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Herbert Hamele

**”THE BOOK OF ENVIRONMENTAL  
SEALS & ECOLABELS”  
ENVIRONMENTAL AWARDS IN TOURISM**

An International Overview of Current Developments

A Study commissioned by the Federal Ministry for the Environment

This brochure was compiled on the basis of an ECOTRANS International Workshop held in November 1994 on the theme **"International Environmental Quality Seals & Eco-Labels in Tourism"**, organised on behalf of the Federal Ministry for the Environment.

Contractor :                    ECOTRANS e.V.  
                                      Waltherstraße 29  
                                      D-80337 Munich  
                                      Tel.: \*\*49/89/544249-40  
                                      Fax: \*\*49/89/544249-99

Publisher :                    Bundesministerium für Umwelt, Naturschutz und Reaktorsicherheit  
                                      (BMU) / (Federal Ministry for the Environment, Nature Conservation  
                                      & Nuclear Safety)  
                                      - Außenstelle Berlin -  
                                      Referat N II 3  
                                      Schiffbauerdamm 15  
                                      D - 10117 Berlin  
                                      Tel.: \*\*49/30/28550-0  
                                      Fax: \*\*49/30/28550-0

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Author                            Herbert Hamele, ECOTRANS e.V.  
Actualization                    Cathrin Garbotz, ECOTRANS e.V.  
Translation                      Lisa Davies  
Cover / graphics                 Agentur Brauer, Munich  
Printed by:                        Pera Druck, Lochham/Munich  
Paper:                              "Enviro Top" (100% recycled paper)

German version:                1,000 copies  
English version:                500 copies

2nd edition                      March 1996

# Contents

<b>CONTENTS</b>	<b>3</b>
<b>CHAPTER 1 INTRODUCTION</b>	
Why Environmental Seals or Labels in Tourism ?	<b>5</b>
Market Effects	6
The “Ideal” Environmental Seal or Label	7
<b>CHAPTER 2 ENVIRONMENTAL AWARDS AND LABELS IN TOURISM</b>	<b>8</b>
Evolution and Current Developments	
Steps towards Environmental Seals & Labels	9
<b>CHAPTER 3 INTERNATIONAL REVIEW : ACCOMMODATION &amp; GASTRONOMY</b>	<b>14</b>
• <b>Wir führen einen umweltorientierten Betrieb</b> An Environmentally-oriented Hotel / Restaurant (Germany)	
• <b>Umweltbewußter Hotel- und Gaststättenbetrieb</b> Environmentally sensitive Hotel & Restaurant (Bavaria)	15
• <b>Wir führen einen umweltfreundlichen Betrieb</b> An Environmentally-friendly Enterprise (Baden-Württemberg)	
• <b>Der umweltfreundliche Hotel- und Gaststättenbetrieb</b> The Environmentally-friendly Hotel & Restaurant (Hesse)	16
• <b>Der umweltorientierte Hotel- und Gaststättenbetrieb</b> The Environmentally-oriented Hotel & Restaurant (Schleswig-Holstein)	
• <b>Umweltfreundliches Gastgewerbe</b> Environmentally-friendly Hotel & Restaurant (Mecklenburg-Vorpommern)	17
• <b>Umweltschnecke Nordseeinsel Borkum</b> Eco-Snail of the North Sea Island of Borkum (Borkum, Germany)	
• <b>Grüne Sterne</b> Green Stars (Uhdingen-Mühlhofen, Germany)	18
• <b>Umweltgerechte Autobahnraststätte</b> Environmentally-friendly Motorway Services (Germany)	
• <b>Umweltgerechte Ferienstätten, Ferienparks und Ferienzentren</b> Environmentally-friendly Holiday Facilities, Holiday Parks & Centres (Germany)	
• <b>Silberdistel</b> Silver Thistle (Kleinwalsertal)	19
• <b>Grüne Hand</b> Green Hand (Saalbach-Hinterglemm, Austria)	
• <b>Altmünsterer Umweltkoffer</b> Altmünster Eco-Suitcase (Altmünster, Austria)	20
• <b>Umweltgütesiegel Längsee-Hochosterwitz</b> Längsee-Hochosterwitz Environmental Quality Seal, Längsee-Hochosterwitz, Austria	
• <b>Umweltsiegel Lungau</b> Lungau Environmental Seal (Lungau, Austria)	21
• <b>Öko-Tourismuspreis</b> Eco-Tourism Prize (Upper Austria)	
• <b>Die beste Wahl für die Umwelt</b> The Best Choice for the Environment (Carinthia, Austria)	22
• <b>Umweltsiegel Tirol</b>	22

Tyrolean Environmental Seal of Quality (Tyrol, Austria)	
• <b>Öko-Grischun</b> Eco-Ibex (Graubünden, Switzerland)	23
• <b>Grüner Schlüssel</b> Green Key (Denmark)	
• <b>Blaue Schwalbe</b> Blue Swallow (Europe)	24
• <b>IHA Environmental Award</b> (International)	
<b>OTHER ENVIRONMENTAL AWARDS, COMPETITIONS &amp; INITIATIVES</b>	<b>25</b>
• <b>Bundeswettbewerb Umweltfreundliche Fremdenverkehrsorte</b> National Award for Environmentally-friendly Tourism Resorts (Germany)	25
• <b>Bundeshauptstadt für Natur- und Umweltschutz</b> National 'Capital' for Environmental Conservation & Nature Protection (Germany)	
• <b>TAT-Orte - Gemeinden im ökologischen Wettbewerb</b> 'TAT-Orte' - Regions in Ecological Competition (New Federal States, Germany)	26
• <b>Schwedischer Umwelt- und Tourismuspreis</b> Swedish Tourism & Environment Prize (Sweden)	
• <b>Q for You</b> (Saastal, Switzerland)	27
• <b>Dorfurlaub in Österreich</b> Village Holidays in Austria (Austria)	
• <b>Tourismusprijs</b> Tourism Prize (The Netherlands)	28
• <b>Landschaft des Jahres</b> Landscape of the Year (Europe)	29
• <b>Europäischer Preis für Tourismus und Umwelt</b> European Prize for Tourism & the Environment (Europe)	
• <b>Blaue Europa-Flagge</b> European Blue Flag Award (Europe)	30
• <b>Grüner Koffer</b> The Green Suitcase (Europe)	31
• <b>Internationale Umweltauszeichnung</b> International Environmental Award (International)	
• <b>Tourism for Tomorrow Award</b> (International)	32
<b>CHAPTER 4 STRATEGIES FOR THE FUTURE</b>	<b>33</b>
<b>GLOSSARY</b>	<b>36</b>

# Introduction

# Chapter I

*“Tourism will be the driving force of the world economy in the 21st Century.” This message, from the Final Declaration of the 1994 World Tourism Forum in Osaka, Japan, was based on the following figures: The number of international tourists will almost double to reach 937 million worldwide within the next 15 years. This growth is virtually “pre-programmed”. With 480 million tourists in the year 2010, Europe will also retain its position as the most important international tourism destination. The Final Declaration also states that “efforts must be made to ensure that this development does not destroy nature and the environment, traditional cultures and lifestyles“. Tourism should not only promote the economic growth and prosperity of the destination countries, but should also contribute towards protecting and conserving the natural environment and cultural heritage for future generations.*

## Why Environmental Seals or Labels in Tourism ?

The tourism industry has long since grasped the fundamental importance of environmental protection for ensuring its own future existence. But what is the current 'state of the art' ?

International tourism is booming. However, from an ecological point of view the continuing trend towards shorter and more frequent trips, partly to long-haul destinations, is cause for alarm. Airline companies and tour operators support this trend through special offers, incentives and targeted advertising campaigns.

Moreover, the growing demand for "back-to-nature" leisure activities or so-called "nature sports" poses new problems and challenges for environmental and nature protection. In fact for many of these sports and leisure-time activities - like climbing, whitewater rafting, hang-gliding, snowboarding - from the point of view of nature protection, valuable ecosystems and sensitive areas such as high mountains, glaciers, rock faces and cliffs, wild rivers and coral reefs - are particularly attractive. Also the latest state-of-the-art apparatus and technical equipment e.g. climbing and diving equipment and special thermal suits allow the extension of these activities both in time and space into areas that were inaccessible until recently, mainly due to the limitations placed by nature itself.

Although outdoor activities have a growing number of fans, there is a simultaneous trend towards large-scale tourism developments or "artificial" holiday environments such as holiday parks, marinas, club hotels etc. Many of these developments - which involve high capital investment and generate high demand - have been planned and developed in attractive landscapes which are also ecologically sensitive areas.

These trends, whilst they involve dangers and risks, also offer opportunities. Environmental policy-makers must ask themselves if they have an adequate range of instruments at their disposal to help steer this development in the right direction in order to ensure environmental conservation. Intact nature and a healthy environment, as the basis of the tourism product, must be ensured if the survival of the tourism industry itself is to be guaranteed.

Far-reaching environmental legislation, which helps create an efficient infrastructure for environmental conservation and which improves the quality of the environment, also creates favourable conditions for future tourism development. Without an effective policy on climatic change to combat the greenhouse effect or the rise in sea level, the existence of many areas attractive for tourism, such as coastal regions and small islands, will be endangered.

The current range of specifically tourism-related environmental policy instruments available are still relatively under-developed. The first attempts at international level include examples such as the Alpine Convention or the Environmental Protection Protocol of the Antarctic Treaty. The stimulation of environmental protection activities by the tourism industry has so far been predominantly achieved through so-called "soft" measures such as improved environmental information, environmental education and awareness-raising, environmental advice and consultation, and the organisation of environmental awards and competitions.

Environmental awards and competitions as well as ecological quality seals can be effective marketing instruments, capable of improving the environmental quality of tourism products and services, whilst at the same time providing the customers with help and guidance in making their purchasing or travel decision.

The "Quality Label" (*Gütezeichen*) or "Eco-Label" (*Umweltzeichen*) already has a long tradition in Germany. The quality label of the RAL (German Institute for Quality Assurance & Labelling) can look back on 70 years of experience. RAL quality labels are considered as "proof of quality" for certain products and services, and are also legally protected. The "Blue Angel" (*Blauer Engel*) eco-label for "environmentally-friendly" products was introduced in 1977, although a lengthy phase of introduction into the marketplace was needed before the label was widely recognised e.g. for non-toxic paints.

Environmental seals or labels for the wide range of tourism products and services have only been under discussion during the last few years. Whether they are awarded to an individual hotel or to a whole tourism region or municipality, there are always three main tasks and functions which this instrument should fulfil :

- **Environmental Information for Consumers**

An environmental seal or label for tourism will always improve environmental information and education by informing the guest or tourist about the ecological quality of the tourism product. The seal or label should thus

influence the consumer's purchasing and travelling decision in favour of products and services of higher environmental quality.

- **Environmental Measures and Market Advantages for Providers of Tourism Services**

For the suppliers of tourism products and services - whether it be a company, a tourist centre or a tour operator, the "Seal of Quality" has a dual advantage : to satisfy the criteria, a whole range of environmental protection measures must be introduced which also help reduce overheads under the motto "Better Environment - Better Business". Furthermore, possession of an environmental seal or label brings the carrier certain marketing advantages, and thus gives a competitive edge in the marketplace.

- **Innovations in the Sector**

Because environmental seals or labels give the bearer a competitive advantage, a copy-cat effect is set up which motivates others, triggering off the introduction and intensification of ecological innovation in the sector.

## **Market Effects**

As a "soft" instrument which is voluntary rather than obligatory, environmental seals or labels must be made attractive so that suppliers and providers of tourism services will want to acquire them, and so that they will also be accepted and taken seriously by consumers as market information.

- **Widespread Effects**

On no account should environmental protection remain a luxury which can only be afforded by expensive hotels or elite tourism destinations. An environmental seal or label should develop a widespread impact, both internally and externally, by motivating others to participate and also by acting as an example or model. Avoiding or reducing environmental or ecological damage and reducing the consumption of scarce or non-renewable resources is a job for everyone. As many tourism enterprises as possible should be able to participate and apply for an eco-label. The thresholds should therefore not be set too high, because it is important that a "critical mass" of the target group e.g. 10 - 20% of hotels, should be capable of meeting or exceeding these criteria. Sound public relations work and good publicity for the winning candidates can help to achieve a high "join-in" quota.

