The European Ecotourism Labelling Standard (EETLS)

- Global and European Context
- EETLS development, recognition, tools
- EETLS on DestiNet
- DestiNet for all

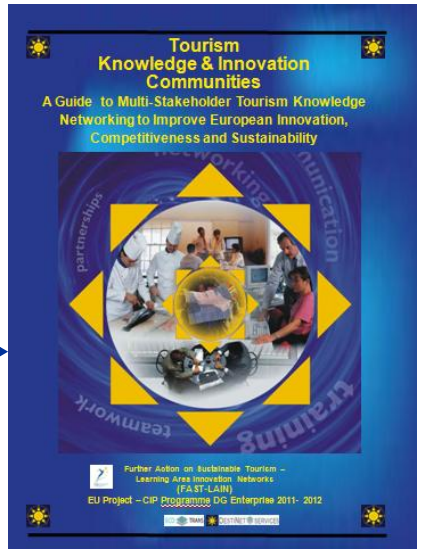
Herbert Hamele
ECOTRANS, Saarbrücken
TUI AG – Hanover, March 11-12, 2013

ECO TRANS

European Network for Sustainable Tourism Development (founded 1993)

- Members in 14 countries
- International studies & research
- European pilot projects & initiatives
- Knowledge centre for Tourism Ecolabelling
- Networking and dissemination of good practice

e.g.



Founding Member of

DestiNet

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

GLOBAL SUSTAINABLE TOURISM COUNCIL MEMBER
Does not indicate GSTC accreditation

THE GLOBAL PARTNERSHIP FOR SUSTAINABLE TOURISM

CONTEXT:

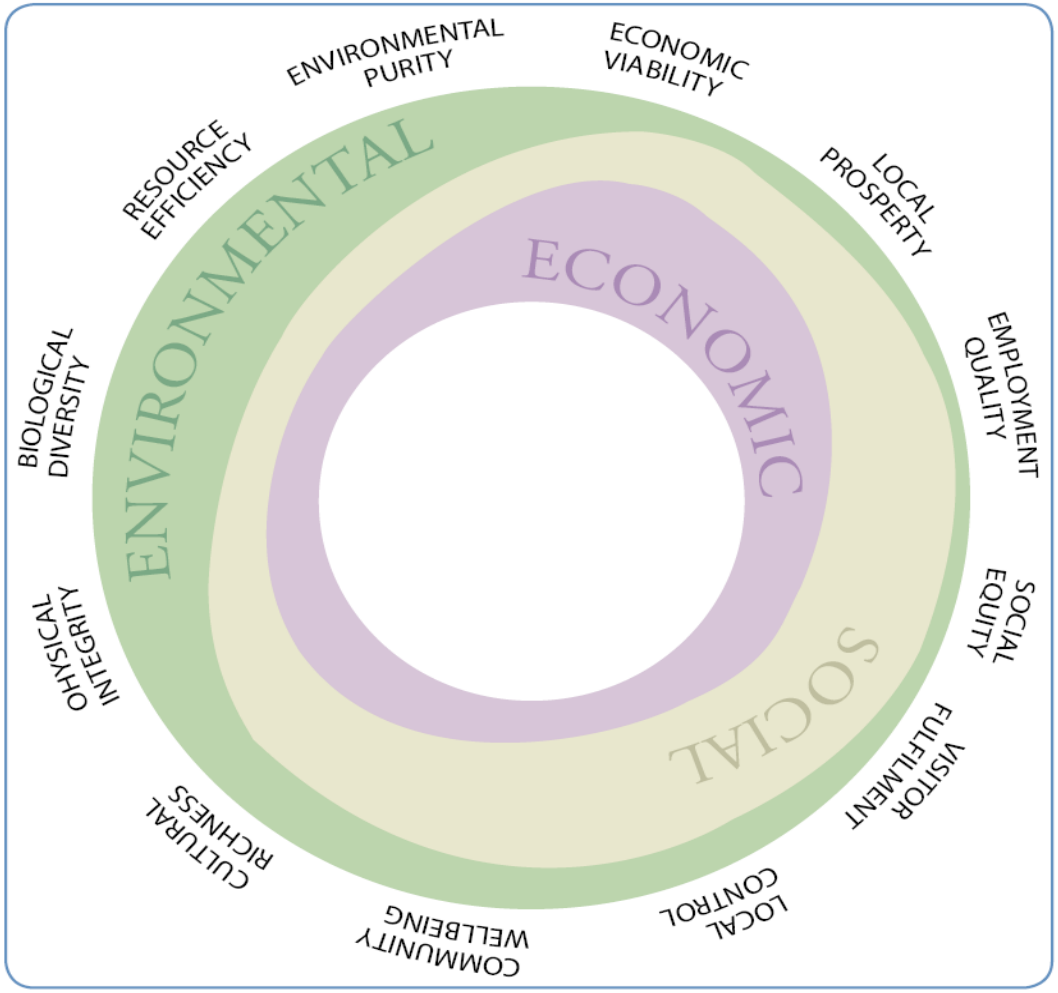
12 aims for an agenda for sustainable tourism

Making Tourism more sustainable – A guide for policy and decision makers

UNEP

UNWTO
World Tourism Organization

The **12 aims for an agenda for sustainable tourism** (UNWTO/UNEP) are relevant to all destinations and allow to define specific objectives and priorities. **>>> download**



CONTEXT:

