Sustainable Tourism along River Jordan Concept

“In future, our main concern will no longer be whether we can travel to every place on earth. Our main interest will be whether it is worthwhile arriving there!”

(Herman Löns, 1908)

“Caring for the environment ...... is caring for the visitor VISIT Image Campaign, 2002 - 2004
Potential for Ecotourism

Ecotourism is the fastest-growing area of the tourism industry. In 2004, this market grew three times faster than the industry as a whole.

UN World Tourism Organisation estimates that global spending on ecotourism is increasing by 20% a year, about six times the industry-wide rate of growth (TEEB Report 2009).

Conservation International: Tourism in biodiversity hotspots had grown by more than 100 percent between 1990 and 2000.

The International Ecotourism Society (TIES): By 2004 nature tourism was growing 3 times faster than the tourism industry as a whole.
Components of tourism destination development

- Vision and long term concrete objectives
- Unique selling proposition / brand
- Analysis of potential demand
- Analysis of current competition
- Ability and willingness to cooperate
- Management structures
- Quality assurance / quality management
Lower Jordan River tourism development

1. Step: Baseline Analysis

- General tourist relevant information
- Analysis of the tourism actual situation
- Market analysis
- Competitor analysis
- Trends in Tourism
Lower Jordan River tourism development

**Israel:** Approx. 3 million tourists in 2008
Developed tourism market
Religious, archaeological, cultural, history tour tourism.
*kibbutz* as an interesting institution
Guided tours + first-time visits

**Jordania:**
Short trips to the chosen sites: ancient city of Petra
50% of visitors do not spend a single night in the country

Direct regional competitors: Turkey, Greece, Egypt
Lower Jordan River tourism development

2. SWOT - Analysis of the Jordan River

- Tourism strengths and weaknesses
- Tourism opportunities and Risks
- Tourist USP`s (= Unique Selling Prepositions, USP)
- Tourism development potentials of each tourism type at the Jordan River
Lower Jordan River tourism development:

Unique selling proposition / brand

- Great historical and religious meaning
- Variety of cultures (Israel, Jordan and Palestine)
- Variety of landscapes: Jordan River, Dead Sea, Sea of Galilee and selected stations
- Jordan River as a “meeting point” = Peace Park
- One of the most diverse and interesting stop-over sites for migratory birds

- See Balkans Peace Park Montenegro, Kosovo, Albania

http://peaceparkexpeditions.com/
Lower Jordan River tourism development:
3. Strategic Concept

- Based on the conclusions of Baseline Analysis
- The path to the professional development of tourism
- Vision "tourism at the Jordan River in 2018"
- Pillars of the positioning
- Strategic Objectives
Lower Jordan River tourism development:
4. Tourism development in concrete packages

Thematic packages
Short vs. long trips

For each package:
  Overview investment costs
  Overview of jobs
  Overview of demand and revenue potential

Conclusion tourism development in packages

“Jordan River: Connecting lakes – Connecting nations”
Lower Jordan River tourism development: 5. Marketing Strategies

- Market Research
- Brand Development
- Strategic and Operational Marketing including goals
- e-Marketing
- Marketing Communication
  - Living Lakes as a supporting brand?
Lower Jordan River tourism development:
6. Cross-cutting programs for tourism development

- Development of tourism education and training
- Definition of investor profile
- Creation of investor-friendly environment
- Quality Improvement Program for tourism around the Jordan River
- Monitoring / Comparison to international standards
Lower Jordan River tourism development

How to assure quality?

Estimate and monitor carrying capacity (ecological, physical, resources, social carrying capacity)

Implement Global Sustainable Tourism Criteria (GSTC)
- into conditions for investors
- into development of tourism infrastructure
- into development of tourism services

Certification, e.g. European Flower or Green Globe
More than 60 Ecolabels worldwide!

http://destinet.ew.eea.europa.eu
Benchmarking for Monitoring and Standard Setting
(Example: Tourbench)

Water
4-star rated hotels
Average = 335 litres per overnight stay
Benchmark = 200 litres per overnight stay

In 2 and 5-star rated hotels considerably more water is consumed, which is also reflected in the 25% benchmark
Positive Examples for Tourism at Lake Regions

ECOCAMPING: Environmental Management for Campingsites

www.ecocamping.net
Thank you!

Marion Hammerl, Global Nature Fund

Marion.hammerl@bodensee-stiftung.org