

GREEN TRAVEL BRIDGE

Marketing of Sustainable Tourism in Latin America to European Travellers

PROJECT BACKGROUND

The idea for this project is a result of the International Task Force on Sustainable Tourism Development (ITF-STD) meeting in March 2007 in Paris and was initiated by GTZ (German Technical Cooperation), Ecotrans and Rainforest Alliance.

OBJECTIVES

In December 2008 GTZ and asr – the German federal association of independent travel businesses – signed a joint Public Private Partnership project to improve the access of small and medium-sized providers of sustainable tourism products and services in selected Latin American countries that comply with a transparent and reliable sustainability standard to the German travel market.

To achieve this aim, small and medium sized tour operators and inbound agencies in Latin America shall be qualified to identify and select tourism products that comply with the Sustainable Tourism Certification Network of the Americas (STCNA) Baseline Standard and/or the Global Sustainable Tourism Criteria (GSTC) and that meet the quality and service requirements of their partners in the German market. The selected products shall either be integrated into existing travel packages to make these more sustainable, or better: to create complete sustainable travel packages with a maximum of sustainable components, including transport, accommodation and excursions. At the same time, German small and medium sized tour operators and travel agencies shall be encouraged and qualified to commercialise these products on the European and German travel markets, using the booking and sales platform 'asr4you' and their existing travel package development mechanisms and sales channels.

INTERNATIONAL PARTNERS

GTZ & asr will collaborate with:

- United Nations Environment Programme (UNEP) to facilitate the adaptation of the Global Sustainable Tourism Criteria
- Rainforest Alliance to use of the Sustainable Tourism Certification Network of the Americas and the Eco-Index database of certified tourism services
- DestiNet partnership to the use the DestiNet portal as gateway to existing tools, eco-certified tourism and sustainable tourism initiatives in Latin America



EXPECTED RESULTS

The project will be realised from January 2009 until June 2011 with following expected results:

Result 1

A comprehensive 'critical mass' of sustainable travel (ST) products and services in Latin America, that comply with the Global Sustainable Tourism Criteria (GSTC) is identified and registered on a partnering platform for German tour operators and travel agencies.

Result 2

Latin American small and medium-sized enterprises that offer highly sustainable tourism products and services comply with the service quality demands of the German market and have the capacity to connect with the 'asr4you' and other e-marketing platforms.

Result 3

German tour operators are enabled to offer and sell ST products and packages from Latin America in the German travel market and to increase the presence of such products and packages in their product portfolio as much as possible.

Result 4

Travel agents are qualified to promote sustainable tourism products and to sell sustainable travel packages and the travel packages of tour operators with a high sustainable level.

Result 5

Sustainable tourism in Latin America is successfully marketed to consumers through tour operators and travel agencies.

OUTLOOK

The interim results shall be used to build Green Travel Bridges also with other destinations in the Americas, Africa, Asia, Pacific and Europe.

FOR FURTHER INFORMATION

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