

European Ecotourism Conference, Brashov, 23-25 Oct 2013

Ecotourism Certificates in Europe:

Transparency, credibility, sustainability

Herbert Hamele
Ecotrans e.V., Saarbrücken

ECO TRANS

European Network for Sustainable Tourism Development (seit 1993)

„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, 1908

Founding member of

- **DestiNet - UN Partnership for Sustainable Development**
- **Global Sustainable Tourism Council**
- **Global Sustainable Tourism Partnership**



Message to the 2nd EETC 23-25 Oct, Brashov from the DestiNet Innovation Group (DIG):

Leading European Networks of Sustainable Tourism Destinations

- ***EDEN, Quality Coast, Alpine Pearls***
- ***In partnership with ECOTRANS and Visions on Sustainable Tourism***

*formed the **DestiNet Innovation Group** for using DestiNet as common platform for offering their destinations and SME members services for*

- *making their tourism products more **sustainable**,*
- *achieving recognition through **certification***
- *effective **marketing** of their sustainable offer*
- ***monitoring** the progresses*

*DIG is aiming to establish a **Mediterranean-wide Ecotourism Destination Development Observatory***

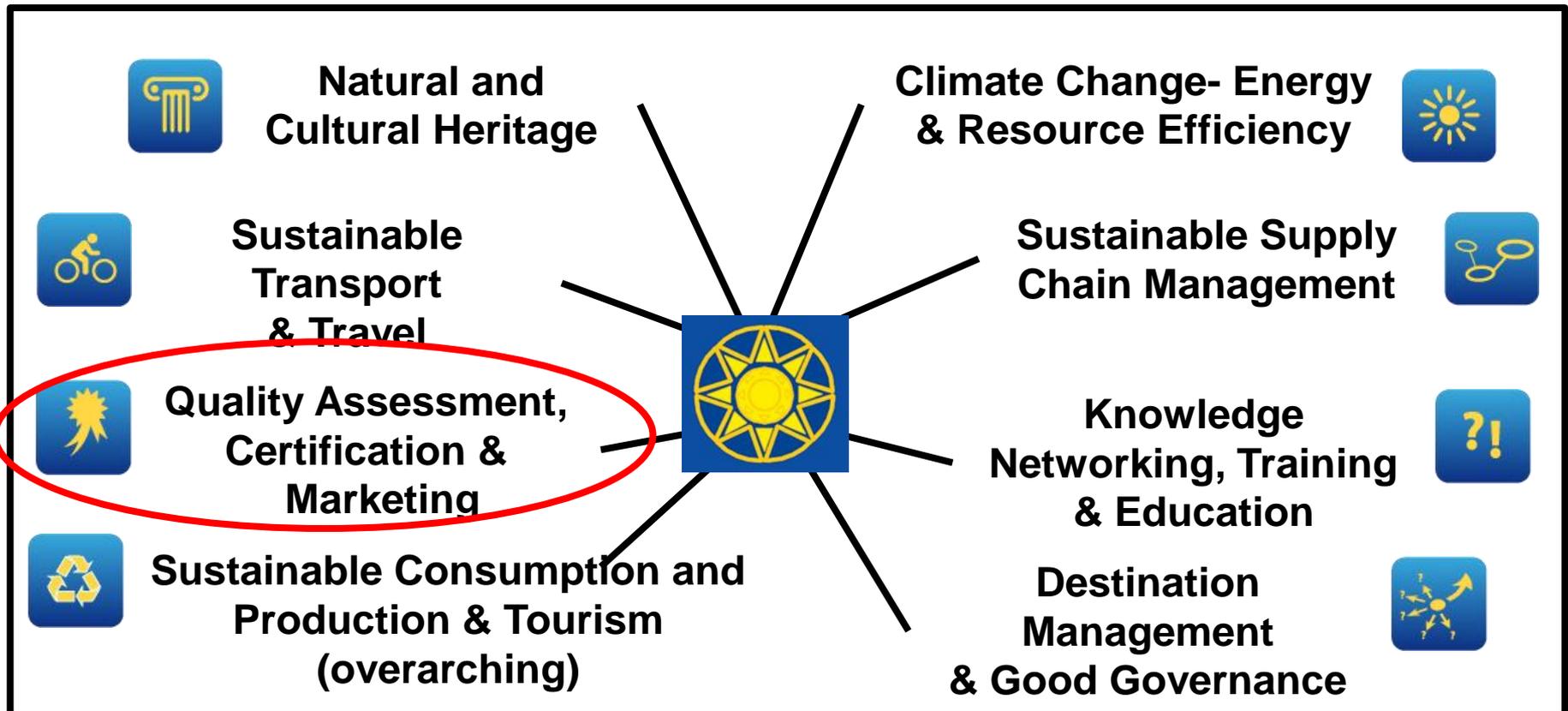
- *linked to GSTC & ETIS for destinations*
- *linked to EETLS for SMEs*

