

# Ecotourism Certificates in Europe:

**Transparency, credibility,  
sustainability**

**Herbert Hamele  
Ecotrans e.V., Saarbrücken**

# ECO TRANS

European Network for Sustainable Tourism Development (seit 1993)

*„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

Founding member of

- **DestiNet - UN Partnership for Sustainable Development**
- **Global Sustainable Tourism Council**
- **Global Sustainable Tourism Partnership**



## Message to the 2nd EETC 23-25 Oct, Brashov from the DestiNet Innovation Group (DIG):

### ***Leading European Networks of Sustainable Tourism Destinations***

- ***EDEN, Quality Coast, Alpine Pearls***
- ***In partnership with ECOTRANS and Visions on Sustainable Tourism***

*formed the **DestiNet Innovation Group** for using DestiNet as common platform for offering their destinations and SME members services for*

- *making their tourism products more **sustainable**,*
- *achieving recognition through **certification***
- *effective **marketing** of their sustainable offer*
- ***monitoring** the progresses*

*DIG is aiming to establish a **Mediterranean-wide Ecotourism Destination Development Observatory***

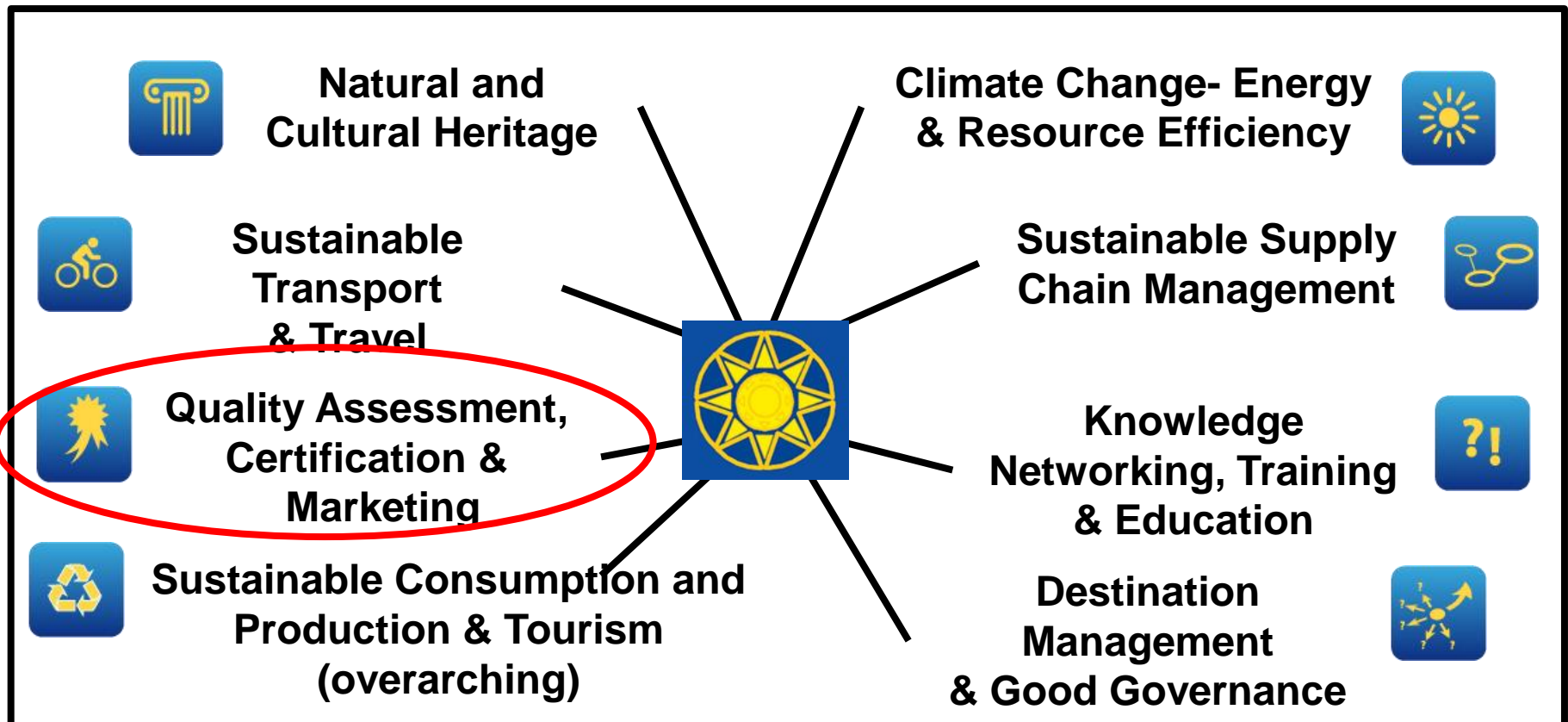
- *linked to GSTC & ETIS for destinations*
- *linked to EETLS for SMEs*

