



# SUSTAINABILITY IN WATER BASED TOURISM

# SUSTAINABILITY AND ATTRACTIONS

- The sustainability challenge in water tourism
  - What makes water tourism sustainable
  - The current attraction of water tourism
    - Cable Parks – the green solution
- Transforming communities – real-world impact

# WATER TOURISM – BALANCING FUN AND RESPONSIBILITY



Tourism contributes **8%** of global carbon emissions

**Water attractions are vital** for tourism but face rising environmental concerns

# CORE PRINCIPLES OF SUSTAINABLE WATER TOURISM

Key Pillars of Sustainable Water Tourism

Energy Efficiency



Minimal Ecological Disruption

Community Benefit

Waste Reduction

Related to 4 pillars of sustainability:

Economical  
Social  
Cultural and  
Environmental

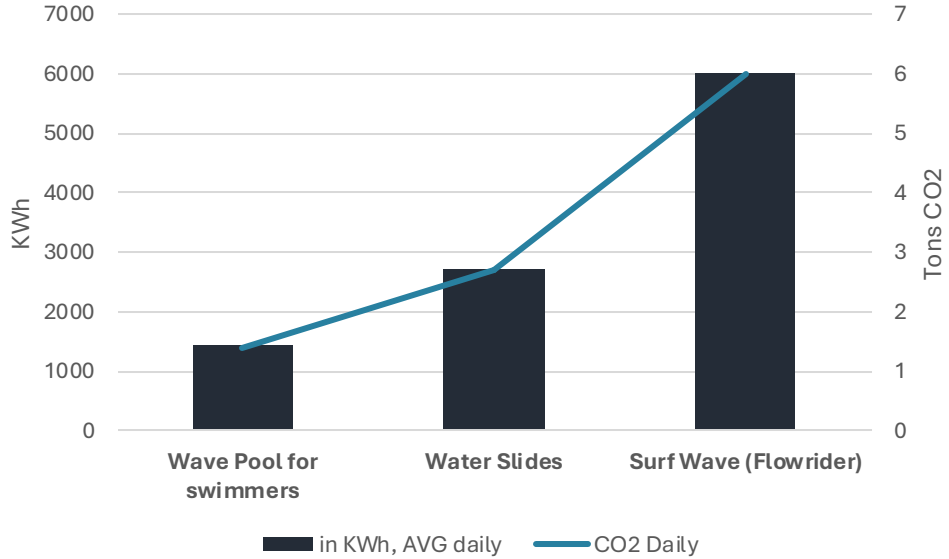


# CURRENT WATER TOURISM ATTRACTIONS

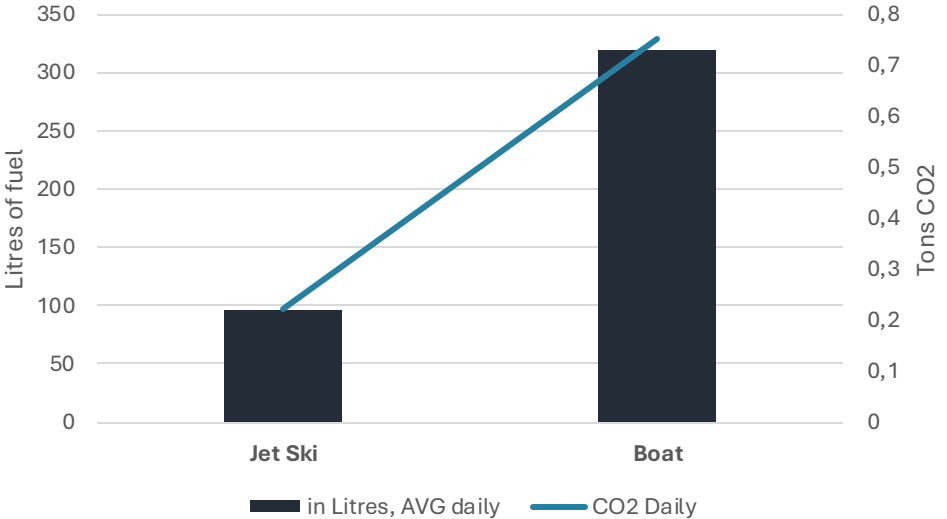


# WATER ATTRACTIONS IMPACT: CO<sub>2</sub> EMISSION AND FUEL

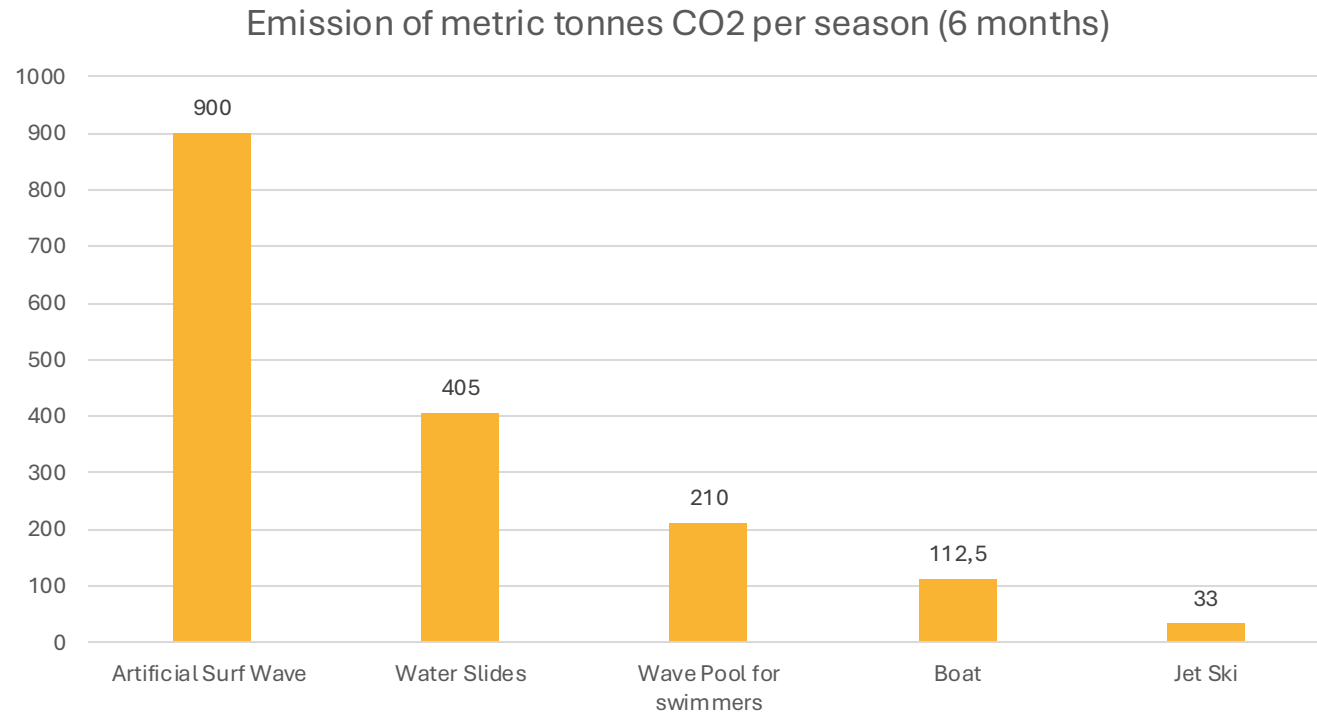
Average daily consumption end emission



Average daily consumption and emission



# CO<sub>2</sub> EMISSIONS COMPARED



**900 metric tons equals emissions of**

- **300** cars
- **563** round trips from NY to London
- Consumption of **150** average US homes
- Planting **41,000** trees to offset this

