

Impacts of Global Warming in South Bavaria Tourism

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<p>The aim of the thesis is to describe and investigate the current tourism situation in the South Bavarian region. The state of South Bavaria is located in southern Germany, in Alpine region. Thesis will discover and discuss, what is tourism of today and what it might be in the future. The research finds out, if the South Bavarian tourism companies are struggling with the affects of the climate change. Secondly, the goal is to come up with some ideas how to maintain and even boost the Bavarian tourism in the future without harming the nature.</p> <p>The theoretical framework of the study introduces Bavaria and German tourism in general. It represents the region for the reader in order to help understand the current situation better. Theoretical part also covers the key concepts of global warming, globalization, ecotourism, and sustainability.</p> <p>The research method is quantitative. An online questionnaire was posted via e-mail to approximately 900 local tourism companies in South Bavaria. The questionnaire had 17 questions including four open questions. The questions concerned sustainability, affects of climate change in tourism business and the future prospects of tourism. The amount of respondents was 80.</p> <p>The results of the survey show that climate change is real and it is a challenge for the South Bavarian tourism. Winter tourism has been the key concept and today when the amount of snow has significantly decreased, it is bringing new challenges for the region in order to stay attractive in competitive world. There will be new forms of winter tourism coming and local companies need to rethink their traditional ways of doing business. Also the customer of the future is changing, and not just the climate.</p>	
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1. Introduction

This Master thesis is about investigating the impacts of global warming and climate change in South Bavaria, Germany, region from the tourism point of view. Climate change is a big influencer in South Bavaria tourism of today. There will be more extreme weather conditions throughout the year such as hot summers, heavy rains, floods and winters without snow. Especially the winter tourism in the with no glaciers is endangered.

In addition to this the tourism in South Bavaria has always been relatively traditional. Today it is not just the climate that is undergoing a change, the tourists are doing it as well. This research is going to find out what is the situation of the tourism in the South Bavarian region today and where it is heading.

1.1. Problem formulation

I am highly interested in green values in tourism and there has always been a little do-gooder in me. I chose South Bavaria for my research area, because the region itself is quite familiar for me and the it is struggling with the climate change. I have lived in Munich, traveled a lot in the region and my family has had an apartment in a village called Oberau for about 10 years. I visit the region very often and I consider that a bit as a second home for myself.

Inside the Bavarian state I narrowed my research area to South Bavaria. The state is quite large and forms of tourism varies a lot inside the Bavaria. I wanted mainly to concentrate on the Alpine region and consequences of the climate change there. I came into the consideration that the whole Bavaria would have been too large region for the thesis work.

In Bavaria global warming has been quite a lot in the media and it is a very topical subject. In the region there are not many glaciers where people could go skiing when the temperature is +10 degrees Celsius in the valley. In fact there is only one glacier in Bavaria, which is called Zugspitze.

It goes without saying that tourism is a significant income for Bavaria. I got my idea for this thesis when reading newspapers and also while experiencing the climate change myself when visiting the region. The research is about how companies will adapt the climate change and are they aware that global warming is happening right now and it cannot be stopped? The tourism concept is shifting because of the climate change and companies need to do some changes with it. Global warming impacts the mountain areas in a very severe way, posing a serious threat to Alpine nature. If travel companies are depending on

just snow and there is not any or there is very little, the whole year turnover might be endangered.

My own dream would be someday work or even have my own small tourism business in the Alps, so I am really keen on the subject and it is very close to my heart. I also hope that after my thesis at least some people from Finland will travel to the Alps and experience a green holiday themselves. Bavaria is not so familiar holiday destination for Finns and other Nordic people.

In the beginning of my research I wanted to make a thesis about both regions South Bavaria in Germany and Tyrol in Austria. I was an exchange student in Innsbruck, Tyrol, for the Spring semester 2015. First I wanted to include that region in my thesis, but I discovered very quickly that these two areas differs greatly with each other. I would need at least two thesis's to cover them both. I chose then only South Bavaria, because it is more familiar for me as and I wanted to concentrate mainly on the Alpine region. The area in my thesis which I call South Bavaria is basically the area from Munich to the south. This region is called "Oberbayern" in German and it is circled in red in the picture below.



Figure 1. Germany and Bavarian state

Global warming in the Alps covers many researches already, but my angle is to concentrate mainly on the South Bavaria region. Many studies I found from under the topic ecotourism and green travel come from Australia, USA and New Zealand. The studies I found under global warming, ecotourism and climate change from Germany and Alpine region were quite general. The researches were mainly telling that global warming is happening and what are the affects for the flora and fauna. As mentioned, I am taking very topical

aspect for my thesis, reading current newspapers and articles and following the subject as much as I can both in Finnish and German media.

1.2. Aims and objectives

The goal is firstly to describe and investigate the current tourism situation in the South Bavaria area. I will discover and discuss, what is tourism of today and what it might be in the future. The research figures out, if the companies are already struggling with the affects of the climate change. Secondly, the goal is to come up with some ideas how to maintain and even boost the Bavarian tourism in the future without harming the nature. The companies probably need to find some new ways of attracting the customers of tomorrow. If requested, I will hand out the thesis for the local companies who participate on my survey and leave their contact information.

The research finds out if the local companies are thinking about green values and future of the changing tourism sector or are they relying on doing the things the same way as before. Tourism has been quite traditional in Bavaria at least for the last few decades. Tourism with green values could offer individual tailored solutions for people who have seen it all and are interested in traveling green. Wellbeing and health issues when traveling and ecotourism in the Alps could definitely be key issues for the sophisticated travelers of tomorrow.

People in Germany are in general very environmental conscious and they have really high standards for recycling, sustainability and nature protection. They have the basics in order. Recycling is part of everyday life and sustainability is important. Many companies use organic materials, recycle and have really thought about nature in their businesses. The concept ecotourism is relatively new and even if many companies are doing it already, they might not be aware of the concept. I will discuss ecotourism concept later in my thesis. Many times even if companies would practice ecotourism, they may not be aware of it. If you ask the companies, they might not really understand your question because environmental friendliness goes without saying.

Research questions of the thesis are:

1. What are the affects of global warming in the South Bavaria tourism?
2. What kind of new ways of doing business could help the Bavarian tourism companies to attract more customers?
3. Are the companies aware of the future challenges in tourism business?

One of the biggest challenges in my research project was narrowing the subject. This topic is very wide and interesting, and it can easily go overboard. Haaga-Helia University of Applied sciences's recommendation for the page number for Master thesis is around 60 pages plus the appendixes, hence it is actually not too comprehensive. Challenge is also to go through as much material as possible; books, articles, newspapers, magazines and internet sources effectively. I wrote this Master thesis and studied while I was working full-time as a flight attendant.

However the subject is very topical not just in Bavaria but in the whole world. Climate change has really huge effects on tourism globally. I am not saying that only Bavaria and its tourism companies are the only ones who need to rethink their way of doing things in the future. No, global warming is everyone's issue. Nonetheless, these companies could act as trendsetters for the other ones in the Alpine region. Global warming is or at least it should be everyone's concern nowadays, and not just the problem in the Alpine region.

Tourism is one of the biggest influencers and it also has a big power to make the change. Many tourism companies need to rethink their actions in the changing environment and turn it into a profit and bring value for themselves and their customers. This all should be done with respecting green values and sustainability.

1.3. Methods

There was not that much literature about my topic, so the materials I used were mostly newspaper articles. They were mainly in German or in Finnish, so I needed to translate them into English. I also used some books and several internet sources. Most of the books I found was from the library of the Management Center Innsbruck University where I studied as an exchange student for the spring semester 2015. I also visited few travel agencies in South Bavaria region in order to collect some current material.

My father is retired and partly lives in South Bavaria, Oberau, and he was accredited to gather some newspaper articles which were related to the subject. Additionally I tried to follow media and news both in Finland and in Germany.

The empirical research was a quantitative research in the form of a questionnaire. The questionnaire was designed for local tourism companies in South Bavaria. The questionnaire included few background questions and continued with questions concerning about the statements of Bavarian tourism with possibilities to agree, disagree or be neutral.

Furthermore the questionnaire included 17 questions out of which four were open ones. There was a contact information sheet in the end where the respondents could write their contact details in order to receive the thesis for themselves when it is completed. The

questionnaire was sent to the 954 recipients on Tuesday 16.2.2016 and they had two weeks time to answer. After one week I sent a reminder of the respondents who were not yet answered. In the end, I received altogether 80 responses for the survey.

1.4. Structure of the report

I divided the thesis for six different parts. The first chapter is introduction and it gives the background information of the research problem itself, aims and methods of the study. It contains general information and gives the big picture of the research for the reader.

The second chapter is first of the two theoretical ones. It describes the ecotourism concept, sustainability and global warming, affects of globalization and green values from South Bavaria tourism point of view. Additionally it goes throughout trends in ecotourism today.

Third chapter is a second one of theory. This is very current topic and it tells how tourism is changing and affects of the global warming. Moreover the third chapter reviews Germany and Bavaria. It describes the region shortly with its own characteristics, history, culture and politics. It helps reader to understand the situation of today. Furthermore it discusses Bavarian tourism, affects of the climate change and actions of today.

The fourth chapter is about the research itself. It tells about the research approach and methodologies used to collect and to analyze the data. In addition fourth chapter describes the survey as a research method and reliability and validity. Fifth chapter is about results and analysis of the research. The final and the sixth chapter discusses the conclusions from the survey and recommendations for the further research.

2. Ecotourism, Sustainability and Green Values

Ecotourism, sustainability and green values were the three key subjects of my thesis. Firstly I go through some theory and then I concentrate on South Bavaria tourism with these three main concepts.

Ecotourism provides a way for travelers to ensure that the effects of their holidays go beyond their suntans, snapshots and happy memories. It means that it will provide real and lasting benefits to the environment and communities. The primary motivation for most ecotourists is to minimize the impact of their leisure on the environment. For ecotourism destinations the benefits can be even broader. Sustainability ensures, that all the activities will continue also in the future and green values are behind all the activities the travelers and the travel companies are practicing.

2.1. Ecotourism and Nature-based tourism

Nature-based tourism is one of the most exciting sector in the tourist industry, and it is growing continually. The scope of nature-based tourism encompasses adventure tourism, anti-tourism, sustainable tourism, ecotourism, educational tourism, responsible tourism and many other forms of outdoor-oriented, non-mass tourism. It has been normal practice to put all of these activities under the common label of "ecotourism". (Wearing & Neil 2009, 231.) In my thesis I am using the word ecotourism.

So ecotourism means that all the conceptions of it must involve travel to relatively undisturbed or uncontaminated natural areas with the objective of studying, admiring and enjoying the environment of that specific area. The person who practices ecotourism has the opportunity of putting himself in the nature in a way most people cannot do.

The impact of climate change suffer the most from the people who make their living from tourism. Livelihoods loses its man does not adapt to the change with the same flexibility as the traveler who simply change the items followed by better conditions.enjoy their routines. Ecotourism is also responsible travel that conserves natural environments and sustains the well-being of the local people. (Wearing & Neil 2009, 232.)

Ecotourism is still very much in the growth stage of its business cycle and its popularity will continue to increase as issues associated with urban congestion and crowding, atmospheric pollution, increased free time, more flexibility in work options, work-related stress and concern for the environment continue to develop. Not only are people receiving messages more and more threw the media about the fragility of the environment and the

frightening prospect of climate change but also about its beauty and uniqueness and the importance of keeping areas as pristine and spoilt as possible for now and the generations to come. (Wearing & Neil 2009, 178.)

A number of factors have led to the rapid growth of this sector. Global interest in environmental matters has made more and more people want to experience unique outdoor wonders. A desire for healthier lifestyle has prompted many tourists to refuse traditional sun, sand and sea holidays for more active and environmentally friendly alternatives. Better-educated travelers are more interested in meaningful vacation activities - more sophisticated travelers expect their vacation experiences to meet higher order personal needs. People are beginning to prefer personalized, small group holidays rather than anonymous mass tourism experiences. (McKercher 1998, 2.)

Nature-based tourism is an important factor in the deliver of a world-class tourism product. Firms operating this field:

- Provide support services or experiences to complement mainstream accommodation and attractions
- Supply special interest tourism experiences for niche markets
- Deliver low-cost business opportunities for people in regional centers
- Control means of tourist activities and reducing injurious social and environmental impacts
- Can better spread the message of environmental protection

Nature-based tourism enterprises are typified by what we have been described as micro businesses. These tend to be still small operations that lie outside the mainstream of the travel industry. The businesses are usually run by owner-operators who have few of no full-time staff other than family members. Most of them have no formal business or tourism training. Many of the businesses are quite marginal and many of the owners are forced to seek a second income to keep them operational, especially outside of the high-season. (McKercher 1998, 4.)

Nature-based tourism is typified by small, regionally displaced businesses. These tend to have higher per capita fixed costs than mass tourism. There are several reasons, for example there are needs for minimal impacts practices, lack of economies of scale and requirements for high level of staff services. This sector faces major challenges in managing profitability. Some new ecotourism operators see it as business to educate people about the environment. Other say, that nature-based tourism is a logical product extension for the current tours or accommodation packages. Third group are guides, who set up their own businesses as career progression (McKercher 1998, 6.) Some of nature-based tourism is happening already in the Alpine region. There are many possibilities under this concept that are not yet made use of.

2.2. Globalization

Globalization is a process of interaction and integration with the people, companies, and governments of different countries. It is a process which is driven by international trade and investment and it is helped by information technology. The process has effects on the environment, culture, on political systems, economic development and on human physical wellbeing in societies all around the world. Globalization affects heavily also on tourism and it cannot be ignored when thinking about the future of the tourism sector. People move more and have access to the products and services worldwide is becoming greater. Internet is one big influencer on globalization. For example for local travel companies in South Bavaria globalization is very likely opening new doors in the future and bring more customers outside the German-speaking ones.

