2010 turned out to be a year of harvest: a total of 15 reviewed journal papers were (co-)authored by CSTT employees out of a total of 23 scientific publications. 2010 was also a year with delivery of the reports for several cross-cutting research projects.

The BluePlan project for UNEP focused on the impacts of reducing (air) transport carbon emissions on Mediterranean tourism flows, and policy scenarios to achieve such reductions.

For Dutch tour operator Sawadee, a tool to include the carbon emissions of their product portfolio in the company’s strategic management was developed.

For the Sustainable Destination Norway project, a 'serious game' session was held at the Third Balestrand Summit. Assistance was provided with the development of a holiday carbon footprint for all German tourists (domestic and international).

Furthermore, a number of projects started in 2010, like Slow Tour (sustainable lake tourism for DG ENTER), Maashorsten (GIS analysis of recreational pressure and nature conservation) and an evaluation of water sports sustainability in the Netherlands for the German Federal State of Brandenburg.

Many students found their way to the CSTT for doing their final theses with a variety of subjects from international rail travel to a system dynamics model of tourism in Norway and the impacts of eco-tourism and sex tourism. An exchange program under NUFFIC has been started up with Brazil and Dr. Salomao Farias from UFPE visited NHTV in November, a research proposal has been written about transformative consumer research and sustainability in tourism: a comparative study Pernambuco/Brazil and the Netherlands.

The public output comprised a TV interview on the 19th of April with VARA’s consumer program ‘De Volgende Vraag’ (The next question), where Eke Eijgelaar covered topics around air transport and tourism’s impact on the climate. Unfortunately, the program turned out to be
dominated by the problems in air transport caused by volcanic ash from Iceland, which was just hitting the headlines. Paul Peeters and Eke also provided information for an article on sustainable travel in the summer edition of the consumer magazine Consumenten Reisgids. Furthermore, a paper written by Jeroen Nawijn (Nawijn et al. 2010) hit the headlines in the USA with articles on hundreds of websites (like Time and New York Times) and a spinoff in the Netherlands through a TV interview with ‘Consumenten24’ and radio interviews with ‘Wereldomroep’, ‘rtvRijnmond’ and ‘Radio Gelderland’. Furthermore, there were many news items in magazines/newspapers like AD, Psychologie, ésta, and Quest. Paul was interviewed by the Delft University newsletter TU Delta (see van Dijk 2010), which covered the role of tourism in climate change. Another interview with Paul, about the difficulties of sustainable tourism to long haul destinations, was published in the Dutch newspaper Trouw on 20th February 2010. Furthermore, ANVR Magazine published a short item about the minor Sustainable Business Development, for which Lilian Wanderley provided the information.

The scientific output comprised of 16 presentations at international conferences and seminars (see list under ‘Conference papers/presentations’), 23 scientific publications of which 15 in reviewed journals, and 3 reviewed book chapters.

CSTT contributed to education by running its minor Sustainable Business Development at NHTV with 17 students, successfully guiding 11 other students with their (final) theses, and giving 12 guest lectures within and outside NHTV. Furthermore, CSTT developed and ran the first Environment & Tourism course for the BSc Tourism in close collaboration with Wageningen University and Research (WUR). The course attracted 24 first grade students. Furthermore, CSTT employees were involved in the courses Tourism Economics and of Principles of Tourism for the same bachelor. To conclude, preparations started for the BSc second year Tourism Systems Analyses and Business ethics courses that will start in 2012 respectively 2011.

A significant share of the CSTT income is generated by projects for third parties. The ‘Projects’ overview shows we were working on six projects with a total value of almost € 100,000. A small share of these projects will continue in 2011. The overall trend of revenues is stable as we expect to generate some € 100,000 again in 2011.

Employees working with CSTT in 2010 were: Claudia Erdkamp, Eke Eijgelaar, Jeroen Nawijn, Martin Landré, Lilian Wanderley, Pieter Piket, Kim de Bruijn and Paul Peeters.

References


### Project title: Gestion de l'énergie: transport aérien et tourisme en Méditerranée
**Year:** 2009-2010  
**Budget:** € 15,737.75  
**Client:** Blue Plan regional activity centre (UNEP/MAP), subcontracted through TEC Conseille, Marseille  
**Report/product:** Carbon footprint model and emission scenarios of Mediterranean to assess the impacts of climate mitigation policies on (air transport based) tourism

### Project title: Sustainable Destination Norway 2025
**Year:** 2009/2010  
**Budget:** € 45,000  
**Client:** The Research Council of Norway, subcontracted through Vestlandsforsking (West-Norway Research Institute)  
**Report/product:** Model and scenarios for sustainable (low-carbon emission) Norwegian tourism by 2025

### Project title: Inventory of greenhouse gas emissions of tour operator product portfolio
**Year:** 2009/2010  
**Budget:** € 7,500  
**Client:** Sawadee Reizen/Innovation Voucher SENTER  
**Report/product:** Carbon footprint and carbon reduction strategy report 2010, excel database/model for future monitoring

### Project title: SLOW TOURISM-Sustainable Lake Oriented Walking Tourism
**Year:** 2009/2010  
**Budget:** € 45,000  
**Client:** European Commission (DG-Enterprise), subcontracted through Comunità Montana Associazione dei Comuni Trasimeno-Medio Tevere  
**Report/product:** Report with best practise examples and guidelines for sustainable tourism in lake destinations

### Project title: German holiday footprint
**Year:** 2010  
**Budget:** € 5,000  
**Client:** Atmosfair  
**Report/product:** Report with carbon footprint for accommodations and transport for all holiday making by German (domestic and international) tourists

### Project title: Recreatieonderzoek De Maashorst
**Year:** 2010  
**Budget:** € 5,400  
**Client:** Stuurgroep De Maashorst  
**Report/product:** Benchmark with regard to the current leisure visits to the Maashorst area (Nulmeting betreffende het huidige toeristisch-recreatieve bezoek aan gebied De Maashorst)

### Project title: Umwelt- und klimafreundliche Technologien in den Wassersportrevieren der Niederlande
**Year:** 2010/2011  
**Budget:** € 3,000  
**Client:** HNE Eberswalde, subcontractor of Land Brandenburg  
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<th>Student</th>
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<td>Eke Eijgelaar</td>
<td>Koopmans, J.</td>
<td>The environmental sustainability of organised North American and European cycle tourism: an analysis of cycle tourists and cycle tourism products</td>
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<td>Eke Eijgelaar</td>
<td>Götte, E.</td>
<td>Slow travel – A focus group analysis on the arguments about train travel</td>
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<td>Pieter Piket</td>
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<td>Lilian Wanderley/</td>
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<td>NHTV Breda</td>
<td>Eke Eijgelaar</td>
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<td>NHTV Breda</td>
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<td>NHTV Breda</td>
<td>Jeroen Nawijn</td>
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<td>NHTV Breda</td>
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<td>Broodje Onderzoek lunch meeting – CSR and NHTV</td>
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<td>NHTV Breda</td>
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<td>Guest lecture SBM (Pre-Master) – Corporate Social Responsibility</td>
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<td>Maastricht School of Management</td>
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<td>NHTV Breda</td>
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<td>Guest lecture Tourism Principles &amp; Practice for the ETM Master – CSR in Tourism.</td>
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