### ***Invitation for collaboration:***

*Discuss the role in the ecotourism knowledge base workflow*

# Context: Sustainable Tourism in Europe

European policies for competitive & sustainable tourism (e.g. EC-COMM 2010) require 21 actions in following 8 key topics:



# DestiNet.eu – bringing stakeholders and information together

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Knowledge Networking Portal for Sustainable & Responsible Tourism

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**Your Role**

- Governments
- NGOs
- Destinations
- Academics
- Businesses
- Travellers

**Our Support**

- Who is who?
- Market place
- Resources
- Good practices
- Observatory
- Topics

**Atlas**

Sustainable & Responsible Tourism worldwide

**News**

EEC2013: speakers and programme ready now

EUROPEAN ECOTOURISM CONFERENCE  
POIANA BRAȘOV 2013 ROMANIA

[posted on: 07/10/2013]

DestiNet provides more transparency on sustainable tourism

# Ecotourism: topics & stakeholders & information



**Topics & Tips for stakeholders**



**Who is who**

**Resources,  
library, tools**

**Good practices**

**Market place: certificates  
and certified tourism**

**Observatory for  
monitoring and reporting**



„Ecotourism“

1000+ →



e.g. EETLS, e-tools

200+ awarded tourism  
products and services

100+ certificates  
1000+ certified businesses

Links to monitoring systems

# e.g. Germany



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**DestiNet Atlas**

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**NB The Google Search in the green bar can also be used for free text search of all DestiNet content.**



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**Define search**

- Zoom map to Location**  
Germany
- Enter Name or Keyword (optional)**
- Select Category/ies (mandatory)**  
(check all boxes below)   
 ORGANIZATIONS   
 MARKET PLACE   
 MARKET SOLUTIONS
- Geographical specification (optional)**  
 operational level   
 landscape type

by country  
Germany

- Topic specification (optional)**  
 Topics

**6. Click "Go" to display results**

**Map URL:**  
[http://destinet.eu/porta\\_map?lat\\_center=51.165691&lon\\_center=10.451526&map\\_zoom=6&map\\_engine=google&base\\_layer=satellite&geo\\_types%3Alist=](http://destinet.eu/porta_map?lat_center=51.165691&lon_center=10.451526&map_zoom=6&map_engine=google&base_layer=satellite&geo_types%3Alist=)

Status:

1300 organisations and certified businesses

300+ with focus on ecotourism

10+ certificates and standards operating

# Key topics for making tourism more sustainable: guidance, contacts, information

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**Topics**

**KEY TOPICS FOR MAKING TOURISM MORE SUSTAINABLE**

Making tourism more sustainable is a multi-thematic, multi-stakeholder, global to local process. The **DestiNet Topic Management Framework** provides an integrated general contents list for covering all sustainable tourism thematics. This framework has been used to set up **Topic Knowledge & Innovation Communities** using the Portal as a toolkit to manage multi-stakeholder input to each topic. The topic **Sustainable Consumption and Production & Tourism** links wider development processes to tourism activity, when not covered by the other topics. Each topic is introduced with its relevance to sustainable tourism, the roles of the stakeholders, and cross-references to the DestiNet support.