Globalization is a factor that is increasingly invokes in the analysis of tourism and travel. Globalization is a concept that seeks to contains all the processes operating on a global scale. It refers to ever-tightening network of all the connections which cut across national boundaries and resulting increasingly in the feeling that the world is an interdependent whole. It is also a shrinking world where everything and everyone is interconnected and involves with one another. Globalization is not a new phenomenon, because processes of interconnection has been taking place already hundreds of years as a part of the transition in the development of global capitalism. (Mowforth & Munt 2009, 12.) World is becoming smaller and globalization is allowing capital, goods and services to become free. Globalization has had the effect of increasing not only international trade but also cultural exchange.

Tourism is probably the most visible symbol of globalization. Increasing numbers of visitors all around the world can be seen in an ever growing number of countries. More and more peopler recalling their experiences in parts of the world that have been all but inaccessible for normal citizens during the last centuries. The growing mobility of people has been a consequence of greater incomes in many parts of the world. The resultant of economies of scale achieved through employing bigger aircrafts and increased flight frequencies not only bring lower fares but also encourage people to travel more. Tourism has moved once pristine and remote areas directly into the centre of activities and businesses. (Mundt 2011, 111.)

There are many pros is globalization from the tourism point of view such as cheaper prices for products and services. Also there is better availability for these and easier access to all capital and commodities. There will be also more competition and companies will get easier new customers worldwide.

Some companies might struggle from the competition. They might lose customers if they are not online and be very innovative and develop themselves all the time. Multinational companies might take customers from the local companies so it might be a threat to them.

There are also some negative impacts on environment, when people are traveling more. Also when countries become interdependent with each other, it means that when one country's economic system crashes, it will cause a huge impact to world. As a rough example when someone sneezes in China, the US will get a cold.

2.3. Sustainability

Sustainability encapsulates the growing concern for the environment and natural resources and it also has increasing resonance in social and economic issues. Sustainability reflects the concern for the health of the planet Earth. (Mowforth & Munt 2009, 18.) For example in the Alps where the whole tourism is based on clean environment sustainability is really a vital issue.

Sustainable tourism and development became a big buzzword for many companies in tourism and travel after the United Nations Earth Summit at Rio de Janeiro in 1992. Sustainable tourism means that companies can do business in destinations and it can continue into a foreseeable future without damaging the quality of the environment on which the activity is based. (Middleton & Hawkins 1998, 4.) Sustainability is used today in nearly every concept and not only in tourism.

Since the Rio Earth Summit, sustainability has undoubtedly become the central issue in tourism development policies throughout the world, almost without exception. The World Tourism Organization has been promoting environmentally friendly and culturally sensitive tourism policies since the mid-1980s. This has included the formulation of a number of national tourism master plans and similar tools through technical cooperation activities. Small but significant number of tourism companies, especially the ones offering natural-related services, have been promoting and adopting more sustainable approaches on their overall conceptions. The Rio summit was a turning-point of awareness about the need to ensure a more sustainable development of tourism among central and local governments, the tourism industry at large, academic institutions and other non-governmental organizations. (Buckley, Weaver & Pickering 2003, 11.)

Sustainability is an ability of something to be maintained itself. It is about taking what we need to live now, without jeopardizing the potential for people in the future to meet their needs. It means that we leave a clean and good world also for the future generations. If an something is said to be sustainable, it should be able to continue forever. Sustainability it is thinking about where our food, clothes, cosmetics, energy and other products come

from and deciding whether we should buy and consume these things or not. Our lifestyle is pressuring the environment with globalization and sustainability. It is searching for better ways of living without harming the environment too much. This is something people should think when traveling and also the companies offering products and services to the tourists.

2.4. Global warming

Global warming refers to the increase in temperature of the Earth's lower atmosphere and oceans. It has been noticed a steady and slight increase in temperatures of 0,6 since 1900. The Intergovernmental Panel on Climate Change indicates that observed increases averaged temperatures since the mid-twentieth century is very likely due to man made greenhouse gas concentrations. Majority of the global warming is caused by exploitation of natural resources and resultant pollution. Scientists are predicting that if greenhouse gases are not reduced then average worldwide temperatures could increase by 5 degrees Celsius by the year 2100. Increases in global temperatures will cause sea levels to rise and there will be an increase in severe weather events like droughts, floods and heavy storms. This will dramatically affect agricultural profits, lead to glacier retreats, species extinction and increase the range of diseases like malaria. (Wearing & Neil 2009, 233.) Also people might need to move and that can cause a new wave of immigration in the future.

Global warming is a subject which is regularly on the news in the Alpine area. Global warming is affecting a lot in tourism. There might need to be new solutions in the future to obtain this problem. For example there might not be any snow during the winter time, and that is a high-season time. If travel companies are depending on just snow and there are not any or there is very little, the whole year turnover is endangered. There might also be heavy storms and rainstorms. Extreme weather phenomena are arising. The summer 2015 was really hot with heat wave for weeks. The mercury rose over 40 degrees Celsius in many parts of the Central-Europe.

Over the last century, global warming has also caused Alpine glaciers to vanish. The Alps have warmed by 2,0 degrees Celsius over the last century. In Bavaria the temperature has risen 1,6 degrees Celsius from the year 1961 to 2014. (Eigene Berechnung, Deutscher Wetterdienst, 2016.)

The glaciers provide the clearest evidence of the changes made by global warming in the Alps. In recent decades many Alpine glaciers have shrunk to half their earlier size. By the end of the century nearly all the glaciers of the Alps may well have melted down. The consequences are for example rock falls, landslides and mudslides. Global warming is further highlighted by what is referred to as the feedback effect. Like a mirror, glaciers reflect so-

lar energy. If the surface area of the mirror is reduced, the amount of reflection also decreases and the sun heats up the planet even more. (CIPRA, 2015.)

Glacier recession has led to an upward removal of Alpine plants. In the long run, lowland plants will displace Alpine species to higher and higher altitudes until they simply have nowhere to go at all. At some point they are forced into extinction. The expansion of exotic species from parks and gardens is another potential threat posed by climate change and can already be observed in the Southern Alps where evergreen trees are invading the natural forests. You might even see a palm tree. (WWF, 2015.)

The invasion of southern germs, which bring new diseases against which the flora and fauna of the Alps have no defense at all, could also be a consequence of global warming. Global warming will also bring about changes in rain and snowfall patterns and an increase in the frequency of extreme meteorological events, such as floods and avalanches. There might also be acid rain. Also the higher temperatures will at some point fall apart the permafrost layers, causing slope instability and rock falls and landslides. (WWF, 2015.) Global warming cannot be stopped but it can be slowed down.

2.5. Problem contribution

There are many reasons why the Alps are particularly impacted by the climate change. The warming effect is more clear over land masses than over water. This phenomenon is especially noticeable in the northern hemisphere, the location of most of the Earth's land-mass which includes the Alps. In spite of that, almost 150 million people cross the Alps every year and about 83% is done it by road. The close road and rail networks in the Alpine valleys cause a heavy toll through space eating traffic infrastructure, noise and also air pollution. (CIPRA 2014.)

There are many problems affecting the global warming. The Alps have reached a new level of urbanization. The average living space occupied by a person has doubled since 1950. Even with a minor population growth, there has been a huge rise in the number of residential properties. Also the continual expansion of cities, towns and villages are threatening even the distant areas in the Alps. When the majority of Alpine communities locate below 1000 meters, some of the cities, usually tourist centers, are situated at higher altitudes. Holiday homes are being built almost everywhere. Apartment complexes are contributing to the rising level of the urbanization. (WWF 2015.)

Transalpine traffic is strongly increasing. The Alps constitute a natural barrier to transit. Temperatures in the Alps have risen by just under 2 degrees Celsius over the past 120 years, almost twice as much as the global average. They are set to rise even more. Researchers are predicting a further 2 °C increase over the next forty years. At first glance

that might not appear particularly dramatic. But all it takes is a change of a few degrees to significantly affect the climate. (WWF 2015.)

Tourism is a major driver of traffic in the Alps. Around 120 million tourists visit the Alpine area every year. New waves of mass tourism is threaten to destroy the wildlife areas which the very thing that attracts tourists in the first place. Tourism is also a major driver of urbanization. Touristic areas have an increase in motor traffic. This is especially problematic for long-distance and sensitive Alpine region which would otherwise be safe from urbanization. (WWF 2015.) There are many events in the Alpine area that boost this. As an example in every July there is a massive BMW Motor cross event in Garmisch-Partenkirchen that collects about 40 000 motorcycle fans together. Surely it brings plenty of money to the area but it is not really an asset for the environment.

Modern adventure sports such as mountain biking or canyoning and some motor-based leisure activities are entering areas which were previously untouched by tourism. This is causing some disturbances to wildlife in the Alps and also is a threat to biodiversity. (WWF 2015.)

One of the biggest forms of leisure activities in the Alps is winter ski tourism. It has been the most popular and traditional form of tourism. There are currently about 300 ski centers all over the Alps where over 10 000 transport facilities serving more than 3 400 km² of ski areas. The construction of ski runs causes severe damage to the landscape. The increasing use of snow canons sets off additional problems by their use of water, energy and chemical and biological additives. (WWF 2015.)

When combining the ski centers with golf courses during the summer and large spa centers, the combination is hardly environmental friendly. In the Alpine area have plenty of complexes like this. However many of them advertise themselves as ecological places by for example serving organic food and recycling all waste, using environmentally friendly cleaning products and sun power.

Water shortages and more frequent extreme occurrences, combined with increasing water demand are likely to hurt ecosystem services and economic sectors. Households, agriculture, energy production, forestry, tourism and river navigation will all hurt. This may worsen the existing water resource problems and could lead to conflict between people both in the Alpine region and elsewhere. Water, a resource that is often taken for granted, is taking on a new value in the background of a changing climate. (European Environment Agency, 2015.)

We cannot do that much with these issues anymore, but we can prevent creating new ones. Luckily not all forms of tourism are a threat to the Alpine nature. Sustainably designed tourism can be used instead to promote the protection of natural areas in the Alps. This subject I will discuss later in my thesis.

2.6. Green values

Green means that people are applying environmental values to benefit people and the planet. Some examples of green values are:

- Environmental Preservation
- Fair Trade
- Ecological Design
- Organic Products
- Sustainable Development
- Renewable Energy

Travelers are increasingly looking beyond the "greenwash" for proof of travel companies commitment to environmental sustainability. Travelers choose to support businesses whose ethics and values align with their own. Green travel is a general term used to describe responsible travel practices that focus on economic, socio-cultural and environmental sustainability. Green travel is about making sure that travelers choose businesses, tour operators and transportation methods that maintain and retain the ecological integrity of the environment. It also contributes to local community development by meeting the needs of the present without compromising the needs of current or future generations. (Sustainable Travel International, 2016.)

2.7. Trends in ecotourism

Many market studies in recent years have documented, that there is an interest among consumers in tourism products and services that protect the environment and respect local cultures. Responsible traveling is becoming more common and people are realizing more the effects on traveling. Sustainability is becoming much more mainstream within the tourism industry, with increasing numbers of businesses creating environmental departments, adopting environmental and social good practices and looking ways to more green in their supply chain. Here are some examples that I found fitting well also in the South Bavaria region.

2.7.1. Help and travel

One new trend in ecotourism is doing good while having a holiday. It is called "help and travel" instead of "work and travel". The idea is, that on a holiday person hardly consumes

anything, and rather gives something to the country of origin. The original idea comes from USA and Canada where volunteer tourism and work camps are more common than in Europe. In Germany you can for example take part in forest protection project and learn the language at the same time. This is coming more and more popular among the youngsters, and the price for this kind of holidays varies a lot; whether you want to help elephants in Thailand or work at a farm in Andes. (Münchener Merkur 2015, 27, 8.) In Bavaria region there are plenty of farms, homes for elderly people, kinder gardens and schools where people could help while traveling.

2.7.2. Slow Tourism

Slow tourism is about traveling slowly, living in the local culture and valuing sustainability. Slow tourism has potential to grow, because it focuses on eco-friendly actions and also to relaxation with time in the busy and hectic world. It is the opposite for mass tourism and rapid travel. In the Alps it could mean for example traveling by train and favoring the local products and to overnight in family-owned small holiday apartments. Tourists will visit smaller cities and towns, not just major capital and also spend more time in each location.

It can also mean that the tourists want to spend a month or two in one place instead of a day or two. They will avoid rushing and they will get to know the place, culture and its people. In these cases they are less likely to look for a hotel and more likely to look for home stays or apartments which are usually more affordable in the long period of time. They are probably more likely to explore local activities and restaurants rather than international chain products. Also bike renting in the cities is part of slow tourism. Rather than taking a metro or a taxi they will explore cities by bike or if possible, by walking. In general they will reduce carbon emissions and conserve on limited resources such as fresh water by selecting green hotels and vehicles.

Slow food means that you are not just grabbing something quick on your way, but really sit down and enjoy your meal. Some cases you prepare your dinner yourself using the local products. There is an organization called Slow food, which was founded in Italy 1989. It prevents the disappearance of local food cultures and traditions, acts against the rise of fast life and rises people's interest for the food they eat, where it comes from and how the food choices affect the world around us. Slow Food has grown into a global movement with millions of people in over 160 countries. It imagines the world in which all people can access and enjoy food that is good for them, good for those who grow it and good for the planet. (Slow Food International, 2016.)

2.7.3. Couchsurfing and Airbnb

Couchsurfing and Airbnb can be really good alternatives for hotel stays. There might not be need to build as many hotels in the future if tourists are using these kinds of accommodation types.

