When eco is not eco anymore ...

Lessons Learnt from good and not so good practices of ecotourism

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14.5.2020
CEETO Final Conference
ASSOCIATIONS WITH ECOTOURISM
“Tourism in protected areas or at least natural areas”
(Ecotourism Society, 1965)

“Responsible travel to natural areas that protect the environment and improve the well-being of local people."
(Ecotourism Society, 1994)

“The area to which a person travels and which he/she considers to be a relatively undisturbed natural area, and which is more than 40 km from home.”
(Blamey, 1997, in: Journal of Sustainable Tourism)
Galapagos – Ecotourism Paradise?
Absence of natural escape distances
Even the airport is environmentally friendly here ...
Protected areas with capacity limits
HOW MUCH INTERFERENCE CAN AN ECOSYSTEM TOLERATE?
How much staging does ecotourism need?

Or the tourist?
LEUCHTTURMPROJEKT

Gläsernes Gipfelkreuz von Ischgl

150 Meter hoch mit Turbolift für 50 Personen.

Das neue Wahrzeichen der Alpen.

Bigger, wider, stronger...
the total staging of the mountains

G. Aloys and the ideas from Ischgl
FLYING BRIDGE –
DIE MUTPROBE VON ISCHGL
ARCHITEKTUR – DESIGN – AUFREGUNG

Bigger, wider, stronger ... the total staging of the mountains

G. Aloys and the ideas from Ischgl
Innovation is hardware-intensive - destinations become interchangeable.
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THE TELESCOPE
IN THE KARWENDEL
Turning the view ...
Infrastructure for spectacular experiences can be very small and cheap ...

© Mate Bence

Discover eco Romania
Educative Aspects

Mire nature trail
Teichalm / AT
Educative Aspects

„Mud between the toes and grass in the ear“
NATURE IS IMPORTANT FOR ECOTOURISM ...

... BUT THERE ARE MORE IMPORTANT ASPECTS OF SUCCESSFUL & SUSTAINABLE ECOTOURISM
Transhumance between Ötztal and Schnals Valley

Authentic niche products
Transhumance between Ötztal and Schnals Valley

Authentic niche products
Authentic experience = (cultural) landscape + people

Culture & Regionality

Educative Aspects

Mobility

Certification & Monitoring
Culinary delights and hospitality
Attractive offers for tourists and locals

Transylvanian Brunch

Cristi Cismaru

www.reky-travel.de   www.mytransylvania.ro
Transylvanian Brunch

Attractive offers for tourists and locals
Appreciation through added value

www.reky-travel.de    www.mytransylvania.ro
Attractive offers for tourists and locals
Appreciation through added value
Further training
Further development of culinary tourism

www.reky-travel.de   www.mytransylvania.ro
GRANDE TRAVERSATA DELLE ALPI (GTA)
THE GTA IS A SUCCESSFUL TOOL FOR REANIMATING ABANDONED MOUNTAIN AREAS
FROM GUIDING TO STORYTELLING WITH A FOCUS ON AUTHENTIC EXPERIENCES
Lessons learnt from successful sustainable eco-tourism projects

- Eco-tourism is directly linked with local culture and regional value generation.
- (Eco)-Tourism is an integrated part of a complex regional development.
- Local resources and small investments are more effective than large (often foreign) investment.
- Participation and life-long learning for all stakeholders improve innovation and acceptance.
- Development needs time, quick success is seldom sustainable.
- Sustainability is bottom-up, not top-down.
- (Eco)Tourism needs limits - and a regional consent of their acceptance.
Thank you very much for your attention!