



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



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

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.³ 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 suSTAYnable Guestcard in the region of Berchtesgadener 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 Berchtesgadener 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

¹ cf. The global goals for sustainable development, 2021

² cf. Berchtesgaden, 2021

³ 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 suSTAYnable Guestcard

4.1 The suSTAYnable 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 Berchtesgadener Land for the implementation of the suSTAYnable 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 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 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 suSTAYnable Guestcard could look like:



Figure 1: suSTAYnable Guestcard front and back side

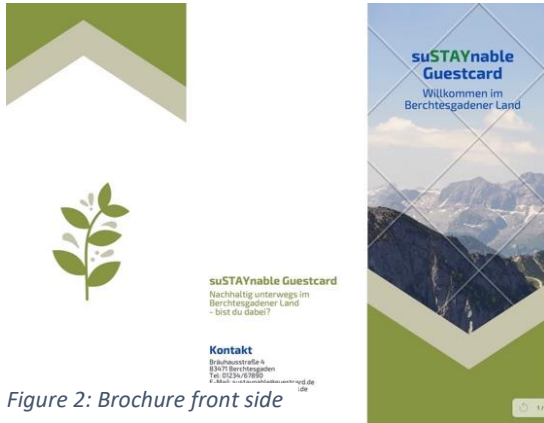


Figure 2: Brochure front side



Figure 3: Brochure back side

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

The suSTAYnable 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.⁴ 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

⁴ cf. Novo, 2021



- Energy and resource efficient
- Pollutant-reduced
- Climate-friendly

The prototype of our brochure is in German because the destination we chose is in Bavaria, Germany but there is as well an option in English available.

Naturally, we have more than the four partners you can see on our prototype. In the following, all partner companies are listed:

Outdoor activities	Indoor activities	Shops	Restaurants and cafés	Mobility	Museums
Bergsteigerschule Watzmann – Kräuterwanderungen	Wieninger Brauerei (Bier-Werkstatt und Biererlebnis-tour)	Berchtesgadener Bauernmarkt	Café Bau-chgfui	Almerlebnis-bus	Haus der Berge – Nationalparkzentrum
Gartenbäuerinnen Berchtesgadener Land		Biohof Lecker	Café und Bioladen Zallis	Alpine Pearls Busse	Klausbachhaus
Naturbad Aschauerweiher Bischofswiesen		Enzianbrennerei Grassl	Das Rehlegg (Hotel und Restaurant)	E-Bikes Movelo	Schloss Adelsheim
Schneeschuhwanderungen		Holzdrechsler Franz Keilhofer		Elektroschiffahrt Königssee	
		Lederhosenmacher Franz Stangassinger		Königsseer Radltaxi	
		Molkerei Berchtesgadener Land – Milchladen			
		Wimbachs Wollstadl			



4.3 Marketing and Distribution

For our marketing strategy, we have chosen to create our own social media account on Instagram and Facebook where we can promote the Guestcard without high expenses. Moreover, we cooperate with accommodations in the area which are promoting our suSTAYnable Guestcard to their customers by introducing it during their check-in. Tourist information centers are also advertising for us. Both of the two facilities are equally our distributors. They get a distribution fee of 5 per cent every year per card sold. In addition, we have our own website where customers can find out about the guest card and pre-order it there too. The card will be paid at the check-in in the accommodation and will be ready at the arrival. Another important point for us that must not be forgotten is, of course, word-of-mouth propaganda to acquire new customers.