# THE PROBLEM: SKILL/EFFORT VS. FUN/REWARD RATIO





# SUSTAINABLE ALTERNATIVES

# SPECTRUM OF ATTRACTIVENESS FOR LOCAL TOURISM



**High** attractiveness =  
**high** carbon footprint  
**high** waste  
**High(ish)** ecological disruption  
**OK** community benefit



Key Pillars of Sustainable Water Tourism

Energy Efficiency

Waste Reduction

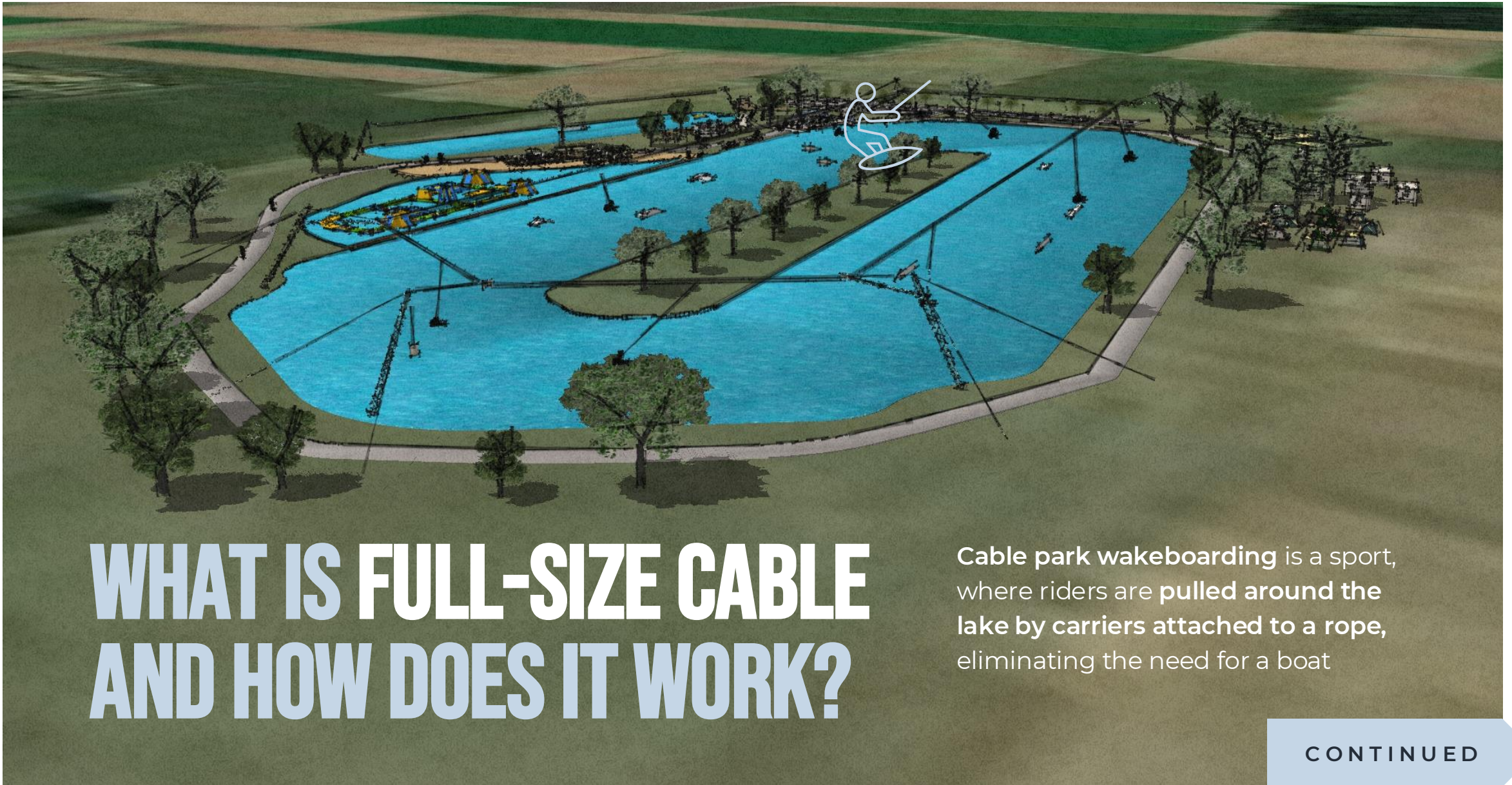


Minimal Ecological Disruption

Community Benefit



**Low** attractiveness =  
**Low** carbon footprint  
**Low** waste  
**Low** ecological disruption  
**OK to low** community benefit



# WHAT IS FULL-SIZE CABLE AND HOW DOES IT WORK?

