

# Sustainable Tourism Management and Planning – Case Study National Park Berchtesgaden

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National Park Berchtesgaden is located in southeast Germany, in Bavaria in the border zone with Austria. It covers a total area of 20 808 ha and it is completely located in the region of Berchtesgaden Alps. Since 1910 Berchtesgaden is a nature protected area and it is the first nature protected area in Germany. It was proclaimed a national park in 1978. Berchtesgaden is also the oldest tourist destination in the Alps. Tourism as we know it today started its development in Berchtesgaden already in the 19<sup>th</sup> century. It was especially promoted by the Bavarian royal family, which had a summer villa and a hunting hut in Berchtesgaden. In the year 1871 *Verschönerungsverein*, a modern equivalent of destination management organization was founded. Mountaineering club Berchtesgaden (German Alpinist Federation-Berchtesgaden Entity) was founded in 1875. They are responsible for promotion of alpinism and construction of the first facilities for tourist accommodation. Along with the tourism development, there have been structural changes in the economy of Berchtesgaden. Tourism became the axis of local development, overtaking salt production, timber and at the end even farming and traditional agriculture. These changes together with growing tourism development had a certain environmental impact. However, it was never measured, assessed and quantified. The problem is the migration of tourist in the area through different zones of protection. Another problem is the assessment of environmental impact of recreation, as different forms have a different impact. Often, tourists combine recreation with other activities, making it even harder to assess. New emerging sports have not been monitored long enough to provide a concrete study of their impact on the environment. A fragile natural environment in NP Berchtesgaden needs a sustainable tourism management. This paper examines the methods of tourism management and planning in National park Berchtesgaden. It creates an inventory of the existing tourism activities and recreation in the national park area, assesses their environmental impact and considers the methodology and approach in planning of tourism development in the national park area.

**Keywords:** sustainable tourism, destination management, National Park, Berchtesgaden

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