

The European Ecotourism Labelling Standard

- **Context**
- **EETLS**
- **DestiNet**
- **Suggestions**

Herbert Hamele
ECOTRANS, Saarbrücken
Bukarest, 02 November 2012

„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

ECO TRANS

European Network for Sustainable Tourism Development (founded 1993)

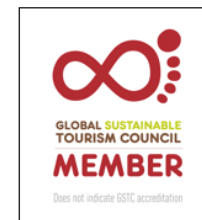
- Members in 14 countries
- International studies & research
- European pilot projects & initiatives
- Knowledge centre for Tourism Ecolabelling
- Networking and dissemination of good practice

e.g.



Founding Member of

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



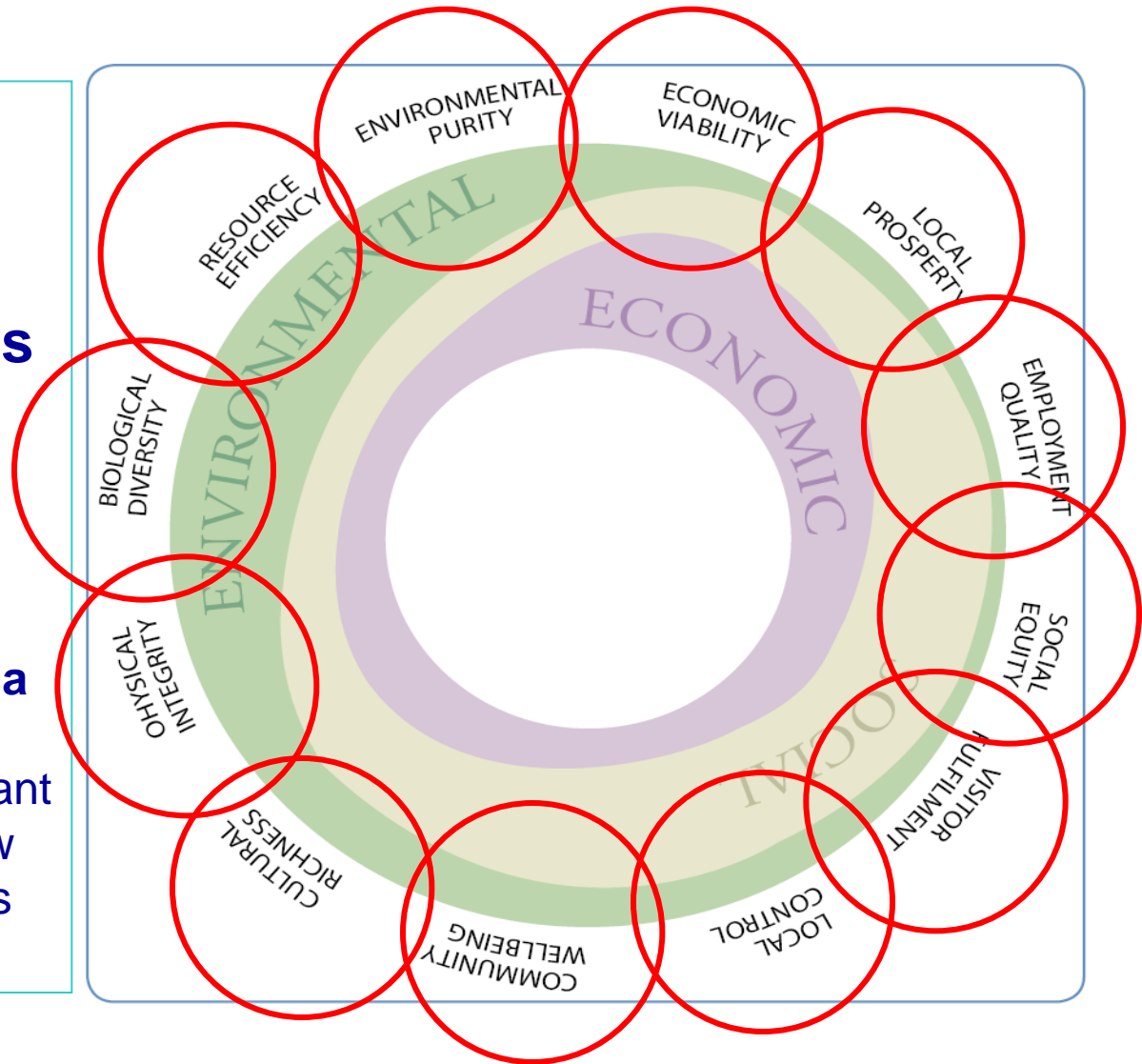


CONTEXT: 12 aims

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



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



CONTEXT: European policies

European policies for competitive & sustainable tourism (e.g. COMM 2010) require 21 actions in following 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 & Global Sustainable Tourism Council



