


Name and address of university	Hochschule für nachhaltige Entwicklung Eberswalde (HNEE) Eberswalde University for Sustainable Development Schicklerstr. 5, D-16225 Eberswalde, GERMANY. www.hnee.de
Contact	 <p>Prof. Dr. Wolfgang Strasdas wolfgang.strasdas@hnee.de</p>
Short description of university	HNEE, formerly a forestry faculty located just outside of Berlin, is one of Germany's leading universities in the field of sustainable development with a focus on sustainable forestry, nature conservation, regional planning, organic agriculture, sustainable business management, social entrepreneurship and sustainable tourism management.
Relevant Faculty/ department	Faculty of Sustainable Business
Study programme(s) in (sustainable) tourism	Sustainable Tourism Management (M.A.)
Duration and ECTS of programme(s)	2 years, 120 ECTS
Language(s) of instruction	German, English
Keywords describing programme	Sustainable destination management, tourism economics & marketing, business ethics & CSR, environmental & carbon management, nature-based tourism & protected area management, tourism in the global south, digitization
(Sustainable) tourism research/transfer institute	Zentrum für Nachhaltigen Tourismus (ZENAT) Centre for Sustainable Tourism www.zenat-tourismus.de
Research/transfer topics	<ul style="list-style-type: none"> - Climate change adaptation and mitigation - Tourism and biodiversity (protected areas) - Sustainable mobility - Measuring sustainability in tourism - Corporate responsibility and certification - Sustainable destination management

<p>Selected research projects in sustainable tourism</p>	<p>Climate-friendly transportation alternatives to medium-haul destinations (10/2022 – 03/2023)</p> <p>Funded by the German Federal Ministry of Economy and Climate Protection, this project has researched climate-friendly travel options (by train, bus, and ship, if necessary) to 22 medium-haul destinations visited by German holidaymakers throughout Europe and calculated their greenhouse gas emissions in comparison to aerial transport and the automobile. In addition, travel times, levels of comfort as well as ticket prices and booking options were identified. More than half of the destinations can be reached in less than 24 hours without using an airplane. The results have been published in the form of a handbook for travel agencies and tour operators.</p> <p>Measuring the sustainability of tourism at national level – The Tourism Sustainability Satellite Account – TSSA (2/2021 – 12/2022)</p> <p>Commissioned by the German Federal Ministry of Environment and Nature Conservation, a system was developed to measure the economic, social and environmental impacts of the German tourism industry at national level. For this purpose, statistics from the national Tourism Satellite Account and the System of Environmental-Economic Accounting were combined. This allows to calculate, among others, the carbon emissions, water use and the work conditions of the tourism industry, also in comparison with other economic sectors. Data from 2015/16 and 2019 were compared, showing only slight differences. However, some environmental impacts caused by tourism, such as biodiversity impacts or solid waste generation, cannot be measured through the TSSA. Alternative approaches were explored to achieve this.</p> <p>Unbalanced tourism growth at destination level – Root causes, impacts, existing solutions and good practices (1/2021 – 06/2022)</p> <p>The project on behalf of the Executive Agency for Small and Medium-sized Enterprises (EASME) of the European Commission analysed the phenomenon of overtourism in different geographic environments ranging from urban to mountain areas. 15 case studies were conducted throughout Europe with the aim to gain deeper insights into specific circumstances and to identify possible solutions. A further focus was on developing a measurement system to determine the risk of overtourism and to monitor the effect of mitigation strategies.</p>
<p>Transfer activities with the tourism industry (with selected examples)</p>	<p>HNEE offers numerous activities that connect the university and its lecturers, researchers and students to stakeholders from the tourism sector, including companies (SMEs) and destination management organisations. The focus is on SMEs and on rural areas.</p> <p>A 4-months internship or a transfer project during which students elaborate practical sustainability solutions in close cooperation with industry partners is an integral part of the curriculum of the Sustainable Tourism Management Master course.</p> <p>In addition, ZENAT has offered various online or blended learning courses on sustainable tourism, in particular on climate change issues,</p>