Invitation for collaboration:

Discuss the role in the ecotourism knowledge base workflow

Context: Sustainable Tourism in Europe

European policies for competitive & sustainable tourism (e.g. EC-COMM 2010) require 21 actions in following 8 key topics:



DestiNet.eu – bringing stakeholders and information together

The screenshot shows the DestiNet.eu website interface. At the top left is the DestiNet logo, a stylized sun with rays, and the text "DESTINET Knowledge Networking Portal for Sustainable & Responsible Tourism". To the right is the "PARTNERSHIPS for SUSTAINABLE DEVELOPMENT" logo. Below the header is a large banner image of a penguin colony in Antarctica with the text "Knowledge Networking Putting you in the stream of learning and innovation". A yellow navigation bar contains the following menu items: ABOUT, ECOTRANS, WHO IS WHO, TOPICS, RESOURCES, GOOD PRACTICE, MARKET PLACE, OBSERVATORY, ATLAS, HELP, and a Google Site Search box. Below the navigation bar is a breadcrumb trail: "EW > Home".

The main content area is divided into several sections:

- My DestiNet:** A vertical sidebar on the left with icons and links for:
 - Log in
 - Add other contacts and/or organization profiles
 - Join or start a topic user group
 - Disseminate your sustainable tourism publications or tools
 - Promote your event on the DestiNet Calendar
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- Your Role:** A central section with icons for:
 - Governments
 - NGOs
 - Destinations
 - Academics
 - Businesses
 - Travellers
- Our Support:** A central section with icons for:
 - Who is who?
 - Market place
 - Resources
 - Good practices
 - Observatory
 - Topics
- Atlas:** A section on the right with a map of Europe and the text "Sustainable & Responsible Tourism worldwide".
- News:** A section on the right with a circular logo for the "EUROPEAN ECOTOURISM CONFERENCE" in Poiana Braşov, Romania, 2013, and the text "EEC2013: speakers and programme ready now". Below this is a date "[posted on: 07/10/2013]" and a snippet of text: "DestiNet provides more transparency on sustainable tourism".

Ecotourism: topics & stakeholders & information



Topics & Tips for stakeholders



Who is who

**Resources,
library, tools**

Good practices

**Market place: certificates
and certified tourism**

**Observatory for
monitoring and reporting**



„Ecotourism“

1000+ →



e.g. EETLS, e-tools

200+ awarded tourism
products and services

100+ certificates
1000+ certified businesses

Links to monitoring systems

e.g. Germany



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PARTNERSHIPS for SUSTAINABLE DEVELOPMENT

ABOUT ECOTRANS WHO IS WHO TOPICS RESOURCES GOOD PRACTICE MARKET PLACE OBSERVATORY ATLAS HELP Google Site Search

EW - Home -> DestiNet Atlas

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Tourism Highlights - European Environment Agency

- EU bathing water quality remains high
- The Alps: Europe's cherished but endangered mountains
- A greener music festival in Roskilde

ECOTRANS - DESTINET SERVICES

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DestiNet Atlas

Search and Display Instructions: The right hand search bar allows you first to zoom to a specific location of the map. To define your search, enter a keyword (optional), then check-mark the boxes to choose what you want to display. To **display** your search results, you can also [view selected locations as a list](#) (A-Z or by country), [view them in Google Earth](#). Currently displaying **1294** location(s).

