

Nachhaltigkeit und touristische Erlebnisse

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FH Zentralschweiz



Was ist ein nachhaltiges Erlebnis?



Image Quelle: www.gchhotelgroup.com

Der "Angebot" Perspektive



- Viele Kriterien aber keinen Fokus auf Gast spezifisch
- Viele Labels & Zertifizierungen fokussieren auch nur auf Angeboten

Einen Rückblick: Beispiel der Nachhaltigkeit



Bildquelle: <https://www.greengotravel.com/ecuador-travel-tours/kapawi-eco-lodge/>



Swisstainable – sustainable travel in Switzerland.

Lago di Saoseo

<https://www.youtube.com/watch?v=51H4rCWrsGc&list=RDCMUCggBc5kNSAH4kFKkrYBzddQ>

<https://www.myswitzerland.com/en-ch/planning/about-switzerland/sustainability/>

Kleine Gruppen...Nachhaltig nach welchen Kriterien?



www.visitmexico.com



(Schwoerer et al., 2016)

Natur künstlich unterhalten...Nachhaltig nach welchen Kriterien?



Insights at: <https://dst.dubaitourism.ae/Home/Sustainability#DubaiSustainableTourism>

Nachhaltig nach welchen Kriterien?



Source: <https://repeatingislands.com/2017/01/30/stingray-feeding-in-the-bahamas-sustainable-tourism/>

The logo for easyJet holidays, featuring the brand name in white text on an orange rectangular background.

easyJet
holidays

A scenic photograph of a sunset over the ocean. The sun is low on the horizon, casting a golden glow across the sky and reflecting on the water. The waves are breaking gently on a sandy beach in the foreground. The overall mood is peaceful and serene.

HOLIDAYS THAT DON'T COST THE EARTH

A small version of the easyJet logo, consisting of the brand name in white text on an orange square background.

easyJet

Bildquelle: [easyjet.com](https://www.easyjet.com)

E-Aktivitäten....

Resorts ▾

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Responsibility ▾



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Check Rates

Villas

Experiences

Dining

Events

Exclusive Offers

Family

FAQ

eFoil, eSurf & Seabob



Bildquelle: soneva.com

E-Touren



Watch video at this link: <https://player.vimeo.com/video/315005035>

Einen Beitrag an die Destination leisten



Become a
VOLUNTOURIST

Finanziellen Beitrag an die Destination leisten



Dollar a day initiative

- \$25** can help purchase food for a school lunch feeding program in Belize
- \$40** can cover the cost of building a desk for a crowded classroom in Tanzania
- \$50** can provide a first time loan to one woman starting her own business in Honduras
- \$60** can purchase an alpaca to provide wool for a weaving cooperative in Peru
- \$100** can provide books and teaching resources to a children's library in Guatemala
- \$200** can provide shoes to a group of orphaned and abandoned boys in Bolivia
- \$500** can cover the cost of providing access to clean water to a village in Kenya
- \$1000** can cover the cost of installing a water tank at one village school in Nepal
- \$3000** will completely fund a schoolyard greening project in Cuba
- \$5000** can cover the cost a music program for street children in Ecuador
- \$10,000** can contribute to the development of a health post for street children in India
- \$15,000** can pay for an eye-camp providing 300 sight-restoring surgeries in Tibet
- \$25,000** can help us to purchase a permanent home for street children in Peru

Quelle: Planeterra Annual Report 2007/08
Sustainable Tourism: Ripple Score - G Adventures



real life experiences...

Fun, affordable & sustainable travel since 1989

We're the not-for-profit entity of the Intrepid Group, the global leader in sustainable travel.

We support local organisations around the world to improve the livelihoods of vulnerable individuals and communities through sustainable travel experiences. Our model is simple:



You donate

We receive money via donations and fundraisers



We double

We double your contribution for twice the impact



We give

We give 100% of that money directly to projects



You empower

Your gift empowers local communities around the world

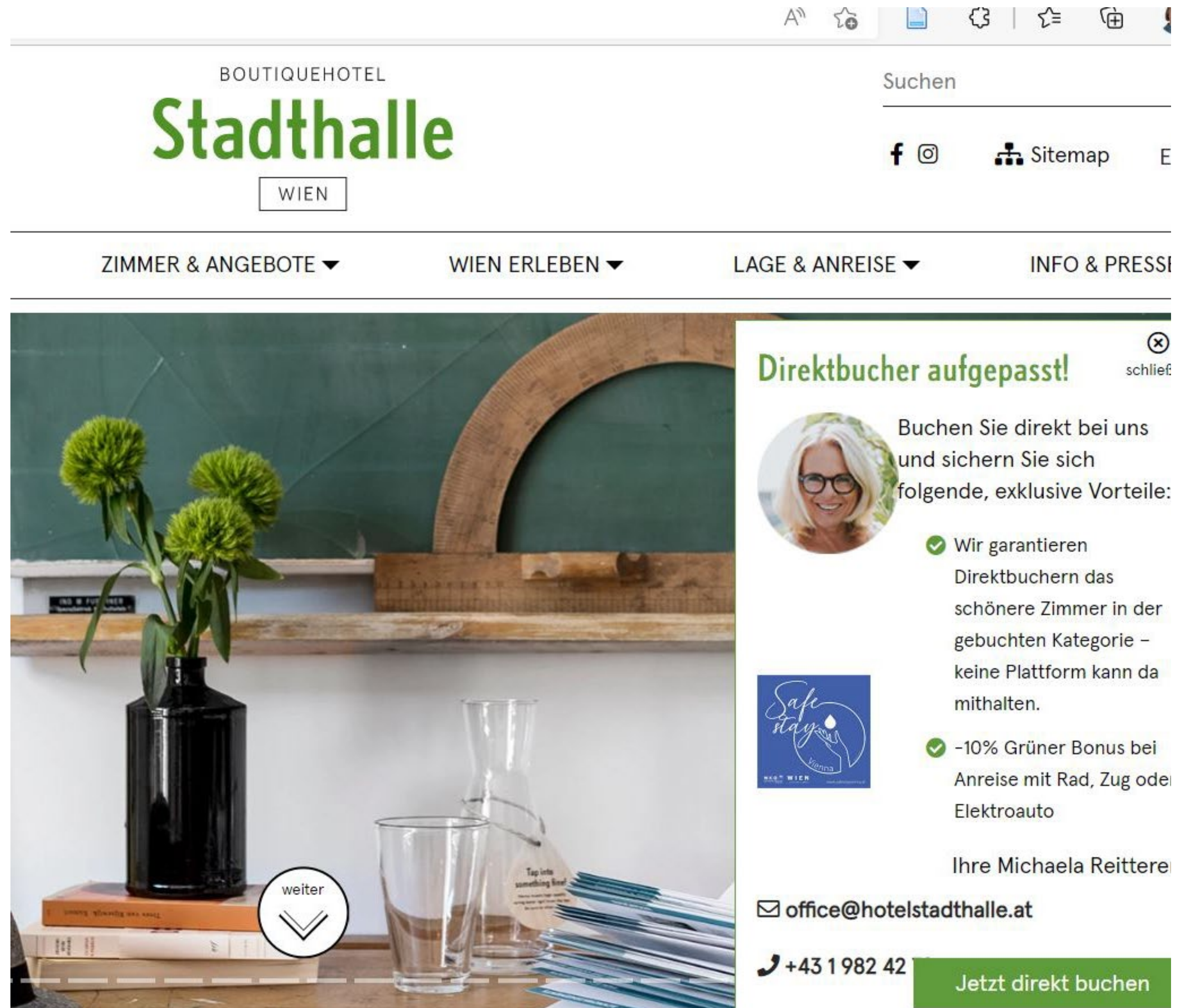
Nachhaltig übernachten, essen und und...aber...



Quelle: <https://www.panpacific.com/en/about/corporate-responsibility.html>

Nachhaltigkeit - überall

17 SDGs in 17 Zimmer



The screenshot shows the website for Boutiquehotel Stadthalle in Vienna. The header includes the hotel name, a search bar, and social media links. The main navigation menu has four items: ZIMMER & ANGEBOTE, WIEN ERLEBEN, LAGE & ANREISE, and INFO & PRESSI. The main content area features a photograph of a room with a chalkboard, a vase of green flowers, and a wooden shelf. A 'weiter' button is overlaid on the bottom right of the photo. To the right of the photo is a 'Direktbucher aufgepasst!' (Direct bookers, watch out!) promotion. The promotion includes a circular profile picture of a woman, a list of benefits, a 'Safe stay' logo, and contact information for Michaela Reitter.

BOUTIQUEHOTEL
Stadthalle
WIEN

Suchen

f @ Sitemap E

ZIMMER & ANGEBOTE ▼ WIEN ERLEBEN ▼ LAGE & ANREISE ▼ INFO & PRESSI

Direktbucher aufgepasst! schließ

Buchen Sie direkt bei uns und sichern Sie sich folgende, exklusive Vorteile:

- Wir garantieren Direktbuchern das schönere Zimmer in der gebuchten Kategorie – keine Plattform kann da mithalten.
- 10% Grüner Bonus bei Anreise mit Rad, Zug oder Elektroauto

