

INVENT - INNOVATIVE MARKETING STRATEGIES FOR SUSTAINABLE TOURISM OFFERS: PROJECT GOALS AND DESIGN

Conference „Beyond the Eco-Niche:
Mainstreaming Sustainable Tourism“

INVENT

Innovative
Marketing for
Sustainable Tourism

www.invent-tourismus.de

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PROJECT BACKGROUND

- Tourism is an important growth industry worldwide
- Apart from this, adverse environmental and social effects of tourism have in recent years become the focus of public attention
- Although travel offers geared towards sustainability already exist today, they predominantly involve niche offers for consumers who have a particular commitment to ecological and social issues
- Open question is, in what form sustainable holiday offers can be commercialised to the broad mass of travellers

PROJECT GOALS

- Exemplary development of sustainable tourism offers for the mass market in cooperation of industrial and research partners:
 - Target the mass market, not the eco-niche
 - The starting point is given by the desires and demands of experienced travellers (own empirical research)
 - The whole journey is considered: arrival and departure, accommodation, local activities
 - *Optimization* opportunities concerning existing offers as well as substitution potentials of less sustainable with more sustainable holiday trips (*transformation* of the future tourism market) are investigated with respect to sustainability

INVENT TOURISMUS

PARTNERS



University of Lüneburg
Tourism Management



in co-operation with:



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THE PROJECT APPROACH

1. Assessment of German holiday travel market from the point of view of sustainability and for the selection of 4 sample destinations



2. Empirical analysis with respect to holiday motives, acceptance and restraints concerning sustainable holiday offers



3. Deduction of target group related sustainable marketing strategies for the selected destinations



4. Development of exemplary tourism offers for the more sustainable mass market in co-operation with the tourism industry

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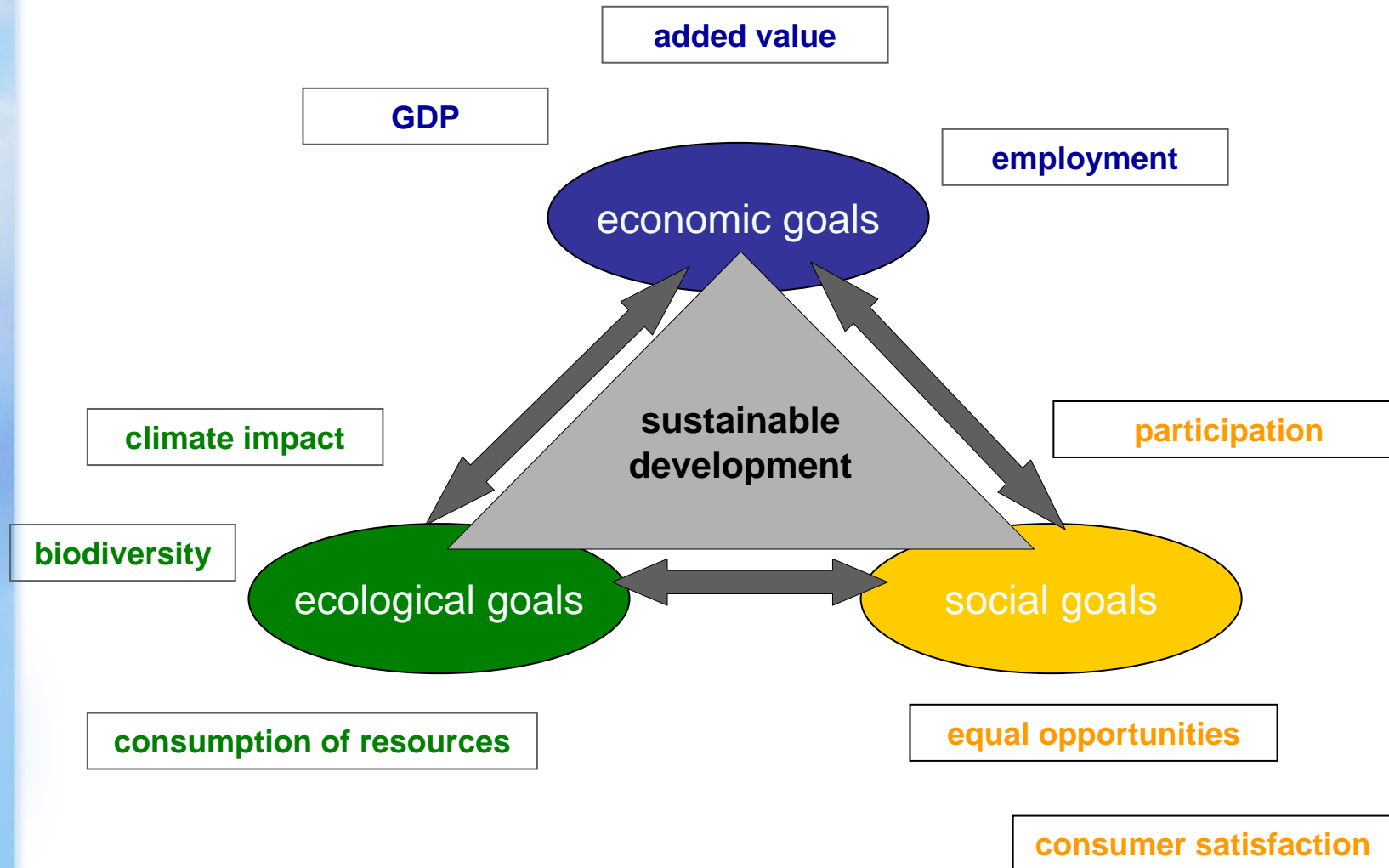


