ECO TRANS

Is Sustainable Tourism a Trend in Europe?

- **Challenges**
- **Trends**
- **Suggestions**

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European Network for Sustainable Tourism Development

Saarbrücken/Germany

European Parliament – TRAN Hearing, Brussels, 14th April 2015

Challenges

Sustainable Development

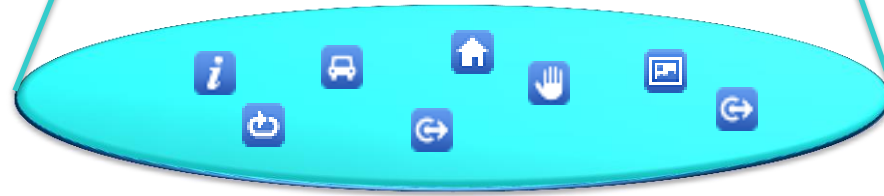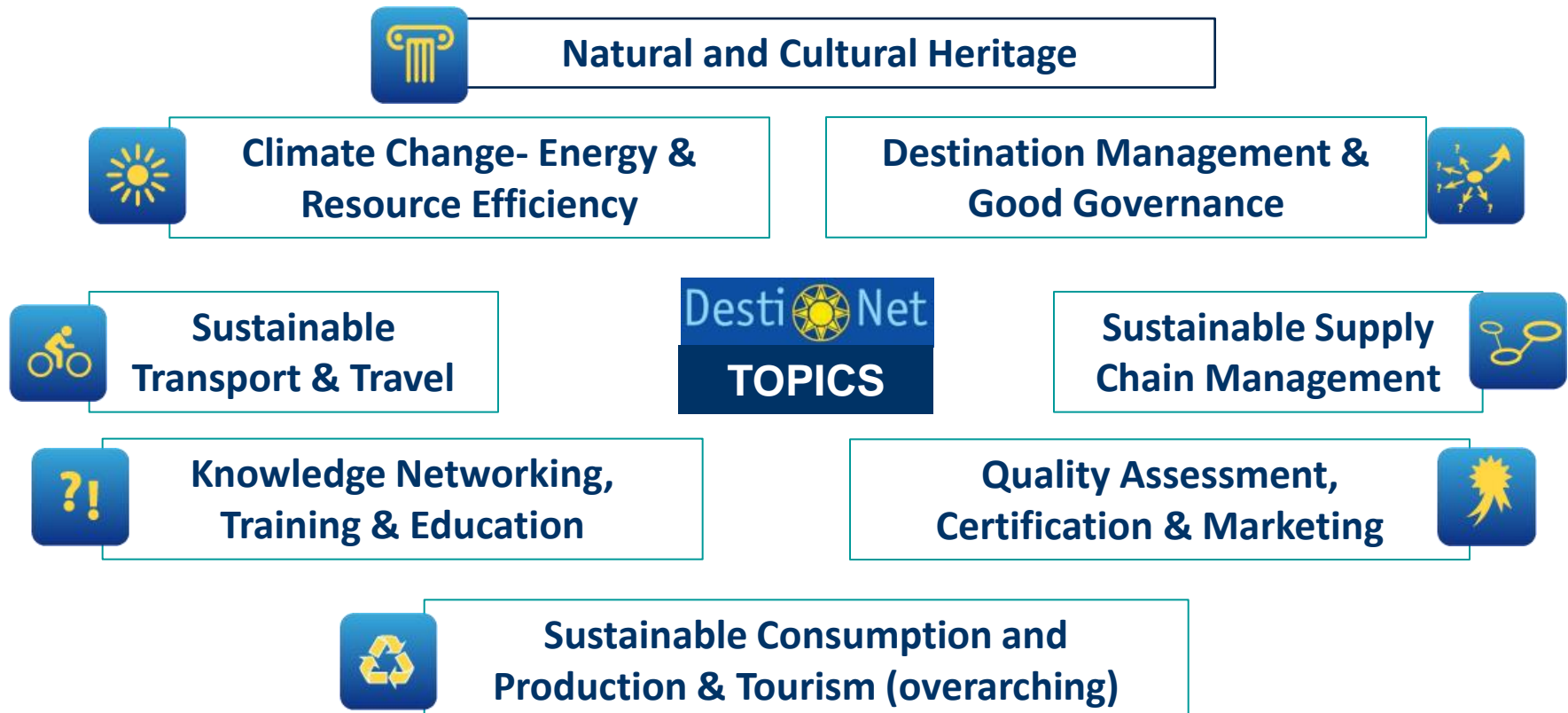| World | Sustainable Tourism |
Global regions	Europe #1
Countries	Diversity
Destinations	Sustainability
Businesses	Competitiveness

