



## Opportunities of Sustainable Tourism in the Baltic Sea Region

BSPC Working Group  
on Sustainable Tourism

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## Three dimensions of Sustainability

Environmental

Landscape  
Renewable Ressources  
Reduction of Emissions  
Biodiversity

Rentability  
Competitiveness  
Quality of Employment  
Wealth

Economic

Social

Customer  
Requirements  
Participation  
Quality of Life

Source: dwif 2015, as per UNEP/UNWTO

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## Sustainability hits society: From a former niche to a lifestyle!

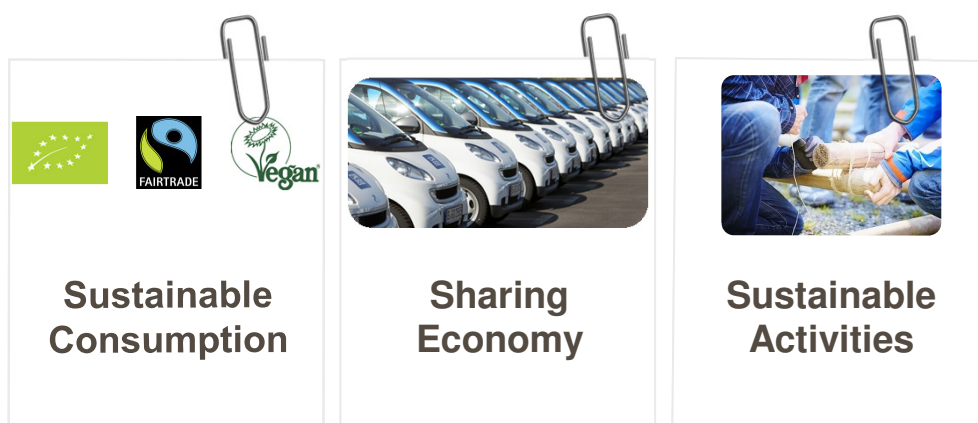


Source: dwif 2014

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## Sustainability hits society: Everyday life



Sources: [www.fairtrade-deutschland.de](http://www.fairtrade-deutschland.de); [www.vzh.de](http://www.vzh.de); [www.ec.europa.eu](http://www.ec.europa.eu); [www.motor-talk.de](http://www.motor-talk.de); [www.hirschfeld.de](http://www.hirschfeld.de)

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## Sustainability hits society: Travel

climate-friendly air travel



FORUM  
ANDERS  
REISEN

ES GEHT UM DIE WELT

REISEARTEN

REISEZIELE

UNTERKUNFTE

MITGLIEDER

promotion of  
environmentally-  
sustainable tourism



DER VERBAND FÜR NACHHALTIGEN TOURISMUS

Sources: [www.atmosfair.de](http://www.atmosfair.de), [www.forumandersreisen.de](http://www.forumandersreisen.de)

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## Sustainability hits society: Travel

Zero-waste-travelling



contribution to  
environmental or social  
projects during holidays



Sources: [www.bund-reisen.de](http://www.bund-reisen.de), [www.evergreenescapes.com](http://www.evergreenescapes.com)

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## Sustainable tourism enhances competitiveness

