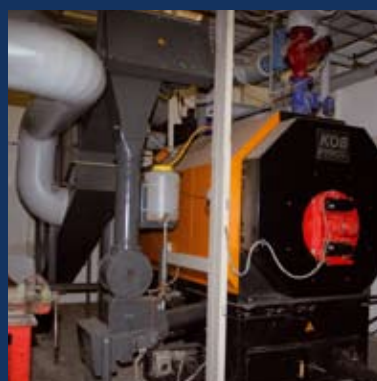


Environmental initiatives by European tourism businesses

Instruments, indicators and practical examples

A contribution to the development of sustainable tourism in Europe



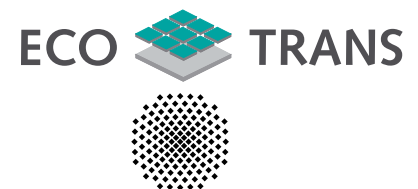
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Introduction

„There is hardly any other industry depending on an intact environment than the tourism industry. Nevertheless, tourism itself contributes to the endangering and destruction of the natural basis on which it is built“. (Umweltbundesamt, / Federal Environment Agency 2002)

Making tourism more sustainable

More than 95 % of all hotels and camping sites, youth hostels or private accommodation in Europe are small- and medium-sized enterprises. They offer and provide many jobs, and to a large extent feel responsible for sustainable development in their region. They represent an inexhaustible diversity of authentic tourism services and products from Finland to Portugal and from Ireland to Greece.

Visitors expect high environmental quality – both at their holiday destination and in their accommodation establishment. Due to the high standards of hygiene and the various services in an accommodation establishment, the daily consumption of water, energy, cleaning agents and detergents, as well as the daily amount of waste produced are well above those encountered in normal domestic usage. Better management, detailed information for visitors and staff members, as well as high-grade technologies can help considerably to reduce the environmental impact.

Many of these measures help a business to save costs, improve its competitiveness, stimulate the regional economy and improve sustainable development – and to fulfill the guests' expectations in this respect. Being able to do this, the business needs clear and reasonable aims, practical instruments and assistance.

- What does „sustainable tourism“ mean in practice?
- What does successful environmental management in exemplary establishments look like?
- What database-supported instruments are available for a tourism enterprise for practical use?
- What rate of environmental impact is still acceptable or can be seen as an exemplary model for a hotel or camping site?
- How can decision-makers and stakeholders in tourism keep up with new developments?

This brochure gives an overview of the aforementioned current themes and questions in the following chapters.

The United Nations Environment Programme (UNEP) in association with the World Tourism Organization (UNWTO) has published an internationally recognised catalogue of objectives for sustainable tourism for practical use (UNEP/UNWTO, 2005). The first European instruments for monitoring, benchmarking and environmental management in tourism businesses have been made available by TourBench und SUTOUR. International consumption data and indicators for energy, water and waste provide hotels, private and group accommodation, holiday houses and camping sites with a valuable orientation and decision-making support. With practical examples from throughout Europe a wide variety of environmental initiatives, economic success stories as well as certificates and awards are described. From 2007 onwards these initiatives, instruments and examples will be presented in 'DestiNet' – the new information portal for sustainable Tourism from the European Environment Agency

Literature tip

Nachhaltige Entwicklung in Deutschland - Die Zukunft dauerhaft umweltgerecht gestalten
www.umweltbundesamt.de

“The crucial point of the sustainability concept is the understanding that social responsibility, economic performance and the protection of the natural environment are closely affiliated with each other. Because it is only within the available scope provided by nature that economic development and social welfare is possible on a long-term basis. And therefore, it is with environmental aims the ship's economical and social direction should be determined to ensure livelihood of future generations.“ (Umweltbundesamt, 2002)



12 aims of sustainable tourism

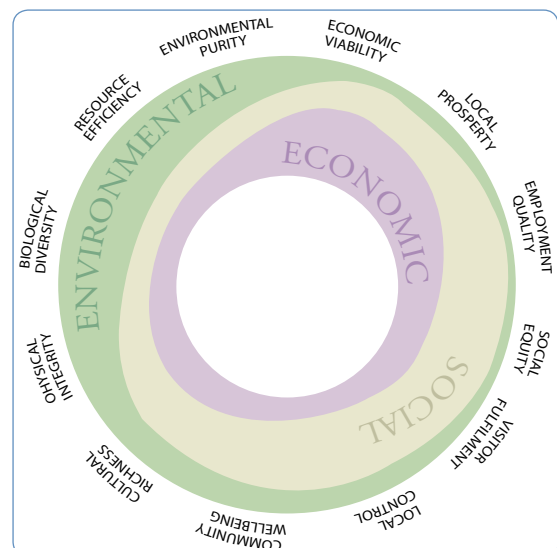
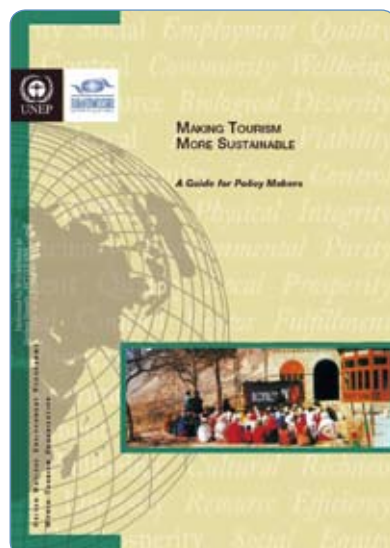
In 2005, the corporate guide „Making tourism more sustainable“ was published by the United Nations Environment Programme (UNEP) and the World Tourism Organization (UNWTO). It is considered to be the ‚Bible‘ for all decision makers, who are committed to an environmentally and socially agreeable development in the field of tourism, in order to ensure a stable economic position for establishments and destinations. The corporate guide includes:

1. **Economic Viability:** To ensure the viability and competitiveness of tourism destinations and enterprises, so that they are able to continue to prosper and deliver benefits in the long term.
2. **Local Prosperity:** To maximize the contribution of tourism to the economic prosperity of the host destination, including the proportion of visitor spending that is retained locally.
3. **Employment Quality:** To strengthen the number and quality of local jobs created and supported by tourism, including the level of pay, conditions of service and availability to all without discrimination by gender, race, disability or in other ways.
4. **Social Equity:** To seek a widespread and fair distribution of economic and social benefits from tourism throughout the recipient community, including improving opportunities, income and services available to the poor.
5. **Visitor Fulfillment:** To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, disability or in other ways.
6. **Local Control:** To engage and empower local communities in planning and decision making about the management and future development of tourism in their area, in consultation with other stakeholders.
7. **Community Wellbeing:** To maintain and strengthen the quality of life in local communities, including social structures and access to resources, amenities and life support systems, avoiding any form of social degradation or exploitation.
8. **Cultural Richness:** To respect and enhance the historic heritage, authentic culture, traditions and distinctiveness of host communities.
9. **Physical Integrity:** To maintain and enhance the quality of landscapes, both urban and rural, and avoid the physical and visual degradation of the environment.
10. **Biological Diversity:** To support the conservation of natural areas, habitats and wildlife, and minimize damage to them.
11. **Resource Efficiency:** To minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities and services.
12. **Environmental Purity:** To minimize the pollution of air, water and land and the generation of waste by tourism enterprises and visitors.

Source and Literature tip

„Making tourism more sustainable – a guide for policy makers“, UNEP-WTO, 2005, www.unwto.org;

Translation: Stattreisen Hannover, www.stattreisen-hannover.de und ECOTRANS, 2006)



Instruments for successful environmental management

The TourBench und SUTOUR instruments provide assistance to help the people in charge of Europe's tourism enterprises to fulfill the demands for permanent monitoring of data concerning their environmental consumption, to identify cost-saving opportunities and to support their sustainable decision making such as:

- **Ensuring profitability and competitiveness** by saving money and investment in ecological building measures and equipment with low energy consumption.
- **Providing visitor satisfaction** by fulfilling their demands and expectations for high environmental quality, efficient use of resources by minimizing the consumption of water and non-renewable energy sources.
- **A clean environment** by minimising the production of CO₂ and reducing waste.
- **Biological diversity** by minimising the usage of chemical substances and dangerous waste products.

TourBench

EA European monitoring and benchmarking initiative for reducing environmental pollution and reducing costs in tourism accommodation establishments

Hotels, camping sites and other accommodation establishments should identify their financial and environmental achievements as well as their potential for improvement. This requires a regular and systematic

Between 2003 and 2006 the 'TourBench' European project was managed, developed and implemented by Syncera, Amsterdam, in collaboration with ECOTRANS, ECOCAMPING and other partners from a total of 10 countries. TourBench received financial support from the European Commission's LIFE Programme for the environment and the Deutschen Bundesstiftung Umwelt.

Webseite: www.tourbench.info

collection and monitoring of the amount, type and cost of energy, water and cleaning product consumption.

The 'TourBench' System is available on the internet for free in the following nine languages: English, German, French, Dutch, Italian, Danish, Spanish, Swedish and Latvian. The website has both a public and a private area.

Public Area

The public area of the homepage offers users 17 cost effective analysis for investments as an aid to decision-making for planned measures, such as for the acquisition of solar panels or water flow regulation devices for reducing water consumption. In addition, the website gives an introduction to the theme "sustainable tourism", provides information on successful practical examples, gives tips for national or international environmental certificates and offers links to further sources of information. Further results of the TourBench project are, for example, the handbook "Quality, Environmental protection, Safety System" for camping sites in Europe and a Europe-wide visitor survey in establishments. These publications can be downloaded for free. In the 'Help' section, interested companies can find an introduction to the password-protected area in the form of a powerpoint presentation.

As the TourBench visitor survey and other surveys show, environmental protection measures by tourism enterprises are very compatible with visitors' wishes. TourBench can help managers and owners of hotels, camping sites, private guesthouses, group accommodation and holiday houses step-by-step to monitor online their energy and water consumption, as well as the production of waste and the use of chemical substances, to make the appropriate investment decisions and to compare themselves anonymously with other similar enterprises at an international level. Sustainable tourism businesses, if they have suitable proof (e.g. environmental certification), have a good chance of being preferred by travel businesses, tour operators and environmentally-conscious guests alike.