Look out for GSTC committed members recognised standards & approved certification programs

GLOBAL SUSTAINABLE TOURISM COUNCIL
MEMBER
Does not indicate GSTC accreditation

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
- 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
- A.9 Raise visitors' sensitivity to

B – Group of Criteria

Introduction to the B Group of Criteria

- B.1 Community Involvement
- B.2 Local Employment
- B.3 Fair-Trade
- B.4 Local Entrepreneurship
- B.5 Indigenous Culture
- 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
- C.2 Historical Architecture
- C.3 Protection of
- C.4 Incorporation

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

EETLS: guidance from A-Z

A - Group of Criteria



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



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




European Ecotourism Network



Education and Culture DG
Lifelong Learning Programme

The European Ecotourism Labelling Standard – **EETLS**



GLOBAL SUSTAINABLE
TOURISM COUNCIL
MEMBER
Does not indicate GSTC accreditation

Project Nr: 143418-LLP-12008-1-GR-KA3-KA3NW
With the support of the Lifelong Learning Programme, Key Activity 3, ICT of the European Union

This version of the EETLS has been produced by the ECOLNET partnership

EETLS: online self check for businesses



E-evaluation tools

[Nederlands](#)
[English](#)
[Eesti keel](#)
[Suomi](#)
[Deutsch](#)
[Ελληνικά](#)
[Italiano](#)
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Integrated assessment Tool

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Rating: [Test3](#)

Evaluate

Please, evaluate the list of indicators listed below.

Kriterium D

We have divided the EETLS standards in 4 different groups. We value your opinion and we would like you to contribute in all of them.

[<- Previous](#)
[Kriterium A](#)
[Kriterium B](#)
[Kriterium C](#)
[Kriterium D](#)
[Next >>](#)


D.1.1 Einkaufspolitik

In der Einkaufspolitik werden umweltfreundliche, regionale, saisonale, organische oder recycelte Produkte für Investitionsgüter, Lebensmittel, Baumaterialien und andere Verbrauchsmaterialien bevorzugt.

Rationale

Die Einkaufspolitik ist eine der wichtigsten Maßnahmen im Betrieb eines Ökotourismus-Unternehmens und ist Teil des Nachhaltigkeitsmanagements-Schema. Durch die Einkaufspolitik der Unternehmen sollte ein klarer Standpunkt vertreten werden, dass umweltfreundliche, lokale, saisonale, biologische, recycelte und wiederverwendete Produkte bevorzugt werden.

[Read more](#)

Indicators	Value						Proof requested	Proof provided	Comments
	100%	75%	50%	25%	0%	Nicht relevant			
D.1.1.1. Setzt das Unternehmen eine Einkaufspolitik um, die lokale Produkte / Dienstleistungen bevorzugt?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<ul style="list-style-type: none"> D.1.1.1 Erbringen Sie einen Nachweis darüber, dass mindestens 80% der erworbenen Waren (Lebensmittel, Landwirtschaft und Bio-Produkte, Souvenirs, Baustoffe, Investitionsgüter, Verbrauchsgüter und andere Waren) hauptsächlich lokal produziert wurden und / oder typische lokale Produkte 	Documents Links	

EETLS: Base for the European Ecotourism Network



DESTINET

Knowledge Networking Portal for Sustainable & Responsible Tourism



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EW » nach Hause » Wer ist wer » NGOs, Partnerships, Networks, Projects » European Ecotourism Network

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European Ecotourism Network

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[Lea Sudakova, lea.sudakova@emu.ee](mailto:lea.sudakova@emu.ee)



European Ecotourism Network

JOIN THE NETWORK!

