



GIZ German International Cooperation Resources for Sustainable Development of Tourism Concept and References

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Tehran, Islamic Republic of Iran



Qeshm Island, Qeshm



Methodological resources for sustainable tourism development ?

- An **integrated approach** along the **tourism development cycle**
- A **participatory approach** to **develop the capacities of our counterparts**:
It is not the masterplan written by an international expert, but the capacity of the national and local insititutions to implement it which counts.
- **Full transparency** of all methods and instruments applied for tourism analysis and development
- Covering **all connected areas**, from **Water&Energy** to **basic vocational training**, from **urban development** to **marine biodiversity**
- The **principle of sustainability** is to **maximize tourism benefits** for our partner countries and their people, and to **minimize tourism's eco-footprint** - we measure all types of tourism against this principle.



GIZ Tourism development strategy

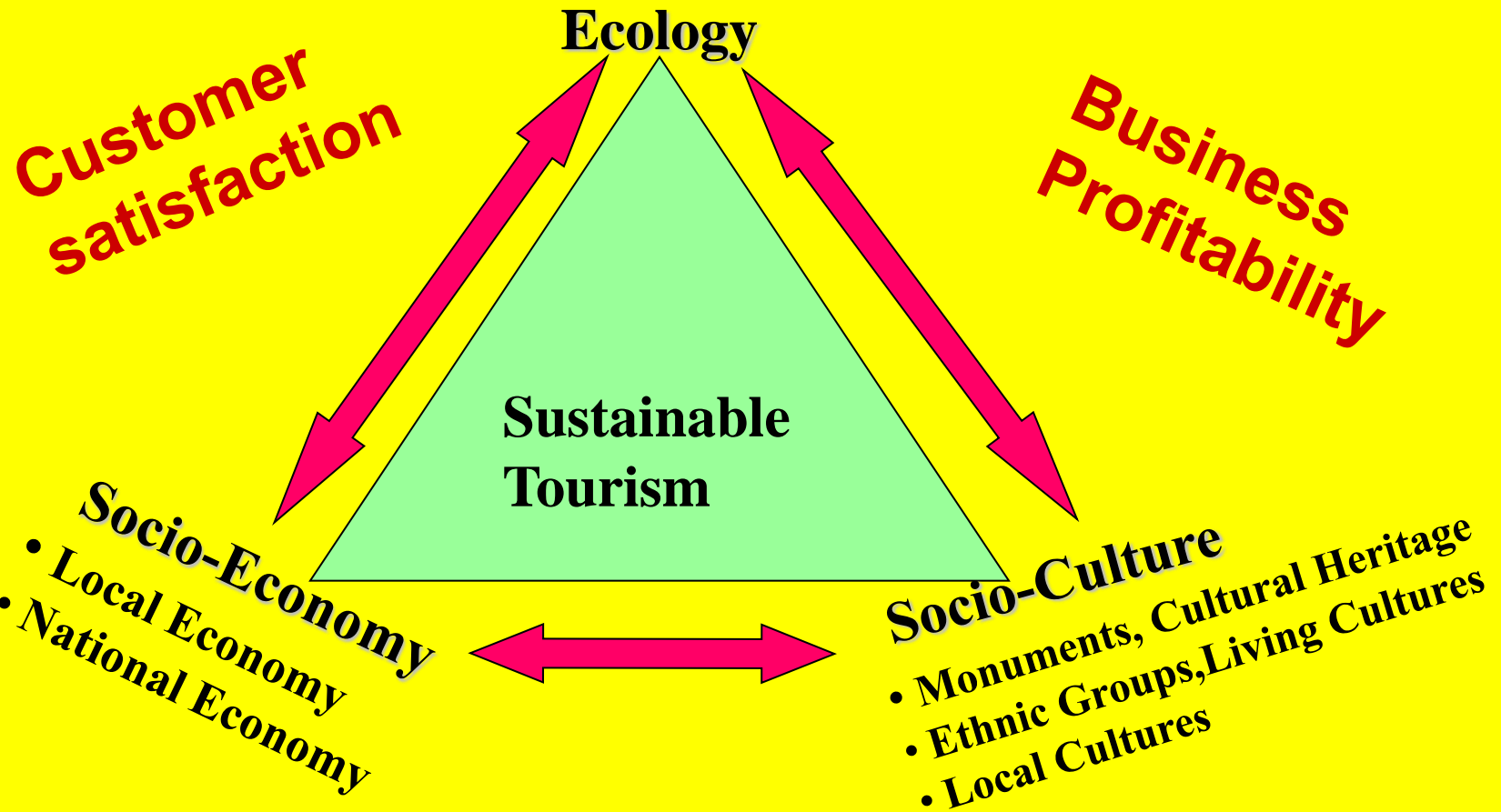
Sustainable development of tourism requires an **integrated approach** following the **Tourism Development Cycle:**