Password-protected area



In the password-protected area, all data entered by the accommodation businesses will be treated anonymously and as confidential.

New TourBench users can prepare their basic data, register with TourBench, get a free protected account to enter their data and receive their individual personalised TourBench report.

The more businesses participate in TourBench, the more reliable are the indicators and benchmarks which can be calculated on a national and international level, and which appear in the individual reports as benchmarks for comparisons.

In this way users are provided with valuable information either in terms of savings potential in the field of water and energy, or if their operation is already economical and exemplary. The first international indicators are presented in the next chapter.

Basic and additional data

In order to calculate benchmarks, a variety of factors are taken into account and transformed into indicators by the TourBench system, such as the existence of a restaurant or swimming pool, the level of service, the geographical location of the business, climate and landscape, the indoor and outdoor size of the establishment's area, the number of beds/pitches and the number of environmental certificates awarded. For a dependable calculation a large number of individual business data sets of high quality is needed. As not all environmental information is available in every business, the TourBench project partners decided to ask for the following **basic data** in the introductory phase:

Getting started with TourBench – basic data

Year	Country
kind of accommodation service	environmental certificates yes/no
building area	number of beds/pitches
number of overnight stays	
water consumption	water costs
electricity consumption	electricity costs
further energy consumption (main energy supply)	further energy costs (main energy supply)

What investments are profitable?

Every accommodation business purchases or replaces energy and water consumption devices for cleaning and washing, for heating and cooling, for lighting and cooking. TourBench comprises a free tool for the calculation of potential saving potential and the "Return on Investment" for the following investments:

- Surface insulation
- Insulation of piping
- Boilers
- Solar panels
- Frequency modulator
- Presence sensor
- Thermostatic water taps
- Grey water system
- Ventilation
- Pool cover
- Water saving toilets
- Water metering pitches
- Electricity metering
- Ureum reductor
- Water saving taps/shower heads
- Time switches
- Energy saving light bulbs

By filling in this basic data, the individual business is able to monitor the development of environmental consumption and its reduction, as well as the corresponding costs year by year.

By entering additional data, a business is able to specify details on the four categories energy and water resources, consumption and costs, types and treatment of recycling and solid waste as well as the different cleaning products used for washing and disinfection. The system works with the most common units and the most important currencies in Europe. In addition to the calculation of individual consumption figures and costs, TourBench also calculates the CO₂ production of the business - and thus its own impact on the climate change.

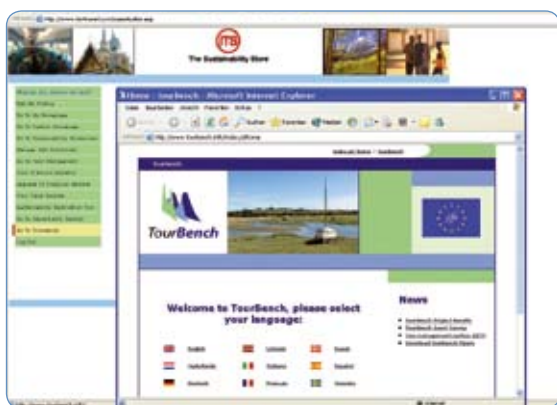
TourBench as an instrument for many stakeholders

Apart from individual tourism businesses that make serious efforts to monitor their environmental data and costs in order to compare them with other businesses, TourBench is also an instrument for:

- **Ecolabels and environmental management certificates** in tourism that demand regular monitoring of the environmental consumption by their businesses, and the verification of the effectiveness of their requirements.
- **International tour operators** who wish to improve their offers continuously and recommend TourBench to their partner hotels.
- Environmental managers of **hotel or camping site groups** who wish to measure and analyse the current status and success of their measures internally.
- National and international **campaigns and initiatives** who wish, for example, to reduce the CO₂ production in tourism and use TourBench as a common measuring instrument.
- **Accommodation associations** that have committed themselves to supporting sustainable development and would like to know the average consumption of their members.
- **Destinations** which have a sustainable development strategy e.g. nature and national parks.
- **Tourism or environmental consultants** who calculate benchmarks for their clients and wish to suggest specific targeted investments for them.
- **Research projects** that compile data on a specific type of accommodation and want to compare them with other data.

Note

The TourBench system can be modified and further developed for the above mentioned needs. Interested parties should contact SYNCERA or ECOTRANS directly.



SUTOUR

Supporting Tourism Enterprises for Eco-Labeling and Environmental Management

The acronym SUTOUR derives from „Supporting Tourism Enterprises for Eco-Labeling and Environmental Management“ meaning that tourism enterprises are supported in the introduction and continuous improvement of an environmentally-oriented management system. SUTOUR is being carried out by the Institute of Energy Economics and the Rational Use of Energy, University of Stuttgart, in collaboration with 16 partners from five countries.

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The main objective of the project is to support tourism businesses in their efforts to set up and maintain an environmentally-friendly business management system. SUTOUR uses the newly developed E-KUH (a cost-efficient computer controlled tool for environmental analysis in hotels and restaurants). The software uses a process-oriented approach for the recognition and elimination of environmental pollution. In addition to the positive environmental and marketing effects, cost-savings and improvements within the quality management process can be identified as well.

Moreover, with the help of a checklist, the tool can also determine the current environmental performance of a business, as well as how to embark on environmental management systems in accordance with EMAS and/or ISO 14001.

The very idea of all these different starting points is to ensure that tourism establishments are not spending away their own basis on which they depend.

In order to support tourism businesses as comprehensively and effectively as possible on their way towards sustainable management, the computer controlled tool offers solutions to the following questions:

- What relevant environmental measures can I implement in my business?
- What is the environmental performance of my business in comparison to others?
 - What can I do in order to improve systematically and continuously my environmental performance?

How can I prepare myself systematically for EMAS / ISO 14001?

Where can I find further information?

In the development of an environmental management system, the software supports the user in the following areas:

Formulating an environmental policy

In the course of the implementation of EMAS the establishment has to assume its environmental responsibility by writing down an environmental policy at first.

This includes both the formulation of environmentally-oriented themes and operational principles as well as the commitment to comply with the respective environmental laws and regulations.

Implementation of an environmental audit

In a first check up the establishment's situation in terms of ecological weak points and saving potentials is identified. All environmental aspects, meaning all activities, products and services of the enterprise, which are important for the business are taken into account. This includes also activities that are not related directly with the establishment's acting, such as the environmental behaviour of suppliers, the effects of investments, etc.

Setting up of an environmental programme

Based on the preceding analysis of the establishment's current situation, the environmental audit helps to identify concrete improvement measures. These measures are fixed and documented in a so-called environmental programme. In addition to the aims and organisational and technical measures, the environmental programme also specifies deadlines for their actual implementation



Starting interface of the E-KUH software



Operating processes in an accommodation enterprise

Setting up an environmental management system (EMS)

An EMS constitutes the organisation's structure and determines the main responsibilities and procedures by documentation. This includes for example the designation of an environmental manager, the fixing and documentation of procedures, working instructions and training plans as well as the development of an emergency and hazardous waste management plan. By means of indicators, internal consumption figures can be recorded on which basis specific indicators can be calculated. These can be consulted for an annual internal comparison.

After using the tool and carrying out the environmental audits, between January and June 2006 seven German hotel and catering businesses were successfully validated according to EMAS (see photograph on the left):

- Mindnesshotel Bischofschloss, Markdorf (<http://www.bischofschloss.de/>)
- Schauinsland Hotel "Die Halde", Oberried-Hofsgrund (<http://www.halde.com/>)
- Wein- und Seminarhotel "Alte Post", Müllheim (<http://www.alte-post.net/>)
- Best Western Premier Hotel Victoria, Freiburg (<http://www.hotel-victoria.de/>)
- Seehotel Wiesler, Titisee (<http://www.seehotel-wiesler.de/>)
- Party Service Herbert Kratz, Kraichtal (<http://www.herbys-partyservice.de/>)
- Landidyll Hotel "Zum Kreuz", Glottertal (<http://www.zum-kreuz.com/>)



Calculation of indicators and emissions



The software, which has been put to test until the end of 2006, is currently available in German and English. It is also planned to provide the software in French, Italian and Greek.

For a continuing dialogue and discussion you can find a forum and a downloading area with further data following this hyperlink: <http://sutour.ier.uni-stuttgart.de>.

European indicators for accommodation establishments

Indicators are suitable tools to inform, monitor, control and to plan all environmentally relevant activities at different levels. They can also be used for communication with the enterprise's stake holders and for an internal (regarding own development) and external (regarding other businesses) comparison. The TourBench database and other European surveys carried out from 2001 to 2006 were also used to calculate indicators concerning 'energy', 'water' and 'waste' presented in here.

A total of several hundred establishments in 15 countries (Germany, Austria, Spain, Italy, France, Greece, The Netherlands, United Kingdom, Denmark, Malta, Sweden, Luxembourg, Latvia, Czech Republic, Portugal) made their data available. The detailed data sets of 466 businesses were included in the calculation, comprising 55 camping sites, 119 hotels from the 'Hotel Garni' chain (providing overnight accommodation and breakfast only) and 292 hotel businesses (with and without restaurants). 349 of these businesses have been analyzed more detailed. The arithmetic mean was defined as the average, and the 25 % quantile as the benchmark.