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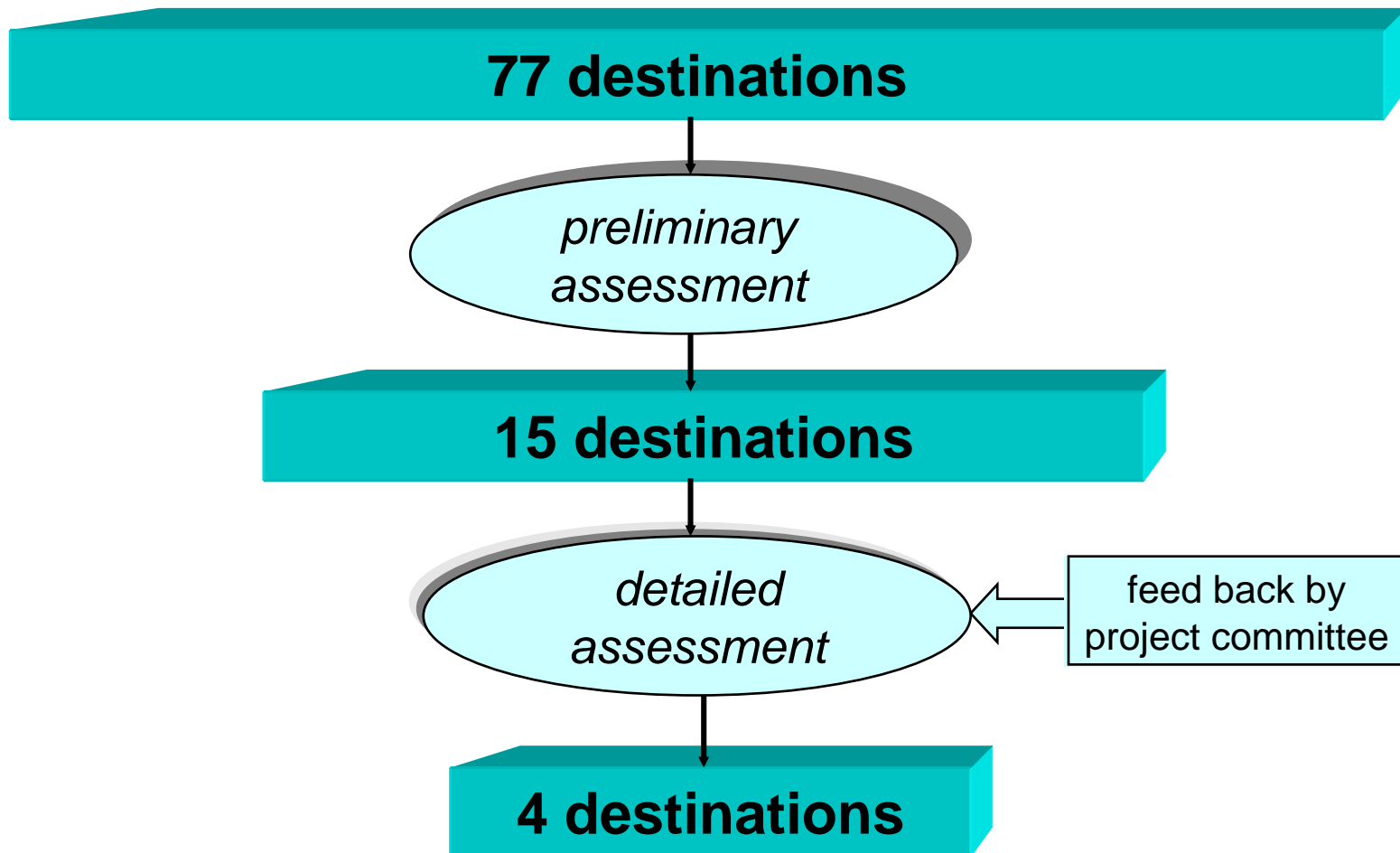
CRITERIA OF SUSTAINABLE ASSESSMENT



