



Shaping Tourism Futures®  
70<sup>th</sup> Anniversary of AIEST

August  
2021

# ABSTRACT BOOK

Contest of Fresh Ideas:

**Tourism systems for a sustainable future!**

# Preface

The tourist world now does not seem to be the same after the hopeful ending of the pandemic as it was before the pandemic. However, even in the last peak during 2019, the number of voices calling for a rethink of tourism as it appears today increased.

Change in general often causes great resistance due to a fear of loss and therefore often has negative connotations. However, the confrontation with alternatives, which justify this change, can also be a pleasurable experience. "It's the framing, stupid!" one would almost be inclined to say. Various experiments on the design of incentives for behavioural change (cf. nudging) show that a targeted positive connotation, coupled with playful elements, for example, can indeed constitute a positive experience.

For this reason, and with the backdrop of its 70th birthday, Aiest 2020 invited – as part of a competition – young people to share good and especially fresh and maybe innovative ideas on and for a sustainable future of tourism. This booklet with the abstracts of the contributions received provides an overview of these "Fresh Ideas", which can be viewed in full at [www.aiest.org/news/70th-anniversary/](http://www.aiest.org/news/70th-anniversary/)

A competent jury of twelve (see below) selected the top three from the large number of entries. We would like to congratulate...

- ... the two winners **Katrin Hörmann** and **Patrizia Frimmer** for their contribution "The last Mile"
- ... the two first runners-up **Julia Martin** and **Elisa Hallschmid** for their contribution "Eco Points"
- ... the two second runners-up **Lea Rubenbauer** and **Charlotte Schweitzer** for their contribution "The suSTAYnable Guestcard".

We now wish you a stimulating short reading of the ideas and then hopefully an enjoyable and inspiring browse through the original articles.

*Vivat crescat floreat Aiest!*

**Prof. Dr. Harald Pechlaner, President of the Aiest**

**Prof. Dr. Christian Laesser, Secretary General of the Aiest**



# The Jury of the Contest of Fresh Ideas

**Prof. David Airey**, Great Britain

**Prof. Marcjanna Augustyn**, Great Britain

**Prof. Liběna Jarolímková**, Czech Republic

**Dr. Stella Kleinrath**, Austria

**Prof. Jean-Pierre Lozato-Giotart**, France

**Prof. Moustafa Mekawy**, Egypt

**Dr. Claude Origet du Cluzeau**, France

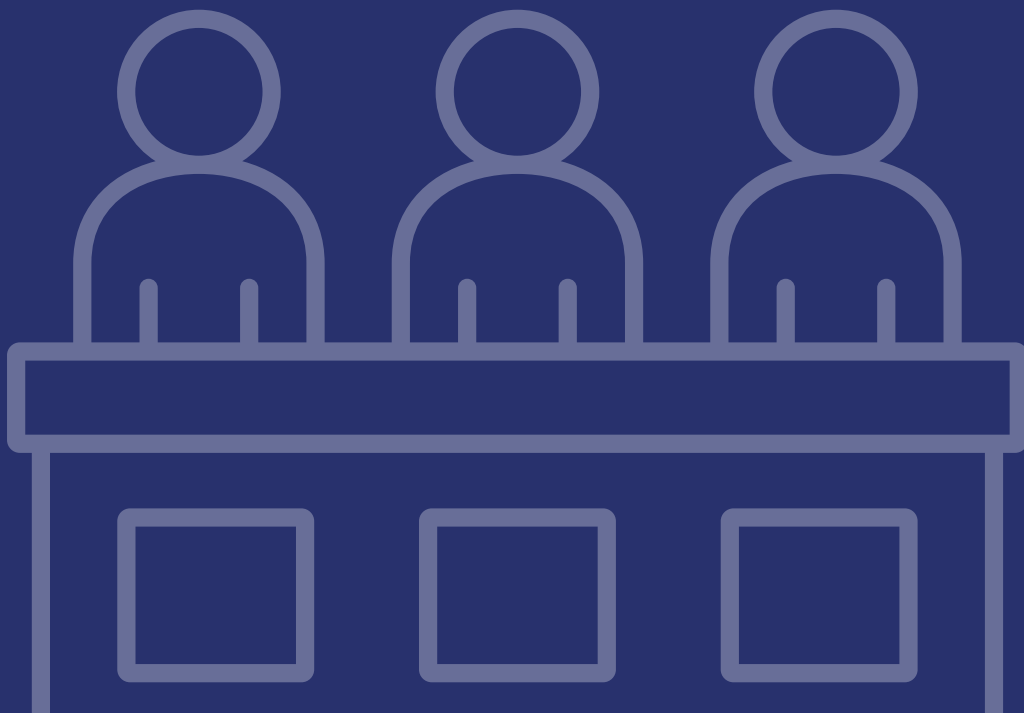
**Dr. Gulnaz Partschefeld**, Switzerland

**Ingrid Schneider**, Austria

**Dr. Thomas Steiner**, Switzerland

**Georg Steiner**, Austria

**Prof. Peter Williams**, Canada



Katrin Hörmann,  
Germany

Patrizia Frimmer,  
Germany



# The Last Mile

**Katrin Hörmann, Munich University of Applied Sciences**

**Patrizia Frimmer, Munich University of Applied Sciences**

## Short Abstract

Especially in the year 2020, when traveling options were limited, an increased volume of tourists could be observed in the Bavarian alpine region, resulting in jammed roads, increased noise and a corresponding high CO2 emission.

The confusing, user-unfriendly provision or non-existence of public transport alternatives causes visitors to rely on their own cars. "The Last Mile" is an issue for hikers who want to travel by public transport. Very often, they get quite close to the starting point of their tour but do not match it. The remaining distance between the closest train station and the trailhead is in many cases too far to walk.

The app "The Last Mile" aims to minimize this problem. The developed prototype illustrates how an integrated overview of different mobility alternatives can be displayed to visitors which they can use to comfortably get to the starting point of their tour. The app provides an intuitive, clear and easy way of finding public mobility options. The main function of the app is that users can enter their departure and a preferred tour starting location into a search mask. The app searches for a suitable train connection, which directs the user to a train station near the starting point of their tour. If the station is not within walking distance, the app uses data from a wide range of mobility providers to help visitors to cover their last mile. The mobility alternatives are: bus, taxi, car sharing, bike rental, e-scooter, and a chat to find carpool options.

As side functions the app provides a weather forecast in the chosen destination, a display of the time users may save by not using the car, a loyalty point system, a CO2-saving- tracker and the option to recall already selected connections at any time.

## „THE LAST MILE“

### AIEST- CONTEST OF FRESH IDEAS

Authors: Katrin Hörmann  
Patrizia Frimmer

Lecturer: Prof. Dr. Markus Pillmayer  
Topic received: 17.10.2020  
Submission: 31.01.2021

MÜNICH, JANUARY 2021

## Table of contents

<b>1. Introduction.....</b>	
<b>2. Importance of the Prototype .....</b>	
<b>3. Current starting position .....</b>	
<b>4. Prototype.....</b>	
4.1. Main Function .....	
4.2. Additional Functions.....	
4.3. Requirements.....	
<b>5. Conclusion .....</b>	
<b>6. Sources.....</b>	
<b>7. Picture Sources of the Prototype .....</b>	
<b>8. Appendix .....</b>	

## 1. Introduction

The Corona pandemic has been present for a year and every individual has to make restrictions in their daily life. Since it was not possible to travel far last year due to the Corona pandemic the number of day tourists in the Bavarian alps increased immediately. The situation in summer and autumn 2020 was characterized by high density of people, most of whom arrived by car. This led to overcrowded parking spaces and even meadows were full of cars. It is assumed that the phenomenon of many day tourists will not decrease but remain constant or even increase. Therefore, something must be done to prevent the dreadful effects on the environment and nature in the Bavarian Alps.<sup>1</sup>

But why is everyone driving by car to their destination? The answer to this question lies within the difficulty for hikers to find a good way to get to the starting point of their tour without having to use the car. Because public transportation often takes visitors only close to the starting point of the hiking tour but not directly to it. In that case they have to overcome a long distance before they can start the actual tour.<sup>2</sup> The DAV<sup>3</sup> has been aware of this problem for some time and has given it the name: "The Last Mile".