For the first time, correction factors as well as a so-called weighted guest number – which differentiates between overnight guests and restaurant guests – and the influence of a swimming pool on the water consumption are considered. However, the specific indicators should not be over-interpreted: every business or adviser has to investigate in each individual case if the figures are reasonable according to the establishment's situation, its service and building condition

	data sets	data sets with star rating	average kWh	average litre
camping site	55	38	590.382	14.227
bed & breakfast	119	66	166.344	944
hotels	292	245	1.781.261	9.713
total	466	349		

Energy

On average, a hotel requires 3-4 times more energy per guest and per overnight stay than a camping site (16.5 kWh). In this enquiry the total annual consumption of a camping site was 590,000 kWh, of a 'Hotel Garni' 166,000 kWh, and of a hotel 1,781,000 kWh. All individual data refers to delivered energy (the value of energy at the point it enters the business) i.e. electricity is not converted into primary energy.

	average		benchmark	
	kWh/overnight stay	kWh/m²	kWh/overnight stay	kWh/m²
camping site	16,5	-	3,4	-
bed & breakfast	57,7	216,7	15,8	49,8
hotels	77,2	305,8	30,6	165,5

Hotel category

	average		benchmark	
average kWh	kWh/overnight stay	kWh/m²	kWh/overnight stay	kWh/m²
2 star rated 490.926	96,4	299,6	58,6	209,9
3 star rated 860.644	83,5	324,4	34,2	199,5
4 star rated 2.963.495	77,8	357,6	33,7	185,6
5 star rated 4.265.639	74,8	315,3	33,4	169,4

The specific energy demand per overnight stay is on average 96.4 kWh in 2-star-, 83.5 kWh in 3-star-, 77.8 kWh in 4-star- and 74.8 kWh in 5-star rated hotels, meaning that the specific energy demands decreases with rising service offer. Although that may be contradictory at first glance, there are various reasons for this fact. For one thing, 4 and 5-star rated hotels usually employ company technicians who constantly watch and optimize the consumption because of the high over-all energy consumption (in the survey the average for 5-star hotels was over 4 million kWh). And for another thing the basic energy demand is better distributed due to the high workload.

The 'best' (benchmark) of all 3, 4 and 5-star rated hotels, with about 34 kWh per overnight stay, need over 60 % less than the average.

The specific consumption per heated area rises from about 300 kWh per m² in 2-star to over 355 kWh per m² in 4-star rated hotels. The 'best' (benchmark) (170-210 kWh) is more than 40 % below the average values.

The distribution of energy consumption is on average 32.5 % for electricity and 77.5 % for heating and gas use in the kitchen. With the installation of induction or electric cookers and electric combi steamers values of up to 45% for electricity and 55% for heating and kitchen can be achieved. The proportion allocated to electricity within the total energy consumption in enterprises with electric heating is generally even higher.

On **average energy costs** in hotels make up about 6 % of their annual turnover, whereas in the 'best' establishments this expense factor is reflected in the budget with only about 1.5 to 2.8 %. Considering fierce competition, increasing energy prices and global warming, this seems to be a field of considerable potential for savings.

Note: Energy indicators particularly for European businesses should always contain a local climatic correction factor as energy consumption varies significantly between heating and non-heating period.

Consideration of kitchen services

a) Weighting for 'overnight / accommodation and restaurant'

In order to consider the gastronomy area of full-service hotels in comparison to 'Hotel Garnis' or hotels with only small restaurants, the overnight stay or the heated area should not be the only indicator. Rather, the total number of guests, comprising overnight guests and gastronomy guests should be taken into account and weighted. Such a weighting is necessary since overnight guests spend more time in a hotel contributing to a much higher share of overall energy consumption than restaurant guests.

The **number of gastronomy guests** can be roughly estimated by the number of seats in the restaurant and the opening days, the number of warm meals served, or by an extra guest census. The **coefficient** evaluates the provision of services for overnight stays, and the associated energy consumption differently from the restaurant services. Based on a data sample of 75 European 2 to 3-star rated businesses (in Germany, Austria, Spain, Italy and France), the coefficient was fixed at 0.25 by means of a regression.

The formula for the weighting is therefore as follows:

Weighted number of guests = overnights + 0.25 x warm meals.

The results in these businesses show average values of roughly 40 kWh per guest, whereas the 'best' results add up to 22 kWh per guest. If only the number of overnight stays had been considered in these businesses, the values would have been noticeably higher.

	average		benchmark	
average kWh	kWh/overnight stay	kWh/guest	kWh/overnight stay	kWh/guest
1.777.716	56,9	39,8	31,7	22,0

b) Correction factor 'kitchen services'

Apart from the weighting, the total energy consumption of a hotel with a large restaurant volume can also be calculated by considering the energy consumption in the kitchen before it is compared with the aforementioned data. As there are often no separate counters, this can only be done by an estimation of restaurant guests or number of warm meals served.

A warm meal requires on average about 10 kWh of energy –in general 4 kWh of electricity and 6 kWh of gas. Measurements have shown that for a 3- or 4-course meal in a premium category restaurant the consumption is 3 times as high with roughly 30 kWh (8 kWh electricity, 22 kWh of gas).

Bed & breakfast accomodation service category

		average		benchmark	
average kWh		kWh/ overnight stay	kWh/m²	kWh/ overnight stay	kWh/m²
2 star rated	268.520	51,3	322,2	29,1	185,6
3 star rated	245.163	28,4	273,6	20,7	186,0
4 star rated	148.408	46,6	187,4	17,0	49,5
5 star rated	198.206	26,4	140,3	24,8	94,7

The evaluation of roughly 120 'Hotel Garni' establishments shows similar tendencies. However, the differences are clearly less than in the hotel category because of the 'breakfast only' service.

The 'best' values are 29.1 kWh per overnight stay (in 2-star rated establishments), 20.7 kWh (3-stars) und 17 kWh (4-stars). The specific energy consumption per heated area in the 'best' 2 and 3-star rated establishments is about 186 kWh per m², and in 4-star rated 'Hotel Garnis' roughly 50 kWh. In the 'Hotel Garnis' the 2-4 star rated establishments have a higher savings potential.

Camping Sites category

		average	benchmark
average kWh		kWh/overnight stay	kWh/overnight stay
2 star rated	634.664	13,3	10,4
3 star rated	339.916	27,8	3,3
4 star rated	720.048	26,3	4,7
5 star rated	545.826	10,8	4,7

The average energy consumption per overnight stay is between 13 kWh (for 2-star rated camping sites) and about 28 kWh (3-star). The 'best' sites, however, use barely 5 kWh (4 and 5-star) and 10 kWh (2-star) respectively.

The most common energy sources used on European camping sites are natural gas (40%), electricity (30%), liquefied gas (18%) and heating oil (12%), leaving a wide scope for savings potential

Water

In the 466 European businesses, the average water consumption per year on a camping site is over 14,200 m³ (1m³ = 1,000 litres), in a Hotel Garni 944 m³ and in a hotel 9,713 m³.

		average	benchmark
average m³		litre/overnight stay	litre/overnight stay
camping site	14.227	174	96
bed & breakfast	944	281	133
hotels	9.713	394	213

Costs thereby incurred are about EUR 3,70 per m³.

Hotel category

Among the analyzed businesses the water consumption of all 4-star rated hotels amounts to over 13,640 m³, which is on average 335 litres per overnight stay. The 'best' values are barely 200 litres per overnight stay (in 4-star establishments), followed by the 'best' 3-star hotels, with an average value of 210 litres per overnight stay. In 2 and 5-star rated hotels considerably more water is consumed, which is also reflected in the 25 % benchmark.

According to the guidelines VDI 3807 the average specific water consumption per overnight stay in the category 'hotel' is between 235 and 253 litres.

			average	benchmark
data sets		average m³	litre/overnight stay	litre/overnight stay
2 star rated	20	2.357	454	283
3 star rated	118	5.306	424	210
4 star rated	91	13.644	335	201
5 star rated	16	33.680	594	310

Consideration of kitchen services

According to the energy data, specific indicators concerning water consumption should be adjusted for large kitchen, for example by considering the number of warm meals served.

Based on a data sample of 64 European establishments (in Germany, Austria, Spain, Italy and France) the **weighting** was fixed at 0.25.

The formula for the weighting corresponds to the 'energy formula':

Weighted number of guests (guest) = overnights + 0.25 x warm meals.

		average	benchmark	
average m³		litre/overnight stay	litre/guest	litre/overnight stay
14.354		399	231	150

When calculating service-related indicators the result of the analysis reveals the high error rate if only overnight guests are taken into account while restaurant guests are ignored. Instead of nearly 400 litres per overnight stay (unweighted) this correction results in an average water consumption of 231 litres per half-board guest (one warm meal plus overnight stay). This corresponds to ca. 46 litres per restaurant guest (warm meal plus overnight).

The best values of comparable businesses are around 150 litres per half-board guest, which is about one third lower than the average value.

Bed & breakfast accommodation service category

In 2 and 3-star rated 'Hotel Garnis' on average 275 litres per overnight stay are consumed. The best 2- and 3-star establishments require only ca. 170 litres of water, 4 and 5-star enterprises with optimization and high workload again consume much less (90 litres).

			Durchschnitt	Benchmark
data sets		average m³	litre/overnight stay	litre/overnight stay
2 star rated	16	1.591	289	180
3 star rated	31	1.810	264	160
4 star rated	17	766	235	91
5 star rated	2	746	104	90

Camping Sites category

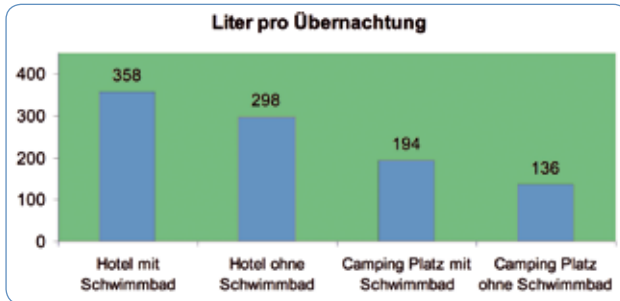
On camping sites, with increasing service category (from 2 to 5-star), the specific water consumption increases as well from 96 to 211 litres per overnight stay. In the 'best' 2-star establishments only 65 litres are consumed, whereas in the best 3-, 4- and 5-star rated sites the overnight stay water consumption accounts to 83, 91 and 122 litres respectively. All in all there seems to be large potential for achieving savings of between 30-60 % depending on category.

			average	benchmark
data sets		average m³	litre/overnight stay	litre/overnight stay
2 star rated	3	4.006	96	65
3 star rated	10	4.017	132	83
4 star rated	15	16.748	144	91
5 star rated	10	9.158	221	122

Consideration of café/lounge/bar

Whether camping site or hotel: the average water consumption in a café or in a bar is around 35 litres per guest. Compared with the exemplary reference value of 11 litres per guest this is about 70 % higher

Consideration of swimming pools



Apart from dishwashers and washing machines other relevant water consumers are swimming pools – both indoor and outdoor pools. The analysis of over 323 data sets shows that in hotels that are equipped with a swimming pool 358 litres of water are consumed instead of just 298 litres per overnight stay. On camping sites the consumption is clearly below this value (194 litres per overnight stay with swimming pool and 136 litres per overnight stay without swimming pool). The availability of a swimming pool therefore makes a significant difference of about 60 litres per overnight stay.

