

Barbara Engels (Ed.)

Sustainable Tourism and European Policies

The European Agenda 21 for Tourism

Report of the NGO-Workshop,
Isle of Vilm, 24th -26th of March 2003



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**Report of the NGO-Workshop convened by the
German Federal Agency for Nature Conservation at the
International Academy for Nature Conservation,
Isle of Vilm, 24th -26th of March 2003**

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1. Introduction

From March 23-26, 2003 the Workshop “**Sustainable tourism development and European policies**” convened 24 participants representing 15 environmental non-governmental organisations from Austria, Belgium, Germany, Hungary, the Netherlands and the Slovak Republic, as well as governmental institutions from Germany and the Netherlands. The Workshop took place at the International Academy for Nature Conservation (INA) located at the Isle of Vilm/Germany.

The Workshop focused on sustainable tourism development in Europe and the implications from EU policies. As tourism is not an EU competence as such, activities concerning tourism are fragmented. DG Enterprise, with its own Tourism Unit, has initiated a still ongoing process on the future of tourism in the EU. At the Tourism Forum 2002 in December in Brussels the draft “European Agenda 21 for tourism” has been presented as a first important outcome.

During the workshop, Mr Rüdiger Leidner (Federal Ministry for Economics and Labour, Germany, and member of the Tourism Advisory Committee to the Commission) presented the draft “**European Agenda 21 for tourism**”. Presentations from Kees Kuijken (Dutch Ministry for Agriculture, Nature Management and Fisheries), Manfred Pils (International Nature friends) and Jens Brüggemann (Müritznational Park) highlighted the views of a EU Member State, an environmental NGO and a nature conservation practitioner.

The participants of the workshop discussed the “**European Agenda 21 for tourism**” and concentrated during working sessions on policies aiming at three target groups: tourists and citizens, businesses and destinations. These three target groups were defined to among the most important addressees of sustainable tourism development policies.

The discussions ended up in a set of final conclusions compiling recommendations to the EU Commission, public stakeholders at European, national and local level, as well as to tourism businesses. Furthermore, the participating NGO representatives defined the role of NGOs in the Agenda 21 process.

At the second day the workshop opened the views with a presentation from Michael Meyer (Ö.T.E.) on the International Guidelines for activities related to sustainable tourism and biological diversity (CBD-Guidelines) and from Ruggero Tappeser-Schleicher (EURES-Institut) to the aspect of sustainable regional development and tourism.

In addition, the Workshop served as a platform to initiate discussions and exchange of information among European NGOs active in the field of sustainable tourism. Presentations of the participants’ organisations and their work in the field of sustainable tourism can be found in Chapter 4 of this publication.

The workshop showed that NGOs from all over Europe are intensively engaged in the field of sustainable tourism, both in policy work and projects. The draft “European Agenda 21 for tourism” was welcomed as an important first step towards a more coherent way of addressing tourism on European level but at the same time the participants felt that a clear governance framework is still missing and that the strategic roles of the main stakeholders have to be defined.

As the process on the “European Agenda 21” will go on, the Federal Agency for Nature Conservation, having convened the workshop, will continue to follow the development actively.

Barbara Engels

2. Presentations

2.1 “Sustainable tourism development and European policies – an introduction”

Barbara Engels, Federal Agency for Nature Conservation, Germany



**Sustainable tourism
development and
European policies**

Busy for Nature

 **BUNDESAMT
FÜR NATURSCHUTZ**



Sustainable tourism

Definition:

„Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological biodiversity and life support systems.” (World Tourism Organisation)



Tourism in the EU: facts and figures 2001

- 400,3 million International tourist arrivals in Europe
- World market share of 57,7%
- 231,5 US\$ billion international tourism receipts
- 12% of GDP (Mallorca: 70%, Malta: 40%)
- 20 million jobs
- Forecast for 2020: 717 million int. arrivals



EU framework for tourism

- NO fixed EU-competence for tourism, BUT:**
- Cross-cutting nature of tourism: several Directorates and programmes support tourism development:**
- ✓ DG Enterprise: Tourism Unit
 - ✓ Structural funds: Leader+, Interreg, SAPARD
 - ✓ DG Environment: LIFE, Ecolabel for tourist services, Sustainable tourism and Natura 2000
 - ✓ Education: Leonardo

Context: Sustainable development strategy





European eco-Label for tourist accomodation services

A flexible system with two main sections: Mandatory and optional criteria in order to reflect the regional differences, local characteristics and differences between tourist accommodations

Next Steps:

- Elaboration of a comprehensive User Manual which will facilitate the application process
- Marketing Campaign (Launched December 2002) to spread news on the EU eco-label for tourist accommodation services

<http://europa.eu.int/eco-label>



BfN-Activities: European Charta

... for sustainable tourism in protected areas

- ✓ "label" for sustainable tourism management issued by the federation EUROPARC
- ✓ Agree on common principles
- ✓ Participatory process
- ✓ Strategy and five-year action plan
- ✓ Evaluation by independent experts
- ✓ Renewal after five years





Workshop aims

- **EU: DG Tourism calls for a consultative process; participation of all relevant stakeholders**
- **Enable discussion and exchange of experiences among European NGOs**
- **Discussion of the draft „European Agenda 21 for tourism“**
- **Develop a common position on sustainable tourism development in the EU**




Participants







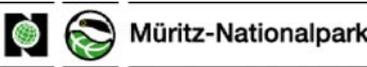












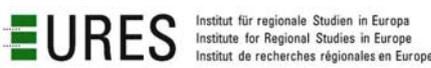


















The slide is titled "Tourism in Europe 2010?". On the left side, there is a photograph of a butterfly with orange and black wings perched on a pink flower. A blue curved line separates this image from the rest of the slide. In the center, there is a black and white cartoon illustration of a car parked at a "SCENIC VIEW" point. The car is surrounded by a large, chaotic pile of trash, including plastic bottles and crumpled paper. A person is standing on top of the trash pile, holding a camera up to take a picture. The background shows a simple landscape with mountains and trees. The cartoon is signed "LANIER" at the bottom right. In the bottom right corner of the slide, there is a logo for "BUNDESGEMEINSCHAFT DER NATURSCHUTZER" (BDN), which consists of the letters "BN" in a stylized font with a blue arc above them.

2.2 “The European Agenda 21 for tourism”

Dr. Rüdiger Leidner, Ministry for Economics and Labour, Germany

Ladies and gentlemen,

I would like to thank you for the opportunity to give you some outline of the work of the EC with respect to an AG21T.

Mr Klein, who was originally supposed to be doing this, is unfortunately unable to come. He has therefore asked me, his new colleague, to step in.

Let me therefore proceed as follows.

First I would like to sketch out some of the most important framework conditions under consideration for developing an AG21T.

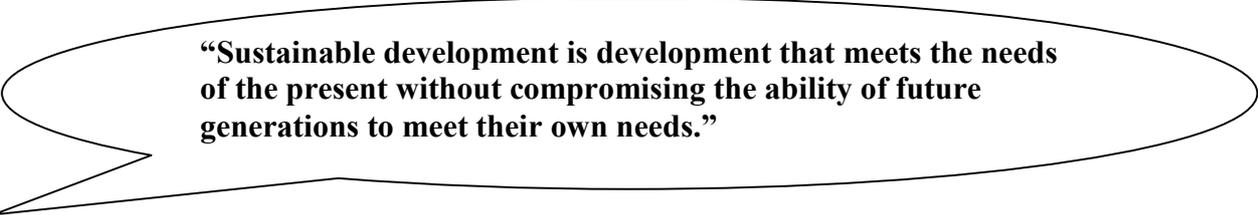
Thereafter, I will deal with the objectives set out by the European AG21T.

Finally, I will give you a brief overview regarding the history of the European AG21T and the most important subjects of the document in its present stage.

At this stage of the discussion, I will not talk about some concrete actions based on an AG21T. It is rather the development of a strategy to achieve more sustainability for tourism.

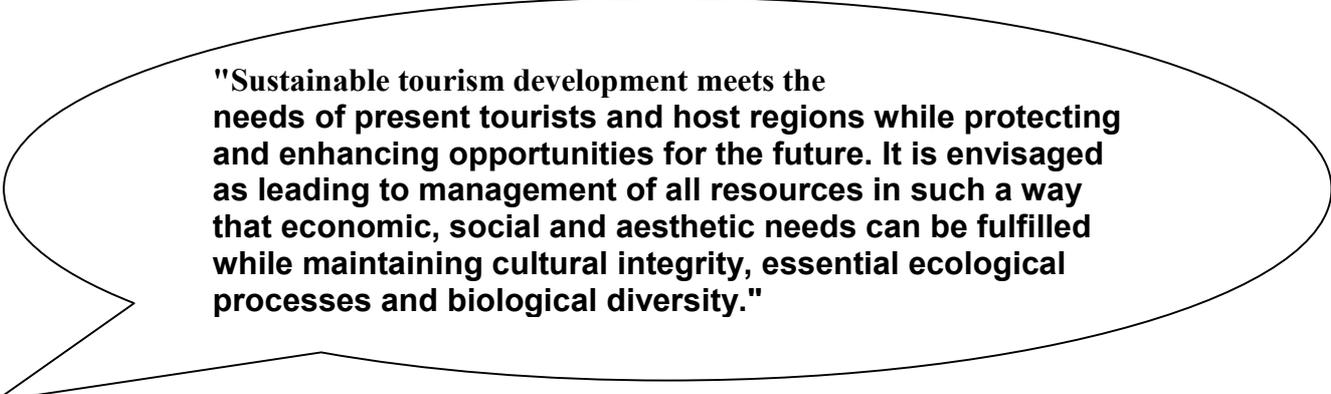
This strategy is intended to translate the internationally reached agreements for the use of EU purposes.

I. Definitions



“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

World Commission on Environment and Development (the “Brundtland Commission”), 1987.



"Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes and biological diversity."

Agenda 21 for the Travel & Tourism Sector, World Travel & Tourism Council / World Tourism Organisation / Earth Council, 1996.

Presentations

For consideration:

These two definitions could raise the question, and it could lead to a Strategic implementation question - Is there a difference in achieving the goals of sustainable development and sustainable tourism?

A central methodological issue in the approach to developing an AG21T needs to distinguish between the European tourism sector's contribution to the overall process of sustainable development, and the sustainable development of the European tourism sector.

The former, coming from the direction of implementing AG21T, addresses the issue of sector impacts on the overall process of global change.

The latter, coming from the perspective of achieving sector sustainability, investigates the path of action required to ensure this sector achieves and maintains stable, long-term and integrated economic, environmental and social development.

For example, from the point of view of the former perspective of overall sustainable development, pollution and related issues generated by continued expansion of air transport require that the Common Transport Policy should tackle rising levels of congestion and pollution and encourage use of more environmentally-friendly modes of transport.

This would in turn affect one of the main supply chain links in the sector, thereby threatening the economic profitability of countries and the profitability of operators in particular parts of the supply chain.

Such argumentation will debilitate stakeholder consensus if these two points of view are not reconciled.

1st Conclusion:

In developing an Agenda 21 for the European tourism sector, an holistic strategy is required that addresses both of these perspectives by:

- a) following scientific principles of sustainable development that provide systemic analysis of problems and their solutions
- b) understanding sector development within the overall temporal process of global change
- c) recognising the global to local spectrum of the sector territorial impact

II. Political Objectives of an Agenda 21 for tourism

From this conclusion, the following goals of an AG21T can be derived:

1. To shape the political commitment at EU level and ensure wide support from all stakeholders to achieving sustainable development in tourism
2. To create greater awareness and communication of the environmental, economic and socio-cultural weight and impact of tourism in relevant sectors
3. To identify and respond to the trends and challenges of European tourism at the beginning of the 21st century

4. To strengthen the mechanism and the capabilities for integrating tourism know-how and innovative management techniques inside the European Union policies
5. To link with the ongoing other initiatives at EU level, such as the sustainable development strategy, the Cardiff integration process and the 6th Environmental Action Programme
6. To maximise the use of Community funding and support instruments for the benefit of sustainable tourism
7. To identify the incentives and tools for implementing a sustainable agenda for tourism
8. To set up the foundations for monitoring, measuring, benchmarking and reporting on the evolution of European tourism towards sustainability

III. What are the considerations to be reflected in the approach to be taken for an Agenda 21 for European tourism?

1. The approach must correspond to the fact that this sector in Europe is mainly made up of SMEs.
2. The economic structure of the tourism industry is heavily tied into the environmental and social resources of the global regions, given that tourism is a global business activity. The continual degradation of its natural base is the greatest long-term threat to the tourism sector, both in terms of incurring greater production costs and diminishing service and product quality.
3. More importantly perhaps, a badly managed tourism sector itself often poses the greatest short term threat to many of the fragile eco-systems that have given the industry its spatial form and dimension throughout Europe and the globe. In the same way, sustainable management of natural resources for development also holds as the main goal for Europe and its tourism.
4. On the other hand, the current characteristics of the tourism market place do not yet sufficiently reflect the objectives of sustainable European tourism.
In many cases, the actual situation in the European tourism sector does not support them, and for some of them there is a risk of failing to achieve them within the time limits that certain problems impose.
It is unlikely that any single stakeholder can realise AG21T key objectives on his own. However, the basis of the Agenda 21 approach requires that stakeholders be first and foremost provided with the right information from which to make informed decisions. In this instance, regulatory measures can be minimised, and stakeholder self-determination would be maximised.

As such the sustainable tourism process requests that stakeholders co-operate and network effectively to prioritise their objectives according to the particular problematic aspects of a given destination or of the part of the supply chain to which they belong.

Although public policy defines, guarantees and regulates the business environment, it does not get involved in individual enterprise decisions. Even more than is usual for Agenda 21, this means that its definition and implementation of sustainable tourism requires the consent and conviction of the tourism industry in Europe, in particular its enterprises and the tourist destinations themselves. It must lie in their hands.

2nd Conclusion:

To this end, a healthy and sustainable tourism enterprise structure requires a diversity of competitive businesses operating at the destination level. The rules of sustainable development should focus and guide responsible stakeholder activity with a strong environmental emphasis, providing direction for the socio-economic re-calibration of sector production and supply systems.

IV. Objectives of sustainable tourism in Europe

Two main goals are at the core of sustainable development of tourism in Europe:

- a growth of European tourism, from which environmental degradation and resource consumption are significantly de-linked, avoiding and minimising negative impacts, and
- economically and socially balanced benefits from European tourism.

Achieving these two goals requires a basic rethinking of the way that Europeans practice tourism. Practical implementation largely needs to be focused on the different elements of the tourism supply chain and on destinations as level of action. It involves responsible tourism entrepreneurship for sustainability, and integrated sustainability initiatives for tourist destinations, e.g. in the form of local Agenda 21.

Objectives for sustainable European tourism in detail:

Reviewing the demand: how consumers practise tourism

- A healthy ratio between the tourism volume and the input needed to transport tourists, in particular with regard to highly polluting and energy consuming modes of transport
- Temporal spreading of European tourism

Building on the European tourism supply chain and its stakeholders

- A competitive and responsible European tourism industry
- Customer well-being in the centre of concern of European tourism
- Employment and job creation: sustainable work force and quality employment conditions
- A tourist product that is produced and enjoyed with a low use and consumption of resources and production of waste and waste water
- Creating benefits for the population of tourist destinations

Sustainable European tourist destinations

- An intensity and growth of tourism in the European destinations that does not exceed their carrying capacity
- Economically healthy European tourist destinations: balanced tourism competitiveness and a diverse tourism offer across Europe
- European tourist destinations that deliver quality and customer satisfaction
- Regional economic and social cohesion, and rural and cultural development in Europe through tourism development

Progress towards these objectives requires sustainable entrepreneurship and responsible enterprises, which includes a participatory approach and the involvement of staff and customers. To be successful in this approach, and not to punish enterprises that follow it, economic profit needs to be de-linked from environmental and social costs, and a level playing field of sustainable development must exist. A major concern is the management of environmental impact and resource consumption in the tourism supply chain. Important efforts to be undertaken within this chain can also be seen in the fields of training and education and the promotion of environmentally friendly production and consumption patterns. Special attention could be paid to the exchange of knowledge, partnership, innovation and the implementation of new technologies.

V. Important Stages of the Agenda 21 for tourism

February 2000	The Working Group D ('Promotion of environmental protection and sustainable development in tourism') takes up its work
30.11.2000	The Council of Ministers "Internal Market" endorsed the ongoing work
June 2001	The WG recommends in its final report an Agenda 21 as the single and core action, integrating all other environmental and sustainability items
15/16.06.2001	The Göteborg European Council agrees on the European Union Strategy for Sustainable Development
13.11.2001	The Commission publishes its Communication "Working together for the future of European Tourism"
January 2002	Work starts towards a Discussion document for preparing AG21T
May/June 2002	Wider debate on priority issues of AG21T, also with Member States (Tourism Advisory Committee) and tourism industry stakeholders
21.05.2002	The Council (Internal Market) adopts the resolution on the future of European tourism endorsing the need to develop an AG21T
01.10.2002	The first draft of a AG21T Discussion document was discussed in an open meeting of the Tourism Advisory Committee
10.12.2002	First European Tourism Forum 2002, including a session on AG21T

3rd Conclusion:

This summary shows, that developing an AG21T is a process, a multistakeholder dialogue, in which all stakeholders should be included in order to achieve a successful implementation.

VI. Subjects of the document

The AG21T document focuses on the following subjects:

1. Combating poverty and social exclusion
 - Strengthening the role of Tourism in the combat against poverty;
 - Using tourism to raise the employment rate and helping to solve the gender inequalities;
 - Tourism for all: a strategy for the disabled
 - Improving training in order to up-grade the skills in the tourism sector
2. Dealing with the economic and social implications of tourism
 - Promoting entrepreneurship, competitiveness and innovation in tourism
 - Promoting tourism support networks
 - Promoting ethics in tourism
 - Promoting responsible tourism as a factor for socio-cultural development
3. Limiting climate change and increase the use of clean energy
 - Promoting energy efficiency and saving in the tourism sector
 - Promoting awareness-raising
4. Address the consumer concerns
 - Promoting a culture of quality in tourism services
 - Promoting a high harmonized level of consumer protection
5. Manage natural resources more responsible
 - Conciliating tourism with nature protection and bio-diversity
 - Sustainable use of natural resources
 - Decoupling growth and waste
 - Protecting landscape as a tourism asset through agricultural and regional policies
 - Management tools and indicators
6. Improve the transport system and land-use management
 - Control the growth of transport linked to tourism and its adverse effects on the environment
 - Shifting the balance between modes of transport for tourism
 - Eliminating bottlenecks in tourism
 - Placing users at the heart of the transport policy in relation to tourism
 - Develop a more environmentally conscious attitude towards land use.

VII. Work that has to be done

Impact Assessment:

January 2002 € 50,000 earmarked for a study to assist the IA of the Communication.

Ahead of us in 2003¹

Alongside to the preparation of this paper, the representatives at the Tourism Advisory Committee will be informed of the achievements and regular progress.

In application of the principles of an Agenda 21, and to get broader consensus and awareness, the final paper will be widely disseminated and subject to consultation from citizens through the Internet.

The European Commission will then publish the final version.

Final Conclusion:

The European AG21T needs to adapt at institutional level the integration of environmental, economic, socio-cultural and ethical concerns in the functioning of tourist destinations and businesses. It should also comprise the commitment of tourism stakeholders to shift from unsustainable patterns to a sustainable driven model.

