

# Quality Tourism in Berlin

## Definition

24.03.2021

Quality tourism  
is expected  
to play a more  
significant role  
in Berlin.

# Reason

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**Quality tourism** is expected to play a more significant role in Berlin in the future. It is an essential pillar of the State of Berlin's [2018+ tourism plan](#): Tourism is to become more city-compatible and sustainable.

First of all, a (scientific) definition of what is meant by quality tourism in Berlin is necessary. This is to be further developed in a continuous and participatory manner together with Berlin's tourism industry.

*visitBerlin* commissioned the bidding consortium of BTE Tourismus- und Regionalberatung (BTE Tourism and Regional Consulting) and the Institute for Tourism Research in Northern Europe (NIT) to develop the scientific definition and it provided advice throughout the process.

Workshops and surveys with stakeholders from Berlin's tourism and congress industry, politicians and representatives from Berlin's state and district administration and the city's population were part of the process. The following definition emerged from these findings, supplemented by scientific analyses and data.

# Definition

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## What quality tourism in Berlin means

- For **visitors**: The improvement of opportunities to **experience** the city and its people in a **positive** way, to **feel comfortable** during their stay and to be **satisfied** after their trip.
- For **Berliners**: The improvement of opportunities for **appreciation, positive interactions** and **economic participation** through tourism. These opportunities differ depending on the **relationship to tourism** – from people who are self-employed or have a fixed employer and work directly with visitors, to people who have little contact with visitors.
- For **global society**: Minimising the harmful environmental impacts of tourism, especially reducing tourism's CO<sub>2</sub> footprint.

# Objectives

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Four objectives have been derived from the definition.

These objectives are used to formulate specific operational tools and control indicators.



» We will boost quality tourism in Berlin if there is more success in ensuring that ...

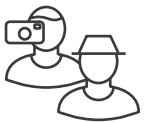
- 1 ... there are positive **interactions** between tourists and Berliners
- 2 ... Berliners **benefit** from tourists' spending and tourism does not lead to price increases
- 3 ... the service offered meets or even exceeds the minimum standards and tourists can rely on the **quality** promised along the service chain
- 4 ... the **ecological impact** (footprint) of the trip is as low as possible along the service chain. «

# Indicators

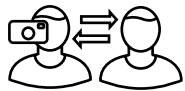
For each of the four objectives, specific indicators have been identified to make the implementation of the concept measurable and traceable.



## 1 Encounters



Defining **relevant target groups** enables a targeted approach of potential guests who are both desirable from a socio-ecological perspective and economically profitable.



The number of **conflicts** between Berliners and visitors is another indicator of the social compatibility of tourism in Berlin.



An appropriate **distribution of tourism demand** ensures that negative effects of tourism due to congestion are avoided at hotspots and that Berlin residents can benefit more equally from tourism.



Berliners' approval of tourism is the summary indicator of **tourism acceptance** in the city.

## 2 Benefit



The **net income** from tourism and the related impacts (jobs and taxes) are essential indicators of the economic quality of tourism.



On the other hand, **tourism-induced price increases** are to be avoided as far as possible.



The number and quality of **tourism apprenticeships** are indicators of the extent to which a sector is committed to the vocational qualification of young people.

## 3 Quality



The systematic evaluation of tourism-related customer ratings on online platforms is a key indicator of **quality performance**.



Berlin's **reputation for quality** is an indicator of the city being perceived as a quality travel destination.



**Visitor satisfaction** with the downstream indicators "intention to revisit" and "intention to recommend" is the summary indicator of quality impact.

## 4 Ecological Impact



The overall **CO<sub>2</sub> footprint** of tourism is the summary indicator for the climate impact of tourism in and to Berlin..

# Tools

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Established measuring tools are already available for some of the indicators mentioned; others need to be redeveloped or further developed.

The definition of the **KPIs** (Key Performance Indicators) and the development of the measuring tools are the next steps.

*visitBerlin* is working together with the industry on sustainable and city-compatible tourism for Berlin's future.



visitBerlin. Foto: Steven Ritzler

## Contact

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