

# Sustainability Report

## Tourism

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travel.**one**

EDITORIAL

## Sustainability becomes the secret of success



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The sustainability debate - that is the question of how one can do business these days without removing the foundations for healthy economic activity in the future - is experiencing a boom.

Sustainability is the secret of success. And not just because the costs of raw materials, energy and waste disposal are constantly rising. But also because more and more customers are demanding proof of ecological and social responsibility from the manufacturers of the products they buy.

This applies particularly to an economic sector such as tourism as, on the one hand, it thrives on positive environmental factors such as clean air, clean water and beautiful natural surroundings but, on the other hand, it also relies on the transportation of innumerable amounts of people from one place to another which requires significant resources.

As the first trade journal for the tourism industry, Travel One address the subject of sustainable tourism in one of its own publications. Well-founded and extensively researched, the Travel One Tourism Sustainability Report draws attention to activities that are being carried out within the industry to improve its ecological and social balance. The report focuses on regional surveys, analyses and case studies from all the important tourism sectors. From the hotel industry, tour operators, travel agents, airlines and cruise operators through to rail services and car hire. From social and ecological responsibilities in the target areas through to resource and climate friendly initiatives in the workplace.

In short: The Travel One sustainability report is an established, comprehensive work on the subject of sustainability in the tourism industry.

We look forward to your involvement.

A handwritten signature in black ink, appearing to read 'C. Schmicke'.

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