Tour Operators and Living Cultures
Structure of the REWE Group

Our Products – Total number of tourists in 2011 - 6.6 million

Tour Operators

Package tour operators:

Tailor-made tour operators:

Travel agencies

Tourism:

Business travel:

Hotels
Sustainability: a core value

- Strong commitment to **sustainable principles and practices** aimed at:

  *Protecting* natural and cultural resources
  *Respecting* local cultural traditions
  *Ensuring* the well-being of local communities
  *Raising* customers’ awareness on responsible tourism
  *Influencing* the supply chain

- One of the **founding members** of the TOI, whose Secretariat is hosted by UNWTO
Attributes of sustainable products and main decision factors

Among the Social and Economic Attributes:
– Scenic view and cultural heritage (68%)
– Involvement of local community (65%)
– Local dimension – use of local products and services (66%)

Among the first six factors influencing the decision to book a holiday:
– Local Culture
– Local Food

– There is a growing demand for products including ICH
– ICH products can be a successful differentiation strategy

– REWE Touristik has developed a concrete offer to satisfy the growing demand

6,000 Respondents
8 Countries
(Brazil, Germany, India, Russia, Sweden, Switzerland, USA and UK)
Source: Lucerne University of Applied Sciences and Art, April 2011
Our products: Rapa Nui

Clients meet the Rapa Nui people and pay a visit to a holy place taking part in a religious ceremony

At the Tukis family’s place they cook together and learn how the “Moais” manufacture their typical head covers

Tourists practice traditional fishing with the Rapa Nui, cook and eat together local delicacies

They spend an evening with the locals and learn about their customs – e.g. how to perform traditional dances
Our products: Namibia

Costumers visit the Kraal of the Himbas, spend time with indigenous communities and learn about their semi-nomadic lifestyle (clothing, village organization, hunting).

During the tour, they observe wildlife guided by local guides from the “San” Village explaining their ancestral customs linked to the nature.
Recommendations drawn from our experience

- Local communities need capacity building programmes in order to develop appropriate tools and knowledge for managing tourism in a sustainable and responsible way
- Tour operators should consider the local context and needs while improving quality tourism products and services
- Customers should be well informed of the destination, the local community and its culture
- The private sector should engage in a multi-stakeholders dialogue to better understand the opportunities and effectiveness of visitors' financial contributions
- Tackling congestion management requires a multi-sectoral planning involving locals
- Customers have high expectations and information is easily accessible: the visit needs to ensure a comprehensive, unique and responsible experience