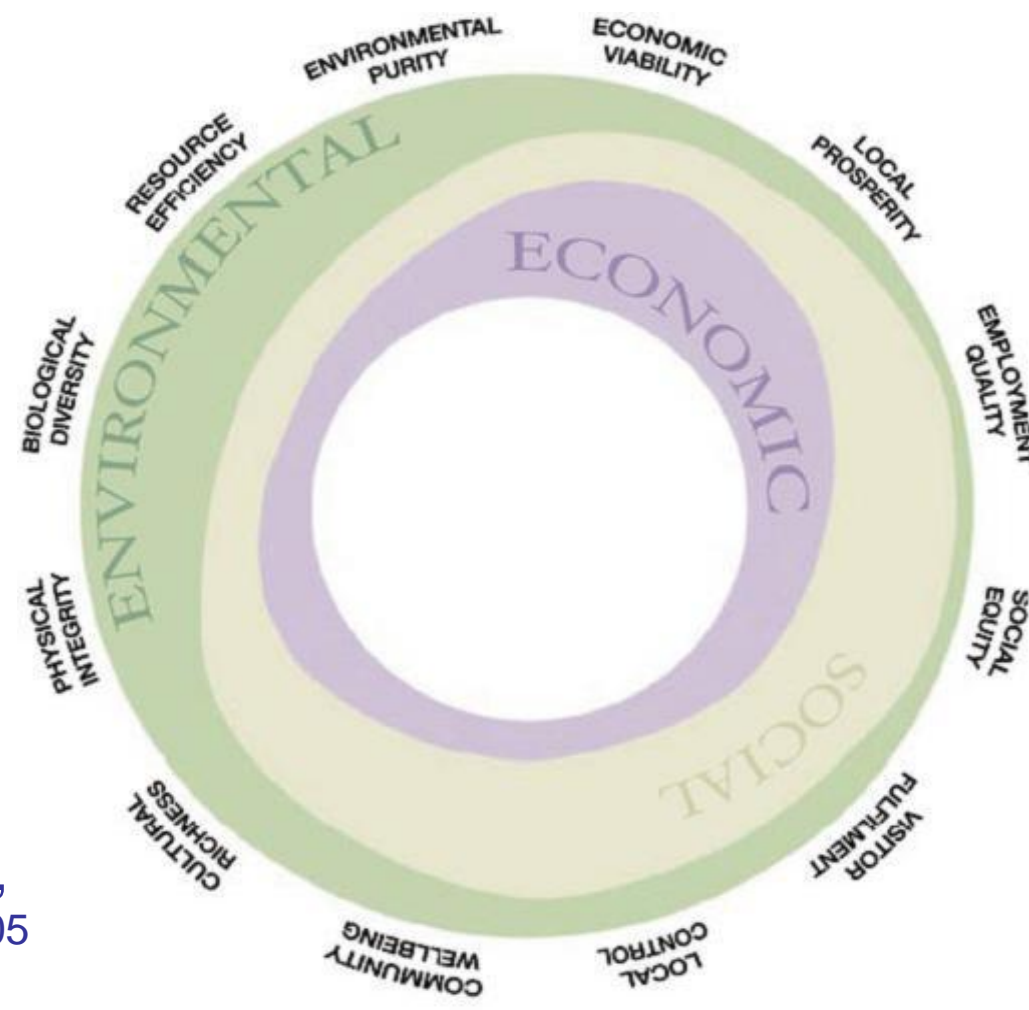
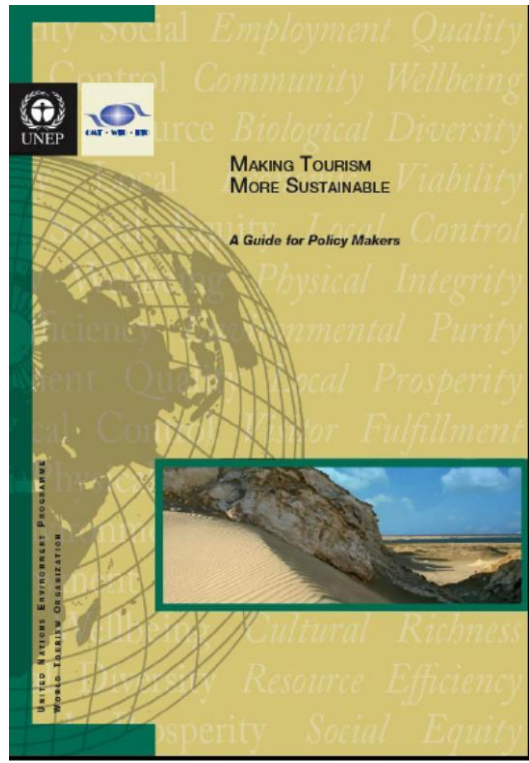
UNWTO's definition for Sustainable Tourism is:

'Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.'