- Natural and Cultural Heritage
- Transport and Mobility
- Destination Management
- Certification and Marketing
- Climate Change -Energy and Resource Efficiency
- Supply Chain Management
- Knowledge Networking, Training & Education
- Sustainable Consumption and Production & Tourism

**Atlas**

Sustainable & Responsible Tourism worldwide

**News**

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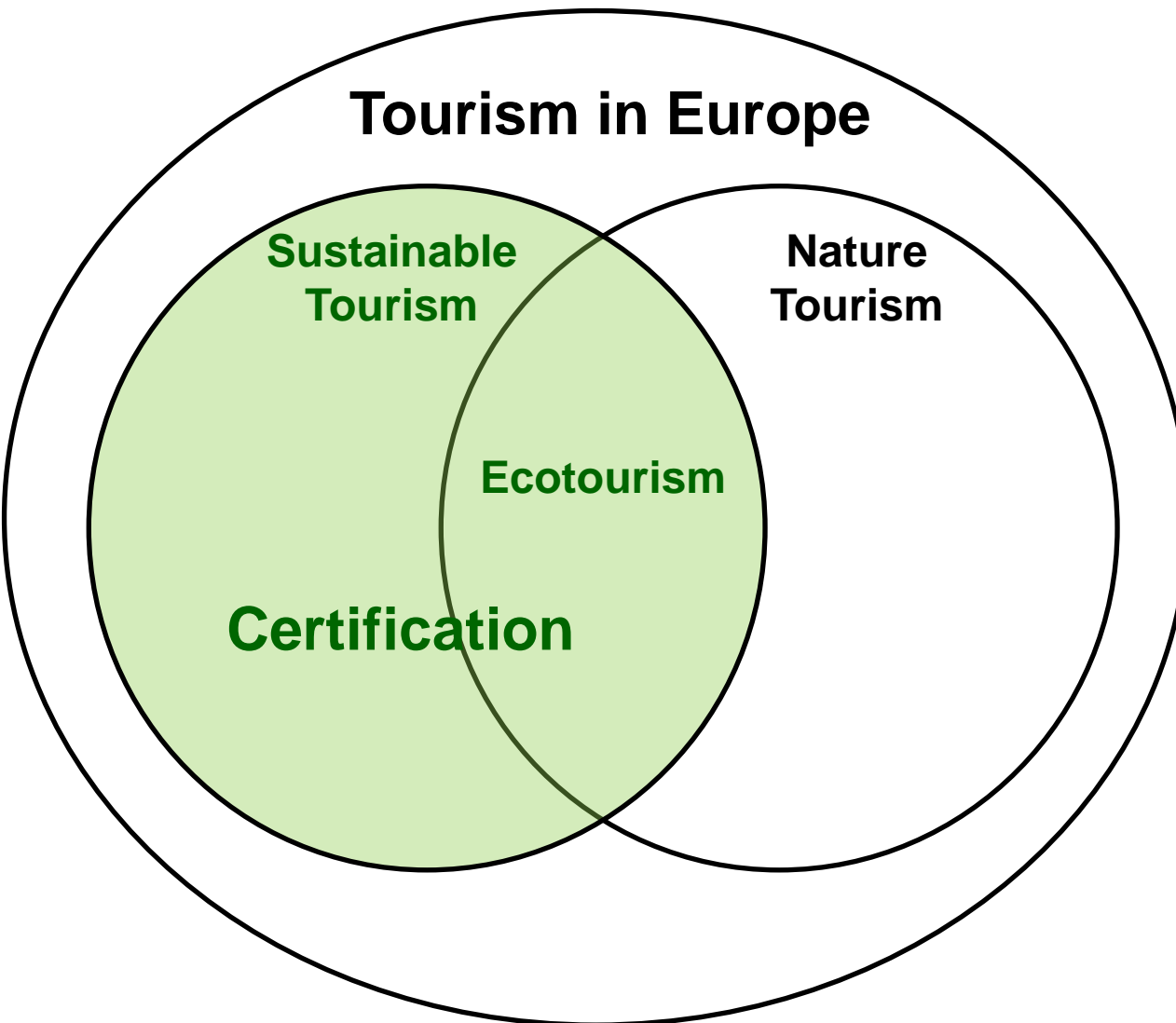
[posted on: 07/10/2013]