- **In-depth Effects**

The list of criteria should cover a minimum of real effort in order to be more than just an exercise in "ecological cosmetics". It should develop clear, in-depth effects by stimulating activities which motivate users to meet criteria which go above and beyond the required (often minimum) legal standards. In order to do this the criteria must be continuously reviewed, and adjusted and updated at regular intervals. Innovation and personal commitment should be promoted. With the appropriate aid in the form of manuals, checklists and technical advice, as well as spot-checks can help to achieve real "in-depth effects".

- **Long-term Effects**

Finally, a "Seal of Quality" should not be a one-off ecological advertising gag but should rather develop lasting, long-term effects. The contents of eco-labels which wish to achieve long-lasting effects must be very well-prepared and publicised and marketed well in advance, in order to make them known both internally and externally (to the trade and to the general public). Not only a sound strategy, but also a solid organisational structure are vital prerequisites for achieving this. The best guarantee for long-term, broad social acceptance of the initiative and creation of the necessary support is through the participation of environmental conservation and consumer organisations or citizens' action groups. A long life also justifies the high investment costs of the eco-label: it provides information and guidance for both business partners and guests alike. Legal recognition (such as the RAL Quality Label) can also be of great help.

## **The "Ideal" Environmental Seal or Label**

The "ideal" environmental seal or label takes on board feasible ideas and transferable individual initiatives carried out by pioneers, promotes the willingness of the various groups of service suppliers to take voluntary action, sets the course for new quality standards, and remains flexible : in terms of providing optimal consumer information and a continual increase in its effectiveness, the original local or regional label will be "replaced" in the long-term by an extensive eco-label or will spread from a sectoral seal or label e.g. from the accommodation sector to other

groups of service suppliers in the region (e.g. trade or crafts) and will thus become a comprehensive quality label for an environmentally-friendly holiday region.

Criteria and thresholds are continually revised in the light of new technical developments to go above and beyond the basic legal requirements. At the same time they help set standards for environmental quality in tourism, heightening the acceptance within the sector for “hard” or more demanding environmental legislation in other spheres of activity (e.g. transport) in which broad changes on a voluntary basis are much harder to achieve.

Thus the environmental seal or label as a “soft” instrument has a profound widespread, in-depth and long-term impact.

# Environmental Awards & Labels in Tourism

## Chapter 2

*Reading through the Final Declarations of many Conferences and Seminars on tourism and the environment, one quickly concludes that the general goal is the same : a rapid improvement in the environmental situation worldwide, so that the basic resource upon which this important economic sector depends - the environment - can continue to provide jobs, prosperity and opportunities for leisure and recreation well into the future. It appears that everyone involved in the tourism sector wants to "do their bit" towards reducing the environmental impact of their own activities and to combat the environmental problems caused by other tourism sectors - and to do the maximum to help solve these problems - at the same time emphasising that the possibilities for the individual entrepreneur to take effective action within an increasingly competitive tourism marketplace are very limited. This makes it extremely hard to achieve the desired balance between tourism and environmental conservation, and to turn the verbal, theoretical statements into concrete action.*

### Evolution and Current Developments

Often much-needed and effective environmental measures are not taken - even if they are economically viable. The justification given is competition and the need to achieve sufficient profits for the investors and partners. However, the situation is changing rapidly as consumers' environmental consciousness and their demands for better quality increase, along with the changing economic and competitive situation. These changes mean that environmental and nature protection measures are becoming increasingly worthwhile for hotels and tour operators.

In the tourism sector, prizes and awards in the form of environmental seals or labels are becoming increasingly popular. At the same time there is increasing competition between the different environmental awards. The jungle of signs and symbols confronting the consumer choosing a hotel or holiday destination often has the opposite effect so that the original aim of an "eco-seal" - that of helping tourists to choose and select between hotels and destinations - is increasingly doubtful. Therefore an originally well-intentioned initiative by an area, resort or tourism organisation often leads to the tourist running a blank : he or she feels completely lost and bewildered when trying to understand how the tourism professionals are dealing with environmental issues.

A "hard" last resort for tackling these environmental problems is the introduction of laws and regulations. "Soft" solutions include environmental awards and "eco-seals" which can effectively help to prepare the way for and support legislation as demonstrated by the "Blue Angel" (*Blauer Engel*) for sprays without CFCs. The standard "CFC-free" is now protected by law and, although mandatory, may no longer be called "hard".

There is only one solution to the proliferation of small and large-scale environmental awards in tourism which exist in Germany and Austria today : the multitude of environmental seals for the hospitality sector (i.e. hotels & restaurants), which represents the mainstay of the tourism product, must be made comparable. However, it is important to ensure minimum quality standards and the same time a maximum of transparency to highlight the differences. Competition helps to ensure that the best of these labels will prove the most successful in the long-term. At the same time "eco-seals" should also be developed for other elements of the tourism product which are suitable for ecological comparison. This requires not only close co-operation between the tourism and environmental sectors, but also calls for a combined strategy and close collaboration within the different tourism organisations promoting environmental awards and labels.

Is there likely to be such a strategy in the foreseeable future? What is the current international situation in view of the proliferation of different seals and labels? Which awards and environmental seals or labels could already amalgamate? Where are pilot projects and tests currently being carried out? Where and what are the limits for environmental seals in the tourism sector?

In November 1994, with the support of the Federal Ministry for the Environment, ECOTRANS held an International Workshop to help find answers to some of these questions. The numerous up-to-date examples and information obtained as a result of this Workshop are presented in the following chapters.

## Steps towards Environmental Seals & Labels

It is not possible to create an eco-label or seal from one day to the next: there are many "steps" to climb before a comprehensive international tourism eco-label can be created due to the difficulty of comparing very different tourism destinations and the complexity of the "travel" product. Manuals, voluntary commitments, environmental prizes, awards and "eco-seals" often have very similar contents, differing only in nuances.

### • Starting with the Manual

Manuals should provide concrete help for all those who often longed to do something for the environment, but who until now have lacked concrete tips on how to go about it. In 1991, the German Automobile Club (ADAC) published the manual "More knowledge - More Action" (*"Mehr Wissen - mehr Handeln"*), aimed at the actors in the accommodation sector, tourism destinations / regions and tour operators. This brochure helped to stimulate many tourism enterprises, such as the Pürmeyer Farm Estate in Austria, the Dürnhof Farm Estate in Bavaria and the Mandler Guesthouse in Carinthia (Austria), to actively implement environmental initiatives long before the regions or towns developed eco-labels.

In 1993 the Swiss Hoteliers' Association in their brochure "Naturally Successful" (*"Natürlich erfolgreich"*) demonstrated just how quickly a hotelier can save 37,000 Swiss Francs through the introduction of ecological measures. Another publication giving additional tips on cost-saving measures was published by the German Hotels & Restaurants Association (DEHOGA) in their brochure "Running an Environmentally-oriented Business" (*"Wir führen einen umweltorientierten Betrieb"*) containing a 40-point catalogue of

environmental criteria which served as the basis of competitions and awards for ecologically-minded businesses.

What is still relatively easy for hotels and restaurants is much more difficult for tourism destinations and regions because of the extremely complex interrelationships. The Bavarian Ministry for the Environment took the first steps in this direction in 1993/94: four destinations (Bad Brückenau, Kirchdorf im Wald, Leutershausen and Oberammergau) participated in the pilot project "Environmental Protection in the Tourism Resort" on the basis of which a manual was developed.

### • From the Manual to Voluntary Commitment

Terms of reference and voluntary commitments form an important addition and further follow-up to the manual. The 30-Point Catalogue drawn up by the Working Group "Tourism with Insight and Understanding" (*"Tourismus mit Einsicht"*) (1986) for "the responsible host population", "the travel business" and thirdly, for "the tourist" was - and still is - a comprehensive term of reference which has been adopted by many service providers in the tourism industry as a voluntary commitment. Individual tourism businesses or operators thus inform their customers through a voluntary manifesto about the environmental impact of their products. This type of transparency is much easier to implement than a standard eco-label e.g. for a tour operator offering a wide-range of products or for individual trips. A classic example of this is the Swiss Association for Student Travel (SSR). Their solution is simple: where possible, the customer is provided with information on the energy consumption needed to reach the holiday destination before making his/her travel decision. The enormous differences in energy consumption between train and bus and air travel aims to encourage environmentally-conscious travellers to think twice about the choice of transport mode. The description for each trip also contains additional information which might also influence the travel decision - such as the environmental performance of the hotel. SSR has featured this type of customer information in all travel brochures since 1993.

A more controversial form of voluntary commitment is practised by the "Soft Tourism Interest Grouping" (*Interessengemeinschaft Sanftes Reisen*) - a group of small specialist tour operators. The use of the word "soft" is criticised because of the "unavoidable" air flight element. A completely different form of voluntary commitment is practised by the Saastal valley in Switzerland where all tourism-related businesses can apply for a common logo: hotels,

shops, post office, cable car or ski-school. The title is "Q for Quality". Amongst many other ecologically-oriented measures included in the catalogue of criteria is a mutual undertaking to ensure the high environmental quality of the tourism products offered by the Saastal's operators.

#### • Associations set Examples

The project "Soft tourism in the Saar" (*"Sanfter Tourismus im Saarland"*) uses similar means to describe the environmental quality of their products and services. The regional trans-border tourism products, mainly cycling or hiking, are described in the brochure with close reference to their links with the local culture and environment. Thus, before departing on holiday, customers read about the environmental and social factors which helped to shape the tourism products.

The project "Jugendreisen mit Einsicht" (*"Youth Trips with Insight & Understanding"*) of the German Youth Hostel Association also explains its main principles and tourism philosophy. It is left up to the young travellers to check the criteria and to make their own contribution by complying with them. A number of other youth travel operators and youth organisations are also starting to follow this example.

The seaside resorts in Schleswig-Holstein in Germany have also erected panels on the beaches indicating "Safe Bathing" in the sea (*"Gesundes Baden im Meer"*) which inform tourists about the quality of bathing water. These panels are only displayed when regular sampling and analysis of bathing water quality have been carried out and their results confirmed. This type of quality rating for tourists is generally more reliable than the European Union's "Blue Flag". The Blue Flag environmental award for bathing beaches and marinas has been awarded since 1987 and has flown on beaches from the Mediterranean to the North Sea. However, since 1992, due to the lack of uniform criteria for measuring and controlling procedures, Germany decided to boycott giving the "Blue Flag" for beaches (although it continues to be awarded to marinas). In 1996 only the Federal State (Land) of Mecklenburg-Vorpommern will participate in the competition.

Increasingly, tourism enterprises in other continents e.g. in the Asia-Pacific region, are also declaring their environmental commitment. PATA (Asian Pacific Travel Association) have drawn up a "Code for Environmentally responsible Tourism" obliging the industry to conform to certain minimum environmental standards. Those who do so are allowed to use PATA's "Green Leaf" logo.

These examples serve to show that any tourism business can display its environmental commitment to tourists or business partners. The more operators copying these examples e.g. the SSR's energy statement, the greater will be the effects in the highly competitive tourism market. Every tourism business can make its mark by setting examples.

#### • Environmental Awards & Competitions: Commitment is trumps

Environmental prizes and awards can be a particularly effective instrument for organisations and associations which have few possibilities for directly improving the ecological performance of the various components of tourism products, or whose members can only gradually be awarded eco-labels. In 1987 the German Federation of Travel Agents (DRV) awarded its first "International Environmental Award" to an organisation in Macedonia in former Yugoslavia for their efforts to save the Tara Gorge. Since then, the annual prize has been awarded to eight very different organisations. Although in the initial phases the "hot" candidates were environmental and nature-conservation initiatives, today's prizewinners come directly from the tourism sector. For example, in 1994 the "Tyrol Promotion" (*"Tirol Werbung"*) won the prize for its exemplary and highly-acclaimed environmental label. Opinions differ: some consider that the prize rightly reflects the awareness by the tourism sector of their own responsibility, and thus should be awarded for exemplary measures in their own ranks. Critics, however, prefer to see it as an admission of the sector's own shortcomings: the "Environmental Prize" is awarded to the "Eco-Label" not requiring direct proof or demonstration of the beneficial effects for the environment. The DRV's Environmental Prize (German Federation of Travel Agents) has nevertheless lent moral support to initiatives which, had they not received the award, might well have been ignored or gone unrecognised in their own country or sector. It has also helped stimulate internal discussion among the membership of this strong tourism Federation and given rise to much positive activity. The wide spectrum of prizewinners of the DRV's Award - from the environmental protection organisation GOB in the Balearic Islands to the Eco-Hotel in Austria - has shown the enormous scope of responsibilities for the development of sustainable tourism.

