



GREEN TOURISM CONFERENCE

European Tourism Going Green (ETGG2030)

3 - 4 May 2023, Vienna



Co-funded by the COSME programme
of the European Union

ETGG 2030



GERMANY

Expert Dr. Peter Zimmer/FUTOUR
3. May 2023 /Vienna
STAND 27.4.23, 12 Uhr

Sustainability, sustainability – By the way: Who invented the term?

Right, my European friends, the Germans, more precisely, a Saxon!

- **Hans Carl von Carlowitz**, (* 14th December 1645 in Oberrabenstein next to Chemnitz; † 3rd March 1714 in Freiberg, Saxony), an accountant and „Oberberghauptmann“.
- With “*Sylvicultura oeconomica oder haußwirthliche Nachricht und Naturmäßige Anweisung zur wilden Baum-Zucht*“ (1713) **he wrote the first enclosed work on forestry and deemed essential creator of the concept of sustainable forest management**



<http://www.carlowitz-gesellschaft.de/hans-carl-von-carlowitz>,

SMEs from destination Eifel on the way to sustainable business

eifel
nomaden



Travelife
Sustainability in tourism



OMAN



USBEKISTAN



OMAN



IRAN

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SMEs from destination Eifel on the way to sustainable business



SMEs from destination Eifel on the way to sustainable business

Ferienhaus * * * *

Irreler Mühle



Green Key

Reisen für Alle

SMEs from destination Eifel on the way to sustainable business



Green Key



SMEs from destination Eifel on the way to sustainable business



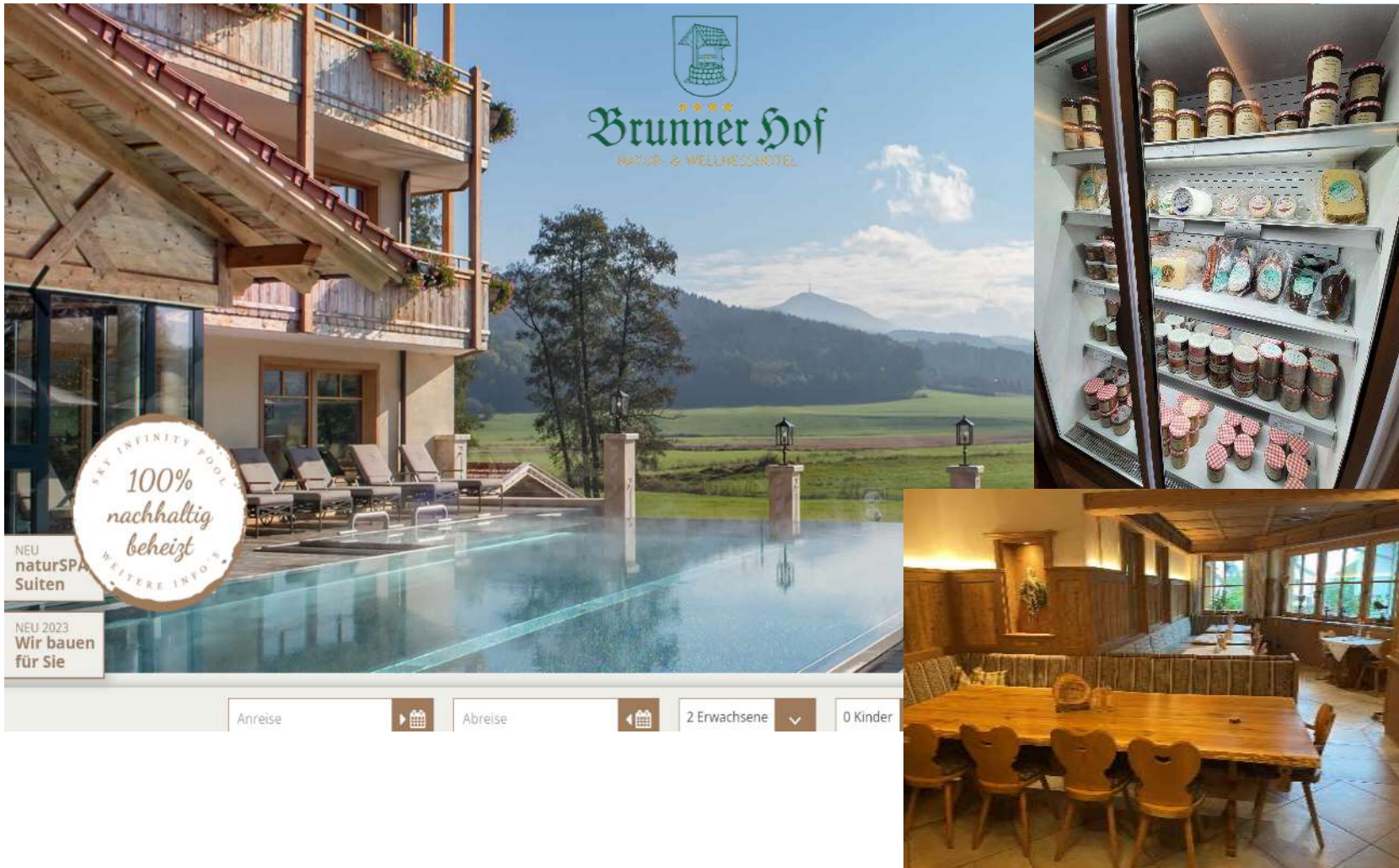
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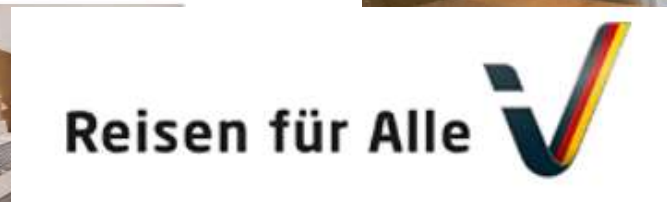
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 HOTEL & GASTHOF ★★★★★
WOLFRINGMÜHLE
Schwups di Wups – und dein Herz ist daheim!



Anlageninformationen

Dieses Gebäude produziert nachhaltige Energie mit Solarstrom!

Anlagenleistung:	177,23 kWp
Spezifischer Jahresertrag:	1000 kWh / kWp
Modultyp:	Solarfabrik 370
Wechselrichtertyp:	Solaredge 82.8
Inbetriebnahme:	12.05.2021
Installateur:	DOSOL Regensburg



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SMEs from destination Eastern Bavaria on the way to sustainable business



SMEs from destination Eastern Bavaria and Eifel – general remarks

- Consulting onsite & online detailliert von 1-10.
- Selection of 5 certificates based on worksheets.
- Worksheets: checklist for the audit.
- Keeping the tension high throughout the process.



SMEs from destination Eastern Bavaria and Eifel – general remarks

- Tourism2030 fits for multiple business types: hotels, holiday apartments, campsites, tour operators, leisure parks and
-consultants.
- Good for newcomers, career changer or traditional family businesses run by generations
- Additional motivation for SMEs: Market access through the Green Travel Map Germany and B2B users of the Green Travel Maps.

SMEs from destination Eastern Bavaria and Eifel – general remarks

- Active project manager on the part of destination (Veronika, Stephan)
- Relation to the destination and its activities like:



- As a „lighthouse project“ possible potential impact to the destination AND border regions (Luxemburg, Belgien, Tschechien).

Thanks for your kind attention and...