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

- Natural and Cultural Heritage
- Climate Change- Energy & Resource Efficiency
- Sustainable Transport & Travel
- Sustainable Supply Chain Management
- Destination Management & Good Governance
- Knowledge Networking, Training & Education
- Quality Assessment, Certification & Marketing
- Sustainable Consumption and Production & Tourism (overarching)

CONTEXT:

Sustainable Tourism Certification in Europe

Certification programmes with focus on Eco-Tourism

EETLS:
The *European Eco-Tourism Labelling Standard*

European Ecotourism Network

Education and Culture DG
Lifelong Learning Programme

A – Group of Criteria

Introduction to the A Group of Criteria

- A.1 Management System
- A.2 Legal Compliance
- A.3 Employee Training
- A.4 Customer Satisfaction
- A.5 Marketing Accuracy
- A.6 Design and Construction of Buildings and Infrastructure
- A.6.1 Local Zoning
- A.6.2 Design and Siting
- A.6.3 Sustainable Construction
- A.6.4 Disabled Access
- A.7 Interpretation
- A.8 Compliance of activities with special regulations in protected areas
- A.9 Raise visitors' sensitivity of the host destination

Special criteria for „European Eco-Tourism" beyond GSTC

EETLS:
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Lifelong Learning Programme

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B – Group of Criteria

Introduction to the B Group of Criteria

- B.1 Community Development
- B.2 Local Employment
- B.3 Fair-Trade
- B.4 Local Entrepreneurs
- B.5 Indigenous Communities
- B.6 Exploitation
- B.7 Equitable Hiring
- B.8 Employee Protection
- B.9 Basic Services

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- B.5 Indigenous Communities
- B.6 Exploitation
- B.7 Equitable Hiring
- B.8 Employee Protection
- B.9 Basic Services

C – Group of Criteria

Introduction to the C Group of Criteria
- C.1 Cultural Code of Conduct
- C.2 Historical Artefacts
- C.3 Protection of Sites
- C.4 Incorporation of Culture

Special criteria for „European Eco-Tourism" beyond GSTC

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C – Group of Criteri

Introduction to the C G

- C.1 Cultural Cod
- C.2 Historical Ar
- C.3 Protection o
- C.4 Incorporatio

D – Group of Criteria

Introduction to the D Group of Criteria

- D.1 Goods and resources consumption
- D.1.1 Purchasing Policy
- D.1.2 Consumable Goods
- D.1.3 Energy Consumption
- D.1.4 Water Consumption
- D.2 Waste disposal
- D.2.1 Wastewater
- D.2.2 Solid Waste Disposal
- D.2.3 Harmful Substances
- D.2.4 Other Pollutants
- D.3 Wildlife and biodiversity
- D.3.1 Wildlife Species
- D.3.2 Wildlife in Captivity
- D.3.3 Landscaping
- D.3.4 Biodiversity Conservation
- D.3.5 Interactions with Wildlife

m"

EETLS: criteria & guidance for all Ecotourism related stakeholders in Europe

A - Group of Criteria

European Ecotourism Network

A.9. Raise visitors' sensitivity of the host destination

Criterion

Information provided to customers or disseminated as part of the marketing effort should raise public sensitivity of the host destination's natural, cultural, social and political conditions.

Rationale

A core value of Ecotourism is raising awareness of the special conditions in tourism destinations, regarding both their natural assets and the local communities, and encouraging exchange of experience between tourists and local inhabitants.

Sub-criteria

A.9.1. Information provided to customers or disseminated as part of the marketing effort should raise sensitivity of the host destination's natural, cultural, social and political conditions.

Implementation indicators

A.9.1. Show the information provided to customers directly or through the publicity/marketing material of the company presenting the host destination

How can you do it? Some useful tips

1. Submit clients with booklets, CDs or other information material about the history, ecological profile, current population characteristics etc of the host destination

2. Encourage guests to discuss issues affecting the destination with local people

Best practice examples

You can visit the EEN Library of Best Practice and read the case studies that fulfil Criterion A.9 here

EETLS:
Recognised by the Global Sustainable Tourism Council

TRAVELFOREVER

The Global Sustainable Tourism Council (GSTC) is pleased to inform you that the **European Ecotourism Labelling Standard (EETLS)** has met all the conditions for full, unconditional recognition as aligned with the Global Sustainable Tourism Criteria for Hotels and Tour Operators. Please accept our congratulations for having met all conditions and achieving full recognition.

Yours Sincerely,

Cathy Parsons, chair of the GSTC Accreditation Panel

Cc: Erika Harms, GSTC Executive Director
Kelly Bricker, GSTC Chair
Amos Bien, GSTC Technical Director

Education and Culture DG

EACEA

ECOLNET

European Ecotourism Knowledge Network

Main tasks until end 2013

- Maintain and further develop the **EETLS**
- Establish **E-tools** for businesses, evaluators and certifying bodies
- Setting up a European Ecotourism Network – **EEN-** and bringing people and information together
- Results and outlook at:

EUROPEAN ECOTOURISM CONFERENCE • POIANA BRAȘOV 2013 ROMANIA •

The 2nd European Ecotourism Conference

23-25 October 2013, Romania

Members:

PRISMA-GR
ECOTRANS-DE
ECEAT-NL
AER-RO
EMÜ-EE
NAPIER-GB
Pan Parks-NL
CTS-IT
IMA-IT
ECOTONO-ES
Silvacultura-FI
ESTECAS-EE

DESTINET
Knowledge Networking Portal for Sustainable & Responsible Tourism
PARTNERSHIPS for SUSTAINABLE DEVELOPMENT
Good Practice
Discover examples in our Atlas of Excellence
ÜBER UNS
WER IST WER
THEMEN
RESSOURCEN
GUTE PRAXIS
MARKTPLATZ
OBSERVATORIUM
ATLAS
HELP
EW » nach Hause
My DestiNet
Einloggen
Add other contacts and/or organization profiles
Join or start a topic user group
Disseminate your sustainable tourism publications or tools
Promote your event on the DestiNet Calendar
Promote your news on the DestiNet News Channel
Place your product or service on the global sustainable tourism Market Place
Create a DestiNet hub
Your Role
Governments
NGOs
Destinations
Academics
Businesses
Travellers
Our Support
Who is who?
Market place
Resources
Good practices
Observatory
Topics
News
FTTSA certified Tourism on the DestiNet Atlas
FAIR TRADE IN TOURISM SOUTH AFRICA
[Geschrieben am: 14/10/2012]
Veranstaltungskalender
« Oktober 2012 »
M D M D F S S
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8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31
Atlas
Sustainable & Responsible Tourism worldwide

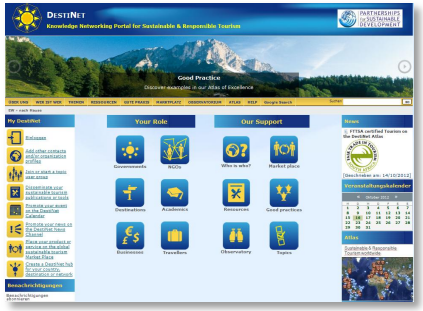
destinet.eu

Bringing people and information together

e.g. Ecotourism

Topics & Tips

> 500+ on Ecotourism



Who is who

> EEN European Ecotourism Network

Resources, library, tools

> EETLS, e-tools

Good practices

> 100 good practices

Market place: certificates and certified tourism

100+ certificates
2000 certified businesses

Observatory for monitoring and reporting

Links to monitoring systems

Destinet.eu – independent quality assessed global platform for sustainable tourism certificates …

EU Ecolabel
www.ecolabel.eu

European Ecolabel

In the field of tourism, the official European Union label is awarded to accommodation establishments and campsites. The verification process and assignment of the certificate is performed by the national partner organisations, e.g. environmental ministries.

Internet	www.ec.europa.eu/environment/ecolabel
Certifying Organisation	European Commission
Partner Organisation/s	Environmental Ministries of the EU Members States
Scope	Europe
Certified Businesses	506
Sustainability Areas	Environment
Transparency	Standard published
Verification Procedure	On-site third-party verification every 3–5 years

New 2013: GSTC recognised standard: yes/no

Destinet.eu – independent quality assessed global platform for sustainable tourism certificates …

Destinet.eu – independent quality assessed global platform for sustainable tourism certificates …

Uses for e.g. EETLS:

- Promote the EETLS to Eco-Tourism certification programmes to intergate EETLS criteria into their standards and to certifiy compliance with EETLS

- Bring certification programmes for Ecotourism destinations together (e.g. Europarc, PanParks, national certificates and initiatives in Romania, Spain, …)

… and to facilitate market access to certified tourism

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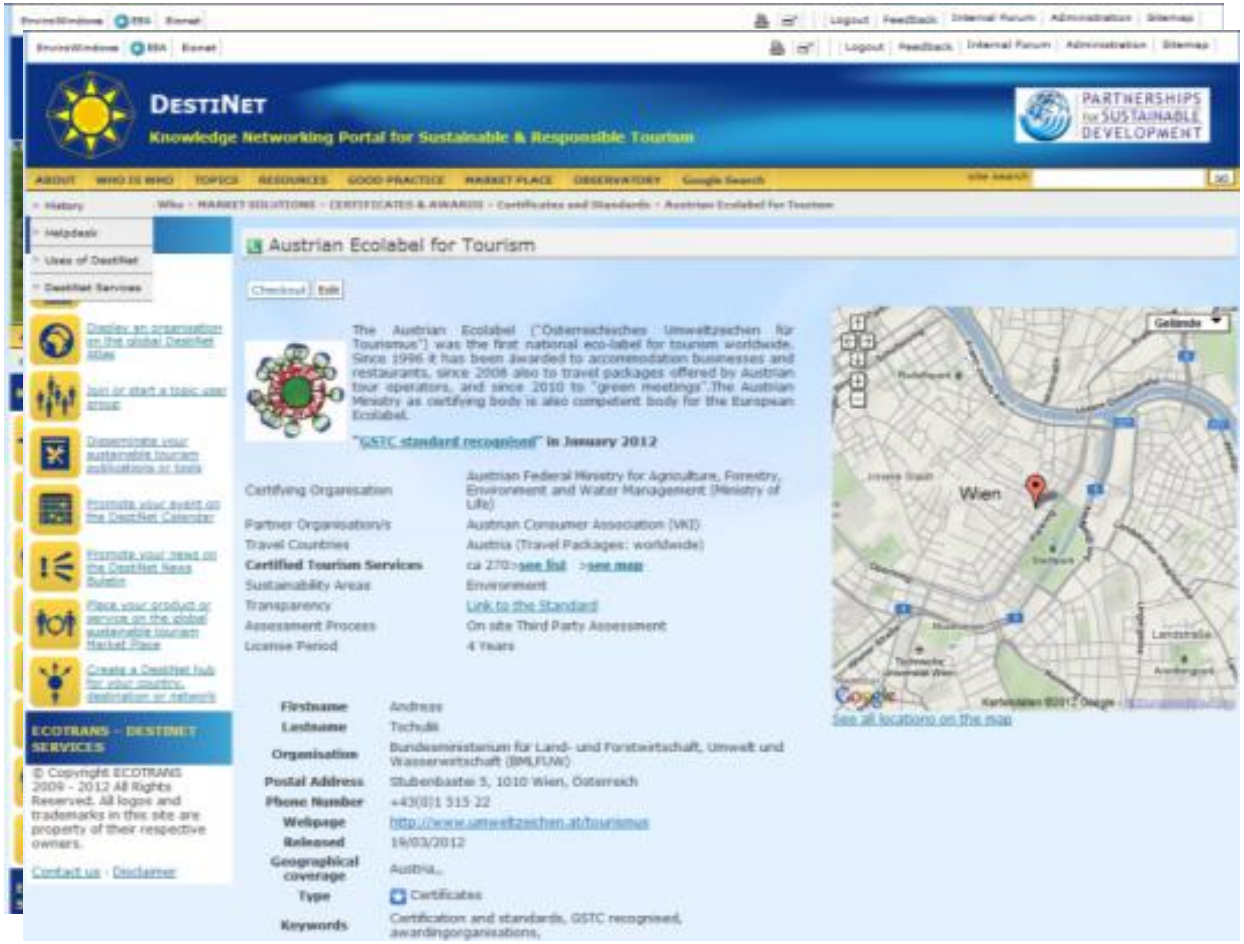

