

# RURAL-URBAN SUSTAINABLE TOURISM

## CHALLENGES AND OPPORTUNITIES

WORKING GROUP „RURAL-URBAN SUSTAINABLE  
TOURISM“





# WHAT IS SUSTAINABLE TOURISM?

Sustainable tourism is defined by the UN Environment Program and UN World Tourism Organization as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.

**Negative impacts** to a destination include economic leakage, damage to the natural environment and overcrowding to name a few.

**Positive impacts** to a destination include job creation, cultural heritage preservation and interpretation, wildlife preservation landscape restoration, and more.

UNEP & UNWTO, 2005: 11-12. *Making Tourism More Sustainable – A Guide for Policy Makers*





# PRINCIPLES OF SUSTAINABLE TOURISM INDUSTRY:

The Council of Europe suggested the adoption of the following principles by all actors within the tourism industry:

- **1. Take a holistic and integrated approach** to tourism, heritage management and spatial planning. All the various impacts of tourism should be taken into account in its planning and development. Furthermore, tourism should be well balanced and integrated with a whole range of activities that affect society and the environment.
- **2. Plan for the long term.** Sustainable development is about taking care of the needs of future generations as well as our own. Long-term planning requires the ability to sustain actions over time.
- **3. Achieve an appropriate pace and rhythm of development.** The level, pace and shape of development should reflect and respect the character, resources and needs of host communities and destinations.
- **4. Involve all stakeholders.** A sustainable approach requires widespread and committed participation in decision-making and practical implementation by all those implicated in the outcome.
- **5. Use best available knowledge.** Policies and actions should be informed by the latest and best knowledge available. Information on tourism trends and impacts, and skills and experience, should be shared across Europe.



# PRINCIPLES OF SUSTAINABLE TOURISM INDUSTRY:

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- **6. Minimise and manage risk** (the precautionary principle). Where there is uncertainty about outcomes, there should be a full evaluation; preventative action should be taken to avoid damage to the environment or society.
- **7. Reflect impacts in costs and benefits** (user and polluter pays, circular economy). Prices should reflect the real costs to society of consumption and production activities. This has implications not simply for pollution but for charging for the use of facilities that have significant management costs attached to them. Sustainability should also translate into sustainable benefits and even growth.
- **8. Set and respect limits**, where appropriate. The carrying capacity of individual sites and wider areas should be recognised, with a readiness and ability to limit, where and when appropriate, the amount of tourism development and volume of tourist flows.
- **9. Undertake continuous monitoring**. Sustainability is all about understanding impacts and being alert to them all the time, so that the necessary changes and improvements can be made.

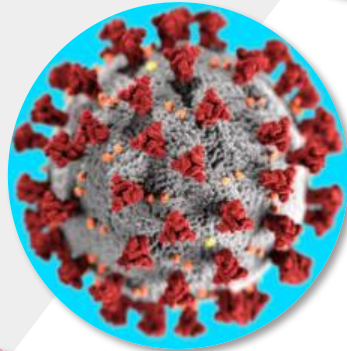
# EXTERNAL INFLUENCING FACTORS

## climate changes



- rising temperatures
- dry periods
- water level in rivers and canals drops
- snow cover is reduced

## pandemics and restrictions



- consciously and carefully choosing of goals
- mass tourism has a bad image
- cruise industry suffers
- far travel destinations will be avoided

## political unrest, wars, system collapses



- 61% of Germans look at the political situation in the travel destination
- 71% will not send vacation in countries where terrorist attacks are suspected (Statista, 2017)

# CREATIVE SOLUTIONS ARE REQUIRED



online tourism



control of tourist crowds



relocate to rural regions



climate-neutral solutions



after snow tourism



waste management



**FROM THE PRACTICE OF  
GERMAN CITIES**

**THE CLIMATE TOWER**  
**MELLE-BUER** — INNOVATIVE  
SCHOOL TRIP AND LEISURE  
DESTINATION,  
ACQUIRING AND  
INTENSIFICATION CLIMATE  
KNOWLEDGE



<https://www.klimaschutz-praxis.de/?id=projekt&p=203>

The lookout tower in the Melle district, built in 1988, is broken and not accessible.

Now the question in the room: demolish the tower or extensively renovate it?

An initiative was founded by the citizens "Promotional initiative to preserve 'the tower Melle-Buer", short "tower initiative".

Project team consisted of

- the city administration
- the advertising agency
- actors from civil society, especially here the "Homeland and beautification Association of city Buer".

The concept of the climate tower includes four stations:

- information station
- Climate camp and climate display board
- Climate tower app with panorama station on the tower
- Climate Quiz







At the parking lot, all arrivals are greeted with a Welcome information board.



Who is active in climate protection in Melle?



"Hunt for climate killers" from the climate tower



## ClimateQuiz: How do you celebrate your birthday?

- A. Main thing with fast food
- B. Preferably outside
- C. As usual



## Action for climate protection "I do climate protection when I..."

- buy local products
- drive an economical car
- turn off the light when I leave the room



<https://www.klimaturm.de>



# THE FOLLOWING IDEAS HAVE ALREADY BEEN IMPLEMENTED

Integration into the tourist concept by expanding the local hiking routes and supplementing the information on the climate tower.

Development of an information flyer that arouses curiosity about the learning location

Targeted addressing of schools/kindergarten/clubs and associations in and around Melle

Increase national awareness (press reports, specialist reports in selected journals/magazines, etc.), because the tower is currently mainly known locally

Maintenance of the website



**THANK YOU FOR  
YOUR ATTENTION!**

An orange triangle graphic is located in the bottom-left corner of the white slide, pointing towards the center.

**ONLY WHEN THE  
LAST TREE HAS BEEN  
CUT DOWN, THE LAST  
FISH BEEN CAUGHT,  
AND THE LAST  
STREAM POISONED,  
WILL WE REALIZE  
WE CANNOT EAT  
MONEY.**

**- CREE INDIAN PROVERB**

MINDJOURNAL