The British Airways "Tourism for Tomorrow" Award is given to candidates worldwide (one or more in each Continent). In the Lesachtal in Austria and the initiative "Village Holidays in Austria" (*"Dorfurlaub in Österreich"*), candidates from the Alpine region - an area with a long tourism experience - receive their accolades.

### • International Developments

National associations are often supported in their efforts by their international associations or federations. Thus the International Hotel Association gives its "Environmental Award" for exemplary initiatives from amongst its own membership. And in 1994 DEHOGA, the German Hotels & Restaurants Association, was awarded second prize at international level for compliance with and development of its "40 Point Catalogue".

The best initiatives are often imitated. The basis for the "Swedish Tourism & Environment Prize", awarded for the first time at the ITB Berlin (International Tourism Exhibition) in 1995, is very similar to the DRV's concept. With this initiative and the slogan "Hej Europa", Scandinavia is flagging up their own involvement and also helping to further strengthen the importance of the "environment" theme in European tourism.

To what degree such "image-building" by larger associations and federations really contributes towards the continuous improvement of the environmental quality of tourism products is hard to gauge. Alone, the environmental award scheme of tourism organisations is just a "fig-leaf" or demonstration action so long as the organisation's representatives do not support other important environmental protection measures such as the introduction of a Europe-wide CO<sub>2</sub> / energy tax. The European Union is also backing "soft" instruments like environmental awards. In 1995 the European Commission's "European Prize for Tourism & the Environment" was awarded for the first time to candidates from tourism enterprises and resorts. The criteria used and the selection of potential candidates is made in close co-operation with representatives from the Member States' administrations. Here too opinions differ widely: "optimists" see the Prize as the forerunner of European eco-labels for tourism with common "catalogues" of environmental criteria and harmonised assessment procedures. "Pessimists", on the other hand, prefer to see it as a tactic to delay the introduction of the necessary tourism and environmental legislation at Community level. Without a political mandate, the European Commission cannot do much more than this. However, through this initiative the Commission hopes to demonstrate that all the actors involved in tourism have the power to do something themselves, as well as to encourage the Member States to continue to develop national initiatives. This initiative therefore calls for strong expert and organisational support at national level if it is to succeed.

### • Competitions for Specific Groups of Service Providers

In 1995 the European Union introduced the voluntary "Eco-Audit" scheme. Although initially this was introduced for the industrial sector, it could also become important for tourism enterprises, businesses and regions. An Eco-Audit involves the disclosure of all environmentally-relevant activities.

In 1993/4 the German Tourism Association (DFV) carried out a regional pilot project with the "Association for Ecological Tourism in Europe" (ÖTE). The long-term goal of the DFV is to develop an eco-label for tourism resorts. As a preliminary step, with the support of the Federal Ministry for Economic Affairs and the Federal Ministry for the Environment, the DFV is organising a "National Award for Environmentally-friendly Tourism Resorts" which will serve to collect and publicise the existing environmental initiatives by resorts throughout Germany. The experiences gained through the competition should then flow into the discussions to develop an eco-label for resorts.

The Bavarian Hotels & Restaurants Association is treading with similar caution. It is only after three years of success with its Award "Environmentally-sensitive Hotel & Restaurant" ("*Umweltbewusster Hotel- u. Gaststättenbetrieb*") that the Association has decided to introduce an official environmental quality label to be awarded by the Bavarian Ministry for Regional Development and the Environment.

### • Limits of Competitions and Awards

This year for the third time the Dutch Ministry of Tourism has organised a national "Environment & Tourism" Competition. The main themes were "mobility", "environmentally-friendly management" and "nature conservation". Rather than awards being given to individual businesses, enterprises or beaches etc., they were made instead to projects involving a high degree of collaboration between several partners. The four 1994 winners were presented on national non-commercial television at peak viewing times - considered by its initiators as a publicity and PR opportunity more valuable than a monetary prize. From 1995 onwards the Environmental Competition in the Netherlands will be organised by the AVN - an institute created by the Dutch Automobile Club (ANWB), VVV (Tourism Associations) and NBT (Dutch Tourist Board). The national competition was also the Dutch contribution to the both the European competition organised by the European Commission) and the 1995 "European Year of Nature Protection". In addition to raising awareness in the tourism sector, one of the stated marketing aims of the initiative is also to stimulate the interest

of the Dutch general public for holidays in their own country, thereby promoting domestic tourism.

Most of the environmental competitions in the tourism sector are organised and carried out by organisations in collaboration with the responsible Ministries: the Ministry for the Environment and / or the Ministry for Economic Affairs. The competitions are targeted at the associations' own membership, with the purpose of demonstrating that there are other successful ways of conducting business. At the same time the organisation of such competitions on a wide scale can help to compile an inventory of existing initiatives by businesses and resorts / regions. This procedure allows a range of environmental criteria to be tested and also helps to identify transferable solutions which are also of fundamental importance for the ongoing quality seal or eco-label discussions. The results can also show for which easily comparable elements e.g. beaches or golf courses, an eco-label is feasible, and whether it is environmentally and economically viable.

Competitions also allow "pioneers" to be identified, which can well become "motors" at both national and international level, helping stimulate the development of an environmentally-sound tourism policy. The possibility of achieving widespread publicity makes competitions and awards attractive for operators and thus represents an incentive which should not be underestimated. But at the same time competitions and awards cannot be repeated "ad infinitum" and the high costs of staging them can only be justified if "something new" can be found or tested. Participants' interest will also decrease if the winner stays briefly in the limelight, but the "non-achievers" have to wait another whole year or more for their next chance - there is little or no reason to make an effort in the meanwhile.

#### • Guidance for Consumers

It seems only logical, therefore, that fixed "hard" and verified criteria established by previous competitions and awards are incorporated into a seal of quality with an appropriately standardised assessment procedure. Thus existing quality seals or labels such as the ADAC's plaque for campsites can be enhanced by the addition of environmental criteria, or new environmental labels can be created such as the "Eco-Crest" (*"Umweltwapperl"*) of the Bavarian Hotels & Restaurants Association. Hoteliers or campsite managers can apply for the environmental label at any time and, once obtained, they can use it immediately in their own marketing activities. The costs are not too high and are at least partly covered by the candidates.

#### • A Sea of Labels in the Hospitality Sector

The hospitality sector (hotels and restaurants) have by far the most standardised procedures for environmental labels or awards. In the following Chapter we present 29 different awards and eco-labels which to a large extent use the same or similar criteria due to their similar structure. The main differences appear to be in the characteristics and weighting of the different criteria, in the geographical area covered, and in the assessment procedure. Associations' eco-labels can be applied for at any time, and are valid for up to three years as, for example, the "Green Trees: the best choice for the environment" (*"Grüne Bäume: die beste Wahl für die Umwelt"*) in Carinthia (Austria). Until now the sought-after guidance for the consumer does not yet exist at national or international level. In Radolfzell's city brochure the consumer is confronted with "Eco-Trees" (*"Umweltbäumchen"*) whereas in the neighbouring town of Uhldingen-Mühlhofen he or she finds "Green Stars" (*"Grüne Sterne"*) and in the same Federal State, Baden-Württemberg, the sign "An Environmentally-friendly Business" (*"Wir führen einen umweltfreundlichen Betrieb"*) which has partly replaced the earlier "Black Triangles" (*"Schwarze Dreiecke"*) in Germany's Black Forest area. The criteria in Baden-Württemberg are almost identical with those used in Hesse, where the award is called "The environmentally-friendly Hotel & Restaurant" (*"Der umweltfreundliche Hotel- und Gaststättenbetrieb"*). In Schleswig-Holstein, the same type of hotel / restaurant is called "environmentally-oriented" (*"umwelt-orientiert"*). What all these regions have in common is that they are invited as regional members of the German Hotels & Restaurants Association (DEHOGA) to participate in their national initiative "An Environmentally-oriented Business" (*"Wir führen einen umweltorientierten Betrieb"*). Bavaria's "Environmentally-sensitive Hotels and Restaurants" (*"umweltbewussten Hotel- u. Gaststättenbetriebe"*) have compiled with their own, very detailed list of criteria which is not easily comparable with those of other Federal States. The structure of the Bavarian enterprises, however, are comparable with Austria's or South Tyrol's enterprises: an "Alpine Seal" (*"Alpensiegel"*) seems quite feasible if the Austrian resorts and associations can agree to join in. At the local level, since 1988 tourists have found the "Silver (or Carline) Thistle" (*"Silberdistel"*) on the walls of the Kleinwalsertal's hotels. In the Saalbach-Hinterglemm brochure, tourists come across the "Green hand: action for the environment" (*"Grüne Hand: wir tun was für die Umwelt"*), in Lungau the "Environment Seal" (*"Umweltsiegel"*), in Upper Austria's Accommodation Guide, the winners of the "Eco-

# International Overview: Accommodation & Gastronomy

## Chapter 3

### “An Environmentally-oriented Enterprise“

#### Environmental plaque since 1993

DEHOGA  
Deutscher Hotel- und Gaststättenverband  
Kronprinzenstraße 46  
D-53173 Bonn  
Tel: \*\*49/228/820080  
Fax: \*\*49/228/8200846

#### Development / Partners / Costs

- Award at Federal State (Länder) level
- Regional variations: IHK (*Chamber of Trade&Industry*), LFV (*tourism associations of the Federal States/Länder*), ‘Gewerbeämter’, Federal State Ministries, Kommunen (*local authorities*)
- Initial costs : DM 300,000 of which DM 185,000 from BMU (*Federal Ministry for the Environment, Nature Protection and Nuclear Safety*) and UBA (*Federal Environmental Protection Agency*). Implementation costs are paid by the DEHOGA member associations (*German Hotels & Restaurants Associations*).

#### Criteria

- Basis: 40-Point-Catalogue of DEHOGA’s manual “So führen Sie einen umweltorientierten Betrieb“ (*How to run an Environmentally-oriented Enterprise*), basis for Federal State (Länder) awards
- Water, sewage, avoidance & separation of waste, energy, others
- Part expansion of the “Basic Criteria“ by the Länder
- Manual will be substantially reworked and expanded for ITB 1997 (International Tourism Exhibition, Berlin)

#### Applications / Assessment Procedure / Control

- Period of award depends on the agreement and assessment procedure of the member association
- Application deadline: differs between Federal States
- Points system & Jury
- Award by DEHOGA member associations (Länder) at a special function
- Verified by representatives of the member associations in collaboration with other organisations e.g. IHK, LFV etc. Differences between the Länder

#### Effects

- By the end of 1995 ca. 700 businesses nationwide had received the award
- Creation of marketing opportunities
- Publicity for winners through press & media, use of logo in accommodation guides
- Winners are obliged to display the 40 Criteria and Award plaque (credibility and transparency)
- Identifies members with the parent association, also in environmental issues
- Pragmatic introduction of environmentally-sound business management practices
- Demonstration of the sector’s self-commitment and self-regulation powers, without the need for external regulation
- Sensitisation, positive repercussions for negotiations with banks, waste disposal organisations etc.
- Awareness-raising of guests and staff
- Influence on Quality Seal (*Gütesiegel*) discussions

#### Remarks / Observations

- Future plans : extension of the award to all member associations
- Cooperation with competitions for local entities (Kommunen)

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## “Environmentally-sensitive Hotel & Restaurant“

in Bavaria since 1991

3 Bayerische Staatsregierung (Umwelt- und Wirtschaftsministerium)  
Bayerisches Staatsministerium für Landesentwicklung und Umweltfragen Referat  
Rosenkavalierplatz 2  
D-81925 München  
Tel: \*\*49/89/9214-2353  
Fax: \*\*49/89/9214-2266

### Development / Partners / Costs

- Developed by the Bavarian Government, under overall control of the Bavarian Ministry for the Environment, together with partners
- Bavarian Hotels & Restaurants Association, LFV Bayern (*Bavarian Tourism Association*), IHK (Bavarian Chamber of Trade&Industry)
- Initial costs : Ministry for the Environment. Competition costs since 1993/94: all partners

### Criteria

- Very detailed and comprehensive : avoidance & recycling of waste, waste management, water and energy-saving measures, buildings, fittings/furnishings, outdoor facilities, transportation / traffic, information for staff and guests

### Applications / Assessment Procedure / Control

- Period of Award : 2 years
- Competition with points system and Jury
- On the spot checks of winners in Gold & Silver categories through government officers (once before the Award), later by guests and competitors

### Effects

- Participants in 1993/94 : ca. 1000
- Prizewinners in 1993/94 : ca. 100 (500 commendations)
- Publicity : Awards made at a presentation function, registers, Diploma, awarding of the "Umweltwappel" (*Eco-Crest*)
- Many enterprises are now managing their businesses in a more environmentally-conscious and economical way

### Remarks / Observations :

- Future plans : from 1996: introduction of an "Umweltsiegel" (*Environment Seal*)
- Possibility of 4-yearly "Innovation Competition"
- Possibility of increased cooperation with Tyrol, South Tyrol, Graubünden and other Alpine areas.