The authors created an app prototype that gives hikers alternatives to get to the starting point and back home without using the car.

## 2. Importance of the Prototype

The largest part of the ecological footprint in mountain sports is the journey into the destination. The best way to bypass individual mobility is to use public transport. Traveling by train offers many advantages, such as traffic jam that can be avoided easily after a nice day of hiking. Best practice examples to overcome the "Last Mile" have already been compiled by the „DAV“. These can be used to easily explain how this challenge can be solved.<sup>4</sup>

The most common and well-known alternative is the shuttle bus, which is already offered by many destinations. A shuttle bus makes a regular round trip from the train station to the popular hiking starts. In the Tegernsee-Schliersee region, the buses to the hiking areas have already been coordinated with the train arrivals. Another alternative is a special hiking bus line that operates during the peak holiday periods. Very good practical examples are the „Wendelstein-Ringlinie“, the „Dorflinie“ in Ruhpolding and Inzell, or the „Almerlebnisbus“ in Ramsau. There are also individually orderable shuttle buses, which allow individual journeys outside the timetable. Examples are the "Rufbus" in Berchtesgader Land or the "Wanderbus" in Bayrischzell.<sup>5</sup>

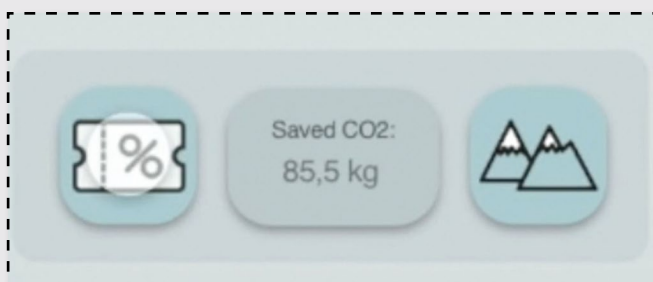
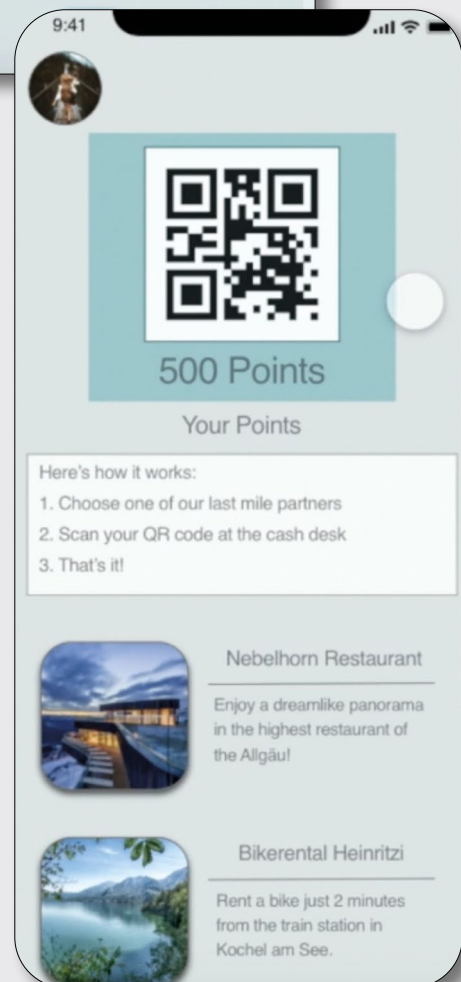
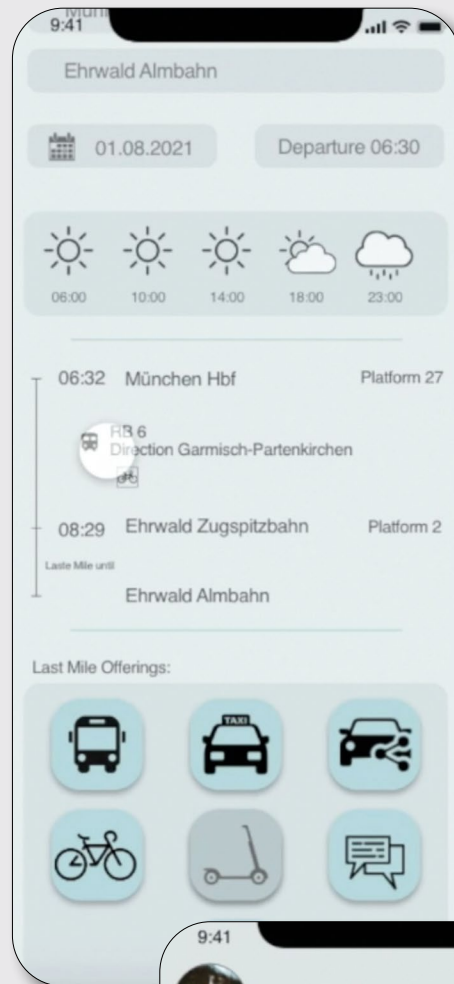
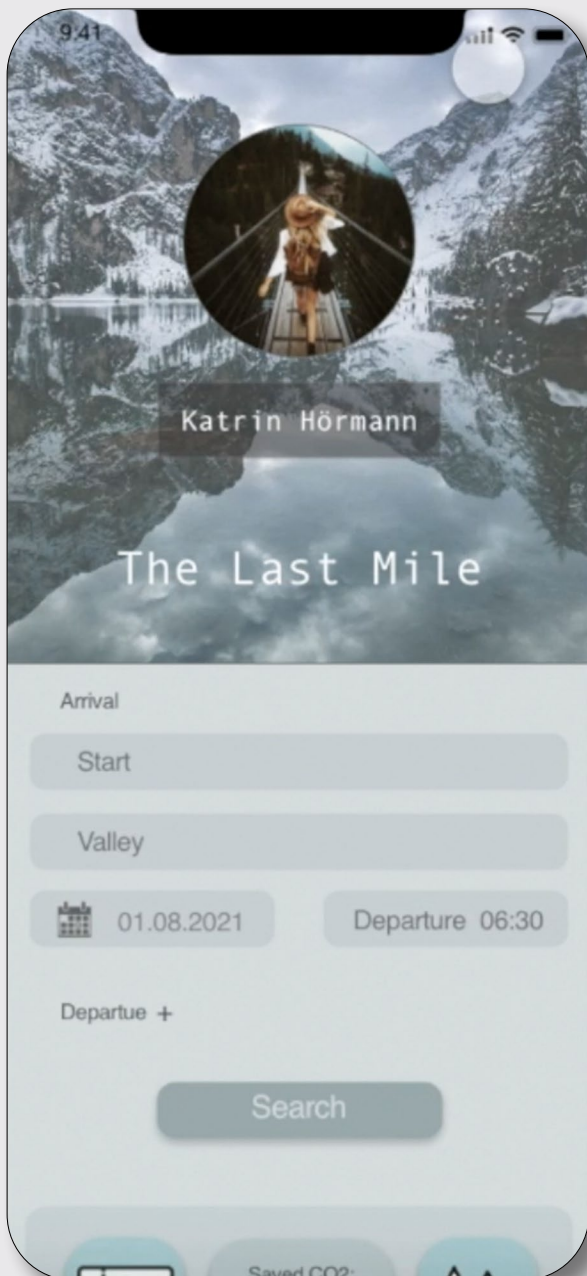
The alternatives for shuttle buses that are already used in practice are car-sharing services and rental bicycles. Car-sharing is definitely an option to reduce the high number of cars on site. Several parties can join together to drive in the same direction. However, it only partially solves the emerging problem of the high number of cars. The Tegernsee/Kreuth region has not adopted the car-sharing option because of too many emerging problems. Probably also because of the practical experience from Bad Tölz, where the traffic volume was still too high.