Cable park wakeboarding is a sport, where riders are pulled around the lake by carriers attached to a rope, eliminating the need for a boat

CONTINUED



**RIXEN**



The cable, **called Full-Size Cable** is supported by pylons placed around or on the body of water.



Cable parks can be built on **artificial lakes, natural lakes, rivers or ocean**

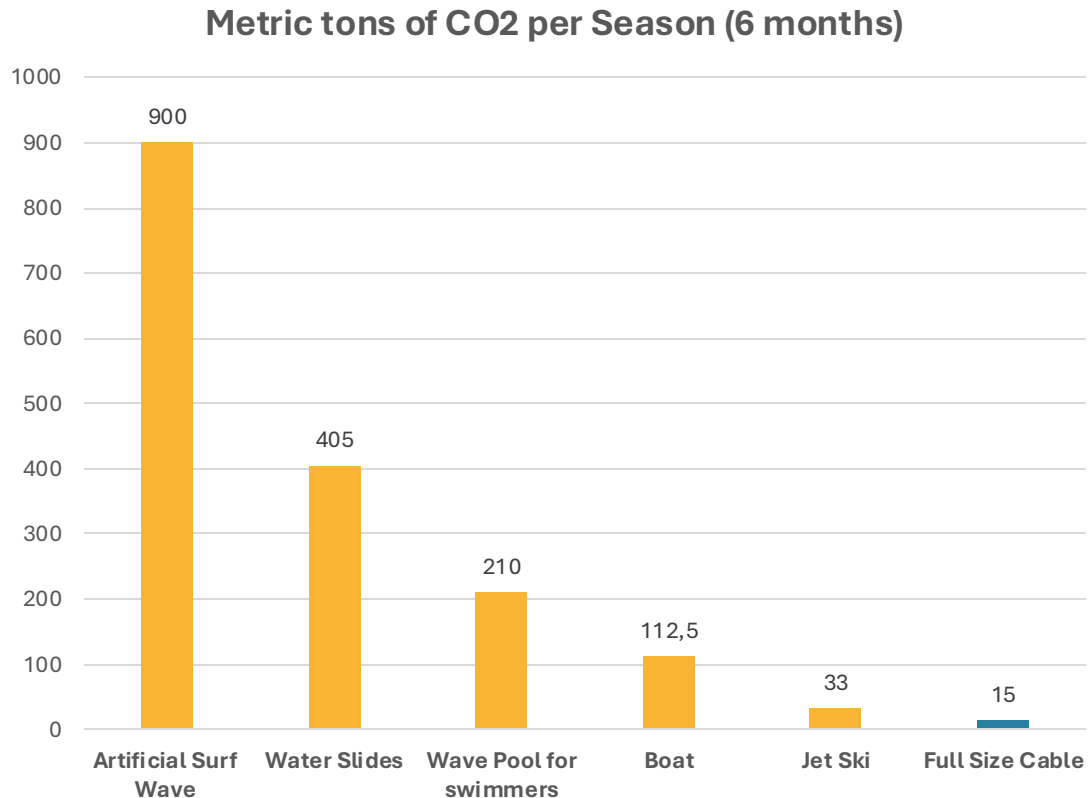


Cable parks emit **noise of 54dB** - equal to the level of a conversation of two people and are powered by **15kWh electric motor**. Use of solar panels can make the full operation **100% renewable energy based**