DestiNet provides more transparency on sustainable tourism

**Notifications**



# Ecotourism Certification in Europe



**Which certificates for Sustainable Tourism and Ecotourism are there?**

**What is an ideal Ecotourism certificate in Europe?**

# Sustainable Tourism Certification worldwide



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**NB The Google Search in the green bar can also be used for free text search of all DestiNet content.**



**Define search**

1. Zoom map to Location

Type location address

2. Enter Name or Keyword (optional)

Type keywords to filter locations

3. Select Category/ies (mandatory)

(check all boxes below)

- ORGANIZATIONS
- MARKET PLACE
- MARKET SOLUTIONS
  - Certificates
  - Research, Training, Consultancy
  - Energy/Water
  - Waste Solutions
  - Other Products/Services

4. Geographical specification (optional)

- operational level
- landscape type

by country

All

5. Topic specification (optional)

Topics

6. Click "Go" to display results

**Map URL:**  
[http://destinet.eu/portal\\_map?lat\\_center=52.908902047770255&lon\\_center=12.48046875&map\\_zoom=4&map\\_engine=google&base\\_layer=satellite&geo\\_t](http://destinet.eu/portal_map?lat_center=52.908902047770255&lon_center=12.48046875&map_zoom=4&map_engine=google&base_layer=satellite&geo_t)

# Transparency, Credibility, Sustainability, Recognition



## Sustainable Tourism Certification Worldwide

Since 1994 ECOTRANS has published and continuously updated a global list of ecolabels, with the aim of promoting transparency in this field. The independent, quality-assessed DestiNet portal for sustainable & responsible tourism brings together all certificates and certified tourism establishments in one place. Registered certification programs map their certified tourism businesses, destinations and travel companies on the [global green market place](#) on DestiNet.

	Sustainability areas (Main issues covered)	Transparency (Access to the standard)	Verification Procedure	Global Recognition							
	Environment	Social Issues	Economy	Culture	Published	Partially published	Not published	On-site third-party	On-site second-party	Desktop	ISCT recognized standard
Adventure Green Alaska (AGA)	•	•	•		•						•
Austrian Ecolabel	•					•			•		
Biosphere Responsible	•	•	•	•	•				•		•

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	Environment	Social Issues	Economy	Culture	Published	Partially published	Not published	On-site third party	On-site second party	Desktop	GTTC recognized standard
Adventure Green Alaska (AGA)	*	*	*	*	*	*	*	*	*	*	*
Austrian Ecolabel	*	*	*	*	*	*	*	*	*	*	*
Biosphere Responsible Tourism	*	*	*	*	*	*	*	*	*	*	*
Blauer Schwalbe	*	*	*	*	*	*	*	*	*	*	*
Blue Flag	*	*	*	*	*	*	*	*	*	*	*
CST, Costa Rica	*	*	*	*	*	*	*	*	*	*	*
Clean Tourism Certification, Poland	*	*	*	*	*	*	*	*	*	*	*
CSR Tourism, Germany	*	*	*	*	*	*	*	*	*	*	*
EarthCheck	*	*	*	*	*	*	*	*	*	*	*
EECAT Quality Label	*	*	*	*	*	*	*	*	*	*	*
eco awards Namibia	*	*	*	*	*	*	*	*	*	*	*
ECO Certification Program, Australia	*	*	*	*	*	*	*	*	*	*	*
ECO Certification, Malta	*	*	*	*	*	*	*	*	*	*	*
Ecotourism Label, Ireland	*	*	*	*	*	*	*	*	*	*	*
ECOCAMPING	*	*	*	*	*	*	*	*	*	*	*
EcoLabel Luxembourg	*	*	*	*	*	*	*	*	*	*	*
Ecoprofit	*	*	*	*	*	*	*	*	*	*	*
Eco-Romania	*	*	*	*	*	*	*	*	*	*	*
Ecotourism Kenya's Eco-rating scheme	*	*	*	*	*	*	*	*	*	*	*
EASIS, Japan	*	*	*	*	*	*	*	*	*	*	*
European Charter EUROPARC	*	*	*	*	*	*	*	*	*	*	*
European Ecolabel	*	*	*	*	*	*	*	*	*	*	*
Fair Trade in Tourism South Africa	*	*	*	*	*	*	*	*	*	*	*
GREAT Green Deal	*	*	*	*	*	*	*	*	*	*	*

