Using Ecolabels for mainstreaming Sustainable European Tourism

Aims   Criteria   Topics   Europe

Stakeholders   Roles   Certificates

Research   Knowledge   Innovation

Market place   Good Practice   Networking

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ECOTRANS e.V., Saarbrücken
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ECO TRANS

European Network for Sustainable Tourism Development (founded 1993)

- Members in 14 countries
- International studies & research
- European pilot projects & initiatives
- Knowledge centre for Tourism Ecolabelling
- Networking and dissemination of good practice

e.g.

Founding Member of

➢ DestiNet - UN Partnership for Sustainable Development (EEA, UNWTO, UNEP, ECOTRANS)

➢ Global Sustainable Tourism Council

➢ Global Sustainable Tourism Partnership

DestiNet

TRAVELFOREVER
GLOBAL SUSTAINABLE TOURISM COUNCIL

THE GLOBAL PARTNERSHIP FOR
SUSTAINABLE TOURISM

Aims

Making Tourism more sustainable – A guide for policy and decision makers

UNEP   UNWTO
World Tourism Organization

The **12 aims for an agenda for sustainable tourism** (UNWTO/UNEP) are relevant to all destinations and allow to define specific objectives and priorities.

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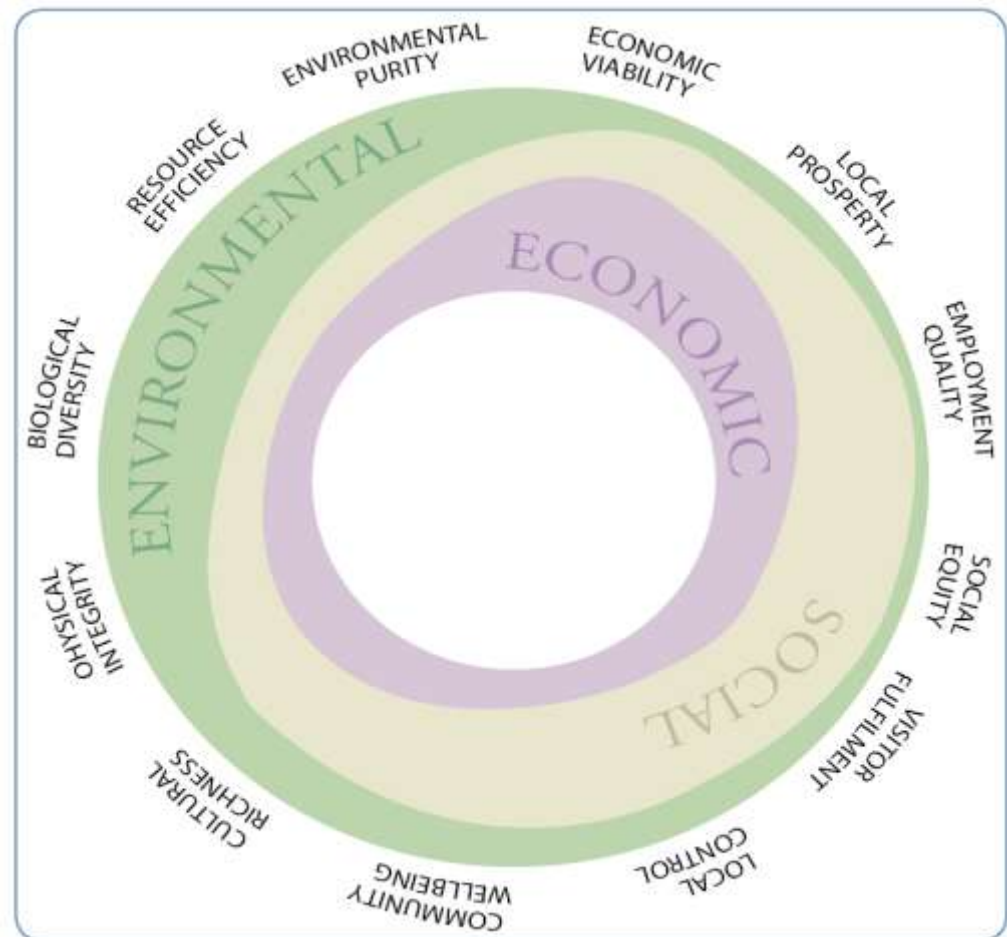
Topics

European policies for competitive & sustainable tourism (e.g. COMM 2010) require 21 actions in following areas:

Natural and Cultural Heritage

Climate Change- Energy & Resource Efficiency

Destination Management & Good Governance

Sustainable Transport & Travel

Quality Assessment, Certification & Marketing

Sustainable Supply Chain Management

Knowledge Networking, Training & Education

Sustainable Consumption and Production & Tourism (overarching)

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Importance for destinations

On which of the following topics do you need European good practice examples, tools and information for making tourism in your destination more competitive and sustainable?

Topics	%
Natural and cultural heritage, biodiversity	69
Climate change, energy, resources efficiency	14
Destination management, monitoring, control	76
Transport and mobility	40
Supply chain management	24
Knowledge networking, training, education	64
Quality Assessment and Certification	33
Marketing	76
Financial support	81
Sustainable consumption and production in general	40

Source: ECOTRANS/DESTINET/EDEN, n = 42 destinations, February 2012, unpublished

Stakeholders
for making tourism more sustainable

Making tourism more sustainable is a
multi-thematic, multi-stakeholder, global to local process.