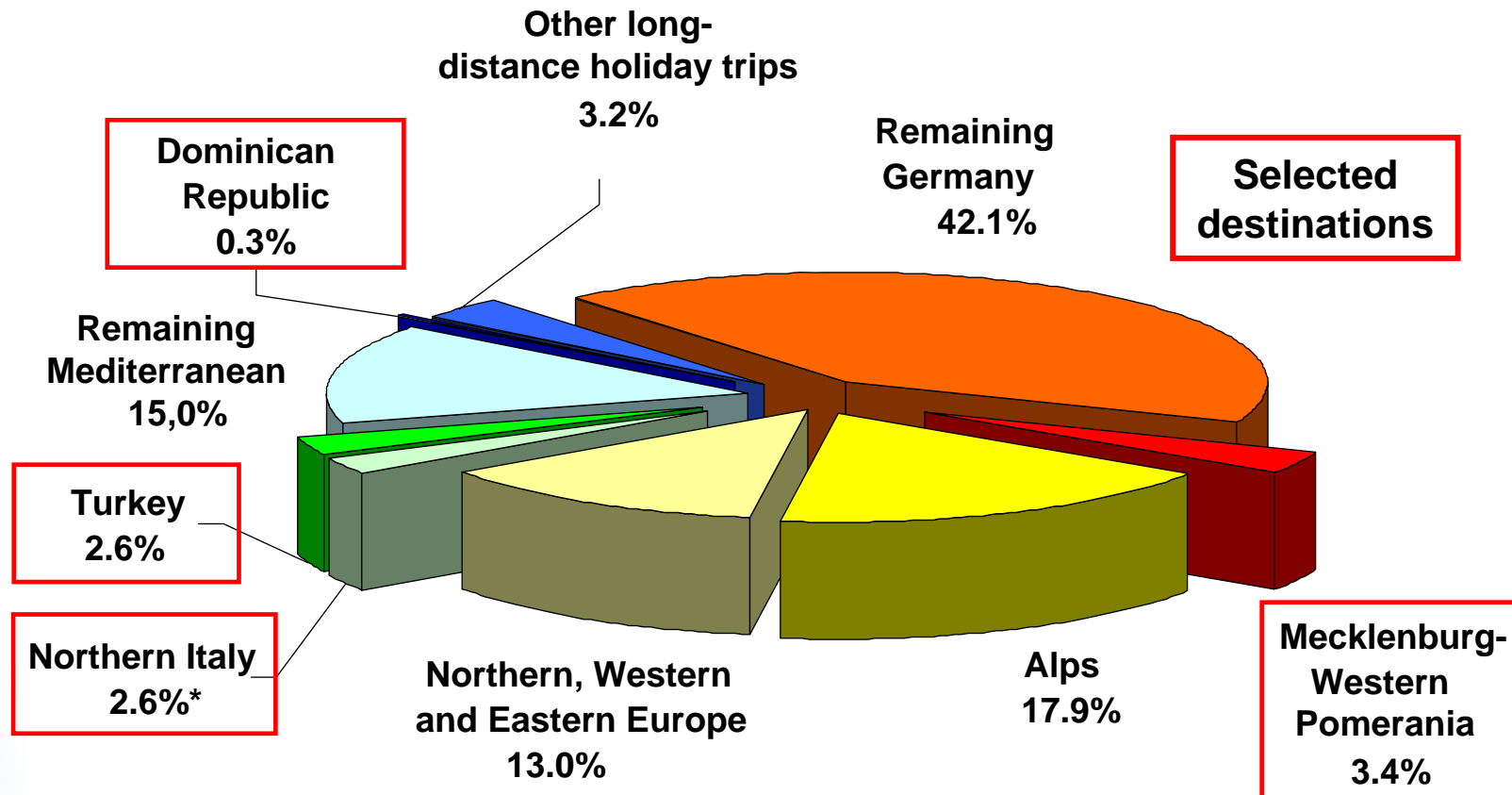
CRITERIA OF SELECTION

- Within the project development of sustainable marketing strategies and exemplary offers is only possible for selected destinations
 - ⇒ in-depth analysis of 4 destinations which are interesting regarding sustainable shaping of the tourism mass market
- **Criteria of selection:**
 - Assessment based on economic, ecological and social indicators
 - Relevance for the tourism mass market (market share)
 - Interest of INVENT industry partners and other co-operations partners
 - Consideration of all important types of destinations: national, neighbouring country, Mediterranean, long-haul destination

STEPS OF ASSESSMENT



HOLIDAY TRIPS 2001 BY DESTINATIONS



Data source: Mobility.

* without the Alps.

Holiday trips in total : 147.6 million.

