Sustainable Tourism Certification in Europe

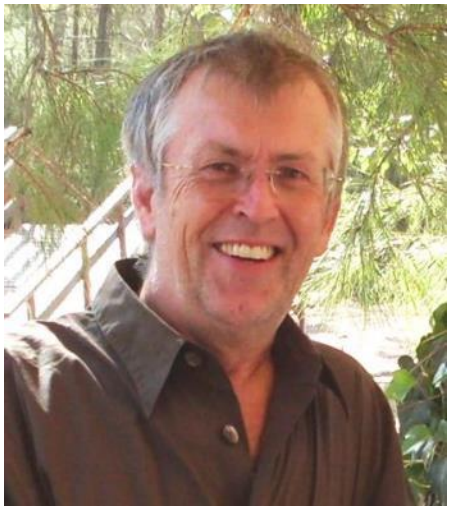
to create synergies amongst
tourism businesses, destinations and operators

Herbert Hamele

ECO TRANS

European Network for Sustainable Tourism Development

Saarbrücken/ Germany



„In „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

ECOTRANS Initiatives:

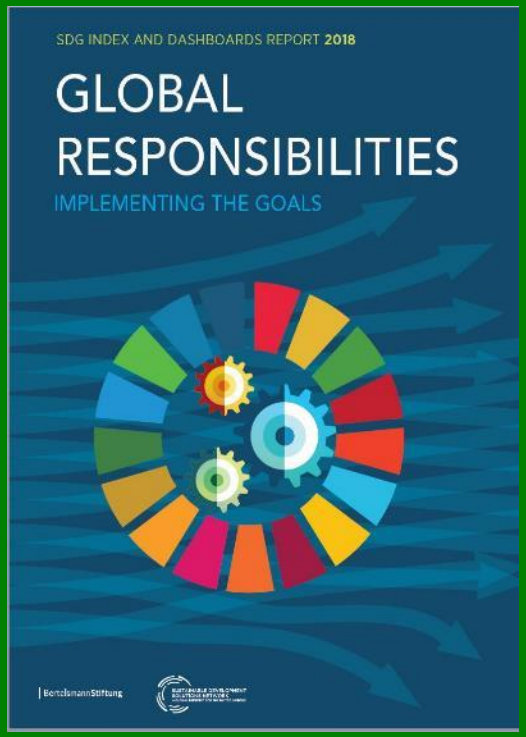
- Since 1993: European projects and initiatives
- 2004: DestiNet.eu > 2017: Tourism2030.eu platform = registered SDG2030 Partnership
- 2008: Global Sustainable Tourism Council
- 2016 - 2019: TRIANGLE – Building a European Knowledge Alliance for Sustainable Tourism

