





Figure 3: E3-Certificate for Destination La Palma.

Service Responsible La Palma, being awarded the E3-Award (Excellence and Efficiency in Environmental Reporting) as the second best report worldwide. An excellent starting position!

4. As opposed to the technical mechanical-rational GPS-Navigation, Polynesian Navigation is based on traditions, passed down customs and cultural experiences, which here, figuratively speaking, possibly do better fit to the cultural understanding of the objectives of the Starlight Initiative. Seen this way, Polynesian Navigation here also represents a specific, responsible and sustainable understanding of tourism which is much more fundamental than, for example, “space travel” or “astrophysical observatory tourism”.

5. New sustainable tourism offers such as Starlight Tourism should not be seen as primarily marketing driven but should do benefits to the specific local ecological, social and economic conditions in a caring, protective and long term (going across the generations) manner.

6. The development of such offers which are not only “attractive”, uplifting and unique but should also promote economic benefits, can only occur with a close trusting co-operation with the local authorities such as the Cabildo Insular de la Palma. Also: the biosphere administration, the local specialist experts such as the ITR and the local tourist service companies such as the “Asociación de Turismo Rural”. Dialogue and co-operation with international committees (UNWTO, UNESCO, MAB) as well as scientists, researchers and spatial planners will broaden the quality of the co-operation considerably.

7. The increasing local, regional and global



Figure 4: TUI Presentation at the International Conference “Islands Innovation & Sustainable Development” on La Palma in 2002.

challenge of climate change through global warming is a direct parameter for the clarity of the night sky and the luminosity of the star light. The triad of energy consumption, emissions and air quality must, therefore, find direct reference in the actual realisation of the Starlight Initiative.

8. “Star Routes” and “Night Skies” can only be tourist “windows of opportunities” if a suitable specific starlight communication of these new values involves and “wins over” individual tourists and tourism managers as responsible partners. The “3S”: stars, skies, sustainability, is an exceptional perspective which must be carefully staged and implemented to achieve lasting success.
9. TUI sees itself not only as an observing accompanying partner of the Starlight Initiative but as a responsible partner who goes beyond its responsibilities of “good corporate governance” and actively and emphatically supports current and future generations with the goals of the initiative. These being to defend the night sky as man’s cultural and ecological heritage and as a right for science: “Per aspera ad astra – through difficulties and adversities to the stars”.