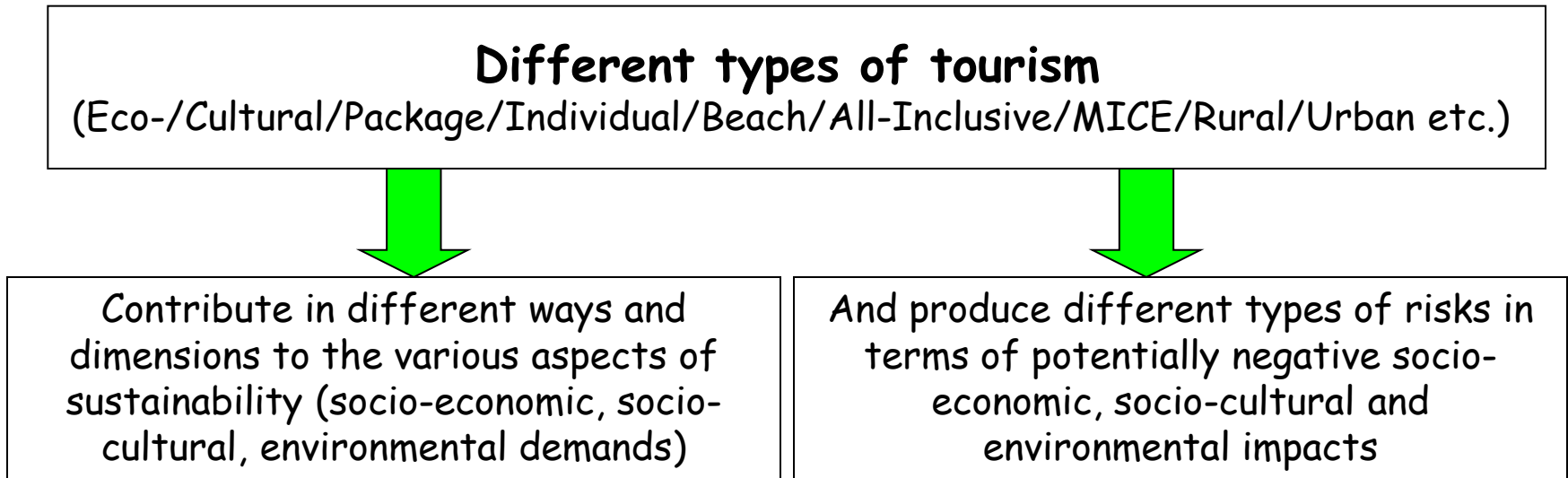
Key Factors for Sustainability in Tourism

- **Climate & Environment** (*Landscapes, Mountains etc.*)
- **Natural Resources & Biodiversity** (*Soil, Water , Species etc.*)





Sustainability of different types of tourism



Sustainability does not depend on the content of the tourism product, but on the way tourism is organized and managed:

A big city or beach hotel with excellent eco- and social management can be much more sustainable than a poorly managed eco-lodge in the desert or the jungle.....



THE „BOTTOMLINE“ FOR SUSTAINABILITY IS FOR EACH TYPE OF TOURISM THE BALANCE OF

Resource Use

(Land, Water, Energy etc.)

Eco & Climate Footprint

Social Footprint

Cultural Footprint

Investment

Economic Benefits

(Business Profits & Stakeholder share)

Social Benefits

Environmental Benefits

Cultural Benefits



Selected tourism references of GIZ

1. **Product development: Abraham's path and Peaks of the Balkans**
2. **Integrated approach for sustainable tourism: Montenegro**
3. **Cultural heritage, urban development and tourism: Shibam/Yemen**
4. **Capacity Development / training for inclusive tourism development in Tunisia**
5. **Eco-certification and capacity building:
The Green Star Hotel Initiative in Egypt**





Development of touristic products for the cultural walking trail Masar Ibrahim Al Khalil (Abraham's Path), Palestine

Objective: Promote economic development for local communities and intercultural exchange in Palestine.