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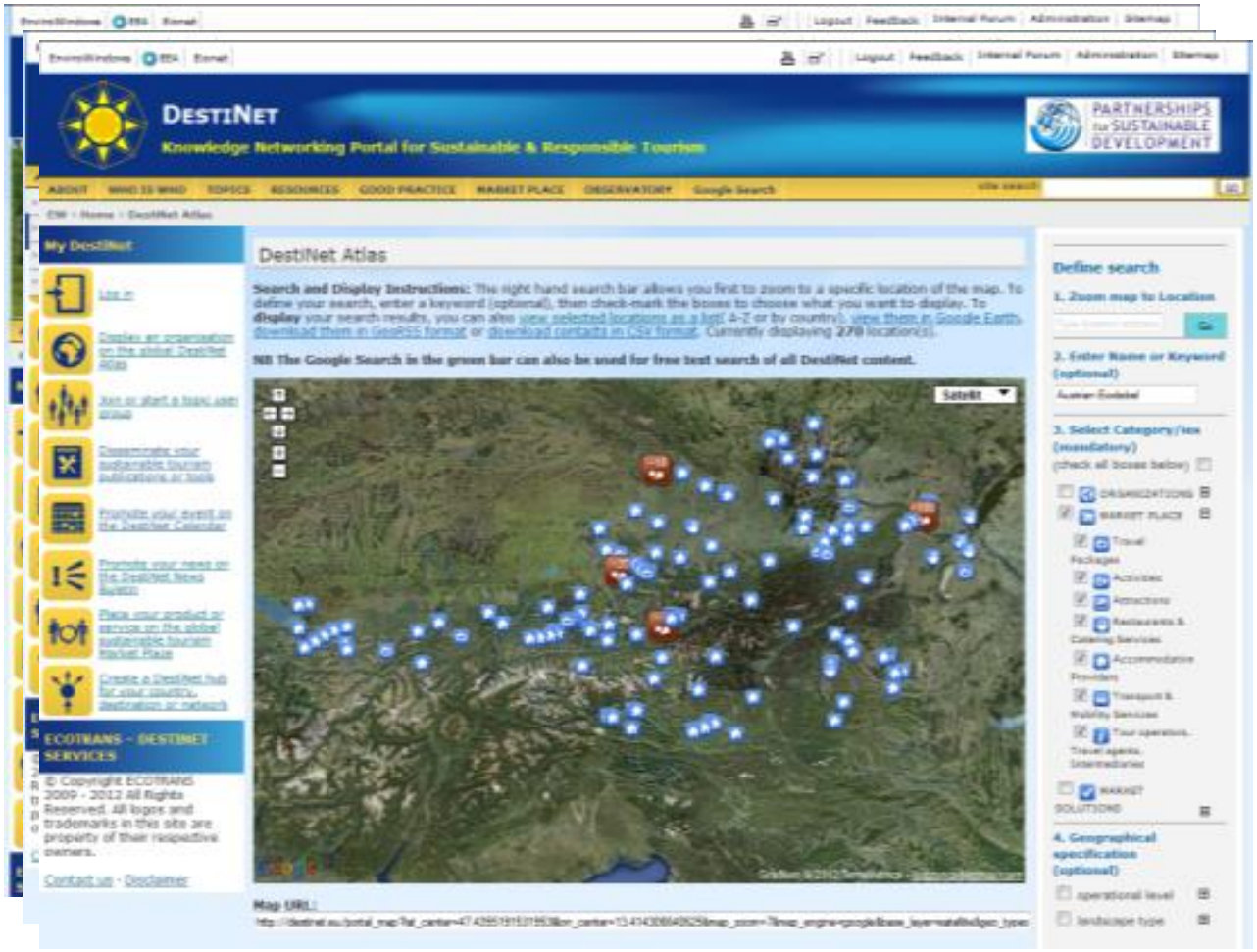