Waste

An analysis of 36 hotels in the 2 to 4-star categories in Germany and Austria showed the following average values per overnight stay:

- Weight of waste: 1.98 kg / overnight
- Volume of waste: 6.03 litres / overnight
- Cost of waste: 0.28 € / overnight

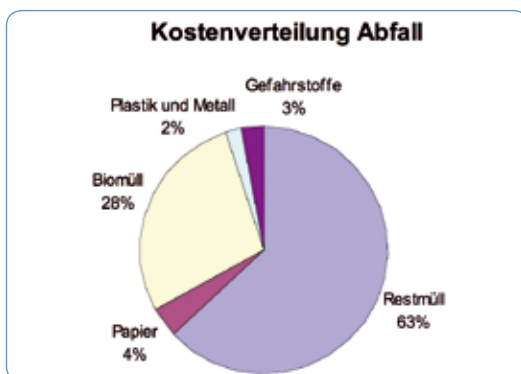
Shares of waste

Waste production can be divided into following sections:

	residual	paper	glass	plastic and metal	organic
kg	49 %	12 %	6 %	2 %	31 %
litre	55 %	23 %	5 %	8 %	9 %

In most cases the volume of waste can be measured or extrapolated. The largest part is formed by residual waste at 55 %. This is followed by paper (23 %) and organic waste (9 %).

In some cases waste is weighed and charged per kilogram. In this case the proportion of residual waste is 49 % and the organic waste due to the high water content 31 %.



Costs for waste

The costs for waste can be divided as follows:

Residual and organic waste form the major part of the disposal costs. Also, hazardous substances such as fluorescent tubes, paint and varnishes, batteries etc. must be disposed at the owner's expense.

Paper, plastic and metal can generally be disposed free of charge. However, in cases of large quantities, disposal fees can be charged. The expenditure of time for sorting and storage has not been taken into account.

Consideration of kitchen services

Assuming that the same amount of waste is produced in the kitchen (mainly residual and organic waste) as it is in the guest rooms (mainly residual waste and paper), the

weighted number of guests can be calculated as follows:

Weighted number of guests (guest) = number of overnights + number of warm meals

Costs resulting from this can be assessed at 10 cents per overnight stay and 10 cents for place setting. On this basis waste costs for one day in a hotel with 43 overnight stays and 58 warm meals amount to € 10.10.

Successful examples of good practice

Royal Accommodation Award 2006

In 2006, the „Royal Accommodation Award for Sustainable Tourism“ has been awarded for the first time in Europe. In co-operation with more than 20 national and international environmental certificates in tourism that invited their certified accommodation businesses to apply for an international award and to present their environmental innovations and commitments concerning the „12 aims for sustainable tourism“.

The award has included high requirements: only those businesses could apply for the award that had received an environmental certificate or prize already. In addition, the businesses had to know not only their environmental consumption – preferably calculated by TourBench – they also had to implement innovative measures to improve their ecological sustainability. Furthermore, it was required to commit to a sustainable development within their region, for example to prefer regional products and modern working conditions for staff.

Out of 60 nominated applications a prominent jury of international experts of sustainable development in the tourism industry selected 22 finalists from 15 European countries.

„The nominees of the „Royal Accommodation Award for Sustainable tourism 2006“ present an outstanding variety of innovation for sustainable development in the main fields of the tourism sector“, said Stefanos Fotiou, manager of the tourism unit at the United Nations Environmental Programme (UNEP) and jury member of the award.

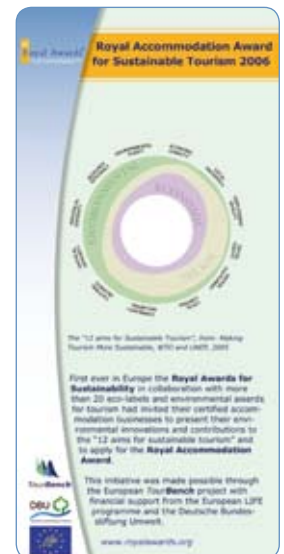
„The co-operation of all certificates for sustainable tourism in Europe, which certify and promote these businesses, will commit to a continuously reduction of environmental effects for our society.“

Finally, the tourists themselves decide about their commitment to sustainable development in which they choose one of these accommodation businesses for their next holiday. „

The 22 finalists with their environmental performances and awards from ten European countries are presented in the following chapter.

The establishments' environmental achievements range from an ideal combination of little measurements implemented by a Czech private pension to an ecological swimming pool in a German wellness hotel, from a geothermal heating system in a Swedish youth hostel to the low-energy air conditioning system of a Portuguese holiday resort and to the balanced CO₂ emission reductions of a Bavarian camping site.

„It is not arguable if we can afford to implement all these measurements, but if we can afford not to do so.“
(Main Waring, Architekt von AlmaVerde, Portugal).



The foundation „Royal Awards for Sustainability“ was launched in 1996 of the European Environmental Agency in order to award outstanding performances and examples of good practice and to make known and promote sustainable tourism offers. The „Royal Awards“ is under the patronage of the Prince of Denmark and the Prince of Spain.

The award of the tourism businesses in 2006 has been carried out in co-operation with the European projects TourBench and SUTOUR.

The prize awarding ceremony took place in Rhodes/Greece within the framework of the tourism conference „Competitiveness through Sustainability“ on 10 November 2006.

Contact: Mikael Backman, Royal Awards for Sustainability, Copenhagen, Denmark, mikael.backman@iiee.lu.se, www.royalawards.org



Awarded Businesses in Europe

AlmaVerde Village & Spa

Business

AlmaVerde Village & Spa

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Technologies

- Cooling system to condition the air of rooms using plastic tubes laid underground
- buildings made of adobe



Short description of the business

The 'AlmaVerde Village and Spa' resort is placed in a 36 ha landscaped rural setting located in the heart of the western Algarve, approximately 10 km west of Lagos. The village comprises 130 holiday villas, 28 houses and 30 apartments. A planned health and spa centre will have indoor and open-air swimming pools, over 20 treatment rooms, 3 restaurants and conference facilities. A wellness centre, sportsground and tennis facilities complete the on-site development.

Environmental initiatives

The holiday centre has installed a very efficient low-energy cooling system as an outstanding ecological alternative to a conventional air-conditioning system. The first year of operation has revealed that this system is able to keep the indoor temperature constantly at roughly 26 °C while the outdoor day-to-night temperature in summer varies between 38 °C and 18 °C at the same time. Combined with a unique 'breathing' adobe brick wall construction, which reduces the internal humidity levels by up to 30 %, the cooling system generates only 810 kg of CO₂ a year according to measurement data. In comparison to that, it is estimated that a conventionally run air conditioning system would have generated about 15,200 kg of CO₂ a year.



This example shows that new holiday resorts – in particular those situated in hot climate areas – can achieve major improvements in energy efficiency and the associated CO₂ emissions at modest extra cost.

With regional construction materials and kitchen furniture the local economy is supported, and moreover, the building's style complies with the traditional local architecture using built-in lime kilns made of stone. High priority is also given to the site's existing natural environment and its maintenance: the operators have developed a comprehensive nature conservation strategy for the protection of the local fauna and flora.

All the village's employees are offered excellent working conditions and wages, in addition to a special staff health benefit programme leading to a very low level of staff turnover. Also, owners' and guests' feedback is monitored frequently in order to improve the services continuously.

Environmental awards

The resort has been certified with the Homes Overseas Sustainability Award and the Royal Accommodation Award 2006 as winner in the 'holiday home/apartment' category.

Quote

"By applying simple design principles, AlmaVerde demonstrates that new resorts can not only achieve major improvements in energy efficiency and thus in CO₂ emissions, but can also offer healthy living conditions in Mediterranean climate areas that experience high temperatures in summer and indoor humidity problems in winter. As a pioneer in this field, AlmaVerde has gained valuable experience and practical knowledge for the benefit of its residents. Nowhere else in the Algarve area a comparable holiday resort offering such a healthy, convenient and environmentally friendly indoor climate can be found."

Apartamentos Fariones

Business

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Technologies

- desalination plant



Short description of the business

The Apartamentos Fariones holiday resort is situated in the south east of Lanzarote island in the centre of the tourist area of Puerto del Carmen, about 200 m from the beach. The complex comprises 138 fully-equipped luxury apartments, a swimming pool and separate splash pool for children, a restaurant with a café/bar, a mini club and play area for children, offering day and night-time entertainment programmes.

Environmental initiatives

Until 2003 the resort's water supply was covered by a desalination plant based on vapour compression consuming 10.5 kW/m³. In 2004, a new desalination plant was installed based on inverse osmosis with an energy consumption of only 3.5 kW/m³.



90 % of all products are stored and transported in reusable containers. In addition, suppliers are requested to re-use containers in which they deliver food and beverages. Transactions are now settled on this condition only.

80 % of the employees are from the Canary Islands, and 65 % are locals from the island of Lanzarote. In the gardens grow plants that are part of the region's floral heritage.

Environmental awards

This holiday resort has been certified with the 'Umweltzeichen Biosphere Hotels' (environmental label) and the Royal Accommodation Award 2006 as a finalist in the category 'holiday home/apartment'. The general management is aiming to implement an environmental management system according to both ISO 14.000 and EMAS by May 2007.