<sup>4</sup> DAV Panorama, Die letzte Meile, [04/2020]  
<sup>5</sup> ebenda

<sup>1</sup> BUND Naturschutz in Bayern e.V., [https://www.bund-naturschutz.de/fileadmin/Bilder\\_und\\_Dokumente/Themen/Alpen/Tourismus/BN\\_Informiert\\_Tourismus\\_im\\_Alpenraum\\_07b\\_reduzierte\\_Gr%C3%B6%C3%9Fe.pdf](https://www.bund-naturschutz.de/fileadmin/Bilder_und_Dokumente/Themen/Alpen/Tourismus/BN_Informiert_Tourismus_im_Alpenraum_07b_reduzierte_Gr%C3%B6%C3%9Fe.pdf), [28.01.2021]

<sup>2</sup> DAV Panorama, Die letzte Meile, [04/2020]

<sup>3</sup> Deutscher Alpen Verein, engl. German Alp Association





# Eco Points

**Julia Martin, Munich University of Applied Sciences**

**Elisa Hallschmid, Munich University of Applied Sciences**

## Short Abstract

Modern society, which does not live in a sustainable way would do so if there were no disadvantages resulting from choosing sustainable products. Therefore, an added value must be provided for the consumers so that they rather choose sustainable products over conventional ones, and for producers to offer more sustainable products. Additionally, the awareness for sustainable products has to be raised.

A possible solution is a network formed by qualified sustainable partners and a cash-back system for the customers that provides discounts for the sustainable products of the partners. They can download an application and create an account for free. With the card in the app they can collect Eco-Points with every purchase of a partners' product, depending on the money they spend. After collecting a certain amount of EcoPoints, they can get a discount for products of a partner they choose. Apart from the Eco-Points card the application provides a list of all the partners and a map that shows their location. In order to promote the use of sustainable offers both in everyday life and tourism, partners of both areas are members of the network.

In the first prototype the network focuses on the city of Munich in Germany for sustainable offers of daily life, which includes the public transport system of Munich as well as health food stores. The touristic partners are situated within the state of Bavaria in the south-east of Germany, including hotels with a sustainability certificate and the main provider of public transport by train in Germany.

Only with a holistic approach the global sustainability problem can be solved, and the society plays a key role in the implementation of change.

## Table of Contents

1. Introduction .....	
2. Premises and discussion of sustainable tourism with	
3. Possible solution: Eco-Points network.....	
3.1 Advantages for the customers.....	
3.2 Advantages for the partners.....	
4. Business model for the Eco-Points network .....	
5. Functions of the prototype.....	
6. Further considerations .....	

## CONTRIBUTION TO Aiest

Contest of Fresh Ideas:  
Tourism systems for a sustainable future!



Julia Martin  
Elisa Hallschmid

### 1. Introduction

The question dealt with in this contribution to the Contest of Fresh Ideas by Aiest is how to transform tourism into a generally more sustainable phenomenon. More specifically, it focuses on the question of how to make tourism sustainable without a sustainable society.

Today's prosperity worldwide is greater than ever. However, at the same time the use of natural resources and the energy consumption are increasing, to provide the living standard humans in modern societies are used to. Global trends like the exponential growth of the world population, the increasing equity gap and the loss of biodiversity have a great impact. In order to address the global challenges that are arising due to these developments, the United Nations agreed on the 17 Sustainable Development Goals in 2015. The core idea of sustainability is to guarantee the same chances that this generation has now for future generations, and to provide a balanced distribution of wealth between the rich and the poor. Sustainability has three core areas that must be addressed: economical, ecological, and social aspects. Only with a holistic approach the global sustainability problem can be solved, and the society plays a key role in the implementation of change. Everyone makes an impact on the environment by their way of consuming and this also includes tourism.

### 2. Premises and discussion of sustainable tourism without a sustainable society

Our society is not living in a sustainable way even though the awareness of its importance has risen remarkably during the last 20 years. For example, initiatives like Fridays for Future are enjoying increasing attention and especially reaches among the younger generation. The urgency of the approach, that action must be taken now is supported by the fact that there are more and more effects of climate change that are observable and noticeable as climate catastrophes occur more frequently and strongly than ever. The Corona crisis has somewhat improved the climate on our planet especially during the first 6 months of 2020 and the restricted freedom of travel has shown how significant the role of tourism is, regarding climate change and the pollution of the earth. A survey of the German NIT (= Institut für Tourismus- und Bäderforschung in Nordeuropa GmbH: Institute for Tourism and Spa Research in Northern Europe Ltd) showed the attitude-behaviour-gap of sustainability in tourism that is decreasing but still present. While 56% percent of people have a positive attitude towards sustainability in holiday travel, only 4-8% state that sustainability was a deciding factor in their travel decisions<sup>1</sup>. The approach of this work was based on the fact that there already is awareness, but society still does not live in a sustainable way.

It is assumed that the society, which does not live in a sustainable way would do so, if there were no disadvantages resulting from choosing sustainable products. That means that the society itself is not unsustainable, but that there is a certain extra effort that makes living sustainably more complex. Sustainable alternatives have to be found, which means an effort in time and the change of habits.

<sup>1</sup> Schmücker, et al (2019, p. 12): Nachhaltige Urlaubsreisen: Bewusstseins- und Nachfrageentwicklung, [online] [https://www.bmu.de/fileadmin/Daten\\_BMU/Pool/Forschungsdatenbank/fkz\\_um18\\_16\\_502\\_nachhaltigkeit\\_reiseanalyse\\_2019\\_bf.pdf](https://www.bmu.de/fileadmin/Daten_BMU/Pool/Forschungsdatenbank/fkz_um18_16_502_nachhaltigkeit_reiseanalyse_2019_bf.pdf) [24.01.2021] (Translation to English from the original)



Consequently, the biggest part of society just chooses the more comfortable way of living. We also assume that a big obstacle in this context are the extra costs of sustainable products.

Therefore, an added value must be provided for the consumers so that they rather choose sustainable products over conventional ones, and for producers to offer more sustainable products. Additionally, the awareness for sustainable products has to be raised.

By removing the obstacles of more effort in context of time and cost it is assumed that a bigger amount of people would choose to live in a more sustainable way and integrate sustainability in their daily life and travel decisions.

### 3. Possible solution: Eco-Points network

A possible solution is introducing a network system for the customers that provide them with a discount for sustainable products. Customers that choose to use the network create an account. With the card in their possession, they can use the network to purchase sustainable products. Depending on the number of points, they can get a discount for products. The network offers both in everyday life and travel decisions.

In the first prototype the network focuses on daily life, which includes the public transport as well as health food stores (HFS). The network is located in the south-east of Germany. On the one hand, it focuses on the economic, environmental and social aspects of sustainability can be integrated into daily life, which is the main provider of public transport.

All hotels within the state of Bavaria with the network: Earth Check, Green Globe and with a certificate for sustainability may participate in the network. The network aims to ensure the quality of the products and services.

#### 3.1 Advantages for the customers

The customers can live in a more sustainable way. They do not have the extra effort of finding the closest sustainable store. They also save money by getting discounts. Another advantage is that they can use the network for sustainable products.

In the context of tourism, the idea is that customers can collect Eco-Points when going on a holiday. The result is that they can use the points for sustainable products and they save time, but they do not have to take the time to search for sustainable products.