NB The Google Search in the green bar can also be used for free text search of all DestiNet content.

Define search

- Zoom map to Location**
Germany
- Enter Name or Keyword (optional)**
- Select Category/ies (mandatory)**
(check all boxes below)
 ORGANIZATIONS
 MARKET PLACE
 MARKET SOLUTIONS
- Geographical specification (optional)**
 operational level
 landscape type
 by country
 Germany
- Topic specification (optional)**
 Topics
- Click "Go" to display results**

Map URL:
http://destinet.eu/porta_map?lat_center=51.165691&lon_center=10.451526&map_zoom=6&map_engine=google&base_layer=satellite&geo_types%3Alist=

Status:

1300 organisations and certified businesses

300+ with focus on ecotourism

10+ certificates and standards operating

Key topics for making tourism more sustainable: guidance, contacts, information

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Knowledge Networking

Putting you in the stream of learning and innovation

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Topics

KEY TOPICS FOR MAKING TOURISM MORE SUSTAINABLE

Making tourism more sustainable is a multi-thematic, multi-stakeholder, global to local process. The [DestiNet Topic Management Framework](#) provides an integrated general contents list for covering all sustainable tourism thematics. This framework has been used to set up [Topic Knowledge & Innovation Communities](#) using the Portal as a toolkit to manage multi-stakeholder input to each topic. The topic [Sustainable Consumption and Production & Tourism](#) links wider development processes to tourism activity, when not covered by the other topics. Each topic is introduced with its relevance to sustainable tourism, the roles of the stakeholders, and cross-references to the DestiNet support.

Natural and Cultural Heritage

Transport and Mobility

Destination Management

Climate Change -Energy and Resource Efficiency

Supply Chain Management

Knowledge Networking, Training & Education

Certification and Marketing

Sustainable Consumption and Production & Tourism

Atlas

Sustainable & Responsible Tourism worldwide

News

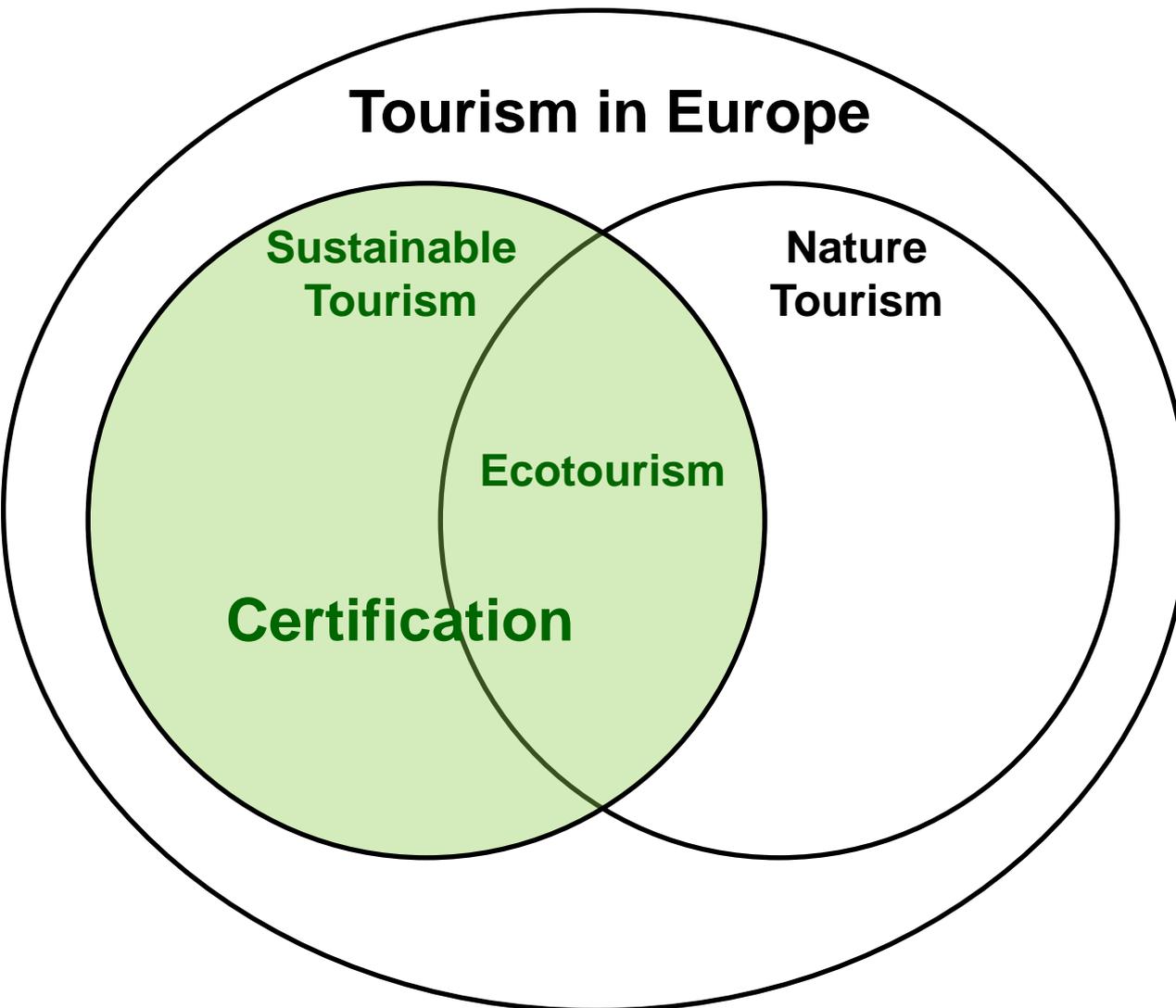
EEC2013: speakers and programme ready now