Couchsurfing is hospitality exchange and it is also a social networking website and an application. The website provides a platform for members to "surf" on couches by staying as a guest at a host's home, host travelers or join an event. When doing couchsurfing, people do not pay for the accommodation. Guests might help in some house chores and things like that but there is no money exchange. Some meals might be included, but there is no guarantee and it depends always on the generosity of the host. As a rule, the provision for accommodation is based on reciprocity. So if you accommodate someone for free, you will also get a free place for staying when you travel. This is not just for young people, but also families and all different kinds of people. Via the application people can find also company for just a cup of coffee in a new place when traveling, car shares, events and parties. The main point is getting to know new people and spending time with the hosts without the need to pay for the hotels. (Couchsurfing International 2016.) Couchsurfing supports ecological and inexpensive tourism.

Airbnb is also based on the idea of giving out the accommodation that already exists. Airbnb provides an online platform that connects hosts who have accommodations to rent with guests seeking to rent such accommodations. The company it is not owning any rooms or apartments itself. Platform like Airbnb disrupt traditional industries by creating new sources of supply. Airbnb helps the hosts and guest find matches, but there is always a money transaction. This is also a great way to get to know new destinations and find unique accommodations. In the same time the money goes to the local people and usually you will get better value for the money than staying in a hotel. There are already 1,5 million destinations in Airbnb worldwide. (Airbnb 2016.)

2.7.4. E-bikes and e-cars

Electronic bicycles and e-mountain bikes are becoming increasingly common on trails around Europe. E-bike is a normal mountain bike which has been modified with a battery. An e-bike is equipped with a very quiet electric motor which boosts the pedaling power. With minimal effort the biker can reach a speed of up to 25km/h. The battery lasts for 40 - 60 km and then it can be simply recharged. Electric bikes open up cycling also to people who would otherwise be driving a car. Not all people can use a regular bike even if they

would like to. There might be too big distance, some health issues, knee problems, high age and even the inconvenience of having to shower and change at work.

Electric cars are much quieter than normal automobiles. They also do not emit tailpipe pollutants, which gives a large reduction of air pollution and also reduction in greenhouse gases and other emissions. In Bavaria it is quite popular to book an e-bike trip for few days. For example Münchner Merkur newspaper arranges a reader journey to Dolomites by electronic bikes. The journey takes place from Sterzning, Italy, to Venice. There is a bus ride from Munich to Sterzning. The trip lasts 5 days and they ride about 40-70 km per day. Overnights take place in lovely Italian villages and wineries where is a possibility to enjoy Italian wines and prosecco. These trips are very popular for example among active seniors. (Münchner Merkur 2016, 61, R3)

2.7.5. Car sharing

At year 2009, there was approximately 40 million private cars in Germany for use of two people or less. About one third of all the car rides were less than three kilometers (Fuad-Luke 2009, 17.)

In Germany there is a company called Mitfahrgelegenheit, which is part of the BlaBlaCar company. That is Europe largest car sharing business and they have worldwide about 25 million members in 19 countries. BlaBlaCar is a trusted community marketplace that connects drivers with empty seats to passengers looking for a ride. Carpooling has many advantages. By car you arrive quite fast to your destination and the common driving saves money. It reduces emissions when several people are using one car instead of their own ones. It also decreases traffic and emissions and that way helps to protect the environment. Traveling together might be more fun than traveling alone, and this is also a nice way of getting new people while acting more green. (Mitfahrgelegenheit 2016.)

With BlaBlaCar you can find and offer a car ride via an application or online. You have to sign up and give all the information about yourself. Everyone books and pays online and all the journeys are insured, so it is safe way of traveling. If you are a woman traveling alone you can also find car rides for females only. This format of traveling is getting bigger and bigger and it is making travel social, moneysaving and more efficient for millions of people. It is also a nice way of traveling more eco-friendly. (Mitfahrgelegenheit 2016.)

2.7.6. "BIO-Hotels"

In English they are called organic hotels, which is a branded concept for cosmopolitan, active people who love nature and are ecological committed. With more than 90 eco-friendly hotels in Europe, they offer a green hotel experience for travelers who value sustainability. Each hotel is committed to the same high quality standards. Each BIO Hotel is unique and none is like any other. But they do have one thing in common: all of them have the same high organic standards. Customers will enjoy food made from 100% organic ingredients at green accommodation with organic certification. Ecological aspects are taken into account in room amenities, as are the use of building materials and optimization of the energy supply.

BIO Hotels use entirely organic certified products in all offers and they are also using environmental-friendly food, drinks, cosmetics, energy and materials. BIO Hotels have organic hotel restaurants and restaurants with organic certifications. They try to lower emissions and recycle as much as possible. The hotels have their own certificate and commitment for ecological tourism and sustainability. These hotels are mainly in Germany and Austria, but also in Italy, Switzerland, Slovenia, Greece and Spain. (Bio Hotels 2016.)

2.7.7. Virtual Tourism

Between telephones, satellite communications and internet connections is worldwide over 1,3 billion people, which consists about 20% of the total population of Earth. Nowadays people do not necessarily need to leave their homes to experience something new, travel or work. People are communicating with one another from the home sofas with blogs, chatrooms, Facebook, networks, dating services, videos and other social media services. It is possible nowadays to look satellite photos from Google Earth and see real time videos with web cameras all over the world. Some travel agencies are offering virtual holidays with 3D glasses. You can travel to a completely new world, meet new people and get new experiences without leaving your house. This will be a one new growing area in Tourism in future years. It may be ecological in a way, but producing all the necessary software and hardware equipment for this and saving it all requires a lot of material and energy. (Fuad-Luke 2009, 23.) If a person wants to experience some Alpine region before traveling there, virtual tourism could be the tool for that.

2.7.8. Silence and peace with beer

One of the key concepts of the future travel is wellness holidays with peace and silence. Many people are experiencing very hectic and busy lifestyle nowadays and when on holiday they really want to relax and escape all the noise, commotion and fuss. South Bavarian region has plenty to offer for this demand. Peacefulness with fresh air and clean food is the luxury of today. Stillness combined with pure and beautiful landscape is very pleasing for the stressed travelers. Moreover this does not even cost anything for the travelers. (Münchner Merkur 2016, 36, 11.)

A one visitor magnet for the year 2016 is going to be the anniversary of 500 years of German beer purity standards. On year 1516 it was decided what was the standard manufacture for the German beer. So Bavaria will present itself as a beer state even more for the anniversary year. Bavarian famous beer brewery Aigner is bringing over the combination of beer and travel; beer and walking, beer and mountain climbing, beer and biking. But naturally always beer comes after the activity. (Münchner Merkur 2016, 36, 11.)

3. Germany and South Bavaria

In this chapter I describe the basics about the German tourism and about Bavaria region. This way reader will become more familiar with the areas. Moreover it makes easier to understand the tourism aspect. The region of Bavaria differs a bit from Germany in general and has its own special characteristics. Bavaria (German: Bayern) is located in the southeast of Germany and it is the largest state. The area of Bavaria covers nearly a fifth of the total land area of Germany. There are about 12,5 million inhabitants and it is Germany's second most populous state, where as the most populous one is North Rhine-Westphalia (German: Nordrhein-Westfalen). The capital is Munich, which is the third largest city of Germany with around 1,3 million inhabitants. (Kindersley 2003, 18.)

3.1. Bavarian History and Politics in brief

Bavaria is one of the oldest states in Europe. From the Middle Ages up to the beginning of the 19th century Bavaria was a powerful and spectacular Dukedom. It was first under the rule of the Guelph dynasty and later under the Wittelsbachs. Bavaria was a kingdom for over 100 years from 1806 to 1918. The six Bavarian kings ruled as constitutional monarchs. In the wake of the first World war, a constitution with parliamentary democracy came into force in year 1919. Under the National Socialists Bavaria lost its independence as a state. On first of December 1946 a constitution for the Free State of Bavaria was adopted by referendum. (The Bavarian State Chancellery, 2015.) Nowadays bloom media-, computer-, airline- and tourism industries and also Audi, BMW and Siemens and major multinational companies in Bavaria.

Bavaria has its own political party, CSU (Christlich Soziale Union in Bayern). It is a sister party of Christian Democratic Union (CDU) which is the biggest conservative party in Germany. The CSU has been more conservative than the CDU and is also regarded as a right-populistic party. In the elections 2013 CSU won a majority of all the votes with about 48%. The next biggest party was Social Democratic Party (SPD) with about 21% of all the votes. In October 2008 Horst Seehofer became chairman of the CSU and he is also Minister President of Bavaria.

Bavaria it is quite traditional also when it comes to tourism. It has long traditions of practicing tourism and many companies are family owned and they have history for generations.

3.2. Bavarian Language

Bavarian (German: Bairisch) is spoken across southern Germany and parts of Austria. Bavarian language belongs to the upper German languages. Many German dialects are spoken in Bavaria. There are three main dialect groups of Bavarian: northern Bavarian, central Bavarian (including the capital Munich) and southern Bavarian including also parts in Austria such as Tyrol. (The Bavarian State Chancellery, 2015.)

Comparing to many other varieties of German, Bavarian differs greatly from standard German. Bavarian is German, but it is very different from high German (German: Hochdeutsch) that it is often considered as a language, rather than a dialect. Even natives from other parts of Germany might have a difficulty of understanding it. Naturally all educated Bavarians and Austrians can read, write and understand high German very well, but may not have the possibility to use it very often. (The Bavarian State Chancellery, 2015.) You can say, that spoken Bavarian differs heavily with high German, but the grammar is similar. Accordingly many bookshops sell German-Bavarian dictionaries. Bavarians also produce a variety of nicknames for those who bear traditional Bavarian or German names.

For tourists, who arrive outside of the German-speaking region, might find some difficulties of understanding the language. Even if the travelers would know some German, can find the communication a little bit difficult. Young generation in Bavaria knows English and other languages quite well, but for the older generation Bavarian might be the only known language. This might be a small downside for tourism sector, if the desire is to attract also international guests.

3.3. Bavarian Traditions

Bavaria has a very unique culture, mainly because of the province has catholic majority (52%) and relatively conservative traditions. Bavarians have traditionally been proud of their culture, which includes festivals such as Oktoberfest during the autumn and many festivals during the spring and summer, and elements of Alpine symbolism. Bavaria also has the largest economy of any of the German provinces and it is a very wealthy region. The national colors of Bavaria are blue and white. (Kindersley 2003, 22.)

The sky over Bavaria is many times just like the Bavarian flag, a symphony of blue and white bathing in sunshine. Surely there is rain and darkness as well, but Bavaria is a very sunny state. This is mainly thanks to Föhn, which is a downwind from the Alps that blows away the clouds and brings warmth. Bavaria is a state of sun and picture-book landscape that has more diversity than almost any other region in the whole of Europe. (The Bavari-

an State Chancellery, 2015.) The landscape is a big benefit and trump card for tourism and one of the greatest reasons why tourists come there in the first place.

Bavaria is kind of a bridge between the North Europe and Mediterranean sea. Munich has more in common with Venice than with Berlin. The landscape in Bavaria is very idyllic with green meadows, dense woodlands, streams, rivers and lakes, rocky canyons and naturally in the south side the Alps. Bavaria has many baroque churches and monasteries, castles and small villages. Catholicism is present in peoples every day lives. Bavarians often go to church on Sundays and on public holidays. Nevertheless people are very friendly, live happily and are not squeamish at all. (Kindersley 2003, 25.) On Sundays and public holidays (German: Feiertag) local people usually wear traditional outfits as well.

Bavarians have many traditions. They have probably the most festivals in the whole world and when people attend these festivals they wear usually traditional outfits according to their own region. These outfits (German: Trachten) are usually very expensive, if they are well made. Mens traditional outfit consists a short jacket, leather trousers and a trilby. Women wear a "dirndl", which is a dress with a white blouse and an apron. It can be either long or short and there it is own ways of making a bow tie for the apron. Single women bound the bow to the left side of the waist, while married or engaged (and nowadays also women in relationships) are doing the right bow.



Figure 2. Traditional outfits, "Trachten"

It is not unusual that politicians wear traditional outfits as well, while youth is not that interested in "Trachten". Youngsters wear more country house -styled outfits, which are a bit less traditional but very beautiful as well. Many tourists who visit Oktoberfest are buying

the party outfits for just the event itself and as a souvenir. After summer the sales begin and there is a peak just before the Oktoberfest starts in September.

During the pre-Christmas time Bavaria's cities, towns and villages are filled with Christmas markets which are called as "Christkindlmarkt" in German. The season goes throughout the Advent period - from the end of November to the third week of December just before Christmas. The markets are usually held in the town square and each has its own atmosphere. Common things include for example traditional Christmas decorations, toys and gifts, mulled wine, grilled sausages, biscuits and gingerbread. (The Bavarian State Chancellery, 2015.) The atmosphere is overwhelming and it is also very popular event for tourists for experience and buying Christmas presents and decorations.

Beer is one subject that always need to mention when talking about Bavarian culture and traditions. In Bavaria there are about 1100 different beer breweries and many of them are the oldest ones in the world. For example the brewery called Weihenstephan was founded in 1516 (Kindersley 2003, 55.) Usually people drink the beer from one liter pint (German: Mass) and sit in a beer garden, in the beer cellar or in a marquee and listen to the traditional music (German: Blasmusik). Also different kinds of sausages, sauerkraut, pretzels, pork dishes, potato salads, cheese noodles and apple pies are really big part of traditional Bavarian cuisine. These are very heavy, greasy and tasty. Tourists always need to taste "Leberkäse" -roll and "Weisswurst" -sausages. These might not always look very tempting for foreigner, but are very popular and tasty snacks and meals.