	Expenses per purchase	Points worth one purchase	Points per purchase	Number of Purchases per month	Expenses per month	Points worth per month	Points per month
HFS	20 €	0,80 €	8	520	10.400,00 €	416,00 €	4160
Hotel	200 €	8,00 €	80	43,3	8.660,00 €	346,40 €	3464
MVG	3 €	0,06 €	0,6	11440	34.320,00 €	686,40 €	6864
					53.380,00 €	1.448,80 €	
Total expenses per month				53.380 €			
Total points worth per month				1.449 €			
Amount that is at least necessary to cover costs =				1.449 €			
Membership fees have to cover at least the amount of				1.449 € + Fix Costs			

The Membership fees, that are the main source of income, vary with the turnover or the number of employees of the partner to guarantee a fair distribution. For this classification we have taken the German law of Commerce (§267 HGB) as an aid for distinguishing the different sizes of companies, as following:

Membership fees	Employees	Turnover	Fee	Estimated number of partners
"Kleinstkapitalgesellschaft"	< 10	or < 0,7 Mio	10 €	65 HFS
"Kleine Kapitalgesellschaft"	< 50	or < 12 Mio	20 €	30 Hotel, HFS
"Mittelgroße Kapitalgesellschaft"	≤ 250	or ≤ 40 Mio	30 €	
"Große Kapitalgesellschaft"	> 250	or > 40 Mio	50 €	5 MVG
Membership fees per month 1.500 € (= 65*10€ + 30*20€ + 0*30€ + 5*50€)				

The number of partners of the different sizes is estimated. When taking into account all the numbers and calculations from above, as well as the fix costs, results the following:

Costs		Revenues	
Variable Costs		Variable Revenues	
Reimbursements	1.449 €	Membership Fees	1.500 €
Fix Costs		Fix Revenues	
Software	50 €		-
Revenues	1.500 €		
Costs	- 1.499 €		
	1 €		

As the main intention is to cover the arising costs this calculation shows how the system of the Eco-Points network could work. Any gained profit would be used to reinvest and expand the network.



Lea Rubenbauer,  
Germany

Charlotte Schweitzer,  
Germany



# The suSTAYnable Guestcard

**Charlotte Schweitzer, Munich University of Applied Sciences**

**Lea Rubenbauer, Munich University of Applied Sciences**

## Short Abstract

While thinking of the future of tourism, we became aware that sustainability is still an important issue. Tourists would like to participate in more sustainable alternatives, but do not really know how to inform themselves about it.

We asked ourselves two questions: The first one is how to raise tourists' awareness of nature and the environment during their stay. Furthermore, how to make it more comfortable to access the topic of sustainability in the region. Regarding these questions we developed the suSTAYnable Guestcard which helps to ensure an environment-friendly long-term use of a region as well as improving awareness for sustainability and environmental protection.

For the implementation of our guest card, we chose the Berchtesgadener Land, a region south of Munich. During their stay, guests can benefit from discounts, rewards and information from sustainable providers in the region. The card comes together with an information booklet offering more details about the partner businesses with focus on sustainability and regionality.

In comparison to existing cards, with every purchase of a suSTAYnable Card, two percent are donated to a regional primary school where the money will be used for projects that raise children's awareness of the environment. Furthermore, we want to enable our guests exchange with locals and like-minded visitors. Therefore, we offer tours through Berchtesgaden with local guides providing information about the region and local partners.

Our long-term goal is to substitute the existing guest card and to be the only card offered. Berchtesgaden can serve as an example for other regions to follow and implement the suSTAYnable Guestcard as well.

Willkommen im  
Berchtesgadener Land

suSTAYnable Guestcard



## The suSTAYnable Guestcard

Nachhaltig unterwegs im Berchtesgadener Land

Lea Rubenbauer & Charlotte Schweitzer

E-Mails:

lrubenba@hm.edu

charlotte.schweitzer@hm.edu



### 1. Introduction

In order to find an innovative solution for the future of tourism as well as existing tourism related challenges and issues, we focused on the Bavarian mountain area south of Munich. Especially this area is highly in need of an intact environment as a tourist attractor itself.

In this context, we asked ourselves two main questions, which reflect the core of our problem and are dealt with in the following essay.

The first question is how to raise tourists' awareness of nature and the environment during their stay. Furthermore, how to make it more comfortable and practical for tourists to access the topic of sustainability in the chosen region.

We are convinced that the answer regarding our two main questions will help to ensure an environment-friendly long-term use of a selected region. Furthermore, it will improve general awareness on the topic of sustainability and environmental protection.

First, we asked ourselves which kind of problems regarding tourism and sustainability are existing and which we may have experienced ourselves during vacation. In this context, we quickly became aware that sustainability is important to tourists and that they would like to participate in more sustainable alternatives during vacation, but that they do not really inform themselves about it in advance. Often tourists do not know what characterises a region in terms of sustainability and how they can be a part of it. Through a self-conducted survey, several statistics and detailed research, we have developed a product that responds to this problem and helps to improve it.

### 2. Justification of this question

For us, as a team, the relevance of this topic was very important. We want to encourage a more sustainable lifestyle for tourists during their holidays and make it as easy as possible for them to have a high-quality experience without affecting the natural environment. This topic is becoming more and more important nowadays because sustainable tourism is one major thing among many others that are needed to fight climate change and eventually ensure that future generations can meet their needs and have the same opportunities as today's generation. On the one hand, we have been guided by the Sustainable Development Goals 11 and 15. SDG 11 "Sustainable cities and communities" includes the protection of the world's cultural and natural heritage and plans to reduce the environmental impact of cities. Goal 15 called "Life on land" aims

Berchtesgadener Land

suSTAYnable Guestcard

Max Mustermann  
Muster Hotel

Bitte diese Karte bei  
Abreise wieder bei Ihrem  
Gastgeber abgeben





to ensure the conservation of mountain ecosystems and protects biodiversity and natural habitats.<sup>1</sup> Since Berchtesgaden Land has the only German Alpine National Park we thought that this area would be very suitable for our project.<sup>2</sup>

On the other hand, we had a look at several statistics and according to the online survey of the website "urlaubspiraten.de" which dealt with the question what the reason is that prevents you from travelling sustainably about 25 per cent of the interviewed people said that they do not know how to travel in a sustainable manner and for 18 percent of the people it is too time-consuming.<sup>3</sup> We ourselves have conducted a survey with 110 respondents and more than half of the people have used a Guestcard during their vacation and more than 65 per cent attach importance to sustainability and regionality in everyday life. But what we found out was that only 35 per cent of the people try to be sustainable and regional when they are on holiday. That is only half of the people who live sustainable in daily life. A positive aspect is, that more than 90 per cent of the people are interested and willing to try out a sustainable Guestcard and give it a chance.

That is why we wanted to introduce the suSTAYnble Guestcard in the region of Berchtesgaden Land. It is something we are very passionate about and we are convinced that this project can make a huge change in the way of travelling.

### 3. Assumptions underlying the question and its discussion

In order to carry out our project and put it into practice, certain assumptions must be fulfilled. At first, we have to talk to the district of Berchtesgaden Land and they have to accept and recognize our Guestcard. Cooperation must be entered into the tourist offices and accommodation facilities that they can offer the Guestcard to tourists. Furthermore, the Bavarian LEADER funding program must accept our application and support our project with a funding contribution so that we can financially originate our project. In addition, it is also a cooperation required with companies and restaurants that work with us for the card and an agreement on the financial compensation. Last but not least the collaboration with a regional primary school must be achieved. The focus is on further developing children's awareness of nature and the environment. For

<sup>1</sup> cf. The global goals for sustainable development, 2021

<sup>2</sup> cf. Berchtesgaden, 2021

<sup>3</sup> cf. Graefe, 2020



us, it is very important that we give something back to a regional institution and donate a percentage of our revenues.