This is the on-line community of the European Ecotourism Network (EEN) that

1. Connect ecotourism stakeholders for knowledge transfer and marketing
2. Promote the implementation of the European Ecotourism Labelling Standard
3. Develop e-learning and e-evaluation tools for ecotourism certification agencies, ecotourism operators and other related organisations and for EETLS evaluators

register here

and check the membership group "European Ecotourism Network"

- to be part of EEN
- to disseminate your information to the EEN community
- to have free access to the EEN tools and publications

Enter the **European Ecotourism Network Forum** page and you can immediately take part in our discussions on what we are doing.

Visit our website at <http://www.ecotourism-network.eu>

EEN-FOUNDING MEMBERS

[AER-RO](#), [CTS-IT](#), [ECEAT-NL](#), [ECOTONO-ES](#), [ECOTRANS-DE](#), [EMÜ-EE](#), [ESTECAS-EE](#), [IMA-IT](#), [NAPIER-GB](#),
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European Ecotourism Network



Sustainable & Responsible Tourism worldwide



Partnerships



Benachrichtigungen

Benachrichtigungen abonnieren

Tourism Highlights - European Environment Agency

EU bathing water quality remains high

The Alps: Europe's cherished but endangered mountains

A greener music festival in Roskilde




ECOLNET Project Nr: 143418-LLP-12008-1-GR-KA3-KA3NW
 With the support of the Lifelong Learning Programme, Key Activity 3, ICT of the European Union



DestiNet

Sustainable tourism information & networking

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Partnerships for Sustainable Development

Good Practice
Discover examples in our Atlas of Excellence

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Suchen

EW - nach Hause

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Your Role

- Governments
- NGOs
- Destinations
- Academics
- Business
- Travellers

Our Support

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

News

FTTSA certified Tourism on the DestiNet Atlas

Veranstaltungskalender

Oktober 2012

M	D	M	D	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				

Atlas

Sustainable & Responsible Tourism worldwide

Benachrichtigungen abonnieren



DestiNet.eu

DestiNet



Bringing stakeholders & topics & tools together



Topics & Tips for stakeholders



e.g. 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



Access to all 100+ certificates, brands, award


DESTINET
 Knowledge Networking Portal for Sustainable & Responsible Tourism

Über UNS WER IST WER THEMEN RESSOURCEN GUTE PRAXIS MARKTPLATZ OBSERVATORIUM ATLAS HELP Google Search »

EW » Home » Wer ist wer » MARKET SOLUTIONS » CERTIFICATES, BRANDS, AWARDS » Certificates and Standards

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Certificates and Standards

Folder administrator:
Herbert Hamele, ECOTRANS, herbert.hamele@ecotrans.de

 **STANDARDS AND CERTIFICATION PROGRAMMES**

According to UNEP/UNWTO (2005) "Certification is a mechanism for ensuring that an activity or product meets certain standards that may be set by government or agreed within an industry sector. In tourism, certification is used primarily to check on the activities and standards of tourism enterprises, such as accommodation operators, to ensure consumer safety and satisfaction. However, it may also be extended to cover sustainability issues. The key components of certification include:

- Voluntary participation by businesses.
- Well defined criteria and standards.
- A process of auditing and assessment.
- Recognition of those who meet the criteria, through a label or logo.
- Follow up, in due course, to check continued compliance."

The global list of sustainable tourism standards and certification programs on DestiNet has been compiled by ECOTRANS in collaboration with the members of the TSC Accreditation Committee (2009/2010). It is continuously updated. The [Global Sustainable Tourism Council](#) recognises standards, approves certification systems and accredits certification bodies.

ECOTRANS recommends the [Global Sustainable Tourism Criteria](#) as guidance for standards certification programmes for their further development and international recognition.