A European Agenda 21 for Tourism will be the result of adapting international criteria (e.g.: the 1992 Rio Summit, the ongoing process for its review and evaluation, the achievements of the Commission of Sustainable Development (CSD), the Convention on Biological Diversity (CBD), the outcome of the international year on Eco-tourism) to the tourism sector, and the consideration of efforts undertaken at international and local level by relevant organisations, such as the WTO.

I thank you for your attention.

¹ This timetable is subject to further changes pending the progress of an extended impact assessment

2.3 “Sustainable tourism development and European policies”

**Kees Kuijken, Ministry of Agriculture, Nature Management and Fisheries,
The Netherlands**

1. Introduction

Ir. Kees Kuijken
Ministry of Agriculture, Nature Management and Fisheries;
The Hague, The Netherlands

Department of Rural Area and Recreation



Kees Kuijken is senior civil servant at the Ministry of Agriculture, Nature Management and Fisheries, Department of Rural Area & (Outdoor) Recreation in The Hague. Kees Kuijken is – after his studies at Wageningen University (1959-1967) – without interruption – as a professional busy with governmental Outdoor-policy (in the Netherlands). In the 70’s he was – on central level – involved with the planning and realisation of in total 50 “elements of format for outdoor recreation”.

Afterwards he became more interested in quality-aspects of outdoor recreation.

In between he was the 5 years representative of the Minister concerning outdoor recreation in the province of South-Holland and another 5 years in the province of Utrecht. After a reshuffling of tasks in the 90’s he returned to the central office, responsible for outdoor recreation.

Now Kees is busy with aspects of sustainable tourism, recreation and special groups as disabled, and he advises the National Boards for long distance walking, for long distance cycling and long distance (within the Netherlands!) boating.

This contribution is my personnel view for the meeting in Vilm about “Sustainable tourism development and European policies”.

2. The Dutch context on national level

At first you must be aware of the following facts about the Netherlands:

- there are about 16 million inhabitants

Tourism of the Netherlands:

- we are common to travel: 2/3 make holidays abroad; more and more far-distance destinations
- the most popular holidays abroad are holidays spent in France, by car

We receive about 10 million tourists in a year.

The Netherlands:

- some 80 % of the inhabitants are live in the cities, mostly in the western part of the country (Randstad Holland)
- Randstad Holland is one of the most densely populated areas in the world
- Geography:
mostly under sea- level or on other ways threatened by water (rivers)

Notion:

Differences between "tourism" and "outdoor-recreation"

tourism = to pay

outdoor recreation = day trips 2 hours or more in the public area

3. Basic feelings – on national level

In the Netherlands we do not only feel responsibility for sustainable aspects in the Netherlands, but also for sustainable aspects in the countries, visited by the Dutch.

On the level of the government we are convinced that questions about sustainability are not only affairs of the government, but also a responsibility of more parties, so co-operation is needed to manage or to solve problems.

In our opinion it is a personal right to choose what and how often people are doing in the holidays. Even what type of transportation they use. Nevertheless we feel as a responsibility of the nation level, too, to facilitate awareness of the people of the effects of their action on nature, biodiversity, social communities.

4. Sustainability

Yes! Sustainability is still on the Agenda of the government/the ministries in the Netherlands. Some facts:

- The government of the Netherlands participated on the formal start meeting of the International Year of Sustainable Tourism in New York in January 2002 and gave active support and participation on the Quebec Ecotourism Summit in May 2002.
- The results of Quebec were input for the Dutch delegation to Johannesburg.
- The policy is written in "Biodiversity International", a report of the Ministry of Agriculture, Nature Management and Fisheries and the Ministry of Foreign Affairs and Development Co-operation. These ministries support a program called "sustainable outgoing tourism", prepared by the IUCN and focuses on
 - Education
 - International policy making
 - Environmental systems
 - Small scale projects

But....

There is still a lot to wish to prevent negative effects of the behaviour from tourism!

After a start in 1995 Advice Counsel about Nature Management: "Are we going too far"? There was a broad discussion between the professionals and the other people about what sustainability should be.

In a formal way the " Groeneveld-conferences" were established. (Groeneveld is a castle in Baarn, owned by the Ministry of Agriculture, Nature and Fisheries, where the first yearly conferences between all the professionals of tourism and of environment were held).

Today:

We find that the society is rather complex and the processes are complex, too.

There is not one party responsible for an item, but there are different responsible actors. Yet we neither have grip on biodiversity, nor on agriculture, energy, transport and so on.

Enterprises feel (for their own interests) responsible for their products; their reputation is connected to their products. As a niche sustainable offers can be of great interest for an enterprise.

And be aware that actors as consumers are not the same as citizens.

Looking to the subject "sustainable tourism" on the governmental level in the Netherlands there is a big splitting:

5. Responsibilities on national public scale

Tourism	the Minister of Economic Affairs
Outdoor recreation	the Minister of Agriculture, Nature Management and Fisheries
Environment	the Minister of Housing, Spatial Planning and Environment
Transport	the Minister of Transport and Water Management
Development Coordination	the Minister for Foreign Affairs

Who is *now* responsible for sustainable tourism?

Nico Visser, professor for sustainable tourism in Breda (NHTV), speaks about a policy-vacuum.

And in the National Strategy on Sustainable Development is one of the conclusions that sustainability is not a theme for every concerning Ministry.

And tomorrow?

Tomorrow:

Sooner or later there will be a new government with a new program and perhaps responsibilities on other places.....

Sustainable Tourism on national governmental level depends on the political forces.

- What are the political forces in the Netherlands?

6. Policy-making on national level

- Basis: the political programs of the parties in the government from the programs to the "government agreement"
- Personal ideas of the minister
- Incidents/ disasters
- Influences of NGOs

What can we find about sustainable tourism in the Political programs of the parties, probably forming a new government?

CDA (Christian-democrats) Nothing as such,
 - but they want to introduce taxes on aeroplane- fuel,
 - European ecotaxes to introduce sustainable energy (solar energy)
 - and they want to introduce a "sustainability- check" at (infrastructure-) projects with EU financing.

PvdA (socialists) I found nothing about sustainable tourism as such
 VVD (liberals) the same: nothing

From the Programs to the " Government agreement"

In the last program: nothing about sustainable tourism as such.

In National Policy documents we find *aspects* of sustainable tourism:

Documents of Spatial Planning

Documents of Environmental Policy

Fourth National Policy Plan about the Environment contains a lot of wanted transits and

Presentations

instruments like sustainable undertake, "greening", commerce of NOx, SO2- rights
Documents of Development co-operation
Documents of Nature Policy
Documents of Policy about Tourism and Outdoor Recreation
A redline in these reports is the goal to enlarge the transparency in the chain.

7. What we did - on national level- between 1995 and 2003

In Holland we say: God shaped the world and the Dutch made Holland.
We from the Ministry of Agriculture, Nature and Fisheries continue with and the Ministry of Agriculture, Nature and Fisheries made a large part of the outdoor facilities by transforming agricultural land in forests, playing fields, public golf courses and infrastructure for walking and bicycling close to the cities.

As a result of the second national Environmental Policy Plan a co-ordination committee for the environment, tourism and leisure made a Policy Agenda for the Environment, Tourism and Leisure.

The initiative came from the Dutch Touring Club (ANWB).

The Policy Agenda is a declaration of intent in which the participants commit themselves to the collective search for opportunities in the field of environment and tourism.

Participants are five ministries, association of Provincial Authorities and eleven leading organisations of the tourism & leisure sector.

13 themes were worked out in a lot of project- plans, subsidised by grants from the central government and co-ordinated by the Ministry of Agriculture. Some themes were very successful, leading to implement in "common-policy" of the national government.

Examples are:

- more attention to recreation-facilities close to the homes;
- diminish pollution by water sports (water-waste collection), anti- fouling fuel supply, a.s.o.
- but also a theme like *"implementing environmental management systems"*, called the "milieubarometer": an ecolabel for companies in the leisure sector with a bronze, silver or gold Environment Barometer. These levels form an indication for the measures already taken by the company.
- and *"tourism abroad"* leading to discussion- group of experts (IDUT)

On the 1st of January 2003 the financing of the program of the Policy Agenda for the Environment, Tourism and Leisure is stopped.

The participants are now talking about continuing the ties by founding a " network-organisation for exchanging knowledge, experience a.s.o.

Waiting for a new "government- agreement" we now

- Stimulate the "expert- group" (IDUT)
- Stimulate discussions in the yearly "Groeneveld" - conferences.
Next 13th of June 2003 the theme is: The Consumer between demand and supply.
- Stimulate a university chair about sustainable tourism in Breda (Nico Visser) and now there are two regular financed professors.

The Milieubarometer

The Milieubarometer (Environmental Barometer) is the Dutch ecolabel for companies in the leisure sector. It is a reward for enterprises that have put efforts into their environmental management and it's a mean to communicate the environmental friendly image of the enterprise to others (guests and the authorities).

The Milieubarometer is divided into three levels: bronze, silver and gold. The gold level fulfils even the high standards of “Milieuceur”, the Dutch state ecolabel.

In 2002 over 200 businesses (camping sites, holiday parks, group accommodations, hotels and restaurants) have been awarded a Milieubarometer.

More information about the Milieubarometer:

Stichting Keurmerk Milieu
 Veiligheid en Kwaliteit
 Postbus 102
 NL-3970 Driebergen
 Tel: +31 (06) 53 92 41 45
 Fax: +31 (0343) 52 47 01

<http://www.recron.nl/milieubarometer/en/contact.htm>

8. What do I expect?

- bad financial climate / return to the "basic" tasks (economy).
- Tension economy and environment.
- uncertainties about responsibilities and tasks of Ministries:
 more decentralisation: more to the regions/provinces

9. The Dutch policy about tourism

Tourism in the Netherlands is important for the inhabitants of the Netherlands as well as for the foreigners.

Focus points in the policy were:

- The coast
- The Dutch towns (Amsterdam, The Hague, Maastricht,.....)
- The cultural heritage
- Netherlands – waterland!

Focus points should be according to the administration today:

- Not to focus on the Dutch inhabitants but only on incoming tourism from a limited range of countries: Germany, United States, Japan

chain tourism product

1. planning	development
2. product	
3. information/ choice consumer	
4. transport	use
5. stay	
6. pleasure	

Instruments and actors

actor	instrument	international	national	Regional/local
Public sector	regulations		<ul style="list-style-type: none"> • legislation • nature conservation • spatial planning • national strategies on biodiversity • tourism master plans • environmental effect reports 	
	economic		<ul style="list-style-type: none"> • Users' rights • (eco)tax • taxes • subsidies 	
	social		<ul style="list-style-type: none"> • conventions • information campaigns • education & training 	

actor	instrument	international	national	Regional/local
NGO	economic	<ul style="list-style-type: none"> • funds 	<ul style="list-style-type: none"> • funds 	<ul style="list-style-type: none"> • entrance-/users fees
	social	<ul style="list-style-type: none"> • conventions • codes of conduct/ 	<ul style="list-style-type: none"> • (nature) information and knowledge-projects • information to the public and projects about awareness • nature-and environment education 	<ul style="list-style-type: none"> • visitor centre • nature-and environment education • zoning

2.4 “The European Agenda 21 for tourism from an environmental NGO point of view”

Manfred Pils, International Friends of Nature, Austria

Manfred Pils, International Friends of Nature



The European Agenda 21 for tourism from an environmental NGO point of view

Sustainable Tourism Development and European Policies
23 - 26 March 2003, Vilm

Sustainable Tourism?



- ◆ **Concept of sustainable development tries to cope with three problems:**
 - increasing depletion of non-renewable resources
 - overexploitation of renewable resources
 - equity and justice between people or nations
- ◆ **Tourism is only part of sustainable economy and policy**
- ◆ **Territorial aspect: local and global sustainability**
- ◆ **Setting priorities in the tourism sector in the context of sustainability**
 - Issues/developments for which tourism is basically the driving force
 - Issues/development on which every successful tourism depends on
- ◆ **Quality and sustainability two sides of the same coin**

Main problems concerning tourism and sustainable development



- ◆ **Territorial impact of tourism - three main problems:**
 - **Transport to the destination and return home, tourist mobility in destinations**
 - high ratio on motor car transport, decreasing use of public transport, increasing use of air planes, esp. short haul flights
 - changing patterns of making holiday: more often per year, increasing distances, shorter stays - negative effect on transport
 - **Seasonality**
 - **Carrying capacity of local destinations: land use, resources, degradation of nature, water, transport, waste**

The right concept of subsidiarity



- ◆ **Source and target of tourism process are widely spread over regions, countries or even continents. Regional and supra-regional impacts (e.g. climate change, impacts of traffic along tourist routes)**
- ◆ **Cannot tackle those problems only as local, regional problems**
- ◆ **Measures necessary on all levels (Europe, Member States, local destination)**
- ◆ **Overcome traditional understanding of competences - distributed competence on all levels as a need to solve problems.**

Priority Strategies



- ◆ **Influence consumer demand:** demand for quality tourism is very much linked to sustainable tourism concepts (quiet, not much traffic, clean air, clean water, rich and diverse landscape)
- ◆ **Change our life-styles:** longer stay, use public transport (where possible), rent cars or equipment in destinations, holidays in all seasons, more muscles less motors!
- ◆ **Work with tourism destinations:** better landuse planing, better transport management, promote traditional styles and cultures (architecture), promote local economy (organic farming, handicraft..)
- ◆ **Legislation:** internalise external costs, wise use of subsidies

Main objectives



- ◆ **Improve modal split in tourism transport (reduce motor cars, short haul flights)**
- ◆ **Compact destination: reduce the use of land area, increase and improve natural areas, reduce tourism activities with negative impact on nature**
- ◆ **Reduce the use of non-renewable resource (energy and water), less waste and waste water**
- ◆ **Better quality of life and employment in tourism destinations**
- ◆ **Promote synergy between different sectors (e.g. agriculture and tourism)**
- ◆ **Promote more all-seasons tourism resorts**
- ◆ **Change behaviour of consumers**

European level



- ◆ **Transport policy: fair prices for means of public transport, internalise external costs, kerosene and emission tax for air transport**
- ◆ **Environmental policy: improve Natura 2000 System, environmental legislation part. water and waste**
- ◆ **Energy policy: increase use of renewable energy sources**
- ◆ **Regional policy: ecological destination planning as condition for money coming from structural funds, aspect of seasonality!**
- ◆ **Agriculture: biological farming and nature protection, processing of typical local products**

Tourism policy on European level



- ◆ **Advocate sustainability policy for tourism in other policy sectors**
- ◆ **Definition of standards for fair competition (not only quality but also sustainability), tourism eco-label for destinations**
- ◆ **Include sustainability aspects in tourism statistic (indicators), monitoring in NUTS 5 level!**
- ◆ **Work with all stakeholders (tourism industry, NGOs, local communities)**
- ◆ **Capacity building and exchange of good practise**

Destination - key to sustainable tourism



- ◆ develop in co-operation with interested communities indicators for sustainable tourist destinations: **preferences for indicators which combine environmental quality and the interest of consumer for high quality in tourist destinations. Include better land use, use of water, Natura 2000 system, organic farming, promotion of local products and transport management in those indicators**
- ◆ encourage the exchange of experience and good practice on sustainable forms of tourism (empowering communities)
- ◆ Create a destination eco-label or an award for sustainable tourist destinations
- ◆ Create or support existing marketing initiatives for sustainable destinations (Internet) which help at the same time the consumer to make his choices
- ◆ Working with tourism industry and tour operators to promote such sustainable destinations

2.5 “Protected Areas and the European Agenda 21 for Tourism”
Jens Brüggemann, Müritz-Nationalpark, Germany

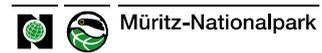


Protected Areas and the European Agenda 21 for Tourism

„Sustainable tourism development and European policies“
International Workshop, Isle of Vilm, 23 - 26 March 2003

Jens Brüggemann

24 March 2003



Protected Areas and the European Agenda 21 for Tourism

1. **Protected Areas and Tourism**
2. **Relevance of the European A21
for Tourism for Protected Areas**
3. **Issues for Discussion**

1. Protected Areas and Tourism

- ◆ Many Protected Areas in Europe
- ◆ Different Categories/ Objectives
- ◆ Natural and Cultural Heritage
- ◆ Attractive Tourism Destinations
- ◆ Visitor Management Regimes



Established in 1990

32.200 has

72 % Forest

13 % Lakes

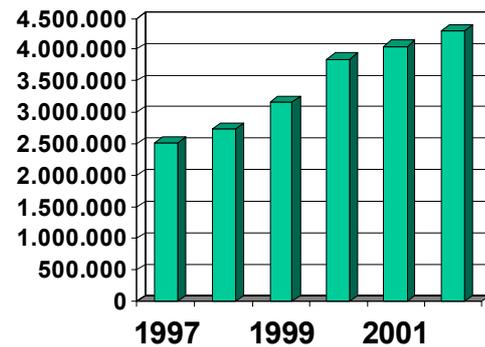
8 % Bogs

7 % Farm land

Tourism in the Region Mecklenburgische Seenplatte

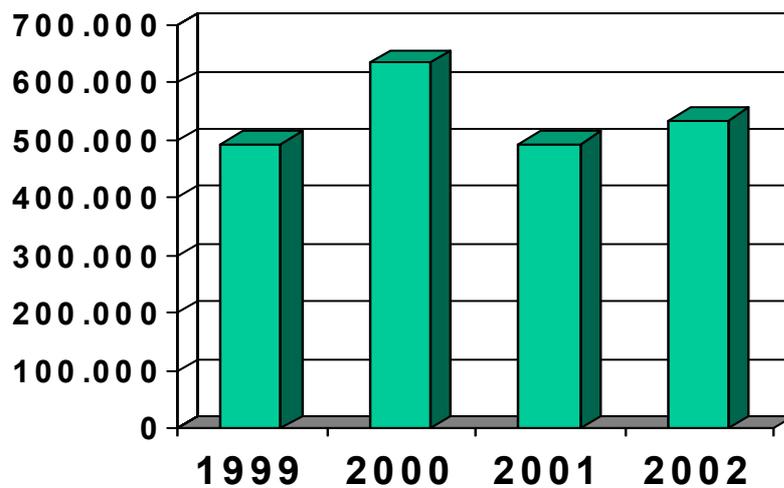
	1997	2001
No. of Beds (more than 9)	13.922	19.896
Occupancy	23,2%	32,7%
Length of stay	2,8	3,3
Private lodging	about 7.500	

Overnight Stays



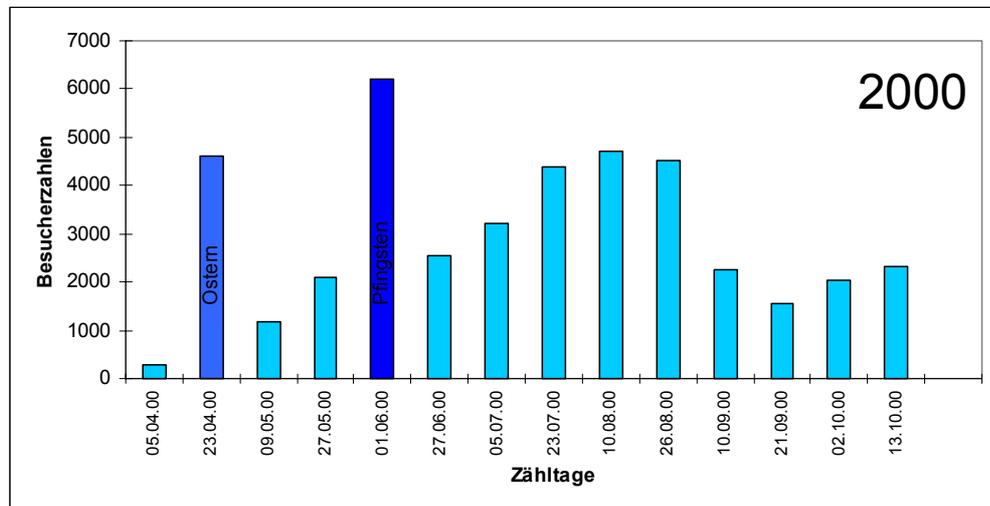
* 2002 Estimate

Visitors/ Year



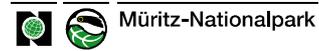
Source: Nationalparkamt Müritz

Visitation during the year



Source: Nationalparkamt Müritz

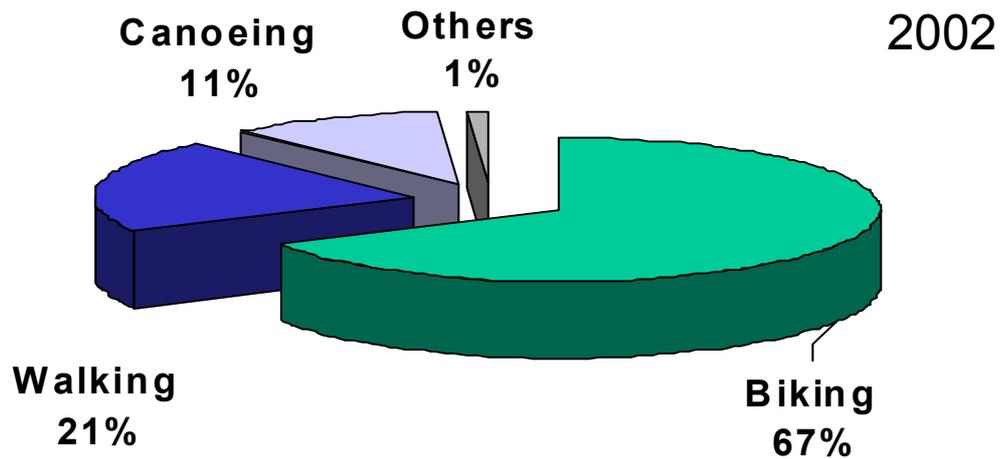
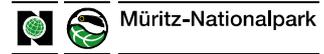
Visitors want to...