### 4. Everything you need to know about the suSTAYnble Guestcard

#### 4.1 The suSTAYnble Guestcard – What is it about?

Regarding our two main questions responding to tourists' awareness of the environment as well as an easy and comfortable access to information, we developed a guest card with focus on sustainability and environmental protection. In consideration of the increasing environmental problems, especially in the mountain regions south of Munich, we chose the Berchtesgaden Land for the implementation of the suSTAYnble Guestcard. Basically, the card is similar to existing ones. During their stay, guests can benefit from discounts, rewards and information from sustainable providers in the region. Together with the card, the guest receives an information booklet with more detailed information about the partner businesses. All of them are highly focused on sustainability and regionality. The card can be purchased in two categories, either when staying one to three nights for 18€, or when staying three nights or more for 30€. The card is personalised and valid during the stay, but for a maximum of 30 days. In case of another visit, a new purchase of the card is necessary. The price is to be paid per person with children included under 14 years. It is important to mention as well that each provider can only be used once with the card during the visit. After the stay, the card should be returned to the host. This way it can either be recycled or reused. In comparison to existing guest cards, with every purchase of a suSTAYnble Card, two percent are donated to a regional primary school where the money will be used for projects that raise children's awareness of nature and the environment, allowing the guest to support the local community.

Furthermore, we want to enable our guests to have contact and exchange with local people and like-minded visitors. This is a perfect chance to meet new people no matter if you are travelling alone or with a group of friends. For this purpose, we offer tours through Berchtesgaden two times a week with local guides who provide information about the region and its inhabitants and especially our local partners.

Below you can see an example of what the suSTAYnble Guestcard could look like:



Figure 1: suSTAYnble Guestcard front and back side



### Appendix

Finances in English:

suSTAYnble Guestcard Finances									
Expenses (yearly)					Income				
Variable costs (yearly)					Guests in 2021 per year**				
Costs	Per unit	Unit	Total		Guests in 2021	Guests in 2021	Guests in 2021	Guests in 2021	Guests in 2021
Production costs (card and brochure)	0,08 €	100.000	8.000 €		877.000	1,7%			15.000
Marketing expenses	0,08 €	100.000	8.000 €						
<b>Total (2)</b>			<b>16.000 €</b>						
Fixed costs (yearly)					Revenue				
Costs	Per unit	Unit	Total		Variable revenues (yearly)				
Card + brochure	0,08 €	100.000	8.000 €		Revenue Card 1-3 nights	Guests in 2021	Guests in 2021	Guests in 2021	Guests in 2021
Information (brochure)	0,08 €	100.000	8.000 €		18.000	60%	9.000	18.000,00 €	18.000,00 €
Other (Internet, telephone, insurance etc.)	0,08 €	100.000	8.000 €		Public Funding (50% of PC)	40%	4.000	18.000,00 €	18.000,00 €
<b>Total (3)</b>			<b>16.000 €</b>		<b>Total</b>	<b>100%</b>	<b>13.000,00 €</b>	<b>36.000,00 €</b>	<b>36.000,00 €</b>
Break-Even Amount (BEA)					Provisions & Donations (yearly)				
Variable costs	Per unit	Unit	Total		Provision/Donation	% of revenue	Total		
average price per card	0,08 €	100.000	8.000 €		Provision/Donation (10% of revenue)	10%	1.300,00 €		
Revenue per card and other provisions & donations	0,08 €	100.000	8.000 €		Provision/Donation (5% of revenue)	5%	650,00 €		
<b>BEA</b>			<b>8.000,00 €</b>		<b>Total</b>	<b>15%</b>	<b>1.950,00 €</b>	<b>34.050,00 €</b>	<b>34.050,00 €</b>
Profit & Loss					Profit & Loss				
Revenue	Per unit	Unit	Total		Revenue				
Revenue	0,08 €	100.000	8.000 €		Revenue				
Provision & Donations	0,08 €	100.000	8.000 €		Fixed costs				
<b>Total</b>			<b>16.000 €</b>		Variable costs				
					Provision & Donations				
					<b>Total</b>				

\* Source: online: <https://www.berchtesgaden-land.com/de/berchtesgaden-land/2021.pdf> (20.03.2022)

Finances in German:

suSTAYnble Guestcard Finanzplan									
Ausgaben (jährlich)					Einnahmen				
Variable Kosten (jährlich)					Gäste im Jahr 2021**				
Kosten	Pro Stück	Stück	Gesamt		Gäste im Jahr 2021	Gäste im Jahr 2021	Gäste im Jahr 2021	Gäste im Jahr 2021	Gäste im Jahr 2021
Produktionskosten (Karte und Broschüre)	0,08 €	100.000	8.000 €		877.000	1,7%			15.000
Marketingkosten	0,08 €	100.000	8.000 €						
<b>Gesamt (2)</b>			<b>16.000 €</b>						
Fixe Kosten (jährlich)					Umsatz				
Kosten	Pro Stück	Stück	Gesamt (jährlich)		Variable Einnahmen (jährlich)				
Karte + Broschüre	0,08 €	100.000	8.000 €		Einnahme Karte 1-3 Nächte	Gäste im Jahr 2021	Gäste im Jahr 2021	Gäste im Jahr 2021	Gäste im Jahr 2021
Informationsmaterial (Broschüre)	0,08 €	100.000	8.000 €		18.000	60%	9.000	18.000,00 €	18.000,00 €
Andere (Internet, Telefon, Versicherungen etc.)	0,08 €	100.000	8.000 €		Öffentliche Förderung (50% der PK)	40%	4.000	18.000,00 €	18.000,00 €
<b>Gesamt (3)</b>			<b>16.000 €</b>		<b>Gesamt</b>	<b>100%</b>	<b>13.000,00 €</b>	<b>36.000,00 €</b>	<b>36.000,00 €</b>
Break-Even Menge (BEM)					Provisionen & Spenden (jährlich)				
Variable Kosten	Pro Stück	Stück	Gesamt		Provision/Spende	% vom Umsatz	Gesamt		
average price per card	0,08 €	100.000	8.000 €		Provision/Spende (10% vom Umsatz)	10%	1.300,00 €		
Revenue per card and other provisions & donations	0,08 €	100.000	8.000 €		Provision/Spende (5% vom Umsatz)	5%	650,00 €		
<b>BEM</b>			<b>8.000,00 €</b>		<b>Gesamt</b>	<b>15%</b>	<b>1.950,00 €</b>	<b>34.050,00 €</b>	<b>34.050,00 €</b>
Profit & Loss					GuV				
Revenue	Pro Stück	Stück	Gesamt		Umsatz				
Revenue	0,08 €	100.000	8.000 €		Umsatz				
Provision & Spenden	0,08 €	100.000	8.000 €		Fixe Kosten				
<b>Total</b>			<b>16.000 €</b>		Variable Kosten				
					Provisionen & Spenden				
					<b>Total</b>				

\* Quelle: online unter: <https://www.berchtesgaden-land.com/de/berchtesgaden-land/2021.pdf> (20.03.2022)



Figure 2: Brochure front side



Figure 3: Brochure back side

### 4.2 Specific structure of the Guestcard and brochure based on four examples

The suSTAYnble Guestcard comes with a card that you have to show when you pay at a restaurant, book an activity or buy something in a store of our partners.