Stranddorf Augustenhof

Business

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Technologies

- Solar collectors and low-energy house aeration
- wood pellet heating system
- separation toilets



Short description of the business

The beach village is situated in a large natural area on the waterfront of the Baltic Sea in northern Germany. It is embedded between sand dunes and a wide natural beach in the east, while the spa town of Dahme joins the village to the south. The 15 hardy ecologically-built holiday homes with their natural larchwood planking and green roofs fit harmonically in the landscape. Some buildings are plastered with loam rendering, another one has been constructed according to the needs of physically challenged people. The all-season offer is completed by a community centre including a health food shop, a café and a bicycle rental.

Environmental initiatives

The holiday homes are supplied with heat and warm water by means of a local heating system whose energy is generated by solar collector panels and wood pellet heating. No more fossil fuels are needed for heating and warm water supply.



The community centre meets the standards of a low-energy building. The energy consumption per overnight for electricity is 1.05 kWh and for heating 6.57 kWh. After optimization of the wood pellet heating system 1/6 less pellets were consumed than in the first year of operation.

This model project was not only supported by the Federal State of Schleswig-Holstein but also scientifically accompanied by the European Union's SOLET project. A photovoltaic installation produces roughly 7,000 kWh of electricity per year.

No building materials contain PVC.

As a field test, urine separation toilets were installed in some of the houses. This trial is part of the EU's SWAMP project (sustainable water management and waste water purification in tourism facilities).

4/5 of the total beach village area has been safeguarded in perpetuity for nature by the inscription of a land servitude in favour of the nature protection authority.

The concept is recognised as a model of how a co-ordinated ecological and sustainable concept can influence and increase the profitability of a business. The number of visitors is rising significantly each year.

Environmental awards

These holiday homes have been certified with the Signal Iduna Environmental Prize of the Handwerkskammer Hamburg (Hamburg Chamber of Trade) and the Royal Accommodation Award 2006 as finalist in the 'holiday homes' category.

CAP-Rotach / Camping-Pension-Restaurant

Business

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Memberships

Landesverband der Camping-
unternehmer Baden-Württemberg
(LCBW)

Technologies

- Sensor-controlled energy-saving light bulbs
- solar thermal heating system
- ventilation system with waste heat recovery



Short description of the business

The CAP-Rotach holiday complex is situated on Lake Constance in southern Germany near a protected nature reserve. The 4 star rated camping site offers 90 pitches and the associated guesthouse includes 14 guest rooms and a public area with kitchen as well as a boat rental and a restaurant.

Environmental initiatives

All outdated sanitary facilities have been replaced by modern energy- and water-saving devices. Above all these use efficient water-saving technologies: water-saving fittings, sensory-controlled energy-saving light bulbs, a solar thermal heating system and a central ventilation system using heat recovery. After having implemented these actions in 2003 The estimated energy savings are 5 to 40 %. The total energy consumption of the site (including the restaurant and technology) amounts to 11.7 kWh per overnight stay.



In order to ensure the survival of the local flora and in cooperation with the local environment authority (Kreis-Naturschutzbehörde) foreign neophytes are removed voluntarily from the site and the surrounding public areas. Any corporate planning or decision is discussed with municipal and district authorities.

The introduction of the ECOCAMPING environmental management system has ensured ecological sustainability, working safety and professional management at a high level. Some rooms and all sanitary facilities have been modernised and furnished according to the needs of physically challenged people.

Environmental awards

The camping site has been certified by ECOCAMPING and the Royal Accommodation Award 2006 as a finalist in the category 'camping sites'. It also won the 'ADAC Camping Prize' for its integrative employment model as well as winning the 'Goldener Rollstuhl' (Golden Wheelchair) prize.



Hotel Derby Exclusive

Business

Hotel Derby Exclusive***

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Technologies

- Solar collector panels with heat recovery system,
- swimming pool water treatment system using controlled and optimal dispensing of prescribed chemicals, effectively reducing the quantity used compared with manual dispensing



Short description of the business

The hotel, with 51 rooms and 97 beds, is situated in a quiet area in Milano Marittima, near the fashionable city centre and near the Adriatic coast. Guests are offered three different swimming pools (including a children's pool, hydro, counter-current swimming and waterfall), a fitness centre, free bicycle rental, a restaurant and a bar.

Environmental initiatives

Since 2003 a solar collector installation integrated with an heat recovery system has been in operation. The solar panels provide the warm water for the swimming pool and support the hot water supply of the remaining areas of the hotel. Cold water is pre-warmed by the solar thermal plant, which results in a 20 % reduction in gas consumption for hot water heating. This energy saving method of generating heat and hot water has increased the hotel's image. Increasing numbers of guests are asking for information and conditions for installing such a system in their own home.



The energy consumption is 47 kWh per overnight stay, while the CO₂ production amounts to 10.8 kg per overnight stay.

By means of optimization and prioritization this system covers 70 % of the hot water reserves.

The hotel's owner is the co-ordinator for all the eco-hotels within ASCOM, the local business association, which has the objective of increasing the awareness of hoteliers and other tourism-related

companies of sustainability issues.

Environmental awards

The hotel has been certified with the Legambiente Turismo ecolabel since 2001 and has received the Royal Accommodation Award 2006 as finalist in the hotel/guesthouse category



Campingplatz Elbsee

Business

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Technologies

- Photovoltaic and solar thermal systems
- wood-chip heating system
- sophisticated fresh water supply system



Short description of the business

The Elbsee is a five star rated camping site situated in the alpine upland region of Bavaria in southern Germany in a protected landscape.

It provides 300 pitches for long-stay campers and holidaymakers, as well as 2 holiday apartments. In addition, the site offers a kiosk, a café, a wellness and fitness area, a restaurant, indoor and outdoor play areas as well as a boat rental.

Umweltleistungen

The camping site has introduced an ecological energy system using a wide range of different renewable energy sources and technologies such as: photovoltaic and solar thermal systems, wood chip heating installation and a sophisticated fresh water supply system. The site is equipped with a zero-emission energy system, and yet with all modern conveniences making the site a successful combination of ecology, economy and modern comfort.



In the on-site recycling centre waste is separated and recycled carefully. In addition to these innovative environmental measures, the management takes further steps in order to act even more sustainable. The majority of products is purchased from local suppliers. Also, there are close relations to local service providers, environmental protection organisations and cultural organisations.

Efforts to protect the native beaver is another expression to maintain the regions's natural and cultural heritage. and guests are offered traditional activities. Furthermore, the buildings such as the camping site's chapel are also built in regional style.

The site's operators also regularly monitor guests' wishes by means of regular surveys in order to improve the quality of their services continuously.

The camping site is the first to offer a business degree in tourism and leisure.

Environmental awards

For all these activities the camping site has been certified with the EU Flower, ECOCAMPING, Öko-Pikto and the Royal Accommodation Award 2006 as winner in the 'camping site' category.

Quote

„This award is the highlight of our operational achievements to date. It is a particular honour for us to have won the Royal Accommodation Award. This confirms us in our philosophy: a prosperous business activity is also possible with ecological principles. Figures in the black, with green economic principles, so to speak” (the Martin family).



Biohotel Florian

Business

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www.biohotel-florian.at

Technologies

- Consequent waste prevention by using reusable containers
- waste separation
- demand switches
- recycled products
- organic food and groceries.



Short description of the business

The 'Biohotel Florian' is situated in Reith bei Kitzbühel in Tyrol, Austria. Vegetarian food is prepared with products from strictly controlled organic cultivation only. Since 1990, i. e. long before the public smoking vs. non-smoking debate, the hotel is a non-smoking hotel. Also, it is the first hotel in Austria having been certified with the European environmental label. It comprises 2 buildings with 52 beds as well as seminar rooms and a sauna area with a Finnish sauna and a sanarium.

Environmental initiatives

The crucial point of the Biohotel's philosophy does not only concern the separation of waste, but more importantly the avoidance of waste in the first place. Taken from an economical point of view, waste prevention does not only reduce the environmental impact, but also the purchase of consumable goods and materials leading to a significant reduction of running costs.



For the most part, the products are handmade, e.g. bread, biscuits, jams, spreads etc. In order to avoid waste, no packaged or finished products are used. Moreover, only organic food controlled by the 'Austria Bio Garantie' label is used while the amount of cooking fats and oils has been reduced to a minimum as well. The waste production per guest and overnight stay is only 40 g.

The installation of demand switches prevents any harms that might be caused by leakage current in the rooms. The water flow rate in showers and hand wash basins is regulated. Energy-saving light bulbs are used throughout the

building, particularly in the corridors combined with movement detectors. Special mattresses ensure a healthy comfortable sleep and recycling products are used wherever possible and reasonable (writing paper, serviettes, toilet paper etc.). Neither deep-fryers nor microwave ovens are in use, and last but not least, only local craftsmen and suppliers are involved to support and to stimulate the region's economy.

The majority of guests has been taken notice of the Biohotel by word-of-mouth advertising.



Environmental awards

The hotel is certified with the EU Flower, the 'Österreichische Umweltzeichen' (Austrian Eco-label), the 'Grüne Haube' and the Royal Accommodation Award 2006 as a finalist in the 'hotel/guesthouse' category.



Hotel Gran Rey

Business

Hotel Gran Rey

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Memberships

- Hotel Gran Rey, S.L.

Technologies

- Solar panels
- Water-saving fittings and devices, nature conservation in the gardens



Kurzbeschreibung

The Hotel Gran Rey is located near the town of Valle Gran Rey on the Canary Island of La Gomera in Spain, about 40 m away from the beach. It offers 198 beds and different swimming pools, conference rooms, a restaurant and a bar as well as a tennis court.

Environmental initiatives

The hotel has replaced the traditional fittings and fixtures in all the hotel's bathrooms with water-saving devices such as dual-flush toilets or flow regulations in showers. Thanks to all these measures, the hotel was able to reduce water consumption by 33 % within just one year.



The majority of staff members are local residents with permanent positions and statutory working conditions. Guest satisfaction is measured regularly by quality and environmental surveys. Thanks to the co-operation with and participation in local associations and projects, the hotel stays in close contact to the local community.