Challenges   many 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

Desti Net
TOPICS

Sustainable Supply Chain Management

Knowledge Networking, Training & Education

Quality Assessment, Certification & Marketing

Sustainable Consumption and Production & Tourism (overarching)
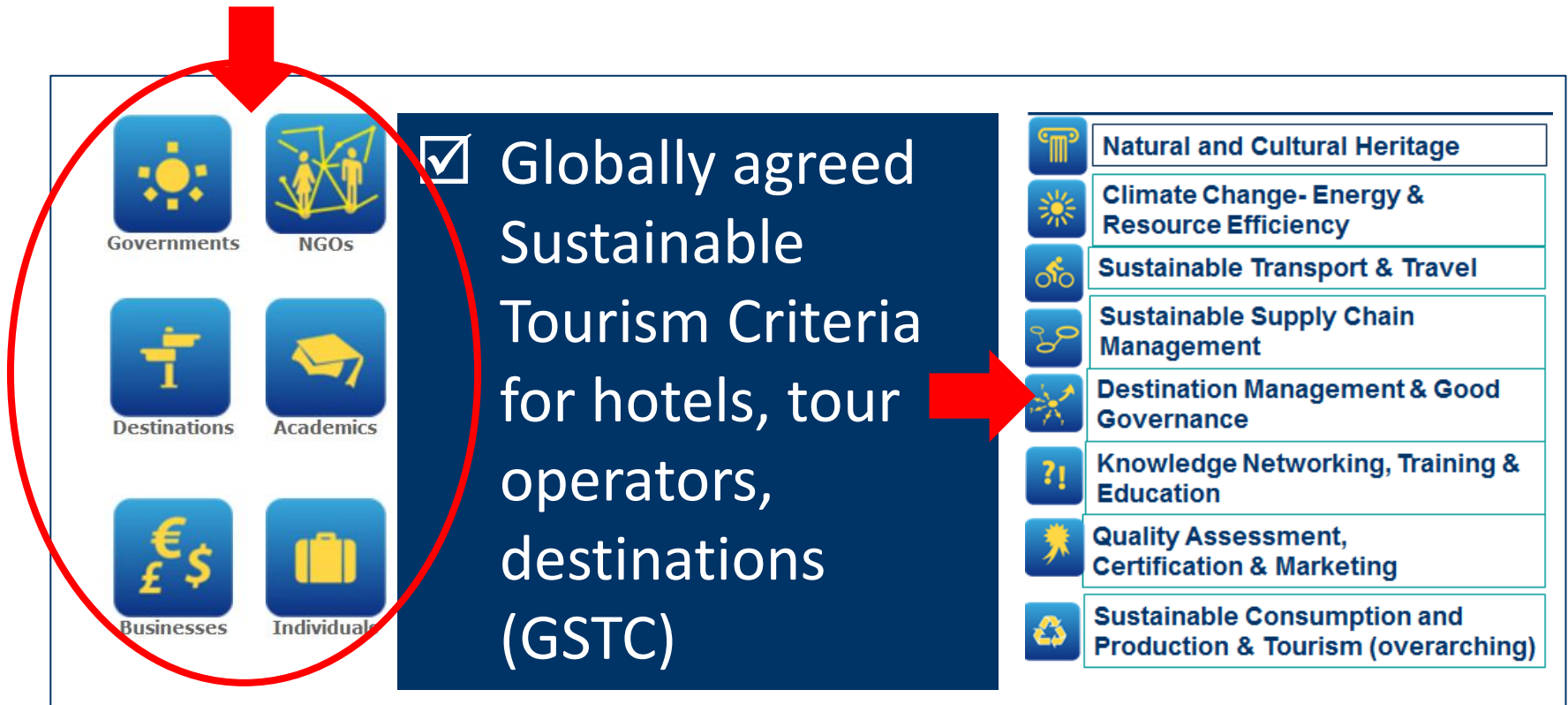
Challenges   many stakeholders

Natural and Cultural Heritage

Climate Change- Energy & Resource Efficiency

Sustainable Transport & Travel

Sustainable Supply Chain Management

Destination Management & Good Governance

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Desti Net

Governments

NGOs

Destinations

Academics

Businesses

Individuals

Trend A.I.D.A.