Besides this card, you get a brochure where all of our offers are listed and described more precisely. As you can see on the example images on the front of the brochure is a beautiful cover of the Bavarian Alps and our contact details and on the back, there is an address, telephone number, email address and the website of every partner who works with us. In addition, we

wrote a little information text which briefly explains the business, what makes it sustainable and why we chose this business. At the end of each text, there is the discount you get on your purchase. Our Guestcard is made out of wood waste from the company Novo which produces Blue Cards that are biodegradable and therefore sustainable.<sup>4</sup> The brochure is out of 100% recycled paper. We only choose partners that are already certified in terms of sustainability, regionality or ecology and in our selection process we pay additionally attention to the following features:

- Handmade and raw materials from organic cultivation
- Regionality
- Fair and social

<sup>4</sup> cf. Novo, 2021



# Internships that motivate: a new look at the job market for tourism students

**Bárbara Bastos, The University of São Paulo**

## Short Abstract

This essay seeks to show how to face the challenge of the lack of opportunities for internships in the area of tourism, due to the crisis caused by the emergence of the Covid-19 pandemic. We sought through a short text to elucidate the reader about the importance of bailing out future professionals in the tourism sector, as well as emphasizing the difficulties and uncertainties of undergraduate students in this period of crisis in the tourism sector. Two departures were suggested, one through the collaboration of universities in partnership with private sector companies, the second way out would be the creation of a startup, by tourism students, in which they should create a type of collaborative internship program between students and private sector companies, would be a vacation internship as a way of exchanging experiences where the student would make his time available in exchange for the knowledge that the company could provide. A type of collaboration between companies, students and the academic and scientific environment was also proposed.

**Key words:** Tourism, vacation internship, students, pandemic.

---

View in full at [www.aiest.org/news/70th-anniversary/](http://www.aiest.org/news/70th-anniversary/)

# How will humankind travel in the future and what needs to be done that travel becomes increasingly sustainable?

**Nora Bělousovová, Slovakia**

## Short Abstract

Nowadays we are in a really bad situation in the tourism business. Thanks to SARS-CoV-2 international tourism is under the spell. In some papers, we can find that more than 90% of people are locked in homes and can't travel. Many touristic places are empty, hotels, restaurants, and coffeeshops are closed, travel agencies are bankrupted and many more is going to happen. But as we all know, the truth about the new virus COVID-19 is no one knows where. However, the tourism business is certainly wrong because there is nothing "normal/right" about what is happening to the tourism industry. For this situation is hard to find the right solution, but we can think NOW about the future and be more ready for time after COVID-19. Therefore, it's important to send the right message, to the public. Really important is to communicate with other people, companies and build something strong together. Choose the right people who will send your message right, who will say your story truly and creatively because the market will change after this situation for sure. We live in an online environment, and the best way to become more valuable is to be "online". Also, it is important to show others what they can get new from visiting your country.

In our paper, we decided to talk about how social media are influencing young people and how traveling can change people's mindsets and behavior.

---

View in full at [www.aiest.org/news/70th-anniversary/](http://www.aiest.org/news/70th-anniversary/)

# JuteReise – your plastic-free travel companion

**Lea Bortolus, Munich University of Applied Sciences**

**Lisa Möbius, Munich University of Applied Sciences**

## Short Abstract

### OUR IDEA

We would like to make traveling more environmentally friendly. In addition to the CO2 impact on the environment, the waste problem caused by plastic is playing an increasingly important role. Our aim is to offer consumers a simple, plastic-free option, allowing travelers to take their travel companion with them wherever they go.

### OUR VISION

We want to encourage consumers to become more aware of the growing plastic problem. Especially through everyday products like cosmetics. In this way, we want to pave the way to a plastic-free(r) future.

### WHAT IS “JUTEREISE”?

The “JuteReise” includes a durable fabric bag filled with essential cosmetics for him or her. Plastic-free, of course. Compactly packed, easily stowable and transportable, “JuteReise” is presented to the end consumer in a holistic solution.

### THIS IS INSIDE

A bamboo toothbrush, a bamboo toothbrush case, toothpaste drops, an all-purpose soap and a soap sachet.

### TARGET GROUPS

With “JuteReise” we address travel enthusiasts and at the same time environmentally conscious people, who already deal with the impact of their actions and plastic avoidance issues in their everyday life. Our focus lies on urban, culture-loving, creative and innovative individuals. Characteristic for this target group is their sustainable lifestyle, their renunciation of the motto “higher, faster, further” and the critical attitude towards mass consumption. Their emphasis is on quality rather than quantity.

### WHERE TO PURCHASE JUTEREISE

JuteReise can be purchased in drugstores, at airports, in bus and train stations, and in hotels. “JuteReise” can be extended as desired with a wide range of supplementary products in the online store on our website.

### WE WISH YOU A JUTEREISE TO A PLASTIC-FREE FUTURE!

---

View in full at [www.aiest.org/news/70th-anniversary/](http://www.aiest.org/news/70th-anniversary/)

# The RECUP system as a contribution to a more sustainable air travel

**Anja Breyer, Munich University of Applied Sciences**

**Miranda Brehm, Munich University of Applied Sciences**

## Short Abstract

This paper deals with a more sustainable alternative for the high consumption of disposable plastic cups in airplanes. The goal is to use the design thinking method to find a suitable product that can reduce the high amount of plastic waste and survive in air traffic. For this purpose, the RECUP system, a Munich-based startup that produces reusable and recyclable cups and distributes them to cafés with a deposit system, will be analyzed in more detail. With the help of the design thinking method, it will be investigated whether this system can also be applied to air travel and to what extent such a deposit cup system makes sense for flights. The Munich Airport was chosen as the headquarter for this purpose, as well as an airline that flies several times a day from Munich to Hamburg and back. It turns out that the idea of the RECUP system, with some restructuring, can also be used very efficiently in air travel and thus a large amount of plastic waste can be saved.

---

View in full at [www.aiest.org/news/70th-anniversary/](http://www.aiest.org/news/70th-anniversary/)



## Short Abstract

# Employees as a factor of success – Measures for the sustainable safeguarding of skilled workers in the hospitality industry as a counteraction to the skilled labor shortage

**Greta Burzywoda, FHWien University of Applied Science of WKW (Vienna, Austria)**

The influence of employees or rather skilled workers on the success of service companies in the hospitality industry is confirmed by scientific researches as well as by the companies themselves. Nevertheless, the companies are facing the challenge of skilled labor shortage.

Within the framework of this research paper the situation in this industry is described and potential reasons for the negative image of the industry, like high workload, missing work-life-balance or a lack of training opportunities, are identified.

On the basis of these findings the most important measures for the sustainable safeguarding of skilled workers are constituted. These are divided in the increase of employer attraction by means of monetary and non-monetary incentives and the increase of employee satisfaction by implementing the strategy of corporate happiness and new organizational forms.

To point up the positive impacts of the implementation of these measures several examples of industry internal companies are mentioned.

---

View in full at [www.aiest.org/news/70th-anniversary/](http://www.aiest.org/news/70th-anniversary/)

# Concept for an event series for more social sustainability in major cities

**Franziska Rein, Munich University of Applied Sciences**

**Nicole Dobmeier, Munich University of Applied Sciences**

## Short Abstract

This paper demonstrates a concept for enhancing social sustainability and the friendly and peaceful coexistence of tourists and locals.

After learning that many locals in big cities feel disturbed by tourists that are taking a short city trip and are perceived as increasingly inconsiderate (studies confirm this development as for increasing waste problems, complaints due to noise pollution and in some places even an increasing number of conflicts between tourists and locals), we decided to develop a concept that is to the satisfaction of everyone involved.

The concept is applicable to bigger and smaller hostels and comprises a series of events with changing themes, such as evenings of dancing, cooking, open stage and barbecue where tourists and locals come together to get to know each other.

The desired consequence of these shared evenings is to facilitate exchange and communication between tourists and locals and, in the long term, to improve the mutual relationship. This results in better social sustainability and an overall happier community.

Another advantage is the increase of the hostel's reputation and, in the long term view, the number of guest arrivals.

The paper as well includes the opinions of two hostel managers, regarding the feasibility of the project and their interest in our project by showing us that they would love to host such events in the future.