3.4. Bavarian Travel and Tourism

In the south of Bavaria there are about 300 lakes surrounded by the Alps and the lakes are really popular holiday and leisure time destinations. Water is really clean and fresh and the blue color sapphires in the sunshine. The most popular lakes are Starnberger See, which is the second-largest lake in Bavaria, Ammersee, Chiemsee and Tegernsee. Tegernsee is one of the cleanest lakes in the whole Europe. (Bavaria Travel, 2016.) From the 100 most popular travel destinations in Germany around one third is located in Bavaria. (Münchner Merkur 2016, 36, 11.)

Across the Bavarian Alps there is a huge diversity of rural traditions for travelers to enjoy. There are plenty of lively towns, picturesque villages and cultural heritage sites all offer a wealth of top-class concerts, musical festivals, literature events and exhibitions. For nature lovers the Bavarian Alps are just perfect for every kind of outdoor activity. With pure and healthy air, clean water and numerous spas and health resorts throughout the region the Bavarian Alps will guarantee relaxation. (Bavaria Travel, 2016.)

I visited the Garmisch-Partenkirchen tourist office on 11th September 2015. Garmisch-Partenkirchen is the centre city of South Bavaria. I went to see, what kind of info packages and brochures they are giving to the tourists. It showed, that the angle really is the pristine Alpine nature. Fresh, clear air and mountain sceneries with outdoor activities done by Bavarian style are the key aspects. Bavaria is the southernmost state in Germany, but it is still the coldest one. This might be a bit surprising.

I visited the Garmisch-Partenkirchen tourist office again on 6th on February 2016. For the winter season they offered skiing at the Zugspitze glacier area. Moreover the brochure offered travelers ski-touring, ice skating, cross-country skiing, sledding and snowshoeing. Also for the winter time the brochure advertised winter hiking and nordic walking in the fresh air. Yoga was also arranged in the central park of Garmisch throughout the year. The focus was clearly on health and wellness. (Gapa Tourismus brochure 2016, 5.)

In Garmisch-Partenkirchen area, there are plenty of health resorts and spas. Many people who go there are bit elderly and the supply for these kinds of services is quite high. During the summer companies offer plenty of hiking trails to discover, swimming in the lakes, rafting, mountain biking, canoeing, golf, climbing, cable car rides, nordic walking and paragliding. For the winter time large amount of companies offer for tourists skiing in many forms such as downhill skiing, snowboarding, ski touring and cross-country skiing. They advertise seven months of snow per year. In addition there are snowshoe hiking, sledding, ice-skating, ice-hockey and horse carriage rides. Garmisch-Partenkirchen area has been one of the Germany's most popular holiday destinations for decades. (GaPa Tourismus brochure 2015, 6.)

On the winter season 2014/2015 the average tourist was a skier and stayed in the Alps 5,7 days and traveled together with 2,5 people. The person spent 979 euros in the travel destination. The share of families from all the vacationers was 22% and 82% of all travelers planned their holidays individually without any intermediates. (Münchner Merkur 2015, 89, 3.) In South Bavaria the warmest month of the year is July and the coolest month of the year, on average, is January.

Other excursions and sights the tourist office offered nearby Garmisch region were Innsbruck and Swarovski Crystal World in Tyrol, Austria. Both are located only 55 km from Garmisch-Partenkirchen. Innsbruck is well known from its historic centre and versatile skiing opportunities. Munich is of course a famous attraction with its city life. In the Garmisch-Partenkirchen region the Linderhof castle, Ettal Abbey, Benedictine monastery are very popular sightseeings. Neuschwanstein castle in Füssen offer tourists an excursion to fairy-tale and history. The last one is the most popular tourist attraction in the whole Germany, and it is only one hour drive away from Garmisch. (GaPa Tourismus brochure 2015, 8.) The Neuschwanstein castle is also known as the "Disney castle".

In general, South Bavaria is very centrally located in the Middle-Europe. Many roads in the "3-country-corner" between Germany, Austria and Switzerland lead to Garmisch-Partenkirchen. (GaPa Tourismus Brochure 2015, 8.) For tourists it is very easy to arrive. Munich Frans Josef Strauss airport is convenient and has excellent connections world-wide. It is only about 1,5 hour drive by motorway from Garmisch-Partenkirchen with also fine train and bus connections. Deutsche Bahn -trains and Meinfernbus -buses are offering fast, comfortable and relatively green transportation.

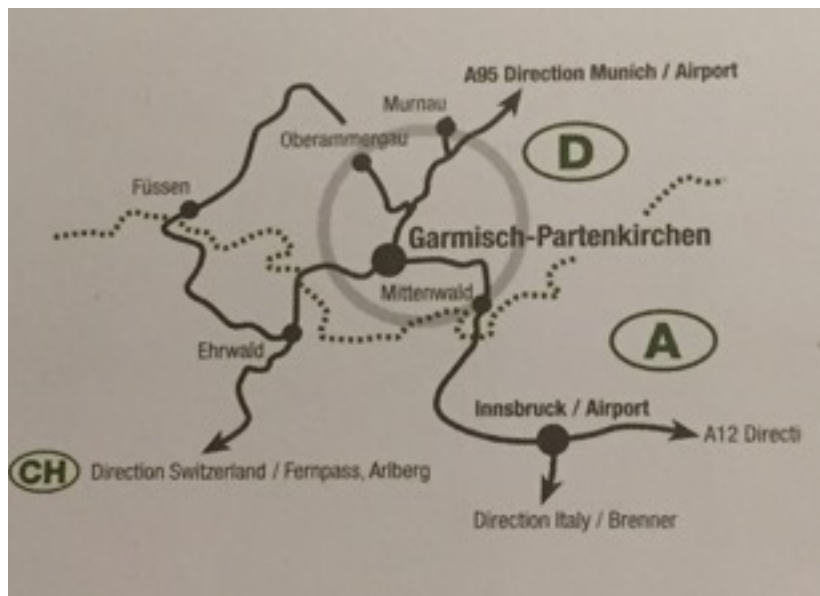


Figure 3. Location map

3.4.1. German Tourism

In 2014 about one third of all Germans said they could have a holiday in Bavaria. (Münchener Merkur 2015, 174, 3.) In year 2014, about 37% of all Germans spent a holiday in Germany. The most popular destination was the Baltic Sea region in the north (8%) and second popular was Bavaria (7%). In year 2015 again approximately one third one all Germans spent their holidays only in Germany. The most popular state for traveling in 2015 was Bavaria with a bit over 5% of all domestic travels. (Münchener Merkut 2016, 58, 9)

On 2014 Spain was the most favorite destination abroad, followed by Turkey and Italy. (Garmisch-Partenkirchner Tagblatt, 2015, 15.) The top three of international holiday destinations remained the same also for the year 2015.

Tourism is an important sector of the German and Bavarian economy and contributes to both growth and employment. Around 2,8 million jobs at 2008 depend directly and indirectly on the tourism sector, today probably even more. Figures for inbound tourism to Germany rose by around 4% in 2007, surpassing even the sensational Soccer World Cup year or 2006. In 2008 it rose by nearly 2%. Visitors from all around the world appear increasingly likely to choose Germany as a travel destination at all times of the year. Foreign visitors continued to favor Germany's ten major cities such as Berlin, Munich and Hamburg. (OECD Tourism Trends and Politics 2010, 163.)

Within the German government, the Federal Minister of Economics and Technology has the lead responsibility for tourism policy. The federal government's Commissioner for Tourism is responsible for co-ordinating tourism policy within the federal government and with the German parliament (Bundestag), especially with the Tourism Committee. The Federal structure of Germany means that the government is primary responsible for establishing appropriate policy environment for tourism. The 16 states of Germany are responsible for the actual development, shaping and promotion of tourism. The Federal Committee on Tourism meets twice a year, fostering the exchange of information and the co-ordination. The German National Tourist Board (GNTB) is responsible for marketing tourism abroad. (OECD Tourism Trends and Politics 2010, 164.)

The federal cabinet adopted the "German Federal Government Guidelines on Tourism" in December 2008. Few examples of the guidelines are:

- Tourism as an important economic factor for economic growth and employment in Germany and its importance worldwide
- Improvements in the policy environment for the tourism sector
- Development of sustainable tourism in Germany
- Ongoing increases in the quality of tourism services

The Guidelines on Tourism highlight the major challenges to be mastered in the tourism sector in the coming years. One major signal is the appeal to commerce and government to turn the challenges of climate change and demographic change into opportunities for Germany as a travel destination. German population is declining, and the tourism sector needs to tailor its product to the needs of each guest. Health and wellness tourism, and accessible tourism are the issues for the future. The aim is to increase the number of arrivals from Germany and abroad and to increase also the number of people who are employed in tourism. (OECD Tourism Trends and Politics 2010, 166.)

First half year on year 2015 was a blooming time for Bavarian Tourism. From January to July there were altogether about 15 million tourists and they made about 39 million overnights. The amount of visitors was around 5 % higher than previous year and the sum of overnights was 3% higher. (Garmisch-Partenkirchner Tagblatt 2015, 180, 1.)

Year 2014 the total amount of tourists in Bavaria was 32,5 million. That was about 3% higher than 2013. 8 million of total 32,5 million were counted as foreigners. It makes roughly one quarter of all the travelers. The amount of foreign tourists rose 4,5%. The total amount of visitors in Karwendel area (includes the towns of Mittenwald, Krün and Wallgau) in 2015 was about 221 000. This was around 4% higher than year 2014. These visitors had altogether roughly 1,1 million overnights in 2015, which was nearly the same as during the previous year. (Garmisch-Partenkirchner Tagblatt 2016, 33, 4.)

Altogether the amount of overnights at 2014 was 85 million, which made a bit over 1% increase for the year 2013. (Münchner Merkur 2015, 37, 14.) In Garmisch-Partenkirchen the number of the tourists was round 412 000 in year 2014. That was about 4% more from the past year and it counts approximately 288 million euros. (Garmisch-Partenkirchner Tagblatt 2015, 43, 3.) Tourism is definitely a blooming sector in Germany and Bavaria and brings a lot of income to the country and state.

3.5.1. Health resorts in Bavaria

Garmisch-Partenkirchen region is one of the Germany's top 15 spa resorts. When it is hot and muggy weather wears down and there is air pollution in the air, many people find healthy climate a blessing. Garmisch-Partenkirchen area in South Bavaria has been a health resort for about 80 years, and the last 30 years of them with premium status. A healthy climate is a combination of pure air and the absence of weather-related stress factors. Mountains offer still top air quality, low thermal pollution, very little fog and high levels of UV. (GaPa Tourismus brochure 2015, 10.)

During the summer the temperature usually drops for the night, caused by the winds from the mountains. It promotes good sleep and health. Also air is a bit thinner in higher altitudes which also helps people to sleep better. Exercise combined in the healthy climate and spa treatments, makes good for everyone. There is also as a new adventure called meditation and adventure path, which combines the legend, adventure and relaxation. This path is 3 km long and takes place on the mountains nearby. (GaPa Tourismus brochure 2015, 11)

Because of the global warming the extreme weather phenomena are rising. As mentioned earlier, the summer 2015 was very hot in Bavaria. Europe's heat wave pushed the mercury to its highest level in Germany since the measurements began in 1881. A temperature of 40,3 degrees Celsius was measured in Kitzingen, northern Bavaria, on 6.7.2015. During the nights there were also heavy storms and in the morning the air was thick like in a rainforest. It caused some difficulties for the animals and people in high risk group such

as babies and seniors. Even for myself, that summer was a bit too much. The climate change is increasing the likelihood for heat waves in Europe and in Germany in the future.

3.5.2. Ferienwohnungen in Bavaria

One of the most typical accommodation format in the region are Bavarian boarding houses and inns. (German: Ferienwohnungen). There is a large selection of different kinds of hosts and houses, where you can get to know Bavarians in person and learn something about their way of living as a temporary member of a family. (GaPa Tourism magazine 2015, 8.) Many holiday houses have their own standard guests. This has been very traditional way of doing business in South Bavaria for decades.

Many of the holiday apartments are family-owned. They are reasonable priced and the apartments usually include shower and toilet and normally breakfast. Often rooms and apartments are very well equipped with WLAN, television and other modern facilities. You can rent just a room or the entire house. The scale is wide, from very typical and cosy Bavarian styled cottages with lace curtains on the windows to modern loft apartments with all the accessories. The families may not speak very good English, but they will find the way to communicate. Quite often there are younger generations present, and they can speak English and help their parents and guests to communicate.

More and more tourists are not looking for luxury out of the holiday anymore. They are searching for something more special. About 1600 peasant Bavarian families have noticed this and made it a way for money earning. Many times they serve their own eggs from the garden at breakfast and home-made cakes and dishes. These kinds of holidays are not just for families with kids; it can also be a good solution for seniors, singles and business people. Many of the families organize theme holidays, such as horse camps, organic food classes, health holidays and herb knowledge classes. They offer family kindness, flexibility and authenticity. Sometimes when the guest leave, families offer a going away present such as a jar of home-made jam. (Münchner Merkur 2015, 48, 9.)

Nowadays the local business are differentiating and coming up with new angles and solutions to attract their guests. There are many holiday apartments available in Bavaria. When I was doing some research on the internet and with local magazines and brochures, I got a bit lost. There is so much supply and at least on my eye most of them were looking more or less similar. Today there are maybe a bit more variety and differences. If one is interested in eating organic food and riding a horse, one can filter some options away and find the solution better. Naturally this can only be done with online search engines.

3.5.3. South Bavarian Tourist Profile

The profile of travelers in South Bavaria is dominated by Germans themselves. Only 8% of the tourists in Karlwendel region are foreigners. The area of Karlwendel is the southernmost part of the Bavaria and it contains the towns of Mittenwald, Krün, Kleis and Wallgau. Karlwendel region is one of the most popular holiday destinations in Bavaria. In the neighbor region just across the boarder, Tyrol in Austria, the amount of foreign visitors is 98%, which Germans cover 50%, Swiss 25% and Italians 17%. So the profile of the visitors differs a lot between there two regions. About a third of the tourists of Karweldel region come from North Germany (Nordhein-Westfalen state) and about 15% from Bavaria. (Garmisch-Partenkirchner Tagblatt 2015, 6.)