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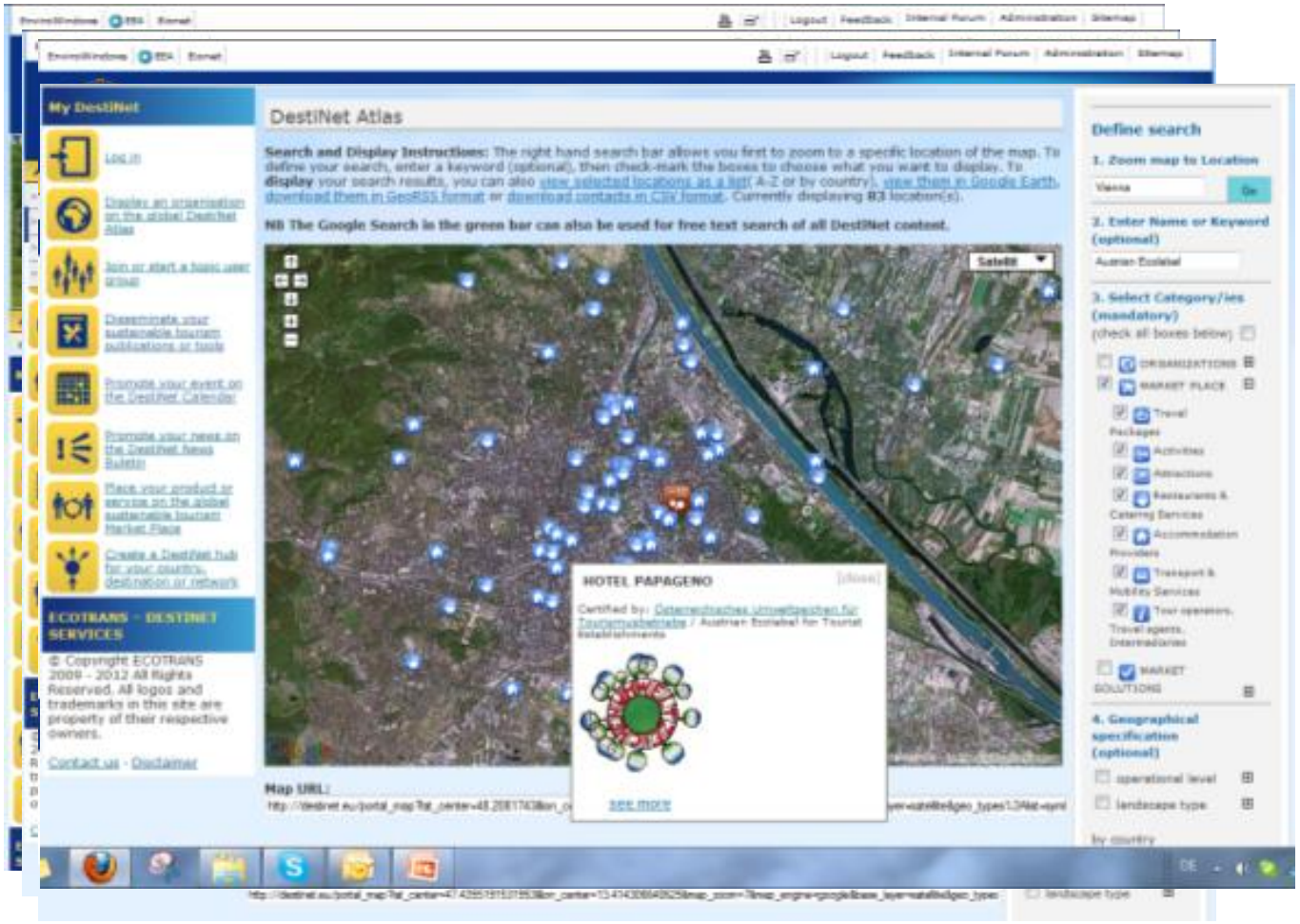