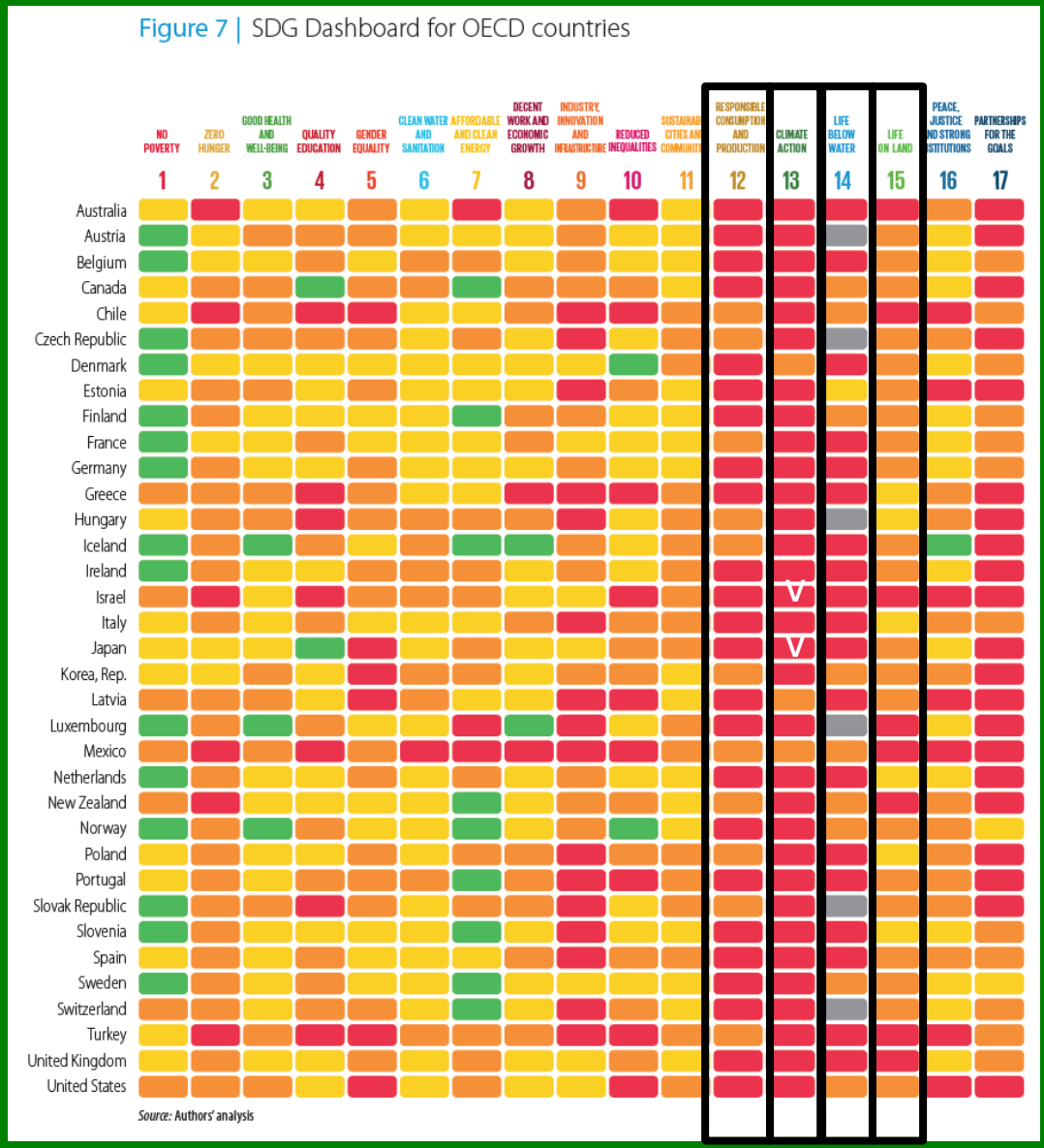
Sustainable Development

Sustainable Development

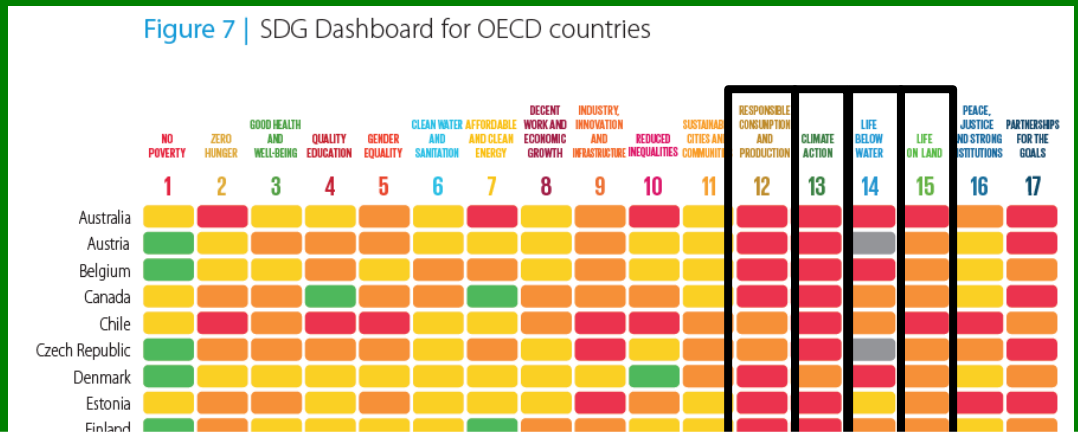
SDGs: all relevant to sustainable tourism

Sustainable Development





Sustainable Development



SDGs: poor implementation in rich countries

Sustainable Development

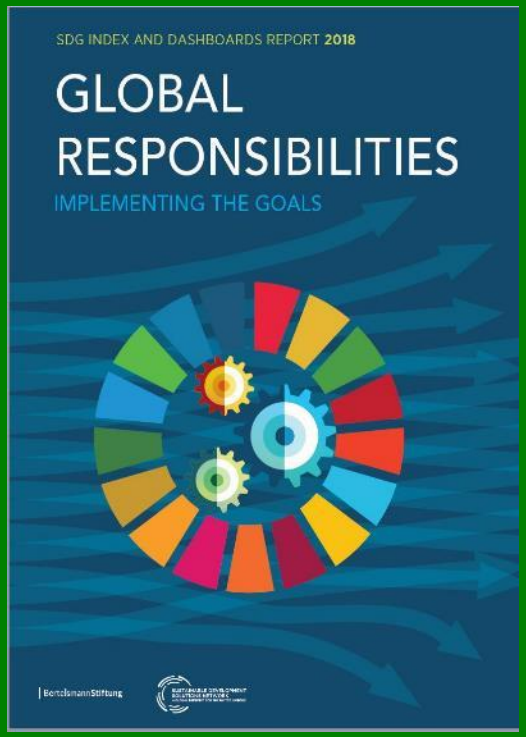
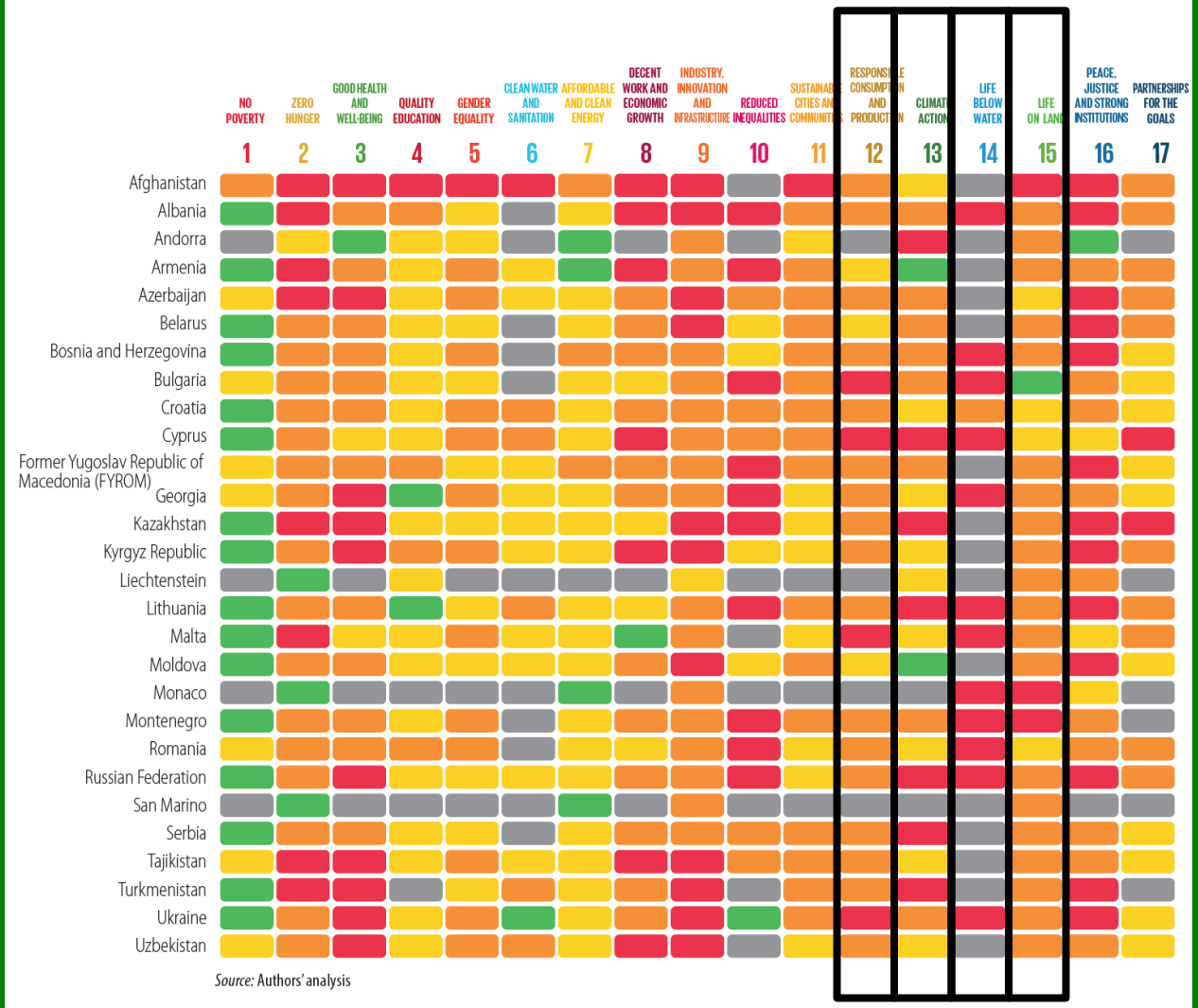


Figure 11 | SDG Dashboard for Eastern Europe and Central Asia



Source: Authors' analysis

Sustainable Development

SDGs: a bit less poor in Eastern Europe, e.g. regarding "Life on Land"

Sustainable Development

Sustainable Tourism

Global Baseline Standard

GSTC
Global Sustainable Tourism Council

- Sustainable management
- Socioeconomic impacts
- Cultural impacts
- Environmental impacts

gstcouncil.org

European Topics for Action

Tourism2030.eu

Sustainable Development

Sustainable Tourism

Sustainable Tourism Certification in Europe

Sustainable Development

Sustainable Tourism

Sustainable Tourism Certification in Europe

- More than 200 environmental & sustainability certificates worldwide
- 2/3 operating in Europe on local, national, European or global level
- 1% of tourism is certified = 1 out of 100 SMEs

