



GLOBAL LEARNING FOR MIND AND HEART 2016-2019

**Meeting in Bosa, Sardinia
April 2018**

Tourism in Germany

1. The economic impact of tourism
2. Development of tourism in Germany
3. Sustainable tourism in Germany
4. Sights in our region

1. The economic impact of tourism

- in 2010 the production of goods and services tourists in Germany consume
 - generated a gross value added of 97.0 billion euros
 - generated employment for 2.9 million people (= 7.0 % of all employed people in Germany)
- the total contribution of tourism to gross value added in Germany increased to 214.1 billion euros
- the total contribution of tourism to employment in Germany was 12.0 % (= 4.9 million people)

2. Development of tourism in Germany

General facts

- Germans travel far more than ever before („Reiseweltmeister“)
 - reasons:
 - the available income rose up to the septuple and more (since 1950)
 - a lot more days of holiday (1950: 12 days; 2000:27 days)
 - different means of transport
- more options where to travel

2. Development of tourism in Germany

A look into the past – the 1950s

- the car became the most used means of transportation (before: motorcycle)
- to travel by air was uncommon; 1955 first flight by Lufthansa
- holiday destinations:
 - the coast of Germany (general travelling in Germany)
 - people were dreaming of Italy
- 24% of the Germans traveled once a year
- 15% traveled abroad and 85% in Germany

2. Development of tourism in Germany

- technical advance in the course of time
 - cars were cheaper and faster
 - flights were cheaper and more flights were offered



- in 1950 a ticket to New York cost 3.500 Mark (=77% of the average income)
- in 1990 a ticket to New York cost 600 Mark (= only 1,2% of the income)

2. Development of tourism in Germany

- travelling became more and more popular
- in the 1960s 47% of the people who travelled by air went to Palma de Mallorca
- Spain is still one of the most popular destinations
- in the 1970s for the first time more people traveled abroad than in Germany

3. Sustainable tourism in Germany

- since the 1990s (conference of the UN in Rio 1992) sustainability is a regular feature of tourism
- takes ecological, economic and social aspects into account as well as aspects concerning management => main aspects
- connection of the needs/desires of guests and local population with the needs of nature and environmental protection
- for a development that is beneficial for economic and social aspects

3. Sustainable tourism in Germany

- growing demand of ecotourism and sustainable traveling in Germany
- 104 nature parks and 15 biosphere reserves in Germany
- about 160 touristic destinations which test the possibilities of renewable energies in the touristic industry
- reliable seals of ecotourism in Germany: Die *Blaue Schwalbe* and *Viabono*

3. Sustainable tourism in Germany

Blaue Schwalbe (blue swallow)



- *Blaue Schwalbe* is an ecological certificate which certifies lodgings
- pays particular attention to regional and seasonal catering of the accommodation
- many certified hotels can be found in regions that are easily accessible by public

3. Sustainable tourism in Germany

Viabono



- *Viabono* GmbH is a travel agency with the intention to promote sustainable tourism
- *Viabono* certifies, just like the *Blaue Schwalbe*, tourist lodgings by paying attention to their CO₂, H₂O and material consumption
- the purchase of food from fair trade is obligatory

3. Sustainable tourism in Germany

Main aspects of sustainable tourism:



3. Sustainable tourism in Germany

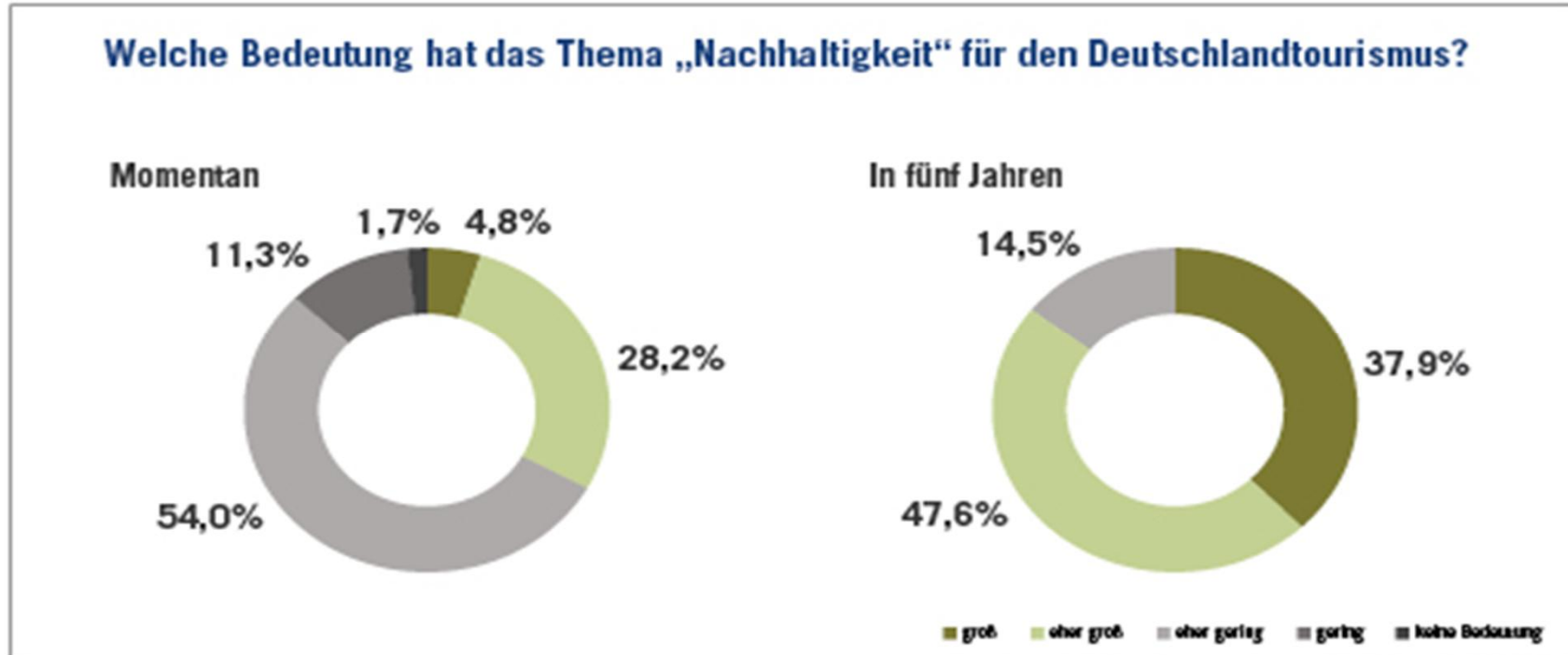


Diagram on how important people consider sustainable tourism in Germany today / in 5 years

- green parts: sustainable tourism is important
- grey parts: sustainable tourism is not important

=> importance of sustainable tourism will increase in Germany in the next years

3. Sustainable tourism in Germany

Example for a certified region for sustainable tourism

- since 2012 the Federal Ministry for the Environment and Nature Conservation announce the competition "Sustainable tourist destinations in Germany"
- aim of this competition:
 - recognise efforts by regions that are particularly active in the field of sustainable tourism
 - create an incentive for the further development of domestic tourism
- Peene region in Mecklenburg-Western Pomerania won special award for biodiversity and outdoor experiences in 2017

3. Sustainable tourism in Germany

Peene region

- extensive river system between the Mecklenburg Lake District and the Baltic coast
- conservation of nature and biodiversity is firmly embedded in tourism offers
- tourism and nature conservation stakeholders work together
- they develop offers that provide an experience of nature and organise conservation events

3. Sustainable tourism in Germany

- lighthouse project is the "Peenesafari" in a solar boat
- guided tour which combines an experience of nature and environmental education
- guests learn about the local flora and fauna, which experience minimal disturbance due to the low level of engine noise



4. Sights in our region

Lippstadt



4. Sights in our region

Wewelsburg Castle

- was built between 1603 and 1609 as a supplementary residence for the Prince Bishops of Paderborn
- triangular castle stands high on a rock overlooking the Alme Valley
- Historical Museum of the Prince Bishopric of Paderborn presents the history of Paderborn Land
- from 1933-1945 the castle was used by the National Socialists
- memorial museum „Ideology and Terror of the SS“



4. Sights in our region

Soest

- In the Middle Ages Soest was an important Hanseatic town
- beautiful half-timbered houses, green sandstone and romantic alleys
- a part of the old city wall is preserved and brilliant for walks
- Soest is especially known for the „Allerheiligenkirmes“ (popular fair)



4. Sights in our region

salt collectors / graduations

- located in the health resorts Bad Westernkotten, Bad Waldliesborn and Bad Sassendorf
- architectural monuments with historical and cultural significance
- in former times used for salt production
- today they are used for therapeutic inhalation



4. Sights in our region

Westfälische Salzwelten (Bad Sassendorf)

- an interactive museum about the history of salt
- it has a regional salt route and an adventure exhibition
- there are a cavern full of crystal, an exhibition about salt, salt water and marshes, a salt collector and a fictitious bath world for relaxation
- you can discover natural remedy and explore how a salt farmhand had worked