[posted on: 07/10/2013]

DestiNet provides more transparency on sustainable tourism

Notifications

Ecotourism Certification in Europe



Which certificates for Sustainable Tourism and Ecotourism are there?

What is an ideal Ecotourism certificate in Europe?

Sustainable Tourism Certification worldwide



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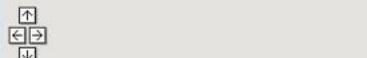
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- A greener music festival in

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Search and Display Instructions: The right hand map. To define your search, enter a keyword (optional) to display. To **display** your search results, you can [view them in Google Earth](#). Currently displaying **139** locations.

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NB The Google Search in the green bar can also be used for free text search of all DestiNet content.



Map URL:
http://destinet.eu/portal_map?lat_center=52.908902047770255&lon_center=12.48046875&map_zoom=4&map_engine=google&base_layer=satellite&geo_t

Define search

1. Zoom map to Location

Type location address

2. Enter Name or Keyword (optional)

Type keywords to filter locations

3. Select Category/ies (mandatory)

- (check all boxes below)
- ORGANIZATIONS
 - MARKET PLACE
 - MARKET SOLUTIONS
 - Certificates
 - Research, Training, Consultancy
 - Energy/Water
 - Waste Solutions
 - Other Products/Services

4. Geographical specification (optional)

- operational level
- landscape type

by country

All

5. Topic specification (optional)

- Topics

6. Click "Go" to display results

Transparency, Credibility, Sustainability, Recognition



Sustainable Tourism Certification Worldwide

Since 1994 ECOTRANS has published and continuously updated a global list of ecolabels, with the aim of promoting transparency in this field. The independent, quality-assessed DestiNet portal for sustainable & responsible tourism brings together all certificates and certified tourism establishments in one place. Registered certification programs map their certified tourism businesses, destinations and travel companies on the [global green market place](#) on DestiNet.