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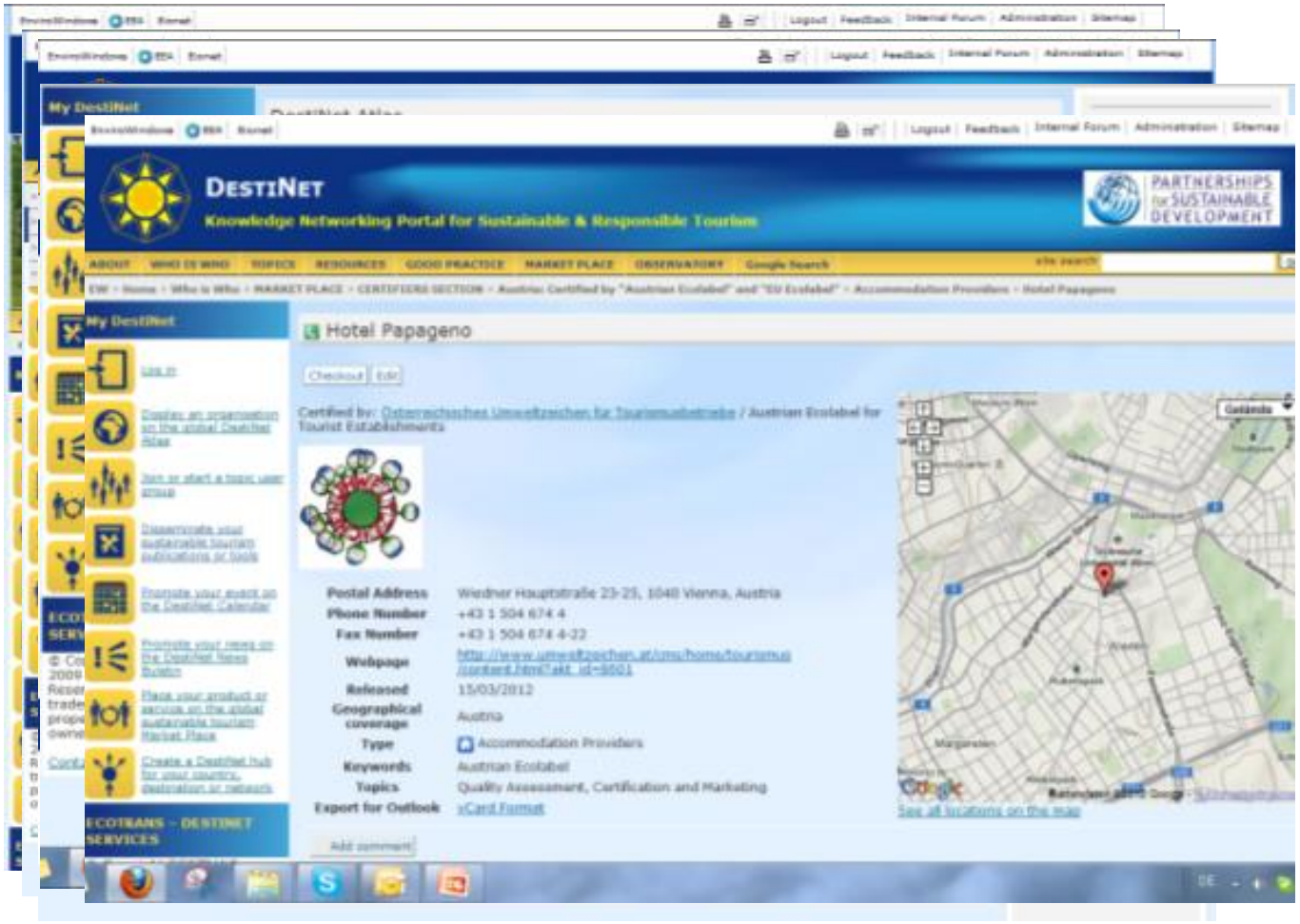

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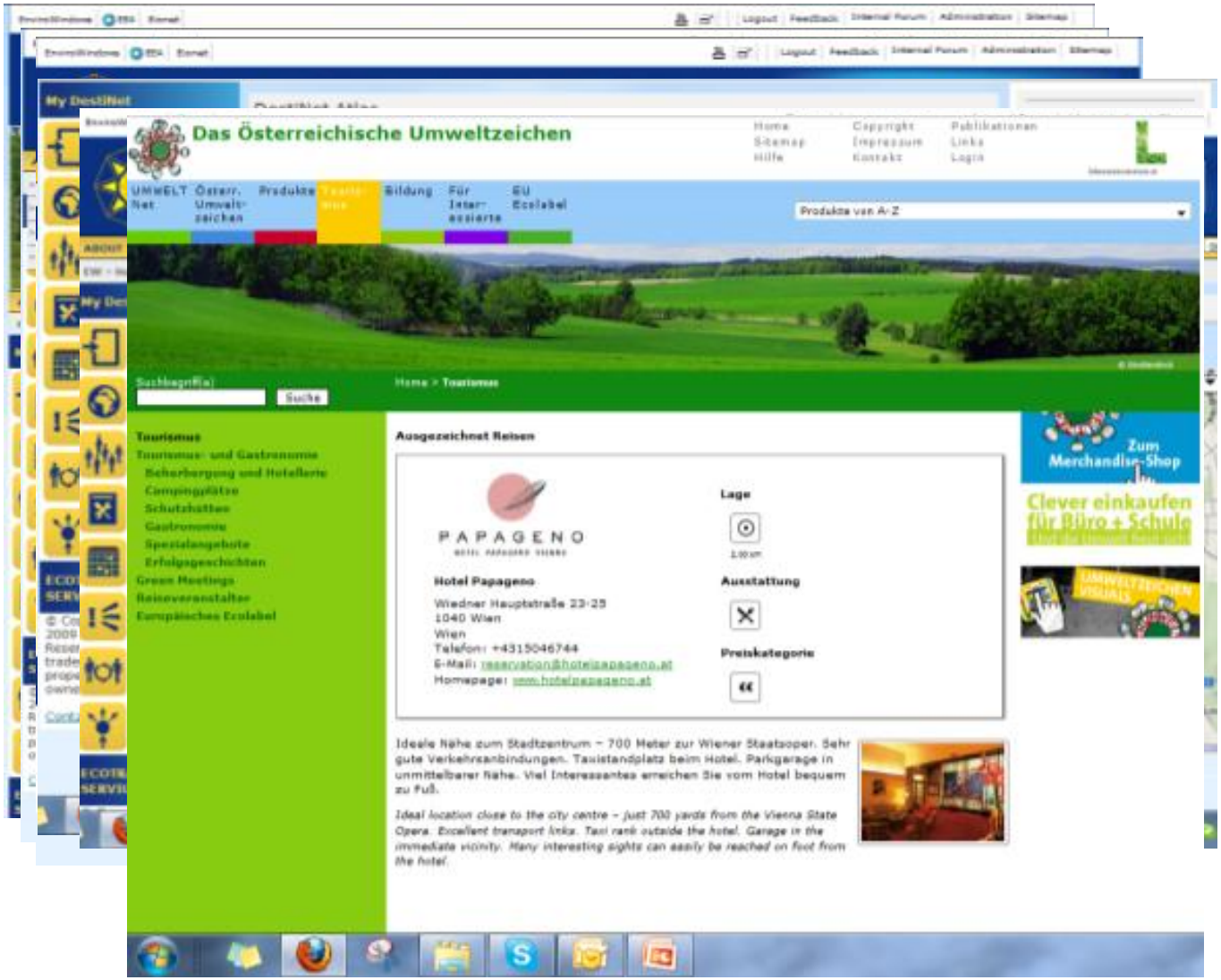