Is there a growing **A**ttention > **I**nterest > **D**ecision > **A**ction among stakeholders in making tourism more sustainable?

☑ Globally agreed Sustainable Tourism Criteria for hotels, tour operators, destinations (GSTC)

- Governments
- NGOs
- Destinations
- Academics
- Businesses
- Individuals

- Natural and Cultural Heritage
- Climate Change- Energy & Resource Efficiency
- Sustainable Transport & Travel
- Sustainable Supply Chain Management
- Destination Management & Good Governance
- Knowledge Networking, Training & Education
- Quality Assessment, Certification & Marketing
- Sustainable Consumption and Production & Tourism (overarching)
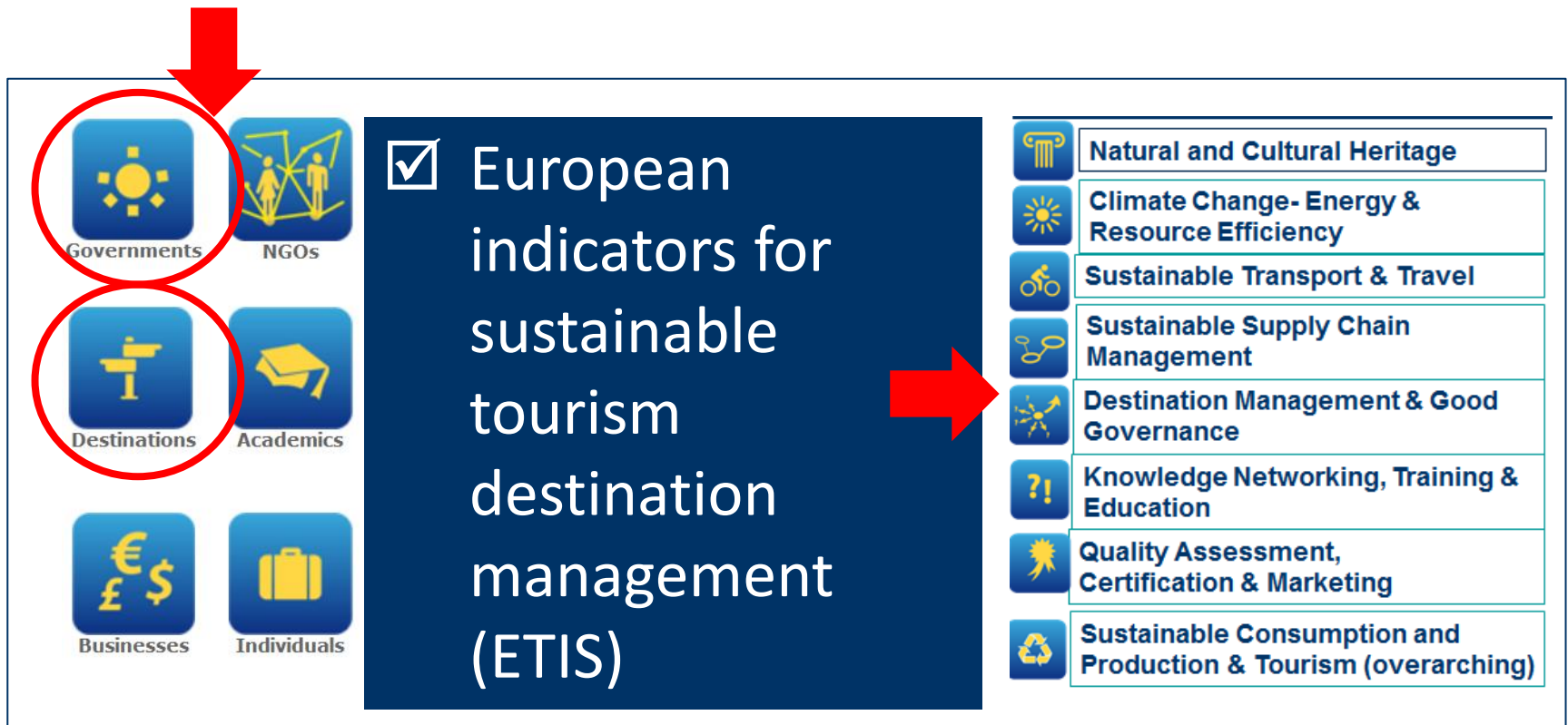
Trend — A.I.D.A.

