

Slides for the Workshop I: Improving the Benefits of Certification

1. Is this an ideal „Ecotourism Certificate“ in Europe?



Ecotourism Ireland Certificate

- ✓ **Transparency:**
standard published
- ✓ **Credibility:**
third party onsite audit 1
- ✓ **Sustainability areas:**
Environment, Culture

- ✓ **Sustainable Tourism Recognition:**
GSTC recognised standard 2

- Ecotourism:** 3
- ✓ Nature Tourism
- ✓ EETLS compliance?

More strengths:
 ✓ national, many certified businesses, ...

2. How to measure the benefits and progress of Ecotourism Certification in Europe?

Examples

- # of GSTC recognised and approved certificates
- # of Ecotourism standards in compliance with EETLS
- # of their „Ecotourism“ certified businesses and services
- Bookings of these businesses facilitated through green marketing services
- Raising % of occupancy rate through Ecocertification
- ...

3. To which marketing services should the DestiNet Green Market Place promote which Ecotourism certificates with their eco-certified tourism?

Examples

- GreenHopping > Travellers in Europe
- BookDifferent > Hotel booking on booking.com worldwide
- GreenDestinationViewer > travel agents in Germany

What about?

- Tripadvisor
- ...