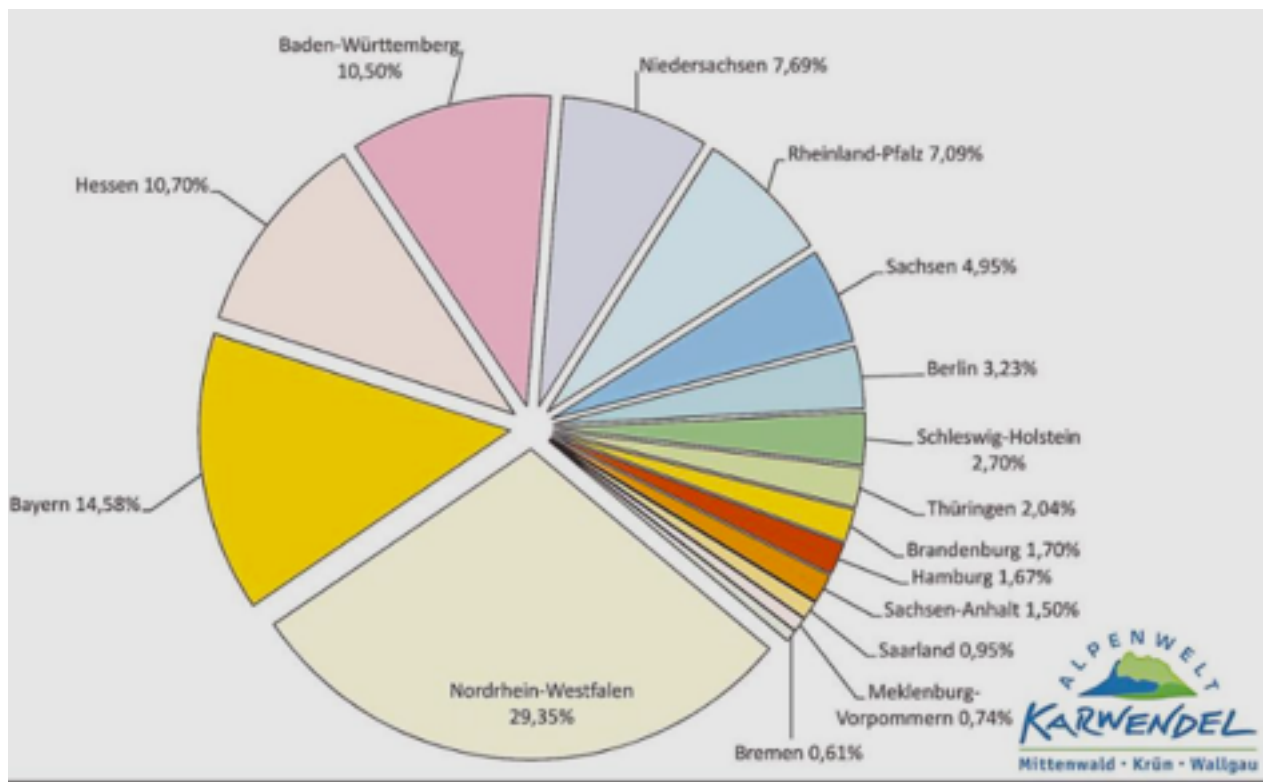


Figure 4. The Profile of the tourists in Karlwendel

3.5.4. The Immeasurable Tourist

The profile of the tourist is changing also in Bavaria. People do not want anymore just one thing out of the holiday, they want more and preferably at the same time. It is not anymore like it used to be in the Alps - the same hotel for the last 20 years, snow in the winter and sun during the summer. Today's vacationer wants sport, wellness, experiences and relaxation and sometimes also a little party. The holiday makers are becoming more unpredictable and multi optional than before. (Münchner Merkur 2015, 30, 9.) Tourists do not just want to do one thing during the whole holiday. They might for example one day go skiing, following day to the spa, next day shopping and fourth day doing some cultural activities like seeing a concert or a movie. Travelers of today are staying less time in one destination and the booking period is shorter than it used to be.

Holidays of today are planned on relatively short period of time. Many tourists book their summer holiday between December and February. But that does not necessarily mean that they will stick to the plan. Travelers might change their thoughts according to weather forecasts and other variables. Winter tourism does not anymore mean just skiing and snow. In addition it can be shopping, wellness, culture and events. Every region should make a profile out of itself and find a concept that attracts more vacationers. (Münchner Merkur 2015, 30, 9)

In March 2016 about 59% of the German travelers had fixed plans for their holidays for the year. Approximately 11% of all Germans said that they are going to travel, but they did not have any plans yet for the year. Roughly 12% of Germans are not going to travel at all during the year 2016. (Münchner Merkur 2016, 58, 10.)

3.6. Munich Tourism

Munich (German: München) is very popular travel destination, and the travel profile of the city varies a lot from the South Bavaria region. I am pointing here Munich relatively short. The Munich city attracts tourists from all around the world and it is filled with culture and everything tourists can hope from a city break. It is about 1,5 hour drive from Garmisch-Partenkirchen.

Munich is one of the most wealthy and fastest growing cities in Germany. It is the heart and capital of Bavaria and there are about 1,3 million inhabitants. Being at the center of Europe, Munich weather conditions are more variable than in other European towns. The city center of Munich offers pedestrians car-free streets which are lined with shops, res-

restaurants, cafes, beer gardens, fountains and historical buildings. In addition Munich is one of the main cultural centers in Europe. There are plenty of music and arts venues, theaters, operas, exhibitions, concerts and galleries. (Official Munich Website 2016.)

At the moment tourism really blooms in Munich. Even though the amount of Russian visitors declined, there are new tourists arriving from USA, Great Britain and Italy. The slogan for the city is "Simply Munich". Munich focuses greatly on enjoyment, zest for life and culture. Culture experiences are becoming the main attraction for the coming years. (Münchener Merkur 2016, 40, 15.)

Tourists visiting Munich are mostly from Germany, Netherlands, Austria and Switzerland. At year 2014 about 59% of all the overnight stays were from these countries. Biggest share of non-german speaking countries are Italy, USA and Arab Emirates. The amount of Chinese, Brazilian, South Korean and Taiwan tourists is rising. (Münchener Merkur 2015, 143, 14.) In year 2015 there was a massive lessening of Russian tourists. There was about a one third less travelers from Russia than previous year 2014. (Münchener Merkur 2016, 36, 11.) Even though the amount of Russian visitors declined, there are new tourists arriving from USA, Great Britain and Italy. Furthermore many asians such as Koreans and Taiwanese are discovering Munich. In 2015 there were more than 4,5% more overnights in Munich than previous year 2014. That means altogether 618 000 overnight stays. (Münchener Merkur 2016, 40, 15.)

Munich is a very green city with large amount of parks. The biggest and most popular one is Englischer Garten. It is located close to the city centre and it covers the area of 3,7 km². The park is bigger than Central Park in New York and it is one of the world's largest urban public parks. There are beer gardens, jogging paths, place for surfers and horse back riding. Residents come here to relax and enjoy the day. (Official Munich Website 2016.) The most popular sightseeings of Munich are first Oktoberfest, second Allianz Arena, third Marienplatz, fourth Englischer Garten and fifth Olympia park area. (Münchener Merkur 2016, 36, 11.)

Munich is also home for famous football team FC Bayern München. They play both in Germany's National league called Bundesliga and also on Champions League. The home stadium of Bayern München is Allianz Arena and it is Germany's most successful football club and a multiple UEFA Champions League winner. FC Bayern football games attract huge amount of tourists annually.

Short trips and mini city holidays are becoming more and more popular. People do not plan their trips that long anymore, and the trend is to do more shorter trips around the year. An average German makes three holidays per year. Munich has been profiled itself as a very popular travel destination all year long. The amount of visits rose 4% in Munich

2015 during the first half a year comparing to previous year. (Münchner Merkur 2015, 15.) In year 2014, there were altogether 13,4 million over night stays in Munich. Only Berlin had more in Germany. (Münchner Merkur 2015, 174, 3.)

3.6.1. Visiting FREE Munich Leisure- and Travel Fair 19.2.2015

I was in Munich in February 2015 at travel and leisure fair. This fair is held annually, and year 2015 it was on 18.2 - 22.2.2015. I wanted to see what a Bavarian-style mass tourism event is all about, and surely I wanted to find some good material for my thesis.

The event was absolutely massive, about five times as big as Helsinki travel fair event, which I visited on 17.1.2015. On FREE- fair in Munich I wanted to concentrate mainly on the local tourism department, which was from Munich perspective seen as Austria, Germany and Switzerland. Most of the fair departments represented a specific geographic area, such as Tyrol in Austria and Upper Bavaria in Germany. The actual nature-based companies were hard to find. I tried to ask about this for many exhibitors, and I got a leaflet from one department that was about motorcycle tours across the Alps. So not really under my topic but it describes well the situation that people and companies are not aware of the ecotourism concept.

In my opinion, the supply of the fair was very traditional, and very much mass tourism serving. I might even call it a bit old-fashioned, even though it was very comprehensive. A typical department was a fine five-star hotel in the Alpine region, offering the travelers a luxury wellness holiday. The hotels offer for example golf, wellness facilities such as spa, skiing in the winter and in the summer alpine hiking. Alternatives was not particularly ecological, and when I asked about ecotourism or green travel, the exhibitors had really no idea what I was talking about.

The fair offered plenty of ideas and companies providing for example biking, hiking, nordic walking, horseback riding, canoeing, golf and skiing. Some of these services are ecological, but the marketer was often a great hotel in a specific region. Nature and adventure tourism was available, but it offered a variety of trips to national parks, which, of course, is ecological itself, but is not really ecotourism.

3.7. Affects of climate change on future traveling in Bavaria

The tourism sector is very sensitive for the effects of climate change because of weather and climate fluctuations have a direct impact on tourism. The Alps economy is heavily de-

pendent on tourism and the majority of the region's inhabitants earn their living from tourism industry, especially from the winter tourism, which is based on the attractiveness of the Alps. A long snow-sure season and beautiful glacier landscapes have been the main factors in order to maintain economic stability. (Becken & Hay 2007, 38.)

For every 1°C increase in temperature, the snow line rises by about 150 meters. As a result of this, less snow will gather at low altitudes. Nearly half of all ski resorts in the Alps will face difficulties in attracting tourists and winter sport enthusiasts in the future. It is evaluated, that regions currently receiving snowfall will increasingly receive winter rain instead, leading to fewer days with snow cover. This is affecting the way the mountains collect and store water in winter and share it again in the warmer summer months. So runoff is expected to increase in winter and decrease in summer. (European Environment Agency 2015.)

The impact of climate change will affect the most on people who are making their living out of tourism. A person who loses his/her livelihood does not adapt to the change with the same flexibility as the traveler who simply changes the destination with better conditions. (Elsasser & Bürki 2002, 253.)

3.8. Lack of snow

There has been already a few quite miserable winters with no snow and just rain with temperature more or less +5 degrees Celsius. As mentioned, previously people booked their trips very early, about a year beforehand, but nowadays the period of time is much shorter. Tourists are becoming more spontaneous and book the trip to the place where is finest weather with the best offer. People are also making several trips annually, but one trip is relatively short - only few days. Many people in Germany also do day trips, without an overnight. The autumn has become more tempting than the winter time, because the chances for the good weather are higher. Autumn holidays are playing an important role in the future in South Bavaria tourism. (Garmisch-Partenkirchner Tagblatt, 2015, 7.) This will effect directly to the local travel companies in the Alpine area. People will wait before booking any trips and they will do it on short notice more than they used to. If there is only rain and no snow during the winter, the main activity is missing and it might not attract skiers.

Itasanomat newspaper wrote an article that says many skiers are nowadays heading also to the Japan. The Alps are not anymore the one and only skiing destination. Few years ago only few hundred Finns traveled to Japan annually for a winter holiday, nowadays the amount is thousands. The amount is based on excellent snow conditions and the fact that in Japan snows about 13-15 meters per season when in the Alps it is only 3-5 meters. Japan also offers great off-peak possibilities. Afterwards instead of after ski tourists relax in hot springs and eat healthy Japanese food. Prices are also becoming more reasonable,

so it will be even more attractive to tourists also in the future for skiing holidays and it will definitely be one of the challengers for the Alpine tourism. (Iltasanomat 2015, 255, 37.)

Many people for instance from Finland are flying to Nagoya, Japan, in order to have better chances for skiing during their winter holidays. From Nagoya they travel for example to Sapporo glaciers, where are meters of snow. At the same journey they are usually traveling to Tokyo or visiting other Japan cities as well. It is not just about skiing, but also combining the holiday with wellness, culture and city with 100% guarantee of snow when they want to do winter sports. The prices are quite reasonable and more and more people are having the time and money to organize trips like this.

During a period of snow-poor season a large percentage of the skiers would change to a ski resort that is more snow-reliable. This will probably be more often expected under a changing climate. If the climate change continues like this, probably skiing will concentrate in the high-altitude areas that are more snow-reliable in the future as well. Ski resorts at lower altitudes may withdraw from the market sooner or later because of the lack of snow. The only areas with good prospects will be those with transport facilities that provide access to altitudes higher than 2000 m. The regions at higher altitudes may experience greater demand. The pressure on ecologically sensitive high-mountain regions will then increase. In South Bavaria, there are not that many ski resorts that are over 2 km altitude. Nearest glaciers are in Austria, excluding one glacier Zugspitze in Germany which is a bit less than 3 km high. (Deutsches Zentrum für Luft- und Raumfahrt 2016.)

