

Sustainable tourism certification for hotels worldwide:

From savings to market advantages?

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European Network for Sustainable Tourism Development

Saarbrücken/Germany

Hotels have the choice

100 international and national environmental and sustainability certificates for hotels reflect the **diversity** of

- Accommodation businesses
- Countries and destinations
- Needs to making tourism more sustainable: UN millenium goals
- Opportunities for voluntary measures beyond legislation

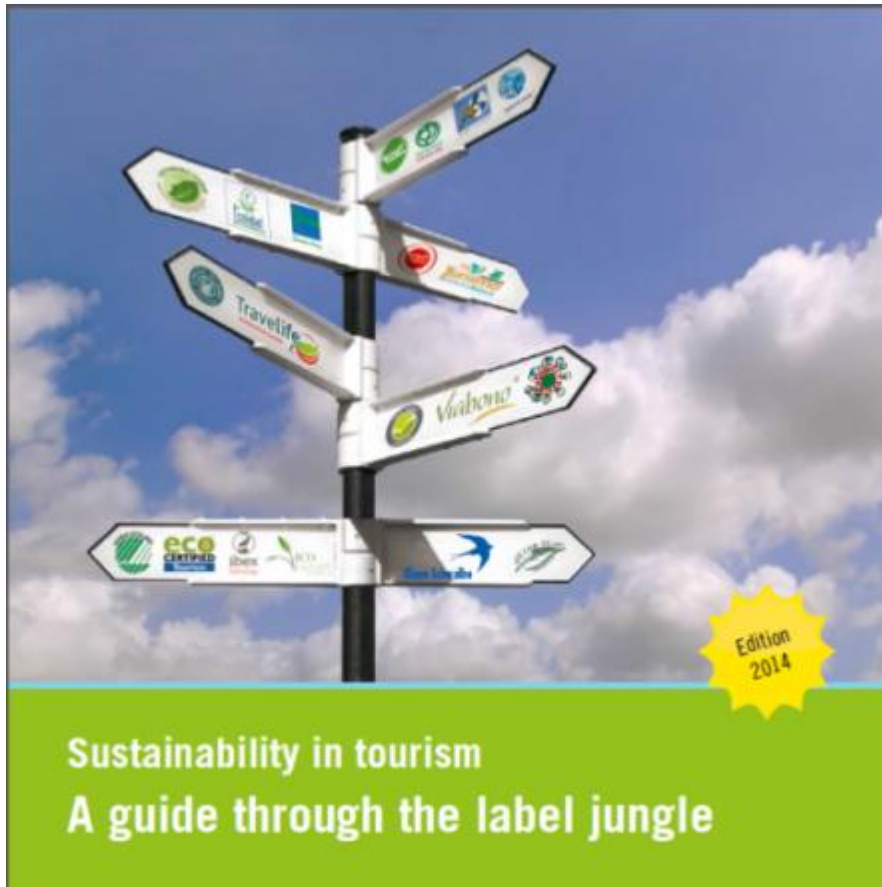


Hotels need transparency and easy access to Sustainable Tourism Certification Worldwide

- Certificates available per country?
- Certifying body?
- Standard available?
- Sustainability issues covered?
- Training offered & Fee?
- Auditing by third party & Fee?
- Licence period & Fee?
- International recognition?
- Reputation & Marketing advantages?




Hotels need transparency and easy access to Sustainable Tourism Certification Worldwide



Worldwide
 of ecolabels, with the aim of promoting
 al for sustainable & responsible tourism
 place. Registered certification programs
 on the [global green market place](#) on

Procedure	Global Recognition	On-site third-party	On-site second-party	Desktop	GSTC recognized standard
					•
		•			•
		•			•
					•
		•			•
					•

 CST, Costa Rica
 Clean Tourism Certification,

Hotels need transparency and easy access to Sustainable Tourism Certification Worldwide





GLOBAL CERTIFICATION QUICKFINDER DestiNet



More than 170 certification programmes on sustainable tourism are meanwhile operating worldwide: businesses, tour operators and destinations never had a greater choice of regional, national and international labels to proof their "green" commitment and performance regarding environmentally sound and socially responsible sustainability.