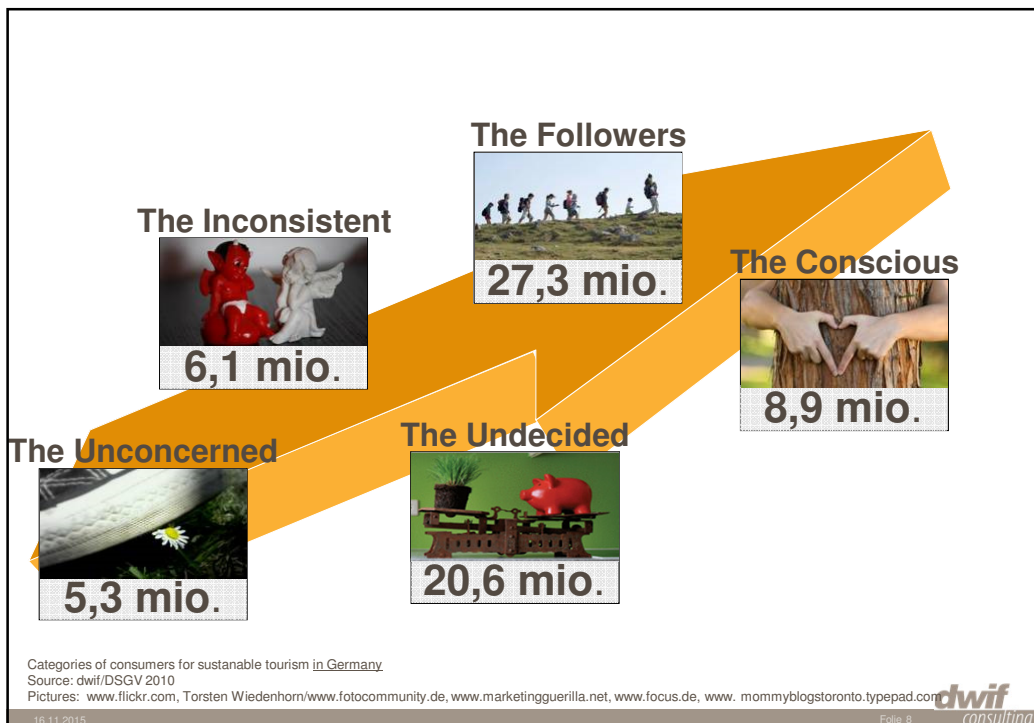
“The competitiveness of the European tourism industry is closely linked to its sustainability” (European Commission)

growing demand for sustainable tourism offers

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## Interest in Sustainable Tourism is (in Germany) not a niche anymore

**33 million Germans**  
are interested in a  
sustainable holiday in  
Germany



**4.5 billion €**  
amounts the willingness to  
pay more for a sustainable  
holiday

Source: dwif/DSGV 2010

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**31 % attach importance to an  
ecofriendly holiday**

**One out of four german  
citizens counts as „LoHaS“**

**61 % would like to have an  
ecofriendly holiday**

**17 % are interested in a  
participation in environment  
programmes during their  
holidays**

**12 % would pay „a bit more“,  
if the travel business is  
engaged in the matter of  
sustainability**

Resident population in Germany  
Sources: FUR 2014, dwif 2010

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## Obstacles for potential consumers

- × Additional costs (55 %)
- × No supply for the specific demand (49 %)
- × Lack of information (43 %)
- × No reliable seal (42 %)
- × General lack of supplies (32 %)
- × Exhausting search for supplies (30 %)

Source: FUR 2014  
Picture: Rainer Sturm/www.pixelio.de



## Sustainability must not be mistaken for „Greenwashing“!

Core Principles

- Integral
- Credible**
- Long-Term

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## Labels for Sustainable Tourism



Sources: [www.viabobo.de](http://www.viabobo.de); [www.greenglobe.com](http://www.greenglobe.com); [www.ec.europa.eu](http://www.ec.europa.eu); [www.blueflag.global](http://www.blueflag.global); [www.greenkey.global](http://www.greenkey.global); [www.nordic-ecolabel.org](http://www.nordic-ecolabel.org); [www.emas.de](http://www.emas.de); [www.eceat.org](http://www.eceat.org); [www.travelife.org](http://www.travelife.org); [www.eco.celotajs.lv](http://www.eco.celotajs.lv); [www.gstcouncil.org](http://www.gstcouncil.org); [www.tourcert.org](http://www.tourcert.org)

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**Current situation of  
Sustainable Tourism in  
the Baltic Sea Region**