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	Environment	Social Issues	Economy	Culture	Published	Partially published	Not published	On-site third party	On-site second party	Desktop	GTTC recognized standard
Green Globe	*	*	*	*	*	*	*	*	*	*	*
Green Hospitality Award, Ireland	*	*	*	*	*	*	*	*	*	*	*
Green Key	*	*	*	*	*	*	*	*	*	*	*
Green Key Eco-Rating Program	*	*	*	*	*	*	*	*	*	*	*
Green Leaf Foundation, Thailand	*	*	*	*	*	*	*	*	*	*	*
Green Leaf Env. Standard	*	*	*	*	*	*	*	*	*	*	*
Green Star Hotel, Egypt	*	*	*	*	*	*	*	*	*	*	*
Green Tourism Business Scheme, UK	*	*	*	*	*	*	*	*	*	*	*
Hawaii - Green Business Program	*	*	*	*	*	*	*	*	*	*	*
Ibex fairstay, Switzerland	*	*	*	*	*	*	*	*	*	*	*
LEAF, Canada	*	*	*	*	*	*	*	*	*	*	*
Legambiente Turismo, Italy	*	*	*	*	*	*	*	*	*	*	*
Nature's Best, Sweden	*	*	*	*	*	*	*	*	*	*	*
Nordic Swan	*	*	*	*	*	*	*	*	*	*	*
PAN Parks	*	*	*	*	*	*	*	*	*	*	*
Q certification tourism	*	*	*	*	*	*	*	*	*	*	*
QualityCoast	*	*	*	*	*	*	*	*	*	*	*
Qualmark, New Zealand	*	*	*	*	*	*	*	*	*	*	*
Rainforest Alliance	*	*	*	*	*	*	*	*	*	*	*
Sello Ambiental Colombiano	*	*	*	*	*	*	*	*	*	*	*
SmartVoyager, Ecuador	*	*	*	*	*	*	*	*	*	*	*
Sustainable Tourism Eco-Certification Program STEP	*	*	*	*	*	*	*	*	*	*	*
Travellife	*	*	*	*	*	*	*	*	*	*	*
Valorno, Germany	*	*	*	*	*	*	*	*	*	*	*
EU Ecotourism Labelling Standard (DEETLS)	*	*	*	*	*	*	*	*	*	Standard only	*

The research, printing and dissemination has been supported by:

**50 leading certificates worldwide:**

download pdf linked with individual descriptions on DestiNet

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E-Mail: [contact.destinet@ecotrans.de](mailto:contact.destinet@ecotrans.de)


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## Eco-Romania

The Ecotourism Certification System "Eco-Romania" certifies ecotourism programmes / tours provided by tour-operators or guides and small-scale accommodation structures in rural and natural areas.

Certifying Organisation	Association of Ecotourism in Romania
Partner Organisation/s	Natura2000 NGO Coalition Romania, Retezat Tourism Association, Tara Domelor Ecotourism Association, Propark, Rowmania, CarpathianMan, Zenith Maps, PAN Parks
Travel Countries	Romania
Certified Tourism Services	29
Sustainability Areas	Economy, Environment, Social Issues, Cultural Heritage
Transparency	<a href="#">Link to the Standard</a>
Assessment Process	On site Third Party Assessment
Market Place	Small Accommodations, Travel Packages
License Period	3 Years