Activities:

- Establish a path along holy and historic sites
- Strengthen local women's organizations
- Tour guide trainings
- Youth exchange programs

Results and impacts:

- Touristic services along the path improved
- Community-based tourism promoted
- Travellers have access to information through website
- An organizational network to further develop and promote the Masar Ibrahim Al Khalil path is established, involving both local, national and international partners





Crossborder mountain destination development through the transnational hiking trail: „Peaks of the Balkan“

Location: Albania, Montenegro, Kosovo



Objectives:

- Development and marketing of responsible tourism products
- Contribute to economic development of remote mountainous regions
- Improve quality of accommodation sector and visitor services



Crossborder mountain destination development through the transnational hiking trail: „Peaks of the Balkan“

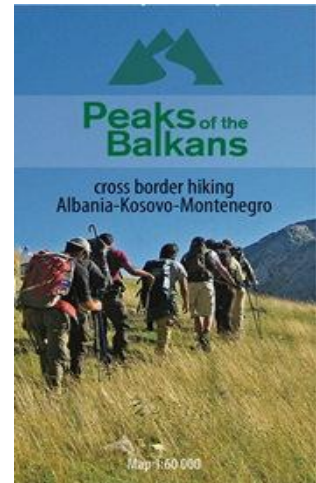
Activities:

- Establish local networks
- Foster a dialogue between public sector and communities
- Coordinate interests of involved ministries



Results and impacts:

- Hiking trail through the three countries
- Winner of the “Tourism for Tomorrow” Award
- Employment creation





Integrated approach for sustainable development of tourism in Montenegro



Wild Beauty



Objectives&Results:

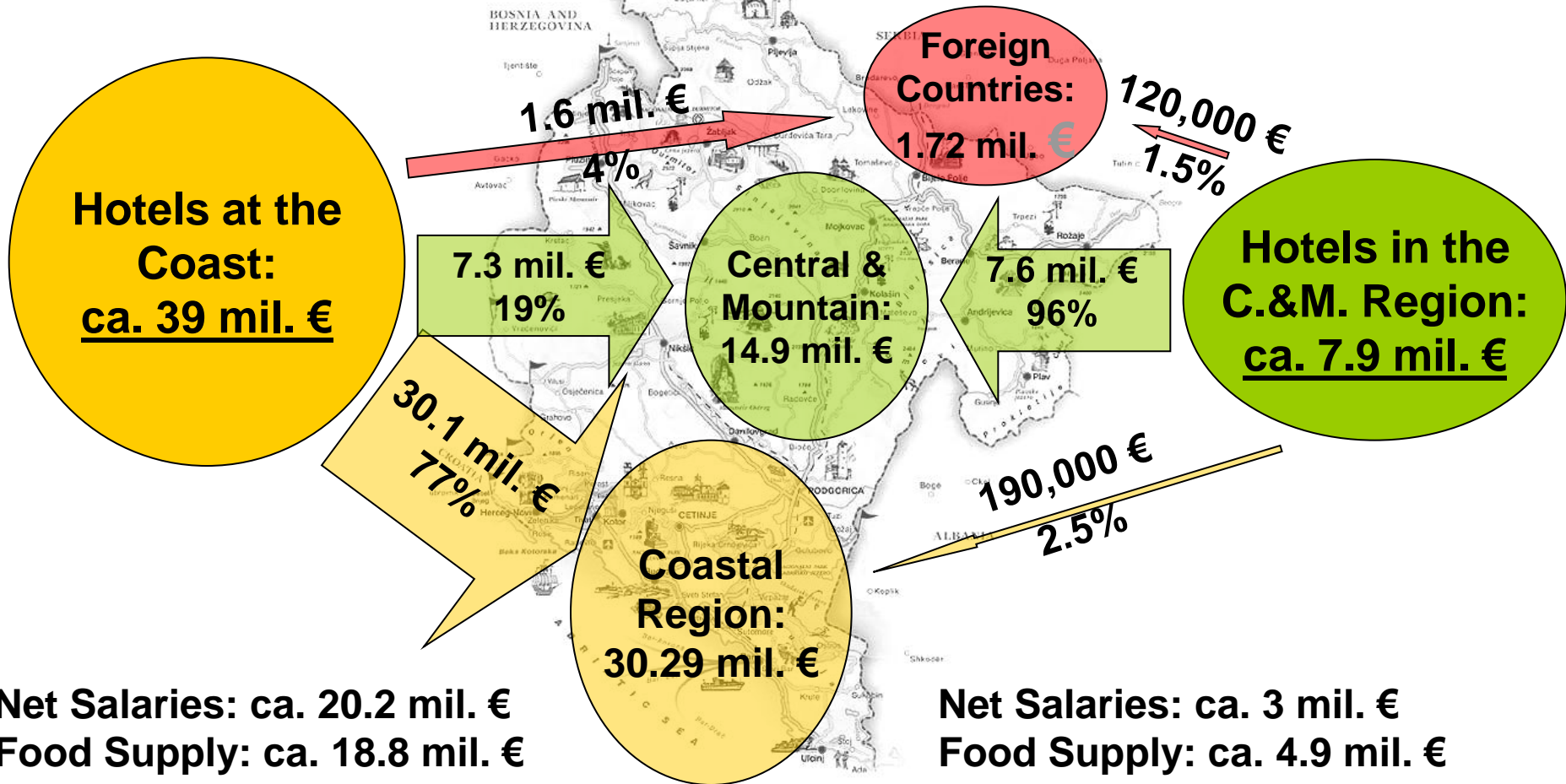
- Preparation of a Masterplan and a Logo&Slogan “**Montenegro – Wild Beauty**”
- Economic impact analysis of existing tourism and impact forecasting for future tourism development
- Diversification of tourism products: *Hiking&Biking, Mountain tourism, wine tourism*
- Preparation of guidelines for wild beauty accommodation and marina development
- Preparation of an international Yachting guide for Montenegro