	Sustainability areas (Main issues covered)	Transparency (Access to the standard)	Verification Procedure	Global Recognition							
	Environment	Social Issues	Economy	Culture	Published	Partially published	Not published	On-site third-party	On-site second-party	Desktop	ISCT recognized standard
Adventure Green Alaska (AGA)	•	•	•		•						•
Austrian Ecolabel	•					•			•		
Biosphere Responsible	•	•	•	•	•				•		•


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EW » Home » Who is Who » MARKET SOLUTIONS » CERTIFICATES, BRANDS, AWARDS » Certificates and Standards » Eco-Romania

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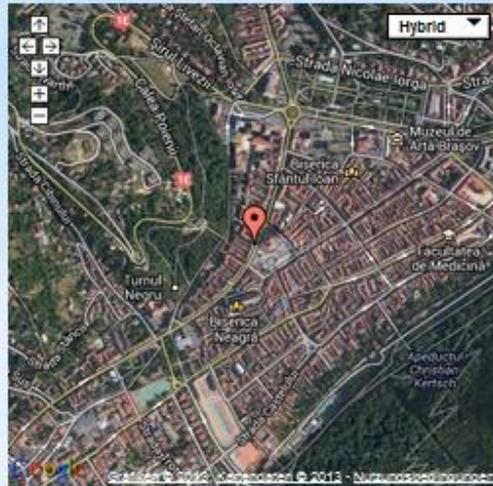


Eco-Romania

The Ecotourism Certification System "Eco-Romania" certifies ecotourism programmes / tours provided by tour-operators or guides and small-scale accommodation structures in rural and natural areas.

Certifying Organisation	Association of Ecotourism in Romania
Partner Organisation/s	Natura2000 NGO Coalition Romania, Retezat Tourism Association, Tara Dornelor Ecotourism Association, Propark, Rowmania, CarpathianMan, Zenith Maps, PAN Parks
Travel Countries	Romania
Certified Tourism Services	29
Sustainability Areas	Economy, Environment, Social Issues, Cultural Heritage
Transparency	Link to the Standard
Assessment Process	On site Third Party Assessment
Market Place	Small Accommodations, Travel Packages
License Period	3 Years

Personal Title	Mr.
Firstname	Bogdan
Lastname	Papuc
Job Title	Marketing & Certification Officer
Organisation	Association of Ecotourism in Romania
Postal Address	OP 1, CP 210, Brasov 500500, Romania
Phone Number	0040 368 441 084
Fax Number	0040 368 441 084
Email	info@eco-romania.ro/bogdan.papuc@eco-romania.ro
Webpage	http://www.eco-romania.ro
Released	25/02/2013
Contributor	Diego Núñez
Country	Romania,.
Type	 Certificates
Keywords	Certification and standards, Ecotourism, awardingorganisations,
Topics	Quality Assessment, Certification and Marketing
Operational level	National
Export for Outlook	vCard Format



[See all locations on the map](#)

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Austrian Ecolabel for Tourism



The Austrian Ecolabel ("Österreichisches Umweltzeichen für Tourismus") was the first national eco-label for tourism worldwide. Since 1996 it has been awarded to accommodation businesses and restaurants, since 2008 also to travel packages offered by Austrian tour operators, and since 2010 to "green meetings and events". The Austrian Ministry as certifying body is also competent body for the European Ecolabel.

"GSTC recognised standard" in January 2012

<p>Certifying Organisation</p> <p>Partner Organisation/s</p> <p>Travel Countries</p> <p>Certified Tourism Services</p> <p>Sustainability Areas</p> <p>Transparency</p> <p>Assessment Process</p> <p>Market Place</p> <p>License Period</p>	<p>Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management (Ministry of Life)</p> <p>Austrian Consumer Association (VKI)</p> <p>Austria (Travel Packages: worldwide)</p> <p>ca 270> see list > see map</p> <p>Environment</p> <p>Link to the Standard</p> <p>On site Third Party Assessment</p> <p>Accommodations, Travel packages, Camping sites and Restaurants</p> <p>4 Years</p>
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[See all locations on the map](#)

Firstname	Andreas
Lastname	Tschulik
Organisation	Bundesministerium für Land- und Forstwirtschaft, Umwelt und Wasserwirtschaft (BMLFUW)
Postal Address	Stubenbastei 5, 1010 Wien, Österreich
Phone Number	+43(0)1 515 22
Email	info@umweltzeichen.at
Webpage	http://www.umweltzeichen.at/tourismus
Released	25/02/2013
Contributor	Diego Núñez
Country	Austria..
Type	Certificates
Keywords	Certification and standards, GSTC recognised, awardingorganisations, Quality Assessment, Certification and Marketing
Topics	