Ihre Michaela Reitter

office@hotelstadthalle.at

+43 1 982 42 **Jetzt direkt buchen**

Grüner Städteurlaub in Wien | Boutiquehotel Stadthalle

Die Kundenperspektive



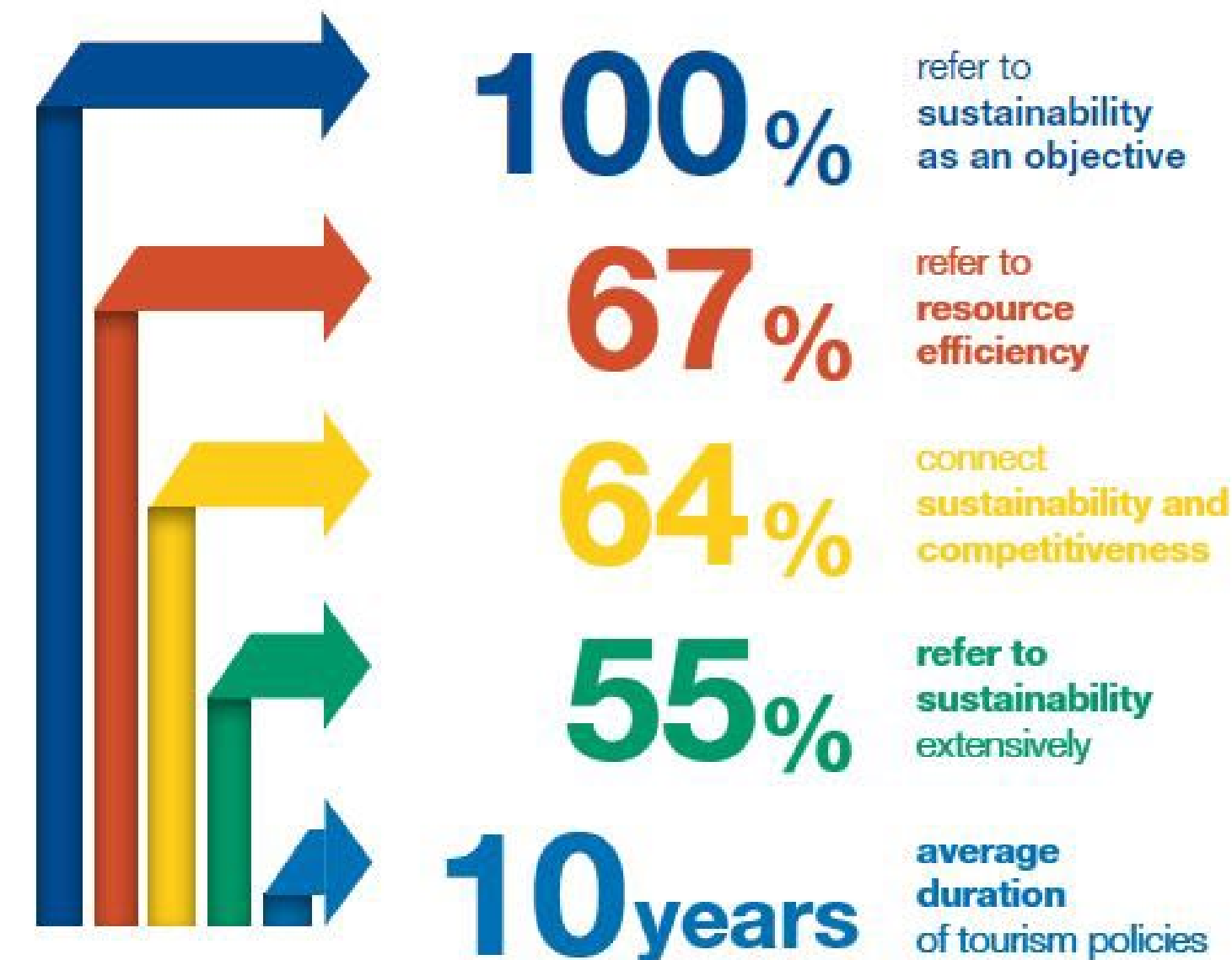
Nachhaltigkeit ist "Normal"

The Big Picture

Societal changes

Sustainability and competitiveness go hand in hand as destinations and businesses can become more competitive through the efficient use of resources, the promotion of biodiversity conservation and actions to tackle climate change.

Sustainability, a key part of tourism policies in 101 UNWTO Member States surveyed