	<p>to tourism SME practitioners, destination managers or protected area managers.</p> <p>Development of a European knowledge alliance for sustainable tourism (TRIANGLE) (11/2016 – 10/2019)</p> <p>ZENAT was the lead partner of the EU-funded TRIANGLE project, building a network of European HEIs that are active in the field of sustainable tourism. The network developed extensive online training courses and resources as well as an internship programme for students in tourism SMEs throughout Europe. The aim was to support SMEs on their way to sustainability thus providing a transfer of academic expertise into the tourism industry.</p> <p>Advanced education programmes on adaptation to climate change for tourism companies and DMOs (4/2013 – 3/2015; 1/2016 – 1/2018)</p> <p>These training programmes, which were funded by the German Federal Ministry of Environment and Nature Conservation, included free e-learning courses, interactive classroom sessions and tutored practical implementation of measures. Participants were from the State of Brandenburg and other parts of Germany. The first project phase ended with an international conference in which scientific research results and adaptation strategies were presented to and by tourism stakeholders. The conference proceedings were published.</p>
<p>Network of partners in the field of sustainable tourism</p>	<p>HNEE and ZENAT are at the centre of a Europe-wide network that includes like-minded partner universities, project and transfer partners, clients for research projects as well as various committees, boards and juries to which ZENAT staff has been appointed.</p> <p><u>HEIs and other training institutions</u></p> <p><i>Erasmus partners</i></p> <ul style="list-style-type: none"> • University of Cagliari (UNICA), Italy • University of Sassari (UNISS), Italy • University of the Balearic Islands, Spain • University of Uppsala, Gotland Campus, Sweden • Palacký University, Olomouc, Czech Republic • Matej Bel University, Banská Bystrica, Slovakia • University of Rijeka, Croatia • University of Graubünden, Switzerland • University of Tirana, Albania <p><i>TRIANGLE Knowledge Alliance partners</i></p> <p><u>Tourism associations and individual companies</u></p> <ul style="list-style-type: none"> • Tourismus-Marketing Brandenburg GmbH TMB is the tourism marketing and destination management organization of the State of Brandenburg. TMB is responsible for

the sustainable positioning, development and marketing of tourism offers in Brandenburg.

<https://www.brandenburg-tourism.com/>

- **Clustermanagement Tourismus Brandenburg**

Since 2012, tourism cluster management has been a department of TMB. It serves to support and promote tourism networks of the various tourism stakeholders in Berlin and Brandenburg. It supports innovation, planning and management processes, finds suitable funding programs and arranges contacts. Sustainability plays an important role on its activities.

<https://www.tourismusnetzwerk-brandenburg.de/clustermanagement-tourismus/>

- **Visit Berlin/Berlin Tourismus & Kongress GmbH**

Visit Berlin is the city's official marketing agency and DMO. It promotes Berlin as a tourism and congress destination worldwide. Visit Berlin has developed a sustainability certification scheme for its business partners whose implementation is supported by ZENAT.

<https://www.visitberlin.de/en>

- **Deutscher Reiseverband e. V. (DRV)**

The German Travel Association advocates the interests of the German outbound travel industry in politics, business and the public. Sustainability plays an increasingly important role (sustainability committee, climate protection). ZENAT is represented in the jury for DRV's sustainability award "Ecotrophea".

<https://www.driv.de/>

- **Deutscher Tourismusverband e.V.**

Since 1902, the German Tourism Association has been the independent national umbrella organization for DMOs on the state, regional and municipal levels. DTV provides its members support with quality standards, education and gives awards for best practices in sustainability.

<https://www.deuschertourismusverband.de/>

- **forum anders reisen e.V.**

forum anders reisen is an association of around 100 special-interest tour operators who are committed to sustainable tourism in order to make their trips particularly environmentally friendly and socially responsible. All members have to undergo a standardized and binding CSR and certification process.

<https://forumandersreisen.de>

- **Futouris e.V.**

Futouris is a sustainability Initiative of the German tourism industry, including large tour operators and cruise companies. It manages sustainability projects sponsored by its members and develops strategies and recommendations for the sustainable development of the industry as a whole. ZENAT is represented on Futouris' scientific advisory board.

<https://www.futouris.org/en/>

Government organisations

- **Bundesministerium für Umwelt, Naturschutz, Reaktorsicherheit und Verbraucherschutz**

The German Federal Ministry of Environment, Nature Conservation and Consumer Protection is responsible for the development and implementation of national environmental policies. The ministry funds tourism-related sustainability projects and guidelines, e.g. on the measurement of the sustainability of tourism in Germany.

<https://www.bmu.de/en/>

- **Umweltbundesamt**

The Federal Environment Agency gathers data concerning the state of the environment, funds research projects and gives policy advice on environmental protection in different fields, including tourism. ZENAT has conducted a study on behalf of the Umweltbundesamt on measuring the sustainability of tourism.

<https://www.umweltbundesamt.de/en>

- **Kompetenzzentrum Tourismus**

Located at Federal Ministry of Economy and Climate Protection, the Tourism Competence Centre is functioning as a dialogue and knowledge platform with the German tourism industry. It aims to support the German tourism industry in various aspects of economic and sustainable development. It has recently funded research projects on tourism and climate protection.

