“Sustainable Tourism at Inland Water Destinations”
Danube Floating Conference - Cruiser MS RiverArt
Republic of Serbia, 26-27 May 2013

Manuel Junck
GIZ Division for Tourism and Sustainable Development
GIZ: Our Goal

We promote international cooperation for sustainable development and international education work.

As a 100% federally owned, public-benefit enterprise, we support the German Government in achieving its objectives in the field of international cooperation for sustainable development.

GIZ is not a donor – this is the Federal Government of Germany – while GIZ is its main implementing body.
Our Global Presence

GIZ operates in more than 130 countries worldwide.
We employ close to 17,000 staff members across the globe – some 70% of whom are employed locally as national personnel
Tourism is a growth market. For many partner countries it provides opportunities for economic development.

On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), GIZ supports destination development that is socially fair, resource-efficient and economically sustainable. It promotes responsible travel.

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Contact: Manuel.Junck@giz.de
So what are we doing?

- Share of the world‘s „Official Development Assistance“ (ODA) spent on sustainable tourism programmes and projects: 0.9 % (not even 1 Bn. of 10 Bn. EUR spent annually).
- German annual ODA Budget: 10 Bn.;EUR of that BMZ: 6 Bn. EUR
- GIZ Budget 2012: 1.9 Bn. EUR
- German annual Technical / Financial Cooperation budgets of tourism relevant measures:
  - GIZ approx. 8. Mn. EUR spread across ca 50 projects
  - KfW: approx. 16 Mn. EUR spread across 9 projects (156 Mn. in grants; excluding soft loans)
But there are some recent successes in pushing the global agenda on Sustainable Tourism forward:
Fostering green inclusive growth, transfrontier cooperation and peace in South East Europe
...a few words about water

- 900 million people lack access to clean potable water.
- 2.5 billion people are without basic sanitation facilities.
- Water scarcity and poor water quality are among the chief causes of poverty, disease and environmental degradation.
- The right to water is a human right
- But inland waterbodies are also:
  - the world’s oldest infrastructure for trade
  - bearers of cultural identities and borders
  - bearers of national identities and borders
  - habitat for millions of species, which constitute a key food and nutrient resource for humanity
- In the face of world population growth, increasing urbanization and industrialization and emerging climate change, it is becoming increasingly difficult to provide and maintain adequate water supplies.
Lessons learned
River systems turned into borders: Limpopo TFCA

- Tourism revenue since 2002: +235%
- Operational cost since 2002: +229%
- 22 NPs in South Africa employ 10,400 Staff, 3,658 permanent (e.g. Krüger: 650 Rangers)

→ Local economic benefit in SA? Substantial.

… but what about the Mozambican side of the Limpopo Park?

- Recent developments: huge increases in poaching of rhino and Elephant both sides of border (= natural tourism capital)
- “Chinese” demand, “Somali Mercenaries” and local poverty beyond the Limpopo River!
- Rhino horn “mining towns“ springing up on Mozambican side of the park limits, as its market value has passed that of gold.
Protecting the core capital of your tourism product: The relationship between nature and humans

“It is a fact that South Africa, a sovereign country, is under attack from armed foreign nationals. This should be seen as a declaration of war against South Africa by armed foreign criminals. We are going to take the war to these armed bandits and we aim to win it”

Major General Johan Jooste (Retired), hired by SANParks to coordinate anti-poaching measures.
1. Lesson learned:

If you don’t harmonize demand for natural resources with an enabling tourism infrastructure and benefits for local livelihoods, … you will destroy your core business proposition in the long term.

→Find out more e.g. in:

✓ The CBD Guidelines on Biodiversity and Tourism Development
✓ The IUCN Best Practice Guidelines on sustainable tourism and protected areas
United by a common eco- and watersystem: The Waddensea WHS in Denmark, Germany and the Netherlands

- The –mainly domestic– German North Sea tourism product used to be just about Sun & Beach, with a very short season and a focus on watersports and luxury products such as Sylt Island ...
- and lots of copycats such as Eiderstedt

- The Natural wonder of the Waddensea mud flats and cultural landscape along waterways and marshes in the Hinterland played almost no part in it.

- None of the 3 countries marketed the mud flats as a USP tourism destination

- (German) Waddensea National Park was founded in Mid-1980s, with main focus on conservation.

- The Waddensea was added to WHS list in 2009: Starting point for collaboration between Conservationists and Sustainable Tourism developers
Colaboration, awareness,…and revenue generating products!

2. Lesson learned:
If you won’t **connect human resources** and **cultural experience** to economic **benefits for local livelihoods**,… then don’t even start.

→ **Find out more e.g. in:**
- The UNWTO Global Code of Ethics for Tourism
- The Global Sustainable Tourism Criteria
Finding new markets is about more than billboards and flyers

3. Lesson learned:
Don’t get too excited about your supply before you have analyzed potential demand and developed a sound marketing strategy.
Thank you for your attention!

Manuel.Junck@giz.de
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