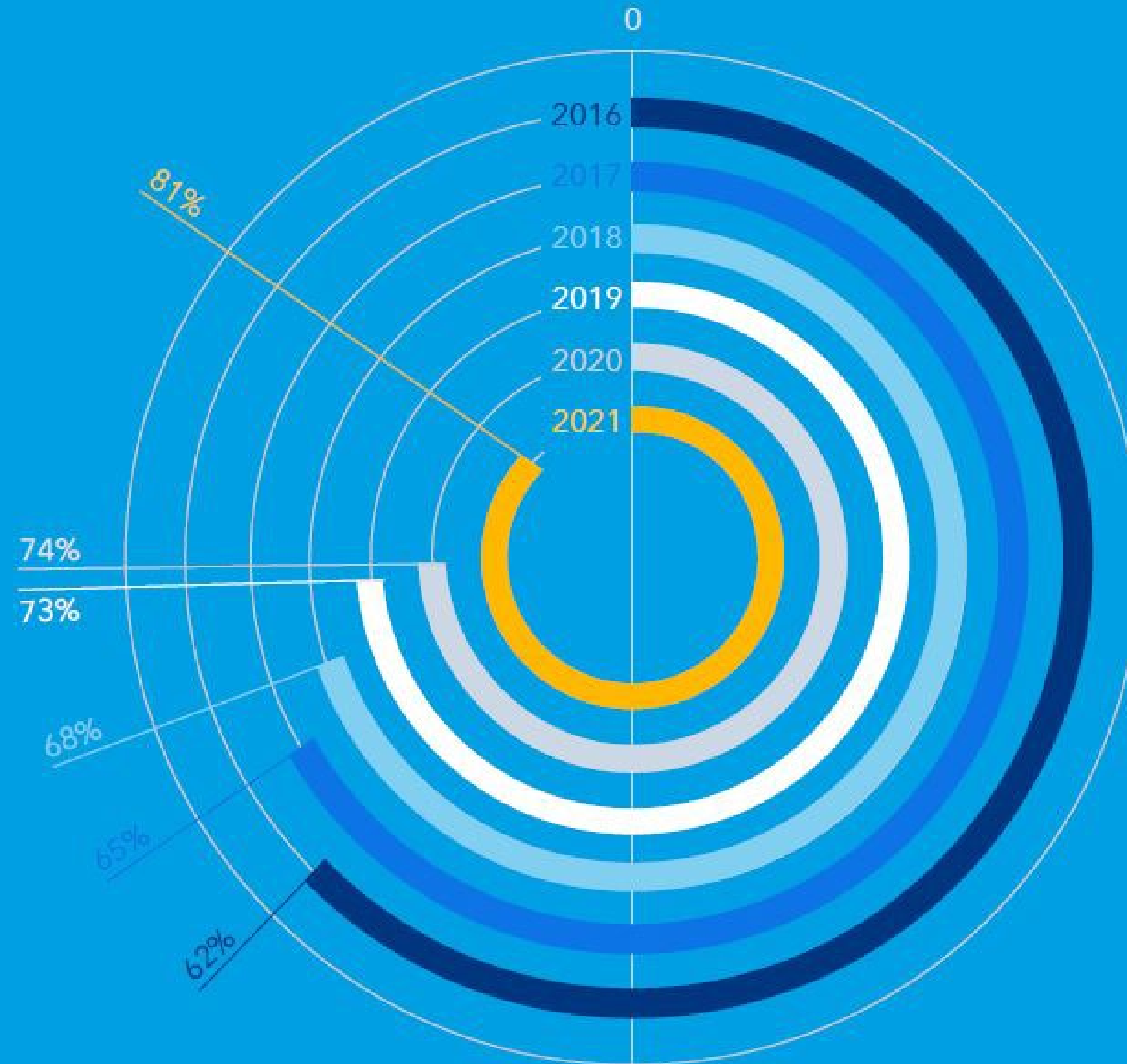
Source: UNWTO Baseline Report on the Integration of Sustainable Consumption and Production Patterns into Tourism Policies, 2019.

Consumer travel trends

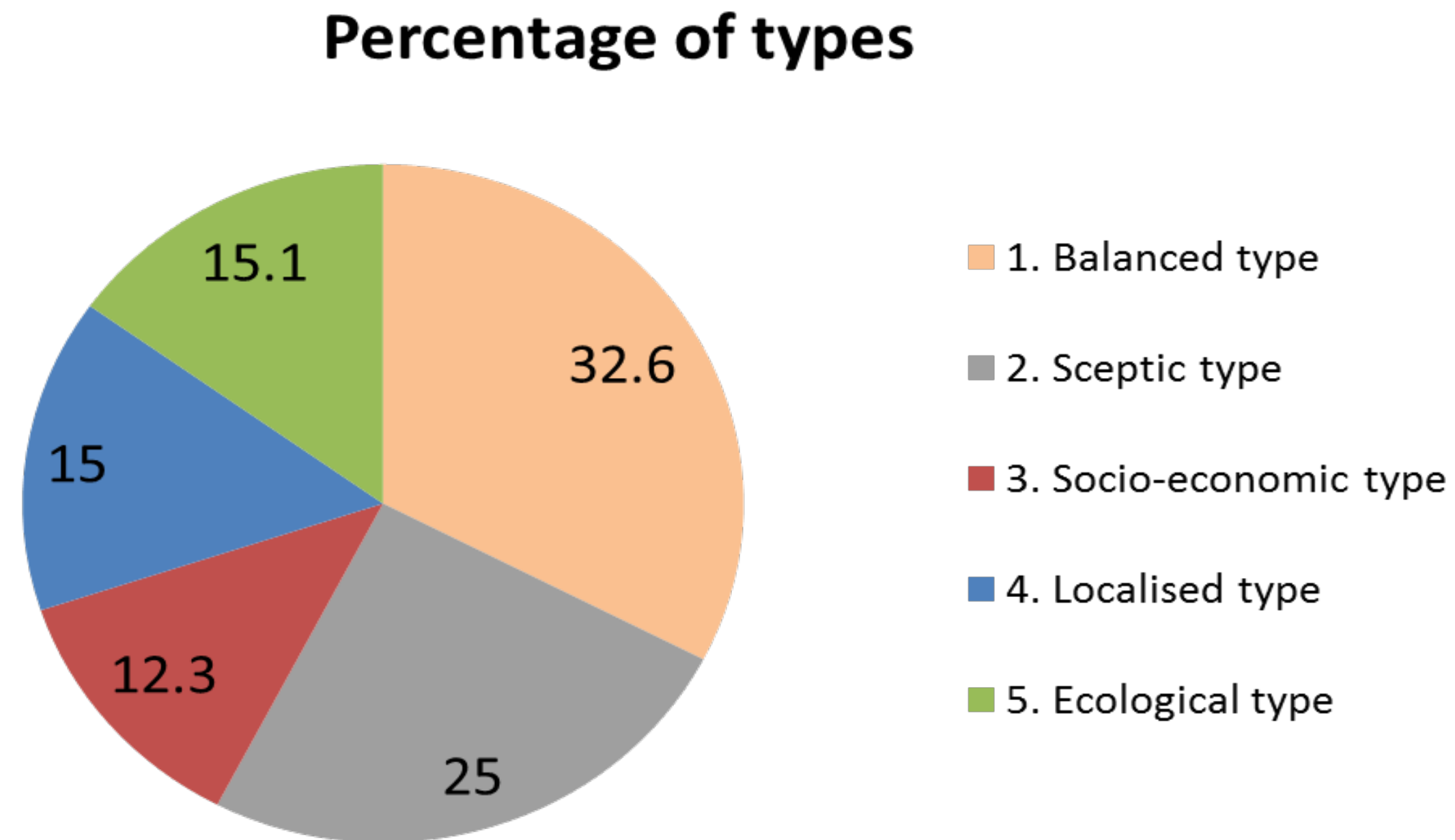
- **Travel 'to change'**
Live like a local, quest for authenticity and transformation.
- **Travel 'to show'**
'Instagramable' moments, experiences and destinations.
- **Pursuit of a healthy life**
Walking, wellness and sports tourism.
- **Rise of the 'access' economy.**
- **Solo travel & multigenerational travel**
as a result of aging population and single households.
- **Rising awareness on sustainability**
zero plastic and climate change.