OUR TIP

- See the locations of the **100+ certificates** in this folder on the [DestiNet Atlas](#)
- See the certification programmes with [GSTC recognised standards](#)
- Download the [international "Guide through the label jungle"](#) with the 20 selected certificates below
- Click on the logos to learn more about these labels and their certified businesses and services world wide






News



Monique Leffin of Ecolabel Luxembourg: tax airline fuel to make prices fair

[posted on: 10/10/2012]

Calendar of events

« October 2012 »

M	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				

Partnerships

Sustainable & Responsible Tourism worldwide



ECOTRANS - DESTINET SERVICES

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Destinet



Information on each certificate for transparency


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PARTNERSHIPS
for SUSTAINABLE
DEVELOPMENT

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FTTSA label is the first label initiative to accommodations, excursions and more Tourism products in South Africa after the internationally accepted criteria for Fair Trade. Under the trademark "Fair Trade Travel" FTTSA has brought to market in cooperation with European Tour operators, the first Fair Trade Travel offer to South Africa. [GSTC recognised standard](#) (January 2012)

<p>Certifying Organisation</p> <p>Partner Organisation/s</p> <p>Travel Countries</p> <p>Certified Tourism Services</p> <p>Sustainability Areas</p> <p>Transparency</p> <p>Assessment Process</p> <p>License Period</p>	<p>Fair Trade in Tourism South Africa</p> <p>-</p> <p>South Africa</p> <p>63 see list >see map</p> <p>Management, Economic and Social, Environment</p> <p>Link to the Standard</p> <p>On site Third Party Assessment</p> <p>2 Years</p>
--	--

Organisation	Fair Trade in Tourism South Africa
Phone Number	27 (0)12 342 2945/3642
Fax Number	27 (0)12 342 2946
Webpage	http://www.fairtourismssa.org.za/index.html
Released	19/03/2012
Contributor	dienuz
Geographical coverage	South Africa,,
Type	<input checked="" type="checkbox"/> Certificates
Keywords	Certification and standards, GSTC recognised, awardingorganisations, GPST,
Topics	Quality Assessment, Certification and Marketing
Export for Outlook	vCard Format



See all locations on the map

Notifications

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Tourism Highlights - European Environment Agency

EU bathing water quality remains high

The Alps: Europe's cherished but endangered mountains

A greener music festival in Roskilde

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DestiNet: Atlas with 2000 certified & awarded businesses & destinations





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DestiNet Atlas

Anweisungen suchen und anzeigen: Die Suchleiste rechts ermöglicht Ihnen, auf eine bestimmte Stelle der Karte zu zoomen. Um Ihre Suche zu abzugrenzen, geben Sie ein Stichwort (optional) ein, dann setzen Sie Häkchen in den Kategorien, die Sie angezeigt haben möchten. Um **Anzeige /Bildschirm** Ihre Suchergebnisse anzeigen zu lassen, können Sie auch **ausgewählte Standorte als Liste anzeigen** (AZ oder Land) , **in Google Earth ansehen** , **\$(GeoRSS)** oder **\$(CSV)**. Aktuelle Anzeige **1637** Standort(e).

NB: Die Google-Suche in der grünen Leiste kann auch für die freie Textsuche aller DestiNet-Inhalte verwendet werden.



Suche eingrenzen

- 1. in Kartenausschnitt springen**
Geben Sie die Adresse |
- 2. Geben Sie Namen oder Suchbegriffe ein (optional)**
Geben Sie die Stichwörter zum |
- 3. Select Category/ies (mandatory)**
(überprüfen Sie alle unten stehenden Felder)

 - ORGANISATIONEN
 - MARKTPLATZ
 - MARKTLÖSUNGEN

- 4. Geografische Angaben (optional)**
 - operative Ebene
 - Landschaftstyp
- nach Ländern
All
- 5. Themen Erläuterung (optional)**
 - Themen
- 6. Klicke auf "GO" zur Darstellung der Ergebnisse**

Benachrichtigungen

Benachrichtigungen abonnieren

Tourism Highlights - European Environment Agency

EU bathing water quality remains high

The Alps: Europe's cherished but endangered mountains

A greener music festival in Roskilde

Mehr ...

ECOTRANS - DESTINET



DestiNet: for destinations (I)



To bring together your EETLS stakeholders and information, to manage your EETLS innovation project



DestiNet for Destinations

Show your Green Map on the global Market Place

to map your EETLS advanced & certified tourism, and to them market access to tour operators, travel agencies and travellers




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PARTNERSHIPS for SUSTAINABLE DEVELOPMENT

ABOUT WHO IS WHO TOPICS RESOURCES GOOD PRACTICE MARKET PLACE OBSERVATORY ATLAS HELP Google Search

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- promote your event on the DestiNet Calendar
- promote your news on the DestiNet News

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. To display your search results, you can also [view selected locations as a list](#) (A-Z or by country), [view them in Google Earth](#). Currently displaying 66 location(s).