DESTINATIONS AT A GLANCE

Mecklenburg-Western Pomerania:

- Growing German Destination (insider tip)
- Alternative for the Mediterranean
- Ecological advantage (short-haul)
- Short season
- Strengthening of sustainable offers feasible

Turkey:

- Destination with strong growth
- Alternative for long-haul trips
- Increasing infrastructure (land use, effect on biodiversity)
- Socio-cultural problems
- Tourism is an important economic factor

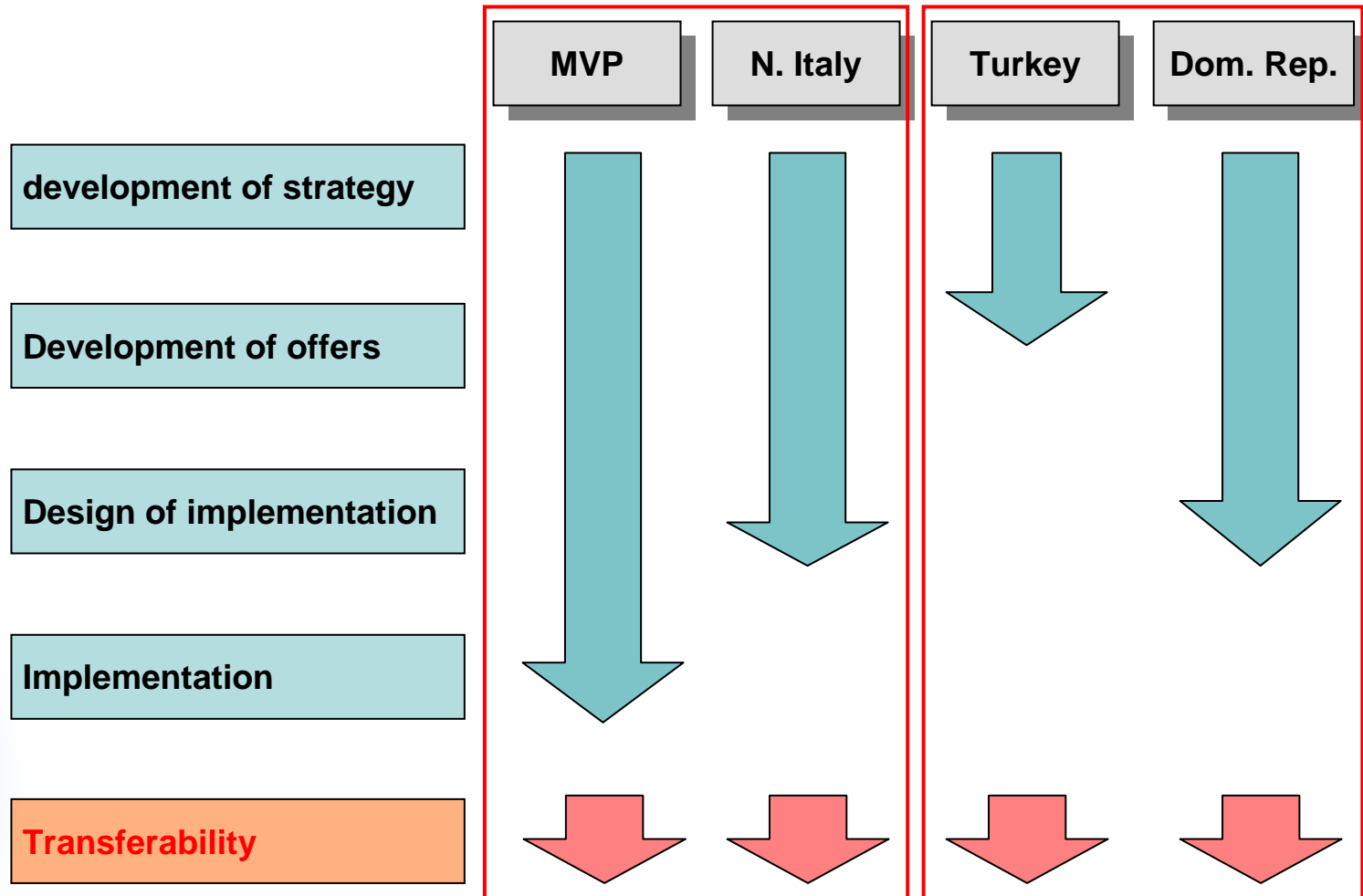
Northern Italy (Coast):

- Classical holiday destination with declining tendency
- Alternative to long-haul
- To be reached by rail, car or train
- Tourist infrastructure already exists

Dominican Republic:

- Important long-haul-destination
- Ecological relevance (GHG emissions, impacts on biodiversity)
- Economic dependance on tourism income
- Social problems

DEPTH OF INVESTIGATION



THANK YOU FOR YOUR ATTENTION

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