Sustainable Development

Sustainable Tourism

Sustainable Tourism Certification in Europe

Examples

Global

Sustainable Development

Sustainable Tourism

Sustainable Tourism Certification in Europe

Examples

Global

European

Sustainable Development

Sustainable Tourism

Sustainable Tourism Certification in Europe

Examples

Global

European

National

EcoTourism Ireland

LEGAMBIENTE Turismo BellezzaNatura

atr AGIR POUR UN TOURISME RESPONSABLE

NATURE'S BEST APPROVED SWEDISH ECOTOURISM

ECO-ROMANIA CERTIFIED BY AER

GEORGIAN ECO LABEL

Sustainable Development

Sustainable Tourism

Sustainable Tourism Certification in Europe

Global

European

National

Local

Examples

Partner

Biosphärenreservat Bliesgau

la palma Tourism

Sustainable Development

Sustainable Tourism

Sustainable Tourism Certification in Europe

GSTC Global Sustainable Tourism Council

Sustainable management	Socioeconomic impacts	Cultural impacts	Environmental

Examples

Global

The Green Key · Green Globe · Travelife Sustainability in tourism · TourCert · Green Tourism · Biosphere Responsible Tourism · Green Destinations · EarthCheck

European

European Ecotourism Network – The European Ecotourism Labelling Standard - EETLS · EU Ecolabel www.ecolabel.eu · EMAS · Bio Hotels · Nordic Ecolabel 5090 0291 · Eco Camping · atr Agir pour un tourisme responsable

National

Legambiente Turismo Bellezza Natura · EcoTourism Ireland · Nature's Best Approved Swedish Ecotourism · Eco-Romania Certified by AER · Georgian Eco Label

Local

Partner Biosphärenreservat Bliesgau · la palma Tourism

Other Regions

eco Tourism Australia · ecolla NPO法人 エコロッジ協会 · Fair Trade Tourism · Turismo Sostenible CST

- The European Ecotourism Network (EEN) was the result of 2 European projects (2010 – 2013)
- The EEN members in 9 European countries developed the European Ecotourism Labeling Standard (EETLS) as guidance for ecotourism certification
- The EETLS has been recognized by GSTC (2011)

European Ecotourism Network

The European Ecotourism Network EEN is the European partner network of the Global Ecotourism Network GEN. EEN is using this platform on Tourism2030 to work together and to further develop the EEN.

"The Global Ecotourism Network (GEN) brings together the world's regional and national ecotourism associations, networks and destinations, together with indigenous and rural peoples, global operators, professionals and academicians, to grow the industry, provide advocacy, encourage thought leadership and innovation, and add greater authenticity to ecotourism." (GEN Will)

Sustainable Development

Sustainable Tourism

Sustainable Tourism Certification in Europe

GSTC Global Sustainable Tourism Council

Sustainable management	Socioeconomic impacts	Cultural impacts	Environmental

Examples

Destinations

GREEN DESTINATIONS · TourCert · BIOSPHERE RESPONSIBLE TOURISM · EARTHCHECK

Tourism Businesses

GREEN GLOBE · Travelife Sustainability in tourism · The Green Key · EU Ecolabel www.ecolabel.eu · EMAS · ECO CAMPING · Green Tourism · NORDIC ECOLABEL 5090 0291 · LEGAMBIENTE Turismo BellezzaNatura · BIO HOTELS · EcoTourism Ireland · ECO-ROMANIA CERTIFIED BY AER · EARTHCHECK · BIOSPHERE RESPONSIBLE TOURISM · Partner Biosphärenreservat Bliesgau · la palma Tourism · TourCert · GEORGIAN ECO LABEL

Operators

AGIR POUR UN TOURISME RESPONSABLE · TourCert · Travelife Sustainability in tourism · NATURE'S BEST APPROVED SWEDISH ECOTOURISM · ECO-ROMANIA CERTIFIED BY AER · la palma Tourism · Partner Biosphärenreservat Bliesgau

Sustainable Development

Sustainable Tourism

Sustainable Tourism Certification in Europe

GSTC Global Sustainable Tourism Council

Sustainable management	Socioeconomic impacts	Cultural impacts	Environmental

Examples

Destinations

How far do these certificates comply with the EETLS?

European Ecotourism Network

The European Ecotourism Labelling Standard - EETLS

EARTHCHECK

BIOSPHERE RESPONSIBLE TOURISM

Partner
Biosphärenreservat Bliesgau

la palma Tourism

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Travelife
Sustainability in tourism

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ECO-ROMANIA
CERTIFIED BY AER

la palma Tourism

Partner
Biosphärenreservat Bliesgau

Sustainable Development

Sustainable Tourism

Sustainable Tourism Certification in Europe

What shall the European Union do ?

ULANC and ECOTRANS (2017)

Sustainable Development

Sustainable Tourism

Sustainable Tourism Certification in Europe

What shall the European Union do ?

6 Recommendations

1. Initial meeting & work group with certificates
2. Joint initiative with GSTC: European added value
3. Encourage national tourism industry to engage
4. Provide promotion platform & programme for networking and support
5. Promote local level initiatives & support businesses
6. EU procurement and project funding to contract certified businesses

How does TRIANGLE support sustainable tourism certification in Europe to create synergies amongst tourism businesses, destinations and operators ?

TRIANGLE Knowledge Alliance

- CSRTTC online course
- Global Certification Quickfinder
- Green Travel Maps

TRIANGLE Knowledge Alliance

Competence in Certification

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Competence in Sustainable & Responsible Travel & Tourism Certification

This course is raising your competence in using the Global Sustainable Tourism Criteria to help businesses and destinations meet their SDG2030 targets in a Global Green Market Place.

Course Description

Sign up for the course

Enter Course Material

Contact us for more Info

COURSE GUIDANCE

- Course Description
- Sign up
- Modules
- Module Resources
- Assignments
- Progress Report
- Help

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Certification Quickfinder

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GLOBAL CERTIFICATION QUICKFINDER (beta)

Transparency on all certificates

More than 200 certification programmes on sustainable tourism are operating worldwide: businesses, tour operators and destinations never had a greater choice of regional, national and international certificates and labels to proof their "green" commitment and performance regarding environmentally sound and socially responsible sustainability.