Many regional plants have been planted in the hotel gardens, including several protected species. Also, guests are given information on the local flora and fauna.

Environmental awards

The hotel is certified with EMAS, ISO 14.001 and was awarded the 'TUI Umweltchampion' (Environmental Champion), 'Öko-Proof-Betrieb'. It was also a finalist in the Royal Accommodation Award 2006 in the 'hotel/guest-house' category.



Grövelsjöns Fjällstation STF

Business

Grövelsjöns Fjällstation STF

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Sweden

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Memberships

- Swedish Tourist Association, The Ecotourism Society of Sweden, The Swedish Society for Nature Conservation, WWF, Grövelsjöfjällens Turistförening

Technologies

- Geothermal heating
- composting of organic waste
- strict nature conservation
- avoidance of use of chemical products



Short description of the business

The Grövelsjöns Fjällstation mountain station is situated in Idre in the Dalarna region of Sweden, which is one of the most popular winter sports areas in the country. Near the Norwegian border it is surrounded by nature reserves and national parks. The station offers 150 beds, a bio-restaurant, a community room, a wellness area and various seminar rooms. The station takes care of 6 nearby mountain huts as well.

Environmental initiatives

In 1985, the station's conventional oil-based heating system was replaced by a geothermal heating system. Oil is now only needed for extra heating in the winter months. This has allowed the oil consumption to be reduced from 100 m³ to 1 m³ per year. The internal energy management has also been improved. The energy consumption per overnight is 63.94 kWh.



A special composting machine for organic waste has been installed, and guests are actively involved in separating their waste. In terms of energy and water consumption, waste production and the use of chemical products, the hotel area lies between 30 and 55 % below the threshold value of the 'Nordic Swan' eco-label.

According to the station's environmental policy all activities, food, housing and public transport shall be given a regional touch. As a result, there is a close relation to Sweden's indigenous inhabitants, the Sami. In the station's annual reports environmental impacts are documented with possible measures concerning the reduction of these impacts in order to improve the site's environmental quality. All activities are planned with great respect for endangered plant species and local culture. The use of all trails and footbridges which have been set out is bound to special rules for that reason.

Most of the staff members are local residents, who are trained regularly in all environmental issues as well as in themes concerning the historical heritage, the region's culture and special traditions. More than 70 % of the total expenditure is spent on local employees and suppliers, and the staff turnover is very low. Staff members can participate for free in all hotel activities and can also receive a free medical check-up. Having not even departed yet, about 60-70 % of the guests book their next visit in advance.

Environmental awards

This group accommodation has implemented a management system according to ISO 14.001 and has also been certified with the 'Nordic Swan', Nature's Best, KRAV and the Royal Accommodation Award 2006 as winner in the 'group accommodation' category.

Quote

"Start with the things that are simplest and the most fun."

"Think with your wallet" (Charlie Ekberg).



Hotel Garni Pension Hubertus

Business

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Technologies

- Shuttle transfer
- service for arranged lifts for guests



Short description of the business

The 3 star rated Hotel Garni Pension Hubertus, with 40 beds, is located in Zell am See in Austria – the so-called “sports centre of Europe” – just a 5 minute walk away from the lake.

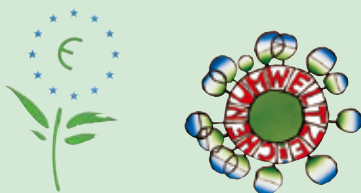
Environmental initiatives

The pension has been very innovative in finding ways to reduce the traffic in the neighbouring region. For example, it offers a shuttle transfer between the hotel and the station. In addition, it has set up its own service for arranged lifts for guests, and visitors who use public means of transport receive free ‘Fair Trade’ coffee or tea in return. The majority of guests no longer arrives by car anymore.

The hotel owners support the residents’ mobile risks action group, and inform the locals about this matter. The guests are also informed about local cultural and traditional events. Weekly walking tours are organised, including a visit to a local farm where the production of cheese and butter is demonstrated.

Environmental awards

This hotel/pension has been certified with the EU Flower, the ‘Österreichische Umweltzeichen’ (Austrian Ecolabel) and was a finalist in the Royal Accommodation Award 2006 in the ‘Bed & Breakfast’ category.



Fattoria Il Duchesco

Business

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www.ilduchesco.it

Technologies

- Solar thermal panels (300 l.)
- 2-blade wind-power station



Short description of the business

The Il Duchesco vineyard is situated 8 km south of Grosseto in the Maremma Nature Park in Tuscany (IT). This ICEA-certified ecological business 20 beds. All products are hand-made and are for sale for guests. The vineyard also runs its own restaurant and a small shop selling typical regional organic products.

Environmental initiatives

In June 2006, as one of the first in Tuscany, a mini wind-power system was installed, co-financed by the Tuscan Region. With its 2-blade rotor the wind energy system provides a total power output of 40 kW., covering about 70

% of the establishment's total energy consumption. The energy consumption per overnight for electricity is 28.21 kWh and 5.41 kWh for other forms of energy.

Between March and December 2006 the vineyard's consumption of propane gas for heating and hot water could be reduced by 38 % by means of solar thermal heating system.

The establishment also managed to reduce its waste production by 12 % and drinking water consumption by 31 %.

The vineyard farm is a member of the 'Circolo delle Bio-Fattorie Didattiche',

which is an association of educational farms. Different courses dealing with the local culture (e.g. pottery) are offered as well as activities explaining the production and processing of their organic products. The organic wines are certified by ICEA.

Environmental awards

Il Duchesco is the first holiday farm resort in Europe which has been certified under the EU-Flower standards. Moreover, Il Duchesco has been nominated for the 'Amici dell'Ambiente'-Award, and in 2006, it has been awarded for best practice in the field of renewable energies ('Premio Buone Pratiche per le energie rinnovabili'). It also received the Royal Accommodation Award 2006 as a finalist in the 'Bed & Breakfast' category.



Pension & Camp Javořice

Business

Pension & camp Javořice

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Memberships

- Verband für Landtouristik CZ

Technologies

- Wood pyrolysis furnace
- regulation system for hot water
- biological water treatment system
- 'second hand' materials for building operations



Short description of the business

The Javořice pension is situated in Lhotka bei Telč, a small village in southern Czech Republic, on the edge of a huge forested area near the highest peak of the "Bohemian-Moravian Heights" – the Javořice hill. The pension with 5 rooms (13 beds) is also a farm with sheep-rearing and a camping site offering 15 pitches for tents and 5 for caravans. In addition, there is a small shop with regional products, a playground, swimming ponds and a garden.

Environmental initiatives

In the 1990s many different and simple but very effective environmentally-friendly measures were introduced in order to operate sustainably. In 1996 coal-burning ovens were replaced by a pyrolytic oven. The production of CO₂ generated by heating was reduced to a minimal level. Also, the production of hot water is now supported by a local heat system, leading to significant savings in electricity consumption. The total energy consumption per overnight stay is 96 kWh.



All showers are equipped with flow regulation and stop valves to help reduce water consumption. Waste water is cleaned by the pension's own ecological water treatment system.

The pension offers primarily regional and home-made products. Concerning the 'waste-free breakfast' great value is set upon the use of reusable boxes and bulk packaging.

Only regional (e. g. granite) and so called 'second hand' building materials (which were no longer needed for the restoration or reconstruction of old buildings) are used for the maintenance of buildings.

The pension's owners are actively involved in the reconstruction of local alleyways as well as in the setting up of nature reserves.

According to the owners all the measures and activities realised have helped to increase the establishment's competitiveness.

Environmental awards

The pension has been certified with the ECEAT (Czech Republic) eco-label as well as with the Royal Accommodation Award 2006 winning the 'Bed & Breakfast' category.

Quote

The most difficult thing is finding the courage to realise your own ideas when others say "no, that won't work..." (Petr Novak)

Ökologisches Schullandheim und Tagungshaus Licherode – Zentrum für praxisnahe Umweltbildung

Business

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www.oeconetz-licherode.de

Technologies

- Renewable energy system
- eco-power



Short description of the business



The Licherode Environmental Education Centre is situated on the edge of the 'Knüllgebirge' mountains, about 40 km south of Kassel, Germany. It offers 14 bedrooms, with 1-6 beds, a dining room (which is also used for events), conference rooms and a separate conference pavilion, a 'play barn', a workshop and in the outside area the 'UNSERLAND' games and adventure area.

Environmental initiatives

In 2005, the Centre's conventional electricity system was replaced by a renewable energy system. This simple measure alone has helped to reduce the CO₂ production by 27 tons a year. In addition, co-operation with a manufacturer of photovoltaic systems was established. The current energy consumption per overnight stay is 0.4 kWh.

Also, the Centre contributes to environmental education by offering relevant seminars.



Environmental awards

In 2006 the Centre received the 'Otto-Mühlschlegel Prize Zukunft-Alter' for its concept for environmental training as well as the Royal Accommodation Award 2006 as a finalist in the 'group accommodation' category. The Centre is also a licensee of the VIABONO umbrella brand.

Viabono®
Reisen natürlich genießen

Hilton Malta

Business

Hilton Malta

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mario.morana@hilton.com

www.hilton.com

Memberships

- Malta Tourist Authority (MTA),
- Malta Hotels & Restaurants Association (MHRA)

Technologies

- Low-emission liquefied petroleum gas
- desalination plant based on reverse osmosis
- high-frequency ballast fluorescent tubes



Short description of the business

The Hilton Malta is part of the unique waterfront of Portomaso with wonderful views over the yachting marina. Surrounded by the fashionable nightlife district of St. Julians it is situated on Malta's north-eastern coast. This 5 star rated hotel offers more than 400 beds apart from conference rooms, restaurant and bars, outdoor and indoor swimming pools as well as a health and wellness area. Portomaso is very accessible and can be easily visited by car, taxi, public transport and by boat. The island's capital, Valletta, is only 10 minutes away, whilst Malta International airport lies 10 km to the south – the transfer takes about 20 minutes.

Environmental initiatives

Two measures have been particularly valuable, both from a cost-reduction perspective as well as in terms of the environmental impact.