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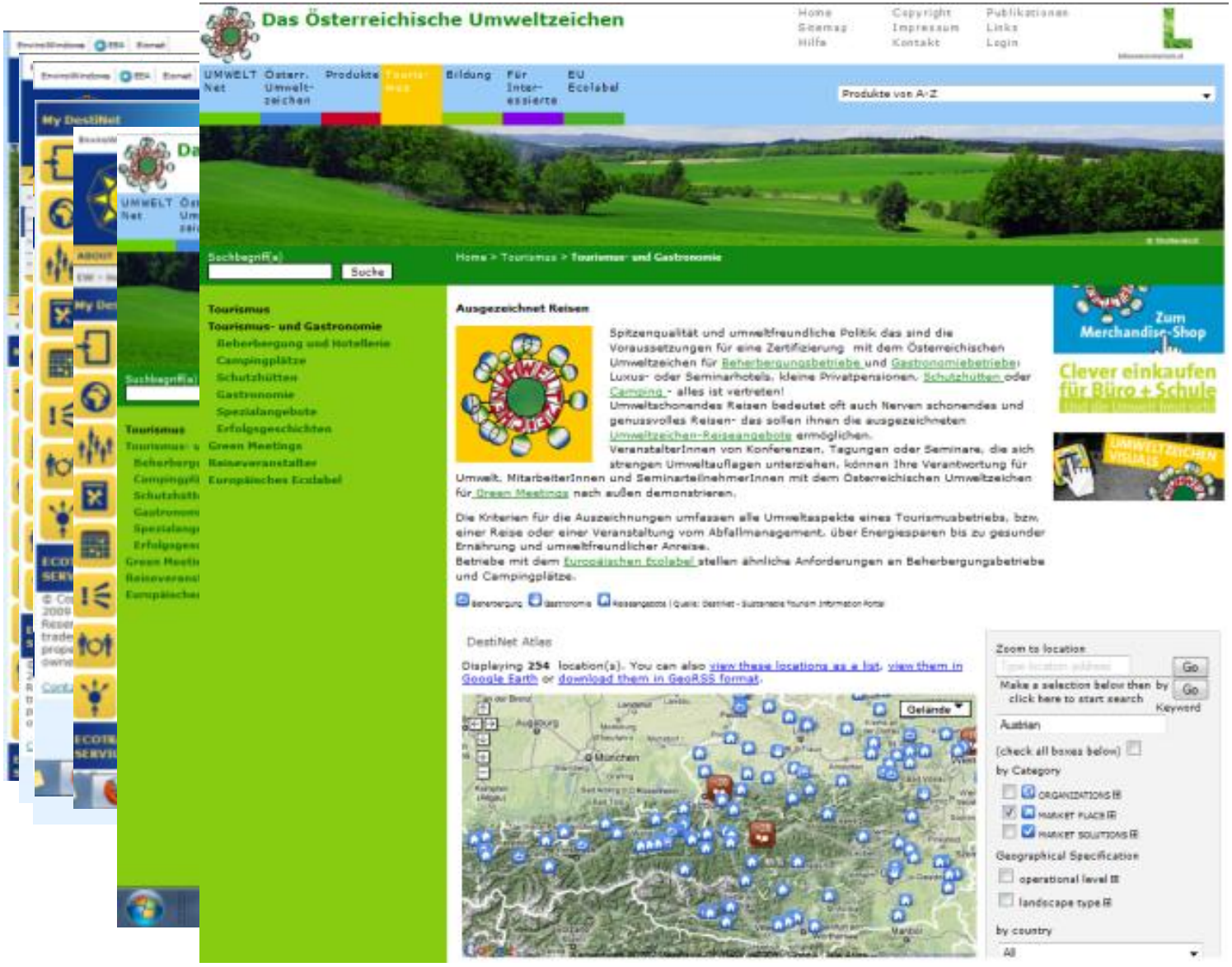


… and to facilitate market access to certified tourism

Uses for e.g. EETLS

A filter „EETLS“ can show and promote certified businesses, destinations and other „green“ tourism services in e.g. protected areas

The global DestiNet Atlas with its zoom and filter functions is a central information source for

- Marketing services and journalists
- Tour operators and travel agencies
- Destinations and regions
- Certification programmes and Auditors
- Policy makers and administrations
- Universities and Consultancies
- NGOs and governmental bodies for monitoring (e.g. EEA)