Montenegro – Examples from the Economic Impact Analysis:

Salary & Food Supply Impact Map of all Hotels from Coastal Region and C.&M. Region (per year)
Coastal Region (13,600 rooms) – C.&M. Region (2,100 rooms)





Cultural heritage, urban development and tourism: Preserving the cultural heritage of Shibam, Yemen

Objectives:

- Improve economic prospects for residents of Shibam
- Strengthen community ties
- Preserve city's status as world heritage site

Activities:

- Restoration of city with traditional techniques
- Reconstruction of water irrigation systems
- Build sanitary systems
- Improve waste management
- Training and education for women





Preserving the cultural heritage of Shibam

Results and impacts:

- Preservation of traditional craftsmanship
- Reduced risk of flooding
- Supervised waste dump and regular collection service of waste
- 4 times more people employed in construction sector
- Number of girls and women who graduated from school doubled
- Literacy courses benefitted 474 women





Inclusive tourism development : a partnership programme of TUI and GIZ

Location: Tunisia

Objective: Foster economic development and integrate women and young people into the hotel sector by improving their employability.

Activities:

- Targeted education of unemployed people to fill vacant positions in the hospitality industry
- Strengthen existing and creating new sustainable supply chains
- Diversify tourism products and local supplies

Results and impacts:

- Access to hotel jobs for women and young people
- Improved working conditions especially for female hotel employees
- Women empowered to access high-skilled jobs in hotels
- Increased income for female handicraft manufacturers, particularly in rural areas
- Improved quantity and quality of tourism products





A national eco-certification and capacity building programme: the Green Star Hotel Initiative

Location: Egypt

Objective: Improvement of the environmental performance and competitiveness of the Egyptian hotel industry.

Activities:

- Development of a country-specific sustainability label for hotels and resorts: the Green Star Hotel label
- Awareness campaign
- Capacity building
- Training programs
- Set up training and service provider for the Green Star hotel certification system





A national eco-certification and capacity building programme: the Green Star Hotel Initiative

Results and impacts:

75 certified Green Star Hotels in Egypt, which:

- Significantly reduce their water, energy and chemical consumption (up to **30%**)
- Increasingly use renewable energy (up to **25%**).
- Reduce waste accumulation (up to **20%**) and assure proper waste handling
- Document the substitution of dangerous chemicals





Thank
You!



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