CONTINUED

# CABLE SYSTEMS AND THE REST OF THE ATTRACTIONS



FSC has the lowest carbon footprint

JetSki is second, but only 1 rider at the time can use it, vs. up to 14 with cable

**Noise pollution? 54dB.**

The equivalent of two people having a regular conversation

**Water quality?** Improved. One study showed a decrease in coliform bacteria from 1342 per 100ml to 42 the next year!

# CABLE WAY : SKILL/EFFORT VS. FUN/REWARD RATIO



# TOURISM BENEFITS

OF IMPLEMENTING A FULL-SIZE CABLE



A wide range of sporting activities can be added.



Work with local schools to engage young people in meaningful leisure activities.



Existing tourist area is revitalised by new target groups.



The tourist offer can be further developed in cooperation with local suppliers and tour operators.



New jobs are created



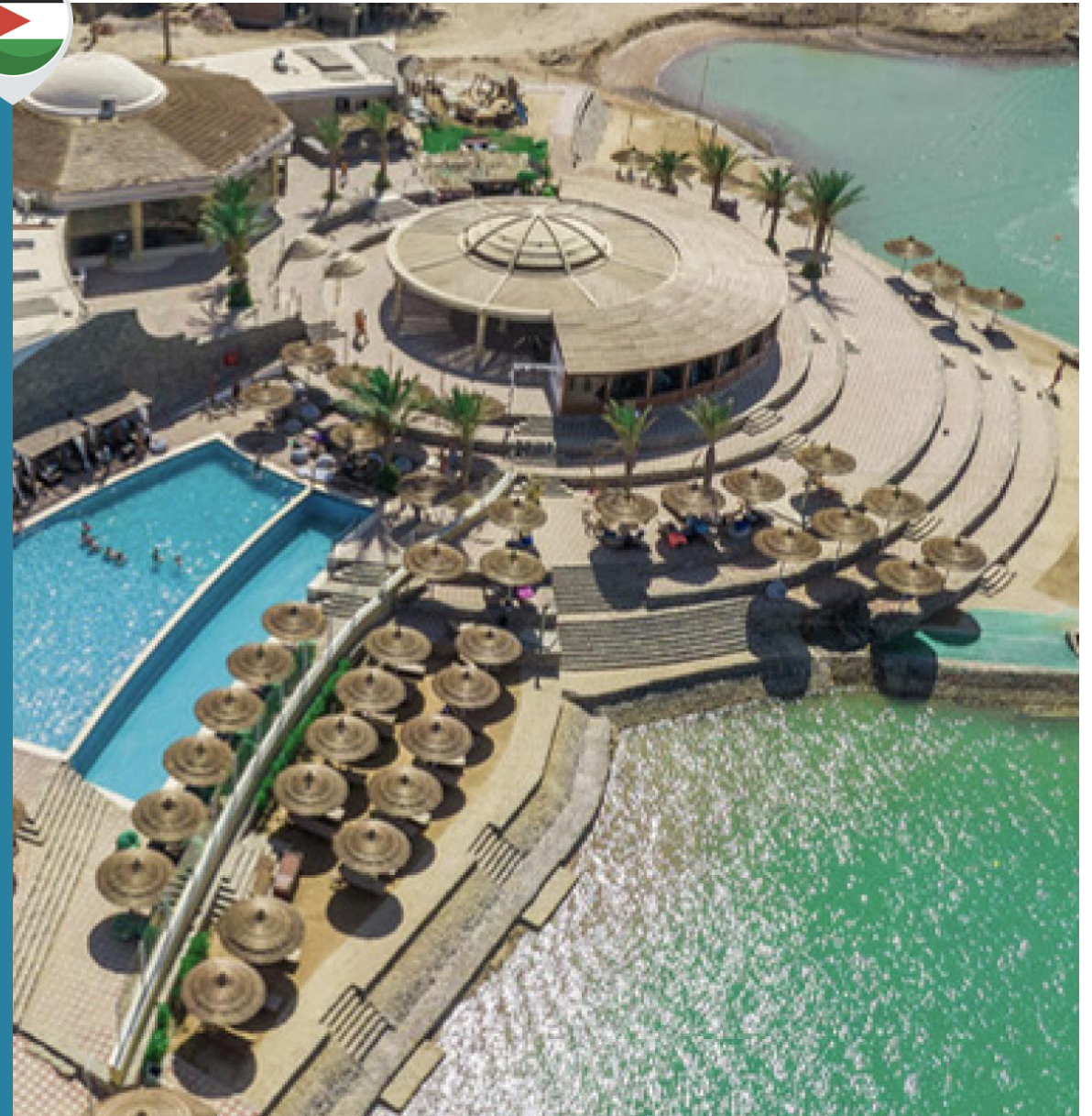
Real Impact

# TRANSFORMING COMMUNITIES



# GREEN TOURISM AS A TAILOR-MADE CONCEPT

We have already proven in several tourism development projects that the implementation of a Full Size Cable is successful and sustainable. With additional leisure attractions as part of the overall concept, we design attractive and above all sustainable tourism offers for the future.





TOURISM AREA USE CASE