<https://kompetenzzentrum-tourismus.de/>

- **Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung: Branchendialog Tourismus**

German Federal Ministry for Economic Cooperation and Development has initiated a structured dialogue with the German tourism industry in order to explore joint interests in development cooperation. Tourism is an important economic

sector in many developing countries, and its benefits for sustainable development should be further enhanced. ZENAT is represented in the steering committee of the sector dialogue.

<https://www.bmz.de/en>

- **United Nations World Tourism Organization: “Measuring the Sustainability of Tourism” working group**

With the support of the United Nations Statistics Division, the UNWTO has launched a working group with the aim to develop a uniform standard for measuring the sustainability of tourism in its different dimensions. ZENAT is a member of this working group.

<https://www.unwto.org/tourism-statistics/measuring-sustainability-tourism>

- **Spreewald Biosphere Reserve**

Spreewald BSR is part of the worldwide network of biosphere reserves which are classified according to the UNESCO program "Man and Biosphere". It is also an important tourism destination in the State of Brandenburg. ZENAT is represented in the BSR's scientific committee.

<https://www.spreewald-biosphaerenreservat.de>

- **Lower Oder Valley National Park**

This is Brandenburg's only national park and part of the European protected area network Natura 2000 on the border with Poland. ZENAT has conducted a study on the socio-economic impacts of tourism in the national park. There are also student activities in cooperation with the park administration.

<https://www.nationalpark-unteres-odertal.eu/en/>

- **Schorfheide-Chorin Biosphere Reserve**

This BSR is located “at the doorstep” of Eberswalde University. HNEE has been involved in various tourism projects in the biosphere reserve, including a PhD project to measure the sustainability of nature-based tourism.

<https://www.schorfheide-chorin-biosphaerenreservat.de/en>

Non-government and non-profit organisations

- **Tourism Watch**

Tourism Watch is a section of the German development organisation Brot für die Welt (Bread for the World). As such it is particularly interested in the social, cultural and climate-related tourism impacts in the Global South. In particular, it advocates social justice and compliance with human rights in tourism. A.o.,

Tourism Watch commissioned a study on the CSR performance of online booking agencies (OTAs) to ZENAT.

<https://www.tourism-watch.de/en>

- **TourCert gGmbH**

TourCert is a German-based, internationally renowned certification organization which guides tourism companies and destinations on their way to sustainable business operations. ZENAT is represented on TourCert's certification and advisory council.

www.tourcert.org/en

- **Fairkehr GmbH /anderswo**

Fairkehr is a communications agency and publisher focusing on the topics of sustainability, mobility and tourism. Among others, they publish the only German language magazine on sustainable tourism as well as the members' magazine of the Verkehrsclub Deutschland (VCD), an advocacy group for sustainable transportation.

www.fairkehr.de

- **Fahrtziel Natur**

Destination Nature is a cooperation project between the major German environmental organisations and Deutsche Bahn, the national German railway company. The aim of the cooperation is to shift tourist traffic in sensitive natural areas from the automobile to public transport. ZENAT is represented in the jury for the competitive Fahrtziel Natur Award for participating destinations.

<https://www.fahrtziel-natur.de/>

- **GATE Netzwerk, Tourismus, Kultur e.V.**

Based in Berlin, GATE is a working group committed to socially and environmentally friendly travel around the world. Guided by an ethnological perspective and following the aim to mediate between travellers and host populations, GATE is organizing and symposia, tourism-related events and lecture series, among others.

<http://www.gate-tourismus.de/>

Business and project partners

- **DIW Econ GmbH**

DIW Econ is a consulting company at the intersection between science, economics and politics. Among others, DIW Econ conducts economic analyses for public and private clients. In

cooperation with ZENAT, they developed the so-called Tourism Sustainability Satellite Account for Germany.

<https://diw-econ.de/en>

- **Österreichisches Institut für Raumplanung**

The ÖIR GmbH is a national and international consulting and planning agency with a focus on spatial planning and analyses in both urban and rural areas in Europe. Key themes are the environment, energy and transport. Together with ZENAT, ÖIR conducted a study on overtourism in Europe.

<https://www.oir.at/en/>

- **Institute for Tourism Sustainability - Prof. Dr. Lund-Durlacher GmbH**

The Institute carries out research and development projects in the field of sustainable tourism on behalf of a variety of customers, both in Austria and internationally. It also conducts training workshops and assesses international study programmes at HEIs.

<https://lund-durlacher.com/>

- **mascontour GmbH**

mascontour is a consulting company following a consistent combination of tourism and sustainability management, mascontour provides an interdisciplinary network of national and international experts who are committed to innovative and responsible tourism management. There is a focus on tourism in development cooperation.

<https://www.mascontour.info/en>

- **reCET UG**

reCET is a creative agency and sustainability consultancy with a focus on tourism and culture. Their services enable tourism destinations and companies to implement future solutions and create spaces for development processes.

<https://recet.de/>