---

View in full at [www.aiest.org/news/70th-anniversary/](http://www.aiest.org/news/70th-anniversary/)

# Reinventing signature dishes to reduce the environmental footprint of tourism

**David Fechner, The University of Queensland**

## Short Abstract

Tourism's rapid growth to one of the largest industries globally has increased its influence on food production. Tourists eat more than 200 million meals per day, many of which include animal products because signature dishes around the world contain meat and dairy: Switzerland is famous for fondue, pork knuckle is a symbol of Germany, and meat pies represent Australia. Not surprisingly, demand for animal products from the tourism sector has increased substantially. This increase is problematic because animal agriculture is a leading cause of greenhouse gas emissions, biodiversity loss, and pollution. Reducing tourists' consumption of animal products is, therefore, an effective way to lower tourism's environmental footprint and mitigate climate change.

Changing tourists' food choices is challenging. Destination managers promote signature dishes to attract tourists, creating the perception that it is necessary to consume animal products to experience the local culture. I propose that destination managers, governments, and local communities can work collaboratively to create new plant-based signature dishes. The government, for example, can invite residents to participate in a competition to reinvent signature dishes using only plant-based ingredients. Destination managers broadcast the competition on social media and the public can vote for their favourite dish. Governments can then incentivise tourism businesses to include the dishes of the competition on their menus, providing tourists the opportunity to experience the local culture while saving the planet. Future research opportunities exist in identifying ways to increase offerings and uptake of the new signature dishes.

---

View in full at [www.aiest.org/news/70th-anniversary/](http://www.aiest.org/news/70th-anniversary/)

# Ecologically degradable hard shower utensils

**Stefanie Lenski, Germany**

**Annalena Kaltenbach, Germany**

## Short Abstract

It is an innovative approach to address the enormous plastic waste in the upper hotel sector. As a part of the customer service in the 4- and 5-star hotel segment, each guest is provided with shower utensils. Those are conventionally made of plastic and are replaced after a stay. This causes a huge consumption of single used plastic. To counteract the described problem an almost packaging-free and ecologically degradable solid shampoo bar is developed and presented in the core part. Based on already established products and their quantities, the necessary demand of the solid bar was calculated. Therefore, two different sizes of the product were created, to avoid unnecessary waste. One size is the “business size” for up to two uses and a “weekly size” for up to seven days. A cost calculation was then drawn up and compared the new product with the conventional ones. As a result, the solid bar is not highly more expensive than the present used products and could cause a scale effect by using the weekly size. Beside the possible financial advantage, the hotels could use the product for image benefits and to lower the impact on the environment. Additional aspects, like distribution and socially responsible production are also highlighted. Finally, the project team critically questions their concept and points out possible weaknesses such as price calculation.

---

View in full at [www.aiest.org/news/70th-anniversary/](http://www.aiest.org/news/70th-anniversary/)

**Sarah Macinnes, University of Queensland**

## License to chill (the planet): an integrated green tourist school program.

### 1<sup>st</sup> Short Abstract

As tourism grows, so too does its environmental impact. In light of tourism's growing presence in our future, it is necessary to address these costs without diminishing its significant economic benefit. Children are a grossly under-represented group in tourism research, which is problematic considering they not only contribute to tourism's environmental impact but will inherit the planet that we are creating without their inclusion. There are also sound theoretical reasons for children to play an active role in building a sustainable future in tourism, such as the opportunity for early habit formation. Habits are much easier to build in children, due to their plasticity of habits not being firmly set, and habits formed in childhood being likely to track into adulthood. Because habits become entrenched with repetition and therefore become resistant to change, the earlier that habits are established, the more likely they are to persist. By creating environmentally friendly habits in children, there is a huge output of behaviour across their lifetime, in comparison to the effort of building or modifying habits in adults, which is effortful and often unsuccessful. For this reason, it is proposed to include children in building a sustainable future in tourism, through an integrated green tourist program in schools. This program begins with education about green tourist behaviours and culminates in a green tourist license. This license serves not only as an achievement to display competency, but also habit formation and a commitment to a future of being a green tourist.

## Mandatory social offsetting in tourism: we want you!

### 2<sup>nd</sup> Short Abstract

Tourism is wildly beneficial for the economy but comes at profound cost. Directly due to tourist behaviour, significant burden is placed on the environment. Changes are required to make tourism more sustainable, due to the rise of its accessibility in an ever-more connected world. Rather than aiming only for the reduction of negative impact, this essay proposes utilising tourism as a positive force, through what is coined here as "social offsetting". Tourists will be allocated points to fulfil through pro-environmental behaviour. This will allow them to offset their environmental impact and directly benefit the communities they visit. Tourists are required to choose from a list of activities, which have an associated point value related to their difficulty, until they have reached the point value assigned to them based on the length of their stay. By virtue of mandating these pro-environmental behaviours, the moral implications of this behaviour become salient to tourists, creating spillover into attitude change and rendering tourists more caring and positive global citizens in their travels. The associated potential for attitude change and behavioural spillover make this proposal both a powerful direct and indirect method to give tourism an impact, which is positive for the environment.

# SUSthaiNABLE – mindful wildlife tourism

**Juliane Latz, Munich University of Applied Sciences**

**Leonie Julia Maletzky, Munich University of Applied Sciences**

## Short Abstract

Our idea focuses on the exploitation and mistreatment of wild animals for the purpose of tourist attraction in Thailand.

To gain information about the current state of the protection of those animals, we organized an interview with pro wildlife – a German animal protection organization. A survey we conducted showed, that information about responsible wildlife tourism providers are rare and non-transparent and that there is a lack in the state of awareness in people's minds.

To face these problems, we invented an application to combine the necessity of a platform providing communicative exchange with reliable information and recommendations. We offer tourists a selection of responsible and certified local providers and German tour operators.

### HOW DOES IT WORK

SUSthaiNABLE brings together tourists visiting Thailand and trusting institutions who guarantee species-appropriate life for the animals. To be part of the community, institutions need to apply for a certification. We will then send our partner organization to them and check the conditions under which the animals are living. If it all fits with our standards, the institution will get our certificate and is visible in our application for the tourist's community. If their principles do not correspond with ours, we will make suggestions for improvement. Our partner organization in Thailand will control all institutions on a regular basis and will come unannounced if we get an increased amount of negative feedback from visitors.

It is our top priority to have close contact to our partner organization which stands for the same standards as we do: respect and a worthwhile life for every living being!

---

View in full at [www.aiest.org/news/70th-anniversary/](http://www.aiest.org/news/70th-anniversary/)

# Airport Museum of Sustainability

**Amanda Meuer, Munich University of Applied Sciences**

**Darlene Beck, Munich University of Applied Sciences**

## Short Abstract

Long waiting times, expensive shops, no play areas for children. These are some of the characteristics of airports, among others. Thus, the perfect place for a museum! And not just any museum. The Airport Museum of Sustainability (AMS). This museum's aim is to give the travellers a wider perspective on sustainability and show more options on how to approach one of the biggest threats of humanity. Climate change. How to lead a more sustainable life by making little steps. Showing them that everybody counts, that everybody is responsible and that everybody can make a change. The AMS wants to achieve that by using a creative and interactive concept for people of all ages. It consists of permanent and temporary exhibitions, offers physical activities, visual illusions, a kids section, a donations section and a sustainable shop with regional and handmade products. Rather than strolling through expensive shops or sitting at the gate for hours, travellers can now use their time wisely and educate themselves, keep their children occupied and do something good for the local region.

---

View in full at [www.aiest.org/news/70th-anniversary/](http://www.aiest.org/news/70th-anniversary/)

# Green Retreat

**Marco Rosenkranz, Germany**

**Jonas Unterreitmeier, Germany**

## Short Abstract

As students of the Munich University of Applied Sciences in the tourism management department and as cosmopolitan hobby travelers, we were able to enjoy discovering many wonderful places in the world. During various city trips, one thing became clear to us – it is not always evident where you can find natural retreats in the urban space.