Die Nachfrage steigt

Global travelers intend to stay in a sustainable accommodation, at least once in the upcoming year:



Die Nachfrage eigentlich seit lange da!



N=6000

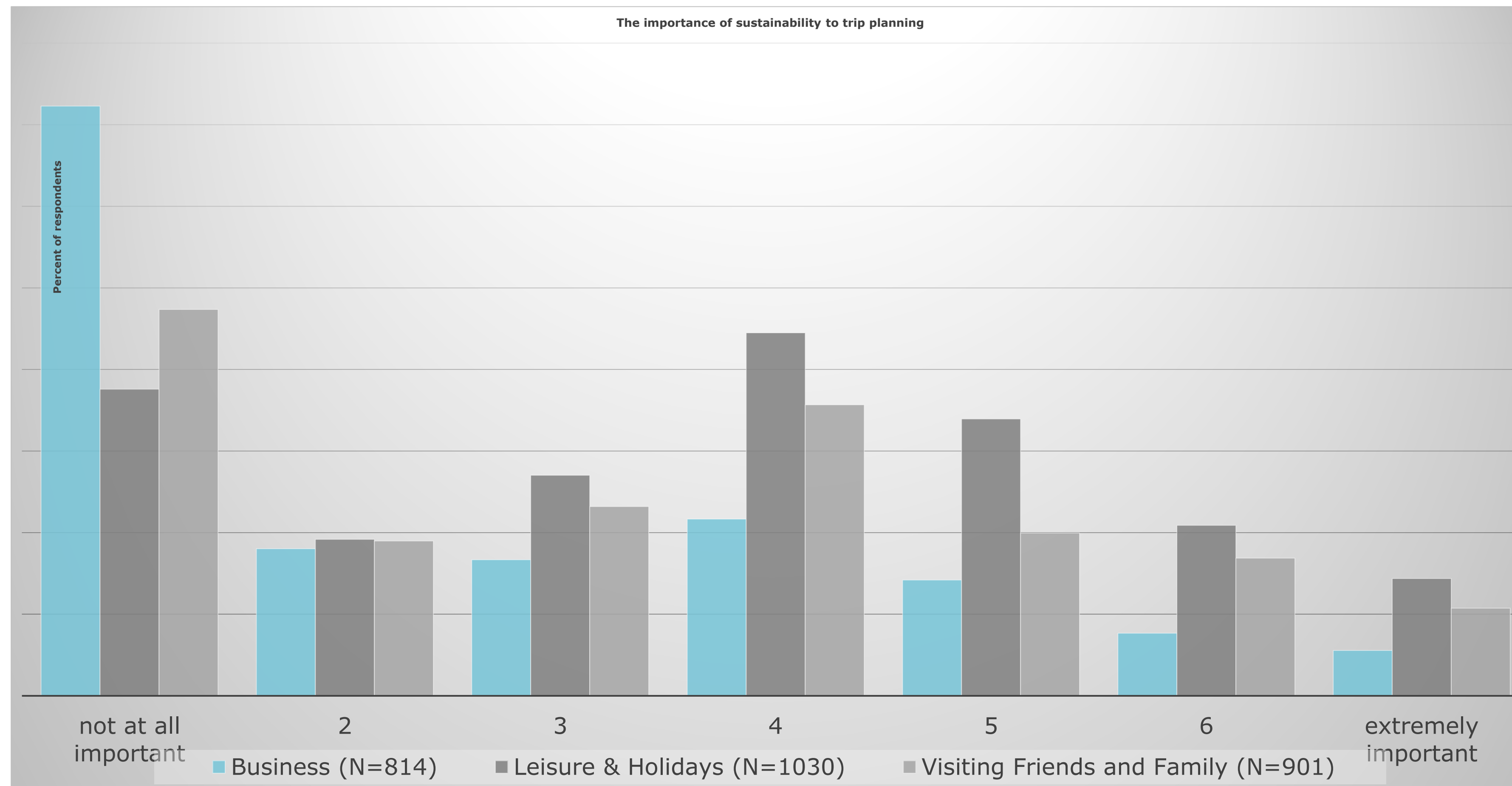
Wehrli et al., (2012). Tourists' understanding of sustainable tourism. An analysis in eight countries.