# FLAGSHIP: AYLA WAKE PARK, AQABA, JORDAN



**Ayla Wake Park**, project of Ayla Oasis Development Company, is a giant step forward and a first for the tourism sector of Jordan.

The AYLA resort has been artfully integrated into the desert landscape, enriching the Aqaba coastline with a 17 km-**long tourism region**. In addition to a waterfront promenade, hotels, restaurants, retail, and various sports facilities, the main attraction is the Cable Park. It is located next to the AYLA Golf Club and significantly adds value to Aqaba's tourism offer.



## WAKY MARRAKECH, MORROCO

18-hole Golf course,  
Residential 1400 Villas

Cable park, swimming  
pool, beach, shop,  
restaurant



**SDG**



## THE GLOBAL GOALS



# SUSTAINABILITY

## OUR RESPONSIBILITY

### IMPLEMENTING UN SUSTAINABLE DEVELOPMENT GOALS



#### PEOPLE

Master planned communities in their best form need to create a neighbourhood where residents are happier and healthier. They should aim to foster community within a central point that gives residence a sense of place. A RIXEN cable park creates a place of togetherness, offers more blue spaces with outdoor activities and attracts all demographics.



#### PLANET

Compared to riding behind a motorboat, the electric cableway saves up to 95% energy. And because many riders can use the system at the same time, the recreational area can be fully utilised.



#### PROSPERITY

As a leisure destination, RIXEN cable park attracts many people, contributing to the long-term economic viability of the region and the creation of green jobs. Additional sports facilities or the establishment of hotels and restaurants can generate high synergy effects.