... by aims and principles



12 aims for Sustainable Tourism,
UN Task Force Sustainable Tourism, 2005



... by criteria and indicators



Global Sustainable Tourism Criteria

By the Tourism Sustainability Council:

www.sustainabletourismcriteria.org

Provides 37 criteria and corresponding indicators

Intention

- Serve as basic **guidelines for businesses** of all sizes to become more sustainable, and help businesses choose sustainable tourism programs that fulfill these global criteria and offer governmental, non-governmental, and private sector programs a **starting point for developing sustainable tourism** requirements

Initiator: *Rainforest Alliance, UNEP, UN Foundation, UNWTO*

plus numerous certificates and standards on different levels and geographic scope



... by strategic documents and action plans

- EU Agenda for a sustainable and competitive European tourism, 2007



Incl. objectives and principles

- EU Strategy for the Baltic Sea Region



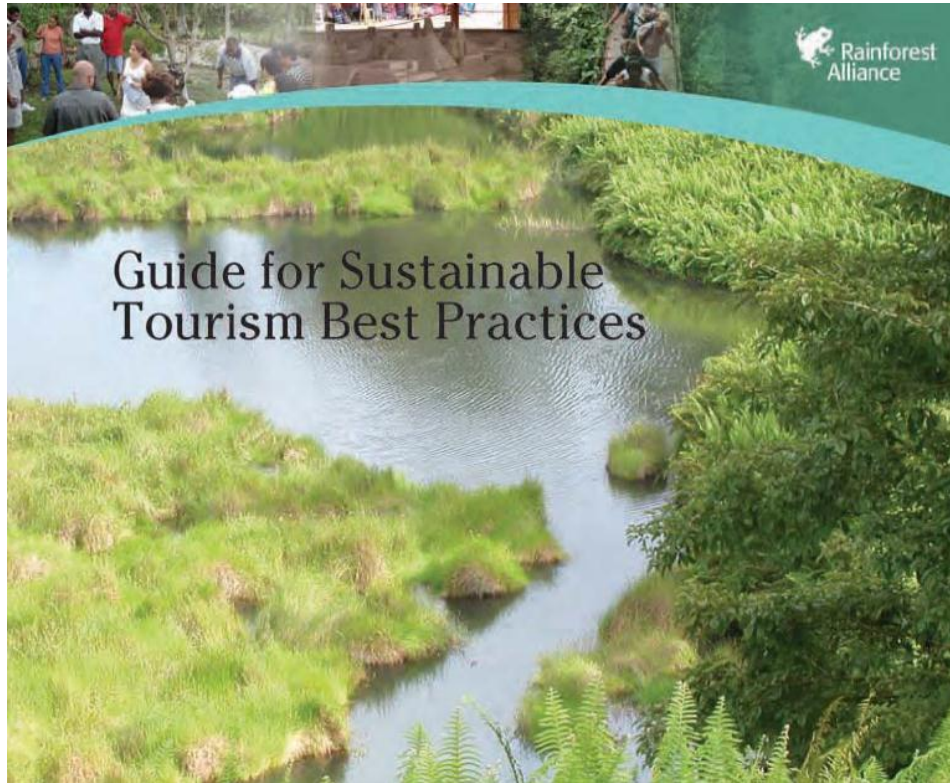
EU-STRATEGY FOR THE BALTIC SEA REGION
TOURISM

plus action plan

- Agora Strategy for Sustainable Tourism Development in the Baltic Sea Region, 2007

***plus action plan and sustainability
check for tourism projects***





WORLD
TRAVEL &
TOURISM
COUNCIL



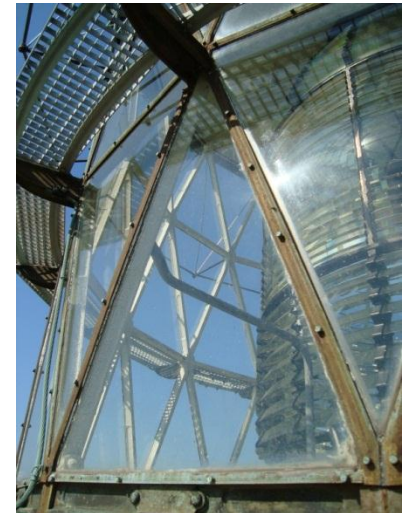
Promoting and rewarding best practice in sustainable tourism





Defining Sustainable Tourism

- ❖ Unfortunately all these attempts are not congruent with each other
- ❖ There is an impressive variability of understandings
- ❖ Moreover quit often sustainable tourism is mixed up with other terms as e.g nature tourism, eco tourism, green tourism or CSR
- ❖ Still, the basic orientation of most them is similar





Defining Sustainable Tourism

What to do?

Learn from the best and use the existing attempts for orientation

And for this work shop?

We decided to describe our understanding of sustainable tourism by good and bad examples





Thank you!





The Institute for Tourism Research in Northern Europe (*N.I.T.*) in Kiel is involved in basic research on tourism (e.g. What is recreation?, Do climatic changes and their consequences have an impact on tourism?), supervises the annual “Reiseanalyse” (www.reiseanalyse.de) by commissioned by the “Forschungsgemeinschaft Urlaub und Reisen” (FUR) and works in applied research and consulting (e.g. for tourism companies, associations, tourism destinations, ministries and other national and supranational institutions).

Wolfgang Günther is Head of the Sustainable Tourism Unit and Associate Director at *N.I.T.*

