



Environment and climate change

Sustainable tourism

The challenge

Tourism is one of the largest branches of economic activity worldwide and is growing rapidly, particularly in developing countries and emerging economies. Being a service industry it is labour-intensive. It involves a wide range of occupations and for more than one-third of these countries it represents the single most important source of income. In 2006 tourism generated some 190 billion euros for developing countries and emerging economies.

The task now in partner countries is to create added value through tourism and to minimise its adverse social and ecological impacts. The aim is to promote the sustainable development of all types of tourism, whether leisure, business, event or medical tourism.

Our approach

Sustainable tourism must be oriented towards balanced, long-term development that is economically profitable, ethically and socially acceptable, culturally appropriate and ecologically viable.

To achieve this we sit down with the partners involved and with them develop integrated strategies. These go beyond matters relating purely to the tourism sector, because tourism only becomes sustainable if it is looked at in a wider context.

Our services

Under the slogan 'tapping the potential of tourism – minimising adverse effects' GTZ provides the following services:

- We advise on the development of national tourism policies and master plans for sustainable tourism.

- We measure and evaluate the impact of mass tourism on local businesses and communities.
- We train local service providers. In addition we provide training for people such as members of the indigenous population, young people and women to enable them to take up employment in tourism-related occupations.
- We support tourism-related enterprises, improve the quality, environmental performance, marketing and profitability of their products and services.
- We promote the start-up of hotel supply businesses and help integrate them into the tourism value chain. We also help small non-tourism businesses, such as those in the agricultural sector, to develop their services for tourists.
- We help to launch and network initiatives related to social standards and working conditions in tourism.

The benefits

Investment in sustainable tourism development improves the quality of life in partner countries on a long-term basis; it triggers further economic development and promotes expansion of the infrastructure.

Through cooperation with GTZ you benefit from our sound knowledge, many years of practical experience and excellent international contacts. We provide advice and continuing support for the necessary processes, and ensure that income-generating measures are realised. GTZ promotes networking between tourism and other sectors. Through our activities we strengthen sustainable supply and value chains in local and regional economic cycles.



Our emphasis on sustainable tourism conserves environmental resources such as land, water and air, and maintains biological and cultural diversity. We improve working conditions through the provision of training and of advice on social standards. We help you achieve lasting success by establishing institutions that underpin sustainable tourism-related development processes.

An example from the field

Because of unclarified ownership and conflicts over its use, the Wenchi Crater Lake in Ethiopia could not be used for tourism. In addition, the region was under threat from erosion. Our support aimed at establishing conflict-free and profitable tourism. At the same time it was essential that the sustainable use of the area's natural resources was given special consideration from the start.

On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), GTZ acted as intermediary between the local stakeholders and helped find solutions when conflicts arose between authorities, local people and hotel investors. The different groups reached agreement over interests, tasks and rights of use.

The resulting developments included the introduction of a sustainable land-use planning system and the building of a visitor centre. With our support members of the local

community set up the Wenchi Ecotourism Association (WETA), for which training was provided. Advertising materials were produced in cooperation with state tourism promotion bodies.

The outcomes are impressive. The quality of tourist services on the Wenchi Crater Lake has improved significantly. Trained WETA tourist guides greet visitors and provide information in several languages. The income earned from 100 tourists in one weekend is equivalent to that of 1,000 paid working days in agriculture. As a result, some 50 families now have a secure livelihood.

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