The changeover from two diesel burners (warm water boilers) to liquefied petroleum gas has led to a 60 % reduction in heating costs, while the burner's efficiency increased at the same time reducing emissions significantly.

In a second project two desalination plants based on reverse osmosis were installed, providing 125 m³ a day of fresh water from sea water. High efficiency (42 %) and heat recovery units reduced the energy cost by up to 65 %. At the same time the hotel's dependence on the limited local water resources could be diminished.



Also, the hotel runs its own waste-water treatment plant which recovers 98 % of the hotel's waste water and which can be re-used for irrigation.

Hilton Malta also supports social institutions and initiatives by sponsoring, by donating food, clothing and furniture and by other forms of aid.

In addition, it has formed working teams in order to put environmental projects with the government and with non-governmental organisations (NGOs) into practice.

Hilton Malta also encourages its staff members to support campaigns such as "Plant a tree" or beach-cleaning initiatives in collaboration with public administrations and NGOs. Hilton Malta has taken on responsibility for a widespread area with local flora and fauna, which has been awarded by the British Association of Landscaping (BALI).

Environmental awards

The hotel is certified with the EU Flower, the Malta ECO Certification, and the Royal Accommodation Award 2006 as a finalist in the 'hotel/guesthouse' category.



Hotel Mürz - Spa Wellness & Golf

Business

Hotel Mürz - Spa Wellness & Golf

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Memberships

- DEHOGA Bayern
- Wellvital Hotel
- IHA (International Hotel Association)

- Deutscher Wellness Verband e.V.
- Institut zur Erforschung von Behandlungsverfahren mit Natürlichen Heilmitteln e.V. Bad Füssing
- Intertherm (Interessegemeinschaft medizinischer Thermal-Badbetriebe Bad Füssing e.V.)

Technologies

- Natural swimming pool
- energy-saving processors for gas and oil-fired heating
- water revitalisation



Short description of the business

The wellness hotel is situated near the centre of Bad Füssing in southern Germany. In addition to 83 beds, the 4 star rated hotel offers a restaurant, seminar rooms, an extensive spa and wellness centre with its own health treatment section, a beauty area and another section for traditional Chinese medicine as well as a 'Wellness-bistro'. Hotel Mürz is partner of the Bad Füssing Golf Course and Tennis Club.

Environmental initiatives

The Hotel has developed a natural outdoor swimming pool whose sophisticated water purification system is based on a continuous circulation system of water and an UV-steriliser. Even though no chemical additives (such as chlorine) are used for purification, the water complies with all hygiene regulations. Remarkably, the construction of this swimming pool was cheaper than the costs for a comparable conventional swimming pool.



The Hotel attaches great importance to supporting the region and maintaining the surrounding landscape in co-operation with the local community. Large investments – such as structural alterations – are only made in collaboration with neighbours, local companies and administrative institutions. 90 % of all products used are regional ones, and 95 % of the employees are from the region. An incentive system has been introduced

for staff members to encourage good ideas and to help to improve the hotel's overall quality.

Environmental awards

The hotel is certified with the Bayerische Umweltsiegel 2004 (Bavarian Eco-label) and the Royal Accommodation Award 2006 as winner in the 'hotel/guesthouse' category. It is also a licensee of the VIABONO umbrella association.



Viabono[®]
Reisen natürlich genießen

Soar Mill Cove Hotel

Business

Soar Mill Cove Hotel

Salcombe

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Memberships

- Johansens,
- South West Tourism,
- South Hams Tourism,
- HCIMA, AA,
- Michelin

Technologies

- Traditional stone land drains for water regulation
- strict natural conservation measures
- a habitat for butterflies „small animals“
- ecological sewage treatment plant



Short description of the business

This 4 star rated family-owned hotel is situated in the countryside near Salcombe in South Devon in England, half way between Plymouth and Dartmouth. In addition to 44 beds and a restaurant, the hotel offers visitors indoor and outdoor pools, a washroom, a beauty & wellness area and grounds for lawn tennis. The hotel is surrounded by a National Trust-protected landscape which has been designated as an “Area of Outstanding Natural Beauty”.

Environmental initiatives

The success of Soar Mill Cove’s environmental activities is based on their commitment to learn continuously in all areas of their activities. In the knowledge of the increasing importance of acting sustainably this commitment includes in particular internal team work, cooperation with local businesses and the involvement of guests.

Permanent priority is given to a “look & learn” policy that has led to the formulation of solutions by their own in-house teams to modern day issues by using old countryside practices. For example, for the irrigation and drainage of lawns, golf courses and tennis courts, so-called stone land drains are constructed using the rocks discarded from the freshly-ploughed fields and from boreholes found by the use of divining rods, under the guidance of local country folk.

Working closely with the Environmental Agency, the National Trust and English Nature, the Hotel has installed an ecologically-sustainable sewage treatment plant using the water from boreholes & ancient springs which is collected in underground tanks and used to irrigate the entire site, which includes over 5,000 different plant species.

The plants have been selected in order to create a valuable habitat for butterflies and small birds.

This added measure has meanwhile led to the creation of special-interest holidays for birdwatchers and wildlife enthusiasts, with whom local experts share their secrets and knowledge of the wildlife in Soar Mill Cove.

Remarkably, while the heated area has effectively increased by 50 % the oil consumption per m² has been reduced by 43 % by means of simple design improvements.

Currently 80 % of all food products are purchased from regional suppliers. The establishment aims to use more than 90 % regional products by mid 2008.

Environmental awards

The hotel is certified by the Green Tourism Business Scheme and the Royal Accommodation Award 2006, as finalist in the ‘hotel/guesthouse’ category.



Hotel Stadthalle

Business

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Technologies

- Solar thermal system for hot water preparation
- water flow regulation devices (aerators)
- grey water toilet flushing
- green roofs
- BUS building services engineering system



Memberships

Minotel, ÖHV (Austrian Hotel Association)

Short description of the business

The 3 star rated family boutique hotel is situated in a quiet area near Vienna's city centre close to the city's West Station. It offers 44 rooms – each of which is decorated differently – and a particularly beautiful garden.

Environmental initiatives

The installation of a 130 m² solar thermal system for hot water supply, along with the greening of roofs has helped to achieve a reduction in energy consumption to 18.5 kWh per overnight stay and savings of about EUR 10,000. The CO₂ production per overnight stay is about 3.46 kg. Furthermore, grey water is used for toilet flushing and for the irrigation of the garden.

Environmental awards

The hotel is certified with the "Österreichische Umweltzeichen" (Austrian Eco-label) and the Royal Accommodation Award 2006 as a finalist in the 'hotel / guesthouse' category.



Steinschalerhof und Steinschaler Dörfel

Business

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Memberships

- Landidyllhotels Österreich
- Arge Naturtourismus
- Mostviertler Genießerzimmer

Technologies

- Construction based on the low-energy-house strategy
- very high levels of insulation, no thermal bridges, use of waste heat recovery
- spot-on energy reduction in unoccupied rooms and spaces
- efficient insulation against frost



Short description of the business

This nature hotel is situated in a unique natural landscape in the Mostviertel region of Lower Austria, about 20 km south west of St. Pölten. Apart from 160 beds and 6 apartments, the two widespread hotel facilities offer their guests seminar rooms, a wellness area, restaurants featuring regional food and five wide stretched natural gardens.

Environmental initiatives

Over the last few years the establishment has developed and implemented their own climate strategy including measures such as insulation, heat recovery, a computer controlled heating system as well as the installation of a wood-chip heating system. The previous oil heating is used only as a back-up system leading to a 77 % reduction of oil consumption. Thanks to these energy-saving measures the establishments overall energy consumption amounts to only 88.9 kWh per overnight stay saving up to EUR 75,000 and about 400 t of CO₂ each year.



The establishment's philosophy of sustainable management involves close cooperation with local craftspeople and other regional companies. This has led to a significant increase in both the awareness and understanding of sustainability and energy-saving throughout the whole region.

Environmental awards

The hotel is certified with the Österreichisches Umweltzeichen (Austrian ecolabel), the NETS Award for Sustainable Mobility in Tourism and the Royal Accommodation Award 2006 in the 'hotel/guesthouse' category.



Camping Thyencamp

Business

Camping Thyencamp

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Memberships

- MVO Nederlands (SRE)

Technologies

- Green electricity
- solar thermal heating system,
- photovoltaics
- grey water system
- creation of a habitat for local plant and animal species



Short description of the business

The Thyencamp camping site is situated in Hooghalen, a small and quiet area in the province of Drenthe in the Netherlands. It offers 5 pitches for tents and 10 pitches for caravans. In addition, the site includes a recreation room with an art gallery and a small café.

Environmental initiatives

Since 2004, the camping site has used a solar thermal heating system for its hot water supply. Also, photovoltaic



panels provide electricity, while grey water is used for toilet flushing. Staff members are openly enthusiastic about the low energy consumption during summer months, which is achieved without any recourse to conventional energy. The energy consumption per overnight stay is 3.1 kWh and 0.33 m³ for gas. The CO₂ production per overnight stay is 1.8 kg.

All environmental activities are discussed with the neighbours and the local authorities. The site has special arrangements with local businesses such as the baker's, the butcher's and the local bicycle rental service. Nearly 1,500 plants were planted in order to create a habitat for flora and fauna. Currently, efforts are made to offer special rates for guests who arrive by bicycle or public transport.

Environmental initiatives

This camping site has been certified with the Dutch 'Milieubarometer', the Green Key, ECEAT and the Royal Accommodation Award 2006 as a finalist in the 'camping site' category.



Uhlenköper-Camp Uelzen, Campingplatz Westerweyhe

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Technologies

- Solar thermal heating system for hot water supply and support of the main heating system
- energy-saving light bulbs
- the fitting and refitting of caravans with thermal solar panels
- water flow regulation devices
- gas-condensing boiler
- green electricity



Memberships

- Deutsche Camping Club (DCC)
- DEHOGA (German Hotels & Restaurants Association)

Short description of the business

The Uhlenköper camping site is a camping site in northern Germany. The site offers 60 pitches, and 20 additional ones for residential campers and a mobile home park. The site has also a health food shop with snack bar, a café/restaurant, a community room with cooking area, an open-air swimming pool with a play area and a small zoo, bicycle and canoe rental, an archery range with Indian teepees as well as a service station for mobile homes.