Download "The Guide through the Label Jungle" (pdf)
Starting list of 20 certificates with their profiles
Quickfinder Explanations: Our steps & your filter choices

TRIANGLE Knowledge Alliance

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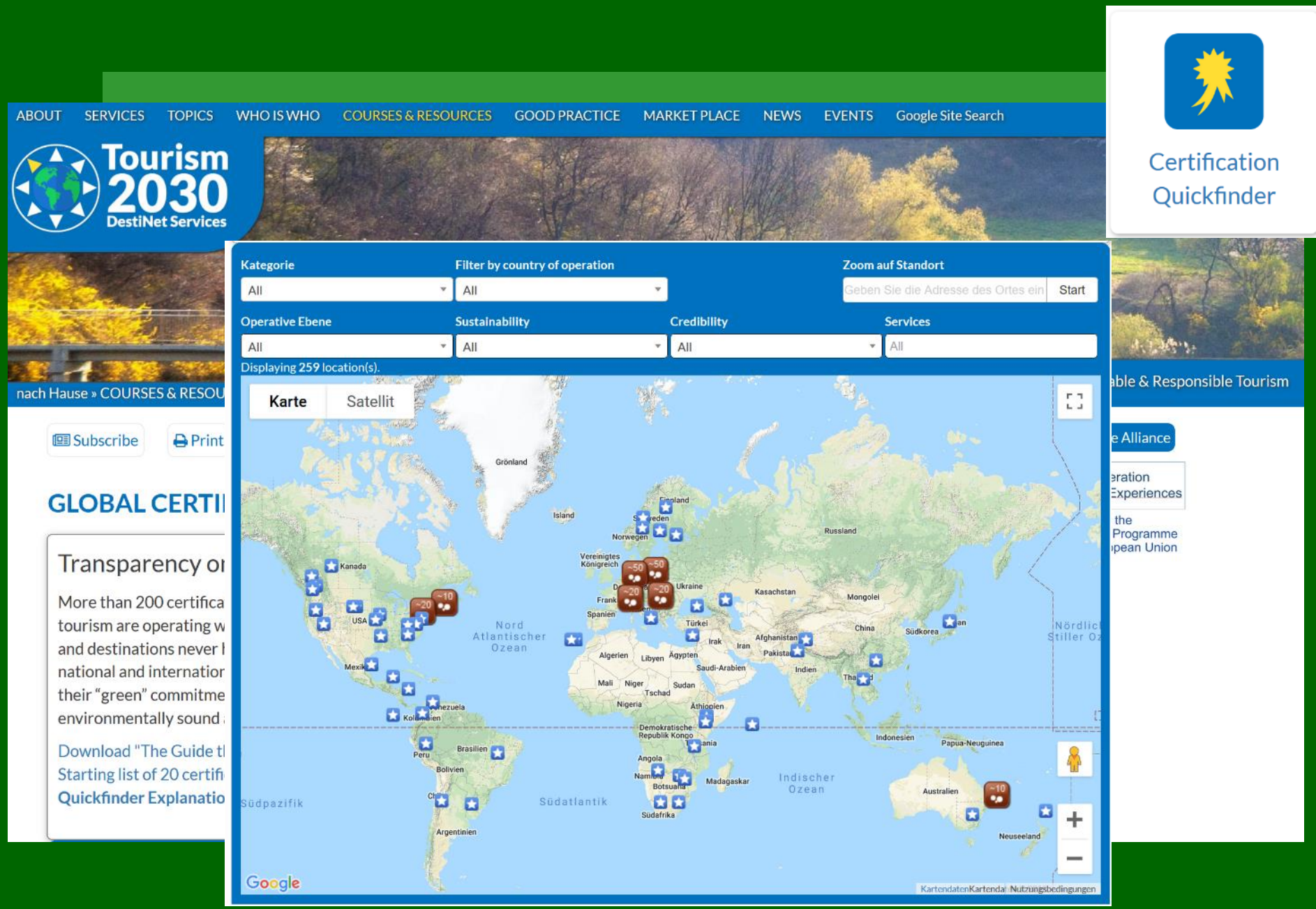
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Finnland
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Kanada
USA
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Ukraine
Kasachstan
Mongolei
Türkei
Irak
Iran
Afghanistan
Pakistan
China
Südkorea
Indien
Algerien
Libyen
Ägypten
Saudi-Arabien
Mali
Niger
Tschad
Sudan
Nigeria
Äthiopien
Nord Atlantischer Ozean
Nördlicher Stiller Ozean
Mexiko
Kolumbien
Venezuela
Peru
Brasilien
Bolivien
Argentinien
Demokratische Republik Kongo
Angola
Namibia
Botsuana
Südafrika
Madagaskar
Indischer Ozean
Südatlantik
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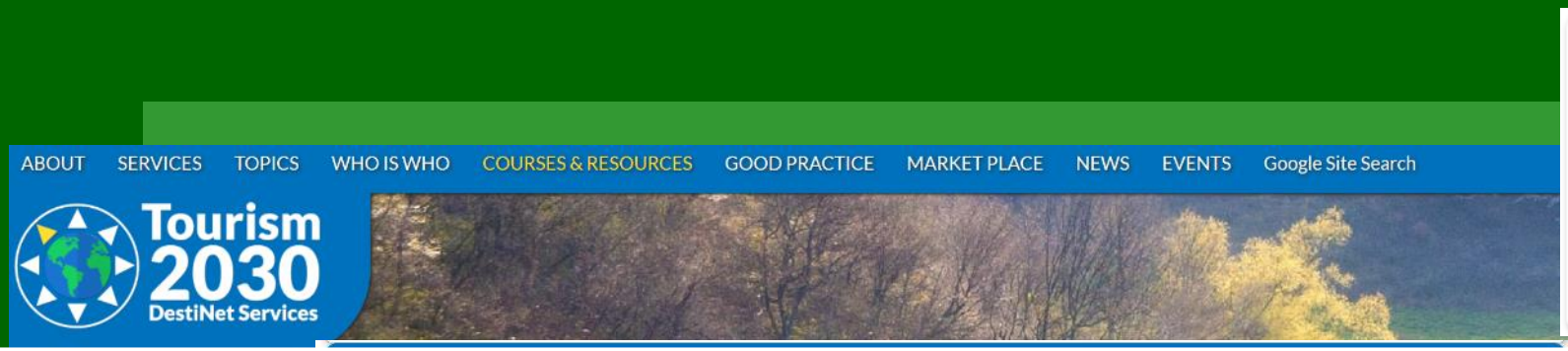
Papua-Neuguinea
Australien
Neuseeland
Google
KartendatenKartenda
Nutzungsbedingungen



Certification Quickfinder

259 environmental & sustainable tourism certificates on the Quickfinder (August 2018)

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Transparency o

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environmentally sound

Download "The Guide t
Starting list of 20 certifi
Quickfinder Explanatio

Green Travel Maps

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Knowledge Networking Portal for Sustainable & Responsible Tourism