The satellites pointed out that until year 2000 there were approximately 70-80 snow-covered days per year in South Bavaria region. The first snow rained in November and it started to melt in the end of February. Nowadays in many parts of the Alpine region the snow season is already up to 40 days shorter. During the winter season 2015-16 snow rained really late and on January 2016 there were still many towns without snow cover. The season was much poorer with snow than average. Today first snow rains relatively late and begins to melt early. (Deutsches Zentrum für Luft- und Raumfahrt 2016.)

Small ski fields at lower altitudes either have their hands bound or can finance the necessary investments. These are quite costly and can be for example snow cannons, leveling out ski slopes and opening higher-altitude chambers in skiing areas. One of the most familiar actions in the struggle against snow deficient winters is the building of high cost artificial snowmaking facilities. Building indoor ski centers with artificial snow is highly expensive and there is not naturally the key elements included: fresh Alpine air with beautiful landscape.

For example in Obertsdorf, Bavaria, the snow line has decreased 27cm from the year 1961 to 2002. That is 57cm and probably the amount on 2016 is even higher than this.

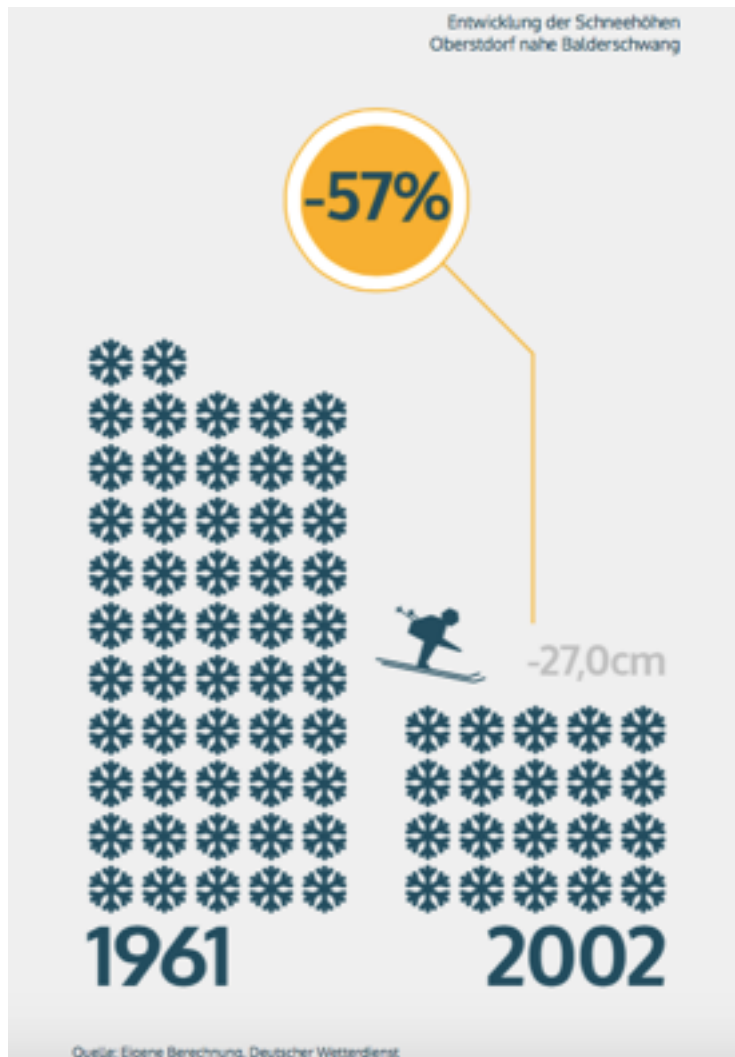


Figure 5. The development of snow line in Obertsdorf, Bavaria, Germany.

Some of the British tourists were disappointed according to Daily Mail on December 2015. They traveled to Switzerland, Austria and Germany to experience white and snowy Christmas takeaway. The temperature has been so high in these regions, that there is hardly any snow. Many resorts are facing a shortened season and they need to use snow-making machines to maintain even a thin snow layer. In January there should be some snow, but it does not really help there travels anymore. Birds were singing and flowers were blooming with spring-like temperatures at some resorts. Skiers have fewer options and are being forced to head to higher altitudes to find better conditions. There were a limited number of resorts open for skiing in Germany. In Bavaria holiday makers needed to go to Zugspitze glacier in order to be able to ski. (Kitching, 2015.)



Figure 6. Ski touring in Garmisch Partenkirchen on December 2015

In South Bavaria the winter season 2015-2016 provided very little snow. February should normally be the peak of the season in the tourism centers. I visited Kolben ski centre in Oberammergau on 6th of February 2016. There were some people and especially families skiing and sledding, but it was about 10 degrees Celsius warm and the condition of the slopes was quite poor, even it was quite early in the morning. Some ski touring athletes had better chances for sport than regular skiers and snowboarders.

February 2016 was the warmest one in Garmisch-Partenkirchen since year 1886. In addition it was really wet and had a lack of sunshine. (Garmisch-Partenkirchner Tagblatt, 2016, B4)



Figure 7. Kolben ski centre in February 2016, Oberammergau.



Figure 8. Garmisch-Partenkirchen ski school in February 2016

3.9. New forms of Tourism

Bavarians in Germany and Tyrolleans in Austria are starting to work more together in the Alpine region. The areas working together now are Grainau, Garmisch-Partenkirchen and Tyrollean Zugspitz Arena with regions of Ehrwald, Lermoos, Berwang, Bichlbach, Biberwier, Heiterwang am See and Namlos. These regions are already established and popular holiday destinations, but as linked together are becoming even more stronger and attractive region. The EU is also foundation this project Bavaria-Austria for three year period of time with 800 000 euros. In the middle of the project is naturally the highest mountain in Germany, Zugspitze, 2962 m. The idea is, that there are no boundaries for the traveller, just one idyllic region with everything one can imagine. The modest plan is to conquer Europe. (Garmisch-Partenkirchner Tagblatt 2015, 41, 4.)

The future climate will be warmer and the climate will change its pattern. More rainfall or a higher fog level will lead to new conditions for mountain summer tourism like hiking, trekking or biking. More and stronger extreme events are another threat for tourism activities and tourism infrastructure. With warmer winter temperatures ice fishing might be nearly impossible activity in the future. (Bürki & Abegg, 2003.)

Climate change represents a new challenge for tourism and especially for winter tourism in the Alpine region. But it is not the case that tourism's first position will undergo a sudden change. Climate change needs to be viewed as a catalyst that will strengthen and speed up the pace of structural change in tourism. It will more clearly highlight the risks and opportunities in tourism. (Bürki & Abegg, 2003.) As mentioned, is not just the problem in South Bavaria, this concerns the whole world one way or another.

Usually the ski vacationers want to go skiing. The options like concentration on wellness or cultural holidays, are very good but may not serve the needs for these travelers. This means that there are winners as well as losers in the climate change. The winners are the ski areas with reliable snow, such as Zugspitze and other glaciers in the Alps. Relatively low-lying areas may become less attractive as a result of weakening winter sports conditions. There will be shifts of tourist flows within the Alpine region.

Higher temperatures could mean that summer tourism in South Bavaria increases. The mountain and lake landscapes can offer an alternative to the hot Mediterranean destinations. The opportunities for walking holidays and tourism in spas and health resorts will get better. City tourism in Munich is less climate sensitive and will probably remain still very attractive.

The Garmisch-Partenkirchen offers also other activities for tourists in addition to so called traditional winter time doings. They are for example bowling, hiking, ice hockey games, riding a horse, different kinds of tours in the region, sightseeings nearby, playing cards in the clubs and countless cultural events throughout the year. Cultural events for 2016 are for example music festivals, BMW motorbike days and several folklore festivals. Wellness is definitely a huge theme in all forms. In Zugspitz Arena in Garmisch-Partenkirchn tourists can also go out feeding deers. It is quite special experience, giving visitors a close-up view for the animals that live hidden away in the forests during the summer but venture out for food in the cold months. Families and other tourists can go with the huntsmen and watch the feeding themselves. Huntsmen also answer the questions and educate tourist about the deers. (Garmisch-Partenkirchen Tourismus Brochure 2016, 12.)

3.10. Actions of today

Der Deutsche Alpenverein (DAV), in English "German Alpine Association", is making plenty of effort protecting the Alps. DAV is promoting sustainable mountain sports, and its major disciplines are hiking, mountaineering, climbing, touring and mountain biking. It has more than one million members worldwide. New formats are yoga in the mountains and winter Mountain-triathlon. That means you put together mountain biking, ski touring and skiing. DAV is committed to safety in the mountains and attaches great importance to a high quality education and training. DAV present for huts, trails and climbing plants the required infrastructure and also provide technical advice and information. DAV is committed to the preservation of alpine habitats and for environmental and climate-friendly exercise of mountain sports. They deal with the history, culture and current issues of alpinism. (Münchner Merkur 2015, 25, 11.)

For example people in Penzberg and Immenstadt in South Bavaria are strongly against building the new five-star hotel complex to the region. People are afraid that not only the massive hotels are taking the customers out of local entrepreneurs but also ruin the idyllic landscape of the area. Big hotel complexes also bring a lot of noise. (Münchner Merkur 2015, 45, 12.)

The hotel owner Karl Traubel in Balderschwang, Bavaria, says that the classic ski tourism must be combined with sustainable components that are doable without snow. There are for example local and regional products and nature park tours. Agriculture is the base for tourism and that is the producer in the Bavarian region. Even if there will be winters without snow, they will still heavily rely on tourism. Winter hiking is one of the formats during the snowless season. He also points out the importance of sustainable tourism. (Bay-erische Rundfunk, 2016.)

Garmisch Partenkirchen region is arranging many cultural events during the year 2016. As an example there will be the "Alpentestival" for three days in the beginning of August. It is a festival of the Alps which means all the activities that one can experience in the Garmisch region. There are exhibitors in rafting, biking, climbing, hiking and in many outdoor activities. There are special doings for kids and this is a fourth time this sporty festival is arranged. (Garmisch Partenkirchen Tourismus Broschure 2016, 15.)

4. The research

The research was conducted as a quantitative survey on Webropol with a questionnaire including also few open questions. Therefore the survey is a combination of quantitative and qualitative methods. The approach was chosen based on the research questions:

1. What are the affects of global warming in the South Bavaria tourism?
2. What kind of new ways of doing business could help the Bavarian tourism companies to attract more customers?
3. Are the companies aware of the future challenges in tourism business?

4.1. Survey

In a survey all the respondents are asked the same questions and preferably in the same circumstances. Information can be gathered via self-completion questionnaires or by an interview. The aim is to gain a large number of answers to the same questions, obtain information and allow the researcher to compare the answers and to some extent make some generalizations. Survey can provide answers to questions "what?", "where?" "when?" and "how?" Surveys deal with demographic characteristics, the social environment, the activities or the opinions and attitudes of some group of people. (Bell 2010, 11-12.)

Nowadays surveys often measure attitude and they attempt to identify something about a population. Especially companies make use of surveys by measuring customers' attitudes towards their products and services. Surveys are also being used as a tool when it comes to improving business strategy and changing organization. (Gray 2009, 219.)

4.2. Questionnaire as a research method

The research was a quantitative with some open qualitative questions. I chose a questionnaire as a research method. I needed to reach a relatively large group of respondents. Originally the plan was to implement a qualitative research in the form of interviews. I wanted to interview several companies in South Bavaria during my student exchange period of time. Due to lack of time, physical distance between Germany and Finland and some language challenges, I decided to go with the online questionnaire instead. Quantitative approach was chosen because of the nature of the research problem and the

aim of the survey – what is the situation of tourism in South Bavaria and how the changing climate is affecting on it.

Quantitative research is about asking people for their opinions in a structured way so that you can produce hard facts and statistics for guidance. To get reliable statistical results, it's important to survey people in quite large numbers and to make sure they are a representative sample of the target. I send the questionnaire to 954 e-mail addresses and hoping to get around 100 answers. It would a bit over 10% of the respondents. The email addresses belong to local travel companies in South Bavaria including mostly restaurants, hotels, holiday apartments, ski centers and tourist offices. I found the addresses from the internet and from the travel brochures. I collected all the e-mail addresses manually to an Excel sheet. In addition I ordered brochures from the Karwendel tourist office via mail and I went personally twice to Garmisch-Partenkirchen tourist office to pick up the brochures and collect all the contact information about hotels, restaurants, ski schools, holiday apartments and all kinds of other travel companies in South Bavaria. Many of the e-mail addresses I found via Google. There was not so much overlapping with the addresses I found online comparing to the paper brochures. Nearly all I found online were not on the paper brochures and vice versa.

Questionnaire is a fairly flexible tool and asking questions is an obvious method when collecting both quantitative and qualitative information from people. One important reason for choosing questionnaire as a data collection method is the convenience and low costs and the fact that the respondents can be reached no matter where they are. There is no need to meet and talk to the respondents and that saves time and money. When answering to a questionnaire the responses are also anonymous and that most likely helps in getting truthful answers. (Walliman 2011, 190.) I had so many respondents and data so questionnaire was definitely a best choice for my research.

I decided to use an online questionnaire and Webropol as a platform in order to create the questionnaire. I had never used the program before, but I had heard that is a very useful and good platform for surveys like this and to gather information via questionnaire. It was also quite easy to use and practical when analyzing the end results. I could draw easily graphs and analyze and tabulate my data to Excel sheets.

Webropol also had German version for creating a questionnaire. In addition, it is widely used and Haaga-Helia University of Applied Sciences provided a free access. According to my colleagues it has proven to be a good platform for surveys and gathering information via questionnaire.