**Personal Title** Mr.

**Firstname** Bogdan

**Lastname** Papuc

**Job Title** Marketing & Certification Officer

**Organisation** Association of Ecotourism in Romania

**Postal Address** OP 1, CP 210, Brasov 500500, Romania

**Phone Number** 0040 368 441 084

**Fax Number** 0040 368 441 084

**Email** [info@eco-romania.ro](mailto:info@eco-romania.ro)/[bogdan.papuc@eco-romania.ro](mailto:bogdan.papuc@eco-romania.ro)

**Webpage** <http://www.eco-romania.ro>

**Released** 25/02/2013

**Contributor** Diego Núñez

**Country** Romania,,

**Type**  Certificates

**Keywords** Certification and standards, Ecotourism, awardingorganisations,

**Topics** Quality Assessment, Certification and Marketing

**Operational level** National

**Export for Outlook** vCard Format



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**Austrian Ecolabel for Tourism**



The Austrian Ecolabel ("Österreichisches Umweltzeichen für Tourismus") was the first national eco-label for tourism worldwide. Since 1996 it has been awarded to accommodation businesses and restaurants, since 2008 also to travel packages offered by Austrian tour operators, and since 2010 to "green meetings and events". The Austrian Ministry as certifying body is also competent body for the European Ecolabel.

**"GSTC recognised standard" in January 2012**

<b>Certifying Organisation</b>	Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management (Ministry of Life)
<b>Partner Organisation/s</b>	Austrian Consumer Association (VKI)
<b>Travel Countries</b>	Austria (Travel Packages: worldwide)
<b>Certified Tourism Services</b>	ca 270> <a href="#">see list</a> > <a href="#">see map</a>
<b>Sustainability Areas</b>	Environment
<b>Transparency</b>	<a href="#">Link to the Standard</a>
<b>Assessment Process</b>	On site Third Party Assessment
<b>Market Place</b>	Accommodations, Travel packages, Camping sites and Restaurants
<b>License Period</b>	4 Years



[See all locations on the map](#)

<b>Firstname</b>	Andreas
<b>Lastname</b>	Tschulik
<b>Organisation</b>	Bundesministerium für Land- und Forstwirtschaft, Umwelt und Wasserwirtschaft (BMLFUW)
<b>Postal Address</b>	Stubenbastei 5, 1010 Wien, Österreich
<b>Phone Number</b>	+43(0)1 515 22
<b>Email</b>	<a href="mailto:info@umweltzeichen.at">info@umweltzeichen.at</a>
<b>Webpage</b>	<a href="http://www.umweltzeichen.at/tourismus">http://www.umweltzeichen.at/tourismus</a>
<b>Released</b>	25/02/2013
<b>Contributor</b>	Diego Núñez
<b>Country</b>	Austria..
<b>Type</b>	Certificates
<b>Keywords</b>	Certification and standards, GSTC recognised, awardingorganisations, Quality Assessment, Certification and Marketing
<b>Topics</b>	

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CERTIFIED TOURISM (certifiers section)

OUR SUPPORT

The independent DestiNet portal - managed by ECOTRANS - is responding to the growing needs for transparency in the "jungle" of more than 100 certificates, brands and awards for sustainable and responsible tourism, and is giving on its Atlas market access to 1000s of awarded and certified tourism businesses, services and destinations world wide.

Green Star  
Hotel

FAIR TRADE  
TOURISM

Alpine  
pearls

CSR  
TOURISM

Blaue  
Schwalbe

Ecolabel

EUROPAC  
VERBODEN  
ROEKERIJEN  
TOEGELATEN  
BESCHERMING  
VIRUS  
ROEKERIJEN  
TOEGELATEN  
BESCHERMING

GREEN GLOBE  
CERTIFIED

Viabono

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Sustainable  
TOURISM

QualityCoast

SustainableTrip  
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[posted on: 07/10/2013]