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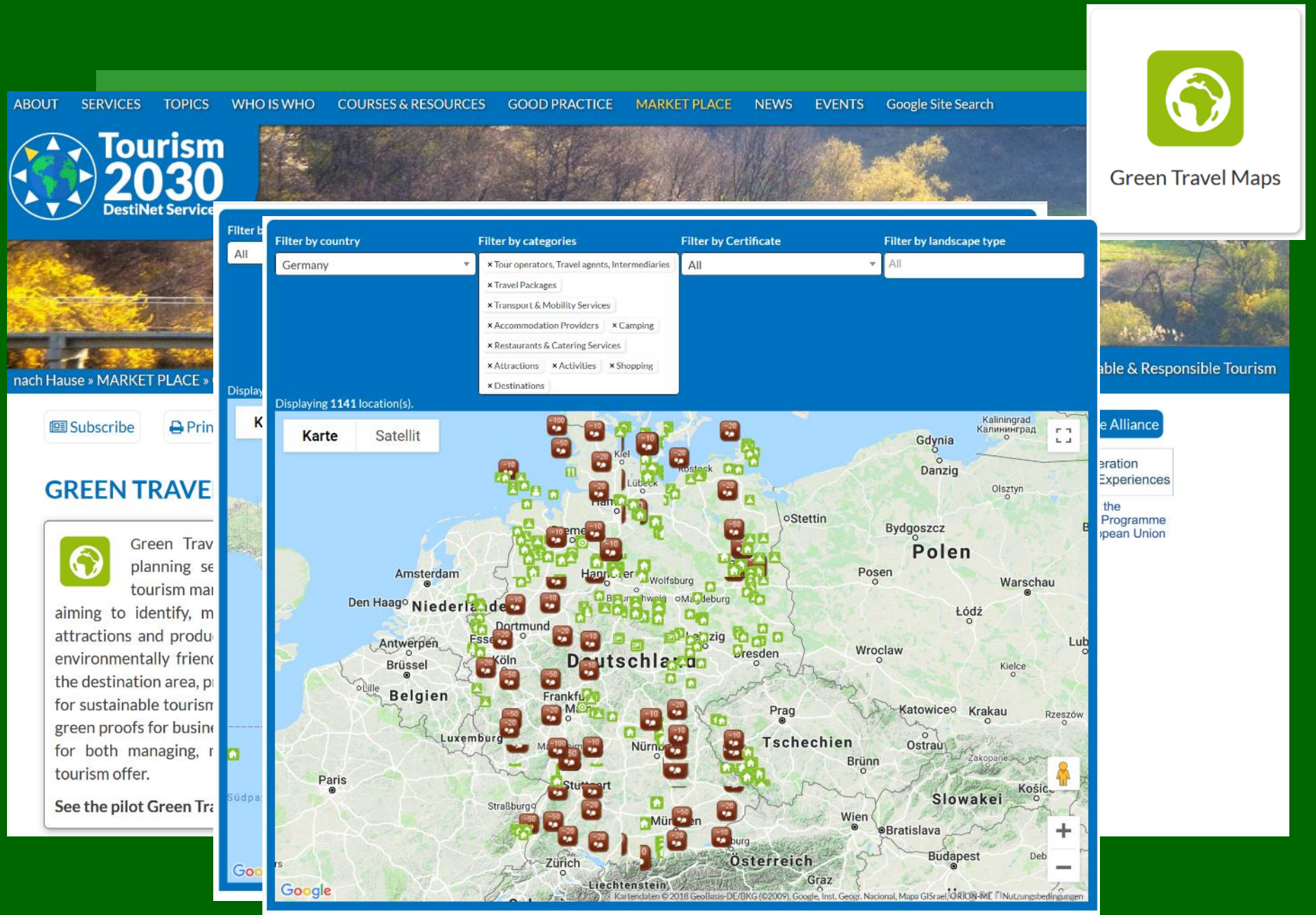
GREEN TRAVEL MAPS

Green Travel Maps on Tourism2030 is a new planning service for local, regional or national tourism marketing organizations and **destinations**, aiming to identify, map and raise the number of tourist attractions and products that demonstrably contribute to a environmentally friendly and socially compatible tourism in the destination area, proved by certificates, labels and awards for sustainable tourism. The maps include a selection help for green proofs for businesses and destinations, and can be used for both managing, marketing and monitoring the green tourism offer.