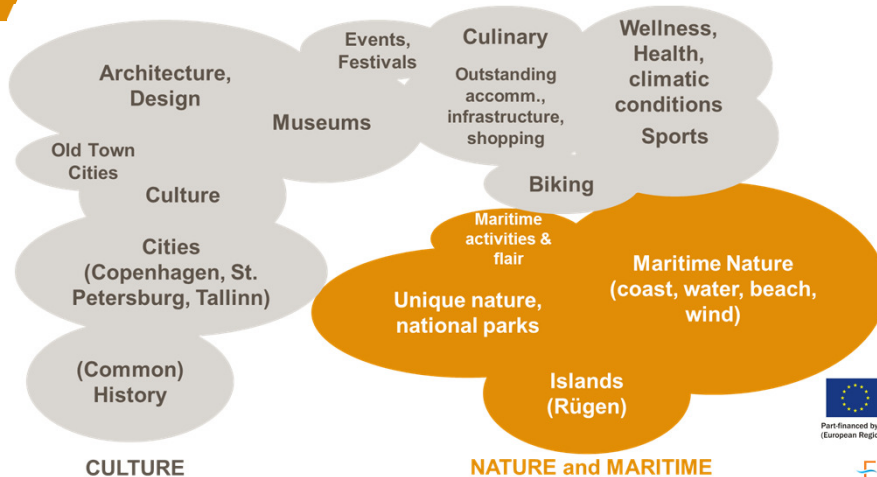
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## Nature as one of the BSR's USPs



Question: „Please do shortly characterize the outstanding offers, attractions, themes and sights (USP) of your location / region and the Baltic Sea Area in general which are especially attractive for international guests.“  
Source: dwif online survey 2011 among tourism experts in the Baltic Sea Region / "Enjoy South Baltic"



ENJOY  
SOUTH BALTIC

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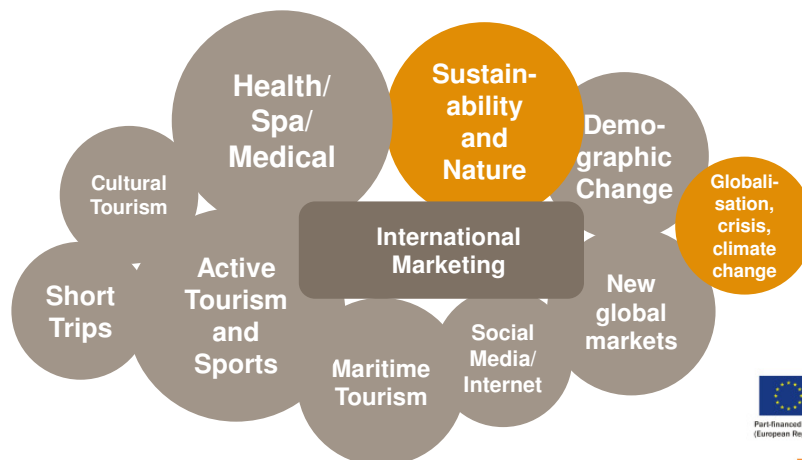
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## Sustainability and Nature as relevant trend for international tourism marketing of the BSR

"Which tourism trends will have strong implication for the international marketing of your company / your destination within the next five years?"



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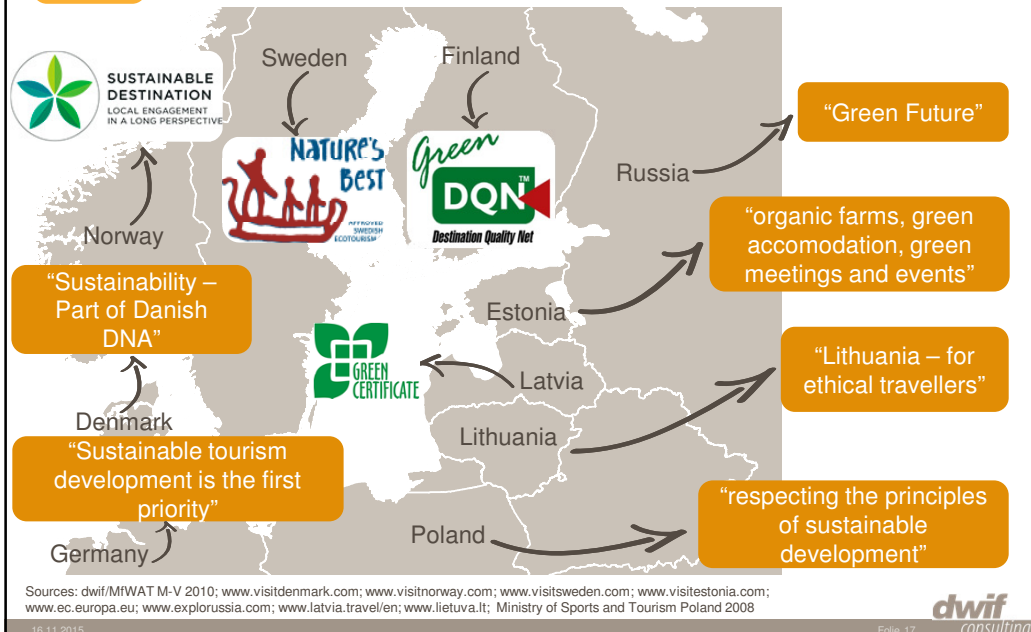
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Source: dwif online survey 2011 among tourism experts in the Baltic Sea Region / "Enjoy South Baltic"