4.4 Financing

suSTAYnable Guestcard Finances

Expenses (yearly)				Sale				
Variable costs (yearly)				<i>Guests in BGL per year*</i>	<i>Sales target in %</i>	<i>Total sales</i>		
Costs		<i>Per unit</i>	<i>Total</i>	877.000	1,7%	15.000		
Production costs (card and brochure)		6,00 €	90.000,00 €					
Marketing expenses		0,90 €	13.500,00 €					
Total (1)			103.500,00 €					
Fixed costs (yearly)				Revenues (yearly)				
Costs		<i>Monthly</i>	<i>Total</i>	Variable revenues (yearly)				
Rent + electricity		1000	12.000,00 €	<i>Revenue source</i>	<i>Price per Card</i>	<i>Sales in %</i>	<i>Sales</i>	<i>Total (yearly)</i>
Salaries (administration)		7000	84.000,00 €	Revenue Card 1-3 Nights	18,00 €	60%	9.000	162.000,00 €
IT-Maintenance (Website etc.)		500	6.000,00 €	Revenue Card >3 Nights	30,00 €	40%	6.000	180.000,00 €
Others (Internet, Telephone, Insurances etc.)		300	3.600,00 €	Public Funding (60% of PC)				54.000,00 €
Total (2)			105.600,00 €	Total		100%	15.000,00 €	342.000,00 €
Total (1)			103.500,00 €	Provisions & Donations (yearly)				
Total (2)			105.600,00 €	<i>Provision/Donation</i>	<i>% of revenue</i>	<i>Total</i>		
Total (1) + (2)			209.100,00 €	Provision Sales Partner (5% per card)	5%	17.100,00 €		
Break-Even Amount (BEA)				Provision Partner companies (6% of revenue)	6%	20.520,00 €		
Variable costs			6,90 €	Donation to elementary School (2% of revenue)	2%	6.840,00 €		
average price per card			22,80 €	Total	13%	44.460,00 €		
Revenue per unit (after provisions & donations)			19,84 €	Profit & Loss				
BEA			8163,265	Revenue		342.000,00 €		
				Fixed costs		105.600,00 €		
				variable costs		103.500,00 €		
				Provisions & Donations		44.460,00 €		
				Total		88.440,00 €		

* Source: online: <https://www.berchtesgadener-land.com/cdn/uploads/bgltstatistik2019.pdf> [03.01.2021]

Figure 4: Financial Plan

For orientation, as stated in the financial plan, the number of 877,000 visitors to the Berchtesgadener Land yearly forms our basis for the following values and calculations. We expect to sell 15,000 tickets in the first year, corresponding to an overall target group of 1,7 per cent of visitors. This includes 9,000 tickets from one to three nights and 6,000 over three nights. Our sales partners will get 5 per cent per card sold. The partner companies, which can also be found in our brochure, receive 6 per cent of the revenue. In the end, the total amount must be divided between the number of partners.



As it can be seen from the calculation break-even amount, we will reach the break-even point at a number of 8,163 tickets sold. Based on the estimated values, we achieve a profit of 88,440€ in the first year.

5. Conclusion

After the implementation of our suSTAYnable Guestcard, the development of demand, in competition with the existing card, remains a crucial factor. Due to the existing interest in a sustainable guest card shown in our survey as well as the general willingness to pay for it, we assume that the product will be successfully accepted by the broader group of tourists and has the potential to be a strong competitor for the conventional card.

Welchen Betrag wärst du bereit für eine nachhaltige Gästekarte zu bezahlen?

110 Antworten

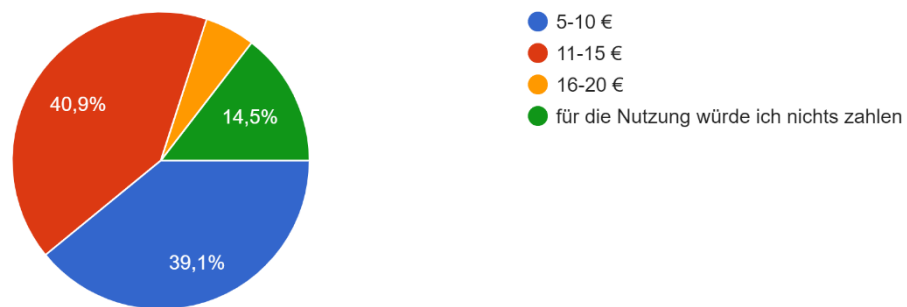


Figure 5: outcome of self-conducted survey

After the first year, the aim is to develop a deposit system to return the cards to reduce production and as a consequence also related costs.

The long-term goal for the next 10 years is to substitute the existing one and to be the only guest card offered in the region. After a successful introduction of the card and acceptance by tourists, Berchtesgadener Land can serve as an example for other regions to follow and implement the sustainable guest card as well.