## “An Environmentally-friendly Enterprise“

in Baden-Württemberg since 1993

Hotel- und Gaststättenverband  
Baden-Württemberg e.V.  
Goethestraße 4  
D-88214 Ravensburg  
Tel: \*\*49/751/31708  
Fax: \*\*49/751/26098

### Development / Partners / Costs

- LFV (*tourism association of the Federal State*) and Ministry for the Environment of Baden-Württemberg
- ca. DM 60.000 development costs
- Costs for award-winning enterprises DM 250

### Criteria

- Target groups: hotels, accommodation & restaurants, holiday homes, private rooms (B&B), 'Farm Holidays'
- DEHOGA (*German Hotel&Restaurant Association*) 40-Point Catalogue and own questionnaire
- Water & waste water, avoidance & separation of waste, energy-saving, others : e.g. use of regional products, incentives to encourage guests to use public transport
- Aims: possible scaling up of minimum points score required, increased use of regional ecological food products, incorporation of additional questions

### Applications / Assessment procedure / Control

- Application deadline : mid February
- Period of Award : 2 years
- Questionnaire, points system, verification by a Committee
- Control by a three-person independent Committee (one representative each from HoGa (*Hotels & Restaurants Association of Federal State*), LFV, Baden Württemberg Ministry for the Environment)
- Future plans : increased transparency in the system of point assessment, greater consideration of different enterprise structures.

### Effects

- 1995/6: 142 award-winning enterprises
- Award winning enterprises : publicity via display of plaque, press release, inclusion of award in accommodation guide, own "flyer" and use of award in own brochures
- Good press and public reaction, increased requests about next competition
- Difficulties : high time and cost-investment needed for follow-up competition. Wide variation in structure of enterprises involved.

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## “The Environmentally-friendly Hotel & Restaurant“

in Hessen since 1994

Hotel- und Gaststättenverband Hessen e.V.  
Auguste-Viktoria-Straße 6  
D-65185 Wiesbaden  
Tel: \*\*49/611/376064

and

Hessischer Fremdenverkehrsverband e.V.  
Abraham-Lincoln-Straße 38-42  
D-65189 Wiesbaden  
Tel: \*\*49/611/7788015  
Fax: \*\*49/611-7788040

### Development / Partners / Costs

- Previous experience through the “Grünes Eichenblatt” (*Green Oak-Leaf*) Award in Hessen
- Further development with the DEHOGA (*German Hotel & Restaurant Association*) 40-Point Catalogue and criteria development similar to those of Baden-Württemberg
- Licence received from the Bavarian manual “Umweltbewusster Hotel- u. Gaststättenbetrieb” (*Environmentally-sensitive Hotel & Restaurant*)
- No participation fee

### Criteria

- Water & waste water, refuse-avoidance & separation of waste, energy-savings, others

### Application / Assessment Procedure / Control

- Points system (minimum score)
- Control by a Committee consisting of one representative from each of the awarding associations and one expert

### Effects

- 420 participants in 1994
- Publicity through press releases, registers, plaques
- Greatly increased interest from the general public

### Remarks / Observations

- The criteria for the questionnaire and the assessment criteria are currently being revised. The next competition will not take place until 1997

## “The environmentally-oriented Hotel & Restaurant“

in Schleswig-Holstein since 1994

Hotel- und Gaststättenverband Schleswig-Holstein e.V.  
Hamburger Chaussee 349  
D-24113 Kiel  
Tel: \*\*49/431/651866  
Fax: \*\*49/431/651868

### Development / Partners / Costs

- Developed by HOGA; questionnaire in collaboration with BUND (*German Alliance for Environmental- & Nature Protection*)
- FVV Schleswig-Holstein (*Schleswig-Holstein Tourism Association*), IHK-Holstein (*Holstein Chamber of Trade & Industry*)
- First award supported by Schleswig-Holstein Ministries for the Environment and for Economic Affairs

### Criteria

- Water / waste water / purification, avoidance & separation of waste, energy-saving measures, others (see DEHOGA)

### Application / Assessment Procedure / Control

- Will probably next be publicised early 1997/98
- See DEHOGA
- 80% of the maximum points score must be achieved in order to qualify for verification by the Committee

### Effects

- Award-winners 1994/95: 141 enterprises

## ”Environmentally-friendly Hotels & Restaurants“

in Mecklenburg-Vorpommern since 1995

Landesfremdenverkehrsverband  
Mecklenburg-Vorpommern e.V.  
Platz der Freundschaft 1  
D-18059 Rostock  
Tel: \*\*49/381/448424  
Fax: \*\*49/381/448423

### Development / Partners / Costs

- HoGa Mecklenburg-Vorpommern (*Hotels&Restaurant Association of Mecklenburg-Vorpommern*), Ministry for Building, Regional Development & the Environment, IHK (*Chamber of Trade&Industry*) Rostock / Schwerin / New Brandenburg, environmental advisors of the ‘Landkreise’ (admin. districts)
- no participation fee

### Criteria

- Basis for the Federal award : 40-Point Catalogue in the DEHOGA manual “So führen Sie einen umweltorientierten Betrieb” (*„How to run an Environmentally-oriented Enterprise“*)
- Water / waste water; avoidance, separation & recycling of waste; energy-saving; others

### Applications / Assessment Procedure / Control

- Announcement every two years
- Application deadline : 1. November
- Points system (must achieve 80% of maximum) and evaluation by Jury
- Control by representatives of the member associations

### Effects

- Participation : 128 enterprises
- Awarded with 1995/6 ‘Umweltplakette’ (*environmental plaque*) : 40 enterprises
- Publication / publicity of award-winning enterprises
- Award-winning enterprises are obliged to display the catalogue of criteria and the plaque (credibility and transparency)

## “Eco-Snail of the North Sea Island of Borkum“

Action- and Environmental Label 1990

Stadt Borkum  
Postfach 2060  
D-26746 Borkum  
Tel: \*\*49/4922/303-0  
Fax: \*\*49/4922/3200

### Development / Partners / Costs

- Resort administration, authorities, Borkumriff Feuerschiff (Fireship), Borkumer Zeitung (local newspaper), Vereinigte Lichtspiele (Cinemas), Borkum Retail and Wholesale trade
- 1990-1993: DM 500,000 (waste avoidance pilot project phase), of which 3/5 costs borne by Ministry for the Environment and 1/5 each by Town of Borkum and ‘Landkreis’ Leer. Costs for follow-up from 1994 onwards to be covered by the budget of the Town of Borkum

### Criteria

- Enterprises, administration, private households
- ‘Catalogue of Criteria’ with 47 Points for waste-avoidance, ‘Catalogue of Recommendations’ for purchasing, inter alia, for hotels

### Applications / Assessment Procedure / Control

- PR-campaign on “waste-avoidance“ in newspapers, radio & TV, cinemas, publicity posters, special events, exhibitions, brochures
- Contracts (recognition and compliance with the ‘Catalogue of Criteria’ and implementation of the ‘Catalogue of Recommendations’)

### Effects

- 1993: 105 accommodation enterprises were allowed to use the Action- & Environment label to advertise the environmental and social commitment of their enterprises
- Use of label in Accommodation Guide, clear increase in image
- Considerable reduction in quantities of waste produced
- Development of ‘10 Theories to Optimise Pollutant Reduction, Waste Management & Protection of Resources’

### Remarks / Observations

- 1.11.91: “Dosenschwur“ (*Pledge on Tin Cans*) Voluntary renunciation by the trade on selling drinks in cans, gradual elimination of one-way (non-returnable) systems, use of regional, ecological products.
- Problem of high personnel requirements to guarantee and assure successful continuation.

## “Green Stars” in Uhldingen-Mühlhofen

Local Environmental Seal since 1992

Fremdenverkehrsbetriebe  
Uhldingen-Mühlhofen GmbH  
Schulstraße 12  
D-88690 Uhldingen  
Tel: \*\*49/7556/71730  
Fax: \*\*49/7556/71715

### Development / Partners / Costs

- Developed in collaboration, inter alia, with DUH (*German Environmental Aid*), BUND (*German Alliance for Environmental- and Nature Protection*), ADAC (*German Automobil Club*)
- Agreement with landlords
- Expenditure: ca. DM 1,000 for publicity stickers, diplomas etc.
- Costs : DM 40 per enterprise

### Criteria

- Hospitality, environment, own-initiative
- The criteria are revised and expanded annually e.g. restaurants and caterers are supplied with products from local biological farming. This is an obligatory criteria (pilot project). The previous voluntary criteria for “separation of waste” is meanwhile obligatory

### Applications / Assessment Procedure / Control

- Evaluation form, points system
- Annual control by director of the FVB (tourism association)

### Effects

- 2/3 of the providers of private commercial accommodation (20 of 27) have received a plaque to date
- Award / label publicised via press releases, plaque, accommodation guide, state-wide publicity
- Very positive feedback from restaurateurs and visitors
- Component for the manual “umweltverträglicher und sozialverträglicher Tourismus” (*Environmentally-friendly & socially-responsible tourism*)

## ”ADAC-Squirrel : Environmentally-friendly Motorway Services“

in Germany since 1993

Allgemeiner Deutscher Automobil Club  
Koordination Umweltfragen/Umweltschutz  
Am Westpark 8  
D-81373 München  
Tel: \*\*49/89/7676-6407  
Fax: \*\*49/89/7608300

### Development / Partners / Costs

- Tank&Rast Ltd. (AG), Duales System Deutschland, Federal Ministry for the Environment

### Criteria

- Refuse, water, waste water / sewage, energy

### Applications / Assessment Procedure / Control

- ADAC questionnaire to be completed by applicant, unannounced control visit, diploma

### Effects

- 1994 Prizewinners (motorway service stations): Renchtal-West A5 (Pilot station), Weinstraße West, Weinstraße Ost, Wonnegau West, Remscheid Ost. 1995: Würzburg-Nord, Herford West, Herford Ost
- Publicised by displaying diploma with information on savings achieved

## ”Environmentally-friendly Holiday Facilities, Holiday Parks & Centres”

in Germany since 1996

Allgemeiner Deutscher Automobil Club  
Address as above

### Development / Partners / Costs

- Prot. & Cath. Association for Family Holidays, Federal Ministry for the Environment

### Criteria

- Refuse, water & waste water, energy, landscape, traffic, education

### Publicity / Assessment Procedure / Control

- Applications : from 1. April 1996
- Assessment procedure / control - as above

### Effects

- Gran Dorado Heilbachsee (pilot partner)
- Identification by display of diploma

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## ”Kleinwalsertal Environmental Seal“ (”Silver Thistle“)

in Kleinwalsertal since 1988

Gemeinde Mittelberg/Kleinwalsertal  
A-6992 / D-87568 Hirschegg  
Tel: \*\*43/5517/5114-0 (A)  
Tel: \*\*49/8329/5114-0 (D)

### Development / Partners / Costs

- Development and continuation of the “Walser Umweltdistel” (*Walser Environmental Thistle*) by a working group
- Verkehrsamt Kleinwalsertal (*tourist information office*)
- Low costs (Catalogue of Criteria, stickers, controllers)
- Participants fee : DM 30 p.a. / participant

