

## Tourism und Biodiversity

# New Knowledge Pool and 'Green Travel Map' for the German Tourism Branch

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Tourism depends on an intact and attractive nature and culture for its survival - the preservation of biological diversity is therefore an overriding task for all the stakeholders involved. In future, for tourism businesses, tour operators and destinations in Germany, it will now be much easier to contribute to the preservation and promotion of biological diversity, and to draw attention to their own commitment to sustainable development.

## **Knowledge Pool and Online Checklists for Businesses and Destinations**

To this end the new online knowledge pool "Tourism and Biological Diversity" provides all decision-makers with practical assistance and support. Centrepiece for the planning and implementation are six Biodiversity Self-checks - for Tourism Accommodation, Campsites, Restaurants, Destinations, Tour Operators and Travel Agents - to help with the interactive recording of strengths and shortcomings. The individual areas of activity, such as management, purchasing or customer information, are linked to supporting publications and definitions, professional organizations and examples of best practice.

Users are guided through the self-check and provided with suggestions for further measures / activities via a short instruction manual entitled "The Way to Biodiversity-friendly Tourism Accommodation - 10 Steps from Commitment to Success". In this way the knowledge pool comprising over 50 certificates and competitions for environmental and nature-friendly and sustainable tourism in Germany recommends those which have integrated the detailed "Biodiversity Criteria for Tourism: Recommendations for Standards, Labels and Awards" into their own systems, e.g. "Ecocamping" for camping sites, "TourCert" for tour operators or the "Federal Competition for Sustainable Tourism Regions" for destinations.

## **"Green Travel Map of Germany" - A Support for Planning and Decision-making**

Sustainable tourism, with its numerous facets - including its contribution to the conservation of biological diversity - needs to be recognizable as such in the international marketplace.

- What green building blocks are on offer in the famous Baden-Württemberg region or in the less known Bliesgau destination in the Saarland?
- How can they substantiate the contribution they are making to sustainable development?

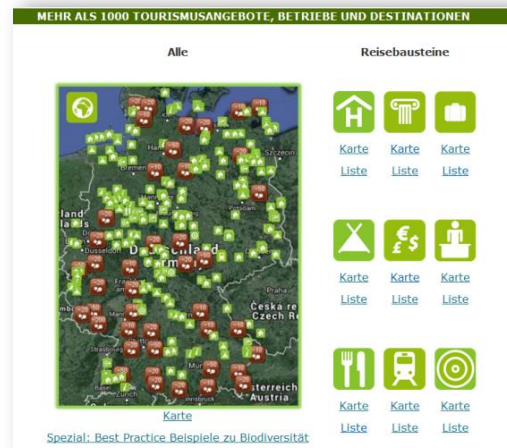
This is the reason why the ECOTRANS - the European network of experts for sustainable tourism development - has, for the first time ever, compiled a national map, which will be continuously expanded. The 'Grüne Reisekarte Deutschland' or 'Green Travel Map of Germany' will provide Germany's destinations and regional marketing organisations with an important planning and decision-making tool to assist them when putting together their sustainable tourism offers. Destination managers and tour operators, professionals and travel enthusiasts will be able to see at a glance the tourism product building blocks that contribute demonstrably to the development of sustainable tourism in Germany. Further proof is provided by the various certificates, labels and prizes which they have been awarded for achieving a high level of environmental, ecological and social sustainability, and which are listed on the DestiNet.eu international\_tourism portal. Meanwhile there are now more than 150 national and international labels which attest to the fact that a hotel or restaurant has sustainability credentials via the use of words like 'bio', 'eco' or 'fair-trade'.

In Germany there are over 50 such labels, which cover a broad spectrum of services and offers in the field of tourism. Their certified businesses and prize-winners will be listed on the "Grüne Reisekarte Deutschland" and on DestiNet Market Place, all linked to a brief description of their respective label or prize. In this way the map also provides the requisite transparency.

Amongst the more than 1,000 entries on the map, examples of best practice for the conservation of biological diversity in tourism are also being presented. Proposals for inclusion are still being accepted.








Biodiversity Self-checks



Green Travel Map of Germany

## References

<p><b>Internet</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">Biodiversity Criteria for the Tourism Sector: Recommendations for Standards, Labels and Awards – download PDF English version</a></li> <li>• <a href="#">Knowledge Pool Biodiversity on DestiNet</a></li> <li>• <a href="#">Biodiversity Checklists - German versions</a></li> <li>• <a href="#">Green Travel Map of Germany</a></li> </ul>
<p><b>Project</b></p>	<p>The Knowledge Pool, Checklists and the development of the Green Travel Map of Germany are an outcome of the project “Integration of Biological Diversity in CSR Processes in the Tourism Industry”, carried out by ECOTRANS, the Global Nature Fund and Adelphi.</p> <div style="display: flex; justify-content: space-around; align-items: center;">    </div>
<p><b>Support</b></p>	<p>The project was supported by the German Federal Agency for Nature Protection (BfN), with financial support from the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB).</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div>
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