DestiNet provides more transparency on sustainable tourism

Country	Number of certified tourism businesses	Number of certified tourism services	Number of certified tourism destinations
Algeria	1	0	0
Andorra	0	0	0
Austria	1	0	0
Bahrain	0	0	0
Bangladesh	0	0	0
Belgium	0	0	0
Brazil	0	0	0
Bulgaria	0	0	0
Canada	0	0	0
Chile	0	0	0
China	0	0	0
Croatia	0	0	0
Czechia	0	0	0
Denmark	0	0	0
Egypt	0	0	0
Ecuador	0	0	0
Egypt	0	0	0
France	0	0	0
Germany	0	0	0
Ghana	0	0	0
Greece	0	0	0
Guatemala	0	0	0
Hong Kong	0	0	0
Hungary	0	0	0
India	0	0	0
Indonesia	0	0	0
Italy	0	0	0
Japan	0	0	0
Kenya	0	0	0
Latvia	0	0	0
Lithuania	0	0	0
Malaysia	0	0	0
Mexico	0	0	0
Moldova	0	0	0
Morocco	0	0	0
Netherlands	0	0	0
New Zealand	0	0	0
Norway	0	0	0
Poland	0	0	0
Portugal	0	0	0
Romania	0	0	0
Russia	0	0	0
Saudi Arabia	0	0	0
Slovenia	0	0	0
Spain	0	0	0
Sweden	0	0	0
Switzerland	0	0	0
Taiwan	0	0	0
Tanzania	0	0	0
Turkey	0	0	0
Ukraine	0	0	0
United Kingdom	0	0	0
USA	0	0	0
Vietnam	0	0	0
Yemen	0	0	0
Zimbabwe	0	0	0

[posted on: 24/09/2013]

Customer service for sustainable tourism [posted on: 20/09/2013]

Calendar of events

October 2013

H	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

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TWO STEPS FOR CERTIFICATES, BRANDS AND AWARDS

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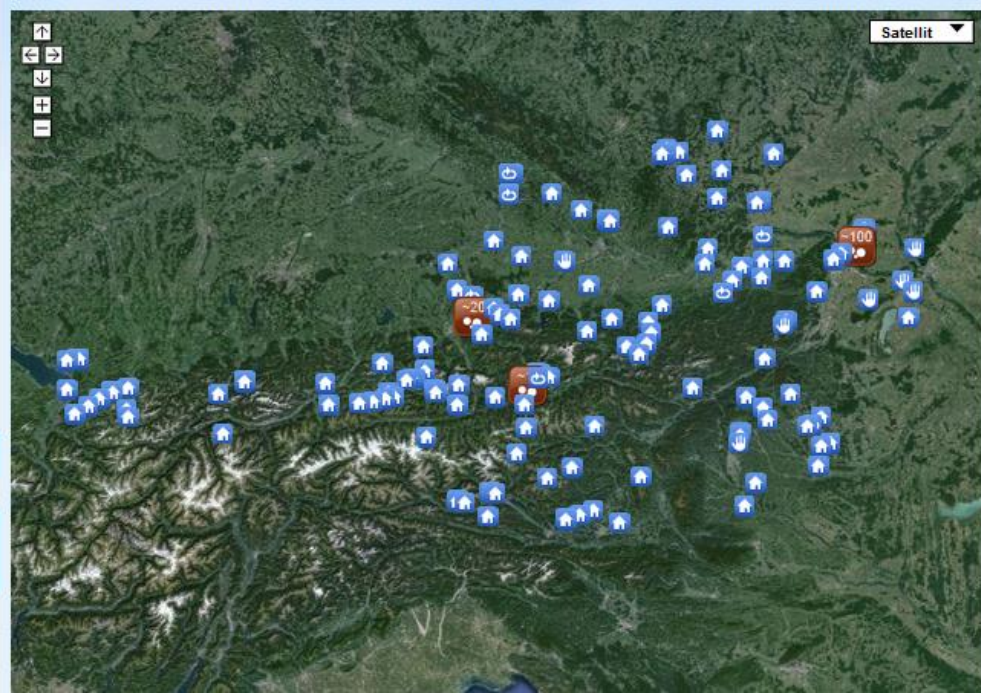
The Alps: Europe's cherished but endangered mountains