**Information für bessere Verhalten ist überall für Gäste.
Gäste verhalten sich aber nicht wirklich nachhaltig.**



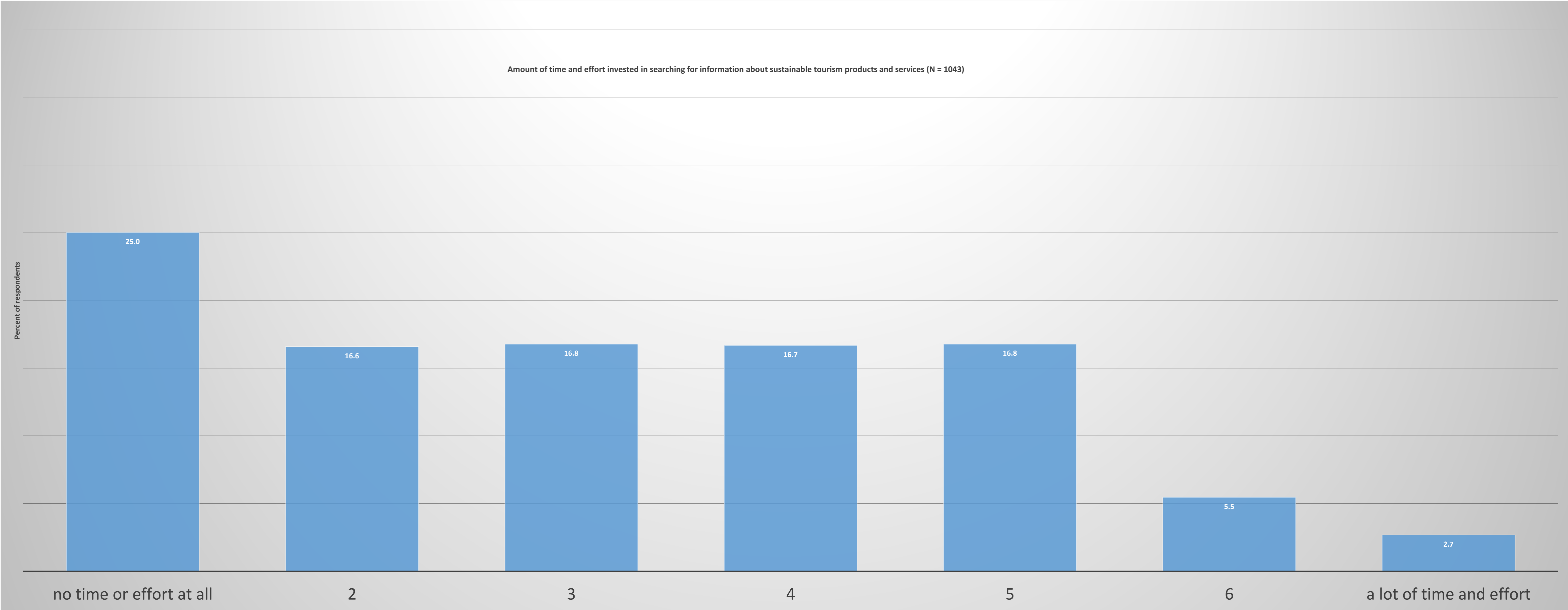
<https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-07/Tips-for-Responsible-Traveller-WCTE-EN.pdf>

Perspektive Schweiz: Gäste investieren nicht gross in die Planung einer Nachhaltigeren Reise