See the pilot Green Travel Maps in Europe!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× Accommodation Providers × Camping
× Restaurants & Catering Services
× Attractions × Activities × Shopping
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Filter by landscape type
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Amsterdam
Den Haag
Niederlande
Antwerpen
Brüssel
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Lille
Luxemburg
Paris
Dortmund
Köln
Frankfurt
Deutschland
Hannover
Wolfsburg
Magdeburg
Leipzig
Dresden
Stuttgart
Straßburg
Zürich
Liechtenstein
Österreich
Graz
Wien
Bratislava
Budapest
Slowakei
Tschechien
Prag
Brünn
Ostrau
Katowice
Krakau
Rzeszów
Zakopane
Košice
Polen
Posen
Warschau
Łódź
Wroclaw
Kielce
Bydgoszcz
Stettin
Gdynia
Danzig
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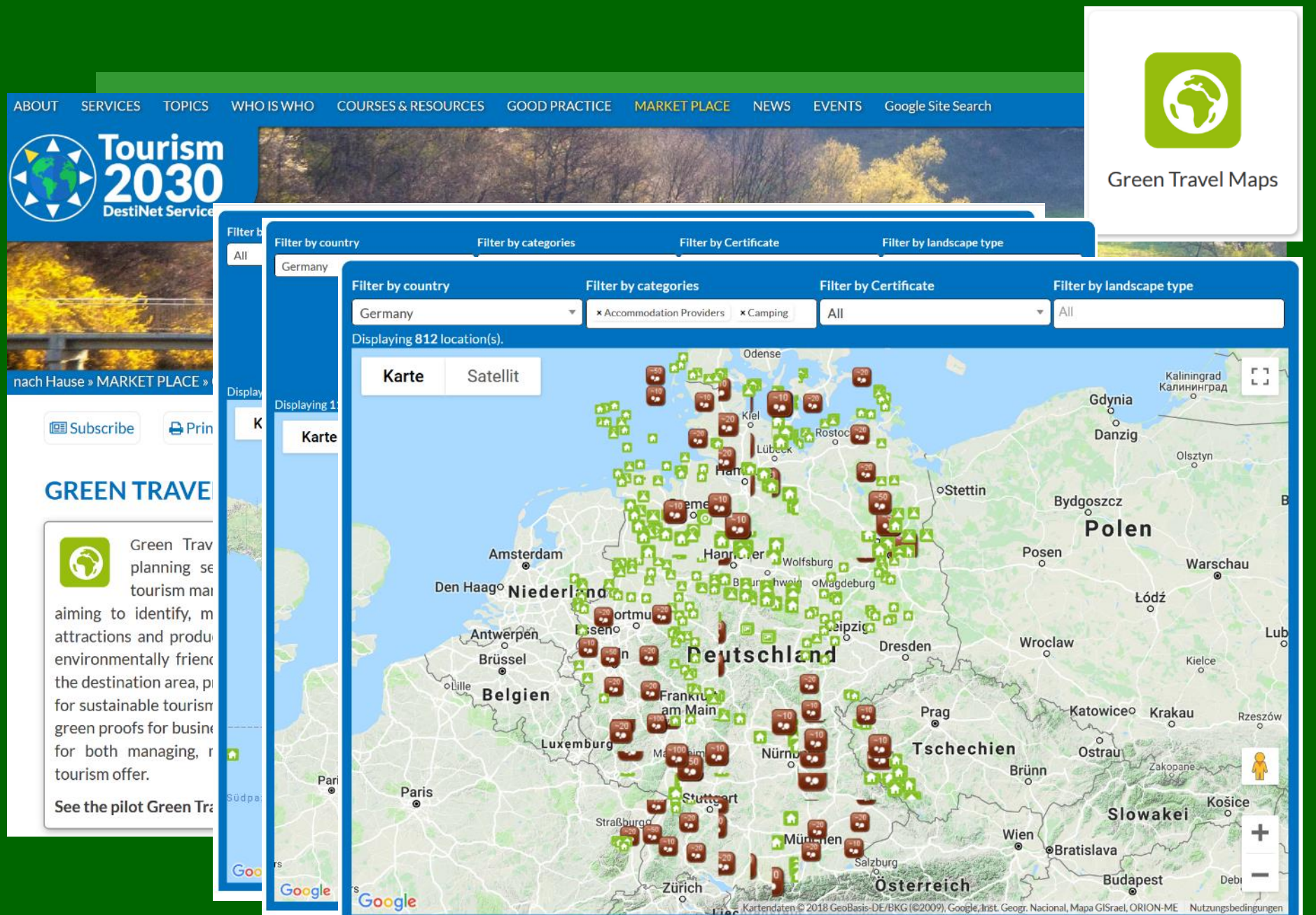
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See the pilot Green Tra
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Filter by categories
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Karte
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Belgien
Tschechien
Slowakei
Österreich
Amsterdam
Den Haag
Antwerpen
Brüssel
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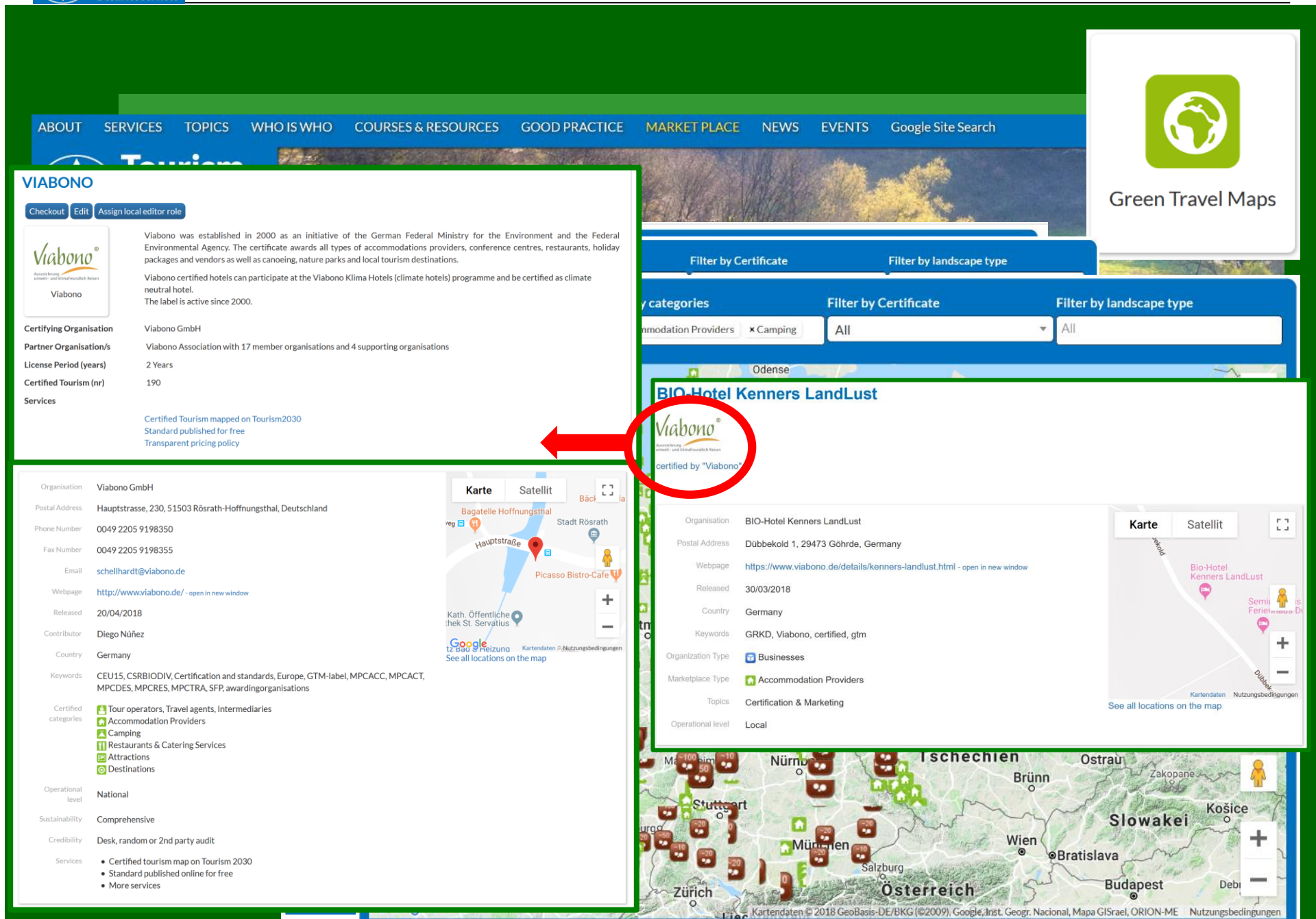
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Viabono
Viabono was established in 2000 as an initiative of the German Federal Ministry for the Environment and the Federal Environmental Agency. The certificate awards all types of accommodations providers, conference centres, restaurants, holiday packages and vendors as well as canoeing, nature parks and local tourism destinations.
Viabono certified hotels can participate at the Viabono Klima Hotels (climate hotels) programme and be certified as climate neutral hotel.
The label is active since 2000.
Certifying Organisation Viabono GmbH
Partner Organisation/s Viabono Association with 17 member organisations and 4 supporting organisations
License Period (years) 2 Years
Certified Tourism (nr) 190
Services
Certified Tourism mapped on Tourism2030
Standard published for free
Transparent pricing policy
Filter by Certificate
Filter by landscape type
categories
Accommodation Providers
Camping
All
Odense
BIO-Hotel Kenners LandLust
certified by "Viabono"
Organisation Viabono GmbH