- 82% observe nature**
- 75% enjoy quietness**
- 67% relax and recreate**
- 66% ride bicycle**
- 58% take up information offers**
- 50% take pictures of nature**
- 44% go walking without guide**
- 26% go swimming**
- 23% go by boat/ canoe**
- 19% go on guided walks**
- 2% ride a horse**

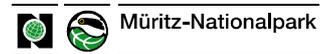
Visitor Monitoring 2001

Visitor Activity



Source: Nationalparkamt Müritz

Visitor Management



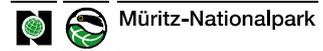
- Getting there
- Entrance Areas
- Information
- Infrastructure
- National Park Service

Infrastructure

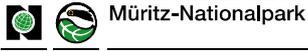


- Network of signed trails
- Information posts
- Observation towers
- Observation platforms
- Sheds

Information

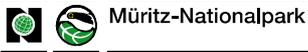


- Walking Map/ Brochures
- National Park Information Points
- Internet
- Guided Walks



National Park Service („Ranger“)

- Information
- Service
- Control
- Craft



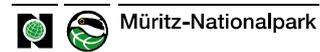
Challenges

- ❖ To maintain/ enlarge undisturbed areas
- ❖ To lessen impact of motor vehicles
- ❖ To avoid negative impacts on nature
- ❖ To ensure quality
- ❖ To relate to the regional tourism offer
- ❖ To ascertain stakeholder role



2. Relevance of the European A21 for Tourism for Protected Areas

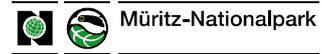
- ❖ **Recognition of the importance of the social and environmental pillars of sustainability**
- ❖ **Forward looking - impact management**
- ❖ **Point of reference/ guidance**



Recognition of the importance of social and environmental pillars

„The contemporary picture of global change processes addressed by Agenda 21 indicates that ***preservation of the environment and good social conditions*** should be the central theme of a successful sustainable tourism implementation process. If European regional cultural identities, European cultural assets, landscapes, habitats and biological diversity, and a favourable social framework are to exist for the use and enjoyment of current and future generations, then tourism stakeholders need to **recognise the need to preserve and improve** this base of the industry.“

(Background Document, p. 8)

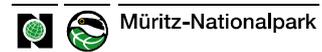


Forward looking - impact management

Two goals of sustainable development of tourism in Europe:

- **a growth of European tourism, from which environmental degradation and resource consumption are significantly delinked, avoiding and minimising negative impacts, and**
- **economically and socially balanced benefits from European tourism.**

(Background Document, p.17)



Sustainable Destination Management

„Any consideration about tourism intensity and growth in European destinations must take particular account of the European coastal zones and mountain regions, which are a key strategic asset of the European tourism sector, but where the carrying capacity is particularly limited and sensitive areas are frequent. Similar attention needs to be paid to **protected areas**, where Europe's natural diversity has been set aside for conservation. The question here is **how tourism and destination development must be oriented**, so that these already fragmented areas, given their size, number and status, can fulfil their **conservation purpose**.“

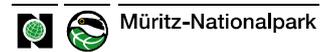
(Background Document, p. 21)



Quality management and carrying capacity

„Performance and development should be guided by **quality and carrying capacity considerations**. Quality and customer satisfaction do not require catering for all tourist needs and demands, but can be based on local cultural and natural features. As regards carrying capacity, there are **limits of quantitative growth, but a lot of scope to grow in quality** and to make best use of a given carrying capacity through good destination, product and quality management.“

(Discussion Document, p. 5)

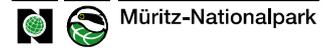


Multi-stakeholder partnerships for governance

„...*the sustainable tourism process requests that stakeholders co-operate and network effectively to prioritise their objectives according to the particular problematic aspects of a given destination or of the part of the supply chain to which they belong.*“

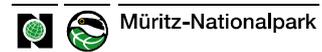
(Background Document, p. 23)

Promotion of Local Agenda 21 Processes (Calvià)



How protected areas could further the European Agenda 21 for Tourism

- **Consumer-oriented awareness raising**
- **Quality management and carrying capacity**
- **Multi-stakeholder partnerships**
- **Accountability**
- **Promotion of sustainable product policies**
- **Sustainable knowledge and learning**
- **Commitment**
- **Local community involvement**



3. Issues for Discussion

- ❖ **Recognition of conservation need - but what about the creative role of protected area authorities?**
- ❖ **How could the role of protected areas in destination management be strengthened?**
- ❖ **How could protected areas benefit more from tourism development?**
- ❖ **Best practice and guidelines: helpful tools or wishful thinking?**

2.6 “Sustainable Tourism development”

Ruggero Schleicher-Tappeser, EURES - Institute for Regional Studies in Europe KG, Germany

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Sustainable Tourism Development – the Sustainable Quality Management approach

Ruggero Schleicher-Tappeser, EURES Institute

Presentation at the BfN workshop „Sustainable Tourism development and European policies”

Vilm, 25.3.2003

r.schleicher@eures.de

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Tourism – a very particular policy field

- **sells temporary “quality of life”, a multidimensional product**
- **a cross-cutting issue, concerns a large number of policy fields, a high need for an integrated approach**
- **an international market / very local products**
- **international standards for the “hardware” / local specificities for the “software”**
- **concerns all policy levels**
- **prototype of a “sustainable development issue”**
- **prototype of a “service” economy**
- **prototype of a case of “glocalisation”**
- **cannot be tackled without “multi-level-governance”**

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Tourism – a strange business

- **tourism sells atmospheres, even illusions: tourists are looking for a scenery on which to project their wishes and fantasies**
 - **tourists visit other countries and cultures but do not seek a real contact, they remain in a separate world**
 - **tourism could be an opportunity for mutual learning, but often ends up in confirming prejudices**
 - **there are many different kinds of tourists**
 - **the most uninterested in the destination are perhaps the most easy to handle**
 - **are highly efficient Center-Parks the most sustainable solution?**
- rational policies are difficult to implement**

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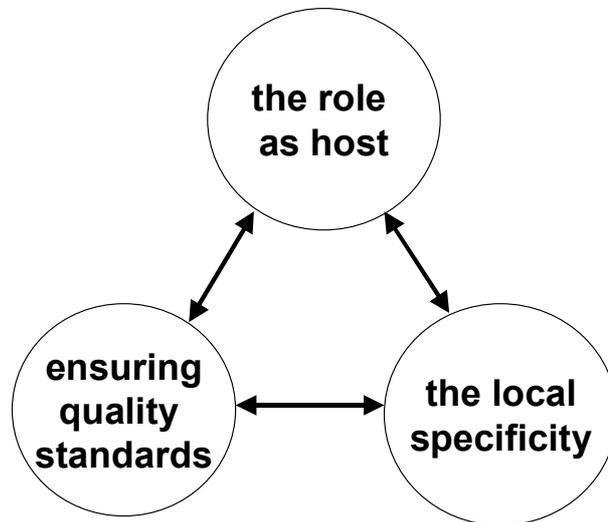
Tourism – an industry with difficult challenges

- **high growth rate**
- **weak and unstable institutions and companies**
- **low qualifications, low degree of organisation of labour force**
- **low education level of entrepreneurs**
- **low social status of tourism professions**
- **considerable difficulties in co-operation**
- **high importance of public or semi-public structures with increasingly high-skilled officers**
- **a complex product of which not all contributions are fully recognised**

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The EURES concept of Service Quality in Tourism



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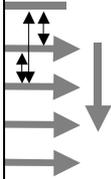
Sustainable Tourism Development is Sustainable Regional Development

- local strategies needed
- high impact on local development
- high importance of facilitation and therefore of public support
- high importance of participation
- need to be embedded in a European framework
- importance of subsidiarity

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Sustainability: The new challenges



– **INTEGRATION**

- consider different dimensions of development simultaneously
- look for win-win solutions

– **OPENNESS TOWARDS THE FUTURE**

- conserve potentials and resources
- improve ability to learn, encourage innovation



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Sustainable Development: Defensive and constructive approach

– **Defensive approach**

- emphasises the conservation of resources and potentials
- is based on minimum demands
- tends towards a sectoral, additive point of view

– **Constructive approach**

- gives prominence to the ability to learn and to be innovative
- emphasises the importance of win-win solutions
- strives for integrated and structural changes

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Sustainable Development: A new paradigm

- **Crisis of tayloristic approaches**
 - in industry
 - in science
 - in politics and administration
- **An integrative view is necessary**
 - across time
 - across space
 - between different administrative levels
 - between disciplines
- **Consideration of different dimensions at the same time**
- **A negotiation process between different actors**
- **A learning process that will take decades**

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Quality Management for dynamic development processes

- **We need new organisational forms and procedures**
 - for the simultaneous consideration of several dimensions
 - for the cooperation of different actors
 - for being able to react flexibly to change
- **Assessments with a fixed set of indicators lead again to a static, sectoral view :**
 - **a new approach for appraisals is necessary**
- **helpful concepts :**
 - „self-reflexivity“
 - „mutual learning“
 - „change management“
 - „quality“

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The concept of Quality Management

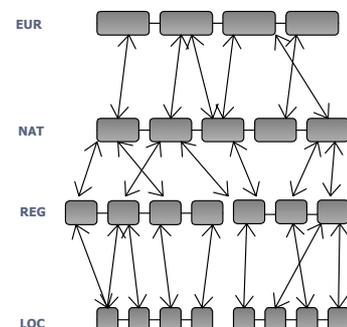
- **widespread use in industry**
- **quality is always relative, it can never be reached definitively**
- **attention to quality is important at every stage of “production”**
- **involvement of all at all levels, permanent attention, shared responsibility**
- **emphasis on the procedures**
- **re-examination of objectives and criteria on a regular basis**
- **transparency of objectives, monitoring and evaluation are most important**
- **environmental quality management systems have led to a quantum leap in industrial environmental policies**

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Multi-level governance needs coherent systems of objectives

- **Transparent objectives make it easier to co-operate**
- **Without clear objectives every evaluation remains imprecise**
- **A coherent hierarchy of objectives allows to clearly identify the roles and responsibilities of the different actors and administrative levels**
- **Clear and coherent objectives foster a culture of responsibility, creativity and self-government at all levels**



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SQM – Sustainable Quality Management

- a comprehensive system for assessing Sustainable Development
- based on the concept of Quality Management
- provides a general framework but allows for different interpretations of Sustainable Development
- a tool for interregional and intercultural communication
- a tool for interdisciplinary communication
- a tool for managing transformation and learning processes

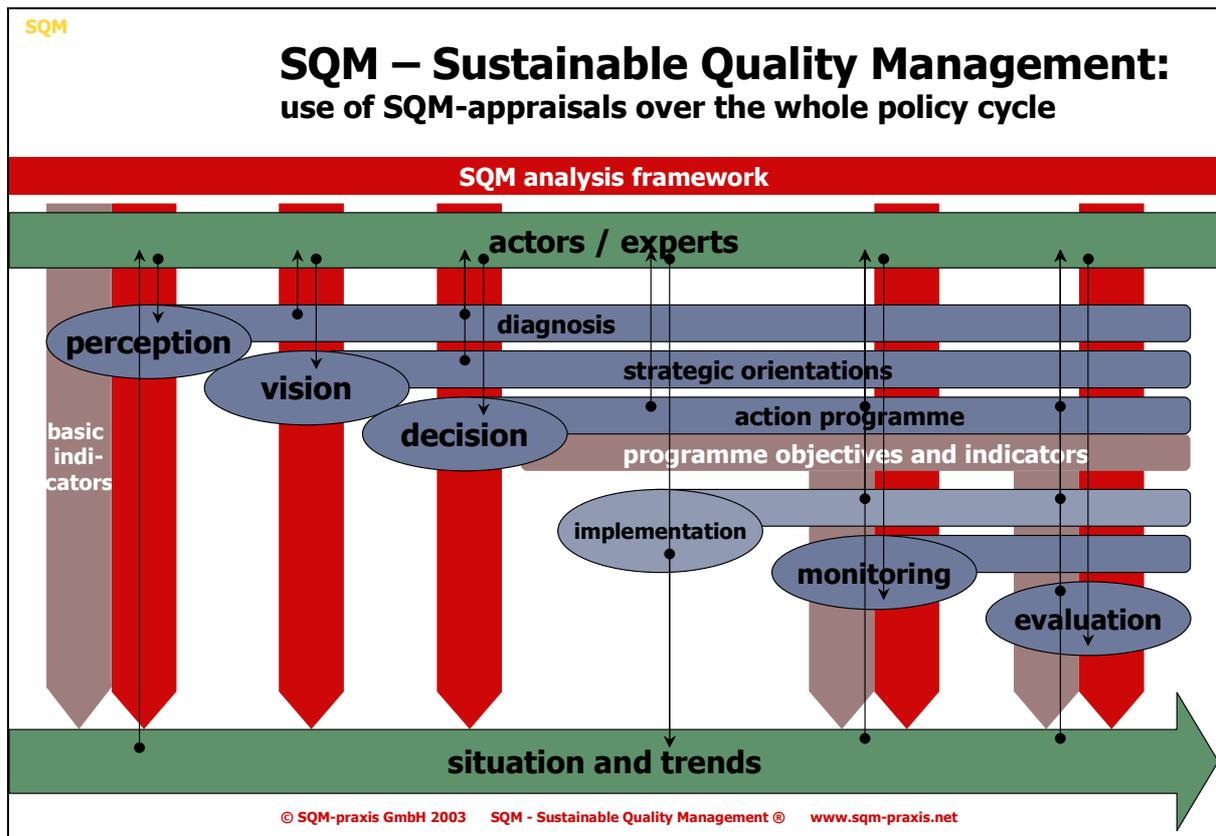
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SQM – Sustainable Quality Management ® a modular system for a variety of users

Concepts		
<ul style="list-style-type: none"> – Sustainable Development as regulative idea and dynamic process ... – Quality Management of development processes, evaluation ... – Subsidiarity as a central concept of governance ... 		
Framework	Methods	Online-Tools
<p>the SQM analysis framework</p> <ul style="list-style-type: none"> – ORIENTATION: 10 Components of Sustainability – SOCIAL POTENTIAL: 16 Regional Key Factors – ACTION DYNAMICS: 6 Basic Transformation Levers 	<ul style="list-style-type: none"> – diagnosis of situations – strategy and programme development – monitoring and evaluation of programmes and projects – SQM appraisal combining qualitative and quantitative analysis – participative facilitation – synthesis and visualisation – training 	<ul style="list-style-type: none"> – <i>SQM.guide</i>: public guide to funding programmes – <i>SQM.prog</i>: programme development – <i>SQM.progman</i>: management of funding programmes – <i>SQM-project</i>: project management – <i>SQM-eval</i>: evaluations – <i>SQM.flex</i>: flexible expert tool for SQM-based special projects – <i>SQM.experience</i>: experience exchange

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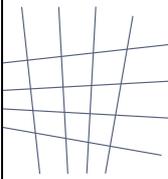


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SQM – assessment framework

SQM - A professional tool based on simple questions:

- Which direction do we choose for our future?
ORIENTATION – The principles of sustainable development
- Which are the societal forces and the capacities for co-operation?
SOCIAL POTENTIAL – The local key factors for sustainable development
- Which levers could be used for reorienting development?
ACTION DYNAMICS – The transformation levers



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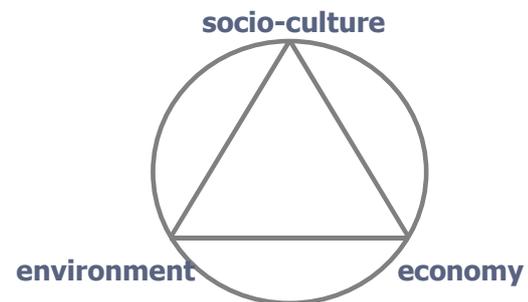
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ORIENTATION: 10 Components of Sustainability: WHAT?

What do we want to sustain?

Development dimensions

1. Environmental dimension
2. Economic dimension
3. Socio-cultural dimension



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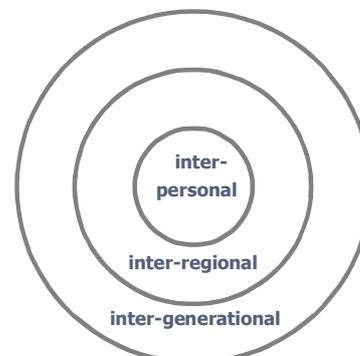
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ORIENTATION: 10 Components of Sustainability: WHY?

Which conflicts of interest are the motives?

Dimensions of equity

4. Social and gender equity (inter-personal)
5. Equity between regions (spatial)
6. Equity between generations (temporal)

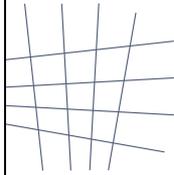


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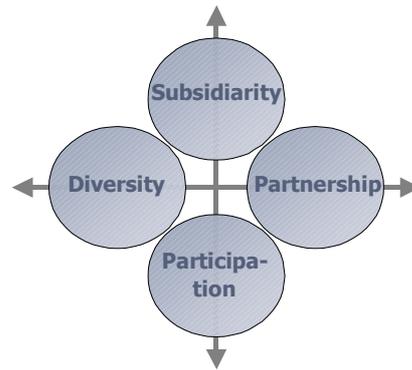
ORIENTATION: 10 Components of Sustainability: HOW?

