



When eco is not eco anymore ...

Lessons Learnt from good and not so good
practices of ecotourism

Christian Baumgartner

14.5.2020
CEETO Final Conference

[illegible]

ECOTOURISM

THE ROOTS ...



● “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.



Dachstein

Innovation is hardware-intensive
- destinations become interchangeable.



Stockhorn, Berner Oberland / CH

Innovation is hardware-intensive
- destinations become interchangeable.



Drachenwand, Mondsee



Innovation is hardware-intensive
- destinations become interchangeable.

Grimsel, CH

THE TELESCOPE

IN THE KARWENDEL



Turning the view ...





Infrastructure
for spectacular
experiences
can be
very small
and cheap ...

© Mate Bence





© Mate Bence





© Mate Bence





© Mate Bence



Educative Aspects

Mire nature trail
Teichalm / AT



Educative Aspects

Naturpark Raab-
Örség-Goričko /
AT-HU-SLO

„Mud between
the toes and
grass in the ear“





NATURE IS IMPORTANT FOR ECOTOURISM ...

... BUT
THERE ARE MORE
IMPORTANT ASPECTS
OF SUCCESSFUL &
SUSTAINABLE
ECOTOURISM



Authentic niche
products

Transhumance
between Ötztal and
Schnals Valley



Authentic niche
products