### Criteria

- Avoidance & separation of waste, water & waste water, air / traffic, energy, nature conservation
- Information for staff and guests, own-initiatives by the enterprises

### Applications / Assessment Procedure / Control

- No deadline for applications
- Period of Award (95/96) : for 2 years at a time
- Points system
- Control by environmental advisors and annual, unannounced spot checks

### Effects

- Award winners: 1988: 36 enterprises. 1993/4: 109 enterprises (40% of the bednight capacity)
- Winning enterprises publicised through a brochure, plaque
- Good press reaction, positive image effects
- Demonstrable savings in the fields of energy, water, refuse
- Concept was frequently used as the example / model for later environmental seals

### Remarks / Observations

- International pioneer for environmental seals in tourism
- Future plans : extension to trade and industry

## ”Green Hand - Action for the Environment“

in Saalbach-Hinterglemm since 1991

Gemeinde Saalbach  
c/o C.Deutinger, Hotel Birkenhof  
Haldweg 312  
A-5754 Saalbach-Hinterglemm  
Tel: \*\*43/6541/8306  
Fax: \*\*43/6541/8482

### Development / Partners / Costs

- Initiative by an accommodation operator
- Development of new criteria for 1996/7 through an initiative of environmentally-sensitive operator, previous state refuse & environmental consultancy, and the Environmental Committee of the local authority (Gemeinde)
- “Implementation” financed by the local authority (Gemeinde)
- “Advertising” financed by the FVV (tourism association)

### Criteria

- Service, cuisine, room service, office, hospitality, personnel / staff, energy, external measures
- Special points
- Criteria amended and upgraded annually (points score). Criteria to be revised in 1996/7

### Applications / Assessment Procedure / Control

- Awarded annually
- Evaluation form, points system
- Unannounced annual control by a neutral party appointed by the local authority (Gemeinde)

### Effects

- Participants 1991-1993: ca. 103 enterprises. Award winners 1994 & 1995 : 60 enterprises each year
- Label / logo publicised via press releases and leaflets, prize winners lists in the tourist information centre)
- Reduction of waste, energy costs, symbiosis farmer - landlord
- Expansion of the local (Gemeinde) recycling depot

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## ”Altmünster Eco-Suitcase“

in the Local Community since 1993

Marktgemeinde Altmünster  
Umweltreferat  
Marktstraße 21  
A-4813 Altmünster  
Tel: \*\*43/7612/8611-33  
Fax: \*\*43/7612/8611-22

### Development / Partners / Costs

- Development by Environmental Department (*Umweltreferat*) of the ‘Marktgemeinde’ (*local community*)
- Marktgemeinde and tourism association

### Criteria

- Avoidance & separation of waste, water & waste water, caring for nature & the environment (no chemical pesticides, seasonal, indigenous local cultivation, wholefoods) energy-saving, traffic (5% price reduction for visitors arriving by public transport, transfer service, provision of timetables and cycling maps), information
- Annual revision of criteria and categories (e.g. 1996 new: traffic / transport and energy)

### Applications / Assessment Procedure / Control

- Graded award: Suitcase system (16x1 suitcase, 23x2 suitcase, 8x3 suitcase), Jury,
- Control : personal visit to first-time applicants by jury members (local authority (*Gemeinde*), FVV (*tourism association*))

### Effects

- Publicity : use of label / logo in press and accommodation guide

### Remarks / Observations

- 1996 last year of the award in favour of the Award of the Upper Austrian Tourism Association (see relevant insert)

## ”Längsee-Hochosterwitz Environmental Quality Seal“

in the Holiday Region since 1993

Verkehrsverein Längsee-Hochosterwitz  
A-9313 St. Georgen/Längsee  
Tel: \*\*43/4213/2192  
Fax: \*\*43/4213/21924

### Development / Partners / Costs

- Gemeinde (*local authority*) and FVV (*tourism association*) of Längsee-Hochosterwitz
- Local authority bears all costs

### Criteria

- Obligatory criteria (e.g. no pre-packaged portions) and voluntary criteria (additional points e.g. no disposable crockery, exclusive use of unbleached, chlorine-free recycling paper in the office)
- Avoidance & separation of waste (additional : composting), looking after the environment and energy, other (use of local produce, bonus for guests arriving by public transport)

### Applications / Assessment Procedure / Control

- Points system, Jury
- Control: twice yearly visit by jury member (local authority official, FVV)

### Effects

- Publicity of seal in press and brochures

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## ”Lungau Environmental Seal“

in the Lungau Region since 1992

Öko-Ausschuß des Gebietsverbandes Lungau  
z.Hd. Dir. Klaus Dieter Berg  
Rathaus  
A-5580 Tamsweg  
Tel: \*\*43/6474/6284

### Development / Partners / Costs

- Award approved by the “Öko Ausschuss” (*Eco-Committees*) of the Gebietsverband Lungau (Lungau regional authority)
- Development by the “Öko-Ausschuss”
- Finance (printing costs for publicity and application forms, distribution / postage costs) by the Gebietsverband Lungau
- No participation costs

### Criteria

- Avoidance & separation of waste, water and waste water, air, traffic/transport, energy consumption, nature conservation, and own initiatives

### Applications / Assessment Procedure / Control

- Publicised annually, application within two months after date of publishing
- Target groups : Accommodation operators in all categories
- Points system
- Present control only by spot-checks, varies from place to place

### Effects

- Participants : ca. 150 applicants.  
Awarded to : 65 enterprises
- Publicity mainly through accommodation guides of the towns and region, diploma

### Remarks / Observations

- Aim : Control by an independent environmental adviser
- Future plans : Expansion of the action to further tourism product or service providers (e.g. restaurants, shops etc.)

## ”Eco-Tourism Prize“

in Upper Austria since 1992

Landesverband für Tourismus in  
Oberösterreich  
Schillerstraße 50  
A-4010 Linz  
Tel: \*\*43/732/600221-228  
Fax: \*\*43/732/600220

### Development / Partners / Costs

- Bundes- u. Landeswirtschaftskammer (*Federal & State Chambers of Economic Affairs*) Umweltakademie Oberösterreich (Environment Academy of Upper Austria)
- Personnel costs covered by tourism association (Upper Austria)
- Material expenses covered by partners
- No participation costs

### Criteria

- ‘Catalogue of Criteria’ for Accommodation, Gastronomy, Farm Holidays, private commercial accommodation
- Purchasing decisions and avoidance, recycling & management of waste, water / waste water, air / energy, traffic / transport, garden / landscape / agriculture
- Information and activities, own initiatives
- Criteria are always revised and updated, serious and demanding

### Applications / Assessment Procedure / Control

- Application deadline : 30. June
- Awarded for one year
- Evaluation sheet, points system, Jury. Award in categories Gold, Silver & Bronze
- Control by guests (display), local Environmental Officer and an Evaluation Committee

### Effects

- 1100 enquiries / interested parties to date
- 1996 Award : 41 enterprises (5 Gold, 16 Silver, 20 Bronze)
- Publicity through press releases, registers, guides, award and display of plaque

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## ”The Best Choice for the Environment“

### in Carinthia since 1992

Collegium Touristicum Carinthiae (CTC)  
Aichelburg-Labiast. 43  
A-9020 Klagenfurt  
Tel: \*\*43/463/591813  
Fax: \*\*43/463/5548810

#### Development / Partners / Costs

- Kärnter Landesregierung (*Government of State/Land of Carinthia*)
- Costs : ca. DM 30,000. Financing : 50% CTC und 50% Land Kärnten (*State/Land of Carinthia*)
- Participation costs : verification and travel costs minus 30% subsidy from State Environment Department

#### Criteria

- Very wide-ranging ‘Catalogue of Criteria’
- Purchasing, waste management, energy, water, transport, garden & leisure facilities, social factors, catering

#### Applications / Assessment Procedure / Control

- Awarded every 3 years
- Evaluation Report of the ARGE Umweltberatung (*Working Group Environmental Advice*) decision by CTC Board (association)
- Awarded by tourism expert of the Government of State/Land of Carinthia
- On-site control by ARGE Umweltberatung

#### Effects

- ca. 100 enterprises succeeded in getting to the final stages, but to date less than 10 were given the award (which demands 100% compliance with minimum criteria)
- Award / label publicised through press releases, brochures, posters, and registers
- Increased interest in advice and counselling by enterprises

#### Remarks / Observations

- Official support for marketing being sought
- Future Plans: Expansion of the target group, reinforced information and marketing, advice for enterprises

## “Tyrolean Environmental Seal of Quality“

### in Tyrol since 1994

Tirol Werbung  
Maria-Theresienstraße 55  
A-6010 Innsbruck  
Tel: \*\*43/512/5320-0  
Fax: \*\*43/512/5320150

#### Development / Partners / Costs

- Decision of the Landesregierung Tyrol (*Government of State/Land of Tyrol*)
- Development by a specially-formed Working Group from different disciplines
- Wirtschaftskammer & Landwirtschaftskammer Tirol (*Tyrol Chambers of Commerce & Agriculture*), Privatzimmerverband (*association of private commercial accommodation providers*)
- Costs: ca. DM 1 million, financed by Land Tirol (*State/Land of Tyrol*) and Tirol Werbung (*Tyrol Promotion*)
- Participation costs only for the award-holding enterprises : ca. DM 700 for hotels and guesthouses, DM 200 for private accommodation providers

#### Criteria

- Local products, waste, water & sewage, energy, air, soil, transport, noise, information for guests and staff

#### Applications / Assessment Procedure / Control

- Award period : 1 year
- Written checklist
- Examination by trained, independent inspectors

#### Effects

- Prizewinning enterprises up to 1995: 122
- Award ceremony, award made by the President (*Landeshauptmann*) of the Land/State of Tyrol
- Publicity / advertising with label in own brochure, town brochure & electronic information system (TIS)
- Suppliers are changing their range of products
- Award-winning marketing concept

#### Remarks / Observations

- Future Plans : regular adaptation of the criteria in agreement with South Tyrol
- Co-operation discussion at national level regarding establishment of an Austrian national environmental label (*Umweltzeichen*)

## ”Eco-Ibex” (“Öko-Grischun“)

in Graubünden since 1994

Verein Ökomarkt Graubünden  
Hitsch Huus  
CH-7215 Fanas  
Tel: \*\*41/81/523242  
Fax: \*\*41/81/523244

### Development / Partners / Costs

- Verkehrsverein Graubünden (*Graubünden tourist information office*)

### Criteria

- Waste, water, air & noise, energy, food products, ecological fittings / furnishings & construction, office ecology
- Traffic, surrounding area
- More dynamic information and business management
- Catalogue of problems, additional suggestions can be incorporated into a supplement

### Applications / Assessment Procedure / Control

- Voluntary commitment (*Selbstdeklaration*) to certification norms and initial information and consultation via a ‘Prüfstelle’ (*Verification or Examining Centre*)
- Application for certification
- Extensive visit and control of enterprise by the ‘Prüfstelle’ (points score awarded)
- Application for certification made by the ‘Prüfstelle’ to the Committee
- Decision of the Committee on the basis of documentation

### Effects

- Annual exchange of experience
- “Öko-Grischune“ (*„Eco-Ibex“*) were awarded to 7 enterprises in the first year, including a School of Tourism Management

### Remarks / Observations

- Target groups : hotels and manufacturers of agricultural products
- Annual treatment of a central theme
- Future Plans : “Öko-Forum Davos” (*„Davos Eco-Forum“*)

## ”Green Key“

in Denmark since 1994

HORESTA  
(Danish Hotel, Restaurant & Tourism Employers Association)  
Vodroffsvej 46  
DK-1900 Kopenhagen Fredriksberg C  
Tel: \*\*45/31356088  
Fax: \*\*45/31351510

### Development / Partners / Costs

- Association of Danish Tourism Directors (*“Freiluftsrat“*)

### Criteria

- 56 criteria including : environmental information, water & energy consumption, waste management
- Special features : ecological food products (offer and processing), outdoor areas, non-smoking rooms, adaptations for access by disabled persons

### Applications / Assessment Procedure / Control

- Mailing of ‘Catalogue of Criteria’ to ca. 900 hotels, own information, certification

### Effects

- By the end of 1995, 25 enterprises had been awarded the Certificate

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## ”Blue Swallow“

### International since 1990

Verträglich Reisen  
Manfred Reuther  
Postfach 40 19 03  
D-80719 München  
Tel: \*\*49/89/3080128  
Fax: \*\*49/89/3080118

#### Development / Partners / Costs

- Private initiative
- Development in collaboration with experts and representatives of associations
- Costs : enrolment fee and advertising costs (1/4 - 1/2 - 1/1 page in magazine)

#### Criteria

- Food & drink, transport / traffic, energy, water, waste, cleaning products, garden, others
- Precondition is the possibility to reach the enterprise by train or bus from Germany, Austria or Switzerland

#### Applications / Assessment Procedure / Control

- Award period : 1 year
- Checklist: to be completed by interested parties, proof, inter alia through provision of in-house information
- Control is made in writing, and partly through visits

#### Effects

- Awards : 1990 - 1996 ca. 100 enterprises (this number includes many who have won several times). 1995: 61 enterprises
- Award publicised through publication in “Verträglich Reisen Magazine“ (circulation : ca. 110,000 copies)
- Active application e.g. presentation of enterprises at 10 tourism trade fairs in Germany, Austria & Switzerland on a joint stand or press service.