Which basic approaches can help us?



Systemic Principles

- 7. Diversity
- 8. Subsidiarity
- 9. Networking / Partnership
- 10. Participation



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SQM: The analytical framework	SOCIAL POTENTIAL: Key factors
<p>ORIENTATION: Components of sustainable development</p> <ul style="list-style-type: none"> O1 Environment O2 Economy O3 Socio-culture O4 Inter-personal equity O5 Spatial equity O6 Inter-temporal equity O7 Diversity O8 Subsidiarity O9 Networking and partnership O10 Participation <p>ACTION DYNAMICS: Transformation levers</p> <ul style="list-style-type: none"> D1 Enhancing problem understanding D2 Open collective learning D3 Negotiation and co-decision D4 Creation of a shared vision D5 Client orientation D6 Result orientation 	<ul style="list-style-type: none"> P1 Perception of a variety of development approaches P2 Creativity and innovation in an entrepreneurial culture which emphasises responsibility towards the community P3 Capacity to cope with complexity and ambiguity and to anticipate change P4 Openness to enrich the own culture and enhance multicultural cohesion P5 Discovery and re-encoding of territorial specificities and local knowledge P6 Ability of each to reach their optimum level of attainment and fulfilment P7 Fractal distribution of competence using the counter-flow principle P8 Autonomy of strategic decision making within a facilitating infrastructure P9 Primary reliance on own resources without compromising the ones of the others P10 Shared value system taking into account environmental, socio-cultural and economic interdependencies P11 Social cohesion P12 Opportunities and room for equitable interaction P13 Capacity of creating a shared vision P14 Integration of social and technical skills into the innovation process P15 Access to information and to the arena of dialogue and debate P16 Multiplicity of interactions, enhanced by local animators

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Synthesis and visualisation: example of a profile

ORIENTATION		S	W	O	T
O1	Environment	●●	●●	●●●●	●●●●
O2	Economy	●●	●●	●●	●
O3	Socio-culture	●●●	●●●	●●	●●●●
O4	Equity between individuals	●●	●●●	●●●●	●●
O5	Equity between territories	●●	●●●	●	●●
O6	Equity between generations	●	●●●	●●	●●●●
O7	Diversity	●	●●●	●●●●	●●●●
O8	Subsidiarity	●●●	●●●	●●	●●
O9	Networks / Partnership	●●	●●●	●●●●	●●●●
O10	Participation	●●	●●●	●●	●●●●

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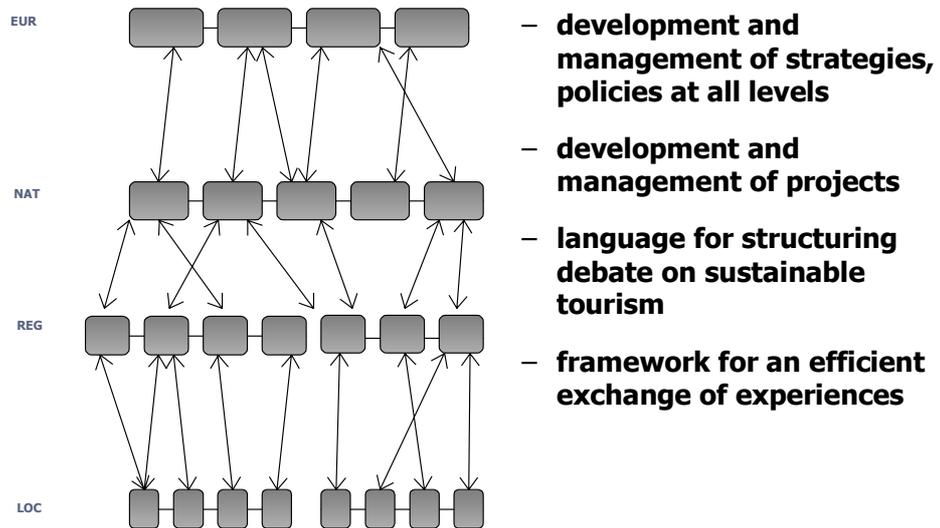
Obstacles

- The issue of Sustainable Development is intrinsically linked to the issue of new forms of governance
- Learning to think in objective-oriented processes takes a long time
- Transparency concerning objectives, decision making and results, participation and accountability are often meeting resistance
- However: innovative local or regional actors seize the opportunities for change
- A clear position of the EU commission concerning objectives and governance principles is essential

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SQM in Sustainable Tourism Development



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2.7 “The International Guidelines for Biological diversity and sustainable tourism – Challenges for the implementation in Europe”

Michael Meyer, Ecological Tourism in Europe, Germany

**The International Guidelines for Biological
Diversity and Sustainable Tourism
- Challenges for the implementation in Europe -**

International Workshop
“Sustainable tourism development and European policies”

International Academy for Nature Conservation
Island of Vilm, March 23- 26, 2003



Tourism and European policies, Vilm - March 2003

Page 1

-
- Introduction
 - Short history
 - Scope and elements of the guidelines
 - Endorsement at SBSTTA-8
 - Challenges for implementation in Europe
 - Implementing the guidelines
-



Tourism and European policies, Vilm - March 2003

Page 2

The aims of the Association:

- Lobbying
- Capacity Building
- Awareness Raising
- International Processes
- Model Projects



Introduction

-
- Growing economic importance of tourism
 - Wide range of stakeholders involved
 - Socio-economic impact of tourism
 - Pressure on Biological Diversity:
 - Use of land and resources
 - Impacts on vegetation, wildlife, ecosystems
 - Impacts on water resources
 - Impact of travel (climate issue)

Short history

- 1992: **Rio de Janeiro** – CBD, Agenda 21
- 1995: **Lanzarote** – Charter for Sustainable Tourism
- 1997: **Berlin** Declaration – Ministerial Conference
- 1998: **Bratislava** – CBD CoP IV: the first attempt...
- 1999: **Montreal** – SBSTTA 4: Sustainable Use, including Tourism
- **New York** – CSD 7 Work Programme on Sust. Tourism
- 2000: **Nairobi** – CBD CoP V/25 on Biological Diversity & Tourism

Short history

- 2001: **Santo Domingo** – Guidelines on Biodiversity & Tourism
- **Montreal** – SBSTTA 7 transmits draft guidelines
- 2002: **Quebec** – Contribution to World Ecotourism Summit
- **New York** – CSD 10 Preparation Rio +10 WSSD
- **The Hague** - CBD CoP VI /14 revised draft guidelines
- 2003: **Montreal** – SBSTTA 8 endorsed the guidelines
- *2004: **Kuala Lumpur** – CBD CoP VII Guidelines to be adopted?*

Scope of the CBD-Guidelines

- **To assist Parties to the CBD and all other relevant authorities and stakeholders to apply the provisions of the Convention to sustainable development and management of tourism policies, strategies, projects and activities.**
- **The guidelines should be consistent with the principles of sustainable development.**
- **The guidelines recognize the need for collaboration between originating and receiving countries.**

Elements of the CBD-Guidelines

- **Framework for management of tourism and biodiversity:**
 - a) **Baseline information and review**
 - b) **Vision and goals**
 - c) **Objectives**
 - d) **Review of legislation and control measures**
 - e) **Impact assessment**
 - f) **Impact management and mitigation**
 - g) **Decision making**
 - h) **Implementation**
 - i) **Monitoring and reporting**
 - j) **Adaptive management**
- **Notification process in relation to such management framework**
- **Public education, capacity building and awareness raising concerning tourism and biodiversity**

Endorsement at SBSTTA-8

- Recommends to the COP to adopt the guidelines
 - Requests the ES to develop a user`s manual
 - Encourage Parties,etc. to establish monitoring and reporting systems
 - Invite all Governments to integrate these Guidelines in the development or review of their national strategies
 - Invite the ES to assess or review the guidelines in due time
-

Challenges for implementation in Europe

At European level:

- Establishment of a task force, involving all relevant European bodies
 - Establishment of an implementation and monitoring center
 - Integration into all relevant sectoral and cross-sectoral policies
 - Review and provision of technical and financial assistance for implementation
-

Challenges for implementation in Europe

At national levels:

- Establishment of an inter-departmental, cross-sectoral body
 - Review or development of strategies and action plans
 - Launching information measures
 - Development of a checklist and user`s manual
 - Transparency of financial instruments
-

Implementing the guidelines

- **Consultation with the German Ministry for Environment**
 - **Development of a German checklist**
 - **Development of an explanatory guide for German NATURA 2000 sites**
 - **Sustainable tourism for Banska Stiavnica**
 - **CEEWEB working group “tourism”**
 - **NGO working group “tourism and biodiversity” for Slovakia**
 - **Implementation into 6 CEE Biosphere Reserves**
 - **Action plans for Altai, Crimea and Danube Delta**
-

3. Results

3.1 Working Groups

The first day's presentations gave an overview on the Commissions activities and on different views on the Draft Agenda 21. Rüdiger Leidner stressed that the Agenda 21 would remain a document with a very broad scope, as it was a consensus document. When finalised, there will be a need for the development of local Agendas 21, as the European Agenda 21 is not addressing concrete actions at this stage but will be the basis for actions taken in future. He pointed out the possible important role of NGOs in the development of local Agendas 21.

Jens Brüggemann welcomed the Draft Agenda 21 as an important first attempt to address sustainable tourism on a European level. He made clear that the Draft Agenda is not "shopping list" but an attempt to involve all stakeholders in the process and to structure their roles. In addition, he stressed that the agenda 21 process was driven by the DG Enterprise and that environmental and nature conservation issues were not the main interest.

Building on the morning discussions, the participants' work in the afternoon sessions was organised in the three working groups.

During the **first session** all groups had the same task:

1. to identify the importance of the different actors' roles for sustainable tourism on European, national and local level (Actors: public stakeholders, businesses, civil society/NGO and tourists/citizens) by indicating their importance in different fields; and to indicate whether there is the opportunity for EU support, see figure
2. to identify the main obstacles for sustainable tourism development

Sustainable Tourism
 The most important issues and their importance for actors at different levels
 L = local, N = national, E = European
 Please indicate the importance with up to 3 crosses and the opportunity of EU support with an e (as in the example line)

level	Public stakeholders			Business			Civil Society / NGOs			Tourists / Citizens		
	L	N	E	L	N	E	L	N	E	L	N	E
example: transport												
importance	xx	xx	xx	xx		xx	x	x	x	xx	xx	xx
EU support												
transport	xxx	xxx	xxx	xx	xxx	x	xx	xx	x	xxx	xxx	xxx
seasonality	xx	xxx	x	xx	xx		x	x		xx	xxx	x
qualification	xxx	xxx	x	xxx	(xx)		x	x				
land-use	xxx	xx	x	xxx			xxx	x		xxx		
cultural heritage	xxx	xxx	xx	xxx	xx	x	xxx	xxx	xx	xxx	xxx	
natural heritage	xxx	xxx	xx	xxx	xx	x	xxx	xxx	xx	xxx	xxx	
service quality	xx	xxx	x	xxx	xxx	xx				xxx	xxx	xxx
innovative products				(xx)	xx	xx						
cross-cultural learning										xxx	xx	xx
monitoring and reporting	xxx	xxx	xxx	xx	xx	x	xx	xx	xx			
use of resources (water, energy)	xxx	xxx	x	xxx	x		xxx	xx		xxx	xxx	xxx

accommodation
 transport companies
 tour operators
 umbrella organizations

7 suggestions
 5 commitments

Figure: Result of working session no. 1

During the **second session** participants discussed recommendations to overcome the identified obstacles. Each of the groups concentrated one of the following target groups: destinations, businesses and tourists/citizens at which policy should address.

In the plenary, the participants discussed their findings and proposed recommendations as well as the role of NGOs in the Agenda 21 process.

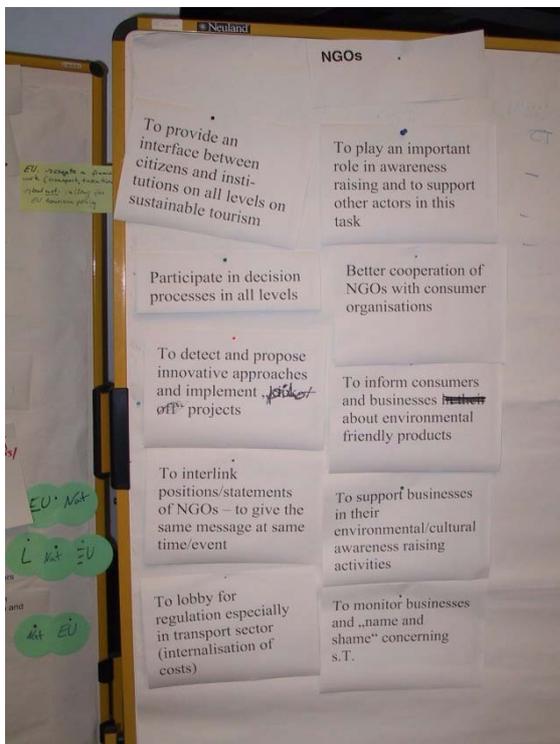


Participants in the different working groups:

Businesses: Manfred Pils, Naut Kusters, Jens Brüggemann, Sylvia Voss, Christa Morawa, Freddie Bijerk, Kike Olsder

Tourists & Citizens: Pia Kemen, Ulrike Rheinberger, Jan Rohac, Anna Ivanyi, Paul Beeckmans, Emile Bruls, Betina Meliss, Barbara Engels

Destinations: Rüdiger Leidner, Michael Meyer, Kees Kuijken, Ingo Seifert-Rösing, Heike Aghte, Birgit Weerts, Georg Fritz



3.2 Final conclusions

The workshop “Sustainable tourism development and European Policies” convened 24 participants representing 15 non-governmental environmental and sustainable tourism organisations from Austria, Belgium, Germany, Hungary, the Netherlands and the Slovak Republic, as well as governmental institutions from Germany and the Netherlands.

The participants welcomed the EU Commission’s effort to address sustainable tourism development in a coherent way and the development of a European Agenda 21 for tourism.

The workshop discussed the Draft “European Agenda 21 for tourism” and concentrated during working sessions on policies aiming at three target groups: tourists and citizens, businesses and destinations.

The workshop emphasized that the Agenda 21 for tourism is also applicable for the Candidate countries and should therefore be considered for implementation in the candidate countries.

The participants agreed on the following recommendations regarding the formulation of the European Agenda 21 for tourism:

The participants recommend with regards to the role of ...

the European Commission

- to create a clear governance framework by specifying the strategic roles of main stakeholders at different levels for specific tourism related issues
- to specify separately the options for EU policies

the public stakeholders...

... on EU, national and local level

- to distribute comprehensive information about sustainable tourism development and management to all relevant stakeholders
- to make full use of the CBD guidelines for activities related to sustainable tourism development and biological diversity

... on EU and/or national level

- to set regulatory framework ensuring the internalisation of external costs
- to increase transparency by including indicators/statistics on sustainable development in Eurostat’s and EEA’s work and support data supply on local and regional level
- to support NGO’S role in information dissemination and awareness raising

Having concentrated during the working sessions on policies aiming at three target groups (tourists and citizens, businesses and destinations), the participants of the workshop highlighted the following recommendations addressing policies orientated at

Tourists and Citizens

- There is a need to enhance research and awareness of tourists’ consumption patterns in order to identify how to shape the sustainable tourism product.
- Public and alternative modes of transports should be stimulated on all levels.

- European, national and local stakeholders should promote attractive marketing (innovative products)The European Commission should realize an EU ecolabel for tourism including sustainability criteria.)

Businesses

- Businesses should make use of adoption programmes of natural and cultural heritage
- Businesses should enhance their share in the maintenance of cultural and natural heritage
- Businesses should implement environmental care systems (management and certifications)
- Businesses should inform their clients about the value of cultural and natural sites.
- Businesses should develop policies aimed at improving economic performance and social conditions.
- Tour operators should purchase certified products and choose preferably destinations with good land planning and zoning.
- National and EU authorities should set a framework for branch organisations of tourism entrepreneurs to put pressure on tourism companies to implement environmental and socio-cultural measures and to support this implementation.

Destinations

- Public stakeholders should establish Europe-wide long-term technical and financial assistance programmes for the development of regional-common multi-stakeholder-initiatives as well as a multi-stakeholder dialogue about setting limits to a destination's capacity to grow
- Public stakeholders should fully consider environmental and sustainability criteria in public tenders
- Public stakeholders should provide improved participation mechanisms, especially in local and regional planning and decision-making processes
- There is a need to pay more attention to nature parks as an example for the development of sustainable destinations

The participants of the workshop discussed their views on the role of NGOs in the European Agenda 21 for tourism process, and highlighted the following conclusions:

The role of NGOs is:

- **to provide an interface between citizens and institutions on all levels on sustainable tourism**
- **to participate in decision processes in all levels**
- **to detect and propose innovative approaches and implement pilot projects**
- **to find a common NGO position on specific issues (specific events)**
- **to lobby for an efficient framework for sustainable development**
- **to raise awareness and to support other actors – especially businesses - in this task**
- **to care for better integration of environmental, consumer, social and economic concerns in their own work**
- **to inform consumers and businesses about environmental friendly products**
- **to monitor businesses and „name and shame“ concerning sustainable tourism**

Vilm, 26th March, 2003

4. Sustainable tourism – NGOs` and institutions` work

4.1 Non-governmental organisations

Baltic 21 (Tourism Sector)

Lead Party Germany (Network Climatic Protection and Sustainability Mecklenburg-Vorpommern)

Kieler Ring 17

D- 18437 Stralsund

Germany



Baltic 21 is a term used for

- the initiative and the process to develop and implement a regional Agenda 21 for the Baltic Sea Region in order to attain sustainable development in the region; and
- the adopted document, [Agenda 21 for the Baltic Sea Region](#).

Baltic 21 is a joint, long-term effort by the 11 countries of the Council of the Baltic Sea States (CBSS). These countries differ widely as far as economic, social and environmental preconditions are concerned, but they agree on the long-term goals they wish to attain for the region as a whole.

The emphasis is on regional co-operation, and the work is focused on seven economic sectors, spatial planning and on education.

The Baltic 21 Network consists of the CBSS countries; the European Union; intergovernmental organisations; international financial institutions; and non-governmental organisations and networks.

The responsibility for leading sector implementation work is distributed among the countries and international organisations in the Baltic 21 Steering Group (the Senior Officials Group, SOG), which monitors, contributes to and steers the process.

Each sector is to take full responsibility for the implementation of its own programme for sustainable development. The sectors have one or two Lead Parties, and for each Joint Action a Responsible Actor has been or is about to be nominated.

Lead Parties are Poland and the Helsinki Commission (HELCOM) for agriculture; Lithuania and Sweden for education; Denmark and Estonia for energy; the International Baltic Sea Fishery Commission for fisheries; Finland and Lithuania for forests; Russia and Sweden for industry; Germany and Latvia for transport; Germany and Sweden for tourism, and VASAB for spatial planning.