Is there a growing **A**ttention > **I**nterest > **D**ecision > **A**ction among stakeholders in making tourism more sustainable?

Governments   NGOs

Destinations   Academics

Businesses   Individuals

☑ European indicators for sustainable tourism destination management (ETIS)

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☑ Global Sustainable Tourism Review to assess destinations sustainability level (GSTR)

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☑ 86 % of German destinations expect significant importance of sustainable tourism

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Trend   A.I.D.A.

Is there a growing **A**ttention > **I**nterest > **D**ecision > **A**ction among stakeholders in making tourism more sustainable?

Governments   NGOs

Destinations   Academics

Businesses   Individuals

☑ More research, innovation, education & training on „sustainable tourism"

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Trend A.I.D.A.

Is there a growing **A**ttention > **I**nterest > **D**ecision > **A**ction among stakeholders in making tourism more sustainable?

☑ 28 % of German tourists want to travel environmentally friendly & socially responsibly

Governments

NGOs

Destinations

Academics

Businesses

Individuals

Natural and Cultural Heritage

Climate Change- Energy & Resource Efficiency

Sustainable Transport & Travel

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Trend　　　　　A.I.D.A.

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☑ Slowly growing interest in sustainable tourism certification and marketing

Natural and Cultural Heritage

Climate Change- Energy & Resource Efficiency

Sustainable Transport & Travel

Sustainable Supply Chain Management

Destination Management & Good Governance

Knowledge Networking, Training & Education

Quality Assessment, Certification & Marketing

Sustainable Consumption and Production & Tourism (overarching)

Trend Certification 1987-2015

Sustainable Tourism as "the better choice" requires credibility.

What are the measurable **results** so far regarding

- availability of standards & certificates?

- market share and growth of (certified) sustainable tourism?

Trend Certification 1987-2015

80 Standards and Certificates for environmentally friendly, sustainable Tourism in Europe …

- are operating on global, European, national or regional level

- widely reflect and cover tourism diversity in Europe

- with standards for hotels, camping, other businesses & services, tour operators, travel agencies, packages, destinations

- have certified 15.000 tourism businesses and destinations

Market Share = 1%

Source: Ecotrans/ destinet.eu

Trend   Sustainable Tourism in Europe

The trend is not new.

The concept of Sustainable & responsible tourism is meanwhile widely accepted among all stakeholders.

The trends are positive, but the pace is slow.

Suggestions to speed up the trend

Use what there is & collaborate

to strengthen & multiply the positive trends

to raise the sustainable tourism market share

from 1% to 10% until 2025

1. Facilitate exchange of knowledge and good practices

⮑ ECOTRANS contribution: **managing the DestiNet.eu platform**

2. Provide transparency and raise competence on Sustainable Tourism Standards & Certification

More labels – more questions:

- Which labels are available in which country?

- For which types of tourism services?

- What are their differences, cost & benefits?

- Which are internationally recognized?

- How effective are they, e.g. in "halting the loss of Biodiversity" ?

- Where can I see the certified businesses and destinations in Europe?

2. Provide transparency and raise competence on Sustainable Tourism Standards & Certification

➲ ECOTRANS contribution: **free access to all certificates**

Desti Net — GLOBAL CERTIFICATION QUICKFINDER

More than 170 certification programmes on sustainable tourism are meanwhile operating worldwide: bu... operators and destinations never had a greater choice of regional, national and international labels to p... commitment and performance regarding environmentally sound and socially responsible sustainability.

ECOTRANS provides global transparency on sustainable tourism certification:

- All Certificates & Standards worldwide
- Certificates in your global region
- Certificates with a GSTC recognised standard
- Certificates with a GSTC approved system
- Differences between the certificates
- A Guide through the Label Jungle (booklet)
- Certificates per type of tourism services
- Certificates with publicly available standards

Sustainability in tourism
A guide through the label jungle
Edition 2014

EUROPE: Quickfinder Certification Programmes per Country

EUROPE

Albania, Andorra, Austria, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Russia, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom, Vatican City