#### Remarks / Observations

- Since 1994 the environmental seal has stepped out of view. The magazine, as “Verträglich Reisen’s” main product, serves as a forum for enterprises, operators and initiatives. “Verträglich Reisen” offers numerous other services for tour operators, and tourism regions.

## ”IHA Environmental Award“

### Worldwide since 1990

International Hotel Association /  
Association Internationale de L’Hotellerie  
80, rue de la Roquette  
F-75544 Paris Cedex 11  
Tel: \*\*33/1/47008457  
Fax: \*\*33/1/47006455

#### Development / Partners / Costs

- IHA in cooperation with IHEI
- IHEI (International Hotels Environment Initiative), American Express, UNEP

#### Criteria

- Measures must be completed at the time of the Award
- Ways and means the relevant initiatives / programmes are developed, their execution (efficiency of communication between association and individual members in terms of compliance with the standards aspired to), type, suitability and quality of publications and material, case studies / reports (proof of efficiency required)

#### Applications / Assessment Procedure / Control

- Award is publicised to members of the IHA (national associations in the Hotel & Restaurants sector), which produce environmental protection programmes or complex action programmes in environmental protection for its members
- Annual Award under a different motto each year: (1991: Energy Savers; 1993 Pollution Solutions; 1995 Green Hotelier)
- Evaluation : Maximum 25 points, of which planning aids max. 10 points, execution max. 10, case study / report max. 5 points

#### Effects

- 1995 Winner: Jean-Marie Leclercq (Hotel Nikko, HongKong) and Ian Aston (Derwentwater Hotel, Keswick, UK)
- Prize: Main prize: \$ 5,000 (in American Express travellers cheques), worldwide publicity for the winner, diplomas to other participants
- Publication of the 1991 entries in a Manual entitled “Energy Savers“

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# Other Environmental Awards, Competitions & Initiatives

## National Award for “Environmentally-friendly Tourism Resorts“

in Germany from 1996

Deutscher Fremdenverkehrsverband  
c/o Futour, Waltherstr. 29  
D-80337 Munich  
Tel: \*\*49/89/54409111  
Tue-Thur.: 9.30 - 12.30  
Fax: \*\*49/89/54409119

### Development / Partners / Costs

- Criteria and award procedure developed by a team of experts in agreement with a Steering Committee (representatives of the Ministries and associations)
- BMWi (*Federal Ministry for Economic Affairs*), BMU (*Federal Ministry for the Environment, Nature Conservation & Nuclear Safety*)
- UBA (*Federal Environmental Protection Agency*), DStGB (*German Alliance of Towns & Local Authorities*), DBV (*German Association of Spa&Health Resorts*), DEHOGA (*German Hotels&Restaurants Association*)

### Criteria

- Successful (and promising) individual measures and global concepts in Germany at local level (local authorities / Gemeinden) are sought, with future potential
- Long-term positive effects, first successes (started after 1990 and virtually completed), innovative, transferable
- Traffic / transport (air, noise, climate), waste, tourism infrastructure (buildings, water, energy, etc.), nature & landscape, environmental management

### Applications / Awards procedure / Control

- Mailing of the award details via the LFV (*associations of the Federal tourist offices*)
- Pre-selection at Federal State (Länder) level
- Visit to the selected areas / resorts
- Evaluation by a Jury
- There will probably be several awards. Final Event (1996/97)
- Documentation, publicity for award winners

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## ”National ‘Capital’ for Nature Conservation & Environmental Protection“

in Germany since seit 1990

Deutsche Umwelthilfe e.V.  
Güttinger Straße 19  
D-78315 Radolfzell  
Tel:           \*\*49/7732/999550  
Fax:           \*\*49/7732/999577

### Development / Partners / Costs

- DStGB (*German Alliance of Towns & Local Authorities*), Deutscher Städtetag, BUND (*German Alliance for Environmental-&Nature Protection*), NABU (*German Association for Nature Protection*), Landesbund für Vogelschutz (*National Foundation for the Protection of Birds*), Stiftung Europäisches Naturerbe (*European Nature Heritage Fund*)

### Criteria

- Environmental planning, protection of nature and species, agriculture & forestry, inland lakes & waters, water & waste water, traffic, waste, energy, global environmental protection & climate change
- PR work, environmental education, cooperation with environmental organisations

### Applications / Assessment Procedure / Control

- Annual, but every two years : themed competition (e.g. nature conservation etc.)
- Self-assessment on basis of a questionnaire, points system
- Control : The questionnaires of the first 20 places are checked by the local associations of BUND and NABU

### Effects

- Winners: 1990 - 1994 : Erlangen, Nettersheim (2x), Freiburg, Eckernförde. 1995 : National Winner Nature Conservation : Bad Oeynhausen
- Publicised in a special leaflet about the winners
- Final Report
- Information service for towns and local communities

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## ”TAT-Orte - Local Communities in Ecological Competition“

in the new German Federal States since 1995

Deutsches Institut für Urbanistik  
Arbeitsbereich Umwelt  
Straße des 17. Juni 112  
D-10623 Berlin  
Tel:           \*\*49/30/39001-244  
Fax:           \*\*49/30/39001-241

### Development / Partners / Costs

- Developed and accompanied by a project Working Group
- DBU (*German Federal Foundation for the Environment*)
- Agrarsoziale Gesellschaft, Deutsche Gartenbau-Gesellschaft 1822, DUH (*German Environmental Aid*), DStGB (*German Alliance of Towns/Local Authorities*), Kommunale Umweltaktion U.A.N. (local environmental group), Ministries in the new Federal States
- No participation fee

### Criteria

- Exemplary, environmentally-sensitive projects with economic and social significance
- The project should contain good ideas which “can be achieved in small steps“ as well as helping to solve current problems

### Applications / Assessment Procedure / Control

- 5 winners annually until the year 2000
- Application deadline : 31. August
- Target group: Gemeinden (*local communities*) and initiatives from local communities with up to 10,000 inhabitants in the new German Federal States/Länder
- Questionnaire, pre-examination by a Project Working Group

### Effects

- Publicised through special award ceremony, press, documentation, video, exhibition and calendar
- Support for the participating initiatives through exchange of experience

### Remarks / Observations

- In the year 2000 an overall winner will be selected from amongst the existing award winners

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## ”Swedish Environment & Tourism Prize“

in Sweden since 1995

Gemeinde Laholm  
Schwedenwerbung, Pucher Development  
Dyreborg  
S -31020 Knäred  
Tel/Fax: \*\*46/430/50118

### Development / Partners / Costs

- Development based on the environmental Award of DRV (*German Travel Agents' Association*)
- Next Stop Sweden

### Criteria

- Participants : Swedish organisations, enterprises, local communities (*Kommunen*) and individual persons  
Projects or activities with the following contents :
- Protection of natural areas / environmentally- friendly uses by tourism
- Promotion of environmental awareness & environmental ‘actions’ or activities in tourism areas by the tourism sector or by tourists
- Development of practical concepts, creation of effective preconditions and guidelines for sustainable tourism
- Regeneration of damaged environments in tourism regions

### Applications / Assessment Procedure / Control

- Application deadline : mid-January
- Description of the project with contact person and additional documentation e.g. expert reports, press reports or articles in publications illustrating the project’s importance
- Jury formed of members from the Gemeinde (local authority) of Laholm, Sweden Promotion (tourist office), University of Lund, Pucher Development

### Effects

- Award presentation changes annually : either at ITB Berlin (*International Tourism Exhibition*) or at the Göteborg Trade Fair
- First prize : 10,000 SKR
- 1995 Prizewinner (two winners) : Turistbüro Halmstadt, S.T.F. Schwedischer Turistverein. 1996 Prizewinner : Saxnäs garden Fjäll- & Konfernshotell

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## „Q for you“

### in Saastal since 1992

Verkehrsverein  
CH-3906 Saas-Fee  
Tel:       \*\*41/28/571457  
Fax:       \*\*41/28/571860

#### **Development / Partners / Costs**

- Criteria developed at a management training course for managers in quality tourism in 1992

#### **Criteria**

- Obligatory and voluntary criteria; some criteria are generally valid, other criteria are suitable only for specific groups of service providers
- Surrounding area, interior furnishings / fittings, service, environment, waste, water, energy, safety
- Tightening of the criteria for each event

#### **Applications / Assessment Procedure / Control**

- Every two years (1993/4, 1995/6)
- Check list / own commitment
- Control: Notification of injuries to guests on forms provided for the purpose (criteria must be displayed), checking of complaints by a “Qualitätsrat” (quality inspectorate, consisting of 20 members from the different local communities and institutions), spot-checks by a “mystery-person“

#### **Effects**

- Publicity, special leaflet, diplomas, stickers
- Future plans : teaching video

#### **Remarks / Observations**

- Target groups for the plaque, in addition to hotels & catering enterprises (includes cafés, bars, mountain restaurants/hostels, holiday flats) also includes Gemeinden (local communities), ski schools, tourism information, taxi services, transport operators (e.g. mountain railways), shops, post offices, travel services, museums - the general aim being to improve the quality of services and the environment in regions which are heavily frequented by tourists

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## ”Village Holidays in Austria“

### in Austria since 1991

Verein Dorfurlaub in Österreich  
c/o TAO Unternehmensberatung  
Unterwollaniger Str. 53  
A-9500 Villach  
Tel:           \*\*43/4242/257531  
Fax:           \*\*43/4242/257581

#### Development / Partners / Costs

- Development by an Association “Dorfurlaub in Österreich” (*Village Holidays in Austria*)
- Accompanying measures by “Österreich Werbung” (*Austria Promotion*)
- Financed by membership subscriptions, sponsoring
- Costs : ca. DM 6,000 annual contribution / per village

#### Criteria

- Village character : quality of the resort, quality of experience of village centre, height and characteristics of the buildings
- Ecological minimum measures and carrying capacities : agriculture and forestry, historic landscapes, noise and air, general Transportation structure, refuse disposal & waste management
- Inclusion of farms, quality of leisure facilities
- Minimum values for social / tourism measures and carrying capacities : number of inhabitants, proportion of second homes, capacity thresholds, accommodation facilities, village community, tourism infrastructure
- Heavily restricted ‘Catalogue of Criteria’ with **disqualification criteria** e.g. buildings with more than 3 floors, presence of industrial premises, over 1,500 inhabitants, bad water & drinking water quality, distance to nearest motorway < 3 km, frequency of more than 2,000 cars as daily transit traffic, no “Farmhouse Holidays”, proportion of second homes over 20%, over 1,500 guest beds, ratio of inhabitants / guest beds > 2 : 1, largest hotel over 150 beds, large camping sites nearby, no local welcoming facilities for guests

#### Publicity / Assessment Procedure / Control

- Evaluation of villages by a “Dorfbeirat” (*Village Council*) composed of one expert each from the Ministries of Agriculture & Environment, Bundeswirtschaftskammer (*Federal Chamber of Industry*) and “Österreich Werbung” (*Austria Promotion*)

#### Effects

- Participants : 1991: 14 villages. 1996: 36 villages
- Publicised through intensive internal and external PR work
- Prize concept was winner of the BTA’s 1993 “Tourism for Tomorrow Award“
- For internal PR work the “Dorfbibel“ (*Village Bible*) forms a comprehensive reference work on all themes relevant to villages