Sustainable tourism is any form of tourism development or activity that respects the environment, ensures long-term conservation of natural and cultural resources, and is socially and economically acceptable and equitable. The overall goal is to achieve a common understanding of the requirements of sustainable tourism in the Baltic Sea Region. The objectives of the tourism sector in developing sustainable tourism refer to the three elements of sustainability: environment, economy and people. The objectives should be:

- to sustain a sound environment, safeguarding the recreational quality of natural and man-made landscape, and to integrating natural, cultural and human environments
- to promote and sustain the competitive quality and efficiency of the tourism business
- to create satisfactory social conditions for tourists and the local population

The goal with regard to sustainable transportation in the Baltic Sea Region consists of two components:

- to minimize the negative environmental effects, the consumption of non-renewable resources and use of land for transportation purposes, to protect human health and the environment, in particular the sensitive ecosystems of the region.
- to retain the ability of transport to serve the economic and social development of the Baltic Sea Region.

Website: <http://www.ee/baltic21/index.htm>

Bund für Umwelt und Naturschutz Deutschland e.V. (BUND)
Arbeitskreis "Freizeit, Sport, Tourismus"
R.Breitscheid-Straße 156
D- 14482 Potsdam
Germany



The German branch of Friends of the Earth, Bund für Umwelt und Naturschutz Deutschland (BUND), was founded in 1975 as a federation of pre-existing regional groups. Some local branches date back to 1913. BUND has its origins in the nature conservation movement. Today the organisation is one of the most powerful environmental organisations in Germany. BUND has 375,000 members and supporters. Members are active in some 2,200 local and regional groups, which do everything from lobbying work to practical nature conservation. BUND works on all of today's major environmental issues and is a well-recognized lobbyist with a high media profile. Campaigning priorities are sustainable transport, fighting nuclear power, improving nature protection laws, and greening the German tax system. Internationally, BUND works on climate policy and coordinated Friends of the Earth International's campaign on the Rio+10 summit in 2002. BUND carries out specific topic-based campaigns every year to promote nature protection, the practical merits of Germany's ecological tax reform or the necessity to change common agricultural policy. BUND's particular strengths are its diverse local groups. Not only are our groups trusted on the local level, they also allow us to mobilize mass support on the national level when necessary.

On the national level there is also a BUND working group that is specialized in sustainable tourism policy and planning. This working group is called "leisure, sport, tourism" and speaks up for an ecological and social responsible tourism development.

For further information please contact:
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 Speaker of the BUND working group "leisure, sport, tourism"
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Website: <http://www.bund.net/>

CEE Working Group for the Enhancement of Biodiversity (CEE-Web)
Üllői ut 91/b
H-1091 Budapest
Hungary



The Central and East European Working Group for the Enhancement of Biodiversity (CEEWEB) is the international network of non-governmental organisations dealing with nature conservation issues in the Central and Eastern European (CEE) region. Presently CEEWEB is the only network of the region which has been set up and run by NGOs.

Today CEEWEB represents the network of some 60 environmental organisations in 18 nations with cooperating partners from all over Europe, working together to protect the biological heritage of Central and Eastern Europe. The rich natural heritage is threatened by intensive agriculture, forestry and resource exploitation. Considering that the region has common environmental problems and values, it became evident for the environmental NGO movement in the CEE countries, that co-operation on international level promotes solving their national problems efficiently.

The overarching aim for the establishment of the CEEWEB network was to work on the implementation of the Convention on Biological Diversity in CEE countries, to get familiar with each others' environmental activities, exchange ideas and experiences and to start working on joint projects. These projects are to focus on concrete nature conservation and lobby activities, raising public awareness, and tackling cross-border nature conservation issues and policies.

What has CEEWEB achieved? – A brief history

The Central and East European Working Group for the Enhancement of Biodiversity was established by NGOs from the following CEE countries: Albania, Austria, Bulgaria, Croatia, Czech Republic, Hungary, Latvia, Macedonia, Romania, Serbia, Slovakia and Slovenia.

Our members have assessed the national efforts for the protection of biodiversity. CEEWEB has developed mechanisms for communication improvement and co-operation, both among NGOs and with the governments. Public education programs have been offered both in schools and directly to the public. They have researched and advocated local, national and regional biodiversity policies. There have been several papers published and training programs organized by CEEWEB, relating to ecological networks, national biodiversity strategies and landscape diversity planning.

CEEWEB is the participant of more international programs (Regional Focal Point for the Global Environmental Facility, Ecoregion Based Conservation Approach of the Carpathians, EU-NGO Dialogue) and partner to organizations (European Environmental Bureau, British Trust for Conservation Volunteers, Euronatur).

What is CEEWEB currently working on – Running projects

- Biodiversity Working Group of the European Environmental Bureau
- Best and worst practices of Natura 2000 implementation
- Natura 2000 Barometer
- Integrated evaluation of regional development plans and strategies according to their contribution to sustainable development
- Central and East-European Coordination Platform
- EU-NGO Dialogue
- European Habitat Forum

What will CEEWEB do? – Work programme for the next three years

For the years to come CEEWEB has set the following priority areas to work on:

- Capacity building for the whole network
- European Union Accession
- Environment for Europe process
- Global Environmental Facility

- Enhanced co-operation with other biodiversity related NGOs from the European Union
- Better representation of the CEE countries at various forums, like EEB, IUCN, ECNC, etc.

CEEWEB – Working Group “Sustainable Tourism”

Draft Work Program 2003/2004 (to be approved at the General Assembly, 11-13 April, 2003)

1. Establishment of a Working Group “Sustainable Tourism” with at least 10 members from CEE Countries under the roof of CEEWEB

The working group will base the activities on good practises and lessons learned from all over Europe, but especially from the European Union. Though as the group will use the Agenda 21 for Tourism and its guidelines from the European Commission, the concept of Natura 2000 and other instruments of the European Union, it will contribute to the enlargement process by educating and building the awareness of NGOs and other stakeholders in the CEE Countries. Through several workshops the group will discuss and distribute tools and information among NGOs.

2. Development of a common goal, objectives and tasks for the working group

The working group will function as a compiler and distributor of relevant information with regard to sustainable tourism and the protection of biological diversity. Therefore the group will compile good practices and lessons learned with regard to sustainable tourism development and management of other countries in Europe, by assistance of experienced organisations. Through several working meetings the group members will educate themselves, identify good practises, before distributing the results to the overall CEEWEB.

As tourism is a cross-cutting issue and one component of sustainable use of ecosystems, the working group will contribute with its results to the overall concept of sustainable development. The running projects of the member organisations of CEEWEB will profit from the results of the working group, e.g. with regard to the management of tourism in protected areas.

3. Development of responsibilities and structures for the working group and in relation to the CEEWEB

At the first meeting of the working group the members will decide on a structure and responsibilities for the future work, consisting of a co-ordinator and leading organisations that have the ability and capacity for focussing on the described topics.

4. Compilation of examples of good practices and lessons learned from EU and CEE with regard to:

- a) management practices of sustainable tourism
- b) management practices of Natura 2000 sites
- c) National strategies and plans for (sustainable) tourism
- d) National Biodiversity Strategies and Actions Plans (including CBD reporting)

The working group will develop programmes for enhancing the capacity of their members with special regard to the planning and management of tourism in vulnerable areas, such as protected areas and will give feedback to the overall CEEWEB. This will be based on the existing experiences of dealing with NATURA 2000 sites in the European Union and the data basis with regard to the International Guidelines for sustainable tourism in vulnerable ecosystems of the Convention on Biological Diversity (CBD). Further the working group results will contribute to the ongoing implementation of the National Biodiversity Strategy and Action Plans (NBSAP) of each of the CEE Countries, with regard to the issue of managing tourism in vulnerable areas.

The working group will compile good practices and lessons learned of sustainable management of natural resources and waste related to tourism for the distribution among the members of CEEWEB and for giving advice to relevant projects and national strategies and

plans in the CEE Countries. This will be based on examples such as EMAS, ISO, VISIT, VIABONO and others.

5. Compilation of existing legal frameworks for sustainable tourism and the conservation of biological diversity

The working group will compare existing legislation with regard to the protection of biological diversity and the management and planning of tourism. With this action the members will get fully aware about the current activities and status quo of their countries, for getting into action giving advice to the enhancement of the legal frameworks with regard to those issues, by lobbying and awareness campaigns.

6. Distribution of compilation results to the group members

As the working group will establish an Internet homepage (connected to the homepage of CEEWEB), the interim and final results will be published frequently at this homepage. In addition the member organisations will continuously inform their members about the progress made. Finally during the project time the working group will meet at least four times to exchange their experiences and to compile the available information.

7. Discussion about potential strategies for the implementation of sustainable tourism in CEE

During the project time the working group will discuss how the overall strategy for sustainable tourism in the Central and Eastern European Countries should look like and they will discuss if there is a need to develop single, adjusted strategies for each of the countries, step by step. On the middle and long-term run the working group's goal is to build the capacity of implementing organisations and NGOs in the field of sustainable tourism development, also in small regional projects. This should be done through regional workshops by the members of the working group.

8. Printing of information material with regard to sustainable tourism development and management and the conservation of biological diversity in the CEE Countries

Near to the end of the project the working group will select the most appropriate information, which should be distributed to decision makers at national and regional level, to the private sector and to relevant NGOs of the Central and Eastern European Countries.

9. Establishment of a specific tourism Internet homepage under CEEWEB, for the distribution of information and information exchange (news database platform) among NGOs.

Among the compiled information from all over Europe, all member organization of the working group can include their available information about good practices in planning and management of sustainable tourism on the homepage, so that other organizations can learn from it and may join the group.

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ceeweb@ceeweb.org

Website: www.ceeweb.org

Deutscher Naturschutzring (DNR)
Projektbüro "Nachhaltig aktiv für die Berge"
Prenzlauerallee 230
D- 10405 Berlin
Germany



The DNR ("Deutscher Naturschutzring") is the only umbrella organisation of the German environmental groups, with about hundred member organisations. It disseminates information and statements about environmental policy, coordinates position finding processes for its members concerning actual objectives, brings EU policy nearer to its member organisations and also represents the German environmental groups in Brussels. Besides, there are also special projects: i.e. closely following and scrutinizing the work of the European Convention.

Another example is the project "active for sustainable development in German mountain regions" which I work on as project leader. I will shortly present you some information about that project that started in 2002, the "International Year of Mountains" and will last until may, 2003.

The project "active for sustainability in mountain regions"

"A project connected to the UNO-year of mountains? You mean, something about the Alps?" This is normally the first reaction, when I mention what we are working on.

No, it is not only the Alps, but also the low mountain range: Eifel, Harz, Hunsrück, Weserbergland, Ebbegebirge, Zittauer Gebirge, Schwarzwald, Bayerischer Wald and so on. More than 50% of the whole German area are mountain regions, and our project cares for them as well as for the alpine region in the southern part of Bavaria.

The project was motivated by the idea, that in the various mountain areas already a lot of local initiatives, organisations and persons work concretely for a sustainable development. They are often highly experienced, with a lot of precious knowledge that could benefit all – even decision makers in policy and administration.

Therefore, we try to find those groups, learn about their work, make them know about each other and organise their participation.

The first step: research of existing groups and an inquiry about the sort of their work, the main problems of the region and requirements on the general framework. As a result we found more than 300 addresses in all German mountain areas! (The address list is already available in the Internet and will also be sent around at the end of the project)

The second step:

Media work and networking are our main instruments: an email-newsletter, appearing every month, articles in the two DNR-magazines ("EU-Rundschreiben" and "Deutschland-Rundbrief") and the homepage www.dnr.de.

Three regional networks are organised:

- "Sustainable Tourism and development funds" (at the "Reisepavillon / Hannover, January 03)
- "Nature and culture as potential for development in the cross-border region Bayerischer Wald / Böhmerwald" (Wiesenfelden/Bayerischer Wald, April 03)
- "Osterzgebirge as a transit traffic region?"(Altenberg/Erzgebirge, April 03)

The third step is now arriving:

All statements and results of our investigations, workshops and researches will be integrated into "Recommendations for the sustainable development in German mountain areas". The consultation about the draft will start in the next days and the result will be handed to the government, at the beginning of June.

Another result of the project is a collection of best practice examples from divers sectors: transport, regional development, direct marketing, participation instruments, eco-regions, agriculture, tourism and so on.

The products are a good basic material for future work. Besides, we discovered a great interest in direct contact and advising for various questions. Following the demand, the project would develop as a clearing house for mountain region's policy.

What is the role of tourism?

Tourism appears on the one hand as it causes trouble, and on the other hand, as it is regarded as an economical carrier of hope. A lot of projects and development activities are connected with the development of sustainable tourism (which means: marketing of regional products in combination with tourism; or new flexible offers in bus and train mobility for the guests and as consequence, also for the inhabitants.)

On the local level, the Agenda 21 for tourism is obviously already on its way to be implemented, as the best practice-list may show. However it needs much more support, which does also mean: financial support

What we learned

The project is not yet finished but there are already some interesting results.

1) To implement the "Bottom-Up-Principle" a special methodology must be developed.

The huge amount of NGOs with their special knowledge but sometimes complicated structures demand for new ways of participation. This is also a challenge for the NGOs themselves.

To be honest: The results of our first investigation were a bit too much for us. We knew that there are some big NGO's with many local sub-organisations and a complex structure. We gave them just one national address in our list. In spite of that, we found about 300 active local initiatives, which is much more than we had ever expected. Only few know each other.

Who are the groups?

Agricultural groups in combination with nature protection or landscape management; Tourist groups; traffic and mobility organizations; organizations who concern about the mountain forests and their management; regional development, local energy groups.

2) Maybe we need also regional agendas 21 for the different mountain regions.

Even between the several mountain regions there are lots of differences. To handle all the special challenges the regional actors should get more responsibility and participation.

3) Programs supporting integrated projects, such as LEADER+ are obviously a motor for fantasy and innovation.

Whomever we asked about his or her experiences emphasized a good working multi-stakeholder-group to be the key instrument for successful work.

As important criteria LEADER+ asks for such an existing "action group" including all stakeholders. The same does the PLENUM-Program in Baden-Württemberg. And the variety of ideas appearing in these programs is really astonishing.

Only a few mountain regions in Germany are LEADER-regions. The biggest part of financial support for tourism development comes from other programs that do not yet demand a stakeholders group. Many of them are only programs to build new infrastructure or founding of new businesses. It is however worth while thinking about integrating it as a criterion for all programs concerning regional development and tourism.

4) Special laws and rules for the protection of the sensible mountain areas are needed.

Mountain regions are something different from flat regions.

What is specific: Because of special meteorological and geographic conditions, emissions are more effective in mountain areas. Especially noise is a severe problem. The shortage of space means concurrence between living, working, leisure, tourism, agriculture etc. That

would afford a special careful planning, which is however often missing in reality. Especially the tourism infrastructure for winter tourism causes a lot of problem.

Last but not least there is the climate change, mainly caused by increasing traffic. In the Alps the consequences are already visible as the glaciers and the permafrost soil of the high mountains started to melt dramatically.

The Alpine convention is a very valuable instrument and must now quickly be implemented. For the lower mountain regions a special policy, as it is also required in the Johannesburg document, should be developed.

Website: www.dnr.de

EURES - Institute for Regional Studies in Europe KG
Basler Str. 19
D-79100 Freiburg
Germany



Institut für regionale Studien in Europa
 Institute for Regional Studies in Europe
 Institut de recherches régionales en Europe

The EURES Institute is a private research and consulting organisation established in 1989. Its main fields of activity are regional development as well as transport and environmental policies. Sustainable Development and intercultural cooperation have become the most important issues in the last years. The clients of EURES are public institutions from local governments to the European Commission. Tourism development as an element of regional development has been a central issue in many projects. Especially in the early nineties EURES developed basic concepts for ecologically and socially compatible tourism development. Over the last years, the EURES Institute has been strongly involved in the development of the system 'SQM - Sustainable Quality Management ®'. Further details, projects and publications can be found on the website www.eures.de. For the SQM system consult www.sqm-praxis.net.

Website: www.eures.de

European Centre for Eco Agro Tourism (ECEAT)
Postbus 10899
NL- 1001 EW Amsterdam
The Netherlands



ECEAT, the European Centre for Eco and Agro Tourism is an international non-governmental organisation for the promotion and integration of tourism in rural development, sustainable land use and nature protection. ECEAT has been established in 1992 - with financial support of the European Union - in order to promote tourism as an alternative source of income for the farmers and rural populations in Europe. From it's early start ECEAT has taken a practically and result oriented approach, taking the responsibility for the full tourism product development and marketing chain.

Network

At present ECEAT has representative offices in 22 European countries, including 10 countries in Central and Eastern European. As one of its core activities, ECEAT maintains a network of almost 2.000 small-scale accommodations within Europe. Via so-called "Green Holiday Guides" the accommodations are marketed to European consumers. Yearly more than 120.000 tourists visit the accommodations. Within each country the national representation is responsible for selection of entrepreneurs, training, product development, quality control and marketing (as well to individual consumers as tour operators).

International office

Within the International office of ECEAT in Amsterdam, two departments exist. The Product - Market department is responsible for product development and marketing of the "ECEAT product". The Projects and expertise department is initiating innovative projects in the field of rural tourism and supports through consultancy services the development of small-scale and ecotourism tourism in general, particularly in transition countries.

Projects and expertise

ECEAT has build up a strong record of "on the ground" expertise in the development and marketing of small-scale and rural tourism. Based on these experiences ECEAT offers it's knowledge to third parties. With the motto "we start where others end" ECEAT is able - based on a quick understanding of problems and opportunities - to immediately focus on concrete results through practical training's, tools, manuals, handbooks and institutional building based on more than 10 years of practical experience in tourism product development and marketing.

Main activities

Eco Agro Tourism product development and marketing

From an initial start in Central Europe ECEAT has been expanded into almost all European countries. In addition to small accommodations including farm camp sites, small hotels, home-stays and holiday homes ECEAT is also active in trail development (e.g. "Heritage trails") handicraft development (Slovakia) and tour development. With the active support of ECEAT similar product concepts and networks have been established in the Southern Hemisphere.

Every year national marketing and promotion campaigns are launched in order to promote the ECEAT Green Holiday Guides. The guides are published in different European languages and in the major target markets such as the Benelux, Germany, Great Britain and France. In the Netherlands the guidebooks are issued in co-operation with the Dutch Touring Club, ANWB.

Matching with tour operators

With the support of ECEAT local tourism products are integrated into the packages of tour operators, including products developed by other initiatives such as Community Based Tourism products of the Dutch Development organisation SNV and tourism products of WWF and UNESCO.

In order to make the service more effective ECEAT has recently established the Green Travel Market, a virtual Business-to-Business market place to match "Green" and "Community based" tourism products from mainly transition and developing countries to the European and Northern American tour operator market. As part of the Green Travel Market ECEAT maintains a database of more than 2.000 tour operators and an international network of so-called "match-makers", who maintain a strong personal network of tour operators in their country.

Eco-tourism

Next to rural areas and small-scale tourism ECEAT focuses on the development of sustainable tourism within natural areas: eco-tourism. According to our approach tourism can provide a serious contribution to nature protection by creating (alternative) sources of income for the local populations. ECEAT co-operates closely international networks for the promotion

of eco-tourism such as the European Federation of National parks (EUROPARC), The International Ecotourism Society and the WWF PAN-Parks initiative, which focuses on sustainable tourism development in Central Europe.

Regional development

Small-scale tourism can be an important element in the development of a region. Through its national and regional centres, ECEAT actively advocates the interests of a sustainable tourism development creating benefits for the local population. Some of the regional centres are active in the marketing of (organic) foods; others are involved in village restoration or conservation. Often ECEAT representatives take an active position in the regional development planning process.

Recent experiences include the "CIVIL LINK" project aimed at participated rural development in the mountainous regions of East Slovakia. In April 2002, ECEAT concluded a PHARE project to support women farmers in the South of Poland. Production groups have been established and a marketing organisation has been created for locally produced fruit and vegetable products.