2. Provide transparency and raise competence on Sustainable Tourism Standards & Certification
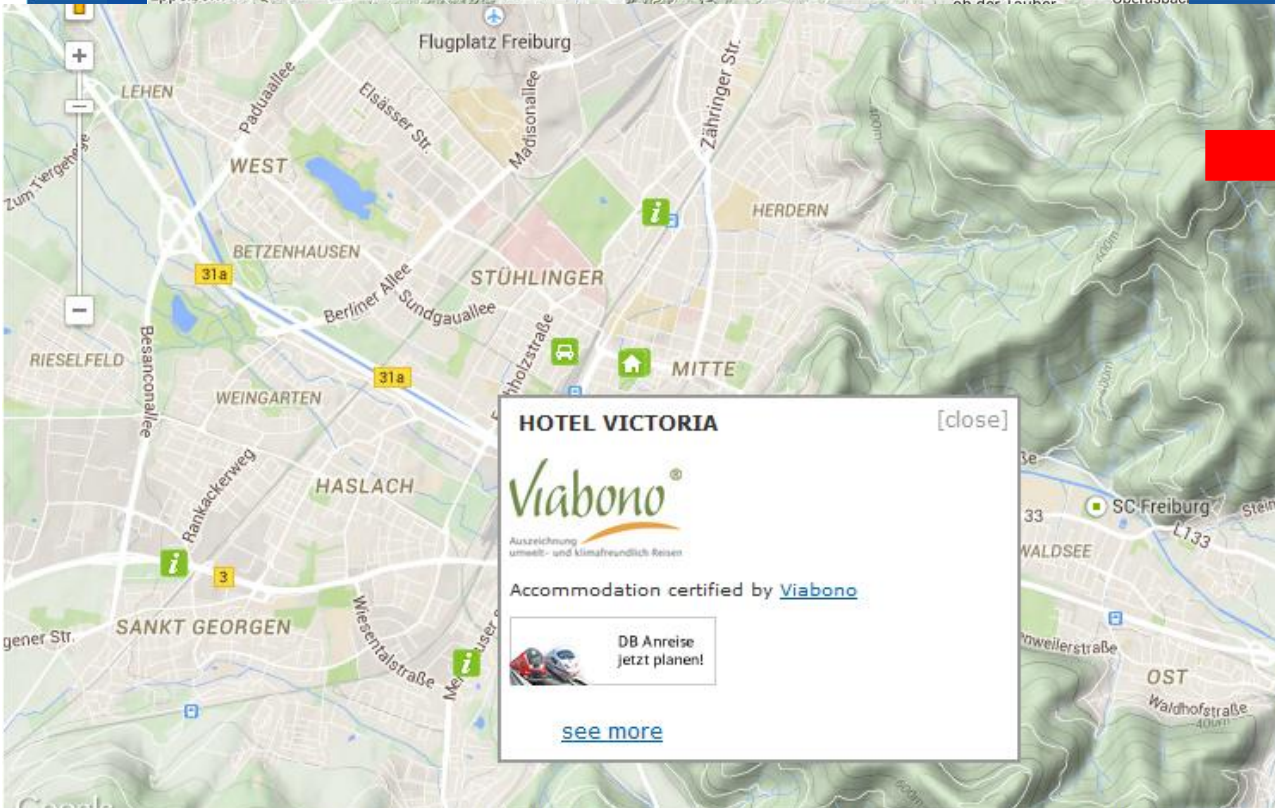
➲ ECOTRANS contribution: **maps, competence training**

3. Facilitate market access for the green tourism offer

⮎ ECOTRANS contribution: **mapping green offer in destinations**

4. Strengthen local destination management

Effective management of tourism impacts in Europe can best be tackled at a local destination level

Natural and Cultural Heritage

Climate Change- Energy & Resource Efficiency

Destination Management & Good Governance

Sustainable Transport & Travel

Local Destination

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Knowledge Networking, Training & Education