## ”Tourism Prize“

### in The Netherlands since 1995

Toerisme & Recreatie/ AVN  
Donkiaan 76  
Postbus 188  
NL-2250 AD Voorschoten  
Tel:           \*\*31/71/605982  
Fax:           \*\*31/71/605960

#### Development / Partners / Costs

- Developed by the AVN
- Ministry for Economic Affairs, ANWB (Royal Dutch Touring Club), VVV (tourism associations), NBT (Dutch Tourist Board)
- Previous experience: Dutch “Tourism & Environment Prize 1992-1994“, participation of ca. 150 initiatives,

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one major prize annually

**Previous themes :**

- Transport (traffic management in an endangered nature and watersports holiday area)
- Business management : in particular, waste management, energy-saving, visitor information (“Clean Zoo“ / Emmen Zoo)
- Nature: Awareness-raising through targeted consumer information and nature-based tourism products, far-reaching impulses for tourism and environmental initiatives (e.g. “Green Days“ or the “Green Passport”)

**Criteria**

- Initiatives must contribute towards tourism development which creates a harmonious balance between tourism, nature and the environment
- Quality, innovation and collaboration
- Harmonious relationship with the cultural environment and broad acceptance by the local population
- Project must have been running successfully for three years
- Prize must be linked to the motto “Nederland Fietsland“ (*Netherlands, Cycling Land*)

**Publicity / Assessment Procedure / Control**

- Application deadline : 1. April. Award made in July (plaque) by a Jury and a Committee
- Main theme (1995: Nature)
- Control by the Jury

**Effects**

- ‘Sustainable’ presentation of the award-winner and the exemplary initiatives. In 1995 the winner was also put forward as the Dutch candidate for the “European Prize for Tourism & the Environment”

**Remarks / Observations**

- Orientation taken from the criteria and timetable for the “European Prize for Tourism & Environment”
- Publicised through television and press
- Future plans : the prize should evolve into an institution, and should thus be carried out over a longer period of time
- The publicity should mainly go to the nominees and prizewinners, less for the prize ‘per se’ (active publicity planned for the environmentally-sound products)
- Incorporation of the exemplary offers in a data base

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## ”Landscape of the Year”

### Europe-wide since 1989

NFI Naturfreunde International  
Diefenbachgasse 36  
A-1150 Wien  
Tel:           \*\*43/1/8923877  
Fax:           \*\*43/1/8129789

### Development / Partners / Costs

- Decision at the 1987 NFI Congress

### Criteria

- A trans-border European landscape of exemplary ecological significance, and in some way under pressure or endangered and in need of special protection, should be brought to public awareness

### Publicity / Assessment Procedure / Control

- Award every two years
- Award made at the international Presidents’ Conference of the national associations of the NFI (*International Friends of Nature*)

### Effects

- Intensive publicity (press, radio, TV, inaugural celebration), staging of permanent activities and events in the “Landscape of the Year“ : conferences, seminars, youth work-camps, lectures, initiation of long-term association work, study groups. Possibilities and applications for financial aid are directed to the appropriate bodies by the NFI

### Previous Prizewinners :

- 1989: Bodensee (Lake Constance)
- 1990: Neusiedler See
- 1991/2: Eifel-Ardenne Region
- 1993/4: Odermündung (mouth of the River Oder)
- 1995/6: The Alps (model regions: Lesachtal (Austria) & Furka-Grimmel-Susten (Switzerland))

### Remarks

- Successful trans-border model for the collaboration between nature protection, landscape protection, environmentally-sustainable trade, handicrafts and tourism
- Not only should problems be presented, but they should also be “solved” and extensively publicised on the basis of concrete measures and well through-out future perspectives

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## ”European Prize for Tourism & the Environment”

### in Europe since 1995

European Commission  
DG XXIII, Tourism Unit  
80, rue d’Arlon (2/28)  
B-1040 Brüssel  
Fax: \*\*32/2/2961377

#### Development / Partners / Costs

- Developed by a Committee of the European Commission
- 17 European countries
- National Ministries of Tourism and Environment

#### Criteria

- Target groups : tourism areas, regions & destinations, with at least 500 beds and at least 2,500 inhabitants
- Prizes are made for the elaboration and successful implementation of environmentally-friendly programmes to promote tourism. Cultural and social aspects are also taken into account. Proof of extraordinary commitment to :
  - economic and imaginative uses of natural resources - innovative measures to preserve natural areas and nature conservation
  - Initiatives to reduce / minimise environmental damage (noise, pollution, waste)
  - Restoration of old buildings and damaged environments
  - New building measures : ecological building design and integration into the landscape
  - Information & education programmes for experts working in the tourism and environmental fields
  - Effective cooperation at all levels (national, regional, local)
  - Visitor management
  - Environmental education campaigns to include the local communities and visitors in both global and in-detail planning
- Modification of criteria and selection procedure is only possible after evaluation of the first award

#### Applications / Award procedure / Control

- Duration of award : 2 years
- Co-ordination and implementation through the respective national tourism authorities
- Publicised differently, partly through PR-agencies commissioned by national Steering Committees and supervised by the responsible Ministries
- Selection at national (Member State) level by Steering Committees
- Submission of up to 5 candidates per country to the European Commission (national quotas), total ca. 60 candidates
- Final selection / Committee of the European Commission’s Directorate General - (DGXXIII - Tourism Unit) in collaboration with DG XI (Environment) and advisors: the number of candidates is reduced to ca. 25, after which a Jury procedure is set in motion : one main prize and several special prizes
- Prize should have a high image (trophy, high media presence), possibility of future sponsoring for integrated measures for the excellent destinations or regions
- **1st Prize 1995:** Town of Kinsale, Ireland
- **Finalists :** Cévennes National Park (France), the Weissensee Region (Austria), Peak District National Park (UK)
- **Special Prizes :** Colbitz Letzlinger Heide (Germany), Ocos Eo (Spain), Päijänne Lake District (Finland), British Waterways (GB), Historic Centre of Corfu and Vido Island (Greece), Veluwe Mobility Plan (Netherlands), Açores (Portugal), Ponte de Lima (Portugal)

#### Remarks / Observations

- It has not yet been decided whether the Award will be continued.

## “Blue Flag“

### in Europe since 1987

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Foundation for Environmental Education  
in Europe (F.E.E.E)  
European Office  
Friluftsradet  
Olof Palmes Gade 10  
DK - 2100 Copenhagen  
Tel: \*\*45/31/423222  
Fax: \*\*45/31/423478

#### **Development / Partners / Costs**

- Developed by the F.E.E.E
- European Commission, national Ministries (Environment, Health, Tourism)
- Financial support at European level from the European Commission, in Germany by the Federal Ministry for the Environment and the UBA (*Umweltbundesamt*)
- Costs of the European campaign for 1994 (18 countries participated): ECU 939,203. Costs : differ in the member countries (either a registration fee or a specific sum payable on receipt of the award)

#### **Criteria**

- Based exclusively on the EU Bathing Water Directive
- **Beaches** : Bathing water quality, beach quality, beach administration & management, environmental education & information
- **Marinas** : Harbours & surroundings, equipment & harbour installations, environmental education & information

#### **Applications / Assessment Procedure / Control**

- Deadline for applications at national level: mid March to mid April
- Award period : 1 year
- Award season (flag display) begins on 5 . June
- Award through national agencies
- Evaluation forms, national Jury, award made by an international Jury
- Control performed by the respective national collaborators, on-the-spot checking of the applications, unannounced spot checks of the beaches and marinas nominated
- Aim : **regular** mandatory control in **all** participating countries
- Publicised through press releases, brochures and Award ceremony
- Well over 10,000 participants to date
- Awards in 1995: 1463 beaches und 407 marinas

#### **Effects**

- Publicised through press releases, leaflets, award event
- To date well over 10,000 participants
- 1995 Awards : 1463 beaches and 407 marinas

#### **Remarks / Observations**

- States participating in 1995: Estonia, Finland, Sweden, Denmark, Netherlands, Germany (restricted participation), Belgium, Great Britain, Ireland, France, Portugal, Spain, Italy, Slovenia, Greece, Cyprus, Turkey, Bulgaria
- Difficulties in Germany : The European Blue Flag for beaches was rejected due to lack of harmonised, comparable international criteria and measuring procedures. In 1996 Mecklenburg-Vorpommern will participate. Other Federal States are waiting for the new EU Bathing Water Quality Directive in 1996/7 (which will be obligatory for all Member States including the measuring procedures) and the experiences of Mecklenburg-Vorpommern. Permanent Working Group.
- Future Plans : Upgrading of standards, harmonisation of measuring methods and control mechanism in all countries

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## ”Green Suitcase“

in preparation, Europe-wide

Ökologischer Tourismus in Europa e.V.      Am Michaelshof 8-10  
D-53177 Bonn  
Tel:      \*\*49/228/359008  
Fax:      \*\*49/228/359096

### Development / Partners / Costs

- Legal basis : ÖTE Statutes of 1991
- DNR (*Deutscher Naturschutzring*), Naturfreundejugend Deutschland (*Friends of Nature, German section*)
- Costs : to date ca. DM 1 mill.
- Financed by DNR (*German Group for Nature Protection*), ÖTE (*Association for Ecological Tourism in Europe*), DBU (*German Federal Foundation for the Environment*), Arbeitsamt Bonn (*Bonn Employment Exchange*), European Commission, UBA (*Federal Environmental Protection Agency*)
- Costs for participants : between DM 300- 1000 depending on target group / applicant between

### Criteria

- **Accommodation:** Outdoor areas, energy, water, waste water, waste, catering, information,
- **Tourism areas :** traffic/transportation, planning, refuse, environmental impact assessment, leisure activities, water supply / management, noise, information
- **Tour operators:** socially and environmentally- sound forms of tourism, environmental officer, training, (staff, tour leaders), information
- 1996 examination of possible criteria of the National Award “Umweltfreundliche Tourismusorte” (*Environmentally-friendly Tourism Resorts*)

### Assessment / Assessment Procedure / Control

- Period of award : 1 or 2 years
- Questionnaire with points system
- Control : personal examination by member of a control team planned

### Effects

- Plans : publicity via press releases, registers, information systems, plaques
- Difficulties: consideration of legal requirements on competition, negotiations with political-administrative bodies and interest and pressure groups

### Remarks

- Initial phase 1996/7: list of recommended environmentally-oriented products  
Decision on introduction in tourism resorts / regions will be made in early 1997

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## ”DRV International Environment Award“

worldwide since 1987

Deutscher Reisebüro Verband e.V.  
Referat „Umwelt und Kultur“  
Mannheimer Str. 15  
D-60329 Frankfurt a.M.  
Tel:           \*\*49/69/273907-17  
Fax:           \*\*49/69/236647

### Development / Partners / Costs

- Developed by the DRV (*German Travel Agents Association*) Committee “Umwelt und Kultur” (*Environment and Culture*)

### Criteria

- Considerable contribution to the protection and improvement of environment and culture, at the same time promoting / supporting tourism. The award is made to individual persons, groups, organisations, enterprises, local authorities

### Applications / Assessment Procedure / Control

- Applications annually : from 1. April to 31. July
- Publicity in the tourism press
- Publicity folder
- Jury including, inter alia, one representative each from DRV, Messe Berlin *GmbH (trade fair organisers, Berlin)*, travel/tourism press, researcher and UBA (*Federal Environmental Protection Agency*)
- Award: Trophy / sculpture, awarded at the DRV Annual General Assembly. Presentation made at the ITB Berlin. Publicity in the German travel press

### Effects

- One project is selected annually from amongst the applicants for financial support from the Europäische Reiseversicherung (*European Travel Insurance*) and awarded the “Umweltgroschen der ERV“ (*ERV Eco-Penny*) with subsidies of between DM 80,000 and DM 100,000

### Previous Award Winners

- 1987: Environmental protection organisations for their efforts to preserve the Tara Gorge, Montenegro, Yugoslavia
- 1988: Fremdenverkehrsverband Berner Oberland (Bernese Oberland tourism association) for their campaign “*Bäumiger Sommer*“
- 1989: Annapurna Conservation Area Project - development project in Nepal
- 1990: Grupo Balear d’Ornithologia i Defensa de la Naturalesa - environmental protection organisation in the Balearic Islands
- 1991: tourism enterprises from the Uhldingen-Mühlhofen locality (Gemeinde), Bodensee (Lake Constance)
- 1992: Holiday Health Hotel Kürschner, Kötschach-Mauthen, Austria
- 1993: Mari Daskalantonakis and Team, Grecotels, Crete, Greece
- 1994: Tirol Werbung (*Tyrol Promotion*) for the “Tyrolean Environmental Seal of Quality”
- 1995: Alfred Mandl, ALSATOUR, Cape Verde Islands for the project: Integrated Tourism - is it possible ?