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## Approaches to Sustainable Tourism in the BSR



## Labels for Sustainable Destinations in Norway and Sweden



Norway is the first country in the world which has launched a national certificate for sustainable destinations.



**SUSTAINABLE  
DESTINATION**  
LOCAL ENGAGEMENT  
IN A LONG PERSPECTIVE



Sweden was the first country in the world to introduce a national quality label for nature tours, called "Nature's Best".



Sources: www.visitnorway.com, www.visitsweden.com

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## Sustainable meetings in Denmark



Copenhagen as capital of sustainable meetings

- ✓ First eco-certified political summit in 2009 (Climate Change Conference)
- ✓ 71 % of the hotels are eco-certified
- ✓ Many convention venues are Green Key certified

Source: [www.copenhagencvb.com](http://www.copenhagencvb.com)

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## „Klimainsel Juist“ in Germany



Source: [www.juist.de](http://www.juist.de)

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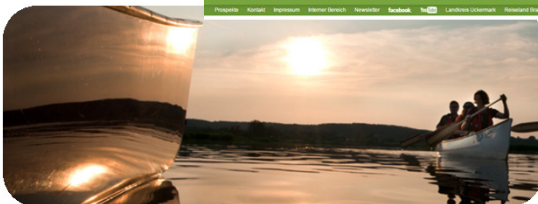
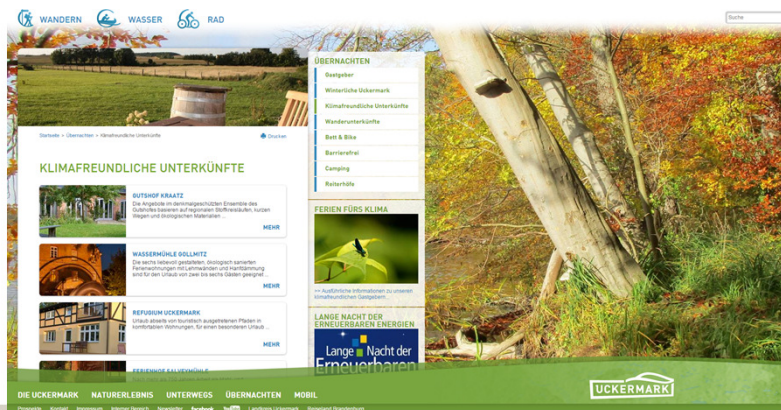
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## Competition for Sustainable Destinations in Germany

Bundeswettbewerb  
Nachhaltige  
Tourismusregionen



2012/13



Sources: [www.bundeswettbewerb-tourismusregionen.de/siegerregion/uckermark](http://www.bundeswettbewerb-tourismusregionen.de/siegerregion/uckermark), [www.tourismus-uckermark.de](http://www.tourismus-uckermark.de)