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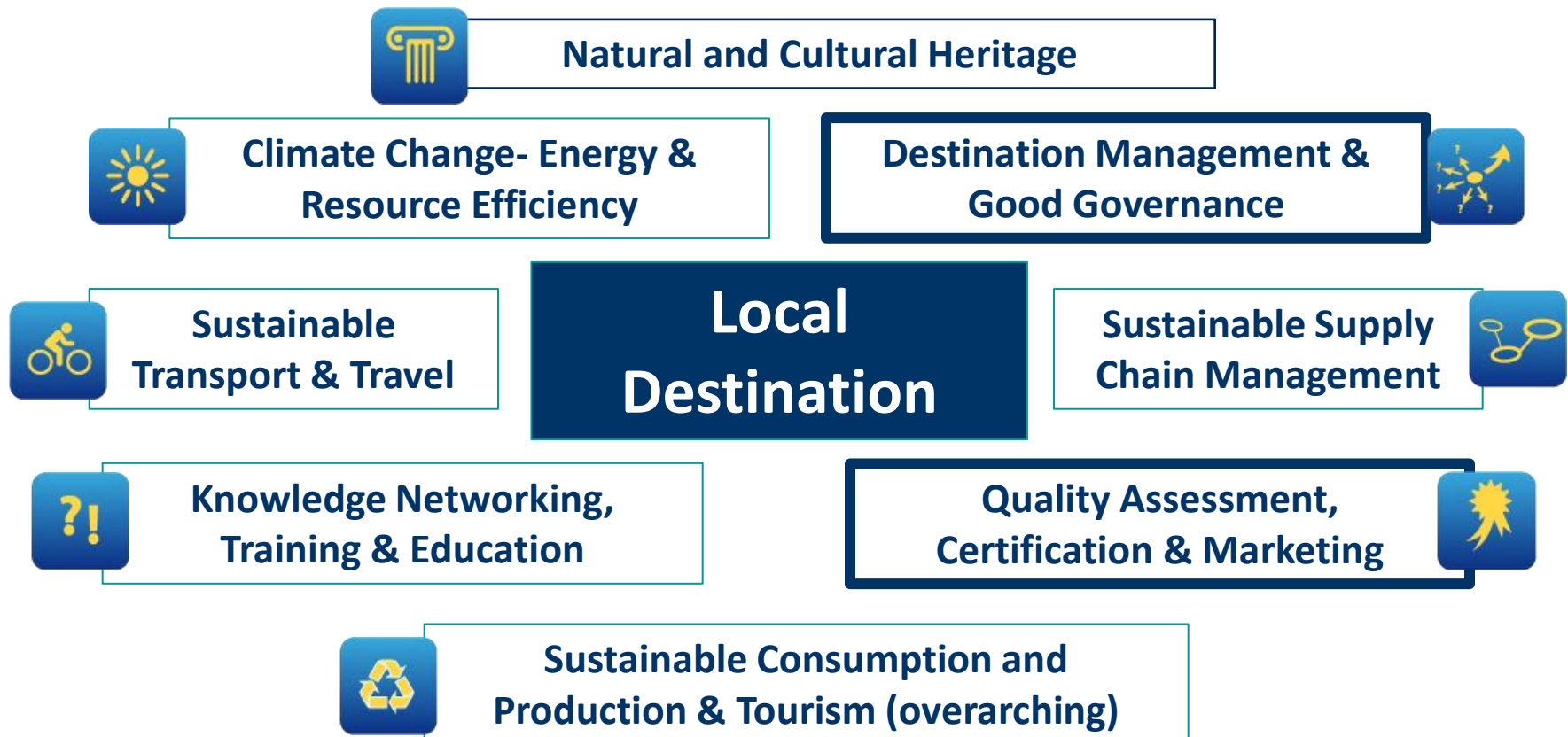
4. Strengthen local destination management

1. Ensure that the right governance and management structures are in place **locally**: to bring together the local authorities, tourism businesses and civil society, to combine their resources and to work effectively in partnership.

2. Provide standards, guidance and exchanges at a **national** and **European** level.

Current **problem**: limitations on public sector funding for destination management. This requires a creative approach.

(Richard Denman, The Tourism Company, April 2015)
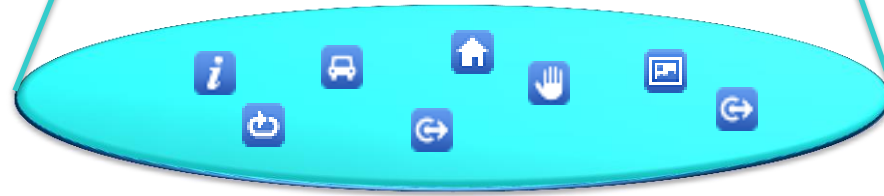
„In future, our main concern will no longer be whether we can travel to every place on earth. Our main interest will be whether it is worthwhile arriving there. "

Hermann Löns, 1908

Thank you for your attention!

Herbert Hamele

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www.ecotrans.org   http://destinet.eu