Environmental initiatives

A very simple but innovative measure has been carried out on the site: All the mixed rubbish bins have been removed and replaced by a central recycling centre where guests can bring and separate their own waste themselves. While the idea of waste separation initially met with a lack of understanding, it is now accepted as a matter of course. Although this measure has not reduced the overall amount of waste of 4.4 kg per overnight stay, the residual waste per overnight stay has been halved.



The cleaning of the sanitary facilities has been carried out totally without any use of aggressive chemicals, and the water consumption has been reduced by self-regulating taps and fittings with flow regulations. Reconstruction and refurbishments have been carried out using renewable raw materials for insulation and non-halogen cables and PVC-free piping.

A nature-study canoe tour has also been set up in co-operation with the BUND (the German Federation for Environmental and Nature Protection) in order to improve the environmental education of visitors.

Environmental awards

These environmental measures have enormously improved the overall quality of the camping site. As a result the site has received environmental awards from ECOCAMPING, the EU Flower, Viabono and also the Royal Accommodation Award 2006 as a finalist in the 'camping site' category. Camping guides give the site a 4 star rating.



Best Western Premier Hotel Victoria

Business

Best Western
Premier Hotel Victoria

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Memberships

- DEHOGA Baden-Württemberg
- International Hotel & Restaurant Association (ihra)

Technologies

- Photovoltaics, solar collectors
- wood pellet heating system



Short description of the business

The 4 star rated privately-run hotel is situated in the Colombipark in Freiburg im Breisgau in Germany, just a few minutes walk away from the main station and the historic town centre. In addition to 63 rooms, 1 suite and conference rooms, it is also equipped with a restaurant and a bar.

Environmental initiatives

The hotel's whole energy demand is supplied by renewable energy resources (photovoltaics, wind energy, eco-electricity, solar thermal heating systems, wood pellets), which qualifies the hotel to be "zero-emission hotel". Throughout the hotel there are sensors and time switches as well as other energy-saving devices. With these and many other environmentally-friendly measures (e.g. consistent heat insulation) the hotel was able to reduce its energy consumption per overnight to 33 kWh (in 2004).



Environmental protection is a crucial point of the hotel's integrated environmental management system (EMAS). In this context, by preferring regional and organic products the hotel was able to reduce the volume of waste produced by approximately 50 %. Both staff and guests are actively and continuously involved in the continuous improvement process by taking part in an employee suggestion system rewarding the best proposals as well as by visitor surveys. In this way, the general manager is supported in responding quickly to any changes.

Universities, organisations and further educational institutions are regularly invited to give lectures, during various events, strengthening the hotel's reputation in the ecological sector. Thanks to the improved image of the hotel, room occupancy has increased by 5%.

Environmental awards

The hotel has been certified with EMAS, the Royal Accommodation Award 2006 as finalist in the 'hotel/guest-house' category, the Environmental Award 2004 and 2000, the 'Umweltpreis für Unternehmen' 2001 (Environmental Prize for Businesses), the Energy Globe Award 2001 and the 'Green Hotelier', as well as winning the TÜV Rheinland prize "Öko-Proof-Betrieb".



Seehotel Wiesler

Business

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Memberships

- DEHOGA Baden-Württemberg

Technologies

- Wood-chip heating with a cyclone for flue gas cleaning
- computer system for the management of the energy consumption
- composting.



Short description of the business

This 4 star rated family-run hotel is situated close to the Titisee in the southern part of the Black Forest in Baden-Württemberg in Germany. In addition to over 40 rooms, 3 suites and a café-restaurant, it also offers a large wellness area with thermal baths and a sauna centre.

Environmental initiatives

In Autumn 2003 the hotel replaced its oil/gas heating with a modern wood-chip heating system with a cyclone for flue gas cleaning. With a heating output of 180 kW, the installation covers the hotel's total need for heating and warm water, including those of the wellness area.



The independence from oil and gas help to save up to EUR 18,000 a year. The annual savings in CO₂ by using this system amounts to 207 t. In addition, the power-maximum was reduced by 25 % by means of the installation of a computer system monitoring and managing the current demand of energy.

The hotel is provided with wood chips from regional forestry enterprises and the local sawmill, which meets the management's efforts to strengthen the economy of the regional nature park 'Hochschwarzwald'. In this context there is also close co-operation with local suppliers, cultural associations, the 'Naturpark', craftspeople and small farms.



The annual waste production was also reduced significantly thanks to the composting of organic waste.

Environmental awards

The hotel has been certified with EMAS, the 'Landesumweltspreis Baden-Württemberg' (the Baden-Württemberg Environmental Prize), the Royal Accommodation Award 2006 as finalist in the hotel/guesthouse category. The hotel is also a licensee of the VIABONO umbrella brand.



Environmental certificates for tourism businesses in Europe

Because of their exemplary commitment and high environmental quality the presented examples of good practice and many further businesses in Europe are member of an eco-label, environmental management system or an environmental brand. The following examples and further certificates will be up-dated and added regularly with links on the information portal DestiNet.

(see: <http://destinet.ewindows.eu.org> > instruments > voluntary instruments > certificates)

Europe, multinational



„EU Flower“ (The European Eco-label for tourist accommodation services and camp site services) - Europe



„EMAS“ (Eco-Management and Audit Scheme) - Europe



„Nordic Swan“ (Nordic Ecolabeling: Miljömärkning av hotel) - Denmark, Sweden, Norway, Iceland, Finland



The Green Key - Denmark, Sweden, Greenland, Estonia, France, Germany, The Netherlands, Belgium



ECOCAMPING - Germany, Austria, Switzerland, South Tyrolia/Italy

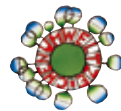


BioHotels - Austria, Germany, Switzerland, Italy, Spain, Ireland



Blaue Schwalbe - European countries

national, regional



Das Österreichische Umweltzeichen für Tourismusbetriebe - Austria



VIABONO - Germany



EcoLabel Luxembourg - Luxembourg



Green Certificate - Latvia



Legambiente Turismo - Italy



Ö+ Steinbock Label - Switzerland



ECO Certification - Malta



Biosphere Hotels - Spain



Green Tourism Business Scheme - Scotland, England



ECEAT Czech Republic - Czech Republic



El Distintivo de Garantía de Calidad Ambiental - Catalonia



Bayerisches Umweltgütesiegel für das Gastgewerbe - Bavaria

Literature tip:

The VISIT Initiative,
ECEAT/ECOTRANS, 2004
Download:
www.ecotrans.org > VISIT
Project



DestiNet: Information portal for sustainable tourism in Europe

Many professionals, governmental and non-governmental organisations work for a sustainable tourism development in Europe. With their know-how many questions can be answered and have also easy access to appropriate professional information:

- What aims and indicators are available concerning a sustainable tourism development on a local, national or international level?
- What ministries, clubs and associations, education and research institutes are active in supporting sustainable tourism development?
- What instruments are available for an effective planning, education, implementation and marketing?
- What events have a focus on sustainability?
- What positive examples and initiatives commit successfully to an economical, environmentally-friendly and social development?

Many answers can be found in documents and websites on the Internet:

To give easy access to all interested persons the European Environmental Agency (EEA) in co-operation with ECOTRANS have developed the concept and the structure for "DestiNet": a free accessible portal with professional researched sustainable tourism information. In 2006, the World Tourism organisation UNWTO has been official partner of this associated initiative that is registered as „Partnership for Sustainable Development“ at the United Nations.

From 2007 onwards interested people can register on the portal as contributors for a sustainable tourism development, to link information on the own website with the portal, to upload own documents, to search for information and, for example, to receive current environmental certificates or examples of good practice in examples of good practice resp. on a geographical map.

DestiNet



Ausblick: weitere Europäische Instrumente im Internet

In addition to TourBench and SUTOUR further Instruments will be available for tourism businesses on the Internet:

- Train to Eco-label – a multi-lingual learning system with detailed guidance for the implementation of the criteria of the EU Flower and other national environmental certificates in an accommodation business.

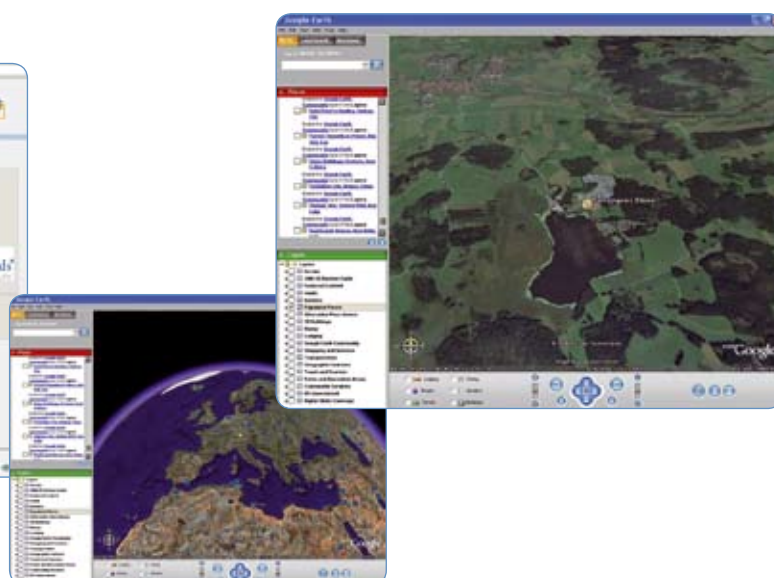
www.traintoecolabel.org

- Travelife Sustainability Store – a multi-lingual self check system for all kinds of tourism businesses to determine own sustainability demands and with direct access to international tour operators that co-operate preferably with committed businesses world wide and would like to support them with their marketing. www.its4travel.com

**Train to
Eco-label**

Travelife
Sustainability in Tourism

<http://destinet.ewindows.eu.org>





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