Appendix

Finances in English:

suSTAYnable Guestcard Finances

Expenses (yearly)			
Variable costs (yearly)			
Costs	Per unit	Total	
Production costs (card and brochure)	6,00 €	90.000,00 €	
Marketing expenses	0,90 €	13.500,00 €	
Total (1)		103.500,00 €	
Fixed costs (yearly)			
Costs	Monthly	Total	
Rent + electricity	1000	12.000,00 €	
Salaries (administration)	7000	84.000,00 €	
IT-Maintenance (Website etc.)	500	6.000,00 €	
Others (Internet, Telephone, Insurances etc.)	300	3.600,00 €	
Total (2)		105.600,00 €	
Total (1)		103.500,00 €	
Total (2)		105.600,00 €	
Total (1) + (2)		209.100,00 €	
Break-Even Amount (BEA)			
Variable costs		6,90 €	
average price per card		22,80 €	
Revenue per unit (after provisions & donations)		19,84 €	
BEA		8163,265	

Sale			
Guests in BGL per year*	Sales target in %	Total sales	
877.000	1,7%	15.000	
Revenues (yearly)			
Variable revenues (yearly)			
Revenue source	Price per Card	Sales in %	Sales Total (yearly)
Revenue Card 1-3 Nights	18,00 €	60%	9.000 162.000,00 €
Revenue Card >3 Nights	30,00 €	40%	6.000 180.000,00 €
Public Funding (60% of PC)			54.000,00 €
Total		100%	15.000,00 € 342.000,00 €
Provisions & Donations (yearly)			
Provision/Donation	% of revenue	Total	
Provision Sales Partner (5% per card)	5%	17.100,00 €	
Provision Partner companies (6% of revenue)	6%	20.520,00 €	
Donation to elementary School (2% of revenue)	2%	6.840,00 €	
Total	13%	44.460,00 €	
Profit & Loss			
Revenue		342.000,00 €	
Fixed costs		105.600,00 €	
variable costs		103.500,00 €	
Provisions & Donations		44.460,00 €	
Total		88.440,00 €	

* Source: online: <https://www.berchtesgadener-land.com/cdn/uploads/bglstatistik2019.pdf> [03.01.2021]

Finances in German:

suSTAYnable Guestcard Finanzplan

Kosten (Jährlich)			
Variable Stückkosten (jährlich)			
Kostenart	pro Stück	Gesamt	
Herstellungskosten (Karte und Broschüre)	6,00 €	90.000,00 €	
Marketingausgaben (4% des erwarteten Umsatzes)	0,90 €	13.500,00 €	
Gesamt (1)		103.500,00 €	
Fixe Kosten (jährlich)			
Kostenart	Monatlich	Gesamt (jährlich)	
Miete + Strom Büroraum	1000	12.000,00 €	
Gehälter Mitarbeiter (Verwaltung)	7000	84.000,00 €	
IT-Wartungsarbeiten (Website etc.)	500	6.000,00 €	
Sonstiges (Internet, Telefon, Versicherungen etc.)	300	3.600,00 €	
Gesamt (2)		105.600,00 €	
Gesamt (1)		103.500,00 €	
Gesamt (2)		105.600,00 €	
Gesamt (1) + (2)		209.100,00 €	
Break Even Menge (BME)			
Variable Stückkosten		6,90 €	
Durchschnittspreis Karte		22,80 €	
Stückerlös (nach Provisionen & Spenden)		19,84 €	
BME		8163,265	