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CERTIFIED TOURISM (certifiers section)

OUR SUPPORT

The independent DestiNet portal - managed by ECOTRANS - is responding to the growing needs for transparency in the "jungle" of more than 100 certificates, brands and awards for sustainable and responsible tourism, and is giving on its Atlas market access to 1000s of awarded and certified tourism businesses, services and destinations world wide.

Available as of
November 2013

Atlas

Sustainable & Responsible Tourism worldwide

News

EEC2013: speakers and programme ready now

[posted on: 07/10/2013]

DestiNet provides more transparency on sustainable tourism

Country	Number of certified businesses	Number of destinations
Algeria	1	1
Andorra	1	1
Austria	1	1
Bahrain	1	1
Bangladesh	1	1
Belgium	1	1
Brazil	1	1
Bulgaria	1	1
Canada	1	1
Chile	1	1
China	1	1
Croatia	1	1
Cuba	1	1
Czechia	1	1
Denmark	1	1
Egypt	1	1
Ecuador	1	1
Egypt	1	1
France	1	1
Germany	1	1
Ghana	1	1
Greece	1	1
Guatemala	1	1
Hong Kong	1	1
Hungary	1	1
India	1	1
Indonesia	1	1
Italy	1	1
Japan	1	1
Kenya	1	1
Latvia	1	1
Lithuania	1	1
Malaysia	1	1
Mexico	1	1
Moldova	1	1
Morocco	1	1
Netherlands	1	1
Norway	1	1
Poland	1	1
Portugal	1	1
Romania	1	1
Russia	1	1
Saudi Arabia	1	1
Slovenia	1	1
Spain	1	1
Sweden	1	1
Switzerland	1	1
Taiwan	1	1
Tanzania	1	1
Turkey	1	1
Ukraine	1	1
USA	1	1
Vietnam	1	1
Yemen	1	1
Zimbabwe	1	1

[posted on: 24/09/2013]

Customer service for sustainable tourism [posted on: 20/09/2013]

Calendar of events

October 2013

H	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Partnerships

PARTNERSHIPS for SUSTAINABLE DEVELOPMENT

TWO STEPS FOR CERTIFICATES, BRANDS AND AWARDS



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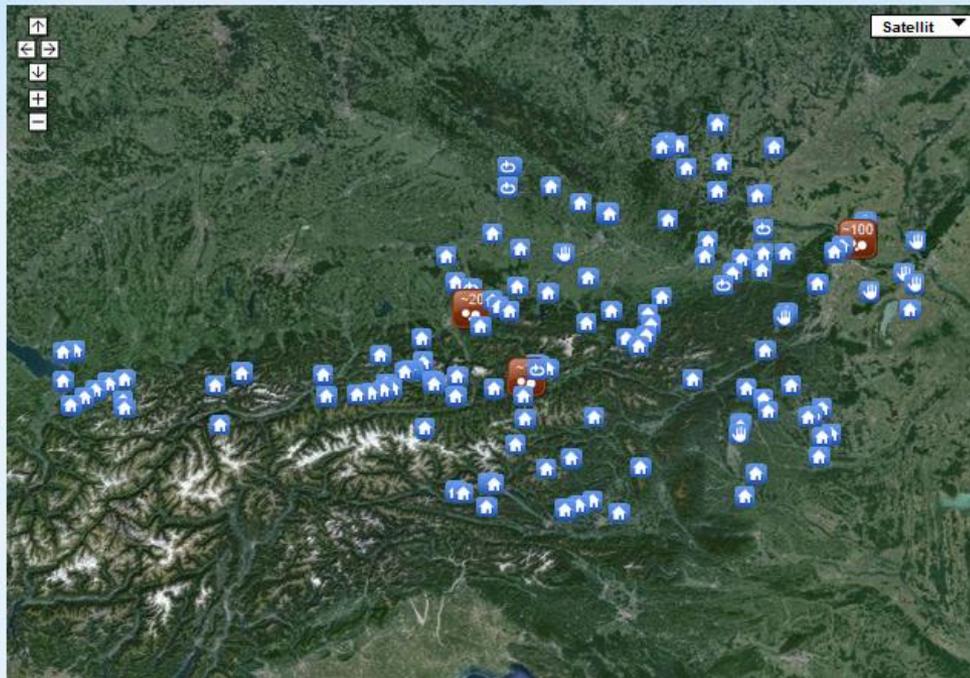
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Define search