Postal Address Hauptstrasse, 230, 51503 Rösrath-Hoffnungsthal, Deutschland
Phone Number 0049 2205 9198350
Fax Number 0049 2205 9198355
Email schellhardt@viabono.de
Webpage http://www.viabono.de/ - open in new window
Released 20/04/2018
Contributor Diego Núñez
Country Germany
Keywords CEU15, CSRBIODIV, Certification and standards, Europe, GTM-label, MPCACC, MPCACT, MPCDES, MPCRES, MPCTRA, SFP, awardingorganisations
Certified categories
Tour operators, Travel agents, Intermediaries
Accommodation Providers
Camping
Restaurants & Catering Services
Attractions
Destinations
Operational level National
Sustainability Comprehensive
Credibility Desk, random or 2nd party audit
Services
Certified tourism map on Tourism 2030
Standard published online for free
More services
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Bagatelle Hoffnungsthal
Stadt Rösrath
Hauptstraße
Picasso Bistro-Cafe
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Postal Address Dübbekold 1, 29473 Göhrde, Germany
Webpage https://www.viabono.de/details/kenners-landlust.html - open in new window
Released 30/03/2018
Country Germany
Keywords GRKD, Viabono, certified, gtm
Organization Type Businesses
Marketplace Type Accommodation Providers
Topics Certification & Marketing
Operational level Local
Bio-Hotel Kenners LandLust
See all locations on the map
Tschechien
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Brünn
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Košice
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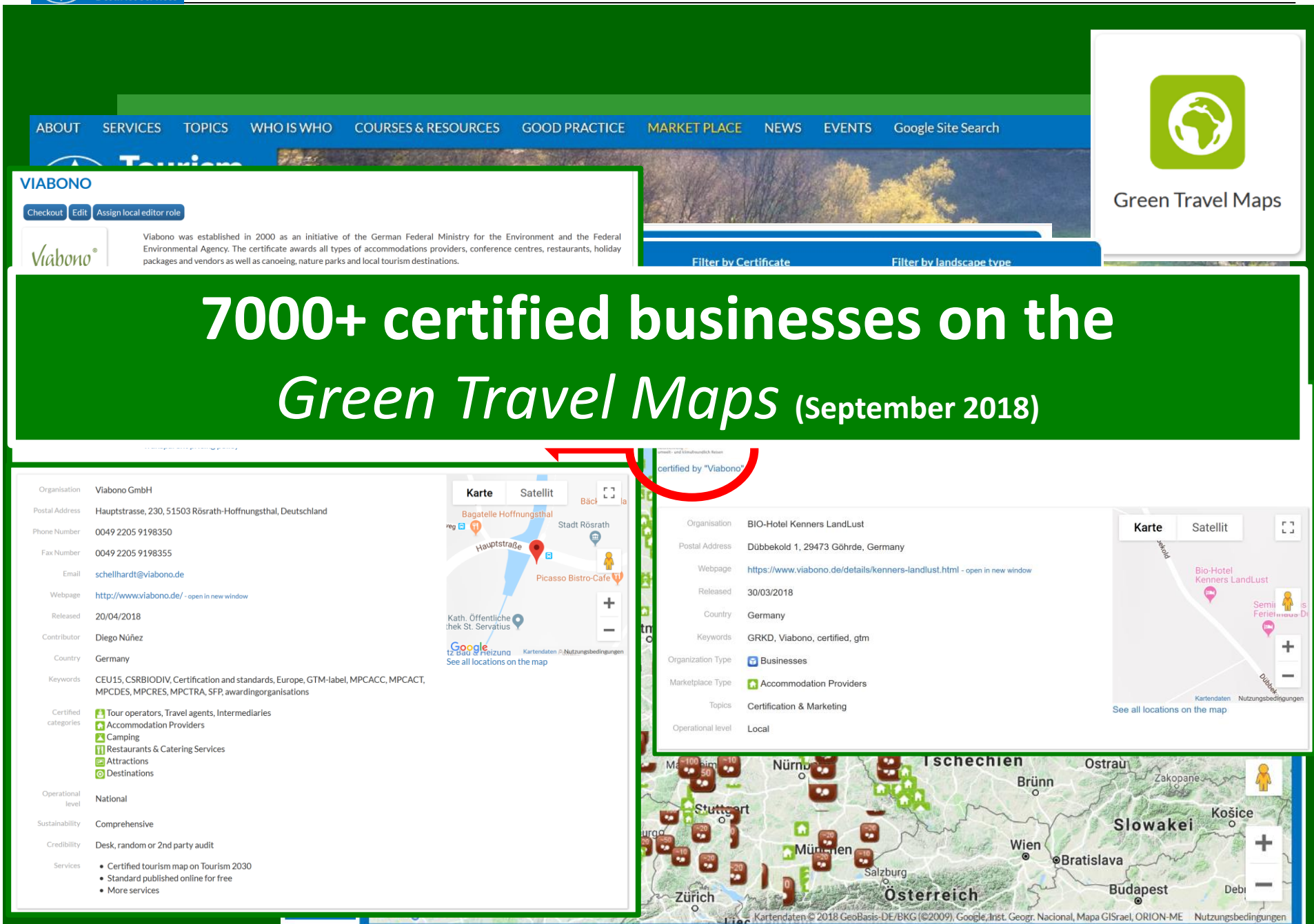
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7000+ certified businesses on the
Green Travel Maps (September 2018)
Organisation Viabono GmbH
Postal Address Hauptstrasse, 230, 51503 Rösrath-Hoffnungsthal, Deutschland
Phone Number 0049 2205 9198350
Fax Number 0049 2205 9198355
Email schellhardt@viabono.de
Webpage http://www.viabono.de/ - open in new window
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Camping
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Operational level National
Sustainability Comprehensive
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Services • Certified tourism map on Tourism 2030
• Standard published online for free
• More services
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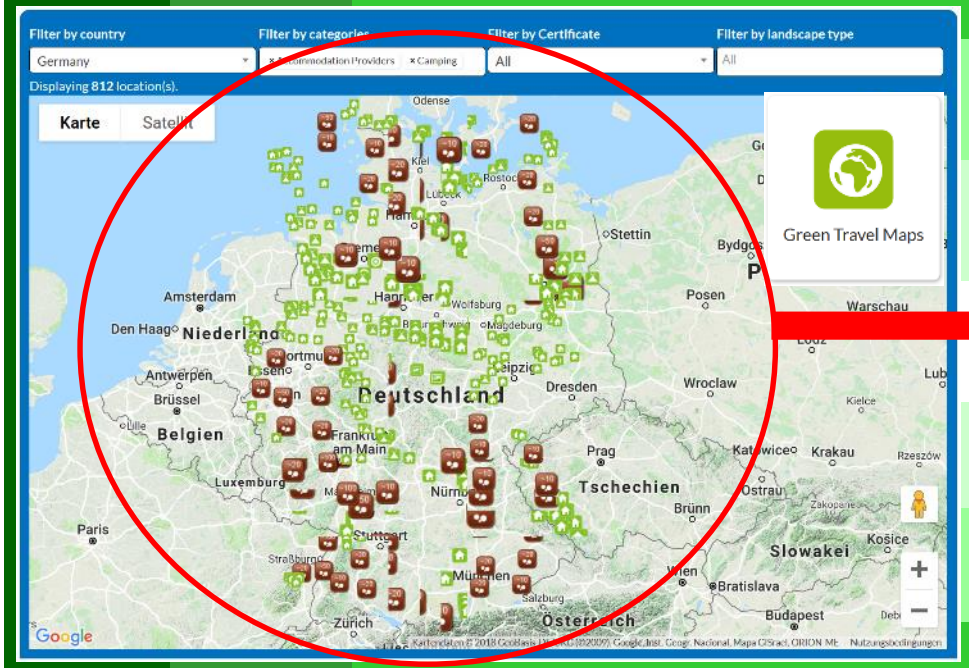
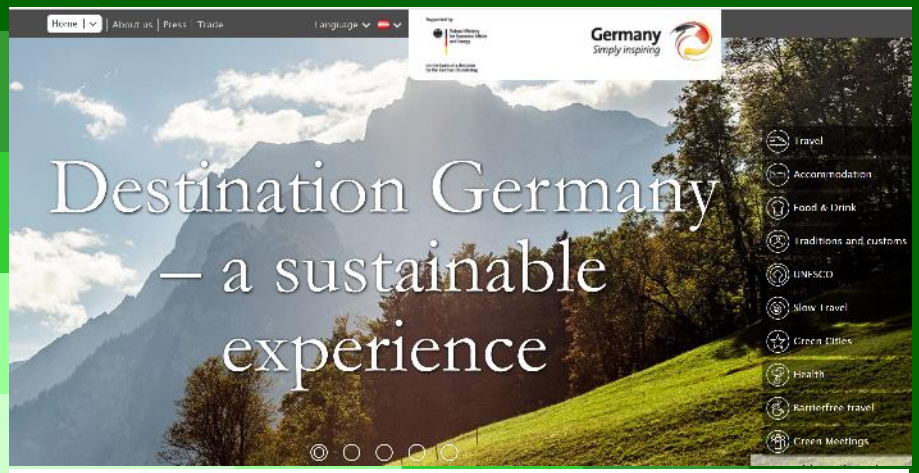