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

Hacienda San Jorge Hotel

Hotel situated in one of the best tourist area of the Island, with sustainable tourism certifications: Biosphere Hotel, Q-Quality Tourism, several tourist awards and it is also certified by "Tourespaña - Club de productos Reservas de Biosfera Españolas".

Postal Address: Hacienda San Jorge Playa de Los Cancajos, 22 38712 Breña Baja, España
Phone Number: +34 922 161 066
Webpage: <http://www.hsanjorge.com>
Released: 08/05/2012
Contributor: Isabel Gonzalez
Geographical coverage: Spain,
Type: Accommodation Providers
Keywords: Fast-Lam
Topics: Sustainable Consumption and Production & Tourism
Export for Outlook: [vCard](#) [Format](#)

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Coming soon:

„Green Destination Viewer“

to 17.000 travel agents in Germany

TIP: You can integrate your DestiNet map as i-frame into your own website

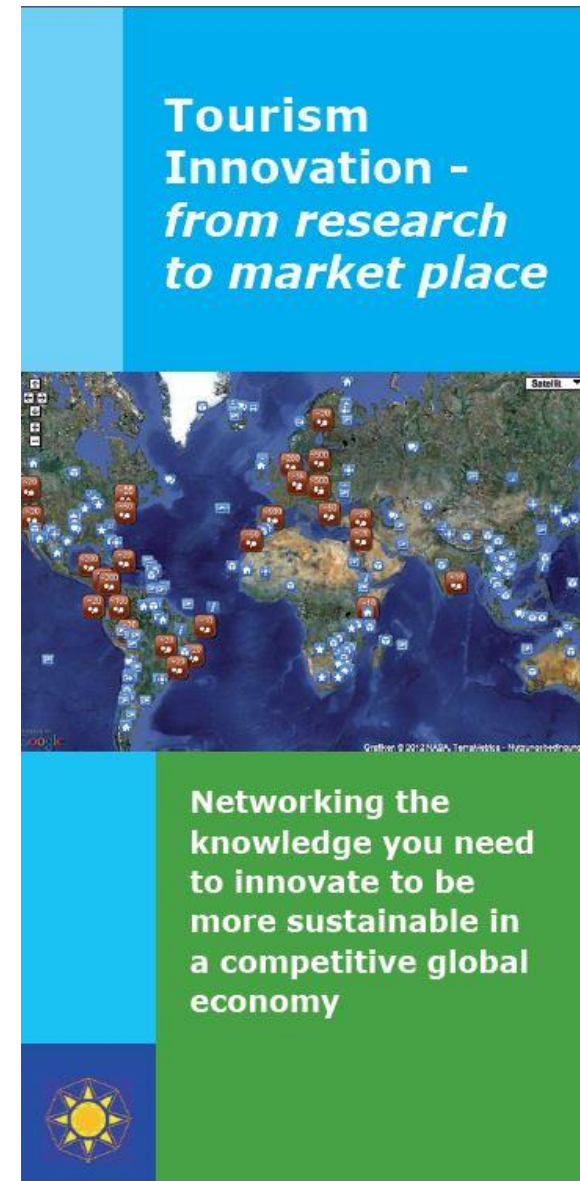
**Thank you
for your attention!**

Contact:


herbert.hamele@ecotrans.de

www.ecotrans.org


www.destinet.eu



**Tourism
Innovation -
*from research
to market place***



**Networking the
knowledge you need
to innovate to be
more sustainable in
a competitive global
economy**



The image is a vertical banner with a blue top section, a green bottom section, and a central map. The top section contains the text 'Tourism Innovation - from research to market place'. The central map shows a world map with numerous red and blue location markers. The bottom section contains the text 'Networking the knowledge you need to innovate to be more sustainable in a competitive global economy'. In the bottom left corner of the banner, there is a small logo of a sun with rays.