My friend is a German and English teacher at Pohjois-Haaga secondary school in Helsinki. She made corrections for my questionnaire in German and ensured that there are no grammar mistakes. She also checked the spelling of my cover letter for the e-mails. I wanted to make sure that there are no errors or possibilities for misunderstandings for the

respondents. As mentioned earlier, the questionnaire was sent to the 954 recipients on Tuesday 16.2.2016 and they had two weeks time to answer. I closed my survey on 1.3.2016.

After one week I sent a reminder for the respondents who were not yet answered. Second time I used a Webropol template for the cover letter in order to prevent the mail ending into respondents junk mail. After the first round there were still hundreds of respondents without even opening the questionnaire, so I figured it might have gone to some of them junk mail box. In addition I had some technical problems with the Webropol link for the survey which was a bit unfortunate. I needed to send the link more often than I intended to my respondents.

4.3. Data collection

As mentioned, it was the first time for me making the online questionnaire so the starting point was a bit challenging. I needed to think my research problems and the aim of the thesis; what are the right questions in order to find the find answers? I had to think how many of questions I create and what is the mixture of background, multiple choice and open questions. So I began my questionnaire with a few background questions including the type of business, location, number of employees and position in the company.

I created 17 questions with 4 open questions in the end. The questionnaire was quite simple and easy to answer and and the time of participating should not exceed 10 minutes. Surely it depends how much a respondent is willing to write for the open questions.

I continued with statements about Bavaria Tourism with scale of five different options of which the respondent could pick one. The questionnaire included ten questions like this and there was also a possibility for the respondents to be more specific in some questions.

I sent the questionnaire to all the 954 e-mail addresses with a short cover letter. In order to receive responses I will send my thesis to all of the respondents when it is finished if they decide to give their contact information. The possibility of filling in the contact information was in the end of the questionnaire.

4.4. Reliability and validity

If the backgrounding is inadequate you can accidentally even start developing a wrong target. It should be important to evenly find out the character of a target. The research development project target should answer the relevant and essential question. That's why there needs to be a solid knowledge base, that consists of work life and organization's knowledge and research information. Information retrieval is important which should go through with special care. (Ojasalo et al. 2014, 28.) I have quite strong knowledge about Bavarian region. I have lived there and traveled there plenty ever since I was a child. I follow the local media and and I am highly interested in the region.

Understanding the industry itself is essential. Observation of the environment is urgent by making open interviews, having conversations, collecting documents – depending on your project what you do. At the same time you should explore the concepts. All the information and thoughts should be filed and documented. Diaries, recordings, photos and videos are very good ways. (Ojasalo et al. 2014, 29.) Whenever I travel in Bavaria I keep my eyes open for the environment and the media.

Literature is also very important. There needs to be theory when doing research. Traditional books and electronic books also Scientific and academic journals are great sources. On the internet there are plenty of reliable databases, reports, statistics and thesis works. Depending on a project you can also make use of blogs, social media and conversation columns. (Ojasalo et al. 2014, 30-31.) On my research I used plenty of current newspaper articles and internet sources so that all the material I use are timely and somewhat up to date.

One should always be very critical and the ability to read between the lines is essential. Researcher needs to identify the need of knowledge and sources, discuss and consider them as well as use different ways of data acquisition. Criticism of information and ability to different facts from opinions is important. Also choosing the right info and apply it to the practical needs is crucial. Evaluating critically means that one acts with target systematically. Researcher must view different points of views objectively. Especially when using internet the source criticism is important. Researchers must find out the partner of the webpage, examine spelling and grammar, timeliness and neutrality. There are plenty of material available, and I needed to be quite critical what kind of sources I find reliable and those who are not credible. I found plenty of local materials from the Bavaria region in German. I read newspapers, books in my school library in Innsbruck when I studied there and also Bavarian webpages. I found those much more reliable than some old books about Global warming in the Alps from Finnish libraries.

Doing research objectively might be very challenging, especially when one has strong own opinions. Realistic aim was for the researcher to remain impartial when doing qualitative research. In interviews and observations the researcher must stay neutral. If opinions mentioned, it should be very clear that they are one's own. As the reader probably noticed, I had plenty of experience and opinions of my own. Putting my own personal thoughts aside and concentrate on being neutral and objective was essential.

Reliability of a research signifies how well the test or procedure would produce similar results if it was repeated. Reliability requires that the results will be the same under constant conditions and on all occasions. If a question produces one kind of answer on one occasion but another kind of answer on another occasion, it is unreliable. (Bell 2010, 119.) So no matter how and which methods, the result of the study should always be same when the project is reliable.

A valid research should measure what the author claims. A valid research answers to the research questions. If a research is unreliable, it must also lack validity. (Bell 2010, 119-120.) All the information I collected are from reliable newspapers and the internet sources are carefully chosen and the content of them was thoroughly checked.

5. Results and Analysis

The online questionnaire was answered by 80 respondents. During the first day I received about 50 answers and during the following two weeks the rest. So definitely the biggest participation was after the first sending on Tuesday 16.2.2016. I closed the survey in Webropol on 1.3.2016. I hoped to get a bit over a hundred answers, but I am still happy from my 80 responses. Altogether 50 respondents left their contact information so they are receiving this research after it is completed.

Most of the companies that answered were from the Garmisch-Partenkirchen region. That area had the most respondents in my e-mail lists and perhaps they were the most eager and active for answering as well. For surveys it is nowadays always really challenging to get answers. My questionnaire was relatively long, and I also had some technical problems with the Webropol link. People are really busy today and not that willing to answer many questionnaires and surveys on their own time. I know that I am one of them.

5.1. Results of the survey

When reading the responses I definitely can claim, that my research is valid also with these 80 ones. There are plenty of similarities in the answers and I think that even if I would have received about 20 more, the results would be still more or less similar. Reading the answers was really interesting and I did not have any difficulties of understanding the answers of my respondents in the open questions. I feel that the answers support largely my theory part. In the following chapters I go through the questionnaire briefly with the 80 responses.

5.1.1. Background questions (Questions: 1-4)

Roughly 83% of all the respondents field of operation was Hotel and accommodation. Few answers came from restaurants and cafes. Approximately 78% of the respondents were the owners of their enterprises and 89% of the respondents had a company with 1-19 employees. There were a few management level and couple of employee level answers included.

A bit over than a half (58%) of the companies were located in Garmisch-Partenkirchen region. The next biggest region was Karwendel (16%) including the towns of Mittenwald,

Kleis, Wallgau and Krün. I figured here that the typical answerer of my survey was an owner-manager of a holiday home enterprise located in Garmisch-Partenkirchen.

5.1.2. Affects of the climate change on every day business (Questions: 5-8)

One of the survey's research questions was to find out if the companies are having affects of global warming and climate change in their businesses. In this question the answers varied a bit from one another. Roughly 33% of my respondents agreed or strongly agreed on that the lack of snow is affecting strongly on the winter tourism in South Bavaria region. Approximately 38% somehow agreed. Finally about 35% disagreed or somewhat disagreed with this statement. So about one third of the respondents felt that climate change is not affecting negatively on their businesses.

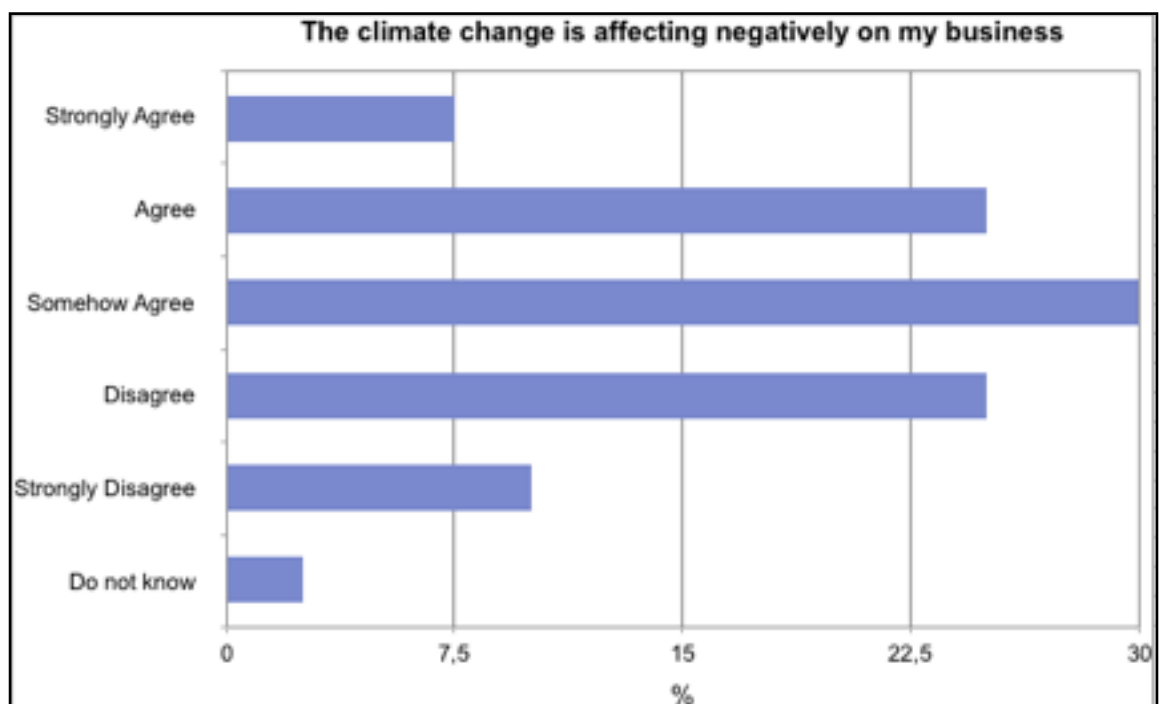


Figure 9. Question number 6: Affects of climate change.

Seventh question of the survey was asking whether the companies need to figure out new ways of doing business in the future. There was also a possibility to add a comment, if the answer was yes. This question had quite many opinions. About 23% of the respondents agreed or strongly agreed that they need to think about new activities for the coming years. What the respondents suggested were for example MICE business that includes meetings, incentives, conferences and exhibitions. Other suggestions were spa and wellness, hiking, swimming, biking, enjoying peace and silence and experiencing nature and

culture. Many respondents said that the region is not just about skiing and that they have plenty of other activities to offer as well. Approximately 40% of the respondents did not see the need of creating new kinds of business formats for the future.

Eighth question was about asking the respondents whether they are concerned about the climate change and global warming in South Bavaria. One quarter of the answerers said that they are not concerned at all, so it means that 75% of all the respondents were at least somehow worried, with about 11% very concerned.

5.1.3. Sustainability and environmental friendliness (Questions: 9-12)

The most of the respondents thought that their companies were sustainable. Approximately 74% agreed or strongly agreed with this statement. They also saw their businesses as nature-friendly ones. When asking, if the companies find ecotourism important, about 89% said that it is at least somewhat important. Roughly 24% of the respondents said that it is very important, while 10% said that it is not important.

The respondents were quite united with the questions about sustainability and environmental friendliness. However when asking if there are something more that they could do to act more green, the answers were dissimilar. Some of the respondents felt that they could be more environmentally friendly, and some thought that there is nothing they could do more. About 34% agreed or strongly agreed that there is more to be done, and 30% said that there are no more things they could do. Ten percent did not have an answer for this.

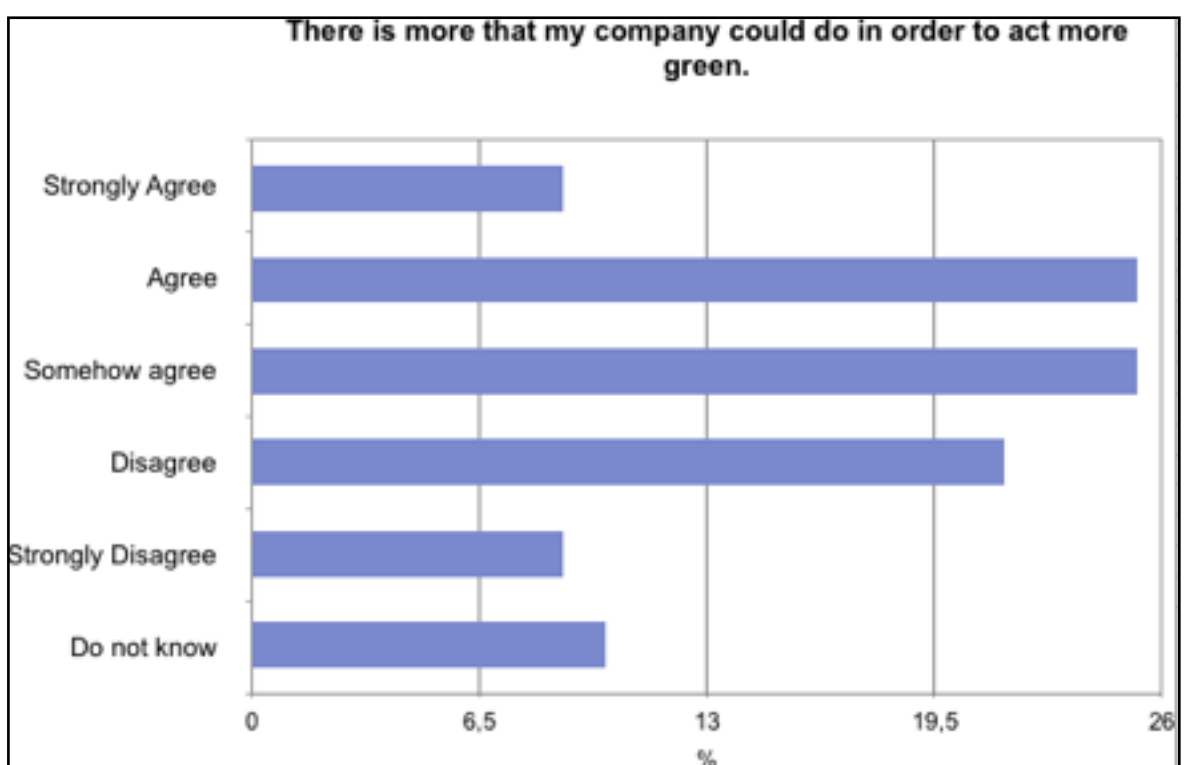


Figure 10. Question number 11: Green actions.