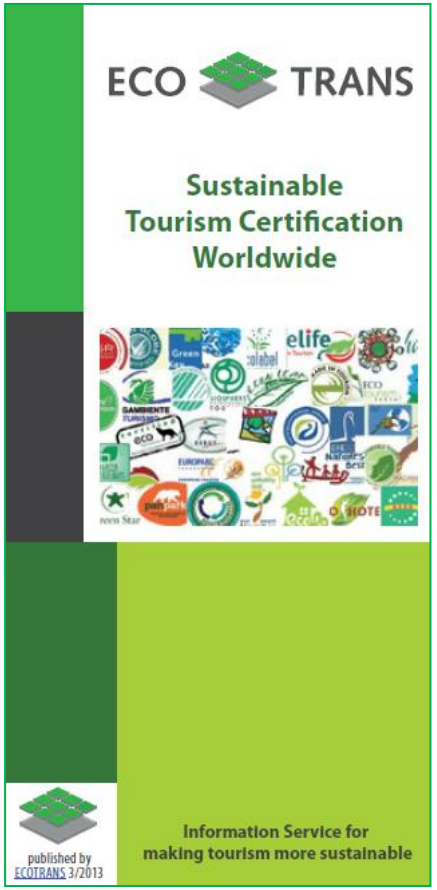
DestiNet cares for transparency in the world of sustainable tourism certification & certified tourism

The independent quality assessed “Green Market Place” on DestiNet brings all certificates and certified tourism together.

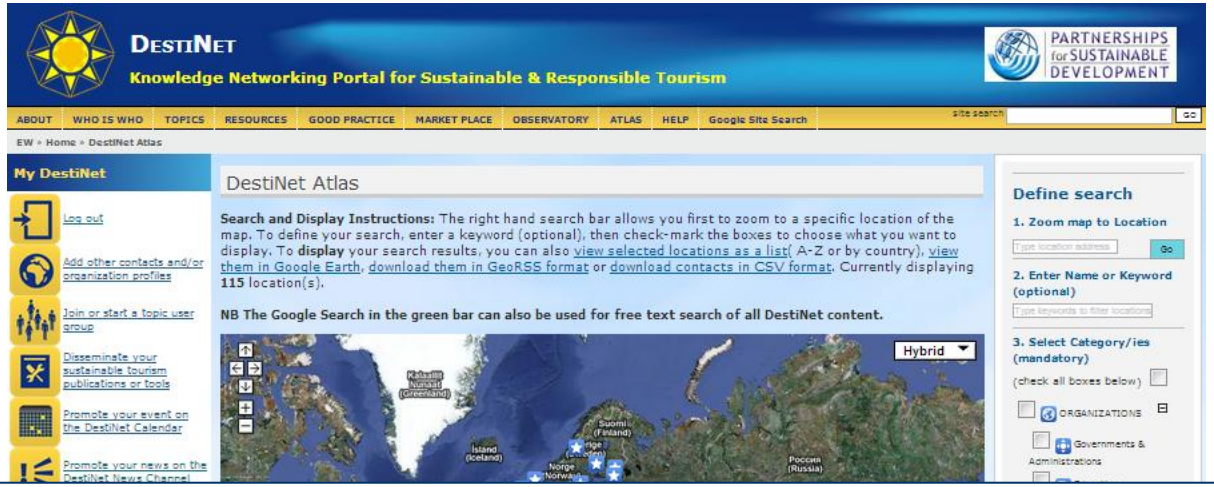
Sustainable Tourism Certification programs link their certified tourism businesses and services with the Atlas.

DestiNet cares for transparency in the world of sustainable tourism certification & certified tourism

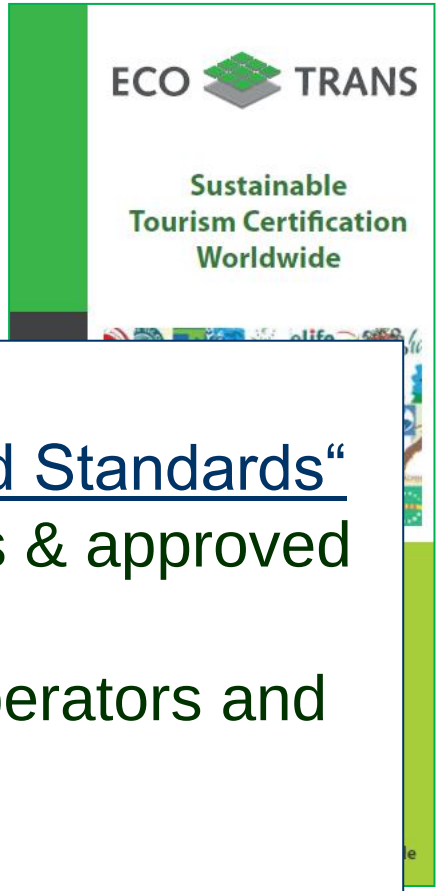
See 50 leading certificates 2013



DestiNet supporting transparency in the world of sustainable tourism certification & certified tourism



See 50 leading certificates 2013



Look out on the DestiNet „Certificates and Standards“ section for **„GSTC“** recognised standards & approved certification programs
and for their certified businesses, tour operators and destinations

„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, German poet, 1908

Thank you for your attention!

Contact:

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www.ecotrans.org

www.destinet.eu