Training and education

ECEAT has training programmes for micro-entrepreneurs, local tour operators and leaders of local associations. ECEAT has published several manuals for accommodation holders, which inform them about basic standards, business planning, hospitality, product development, marketing, promotion and legal aspects. Each year, the ECEAT regional centres organise training workshops for the accommodation holders.

Experiences include several Train the Trainer courses in Lithuania and the Ukraine and the training of 200 micro-enterprises in Palanga, a coastal resort in Lithuania. Recently ECEAT established with the support of the European Union a network linking all rural tourism business development trainers in Europe under one association. As part of the project standardised state of the art curricula and training material will be developed based on the best available practises.

Quality standards

For the successful marketing of micro-enterprises minimum quality standards are essential. Next to standards for its associated enterprises ECEAT has been developing and implementing quality systems for external parties such as the Estonian Countryside Holiday association and for Lithuanian coastal accommodations. The systems are based on the specific local conditions within rural areas and transition countries. Next to the often by governments regulated basic standards ECEAT has experience with advanced standards (grading and classification) and the consideration of subjective aspects such as hospitality, atmosphere and quality of surroundings. Separate systems have been developed to assess the environmental quality of a tourism product.

Environmental certification

From an initial start with environmental certification of rural accommodations ECEAT recently took the initiative together with Ecotrans and NFI to establish a European Accreditation and marketing system for sustainability certification system. The initiative called VISIT (Voluntary Initiatives for Sustainability in Tourism) is supported by the EU LIFE programme and unites the 10 most advanced tourism ecolabels in Europe. As part of the initiative indicators for sustainable destinations and minimum standards for ecolabels have been developed. The VISIT Holiday guide promotes the more than 1.000 certified accommodations via as well a paper version as the Internet to the European public.

Website: www.eceat.org



The European VISIT initiative

VISIT

“In the future our main concern will no longer be whether we can travel to every place on earth. Our main concern will be that it is worthwhile arriving there.”
(Herman Löns, German poet, 1908)

VISIT is the joint European initiative for the promotion of Ecolabels and sustainable tourism development. VISIT means both an invitation to consumers: “Your VISIT makes the difference – the choice is yours!” and an invitation to tourism suppliers to use VISIT as their platform for “Voluntary Initiatives for Sustainability in Tourism”.

In Europe there are about 40 regional, national and international Ecolabels for tourism. Their diversity and limited effectiveness so far on the one hand, and the development of Europe towards a single market on the other require joint efforts. To achieve this, in 2001 VISIT started to co-operate with 10 leading ecolabels in Europe and to develop Common Basic Standards for their criteria and verification procedures. In 2002 this VISIT standard helps to identify those Ecolabels which guarantee a high environmental quality of their certified hotels, campsites, beaches or marinas and which perfectly meet the expectations of the consumers: e.g. German tourists simply want to have high environmental quality in their chosen holiday destinations and recognise this as “quality plus“. The VISIT motto is therefore: “Caring for the Environment is caring for the Visitor“. From 2002 this message will be disseminated in several countries. In 2003 VISIT will be entitled to promote more than 1000 certified accommodation enterprises in Europe to both consumers and tour operators. In 2004 VISIT will be established as a European accreditation body for Ecolabels for Tourism.

VISIT is supported by

- ECEAT - European Centre for Eco-Agro Tourism
- ECOTRANS - European Network for Sustainable Tourism Development
- NFI - Friends of Nature International
- Stattreisen Hannover
- ARPA - Environmental Agency of Emilia Romagna

In 2002, in collaboration with the EEA-European Environmental Agency, a set of European Indicators for Sustainable Tourism Development in Destinations is being developed. These indicators will provide guidance for all voluntary initiatives in Europe. National and international organisations are very welcome to join the VISIT initiative as supporters. VISIT is funded from 2001 – 2003 as “demonstration project” by LIFE, the Environmental programme of the European Union, and represents a European contribution to the International Year of Ecotourism 2002

Ecolabels

The VISIT initiative is open for all Ecolabels for Tourism in Europe. In 2001 already 10 leading Ecolabels for Tourism in Europe started to collaborate with VISIT and to build a common platform. As “Working Group Ecolabels” they significantly contribute to the main VISIT activities:

- development of and participation at the Common Basic Standards (2001-2002),
- monitoring environmental consumption of their certified accommodation establishments (2002-2003)
- support of the VISIT Image Campaign (2002-2003),
- joint promotion of their certified products to consumers and tour operators (2003).

Every Ecolabel for Tourism in Europe is very welcome to contact VISIT.

Partners & Supporters

During the project phase the VISIT initiative is supported by the five project partners, the participating Ecolabels and further tourism, consumers and environmental organisations. All these organisations actively want to support more sustainable tourism development in Europe. The VISIT project gives them a platform to strengthen their own “Voluntary Initiatives for Sustainability in Tourism” and to collaborate with the VISIT Ecolabels and their certified products.

Every national or international tourism, consumers or environmental association in Europe is very welcome to contact VISIT.

European Indicators

The “European Indicators for Sustainable Tourism Development in Destinations” shall be help for all decision makers in destinations to assess the own situation on the local level. Every “environmentally friendly” hotel or camping site, beach or marina, sport or leisure facility, excursion or tour package shall significantly contribute to more sustainability. “Environmentally friendly” shall never exclude but incorporate all components of “sustainable tourism: a high level of environmental, natural and cultural quality, visitors’, population’s and entrepreneurs’ satisfaction, rich heritage for future generations. The VISIT set of key indicators is being developed in 2002 like follows:

- test of draft set of indicators in 6 -10 local destinations in Europe (May – July 2002)
- publication of the “draft indicators” on this web site for open discussion (from July 2002)
- European workshop (September 2002)
- publication of “VISIT indicators” (Autumn 2002)

Common Standards

The “Common Standards for Ecolabels for Tourism in Europe” include principles and requirements for the Ecolabels’ development, criteria and procedures, in accordance with the general ISO 14024 standards for Ecolabels. These standards are necessary to identify those Ecolabels that can give a guarantee for a high environmental performance of their certified products. The standards are being developed in close collaboration with the participating Ecolabels and further experts. Leading consumers, environmental and tourism organisations in Europe will be invited to comment on the draft final version. In Autumn 2002 the final version shall be recognised and published. Until the end of 2002 the compliance of the VISIT Ecolabels with the standards will be assessed, verified and approved. In 2003 the Common Standards shall be revised.

Every Ecolabel for Tourism in Europe and consumer, environmental or tourism organisation is very welcome to contact VISIT.

Image Campaign

In 2002 and 2003 the VISIT image campaign shall raise the awareness at the consumers for environmentally friendly travel and tourism as “quality plus”. In collaboration with media in Germany, in the Netherlands and in other countries the campaign includes

- publication of special Image Campaign advertising pages
- presentations of VISIT at fairs (2002: Reisepavillon, ITB, Op Pat)
- dissemination of brochures, leaflets, etc.
- Press releases, Articles
- special services for media partners

Every newspaper, magazine, radio or TV broadcasting company is very welcome to contact VISIT.

Countries

As European “demonstration project” in 2002-2003 VISIT concentrates its activities on Germany, the Netherlands, Austria, Italy and Spain. From 2003 in further countries special activities may be planned in collaboration with e.g. national Ecolabels and other organisations.

Every national or international tourism, consumers or environmental association in Europe is very welcome to contact VISIT.

Travel industry

Environmentally friendly tourism products – certified with one of the VISIT Ecolabels – fully meet the expectations of consumers. Tour operators and travel agencies shall have easy and comprehensive access to reliable and up-to-date information. In 2002 VISIT will actively contact hundreds of tour operators and provide special services to identify new business partners.

Every tour operator offering travel packages in Europe is very welcome to contact VISIT.

Consumers

Environmentally friendly tourism products fully meet the expectations of consumers. Consumers shall have easy and comprehensive access to the thousands of hotels, camping sites, marinas or beaches certified with one of the VISIT Ecolabels. In 2002 VISIT will compile and describe more than 1000 environmentally friendly accommodation enterprises. These “VISIT” products will be published as “Green Holiday Guide to Europe” with free access on the Internet. Print versions shall be published in collaboration with publishing houses in Germany and the Netherlands (ANWB).

Every publishing house is very welcome to contact VISIT.

Website: www.yourvisit.info

Ecological Tourism in Europe (E.T.E)
Am Michaelshof 8-10
D- 53177 Bonn
Germany



The society was founded in Bonn, Germany, in 1991 as a forum for national organisations supporting environmentally and socially responsible tourism. Currently ETE has six member organisations, which work in the fields of nature and environmental protection, tourism, youth, leisure and culture, and alternative forms of transportation.

ETE has set itself the following tasks and goals:

- Offering specific information and education about environmentally friendly and sustainable forms of tourism to providers of tourism services and tourists
- Initiating, supporting and carrying out of model projects designed to promote environmentally friendly and socially responsible tourism
- Political and administrative lobbying
- Initiating and implementing an environmental award scheme for the national tourism industry

In co-operation with other organisations, mainly from the nature and environmental conservation sectors, ETE carries out regional model projects designed to promote environmentally and socially sustainable tourism as a basis for or support of sustainable regional development in Germany and other European countries. The organisers of one of these projects, which promotes a sustainable regional tourism initiative in Gömöraszólyos, Hungary, were recently awarded the British Airways Tourism for Tomorrow Award, the Council of Europe's Landscape Award and the national Kós-Károly-Award for maintaining the built and natural environment.

It is because of these regional projects that ETE has broad and sound practical experience in the subject area of environmentally and socially responsible tourism, in particular concerning the needs for collaboration between the various actors on local level.

Moreover, ETE's public relations activities allow for the permanent representation of interests on the subject of environmentally and socially responsible tourism in the public, political and administrative sectors. It also provides specific information for tourists interested in environmental issues. ETE also organises conferences, expert meetings, information events, seminars and workshops both on the national and international levels.

Since 1998, ETE has been continuously working on international level on the tourism issue within the Commission for Sustainable Development and the Convention on Biological Diversity. In both processes, ETE supports the "International Guidelines for Sustainable Tourism".

ETE is supported by a regular of experts from the environmental and tourism sectors (some are self-employed, some work for one of the member organisations). The experts are integrated into the work of ETE according to individual project needs.

In Germany, ETE is a leading expert group in the environmental sector, working with others on initiating and implementing an environmental award scheme for the national tourism industry.

Website: www.oete.de

EKOPOLIS
Mala Okruzna 2
SK- 96901 Banska Stiavnica
Slovakia



The mission of the Ekopolis Foundation/EPCE Slovakia is to support the development of a diverse spectrum of viable and efficient citizen groups and initiatives in Slovakia in order to solve existing and prevent future environmental problems and to strengthen democratic processes in the country. The Ekopolis Foundation/EPCE Slovakia seeks to fulfil its mission by working towards the following organizational objectives:

- Increase the capacity of the environmental movement to address environmental challenges
- Identify and support specific strategies and trends that contribute to environmental sustainability
- Catalyse the development and spread the vision of sustainable living
- Stabilize a diverse spectrum of NGOs within the environmental movement
- Increase public participation in setting the environmental agenda
- Foster cooperation within the environmental movement, throughout society, and across national borders

- Ensure that the environmental movement will have long-term access to independent, domestic, and experienced financial and technical resources

Amber Trail Association, Banska Stiavnica, Slovakia

The mission of the association is to support sustainable development of less developed regions through tourism. Main task of the association is to direct the Amber Trail Greenways program, implemented by international consortium Environmental Partnership for Central Europe, which is active in Czech Republic, Hungary, Poland, Romania and Slovakia.

Two main activities of the association:

- Consulting and assistance - we provide financial and non-financial support in tourism development for small municipalities, communities and businesses as well as for managements of protected areas. This includes also expert activities - elaborating of strategies, conceptions, proposals, studies etc.
- Operating of tourism product - two main products are Visits of Banska Stiavnica and biking/hiking from Budapest to Krakow.

Website: <http://www.ekopolis.sk/en>

Greens/EFA in European Parliament Rue Wiertz PHS 6C84 B-Brussels



Paul Beeckmans is working at the European Parliament as adviser on Transport and Tourism for the Green/EFA group and focuses mainly on European sustainable transport and tourism policy in the EP-Committee on Regional, Transport and Tourism policy (RETT). The European Parliament has issued several STOA documents on 'actions promoting sustainable tourism' under

http://www.europarl.ep.ec/stoa/publi/default_en.htm:

- 1) executive summary STOA 103, 02/2002 (all EU languages available)
- 2) **final study STOA 103 EN, 02/2002 (only in English).**

Website: www.greens-efa.org

**Netherlands Committee for IUCN
Biodiversity & Tourism program
Plantage Middenlaan 2b
NL- 1018 DD Amsterdam
The Netherlands
Tel. +31-20-3449453**



The Netherlands Committee for IUCN (NC-IUCN) is a cooperative agreement between the Dutch members of IUCN, and the Dutch members of the six international IUCN commissions. The Dutch State, as IUCN member, has an observer status with the Committee.

NC-IUCN functions as a platform and sounding board for the Dutch members of IUCN and the Dutch members of the international IUCN Commissions. The membership network is the

driving force behind the IUCN. Members interact with and support each other in pursuit of IUCN's mission.

The Daily Board of NC-IUCN is composed of representatives of the Dutch members of IUCN.

Program for Biodiversity & Tourism

The Netherlands Committee for IUCN (NC-IUCN) carries out a Program for Biodiversity & Tourism, following a request for such a program from the Dutch Ministry for Agriculture, Nature Conservation and Fisheries (LNV). The first aim of the program is the integration of biodiversity conservation aspects in the development of outbound tourism in the Netherlands, so that outbound tourism will become less harmful to nature and environment and where it possibly will make a positive contribution to nature and biodiversity conservation. The second aim is to stimulate the participation of local actors at destinations in the tourism development process between source and destination countries, so that development happens according to needs at the destination and contributes economically to local actors.

The activities of the program are meant to facilitate to the Dutch outbound tourism industry and the tourism education institutions, as well as to develop policies and guidelines for tour operators, policy makers and NGOs in the Netherlands as well as in destination countries. The program has a time span of four years and started in the second half of 2002.

The activities of the program can be dealt into five groups:

Co-operation with the tourism industry, i.e.:

- Organising annual workshops on the relationship between tourism and nature/ biodiversity conservation
- Developing tools for tour operators to integrate nature conservation into their Product Oriented Environmental Management System (the Dutch umbrella organisation for tour operators has decided that from November 2003 onwards every member organisation needs to have such a system in place, the so-called PMZ)
- Further development of Natourdata.net, an on-line database with information on flora and fauna at different destinations as well as information on local NGOs. The information is meant as 'trip preparation' for individual travellers, as well as orientation on destination 'nature specifics' for tour operators
- Facilitation of discussions on nature conservation in eco-labelling schemes (for example feasibility of labels for destinations/ resorts)

Awareness raising and education, i.e.:

- Developing teaching material (for example the production of a map of the world with details on Dutch travelling behaviour and impacts of tourism development on the destinations Dutch tourists travel to) and giving guest lectures
- Organising annual workshops for tourism students and lecturers (in co-operation with the Chair on Sustainable Tourism Development, Breda)
- Mediating for co-operation between small scale tourism entrepreneurs and local NGOs at destinations and the Dutch market, either through internet to individual travellers or directly with tour operators
- Setting the topic 'outbound tourism and nature' on the agenda of policymakers and interest groups, through articles, publications and quarterly newsletters

Internationalisation, a.o.:

- Initiating the development of and drafting a Tourism Policy for the international IUCN network
- Initiating an IUCN tourism task force of national and regional offices which implement tourism projects

- Communicating international processes regarding sustainable tourism to relevant parties in the Netherlands

Knowledge Center

- Developing an on-line library for documentation, articles and publication references, as well as relevant organisations and persons in the field of Nature and Tourism
- Functioning as a focal point for questions on the topic, with quarterly newsletters for interested public.

Small grants program

- Implementing two project rounds (75.000 euro per round) aimed at financing projects from small entrepreneurs or NGOs in destination countries, focussed on developing or improving a sustainable tourism product.

Sounding board for the project is the Initiative for Sustainable Outbound Tourism, a platform of which several tour operators, government agents, educational institutions and NGOs are member. For several activities of the program national and international partners will be sought for co-operation.

Websites: www.nciucn.nl; www.natourdat.net (Dutch)

International Friends of Nature
Diefenbachgassen 36
A-1150 Wien
Austria



Overview – Projects of the International Friends of Nature (As per January 2003)

Landscapes of the Year

Every two years, the Friends of Nature proclaim a region "Landscape of the Year." The aim is to foster sustainable development in the region, with tourism being an important focus

- 1999/2000 – Bohemian Forest/Sumava (CZ, A, GER)

In the previous Landscape of the Year, the "Bohemian Forest," a cross-border mission statement was prepared with representatives of the region and sent to politicians, organisations and authorities. Two successful transboundary travels under the title "Tour d'Horizon" showed that cross-border cooperation opens up new perspectives. Friends of Nature in Bavaria, Upper Austria and Czechia are seeking to put in place a project for the protection of the pearly fresh-water mussel, whose population size was affected by the 2002 floods.

- 2001/2002 – The Old Flanders (B, F)

In the current Landscape of the Year, "The Old Flanders," the Friends of Nature focus on fostering gentle cultural tourism in the coastal hinterland. Joint projects under the umbrella of the Landscape of the Year "The Old Flanders" are: a monthly "Green Saturday" for discussions on topics concerning the region; the conversion of the "Visserhuis" Friends of Nature house into a ecological model operation; project days for schools and young people in the region; a cross-border "Tour d'Horizon;" the introduction of a programme to conserve

and re-grow the hedges typical of the region and laying out a " Flanders cultural path " – see below.

➤ Flanders Cultural Path (B, F)

In the framework of the Landscape of the Year, a natural and cultural route through Flanders is to be created and described. It is to focus on the natural and cultural heritage of the region and guide the visitor through the countryside. This is to provide an impetus to tourism in the hinterland away from the coastal region and to promote business in these areas. The special feature of the path is the fact that it seeks to foster activities of gentle tourism (hiking, cycling, boating) and that it is laid out in such a way that one can travel on public transport without requiring a car. All the routes are conceived for round trips where the places of departure and arrival are identical or offer public transport to the place of departure at the final destination. Nature and culture, enjoyment and experience are in the centre of the description so that the reader gets interested in the tour due to positive arguments. The aim is gentle tourism fostering nature, regional added value, ecological behaviour and environmentally compatible transport in keeping with the principle of sustainability without having to take recourse to preaching. It is simply a matter of enhanced holiday experiences.

➤ 2003/2004 – Lubusz Country (D, PL)

The new Landscape of the Year - the "Lubusz Country" - is situated on the German-Polish border in the Frankfurt/Oder area and includes the former bishopric of Lebus with a century-old, highly varied history. The region's fascinating cultural history and its beautiful natural scenery makes it an ideal destination for ecological, sustainable and gentle tourism. Intact natural environments such as the Oder-Warthemündung National Park, extensive forests and picturesque lakes, the underground tunnels of former fortifications which serve as hibernacula for approximately 30,000 bats, and a gentle-tourism infrastructure of hiking and cycling paths are attractions worth visiting. To stimulate transboundary, sustainable tourism will be one of the priority objectives pursued with the "Landscape of the Year" project. Poland's accession to the European Union lends added importance to transboundary cooperation in the new Landscape of the Year, whose motto, "The Lubusz Country – A Bridge Within Europe", has been chosen to stress this point.