Absatz			
Guests im BGL pro Jahr*	Absatzziel in %	Gesamtabsatz Karten	
877.000	1,7%	15.000	
Einnahmen (Jährlich)			
Variable Erlöse (jährlich)			
Art des Erlöses	Preis pro Karte	Absatz in %	Absatzmenge Gesamt (jährlich)
Erlöse Karte 1-3 Ü	18,00 €	60%	9.000 162.000,00 €
Erlöse Karte ab 3 Ü	30,00 €	40%	6.000 180.000,00 €
Fördergelder (60% der HK)			54.000,00 €
Gesamt		100%	15.000,00 € 342.000,00 €
Provisionen & Spenden (Jährlich)			
Art	% des Umsatzes	Gesamt	
Provision Vertriebspartner (5% pro Karte)	5%	17.100,00 €	
Provision Partner (6% pro Ausschüttung)	6%	20.520,00 €	
Spendenbeiträge an Grundschule (2% vom Umsatz)	2%	6.840,00 €	
Gesamt	13%	44.460,00 €	
GuV			
Umsatz		342.000,00 €	
Fixe Kosten		105.600,00 €	
Variable Kosten		103.500,00 €	
Provisionen & Spenden		44.460,00 €	
Gesamt		88.440,00 €	

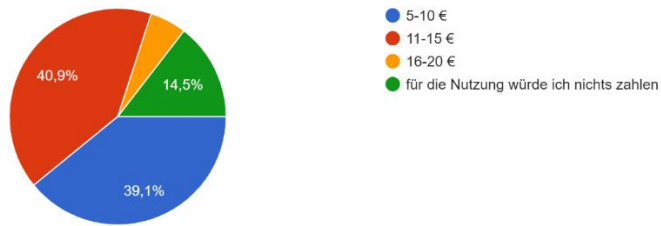
* Quelle: online unter: <https://www.berchtesgadener-land.com/cdn/uploads/bglstatistik2019.pdf> [03.01.2021]



Self-conducted survey (in German):

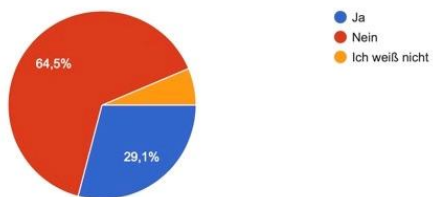
Welchen Betrag wärst du bereit für eine nachhaltige Gästekarte zu bezahlen?

110 Antworten



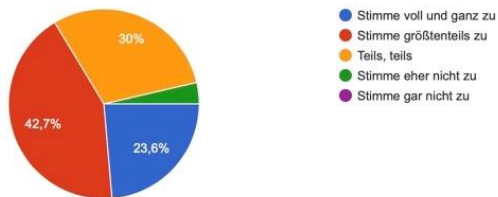
Hast du schon Erfahrungen mit der Nutzung einer Gästekarte gemacht?

110 Antworten



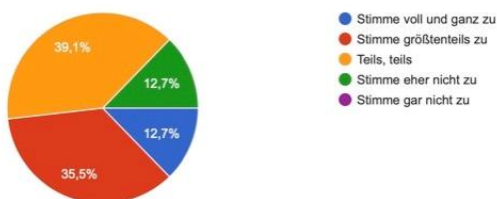
Im Alltag lege ich Wert auf Nachhaltigkeit & Regionalität. Bitte kreuze zutreffendes an.

110 Antworten



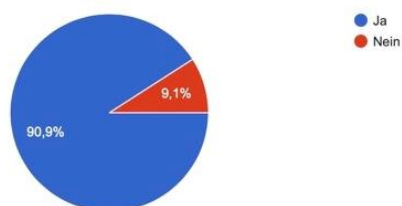
Im Urlaub lege ich Wert auf Nachhaltigkeit & Regionalität. Bitte kreuze zutreffendes an.

110 Antworten



Wärst du an der Nutzung einer nachhaltigen Gästekarte interessiert?

110 Antworten





Bibliography

Berchtesgaden (2021): Der Nationalpark Berchtesgaden, online: <https://www.berchtesgaden.de/nationalpark> [15.01.2021]

Graefe, Lena (2020): Was hält dich am ehesten davon ab, nachhaltig zu reisen?, online: <https://de.statista.com/statistik/daten/studie/1098951/umfrage/umfrage-zum-aufpreis-zur-co2-kompensation-bei-fluegen-in-deutschland/> [21.02.2021]

Novo (2021): Bio-Karten/ Blue Cards, online: <https://www.cards.de/bluecards.html> [27.01.2021]

The global goals for sustainable development (2021): The global goals, online: <http://www.globalgoals.org> [12.01.2021]