THE MAP BELOW SHOWS ACCOMMODATION PROVIDERS WHO MEET SUSTAINABILITY REQUIREMENTS.

SUSTAINABILITY CERTIFICATES

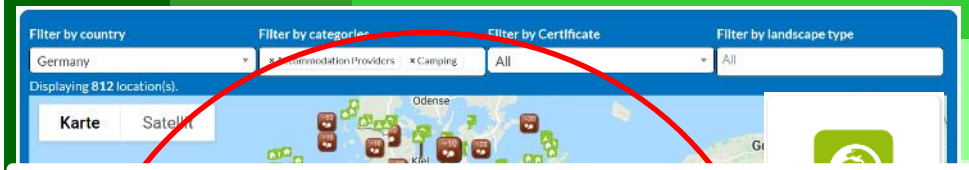
The list of audited criteria is long. Here are just a few examples:

- Resource-saving energy management
- Use of renewable energies, for example wind power, hydraulic energy, and solar electricity
- Seasonal and regional cuisine
- Cooperation with regional suppliers and service providers
- Use of environmentally-friendly and healthy materials

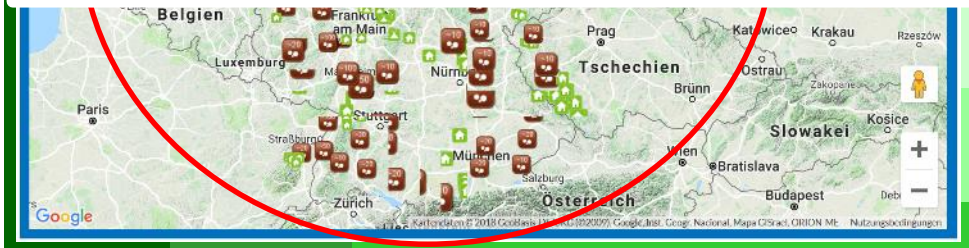
Regular follow-up audits ensure sustainable quality standards. To view a list of certifications, click here.

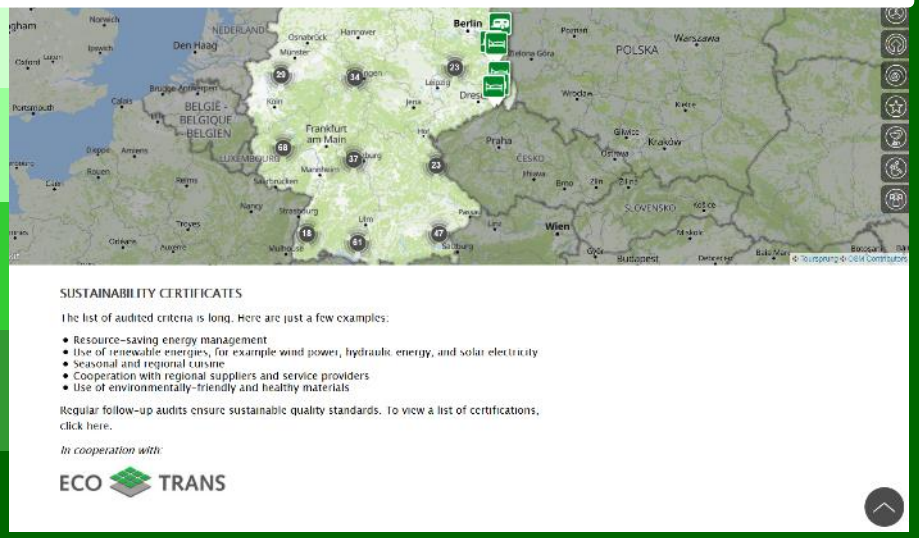
In cooperation with:

ECO TRANS



Green Travel Maps Germany as source for national tourism promotion & marketing





Filter by country: All

Filter by categories: × Tour operators, Travel agents, Intermediaries; × Travel Packages; × Transport & Mobility Services; × Accommodation Providers; × Camping; × Restaurants & Catering Services; × Attractions; × Activities; × Shopping; × Destinations

Filter by Certificate: All

Filter by landscape type: All

Displaying 4765 location(s).

Green Travel Maps

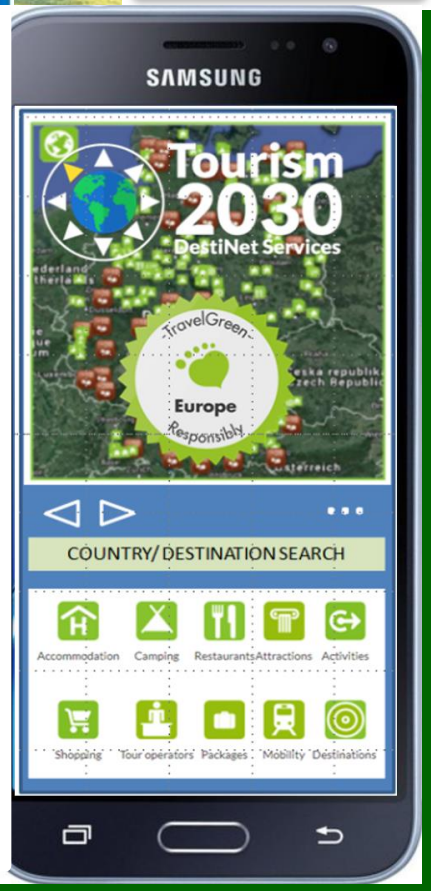
Option 2019:

Travel Green Europe

app for Ecotourism

➢ with You

➢ for your businesses, destinations and tour operators



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Thank You for your attention!

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