With this knowledge and our great interest in ecological sustainability, which is also the focus of our studies that we have chosen, we came up with the idea of creating a website that would provide a platform for information for locals and tourists about urban feel-good spaces as well as a network to bring contractors and clients together to create more natural relaxation places in the city area.

In the course of this essay, it will be shown why green retreats are so important: Not only for an attractive cityscape, but especially for the people who use them. In addition, potentials will be discussed, such as the trend of urban gardening, which is only just beginning, or the keeping of farm animals in the city. It is also the intention to build a network to bring together all those who are interested. Be it companies, tourists or locals.

---

View in full at [www.aiest.org/news/70th-anniversary/](http://www.aiest.org/news/70th-anniversary/)

# Tourism for the future

**Jelena Cimaš Vešligaj, University of Rijeka**

**Rozalija Sekula, University of Rijeka**

## Short Abstract

The appearance of COVID-19 virus has changed the very way tourism is viewed. Tourism, as a modern phenomenon, is a consequence of general social development and an increase in the quality of life. The COVID-19 pandemic has swept the world and changed the tourism as we know it and has brought up all key problems of tourism at the global level. This paper raises the question how to create long-term sustainable tourism that will benefit all interested stakeholders and how to lay the foundations for the future, especially in terms when sustainable tourism in destination is discussed only pro forma.

The idea for creating a new trend of sustainability in tourism is to create a new organization in tourism which will be exclusively focused on sustainable tourism, the "Infinity tourism". The organization would divide its members into three groups: Destination, Tourist attractions, Individual bidders. For each group, prizes would be awarded according to certain criteria.

It's important to emphasize the role of social media in the process of creating a trend, which is especially focused on young people and their role on development of sustainable tourism in order to become truly sustainable and to be future-oriented, tourism must be guided by certain principles. Furthermore, change must start today and through all its differences and unusualness, tourism must be the driver of community. Tourism of the present and the future must be tourism for all, optimistic and original, responsible and realistic, moral and unforgettable. Through tourism today and tomorrow, "Infinity tourism" is created.

---

View in full at [www.aiest.org/news/70th-anniversary/](http://www.aiest.org/news/70th-anniversary/)

# Seeking leadership for a sustainable future

**Alice Wanner, University of Natural Resources and Life Sciences, Vienna**

## Short Abstract

Posing the question who leads sustainable tourism planning, this essay examines possible approaches from a tourism planning perspective. There is a great number of ideas, strategies, policies and action plans for sustainable development, yet there is a lack of consensus on how or at what point these are achieved. Asking who leads sustainable tourism development from a planning perspective must investigate who influences and sets standards, monitors them and decides when sustainability has been achieved. Assuming that sustainability is achievable, and recognizing shortcomings in current tourism development in regard to sustainability, strategies and policies must be taken a step further and monitoring must become a requirement. During the pandemic, economic indicators have continued to dominate, and considering the livelihoods, employment and income generation at risk, not entirely unjustified when tourism is essentially shut down. However now, with the calls to re-open and build back better, is the time to give additional attention to environmental and social indicators currently side-lined. If we lead through well founded planning approaches, the need for a single leader is no longer relevant. Similar to the tourism system being multifaceted and complex, so the answer to the question of leadership will also not have a single, easy answer.

---

View in full at [www.aiest.org/news/70th-anniversary/](http://www.aiest.org/news/70th-anniversary/)

# Student2student internet service: Youth exchange programs as an anti-crisis measure in the tourism industry

**Ziabbarova Alina, Kazan Innovative University named after V. G. Timiryasov (IEML)**

## Short Abstract

The labor market today needs competent workers who are able to creatively use the knowledge and skills obtained at the university in their practical professional activities, who are in need of continuous improvement of professional and personal qualities, capable of innovative activity in a rapidly changing social space, characterized by a high level of morality, and the formation of stable motives for activity.

In the context of the modernization of higher professional education, the transition to a multi-level education system, the scientific and pedagogical substantiation of the conditions for the formation and development of professional mobility of students - future specialists - acquires special relevance. New requirements of the modern labor market, which immediately respond to numerous factors of the surrounding reality, to the quality of professional preparedness of personnel of all specialties, to an even greater extent than before, actualize the problem of forming an active life position and professional mobility among students.

The work builds on the benefits to be gained from the sharing economy, peer-to-peer platforms, increased Internet users (as well as mobile applications) and e-learning (distance learning) (thanks to the COVID-19 crisis). So a crisis is not only a disaster, but an opportunity. At the first stage, especially during the period of restrictive measures associated with the pandemic, students of Kazan can engage in joint research through the portal being created and plan further work after the situation normalizes.

Therefore, doing this work, I tried to open the possibility of student exchange for young people at the city (in Kazan), republican (in Tatarstan), interregional (in Russia) and international (around the world) level.

The aim of the work is to find an affordable, budgetary way for Kazan students to get urban, republican, interregional and international work experience and research through student exchange.

---

View in full at [www.aiest.org/news/70th-anniversary/](http://www.aiest.org/news/70th-anniversary/)

# The green mountain hostel

**Alicia Zierahn, Munich University of Applied Sciences**

**Carolyn Scharfenstein, Munich University of Applied Sciences**

## Short Abstract

Tourism contributes in a great manner to the economic growth of destinations, but the increased volume of tourism leads to resource scarcity and increased CO2 emissions. In addition, traces can be found directly in the destinations. They are increasingly suffering from congestion and a disturbed balance of the nature.

A special challenge for destinations is the amount of day tourists, who spend only one day in areas in large numbers. As a result, day tourism not only causes ecological problems, but also leaves challenges in the socio-cultural and economic fields. In order to relieve the tense situation in destinations and to act sustainable along the entire value chain, the concept of a sustainable mountain hostel can be a possible solution.

The green mountain hostel should convince tourists to stay at least one night in the mountains. The concept contains three key elements: sustainability, closeness to nature and simplicity.

The prototype can be seen as a contribution to the future of tourism which adapts the three dimensions of sustainability and creates awareness among the guests. The idea of a sustainable hostel for nature enthusiast, that is more than just a place to sleep, is to bring people together: locals and tourists. Beside the possibility to stay for the night in the mountains, the hostel should be a meeting place, filled with a lot of events and interaction.

The goal of the green mountain hostel is to encourage guests to integrate sustainability in their daily life. There is no doubt that the importance of a sustainable approach to tourism will grow in the future, with more and more consumers and businesses acting and travelling responsible.

---

View in full at [www.aiest.org/news/70th-anniversary/](http://www.aiest.org/news/70th-anniversary/)

### CONTRIBUTIONS WITHOUT AN ABSTRACT:

**Nathaly Boric, Natalie Mählenhoff – Greenadvisor – The Green alternative**

**Sophie Braun, Alexandra Otting – Sustainable baskets for holiday apartments**

**Gabriella Grassinger, Sara Fresl – Nice to harvest**

**Marilena Kehrner, Mira Fischer – Pick N' Hike**

**Rudi Medved – How can community events benefit from tourism?**

**Sven Piljek – What is the future of space tourism?**

**Oscar Yuheng Zhu – Immersive Travel Pod (ITP), the ultimate solution for work-related stress?**

Please refer to the online contributions at [www.aiest.org/news/70th-anniversary](http://www.aiest.org/news/70th-anniversary/)

INTERNATIONAL ASSOCIATION OF  
SCIENTIFIC EXPERTS IN TOURISM  
Shaping Tourism Futures®



since  
1951

**Imprint**

**Editor:**  
International  
Association of  
Scientific Experts  
in Tourism

Dufourstrasse 40a  
CH - 9000 St.Gallen  
Fon +41-71-224 25 30  
[www.aiest.org](http://www.aiest.org)

**Design:**  
Beate Reichel,  
[www.diekreation.de](http://www.diekreation.de)

**Photos/Copyright:**  
© AIEST