Governments

NGO's

Academics

Stakeholders
for making tourism more sustainable

Making tourism more sustainable is a
multi-thematic, multi-stakeholder, global to local process.

Destinations

Businesses

Travellers

Sustainable tourism certification …

The Global Sustainable Tourism Criteria

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A. Sustainable Management
A.1. Management System
A.2. Legal Compliance
A.3. Employee Training
A.4. Customer Satisfaction
A.5. Marketing Accuracy
A.6. Infrastructure and buildings:
    zoning, design, construction
A.7. Interpretation

B. Social/Economic
B.1 Community Development
B.2. Local Employment
B.3 Fair-Trade
B.4 Local Entrepreneurs
B.5. Indigenous Communities
B.6. Exploitation
B.7. Equitable Hiring
B.8 Employee Protection
B.9. Basic Services

C. Cultural Heritage
C.1. Code of Behavior
C.2. Historical Artifacts
C.3. Protection of Sites
C.4. Incorporation of Culture

D. Environment
D.1.1. Purchasing Policy
D.1.2. Consumable Goods
D.1.3. Energy Consumption
D.1.4. Water Consumption
D.2.1. Greenhouse Gas
D.2.2. Wastewater
D.2.3. Waste Management Plan
D.2.4. Harmful Substances
D.2.5. Other Pollutants
D.3.1. Wildlife Species
D.3.2. Wildlife in Captivity
D.3.3. Landscaping
D.3.4. Biodiversity Conservation
D.3.5. Interactions with Wildlife

… a multi-stakeholder process

All stakeholders have a role to play in making certification a success, and in many cases the same applies to raising quality and improving marketing.

Governmental bodies can support the development and operation of quality assessment and voluntary certification to support policy beyond what may be covered by legislation and to stimulate innovation. They should ensure the **credibility and independence** of certification systems and promote sustainable enterprises and associated offers in marketing programmes.

NGOs can represent **environmental, social, cultural and economic interests** in the design and operation of certification schemes and associated communication. Networks of stakeholders can work together towards certification, encouraging and supporting each other in the process.

… a multi-stakeholder process

Researchers and consultants contribute to the development of standards (**criteria, indicators**) and to the implementation of certification programs, including acting as auditors and providing training. **Schools and universities** should integrate sustainability assessment tools and standards in their **curricula**, field work and research.

Destinations can use and promote certification to back up their sustainable development policy and strategy and stimulate more adherence by local business and other stakeholders to sustainability. They are also central to marketing efforts to **promote relevant offers** and brand messages.

… a multi-stakeholder process

The **participation** of **tourism businesses** along the supply chain (transport, accommodation, catering, activities, visitor attractions, travel packaging and selling) is essential for the success of voluntary certification. All schemes must be designed to be valuable to businesses and can help them achieve both **cost savings and visibility**, in the context of corporate social responsibility (**CSR**), backed up by marketing.

Certification and effective, reliable marketing provide **travellers** with reliable information about sustainability to inform their choices. By **reporting their experiences**, travellers contribute to transparency, give orientation to other travellers and valuable feedback to tourism businesses, marketing organizations and certification bodies.

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Certificates for European Tourism …
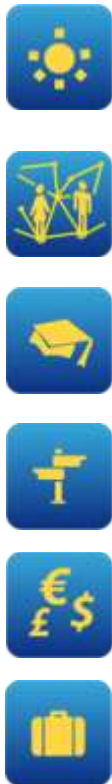
Sustainable tourism certification …

How to raise the market share of sustainable tourism

> Increase the coverage of sustainability issues,

> ensure the transparency of standards and procedures,

> maintain the credibility of assessments and promised qualities,

> and improve visibility of the best choices

Independent control and financial affordability are essential to secure the short and long term participation of tourism businesses and stakeholders.

all on: www.destinet.eu

DestiNet - Knowledge Networking Portal:
Support of sustainable tourism certification

Topics

Who is who?

Resources, library, tools

Good and best practices

Market place: certificates and certified tourism

Observatory for monitoring and reporting

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>>> Access to 100+ certificates world wide…

>>> **Access to best practices examples**

Atlas of Excellence
> 30 awards > 500 businesses & destinations

Access to certified tourism, e.g. in Austria

FAST-LAIN: Networking & Innovation
"from research to market place"

networking – mapping – marketing - monitoring

Sustainable tourism development in Iceland: Potential uses of DestiNet

1. Implement a sustainable tourism learning area for competitive & sustainable tourism (own folder)

2. Develop a "Green Travel Map Iceland": objectives > selection criteria > mapping ("green stones of Iceland mosaic") > training and certification > innovation and monitoring

3. Facilitate market access: promotion of the "Green Travel Map Iceland" to specialised tour operators, travel agents, booking channels, media

   ➔e.g. German speaking travellers

green travel bridge

„In future our main concern will no longer be whether we can travel to every place on earth.

Our main interest will be whether it is worthwhile arriving there."

Hermann Löns, German poet, 1908

Thank you for your attention!

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