A greener music festival in

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- Select Category/ies (mandatory)**  
 (check all boxes below)   
 ORGANIZATIONS   
 MARKET PLACE   
 MARKET SOLUTIONS
- Geographical specification (optional)**  
 operational level   
 landscape type   
 by country
- Topic specification (optional)**  
 Topics

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Satellit

**SALMHÜTTE ÖAV** [close]

Certified by: [Österreichisches Umweltzeichen für Tourismusbetriebe](#) / Austrian Ecolabel for Tourist Establishments

**Define search**

**1. Zoom map to Location**

Type location address

**2. Enter Name or Keyword (optional)**

Austrian Ecolabel, Salmhütte

**3. Select Category/ies (mandatory)**

(check all boxes below)

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**4. Geographical specification (optional)**

- operational level
- landscape type

by country

**5. Topic specification (optional)**

- Topics

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**Phone Number** +43 4824 208 9  
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**Email** [salmhuetten@aon.at](mailto:salmhuetten@aon.at)  
**Webpage** [http://www.umweltzeichen.at/cms/home/tourismus/content.html?akt\\_id=6824](http://www.umweltzeichen.at/cms/home/tourismus/content.html?akt_id=6824)  
**Released** 15/03/2012  
**Contributor** dienuz  
**Country** Austria,  
**Type** Accommodation Providers  
**Keywords** Austrian Ecolabel, ecolnet, pilot, ecotourism,  
**Topics** Quality Assessment, Certification and Marketing  
**Operational level** Unspecified  
**Export for Outlook** [vCard Format](#)



Google Grafiken © 2013, Kartendaten © 2013 - Nutzungsbedingungen

[See all locations on the map](#)



## Welcome to the Salmhuetten



Salmhuetten is the oldest high-alpine guest house in the Eastern Alps. Built in 1799, it served as a shelter for the first climbers on the Grossglockner.



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Certificates and Standards  
 Folder administrator: Herbert Hamele, ECOTRANS, [herbert.hamele@ecotrans.de](mailto:herbert.hamele@ecotrans.de)

Sustainable Tourism Certification Worldwide  
 The global list of sustainable tourism standards and certification programs on DestiNet has been compiled and is continuously updated by ECOTRANS. The [Global Sustainable Tourism Criteria](#) are recommended as guidance for standards and certification programmes and as base for their further development and international recognition.

- See the locations of more than 130 certificates in this folder on the [DestiNet Atlas](#), look out for [GSTC recognised standards](#), download the international "Guide through the label jungle"

The following certification programmes are publishing their certified businesses on the DestiNet Atlas, in order to give more visibility and market access to certified tourism worldwide. Click on the logos to see more information about the certification programmes and the **contact details** of their certified tourism businesses:

- Click on the logos to learn more about these labels and their certified tourism worldwide

50 leading certificates with comparable descriptions and links to further information

Atlas

Sustainable & Responsible Tourism worldwide

News

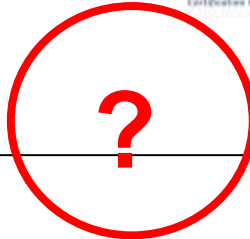
EEC2013: speakers and programme ready now

[posted on: 07/10/2013]

DestiNet provides more transparency on sustainable tourism

[posted on: 24/09/2013]

# Ecotourism Certification in Europe



... and more

# Summary

## Sustainable Tourism Certification worldwide

More than 120 certificates are offered

- for make tourism products and services, tour operators or destinations more sustainable
- for labelling the better choice and providing market advantages (→ examples at workshop 1: Benefits)
- About 60 national and international sustainable tourism certificates are offered in Europe
- 10-20 have a special focus on ecotourism

## European Ecotourism Certificates should

1. provide transparency on their standards, credibility of their audit procedure, cover all relevant sustainability areas
2. Be recognised and approved by the Global Sustainable Tourism Council
3. Comply with the European Ecotourism Labelling Standard (for businesses)



**Thank you for your attention!**

**Herbert Hamele**

**[herbert.hamele@ecotrans.de](mailto:herbert.hamele@ecotrans.de)**