1. Zoom map to Location

2. Enter Name or Keyword (optional)

3. Select Category/ies (mandatory)

(check all boxes below)

- ORGANIZATIONS
- MARKET PLACE
- MARKET SOLUTIONS

4. Geographical specification (optional)

- operational level
- landscape type

by country

5. Topic specification (optional)

- Topics

6. Click "Go" to display results



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SALMHÜTTE ÖAV [close]

Certified by: [Österreichisches Umweltzeichen für Tourismusbetriebe](#) / Austrian Ecolabel for Tourist Establishments

Define search

1. Zoom map to Location

Type location address

2. Enter Name or Keyword (optional)

Austrian Ecolabel, Salmhütte

3. Select Category/ies (mandatory)

(check all boxes below)

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Salmhütte ÖAV



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Phone Number +43 4824 208 9
Fax Number +43 4824 208 9
Email salmhuetten@aon.at
Webpage http://www.umweltzeichen.at/cms/home/tourismus/content.html?akt_id=6824
Released 15/03/2012
Contributor dienuz
Country Austria,
Type Accommodation Providers
Keywords Austrian Ecolabel, ecolnet, pilot, ecotourism,
Topics Quality Assessment, Certification and Marketing
Operational level Unspecified
Export for Outlook [vCard Format](#)



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[See all locations on the map](#)



Welcome to the Salmhuetten



Salmhuetten is the oldest high-alpine guest house in the Eastern Alps. Built in 1799, it served as a shelter for the first climbers on the Grossglockner.



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EW > Home > Who is Who > MARKET SOLUTIONS > CERTIFICATES, BRANDS, AWARDS

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Certificates and Standards
 Folder administrator: Herbert Hamele, ECOTRANS, herbert.hamele@ecotrans.de

Sustainable Tourism Certification Worldwide
 The global list of sustainable tourism standards and certification programs on DestiNet has been compiled and is continuously updated by ECOTRANS. The [Global Sustainable Tourism Criteria](#) are recommended as guidance for standards and certification programmes and as base for their further development and international recognition.

- See the locations of more than 130 certificates in this folder on the [DestiNet Atlas](#), look out for [GSTC recognised standards](#), download the international "Guide through the label jungle"

The following certification programmes are publishing their certified businesses on the DestiNet Atlas, in order to give more visibility and market access to certified tourism worldwide. Click on the logos to see more information about the certification programmes and the **contact details** of their certified tourism businesses:

- Click on the logos to learn more about these labels and their certified tourism worldwide

Atlas

Sustainable & Responsible Tourism worldwide

News

EEC2013: speakers and programme ready now

[posted on: 07/10/2013]

DestiNet provides more transparency on sustainable tourism

[posted on: 24/09/2013]

50 leading certificates with comparable descriptions and links to further information

Ecotourism Certification in Europe



Summary

Sustainable Tourism Certification worldwide

More than 120 certificates are offered

- for make tourism products and services, tour operators or destinations more sustainable
- for labelling the better choice and providing market advantages (→ examples at workshop 1: Benefits)
- About 60 national and international sustainable tourism certificates are offered in Europe
- 10-20 have a special focus on ecotourism

European Ecotourism Certificates should

1. provide transparency on their standards, credibility of their audit procedure, cover all relevant sustainability areas
2. Be recognised and approved by the Global Sustainable Tourism Council
3. Comply with the European Ecotourism Labelling Standard (for businesses)



Thank you for your attention!

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