
PROJECT INFORMATION

Integration of biodiversity aspects in current CSR tourism processes

The supplier of labels, standards, awards and competitions for sustainable tourism are the direct contact in this project. Their target groups include the major sectors of the tourism industry: tour operators, travel agencies, hotels and camping sites, catering and destination management organizations.

The aim of the project is to increase the contribution of the tourism industry for the protection of biological diversity by:

- Integration of biodiversity aspects in CSR processes, certifications and standards, prices and competitions with relevance for the tourism industry
- Awareness of tourism enterprises for the protection of biodiversity and for a structured management of biodiversity through CSR processes, certifications and standards
- Increasing the attention of tourists for the value of biological diversity through the communication channels and instruments of the tourism industry

The planned project activities include:

- Development and dissemination of a practical guide (checklist biodiversity) for the different sectors within the tourism industry
- Integration of effective criteria for the conservation of biodiversity in at least two CSR processes (standards, labels)
- Preparation of examples of successful integration of biodiversity in the management system as well as in the CSR reporting
- Setting up a nationwide (Germany) pool of knowledge on DestiNet with contacts, background information, examples, ideal businesses and destinations, practical tools, etc. for the tourism industry beyond the project period

Contact

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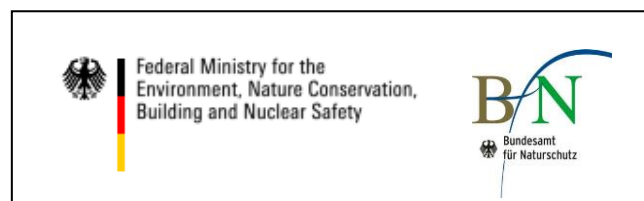
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Supporters:

The Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB) within the framework of UFO PLAN, Federal Agency for Nature Conservation (BfN)