In 2003, the focus will be on the production of information material about the Landscape of the Year, on the first regional conference on tourism, on an excursion specially arranged for press people, and on the international proclamation event (for dates see the IFN time table).

Tourism and Sustainability

➤ Leaflet on "Clever Travelling"

Deliberate decisions of tourists for a certain holiday destination or a certain way of travelling are an important factor in sustainable tourism. These decisions can be influenced by ethical and rational arguments. Arguments along the lines of "you shall" or "you may" are less helpful when leisure time is concerned because consumers (wrongly!) consider this to be a matter of personal freedom. However, sustainability and the quality of holiday and leisure time are closely related. A leaflet containing positive arguments for better travelling is to contribute to influencing the decision-making process towards sustainable holidays. The leaflet is available in German, English and French. It is supplemented with an Internet questionnaire designed for users to check their own travelling behaviour and offering tips for changing it. Address: www.checkyourtravel.info

➤ Internet Portal "MFAlps" – Mountain Forum Alps

In the course of the establishment of the European Mountain Forum, CIPRA International, Club Arc Alpin (CAA) and the International Friends of Nature have agreed on creating a joint Internet portal for the Alpine region in the framework of the EMF. In a first stage, this portal will consist of simple informative elements, details will be provided via links to the international websites of the three organisations and the national member organisations in

the Alpine region. The portal is to be presented to the public in 2002 as a contribution to the International Year of Mountains. Address: www.mfalps.net.

➤ Promoting Community-Based Village Tourism in Senegal "Be Our Guest in Senegal"
An ecological tourism project is to be developed in a co-operation of European Friends of Nature and the Friends of Nature in Senegal; it will foster community-based tourism in the hinterland of Senegal where visitors can get to know the country and her people in an authentic way and support regional projects. The focus will be on co-operation among Friends of Nature under the motto "Be the Friends of Nature's Guest." After a preparatory seminar in 2001, a vade-mecum for visitors was published (in German and French) in 2002. The book is available from the IFN Office at a price of 7.90 euro. A Tour d'Horizon to Senegal is being prepared.

➤ Agenda 21 for European Tourism
Under the political system of Europe, tourism is at present the sole responsibility of the member's states. This distribution of responsibilities dates back to a time when tourism did not generate any negative effects over distances (traffic loads). Moreover, various other policy areas of the European Union (transport, agriculture, regional policy, environment) have a positive or negative bearing on what happens in tourism. The IFN has for a long time demanded a consistent framework for a European tourism policy. The EU Council of Ministers for the Internal Market has now given instructions to develop an Agenda 21 for European tourism. The IFN is involved in the process as a member of the steering group.

➤ European Quality Label for Tourist Operations
Europe alone boasts more than 40 quality labels for ecological tourism. The situation is hard to see through for the consumer and many quality labels do not meet general standards (see also the VISIT project described below). Therefore, the International Friends of Nature support efforts to create a European quality label for tourist operations in the framework of the European quality label system and co-operates in a working group headed by the Italian national environmental agency.

➤ ECO-TOUR – Ecological Tourism on the Internet
With the Internet database for ecological tourism programmes, regions and accommodations (www.eco-tour.org) the Friends of Nature wish to match supply and demand. Over 600,000 hits per month evidence that lots of people are interested in ecological holidays. The data base lists all the enterprises holding existing eco-labels (e.g. the Austrian Eco-Label for Tourism Enterprises). The data base will shortly be revised to update information and improve user service.

➤ LIFE Project "VISIT": Voluntary Initiatives for Sustainability in Tourism demonstrating how Ecolabels can move the European tourism market towards sustainability
In 2001 about 40 quality labels for ecological tourism, mainly for accommodation, existed in Europe. The quality standard of these quality labels has meanwhile reached a high level but their impact on the tourism market is still low. Moreover, some have jumped the bandwagon and deceive the consumer with insufficient standards. Strengthening the market position of these quality labels requires a joint standard encompassing the principles, criteria and awarding procedures on the one hand, and a common network to reinforce PR and advertising on the other, so as to give the quality label enhanced visibility vis-à-vis the consumer. Tour operators and consumer organisations are to be taken on board in this process.

The Community project VISIT is to show how quality labels can be used as effective instruments to change the European tourism market towards sustainability. The IFN is a co-operation partner of VISIT and responsible for the scientific framework of the project as well as communication to the consumer; the existing channels via Eco-tour.org and the national federations of the Friends of Nature could play an important role in this process.

Within the framework of this project indicators for sustainability at tourism destinations were generated together with tourism experts, as it became increasingly obvious that sustainability in tourism depends essentially on spatial planning, traffic management and regional environmental protection. Since ecologically managed businesses cannot be successful in adverse conditions, efforts must be made to identify and to take account of prevailing conditions.

Environment

➤ Green Paths for the Future

With the "Green Paths" project the Friends of Nature wish to link hiking and walking with the imparting of information, knowledge and experience. More than 200 themed walks and paths have been developed and organised or laid out respectively by the participating Friends of Nature groups since the campaign started in 1999. See also: www.nfi.at/green-paths/d/

➤ Water Guardianships in Austria

In continuation of the project "Blue Rivers for Europe" the Friends of Nature launched a project for water guardianships in co-operation with schools. Working materials and a travelling exhibition were prepared for the purpose. See also:

<http://www.nfi.at/water/index.htm>

➤ Water in Europe

Young people create their own homepage in the Year of Freshwater.

2003 is the international Year of Freshwater. The implementation of the EU Framework Directive on Water calls for the active involvement of citizens and for a reorientation towards sustainable use of water. Water is a fascinating element and an interesting topic also in the eyes of young people. When collecting new information on a topic, students and young people frequently opt for the Internet as their source of information.

With a view to acquainting young people with the topic of "Water in Europe", a homepage will be set up and provide information on crucial questions, such as pollution, quality, water as food, sustainable use, water saving, democratic monitoring of water resources. This exercise will be linked with a contest for young people who create their own homepages.

Target groups are young people, pupils and students, local Friends-of-Nature groups, and members.

The homepages entered for the contest will be judged by a jury and then presented at a special event.

➤ Preserving Landscapes – Experiencing Europe

Natura 2000, the Community protection system, offers opportunities for individual regions and for tourism. Preserving traditional cultural and natural sites contributes substantially to regional quality of life (e.g. by providing space for leisure and recreation). Moreover it is a prerequisite for nature-based tourism. Preserving landscapes is also one of the priorities in the pro-environment work engaged in by Friends of Nature. This is why we wish to demonstrate within the framework of the Natura-2000 project how Friends-of-Nature groups can use the project to good purpose or can contribute to it.

The first step taken was to generate information material for groups. In 2003, we intend to invite groups interested in running model projects in their regions to a seminar where the next steps are to be jointly set out. The purpose of the project is to build and support specific partnership programmes linking Friends-of-Nature groups to Natura 2000 sites.

➤ Community "Green Days"

As part of Green Week in Brussels, which will coincide with the week marked by International Environment Day (6 June), a number of nature-based events are to be mounted throughout Europe. In the past, Friends-of-Nature groups arranged excursions and events designed to

attract public attention to mark Environment Day, and they will take similar action in support of the EU Commission's "Green Days".

Friends of Nature Houses

- www.nfhouse.org

All Friends of Nature houses are to be advertised on the Web via this Internet data base. At present the houses in Austria, Switzerland, the Netherlands and individual German Länder have been entered. The site is being completed at present. It offers a new feature of decentralised data maintenance via the Internet.

- Environmental Training Centre in Senegal

The Friends of Nature of Senegal are creating an environmental training centre in Mboa near Dakar. In 2001 a drive for donations of the Friends of Nature national federations as well as public funds helped them to set up a tree nursery, a shadow house and a community house. Work on the main building was started in 2002 and is to be completed in the autumn of 2003.

- Mission Statement for Friends of Nature Houses

In the course of almost a hundred years Friends of Nature federations throughout Europe created nearly 1,000 Friends of Nature houses. Most of these houses served to make nature accessible to tourists, to offer socially equitable and low-cost accommodation and to function as clubhouses for the Friends of Nature groups. Many of these functions have undergone changes in the course of development: many Friends of Nature houses are now accessible by road or cable-way, visitors are looking for a minimum of convenience. Today the majority day trippers and overnight guests are not Friends of Nature members.

The Friends of Nature houses are not only a showcase of the organisation, they also offer the unique chance of drawing the attention of non-members to the Friends of Nature idea. The objectives of the Friends of Nature movement should be credibly reflected in the design, offers and operations of the houses.

A mission statement aims at a common orientation of our work to the attainment of common goals on the one hand, and at external communication towards our target groups for joint marketing of our houses on the other. The mission statement was adopted by the IFN Congress in Wildhaus and will be widely distributed in 2003.

Europe and Sustainable Development

Along with seven European environmentalist organisations (Green 8) the International Friends of Nature are actively involved in the process of re-orienting European policies towards sustainable development. In the past, this involved the following decisive stages:

- the reform of the Treaty of Nice
- the integration strategy aiming at the implementation of environmental mainstreaming
- the European Sustainability Strategy, which was adopted at the Gothenburg summit
- the Lisbon Process which obliges the EU to report on progress in the field of sustainable development every year; a set of 35 indicators was created for that purpose

In the next few years, work will focus on

- checking the impact of European policy on global sustainability
- the implementation of the 6th Environmental Action Programme (in particular the development of the so-called "Thematic Strategies")
- further development of the indicator set for the Lisbon Process because coverage of the environmental field is still insufficient (data are not available Europe-wide as yet)
- closely following the work of the "European Convention" on a European Constitution.

Sustainable Development at the Global Level

➤ Tourism and globalisation

In the run-up to the World Summit for Sustainable Development in Johannesburg and within the framework of the International Year of Ecotourism the IFN, together with other associations holding a critical view of tourism, conceived and published 10 guiding principles and demands for viable development in the 21st century. Under the heading, "Red Card for Tourism", they were addressed to those responsible for tourism. In a joint letter to the United Nations a strong case was made for tourism being increasingly involved in sustainability strategies at the international level and for tourism being well placed to make useful contributions. At the IFN-Congress in Wildhaus a declaration on "Tourism and Sustainability in the 21st Century" was adopted and will provide the basis for IFN activities in the forthcoming years.

➤ GATS – Liberalisation of services under the World Trade Agreement

The World Trade Organisation (WTO) has launched a new round of negotiations with a view to achieving maximum liberalisation of the services sector. Apart from tourism this would affect primarily public services (such as education, health care, water supply, etc.), thus constituting an imminent danger to community-based services managed in a spirit of democracy and solidarity. If all these services are to be subjected to the principle of profit maximisation, people in developing countries but also many people in Europe and in the industrialised countries will no longer be able to afford them. Hopes that privatisation would bring down the prices of these services have been dashed. On the contrary, the quality of services has deteriorated and prices had to be raised. IFN together with other organisations (such as ATAC) will combat GATS out of the conviction that we need more rather than fewer democratic services.

Website: www.nfi.at

Naturfreundejugend Deutschlands
Haus Humboldtstein
D-53424 Remagen
Germany



The Young Nature Friends (YNF) is the youth organisation of the Nature Friends. Nature Friends (NF) were founded as "Touristenverein Die Naturfreunde" about 100 years ago. In the age of incipient tourism the organisation succeeded in making nature accessible to broader population strata by providing requisite recreational and travel facilities. Even then, the organisation's activities were aimed at getting people to beautiful natural settings, at awakening their love of nature and at imparting to them knowledge about nature and culture. For over 100 years, rambles, outings and trips, as well as seminars and stays in Nature Friends' Houses have been part of the life of the federation.

YNF promotes ecological involvement of young people and supports young people's commitment to the environment and the sustainable development of society. A main field of our work are trips and holiday camps in which we practice a form of tourism that respects nature, culture and social structures. For carrying out the trips with children and young people, we orientate ourselves at Nature Friends' set of values in which eco-tourism is the essence of our travel philosophy: environmentally-friendly and socially acceptable. Our travel

offers contribute to practicing a sustainable lifestyle. Last year we passed "Guidelines for trips and holiday camps of German Young Nature Friends" after an intensive inner-confederational discussion. It shall apply to the complete children's and youth federation including its subdivisions und contains the target of eco-tourism and practicing a sustainable lifestyle in a relaxed atmosphere on holiday.

YNF are working on the field of eco-tourism already for many years, we published several books (i.e. "Reisen auf die sanfte Tour") and material (especially about sports in nature and how to combine sports and environment) and were involved in the project Top Team NaTour. YNF also organizes trainings for team leaders of holiday-camps in the field of sustainable tourism.

At he moment we are organizing a project called "Lern- und Erlebnisort Großschutzgebiete". Under www.lustaufnatur.net all protected areas in Germany are listed with their offers in environment-education for visits and travels of children, families, classes and youth. With that project we want to create an overview of all offers that give the possibility to learn in nature, learn with nature and from nature. The aim is to give more information and to make journeys into protected areas –in which a sustainable lifestyle can be experienced and sustainable tourism can be practiced- more attractive for children and youth.

Website: www.naturfreundejugend.de

Öko-Institut e.V.
Institut für angewandte Ökologie
Novalisstr. 10
D- 10115 Berlin
Germany



Öko-Institut (Institut für angewandte Ökologie Institute for Applied Ecology, a registered non-profit association) was founded in 1977. Its founding was closely connected to the conflict over the building of the nuclear power plant in Wyhl (on the Rhine near the city of Freiburg, the seat of the Institute). The objective of the Institute was and is environmental research independent of government and industry, for the benefit of society. The results of our research are made available to the public.

Our mission is to analyse and evaluate current and future environmental problems, to point out risks, and to develop and implement problem-solving strategies and measures. In doing so, we follow the guiding principle of sustainable development.

Such solutions only have a chance of succeeding if they are environmentally appropriate, socially justified and economically feasible. Therefore, research at the Öko-Institut combines the areas of fundamental re-search, development of concepts, and implementation in practice. Besides scientific work, a wide range of consulting activities and project-related communication form part of our approach. We strive to deliver innovation, action orientation, interdisciplinarity and networking. An international perspective on research is of growing importance.

Website: www.oekoinstitut.de

Innovative Marketing Concepts for Sustainable Tourism Proposals (INVENT)

Joint Project of the Federal Ministry of Education and Research on "Sustainable Management in Tourism"

Tourism is today an important growth industry worldwide, and it will also play an important economic role in the future. Apart from its economic and socio-cultural significance, the adverse environmental effects of tourism have in recent years become the focus of public attention. Because an intact environment is a prerequisite for the long-term, economically successful development of tourism, it must be in the best interest of industry operators to run their businesses on a sustainable basis. Here, tour operators, travel industry associations and other operators, such as transportation companies, hotels, restaurants and suppliers of holiday-related services, play a central role. With new, innovative products for package holidays and the mass market they can decisively influence the sustainable development of the travel market. Although the attention of different tourism industry operators is already focused on the topics of sustainability, environment and tourism, the principle of sustainability has up to now not been fully considered in the development of holiday offers. Travel arrangements orientated towards sustainability are already on offer, but they frequently cater only for the niche market of those consumers who are actively interested in the environment.

In co-operation with the *Deutsche Reisebüro und Reiseveranstalter Verband (DRV)*, and within the scope of the joint project, "*Innovative Vermarktungskonzepte nachhaltiger Tourismusangebote (INVENT)*" [Innovative Marketing Concepts for Sustainable Tourism Proposals], *Öko-Institut*, the *Faculty for Tourism Management of the University of Lüneburg* and the *Institut für sozial-ökologische Forschung (ISOE)* will develop, together with the project's industrial partners, *AMEROPA-Reisen GmbH* and *Deutsche Bahn AG*, model innovative and sustainable tourism projects specifically aimed at the package holiday and the mass market. A key question is how sustainable products can be specially developed for the mass market, and how a larger proportion of holidaymakers can be won over to holiday offers that meet the criteria of sustainability. In an integrative approach directed at all operators, the holiday as a whole will be considered, from the outward journey, to the holiday itself along with accommodation and activities, to the return journey. The departure point for the development of travel proposals is the integration of sustainability objectives into the strategic marketing of tourism enterprises.

The research project is divided into six phases:

1. The aim of the first phase is the identification and concretisation of standards and criteria for the sustainable development of travel proposals, as well as for sustainable service-related and functional innovation in tourism. In addition, starting points should be identified in classical marketing planning for integrating the principle of sustainable development.
2. The second phase of the project begins with a differentiated presentation of the present-day travel market. In addition, trends will be investigated not only among tourists but also on the part of travel operators. On the basis of an economic, ecological and social analysis of the private travel market, as well as of demand patterns, travel segments will be identified that are relevant from the point of view of sustainability and will be investigated in greater detail in subsequent phases.
3. In the third phase, the selected travel segments are further differentiated within an extensive survey, in order to obtain a more profound understanding of travel motives and requirements. Here it is most important to identify both the willingness to change and the acceptance of sustainable tourism offers on the part of travellers, as well as their market potential.
4. Based on these extended analyses, sustainable marketing strategies for the selected target groups and travel segments will be developed in the fourth phase in co-operation with the project's industrial partners, *Deutsche Bahn AG* and *AMEROPA-Reisen GmbH*.

This will primarily concern offers on the mass market, considering in particular the means of transportation for different destinations and the potential for substituting rail travel for air and motor car travel. At the same time, general conditions and market prospects for the realization of the strategy will also be elaborated.

5. In close co-operation with the project's industrial partners, and on the basis of developed sustainable marketing strategies, innovative sustainable travel proposals will be specifically developed for the mass market with the help of the strategic marketing mechanism, and their realization will be planned with operators at the target destinations.
6. Beginning with the presentation of initial results at the International Tourism Exchange (ITB) in Berlin in the spring of 2004, the concluding phase will serve the purpose of securing and promoting the broad application of the project's results, of providing the travel industry with an instrument for assessing tourism proposals and of helping sustainable tourism products to achieve a significant market share.

To ensure the extensive feedback of research findings to practical applications, a project advisory board will be set up, comprising senior representatives of the tourism industry as well as opinion-forming politicians and scientists. The INVENT project is supported by the Federal Ministry of Education and Research and will run for a period of three years.

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**Stichting Recreatie
Raamweg 19
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The Netherlands**



The Stichting Recreatie, the Dutch recreation expert and innovation centre, collects, develops and spreads information on leisure and recreation related issues. Important customers are the Ministry of Agriculture, Nature management and Fisheries, Ministry of Housing, Spatial Planning and the Environment and the Ministry of Public Health, Welfare and Sport. Furthermore customers are the provinces, communes, the state forest organisation, other nature conservation organisations and sector organisations in tourism and recreation. With its information and expertise the centre supports the policy makers within these organisations. Please also visit our website: www.stichtingrecreatie.nl

The Stichting Recreatie has been working in the recreation, tourism and nature field since 1958, always trying to find a balance between the interests of these sectors. Many projects of the Stichting Recreatie have a relationship with sustainability. Specific actions on sustainability in the last years have been the development of a guide book on sustainable energy production in large green areas and the development of the concept of recreation and leisure close to home. Furthermore the Stichting Recreatie was responsible for the project secretariat of the national Agenda for the Environment, Tourism and Leisure, a joint initiative by five ministries and twelve national organisations in the tourism and leisure sector.