5.1.4. Changing customer (Questions: 13, 14 and 16)

When asking if the customer profile has changed during the last five years, 40% of the respondents agreed or strongly agreed with this statement, while roughly 36% somewhat agreed. Clearly majority of respondents felt that customer profile has changed. The following question was whether customers are at the moment demanding new products or services from the South Bavarian companies. What I really wanted to know, was that are the traditional concepts enough for the tourists of today. Now when the climate change is very powerful, is there a new demand? There was a possibility to add a comment, if the answer was yes. A bit over a half answered that there is no new demand from the customers and about 19% answered that yes, customers are demanding new products and services. Comments included some customer requirements of bigger rooms and high speed internet connections. Also customers wanted more alternatives for winter sport activities, more wellness services such as fitness facilities, more local products, comfort, ecology, peacefulness and nature experiences.

When asking who was the most important customer for the companies, most of the respondents answered that it is a domestic German tourist. Also several responded, that families with children are very important and people who are coming for short vacations. Many of them answered that important customers are senior holiday makers, hikers, older couples, companies, nature lovers, skiers and Americans who are coming to the NATO school. There is a big NATO training center in Oberammergau, and that brings important group of travelers to the region.

5.1.5. The biggest challenges in South Bavarian Tourism (Question: 15)

Many of the respondents answered that one of the biggest challenges in tourism is to get the travelers stay longer. Majority of the tourists make nowadays more journeys throughout the year, but the lengths are shorter. When the holiday in South Bavaria used to be about 10-20 days before, nowadays it is only about 2-7 days. Several respondents said, that they need to think about new offers and activities in order to get the tourists stay a bit longer.

Climate change was mentioned many times in the open answers. For the respondents one of the greatest challenges is finding more winter activities without snow. Companies

need to find some new winter attractions for their tourists and to their competitive edge. They cannot rely anymore that the same customers will arrive every winter and stay long time at their holiday homes. Forms of ecotourism and sustainability was also mentioned several times.

Lack of cooperation inside the South Bavaria region was also mentioned as a challenging issue for the local companies. Many of the respondents wished for stronger collaboration and teamwork between all the South Bavarian regions. Nowadays the areas next to each other act more or less independently. It could also be an advantage for travelers, so they could experience more regions and towns during their holiday. Moreover also a better cooperation with Alpine regions of Austria and Switzerland was mentioned. In addition several respondents said, that they need to attract more younger customers in the future. The age of the current visitors is relatively old.

Some respondents noted, that the absence of Russian customers is a challenge for tourism. Russians do not travel that much anymore to South Bavaria and for some companies that is a loss of income. In addition some mentioned that they need to find more international customers in on top of the German ones. In order to attract more international customers the level language skills was also mentioned as a challenge. Refugee crisis was pointed out as a challenge also for tourism few times in this survey as well.

5.1.6. Prospects of the future traveling in South Bavaria region (Question: 17)

The final question of the survey was asking how the respondents see the future of their businesses. Majority answered, that they see the future very positive, well, optimistic, doable, relatively stable and good. These words were mentioned the most often. Many of the respondents said that they are in a right track when practicing sustainable tourism, creating good offers and attracting young German customers. Most of them see the South Bavarian region very attractive and high-quality holiday destination which has plenty to offer even with less amount of snow.

However many of the answerers pointed out, that summer tourism will probably stay blooming but the winter tourism will be more difficult in the future. Some noted, that the future will be challenging, critical, not so good, mixed, difficult and negative. The biggest reasoning for the not so positive future were climate change, bureaucracy, politics, increased costs and large all-inclusive hotels in the region that take a share of the customers from the small enterprises.

6. Conclusions and Suggestions

Overall this research and survey was extremely interesting. Climate change is happening whether we like it or not and tourism need to adapt it in order to remain blooming. There will be definitely challenges in the future with the forms of winter tourism in South Bavaria, but with good cooperation and marketing the future will be very likely positive. Change is inevitable and the ones who will adapt the best will be the winners. Wellness tourism, fresh nature, peacefulness, clean air, high-quality local food and drink products, culture events and sport in different forms are, and very likely will be the future key factors in South Bavarian tourism. The companies need to remain sustainable and practice tourism with green values and natural conditions. In addition the protection of the Alps is highly important.

Marketing will be important issue for the South Bavarian tourism. The regions nearby should cooperate more with one another. They could create packages for the travelers so they could experience more regions and activities and holiday makers could make the most of their shortening holidays. Companies need to go online more in order to reach also younger and also international customers. Creating a tempting and simple home pages for all companies with easy booking system would be one essential thing for the upcoming years. Also e-mail address should be essential for all the travel companies and perhaps a Skype or a Viber account. With these applications customers could make a international phone call to the companies free of charge, without expensive phone rates. Additionally creating an account in Facebook or Instagram would also be nice idea to attract younger clients. It is free or charge and an updated profile with beautiful pictures, offers and stories would definitely be beneficial for the companies with quite a minimal effort. So a little brush up with current modern technology could be really valuable.

For example several travelers coming from Nordic countries perceive the Alpine region as one. They really do not know whether they should visit Germany, Austria or Switzerland. Mainly the interest is to experience the Alps and make the most of it during their relatively short holiday. So a good cooperation with the regions nearby would likely to benefit all. Travelers could see more during their ever-shortening holidays and still bring money to the region. The companies could bring themselves more to the customer awareness with cooperation and creating packages for travelers. For instance a one week holiday during the winter could include few days skiing in Zugspitze region, one day shopping trip in Munich, a culture event in Garmisch-Partenkirchen, hiking in Karlwendel area, and wellness and relaxation for few days. While doing all this the customers could enjoy the pure high-quality and traditional food, local beer, homemade cakes and organic smoothies in the fresh Alpine air. All this is made with excellent service in the beautiful landscape within easy reach of all over Europe.

When sending my questionnaire I got few e-mails back where some of the local companies were very interested in this topic and asked my help for their businesses. This would be really interesting subject to take forward in South Bavaria. It would be marvelous to be able to think and develop green actions in some Bavarian travel company and also help them to attract more customers in the future, especially the young international ones.

Following research could go behind five years and see what is the situation then. Has the climate change harmed the winter tourism or have the local tourism companies found their ways to remain productive and attractive? Have they succeeded to create new winter tourism activities and cooperate more within the regions? I know I will definitely keep on paying attention with this subject and follow the media also after completing this research. This subject got me carried away and it will be highly interesting to see what the Alpine tourism will offer us in the future.

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Figure 8. Garmisch-Partenkirchen Ski school. Taken by iPhone on 23.2.2016

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Appendix 1, Questionnaire in English

Thank you for your participation. First four background questions, please choose one.

1. Field of operation:

Tourism planning

Tourist agent

Hotel and accommodation

Restaurant/ Café / Bar

Transport

Sport centrum

Other, _____?

2. Size of Your company:

1-20 Employees

20-50 Employees

50-100 Employees

100- Employees

3. Closest town/ region:

Bad Tölz

Garmisch Partenkirchen

Karwendel area

Kochel

Munich

Murnau

Oberammergau

Oberau

Tegernsee

Weilheim

4. Which of the following best describes your role in your company?

Owner

Management

Employee

Seasonal worker/ Trainee

Other? _____

To what extent you agree or disagree with the following statements about Bavaria Tourism

Scale:

a) Do not know

b) Strongly disagree

c) Disagree

d) Somehow agree

e) Agree

f) Strongly Agree

5. Lack of snow during the winter time is affecting on Tourism business in South Bavaria region.

6. Climate change is affecting on my company business negatively

7. Due to global warming and climate change, my company needs to figure out new ways of doing business in the future. If yes, what?

8. I am concerned about the climate change and global warming effects on tourism in South Bavaria region.

9. Sustainability is an activity that should be able to continue also for the future generations. I consider my business sustainable.

10. I find my company environmentally friendly.

11. There is more that my company could do in order to act more green.

12. Ecotourism is about responsible travel to natural areas that conserves the environment and improves the well-being of local people. I consider ecotourism important for my company.

13. The profile of tourists and travelers has changed during the last 5 years in South Bavaria region.

14. At the moment my customers are demanding new products and services from my company. If yes, what kind?

Four open questions. Please describe shortly:

15. In your opinion. what are the major challenges in Bavarian Tourism?

16. Who is the most important customer for your company?

17. How do you see the future of your company?

18. Contact information (voluntary)

Thank you for your answer!

Appendix 2, Cover letter in English

Dear Madam/Sir,

I am a Master degree student in Tourism. I am studying in Haaga-Helia University of Applied Sciences in Helsinki, Finland.

I am working with my Master thesis which is about investigating the impacts of the climate change in South Bavarian Tourism. I have traveled and lived in Bavaria and the region really interests me.

I would highly appreciate if you had time to fill in this questionnaire. It contains 17 questions and answering should not exceed the time of 5-10 minutes. All the replies and results are processed with confidence.

If you are interested, please fulfill your contact details in the end of the survey and you will receive my thesis when it is completed. It will be in English. Thank you so much for the answer beforehand and have a really good day!

Kind regards,

Saara Oksanen

Helsinki, Finland

Appendix 3, Questionnaire in German

Vielen Dank für die Teilnahme. Zuerst vier Hintergrundfragen, bitte auswählen.

1. Geschäftsfeld Ihres Unternehmens

Tourismusplanung

Reisebüro

Hotel und Unterkunft

Restaurant/ Café /Bar

Verkehr

Sportzentrum

Andere, _____?

2. Größe Ihres Unternehmens:

1-19 Mitarbeiter

20-49 Mitarbeiter

50-99 Mitarbeiter

100 - Mitarbeiter

3. Nächste Stadt / Region:

Bad Tölz

Garmisch Partenkirchen

Karwendel

Kochel

München

Murnau

Oberammergau

Oberau

Tegernsee

Weilheim

4. Welche der folgenden Bezeichnungen beschreibt Ihre Rolle in Ihrem Unternehmen am besten:

Inhaber/in

Management
Mitarbeiter/in
Saisonarbeiter/in /Praktikant/in
Andere? _____

In welchem Ausmaß stimmen Sie den folgenden Aussagen über Tourismus in Bayern zu:

Skala:

- a) Weiß nicht
- b) Stimme gar nicht zu
- c) Stimme eher nicht zu
- d) Stimme teils zu
- e) Stimme eher zu
- f) Stimme voll und ganz zu

5. Schneemangel während der Winterzeit wirkt sich im Allgemeinen auf das Tourismusgeschäft in Südbayern aus.

6. Der Klimawandel wird mein Firmengeschäft negativ beeinflussen

7. Wegen der globalen Erwärmung und des Klimawandels muss mein Unternehmen neue Formen der Geschäftstätigkeit in der Zukunft produzieren. Wenn ja, welche?

8. Ich bin über die Auswirkungen des Klimawandels und der globalen Erwärmung auf den Tourismus in Südbayern besorgt.

9. Nachhaltigkeit bezieht sich auf die Nutzung der natürlichen Umwelt so, dass sie für nachfolgende Generationen erhalten bleibt. Ich halte mein Geschäft nachhaltig.

10. Ich finde mein Unternehmen umweltfreundlich.

11. Es gibt mehr was mein Unternehmen tun könnte, um Grüner zu handeln.

12. Ökotourismus bedeutet verantwortungsbewusstes Reisen in natürliche Gebiete, das die Umwelt schont und das Wohlbefinden der Menschen vor Ort verbessert. Ich halte Ökotourismus wichtig für mein Unternehmen.

13. Das Profil der Touristen hat sich in den letzten 5 Jahren in Südbayern geändert.

14. Im Moment fordern meine Kunden neue Produkte und Dienstleistungen von meinem Unternehmen. Wenn ja, welche?

Ein Paar Offene Fragen. Bitte beschreiben Sie in Kürze.

15. Was sind die größten Herausforderungen im Südbayern Tourismus?

16. Wer ist der wichtigste Kunde für Ihr Unternehmen?

17. Wie sehen Sie die Zukunft Ihres Unternehmens?

18. Kontaktinformation (freiwillig)

Vielen Dank für Ihre Mühe!

Appendix 4, Cover letter in German

Sehr geehrte Damen und Herren,

Ich bin eine Master-Studentin des Tourismus. Ich studiere an der Fachhochschule Haaga-Helia in Helsinki, Finnland.

Ich arbeite gerade an meiner Diplomarbeit. In der Arbeit geht es um die Auswirkungen des Klimawandels auf das Tourismus in Südbayern. Ich habe in Bayern sowohl gereist als auch gelebt und die Region interessiert mich sehr.

Ich würde mich sehr darauf freuen, wenn Sie Zeit hätten, diesen Fragebogen auszufüllen. Es enthält 17 Fragen und die Beantwortung sollte nicht länger als 5-10 Minuten dauern. Alle Antworten und die Ergebnisse werden vertraulich behandelt.

Wenn Sie Interesse haben, füllen Sie bitte Ihre E-Mail-Adresse am Ende der Umfrage aus und Sie werden meine Diplomarbeit erhalten, wenn sie fertig ist. Die Arbeit wird auf Englisch verfasst sein. Vielen, vielen Dank für Ihre Antworten schon im Voraus und ich wünsche Ihnen einen wunderschönen Tag!

Mit freundlichen Grüßen,

Saara Oksanen

Helsinki, Finnland