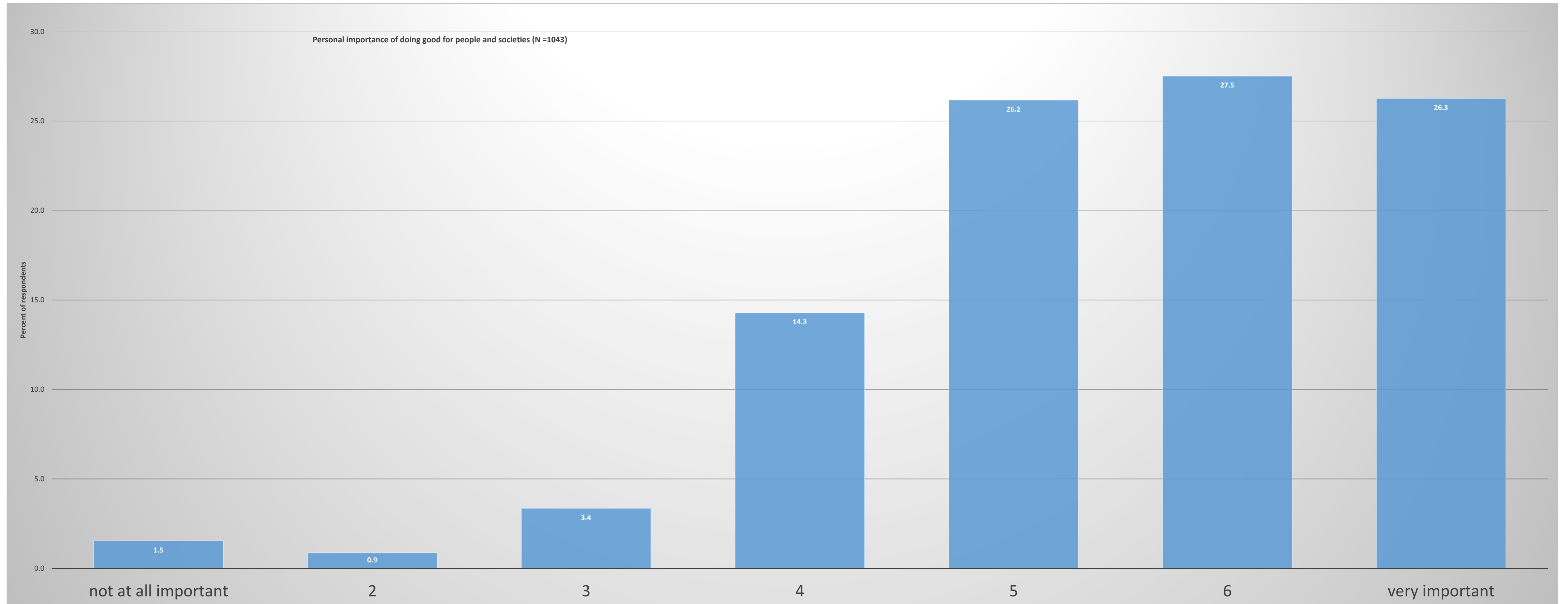
Source: Priskin et al., 2019

Perspective Schweiz: Wenig Zeit und Aufwand um Nachhaltigkeit in Reisezielen zu erleben



Source: Priskin et al., 2019

Perspektive Schweiz: die Bedeutung durch Tourismus etwas Gutes zu Tun



Source: Priskin et al., 2019

Obwohl viele haben die beste Intention – die Verhaltenlücke ist auch Realität

Consumption, Reimagined

Escalation of environmental risks, globally



By 2050 the global population will exceed **9.7B** and consumption of natural resources will triple



Global demand for water will increase **40%** by 2030



Incidence of natural disasters have increased rapidly from **78** in 1970 to **335** in 2017

Increasing adoption of sustainable business practices

31%

more CEOs name climate change as a top ten business concern this year than one year ago

\$900B

in savings are expected across mining and other industries as innovations make resource extraction more efficient

Contradictory attitudes and behaviors of the "responsible consumer"