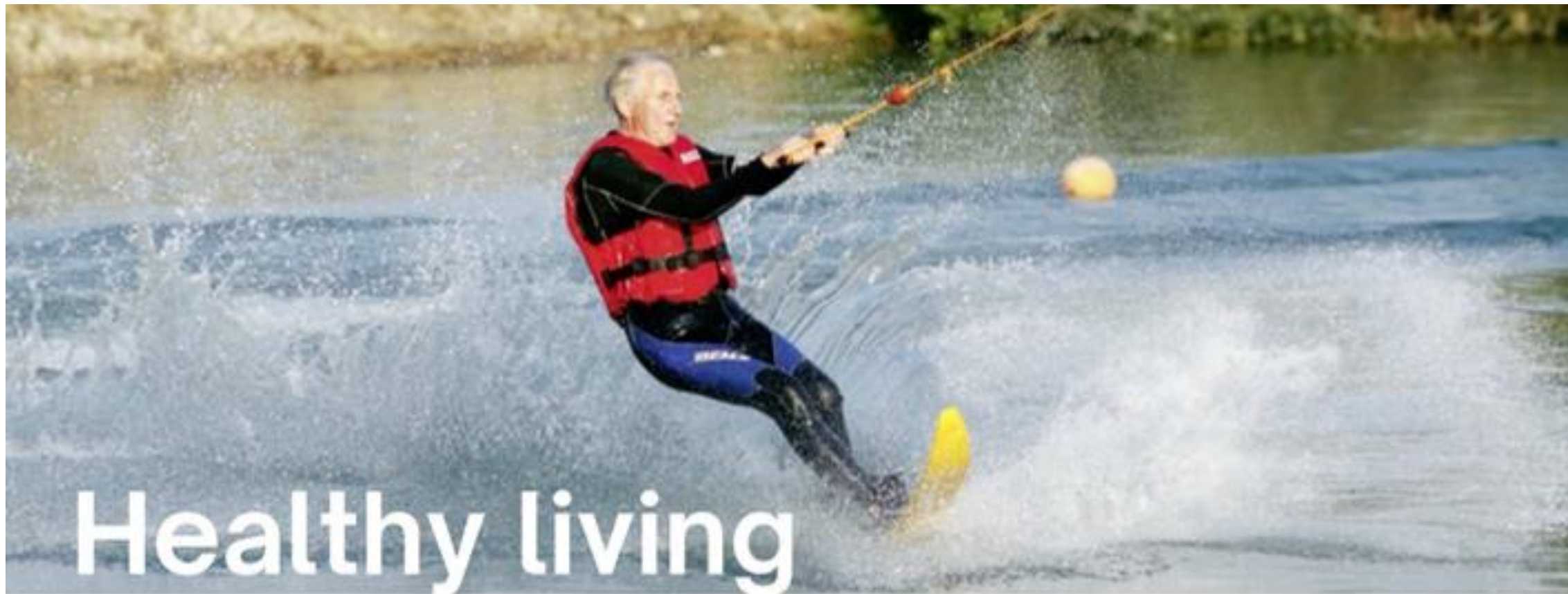
4 QUALITY EDUCATION



Work with local schools to offer children wakeboarding lessons at the RIXEN cable park. It is a great opportunity for them to get away from their mobile phones and get more exercise in a safe environment. They will be motivated to learn how to swim. High quality education and self-esteem development are guaranteed.

# Away from mobile phones





# Healthy living

Ensuring healthy living and promoting well-being in all age groups is essential for the sustainable development of society. Activity on the water at our wakeboard facility, in the fresh air, surrounded by greenery, trains and improves the immune system and has been shown to reduce health problems.

3 GOOD HEALTH  
AND WELL-BEING





# Inclusion

Wakeboarding is particularly suitable for beginners and can be learnt in less than 30 minutes. It can be enjoyed by people of all ages, abilities and disabilities. We have democratised the sport, making it accessible to all and evened out inequalities.

# Gender equality



Women love the sport because it combines elegance and ease with an action sport. Women and men have the same opportunities to compete at a professional level in cable wakeboarding.



# Tourism hotspot

As a sports, leisure and tourism destination, the RIXEN cable park attracts many young people and contributes to the long-term economic viability of the region and the creation of green jobs. Other sports activities around the Full Size Cable or the establishment of hotels and restaurants can create a high synergy effect.



# Strong community

The challenge of urbanisation is growing in many regions. A RIXEN cable park is a family entertainment centre that offers people a regional leisure destination. In cities and conurbations, it is a safe meeting place and for all ages. It creates a sustainable, strong community that enjoys outdoor sports.