Website: www.kicrecreatie.agro.nl

Verband Deutscher Gebirgs- und Wandervereine e.V.
Wilhelmshöher Allee 157-159
D- 34121 Kassel
Germany



The „German Rambling Association” is the umbrella organisation of 56 German ramblings clubs, covering about 3.000 local clubs with more than 600.000 members. We maintain 190.000 km of marked trails and more than 130 lodgings for overnight. Our guided tours for members and non-members are yearly joined by more than 2.200.000 ramblers. One of our main goals is to protect our cultural and natural heritage.

The German Rambling Association is a founder and member of the European Ramblers Association, now located in Praha, which has 55 member organisations in 27 European countries, representing 5.000.000 walkers.

Website: www.wanderverband.de

World Wildlife Fund (WWF)
Fachbereich Meer und Küsten
Am Gütpohl 1
D- 28757 Bremen
Germany



WWF is a global organization acting locally through a network of family offices. All these offices do all they can to halt the accelerating destruction of our natural world.

Since its inception in 1961, WWF has worked to conserve nature and ecological processes through a combination of action on the ground, national and international advocacy work to establish appropriate policies, and international campaigns to highlight and demonstrate solutions to crucial environmental problems.

Indeed, over the course of its 42-year history, WWF has contributed significantly to the development and impact of the world conservation movement and to sustainable development in a period of great pressure on the world's natural resources.

Nature conservation is more than just field work

WWF will continue to fight for the protection of nature's special places and species, and work with market mechanisms like the Forest Stewardship Council (FSC) and the Marine Stewardship Council (MSC) to ensure that the utilization of natural resources is sustainable.

We see the private sector as a critical partner in these endeavors, as well as those governments and individuals willing to take courageous decisions in support of the environment.

Creating momentum to break through the problems

Through conservation successes in a few well chosen areas, and effective communication of the results, WWF aims to create the momentum necessary to challenge the root causes of the degradation of our planet's environment.

The global issues are

Climate Change Programme

The regular beat of the world's climate drives the seasons and regulates weather patterns. Climate change and global warming are matters of life and death. Increasing levels of air pollution threaten the survival of nature and the well-being of people around the world.

Forests For Life Programme

With over 150 forest officers worldwide and more than 300 on-the-ground projects backed up by scientific analysis, and by advocacy work at the policy level, WWF spends in excess of US\$ 40 million every year seeking solutions to the problems and threats facing the world's forests.

Living Waters Programme

By the year 2025, two-thirds of the world's population could experience water shortages.

Endangered Seas Programme

Over-fishing, inadequate management and habitat loss have pushed fish stocks to their lowest levels in history.

Species Programme

Thousands of species of plants and animals are under increasing threat. Every day, added pressures such as loss of habitat, illegal trade, over-hunting, pollution, and the effects of climate change and economic development take their toll.

Toxics Programme

Pollution from toxic chemicals threatens life on this planet. Every ocean and every continent, from the tropics to the once-pristine polar regions, is contaminated.

The marine and coastal division exists since 20 years with meanwhile three offices in Bremen, Husum and Stralsund. The team concentrates on lobby- and public relations work, organizes public campaigns and symposiums, expert reports and supports the cooperation between coastal NGOs.

In the working field of tourism the marine and coastal division for example:

- encourages the national parks in north- and Baltic sea
- supports several environmental information centres
- has several ongoing cooperation for example with the German Railway "Fahrtziel Natur"
- joins a multi stakeholder process in Greifswalder Bodden to create a new joint concept for the water zone system
- and is founder for the project on the CURONIAN SPIT /Kaliningrad, Russia.

Website: www.wwf.de

4.2 Governmental organisations

Federal Agency for Nature conservation
Unit II 2.3 "Tourism, sports activities and recreation"
 Konstantinstr. 110
 D- 53177 Bonn
 Germany



The Federal Agency for Nature Conservation (BfN) is the central Federal scientific agency for national and international nature conservation and landscape management in Germany. It is organised as part of the Federal Environment Ministry's sphere of responsibility.

The Federal Agency for Nature Conservation:

- Advises the Federal Environment Ministry and the Federal Government in all fields of national and international nature conservation and landscape management.
- Supports major nature conservation projects all over Germany, including pilot projects relevant to nature conservation
- Has responsibility for approving imports and exports of legally protected plant and animal species
- Carries out research in support of these tasks and commissions research
- Provides information regarding nature conservation issues.

The Unit for *Tourism, Sports activities and recreation* is part of the BfN's division "Integrative nature conservation and sustainable use".

It collects, develops and disseminates information on nature conservation and tourism, sports and recreation. It analyses and evaluates current and future problems, develops problem solving strategies and measures. Furthermore it initiates and supports research and case studies. The unit is presenting its work at conferences and workshops, at fairs (ITB, Reisepavillon, AERO) and in a broad scope of publications.

The initiative for the development of International Guidelines for sustainable tourism development started in 1995. The BfN has elaborated a first draft. Since then, BfN pushed the further development with conferences, workshops and case studies.

On the regional level and in the European context, BfN is doing case studies and pilot projects to implement the European Charter for sustainable tourism in protected areas. By 2003 three nature parks have been awarded the European Charter (Frankenwald, Steinhuder Meer and Isle of Usedom). The BfN is continuing these activities by doing pilot projects in the Biosphere reserve Pfälzer Wald and the Harz National Park. A parallel project is under way to compare the European Charter with initiatives promoting regional sustainable development (such as LEADER+ and Regionen Aktiv) and to make use of possible synergies.

A research project on the economic effects deriving from tourism in protected areas is about to start.

Tourism is interlinked with sports activities in nature and landscape. BfN developed an internet-based information system on nature-sports-activities and nature conservation (www.natursportinfo.de).

These projects do all promote a shift towards co-operation, responsibility and voluntary commitments. Furthermore, the projects implement the principle of sustainable development.

Ministry of Agriculture, Nature management and Fisheries
Rural Development and Outdoor Recreation
Bezuidenhoutseweg 73
Postbus 20401
NL-2500 EK Den Haag
The Netherlands



agriculture, nature management
and fisheries

The Ministry of Agriculture, Nature Management and Fisheries has to get to grips with a number of fundamental social changes affecting its policy areas. There is for instance the increasing public awareness of food safety, the use of rural areas and the changing perceptions about the role and value of farming. These changes, and the consequences for the work of the organisation, led the Ministry to formulate a new mission statement in July 2000. It expresses the objectives that the Ministry sets for itself and is a statement of the Ministry's remit. The Ministry's mission statement reads as follows:

Food production and rural areas of international standing

By food production we refer particularly to food safety and security. Food production of international standing implies the maintenance of a strong competitive position, both nationally and internationally. And a high quality standard that demands the best expertise.

Rural areas mean more than nature alone; it also refers to liveability, recreation, farming, and the resources of space, tranquillity and water. Rural Areas of international standing reflects the importance of the Netherlands as a location for businesses operating in the global economy, but also refers to its wetlands that are nature areas of international significance.

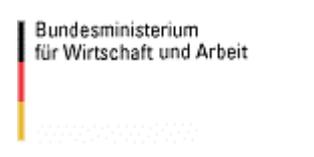
Many of the most important Dutch 'green' products referred to here include: flowers, plants, trees and propagation material. The concept of food production and rural areas combines a number of issues: farming, fisheries, nature, respect for land, the consumer, the citizen, countryside visitor and nature lover. As a whole they represent an enormous economic, social and cultural strength equal to that of the Netherlands' urban areas.

The Ministry of Agriculture, Nature Management and Fisheries works to realise this mission by:

- **organising public debate on important issues in its sphere of work**
- offering clear political choices
- ensuring that its policy has practical validity
- being accountable to the public
- keeping an eye on the international context.

Website: www.minlnv.nl

Ministry of Economics and Labour
Scharnhorststrasse 36
D- 10115 Berlin
Germany



The Federal Ministry for Economy and Labour is working for the further improvement of the framework conditions for the tourism industry:

- the tax reform
- the action programme for medium size enterprises
- the programmes for funding for medium size enterprises and regional funding for structurally lagging regions, e.g. the ERP-programme (European Recovery Programme) and the programme of the Federal State and the German Länder for the improvement of the regional economic structure (Gemeinschaftsaufgabe zur Verbesserung der regionalen Wirtschaftsstruktur GA).
- further reduction of bureaucratic procedures (e.g. the prize labeling in €)

Furthermore specific measures aim at the enhancement of the tourism industry's competitiveness:

- continued high level allocation to the Deutsche Zentrale für Tourismus (DZT)
- financial support of a center of competence „E-business in tourism“
- measures to support quality and sustainability in tourism, such as the creation of a umbrella brand name for environmentally friendly tourism, projects for the tourist marketing of national parks, concerning bike tourism and quality management.
- pilot projects to support Public-Private-Partnerships and enhance international co-operation (e.g. tourism in the Baltic Sea Region).
- strengthening of bilateral and multilateral tourism relationships

Contact:

Referat II A 5 "Tourismuspolitik"

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Website: www.bmwa.de

Umweltbundesamt
Postfach 33 00 22
D- 14191 Berlin
Germany



The Federal Environmental Agency is an independent federal authority advising the German federal government in all environmental matters.

The main political goals of the German government with respect to sustainable tourism are both, to establish a German standard for sustainable tourism and to promote environmentally friendly tourism products.

The Office of Environment and Tourism, Sport and Leisure develops concepts of sustainable tourism as well as communication strategies for sustainable consumer behaviour in those three subject areas.

5. Sustainable tourism in the South-East Rügen Biosphere Reserve

5.1 The South East Rügen Biosphere Reserve



The status “Biosphere Reserve” is internationally recognized within the framework of the UNESCO programme “MAN AND BIOSPHERE”. By building upon the former GDR’s National Park Programme, the South East Rügen Biosphere Reserve was established October 1st, 1990. Its founders received many awards, amongst them the “Award for the Environment 1992” of the state parliament of Mecklenburg-Vorpommern.

The Biosphere Reserve is administered by the National Park Office Rügen, which also serves as the local conservation agency and which has to be consulted on all planning matters in the area.

The South East Rügen Biosphere Reserve consists of the Mönchgut peninsula, the Granitz forest, the area around Putbus as well as Vilm Island and the northern part of the Rügen Bodden. It has a size of 23 500 ha of which 12 600 ha are marshes or lakes and it is split into three conservation zones:

- conservation area I or core area (Nature Reserve) – in this area, nature follows its very own laws and all human intervention is avoided.
- conservation area II or buffer area (Nature Reserve) – The most valuable corners of man made landscapes are found here. Certain kinds of management e.g. extensive stocking are necessary to conserve the land for future generations.
- conservation area III or transition area (protected landscape) – It includes the remaining areas including the villages. The aim of the MaB programme for these areas is to balance economic use with the ecological carrying capacity.

Agriculture

Over centuries, agriculture has been most influential in shaping the landscape, the tradition and culture. Much of the nowadays appreciated diversity is a result of extensive agriculture of the past.

Over the last 20 years, industrial farming caused huge environmental problems due to reparcelling of agricultural land, draining and overfertilization. Recent changes in the economic and political system led to high unemployment especially in this sector.

Meanwhile, other ways of thinking have set in. Today almost every pasture in the Biosphere Reserve is part of an Agri-Environment programme initiated by the State Ministry for Agriculture and Nature Conservation. Economic use of fertilizers and herbicides favour the development of many flowers such as poppies, cornflowers and camomile. Some fields are organically farmed. These changes are in tune with the concept of a Biosphere Reserve and are therefore granted support.

Fishing industry

Every spring, Rügen spring herrings travel from Scandinavian stretches of water right into the Greifswald Bodden for spawning. They have always been the main means of income for the fishermen of South East Rügen. Low salinities in the Bodden enable the co-existence of many salt and freshwater species of fish, e.g. flounder, pike, eel, cod, perch and zander. They are mainly caught by means of temporarily fitted traditional net-chambers and set nets.

Especially on the Mönchgut peninsula, the fishing industry as well as farming influenced regional customs and history.

Tourism

Tourism has been of some economic significance on Rügen for about 100 years. In the beginning, the typical spa architecture in the seaside resorts was very popular.

The NS-Regime was the first that intended to promote mass tourism on the island. They built a monstrous prototype of all the modern well-sized hotels that followed in Prora, in the north of Binz. In GDR times, mass tourism finally established itself. Valuable, traditional buildings deteriorated while large hostels and simple holiday cabins were erected.

South East Rügen is one of the most popular German holiday areas. Up to 15 000 vehicles per day have been counted regularly in summer on the Main Road 196 since 1991. Camping vans park everywhere in the countryside, coaches push themselves through narrow alleyways, more tourist accommodation is being built than flats for local people.

Tourism represents the big hope of the region. But at the same time it is a threat to itself. Concepts must be developed to sustain the landscape so that future generations will still visit our island.

5.2 Sea-kayaking – An adventure in the South-East Rügen Biosphere Reserve

Seakayaktravel Thomas Trojan arranges perennial many expeditions in the biosphere reserve South-eastern Rügen. The kayak tours are normally scheduled to last one day, longer journeys can last up to 15 days. The tours can include other activities such as cycling, swimming or hiking. All tours are linked to nature conservation issues in the biosphere reserve. The starting points of the tours can all be reached by public transport.

Travellers do not need to bring any knowledge, special clothing, equipment, food or car. All they have to bring is normal clothing, towel and a camera.

The tours include an introduction and are led by competent guides. Clothing according to season and weather will be made available. The kayaks meet the requirements of international standards.

The biosphere reserve South-eastern Rügen is a unique place for experiencing nature and culture. Seakayaktravel Thomas Trojan cooperates with the Nationalpark-office Rügen and plans its trips respecting the nature conservation guidelines.



5.3 Touristik Service Rügen GmbH



In the charming atmosphere of one of Rügen's oldest pubs in Middelhagen, Mrs. Anneli Arldt presented her tourism company.

The *Touristik Service Rügen GmbH* was founded in 1993 and is working as a private business in the field of incoming tourism at Rügen and Hiddensee, as well as in Stralsund.

The business started as an accommodation bureau. In 1995 a regional-networked information- and reservation system for Rügen was introduced. Visitors can book accommodation from a pool of 20.000 rooms including hotels, boarding houses, private rooms).

In addition, complete tours for groups can be organized from one day onwards.

Mrs Arldt is working in close contact with the South-East Rügen Biosphere Reserve.

Contact:

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Werftstr. 2 (im Bahnhof Rügendamm)
D- 18439 Hansestadt Stralsund
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Fax: 03831-285728
Email: urlaub@insel-ruegen.com
<http://www.insel-ruegen.com>

6. What happened after the workshop...

April, 7th 2003

The final conclusions were finalised and send around to all participants for last amendments

April, 9th 2003

Jens Brüggemann presented the results of the workshop at a Steering Group Meeting at the DG Enterprise, which welcomed the German initiative and the NGOs' effort to bring the Agenda 21 ahead.

April, 28th 2003

DG Enterprise opened an online-consultation on a draft communication "Basic orientations for the sustainability of European tourism". The deadline for comments is 31st of July.

May 2003

The participants decided to submit the final conclusions from the workshop in the online-consultation.

7. Links

European Union:

DG Enterprise/Tourism Unit

http://europa.eu.int/comm/enterprise/services/tourism/index_en.htm

Public consultations relevant to tourism

<http://europa.eu.int/comm/enterprise/services/tourism/policy-areas/consultation.htm>

Report: Community measures affecting tourism

<http://europa.eu.int/comm/enterprise/services/tourism/policy-areas/measures.htm>

EU support for Tourism Enterprises and Tourist Destinations - An Internet Guide

http://europa.eu.int/comm/enterprise/services/tourism/policy-areas/eu_schemes.htm

EU Ecolabel for tourist accommodation:

http://europa.eu.int/comm/environment/ecolabel/producers/pg_tourism.htm

European parliament: STOA - Scientific and Technological Options Assessment (Options Brief and Executive Summary) European Union Action in the Tourism Sector - improving support measures for sustainable tourism

http://www.europarl.eu.int/stoa/publi/pdf/summaries/stoa103sum_en.pdf

Official documents: (EURLEX: <http://europa.eu.int/eur-lex/en/index.html>)

Council Resolution of 21 May 2002 on the future of European tourism; Official Journal C 135 (2002)

COM/2001/0665 final: Commission communication to the Council, the European Parliament, the Economic and Social Committee and the Committee of the Regions - Working together for the future of European tourism

OPINION of the Economic and Social Committee on the Commission Communication to the Council, the European Parliament, the Economic and Social Committee and the Committee of the Regions on Working together for the future of European tourism (18 September 2002); OJ C 66/14 (2003)

Other interesting links:

European Charter for sustainable tourism in protected areas:

<http://www.european-charter.org/>

<http://www.naturparke.de>

Convention on biological diversity (CBD): International guidelines

<http://www.biodiv.org/programmes/socio-eco/tourism/guidelines.asp>

UNEP (Tourism programme):

<http://www.uneptie.org/pc/tourism/home.htm>

IUCN: World Commission on Protected Areas (Tourism and Protected areas Task force)

<http://www.iucn.org/themes/wcpa/theme/tourism/tourism.html>

Programme

Sunday, March 23rd

Arrival at Lauterbach/Mole (Rügen)

19.00 Welcome Dinner at Hotel "Victoria" (Lauterbach harbour)

20.30 Ferry boat to Vilm

Check-in

Informal get-together

Monday, March 24th

7.45 *Breakfast*

8.30 Opening of the Seminar

GEORG FRITZ, Federal Agency for Nature Conservation (Bonn)

8.40. Introduction

BARBARA ENGELS, Federal Agency for Nature Conservation (Bonn)

9.00 "The European Agenda 21 for tourism" RÜDIGER LEIDNER, Federal Ministry of Economics and Labour (Tourism Unit)

10.00 *Coffee break*

10.15 "The European Agenda 21 for tourism from the point of view of a EU Member State: The Netherlands"

KEES KUIJKEN, Ministry for Agriculture, Nature Management and Fisheries (Netherlands)

10.45 Discussion

11.00 "The European Agenda 21 for tourism from an environmental NGO point of view"

MANFRED PILS, Friends of Nature International

11.30 Discussion

11.45 "The European Agenda 21 for tourism from the point of view of a nature conservation expert"

JENS BRÜGGEMANN, Müritz National Park

12.15 Discussion

12.30 *Lunch*

14.00 Working Groups (details to be determined)

16.00 *Coffee break*

16.20 Working Groups (Cont.)

Programme

- 17.30 Plenary:
Report of the Working Groups
Draft of Common position/Resolution
- 18.30 *Dinner*
- 20.00 Presentation of the NGO's work on sustainable tourism

Tuesday, March 25th

- 7.45 *Breakfast*
- 8.30 "TOUERM – Tourism-Environment-Reporting-Mechanism – the Work of the European Environment Agency"
AURÉLIE PELLETREAU, European environment Agency
- 9.30 Discussion
- 9.45 "Tourism, nature conservation and regional development "
RUGGERO SCHLEICHER-TAPPESEER, EURES Institute for Regional Studies in Europe
- 10.30 Discussion
- 11.00 *Coffee break*
- 11.30 "The International Guidelines for sustainable tourism in ecological sensitive areas – Challenges for the implementation in Europe"
MICHAEL MEYER, Ecological Tourism in Europe (E.T.E.)
- 12.00 Discussion
- 12.30 *Lunch*
- 13.30 Ferry Boat to Lauterbach
- 13.45 Excursion "Sustainable tourism in the Biosphere Reserve South-East Rügen"
- 18.15 Ferry boat to Vilm
- 18.30 *Dinner*
- 20.30 Closing of the seminar: Conclusions
Get-together

Wednesday, March 26th

- 7.45 Breakfast
- Departure of the participants

List of Participants

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