Attitudes

30-50%

of consumers across markets say they would pay more for sustainable products

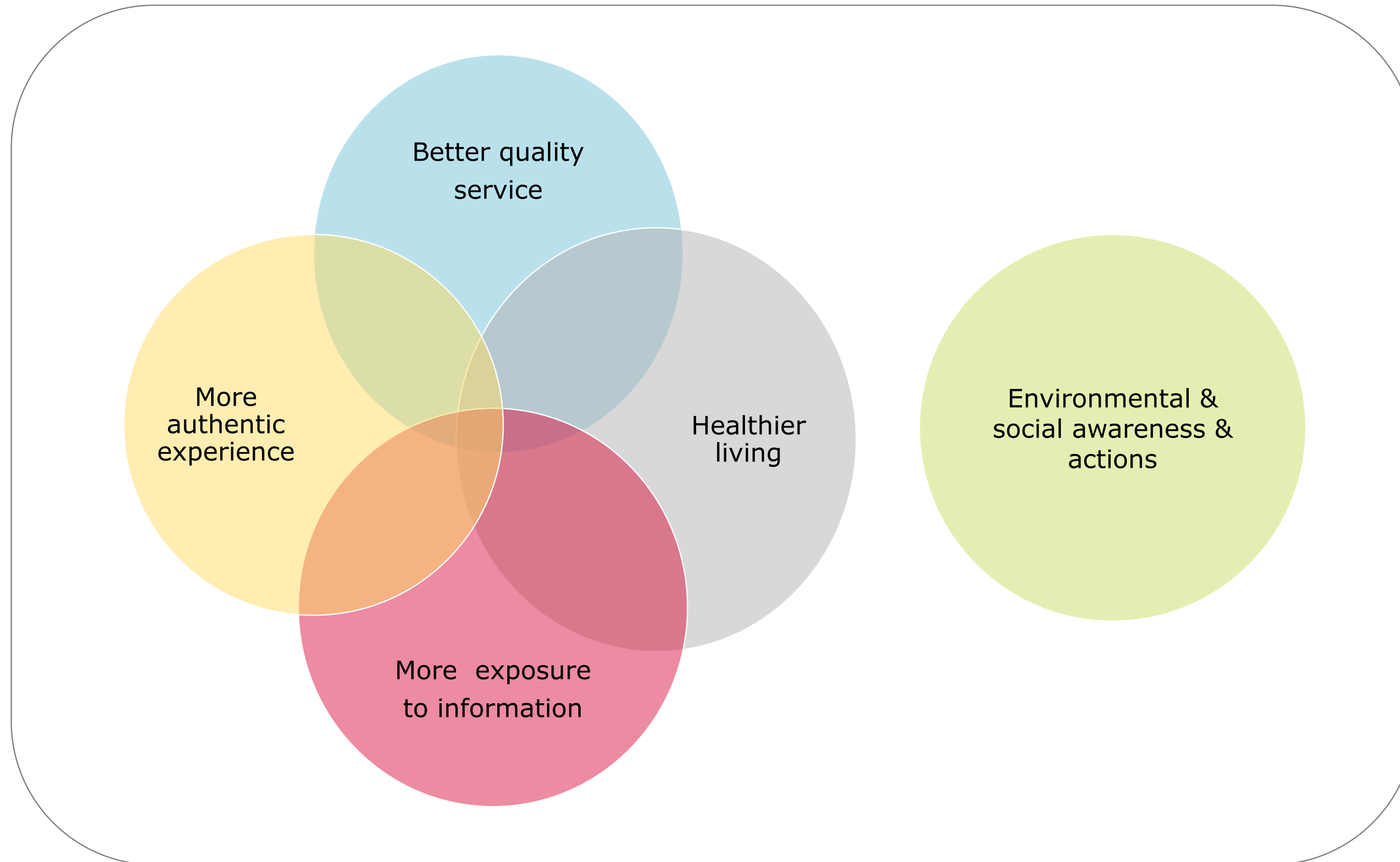
Behaviors

<5%

Share of sustainable products across markets

VS

Der Mehrwert von einem Aufenthalt in einem nachhaltiges Hotel



N= 2564

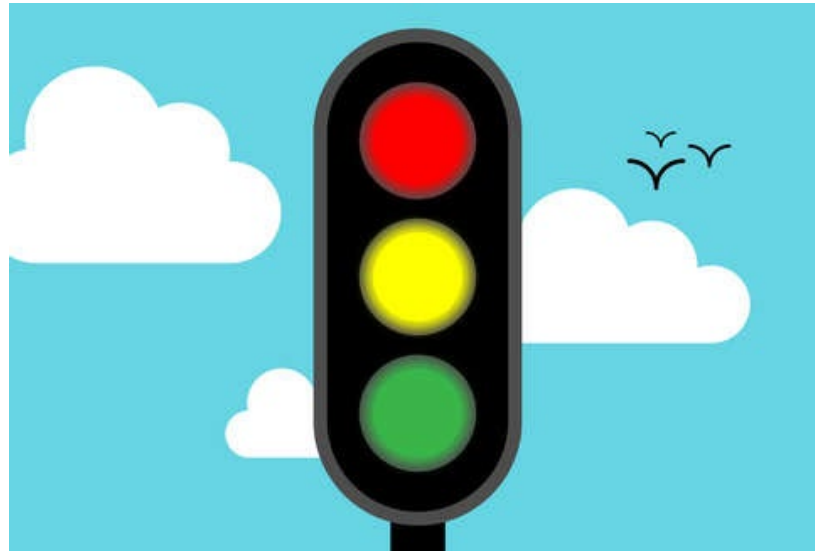
Quellen: Priskin et al., 2015, Ponnasureddy, Priskin, Vinzenz, Wirth, Ohnmacht 2019

Nachhaltige Erlebnisse sollen auch positive Emotionen auslösen



Bildquelle: Cape Town Tourism





Das „was“ ein nachhaltiges Tourismuserlebnis „ist“ stellt nur einen Teil der Frage dar – aber „wo“ es voranzutreiben ist ein entscheidender Aspekt ...

....und „wie“ und „welche Märkte“ mit „welchen Managementinstrumenten“ sind auch extrem wichtig!



Bildquelle: www.gchhotelgroup.com

Danke!

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