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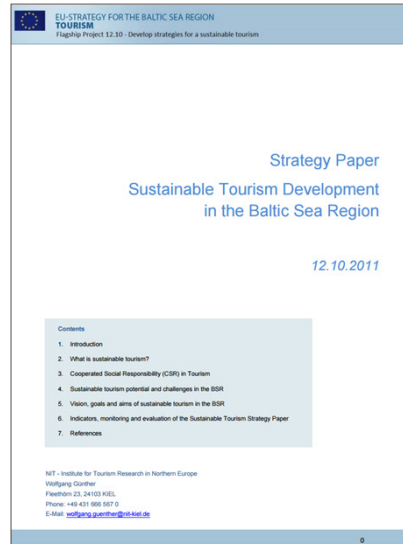
Joint strategies and  
activities on Sustainable  
Tourism in the BSR

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## Existing Strategies on Sustainable Tourism Development in the BSR (2007/2011)



Sources: [www.nit-kiel.de](http://www.nit-kiel.de), [www.service.mvnet.de](http://www.service.mvnet.de)

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## Project on sustainable mobility in the BSR: INTERFACE



Sources: [www.interfaceproject.eu](http://www.interfaceproject.eu), [www.portlink.eu](http://www.portlink.eu)

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## Project on sustainable development of protected areas: Parks and Benefits



### Instruments

- ✓ Transfer of the European Charter for Sustainable Tourism in Protected Areas to the Baltic Sea Region
- ✓ Joint implementation in National, Regional and Nature Parks and a Biosphere Reserve



Source: [www.parksandbenefits.de](http://www.parksandbenefits.de)

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## Cross-border initiatives on Sustainable Tourism in other regions

## Sustainable Tourism in the Wadden Sea Region



cooperation between  
Denmark, Germany and  
the Netherlands to  
safeguard wadden life in  
the protected area



Nationalpark  
Wattenmeer



Source: Feasibility Study on Climate-friendly Tourism in the Wadden Sea Region

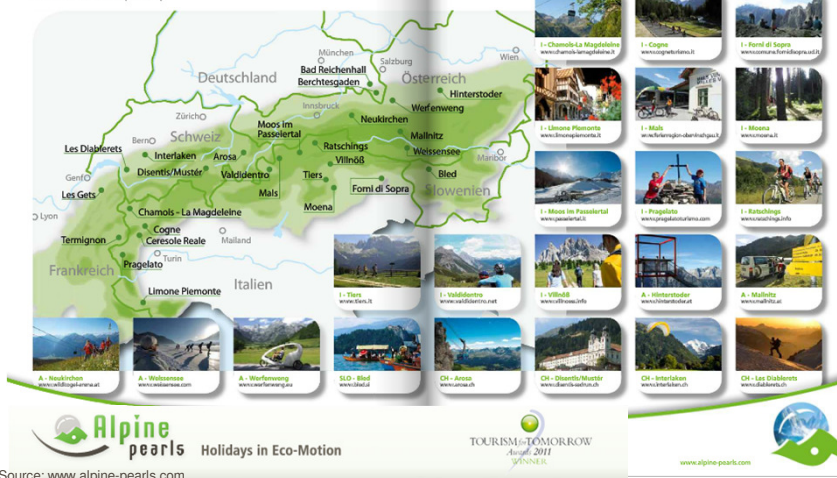
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## Network for Sustainable Tourism in the Alps: Alpine Pearls

27 Pearls in six Alpine states.  
Each of them precious.

Each of them unique. Despite the common vision all the Pearls share, each has its own charm, its own culinary recipes, its own town character and its own variety of softly mobile offers. And we will keep it that way.



Source: [www.alpine-pearls.com](http://www.alpine-pearls.com)

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## Towards a more Sustainable Tourism in the Baltic Sea Region

- Identification of **existing approaches** in the Baltic Sea Region, use/exchange of existing knowledge
- Definition of **common understanding** of sustainable tourism (and priorities)
- Identification of **Best Practice models** for border-transgressing strategies and activities with regards to sustainable tourism
- Who is responsible for **coordination, implementation and monitoring** of joint activities?

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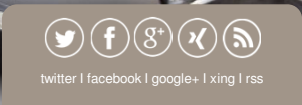


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