Transhumance
between Ötztal and
Schnals Valley

Culture &
Regionality

Educative Aspects

Mobility

Certification &
Monitoring

Authentic
experience
=
(cultural)
landscape
+
people





Culinary
delights and
hospitality





Transylvanian Brunch

Cristi Cismaru

www.reky-travel.de

www.mytransylvania.ro



 **reky**
travel & events

 **mytransylvania**

Attractive offers for tourists
and locals





Transylvanian Brunch

www.reky-travel.de

www.mytransylvania.ro



Attractive offers for tourists
and locals

Appreciation through added
value





Transylvanian Brunch

www.reky-travel.de

www.mytransylvania.ro

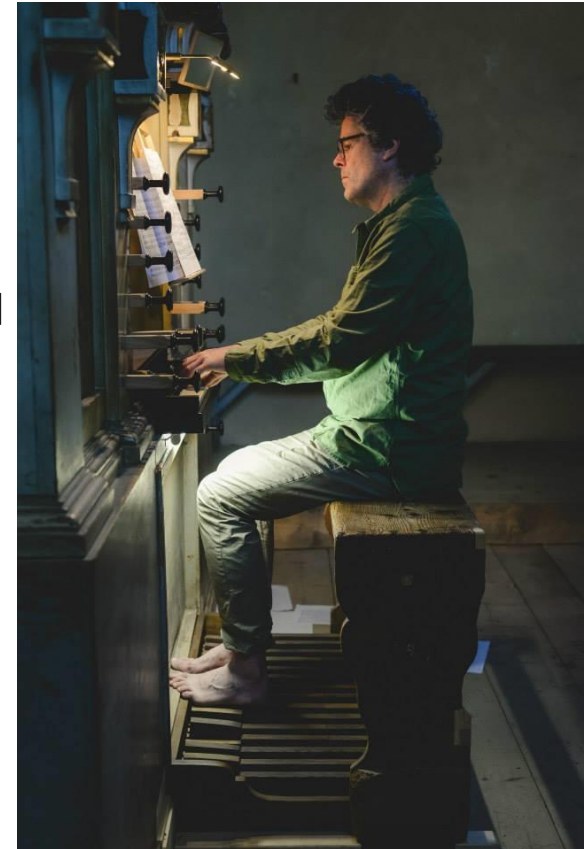


Attractive offers for tourists
and locals

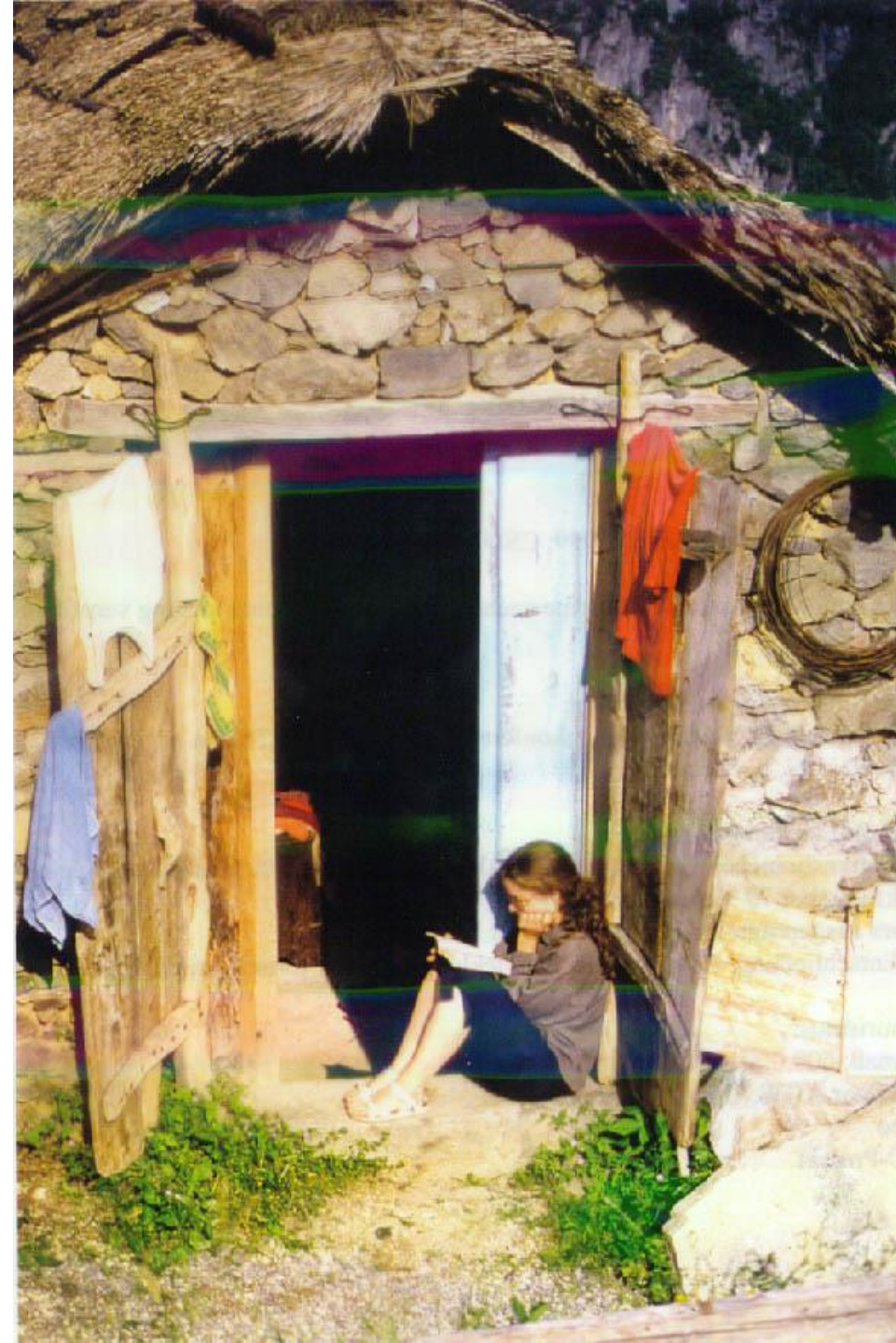
Appreciation through added
value

Further training

Further development of
culinary tourism



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 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.

© C. Baumgartner



Thank you very much
for your attention!



FH
GR

Fachhochschule Graubünden
University of Applied Sciences

Christian Baumgartner
response & ability gmbh
christian.baumgartner@responseandability.com