ECOTRANS provides global transparency on sustainable tourism certification:



- [All Certificates & Standards worldwide](#)
- [Certificates in your global region](#)
- [Certificates with a GSTC recognised standard](#)  **TRAVELFOREVER**
GLOBAL SUSTAINABLE TOURISM COUNCIL
- [Certificates with a GSTC approved system](#)  **TRAVELFOREVER**
GLOBAL SUSTAINABLE TOURISM COUNCIL
- [Differences between the certificates](#)
- [A Guide through the Label Jungle \(booklet\)](#)
- [Certificates per type of tourism services](#)
- [Certificates with publicly available standards](#)

Hotels need transparency and easy access to Sustainable Tourism Certification Worldwide



GLOBAL CERTIFICATION QUICKFINDER DestiNet

More than 170 certification programmes on sustainable tourism operators and destinations never had a greater choice of commitment and performance regarding environmental

ECOTRANS provides global transparency on sustain



- [All Certificates & Standards](#)
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- [Certificates with a GSTC label](#)
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- [Differences between the labels](#)
- [A Guide through the Labels](#)
- [Certificates per type of tourism](#)
- [Certificates with publicly available standards](#)

EUROPE: Quickfinder Certification Programmes per Country

EUROPE

 Albania	 Andorra	 Austria	 Belarus	 Belgium	 Bosnia and Herzegovina	 Bulgaria	 Croatia
 Cyprus	 Czech Republic	 Denmark	 Estonia	 Finland	 France	 Germany	 Greece
 Hungary	 Iceland	 Ireland	 Italy	 Kosovo	 Latvia	 Liechtenstein	 Lithuania
 Luxembourg	 Macedonia	 Malta	 Moldova	 Monaco	 Montenegro	 Netherlands	 Norway
 Poland	 Portugal	 Romania	 Russia	 San Marino	 Serbia	 Slovakia	 Slovenia
 Spain	 Sweden	 Switzerland	 Turkey	 Ukraine	 United Kingdom	 Vatican City	

Rol hotel = Rol certification?



Hotel Rol:

- Includes savings (energy, water, waste reduction.,, improved management and trained staff to CSR, good feelings and market advantages („the better choice“)
- depends on the financial capacity at the certification programme to maintain & improve its credibility and services

Certification Rol:

- Phase 1: development (standard, verification, operation)
- Phase 2: consolidation (# certified hotels)
- depends on the satisfaction of hotels and their interest in ongoing re-certification

A.I.D.A.

Attention > Interest > Decision > Action



The concept of sustainable & responsible tourism is meanwhile widely accepted among all stakeholders

- 28% of German travelers want to travel environmentally friendly & socially responsibly (RA 2014)
- 86% of German destinations expect significant importance of sustainable tourism (Contours/ITB, 2015)

**The trends are positive, but the pace is slow:
Eco-certified hotels worldwide = 1%**

Let's bring the better choice to the consumer

Ecotrans provides transparency & facilitates market access

- in collaboration with environmental and sustainable tourism certificates
- on the DestiNet.eu platform for knowledge networking on sustainable & responsible tourism



Let's bring the better choice to the consumer

Transparency:

- Global mapping & public visibility of certified tourism (e.g. hotels) linked with the certificate's profile on DestiNet & with hotel's website



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The Austrian Ecolabel ("Österreichisches Umweltzeichen für Tourismus") was the first national eco-label for tourism worldwide. It has been awarded to accommodation businesses, restaurants, travel packages. Green meetings and events have been certified since 2010, and since 2014 conference centres and event locations can be certified.

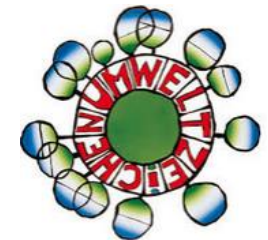
"GSTC recognised standard" in January 2012

Certifying Organisation	Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management (Ministry of Life)
Partner Organisation/s	Austrian Consumer Association (VKI)
Travel Countries	Austria, Italy (South Tyrol)
Certified Tourism Services	Over 280 > see list > see map
Sustainability Areas	Environment, Management, Social Issues, Culture
Transparency	Link to the Standard
Assessment Process	On site Third Party Assessment
Market Place	Accommodations, Travel packages, Camping sites and Restaurants, Activities
License Period	4 Years

Let's bring the better choice to the consumer

Transparency:

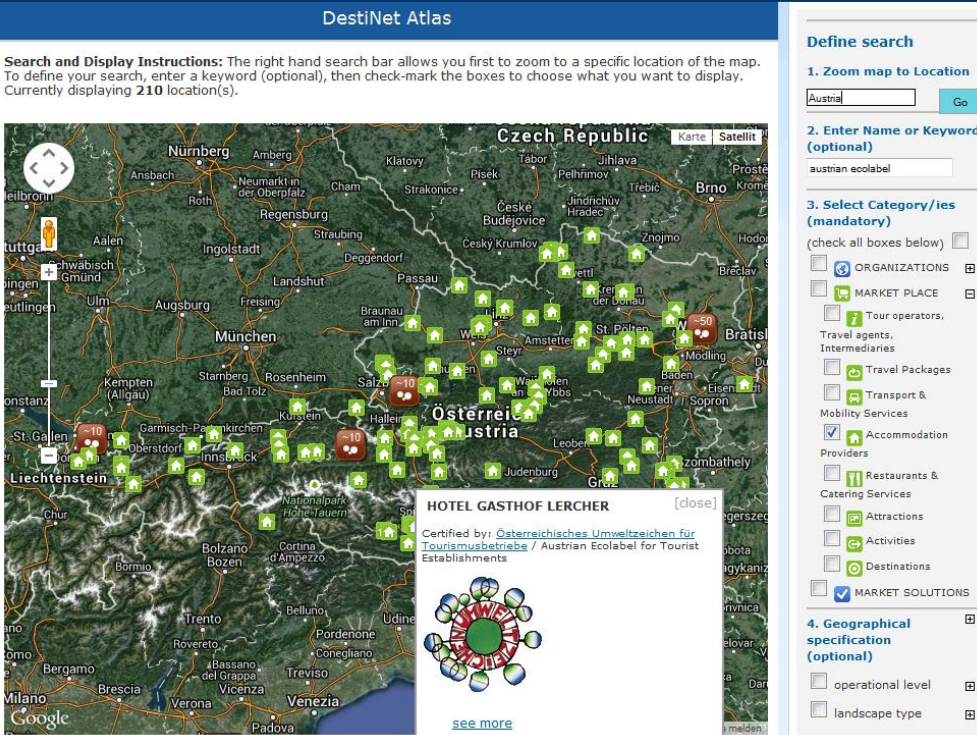
- Global mapping & public visibility of certified tourism (e.g. hotels) linked with the certificate's profile on DestiNet & with hotel's website



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DestiNet Atlas

Search and Display Instructions: The right hand search bar allows you first to zoom to a specific location of the map. To define your search, enter a keyword (optional), then check-mark the boxes to choose what you want to display. Currently displaying 210 location(s).



Define search

- Zoom map to Location**
Austria
- Enter Name or Keyword (optional)**
austrian ecolabel
- Select Category/ies (mandatory)**
(check all boxes below)
 ORGANIZATIONS
 MARKET PLACE
 Tour operators, Travel agents, Intermediaries
 Travel Packages
 Transport & Mobility Services
 Accommodation Providers
 Restaurants & Catering Services
 Attractions
 Activities
 Destinations
 MARKET SOLUTIONS
- Geographical specification (optional)**
 operational level
 landscape type

HOTEL GASTHOF LERCHER [close]
 Certified by: Österreichisches Umweltzeichen für Tourismusbetriebe / Austrian Ecolabel for Tourist Establishments

[see more](#)

Let's bring the better choice to the consumer

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Green Key

The Green Key is a worldwide available eco-label awarded to leisure organisations, as hotels, youth hostels, conference- and holiday centres, campsites, holiday houses and leisure facilities.

Green Key aims to:

- raise the awareness of leisure establishment staff and clients,
- increase the use of sustainable methods of operation and technology,
- run ecologically sound and responsible businesses, and thereby
- reduce resource, energy usage

Certifying Organisation	Foundation of Environmental Education (FEE)
Partner Organisation/s	UNEP, UNWTO
Travel Countries	International, 40 Countries
Certified Tourism Services	2322
	>See list >See Map
Sustainability Areas	Environment
Transparency	Link to the Standard
Assessment Process	On site Third Party Assessment
Market Place	Accommodations
License Period	1 Year



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Let's bring the better choice to the consumer

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DestiNet Atlas

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Define search

- Zoom map to Location**
- Enter Name or Keyword (optional)**
green key
- Select Category/ies (mandatory)**
(check all boxes below)
 ORGANIZATIONS
 MARKET PLACE
 Tour operators,
Travel agents,
Intermediaries
 Travel Packages
 Transport &
Mobility Services
 Accommodation
Providers
 Restaurants &
Catering Services
 Attractions
 Activities
 Destinations
 MARKET SOLUTIONS
- Geographical specification (optional)**
 operational level
 landscape type

FOUR VIEWS OÁISIS [close]

 Accommodation- Hotel
Certified by Green Key

Green Key
Season Start: May 30, 2014 Season End: May 29,
2015 /Handicap Friendly:
[see more](#)

Google
License Period 1 Year
Grafiken © 2015 NASA, TerraMetrics | Nutzungsbedingungen



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Let's bring the better choice to the consumer

Market access

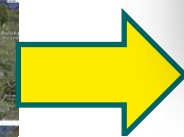
- Providing maps & lists of certified tourism to interested „green“ tour operators, booking agents, marketing services and destinations



CERTIFIED TOURISM (certifiers section)

bookdifferent



Germany
The travel destination



„In future, our main concern will no longer be whether we can travel to every place on earth. Our main interest will be whether it is worthwhile arriving there. “

Hermann Löns, 1908

Thank you for your attention!

Herbert Hamele

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www.ecotrans.org

http://destinet.eu