### Remarks

- First environmental award to be made by a business association in tourism

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## „Tourism for Tomorrow Award“

worldwide since 1990

British Airways  
Tourism for Tomorrow Awards  
PO Box 10  
Heathrow Airport (London)  
UK - Hounslow - Middlessex TW 6 2JA  
Tel:       \*\*44/181/5653996  
Fax:       \*\*44/181/5628604

### Development / Partners / Costs

- FTO (Federation of Tour Operators) and BTA (British Tourist Authority), Thames Television

### Criteria

- Initiatives should have current and the potential for future significance for developing successful forms of “sustainable tourism” e.g. through environmental communication and nature conservation, improvement of the built environment, socially-responsible tourism, visitor management, projects with model character.

### Applications / Assessment Procedure / Control

- Application deadline : 1. August. Award made in February of the following year
- Project description with references
- Awards in different categories : Global Award, 5 Regional Awards (since 1993: Great Britain, Europe, the Americas, Asia/Pacific, ‘Southern’ (Africa, Near & Middle East, South Asia) 2 Special Awards (since 1995): Target areas : (Long haul) and product packages (European

### Effects

- Publicity for the winner : TV (tourism programme “Wish you were Here“), travel press (High Life), official award function
- Award Winners : **European Award** 1993: “Dorfurlaub in Österreich” („*Village Holidays in Austri*“a). 1994: “Umweltsiegel Tirol” („*Tyrolean Environmental Seal of* „). **Global Winner** 1993: Conal Cay Conservation, Caribbean. 1994: Whale Watch New Z

# Strategies for the Future

## Chapter 4

### Proposal 1: International Exchange of Experience through ECOTRANS

The abundance of available practical experience and new initiatives throughout Europe should be systematically collected and widely publicised. ECOTRANS is in an increasingly favourable position to carry out this task at international level. The organisation ECOTRANS was founded at the end of 1993 with the specific aim of promoting forms of tourism which are sustainable and environmentally responsible. Its members, experts in "Tourism & Environment" from 8 different European countries, already have a well-established and extensive network of contacts.

In 1994 ECOTRANS (which meanwhile enjoys the support of 16 national organisations in Germany from the fields of tourism, transport and environment) developed the prototype of a data base of positive initiatives. Through this data base information can quickly be exchanged across Europe on questions such as : "Who gives ecological awards?"; "What basic criteria do they use?"; "Under what general conditions?"; "To what groups of suppliers of tourism services and products?"; "Who collaborates with whom?"; "Who are the award winners and why did they win?"; "What alternatives to environmental labels have been tried out, where, and with what degree of success?"; "What new research data exists regarding tourists' information demands?".

In collaboration with ECOTRANS, decision-makers from organisations and associations, government and local authorities, can obtain up-to-date and complete information, thus enabling them to make targeted decisions. Such a data pool should also be available to the media, trainers and advisors, as well as to the operators in the tourism sector, since those groups who are already committed and involved in developing environmentally-friendly products have the greatest need for up-to-date information.

### Proposal 2: Comparability of Environmental Labels in the Hotels & Restaurants Sector

Those responsible for the existing environmental seals and or labels - the Tyrolean Environmental Seal of Quality or the Bavarian "Eco-Crest" ("*Umweltwapperl*") - want hotel enterprises to participate in these schemes and at the same time to involve tourists in their activities. The confusion amongst tourists - who, on studying their holiday brochures are already confronted with 6 or 8 different labels for hotels - can only be avoided or reduced prevented through a serious effort at coordination and collaboration. On the other hand, it is preferable that it should not necessarily be the best quality label which should gain long-term acceptance in the marketplace, but the strongest i.e. the label that achieves the greatest widespread, in-depth and long-term impact. But which symbol will it be? Even the market itself is still undecided on this question. To date the Kleinwalsertal's "Silver Thistle" (*Silberdistel*) is the label which has lasted longest, whereas the most substantial from the point of view of contents is probably the Bavarian "Eco-Crest". The most professionally-managed is the "Tyrolean Environmental Seal of Quality" and DEHOGA Award is becoming the most widely disseminated. The international "Green Suitcase" ("*Grüner Koffer*") is still "on stand-by". As is the case with ecological farming, with brands such as "Naturland" or "Bioland" coexisting, it is possible for several different environmental labels or seals for the hotel sector to be established and to co-exist. However, the many existing common criteria amongst the different hotel labels e.g. "no pre-packaged portions of breakfast jams" should make it feasible to establish a common, supra-regional "Basic Label" with high-quality basic criteria. This seems highly feasible for the Alpine region - at least for Bavaria, and possibly the whole of Germany, along with Austria and South Tyrol. Such a "HOGA-Basic Label" for Hotels & Restaurants combined with the appropriate regional "Supplementary Label"

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would also satisfy the desire for regional identity and competition.

Thus environmentally-sensitive tourists, travel agents and tour operators can pre-select hotels with the “Basic label” as “Stage 1”, and then in “Stage 2” use the supplementary regional criteria for evaluation and the final choice. Both minimum as well as supplementary criteria should be as transparent as possible for tourists.

### **Proposal 3 : Specific “Labels” for other Tourism Services**

In the same way, seals for other sectors can be developed e.g. for sporting or leisure facilities. If possible, environmental labels should be developed for all tourism services, as tourists expect the whole range of tourism services to have been “checked” or verified. However, a comprehensive and uniform label for all tourism products and services is not feasible at international level. For example, a small coastal holiday resort in Brittany is not directly comparable with a chic ski-resort in the Tyrol. Only individual aspects or components of the tourism product can be compared e.g. swimming pools, golf courses, beaches or hotels and restaurants. Criteria can thus be elaborated for each individual component of the tourism product, and the possibilities for an environmental label can be confirmed by experts on the basis of a model project. Depending on the level of interest, these development models could be taken over by partners in very different regions of Europe, thereby making optimal use of the expert knowledge and financial resources available.

### **Proposal 4: Development of Local Environmental Labels**

An environmental quality label for tourism areas should take into account the condition of the local environment as well as the local area’s efforts to ensure certain quality standards and should include fields for action such as : traffic, air quality, noise, energy, refuse disposal, water and waste water, landscape and nature conservation, as well as the general management of the environment by local government authorities. Whether and how this is possible can be tested within the framework of awards such as the planned national award for “Environmentally-friendly Tourism Resorts”

(*Bundeswettbewerb umweltfreundliche Fremdenverkehrsorte*) organised by the DFV (German Federation of Tourism Resorts) which will provide important experiences which can be used at European level. The criteria for local labels and awards must be made as transparent as possible for the tourist so that, when selecting an ideal tourism destination in a regional tourism publication, the evaluation of specific aspects such as “good bathing water quality”, “environmentally-friendly skiing” or “environmentally-oriented accommodation” will be more useful than a single label “environmentally-friendly tourism resort” without detailed explanations.

### **Proposal 5: Regional Quality Label Products and Services**

Besides the geographic expansion of sectorial labels and the progressive development of local labels, some regions also have good opportunities for marketing their whole region as “environmentally-friendly”. Tourism can perform an important “motor” function in this field. High quality products and “environmentally-sound” services receive the regional “branding” (“*Markenzeichen*”) and this leads to mutual reinforcement through increasing awareness of the label. The ecological farmer, regional bicycle tour operator, guesthouses and restaurants or the local carpenter are all authorised by their common regional association to use the regional label in their products and services. Initiatives such as those developed and tested in the Saastal in Switzerland or in the Rhön in Germany can be a real alternative to a purely tourism label where visitors also expect high environmental commitment in supermarkets or butchers’ shops.

**All environmental labels should fulfil three important requirements if they wish to achieve long-term success :**

- 1. Informative assessment criteria for high-level environmental protection**
- 2. Transparent allocation structures for the award**
- 3. High-level acceptance of the label by tourism operators and consumers.**

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## GLOSSARY

<b>ADAC</b>	<b>Allgemeiner Deutscher Automobil-Club</b> / German Automobile Club
<b>ANWB</b>	<b>Koninklijke Nederlandse Toeristenbund</b> / Niederländischer Automobilclub / Royal Dutch Automobile Club
<b>ARGE</b>	<b>Arbeitsgemeinschaft</b> / working group
<b>AVN</b>	<b><u>A</u>NWB / <u>V</u>VV / <u>N</u>BT</b> joint Dutch association / niederländischer Tourismuszusammenschlussverband
<b>BMU</b>	<b>Bundesministerium für Umwelt, Naturschutz u. Reaktorsicherheit</b> / Federal Ministry for the Environment, Nature Conservation & Nuclear Safety
<b>BMWi</b>	<b>Bundesministerium für Wirtschaft</b> / Federal Ministry for Economic Affairs
<b>BTA</b>	<b>British Tourism Authority</b> / Britische Fremdenverkehrszentrale
<b>BUND</b>	<b>Bund für Umwelt- und Naturschutz Deutschland</b> / German Alliance for Environmental- & Nature Protection
<b>DBU</b>	<b>Deutsche Bundesstiftung Umwelt</b> / German Federal Foundation for the Environment
<b>DBV</b>	<b>Deutscher Bäderverband</b> / German Association of Spa & Health Resorts
<b>DEHOGA</b>	<b>Deutscher Hotel- und Gaststättenverband</b> / German Hotels & Restaurants Association
<b>DFV</b>	<b>Deutscher Fremdenverkehrsverband</b> / German Tourism Association
<b>DIFU</b>	<b>Deutsches Institut für Urbanistik</b> / German Institute for Urban Studies
<b>DJH</b>	<b>Deutsches Jugendherbergswerk</b> / German Youth Hostel Association
<b>DNR</b>	<b>Deutscher Naturschutzring</b> / German Circle/Group for Nature Protection
<b>DRV</b>	<b>Deutscher Reisebüro-Verband</b> / German Travel Agents' Association
<b>DStGB</b>	<b>Deutscher Städte- u. Gemeindebund</b> / German Alliance of Towns & Local Authorities
<b>DUH</b>	<b>Deutsche Umwelthilfe</b> / German Environmental Aid
<b>FTO</b>	<b>Federation of Tour Operators (UK)</b> / Zusammenschluss der britischen Reiseveranstalter
<b>FVV</b>	<b>Fremdenverkehrsverband</b> / tourism association
<b>IHA</b>	<b>International Hotel Association</b> / Internationaler Hotelverband
<b>IHEI</b>	<b>International Hotels Environment Initiative</b> / Umweltinitiative des internationalen Hotelverbandes
<b>IHK</b>	<b>Industrie- und Handelskammer</b> / Chamber of Trade & Industry
<b>LFV</b>	<b>Landesfremdenverkehrsverband</b> / tourism associations of the Federal States / Länder
<b>NABU</b>	<b>Naturschutzbund Deutschland</b> / German Association for Nature Protection/Conservation
<b>NBT</b>	<b>Niederländische Tourismuszentrale</b> / Dutch National Tourist Board
<b>NFI</b>	<b>Naturfreunde Internationale</b> / International Friends of Nature
<b>ÖTE</b>	<b>Ökologischer Tourismus in Europa</b> / Association for Ecological Tourism in Europe
<b>RAL</b>	<b>Deutsches Institut für Gütesicherung und Kennzeichnung</b> / German Institute for Quality Assurance & Labelling
<b>SSR</b>	<b>Genossenschaft Schweizerischer Studentenreisen</b> / Swiss Association for Student Travel
<b>UBA</b>	<b>Umweltbundesamt</b> / Federal Environmental Protection Agency, Germany
<b>UNEP</b>	<b>United Nations Environment Programme</b>
<b>VVV</b>	<b>Fremdenverkehrsverbände in den Niederlanden</b> / Local and regional Dutch Tourism Associations

**Gemeinde /  
Kommune**

local communities, municipalities, town councils, parish councils, rural district councils etc.