

World Tourism Forum Lucerne

## **Tourism and Sustainability**

Challenges, pathways and  
intelligent business models

March 2011

# Measuring and Labelling Sustainability

Dr. Christian Baumgartner  
Naturefriends International



World Tourism Forum Lucerne

## Tourism and Sustainability

Balancing economic returns  
with environmental concerns

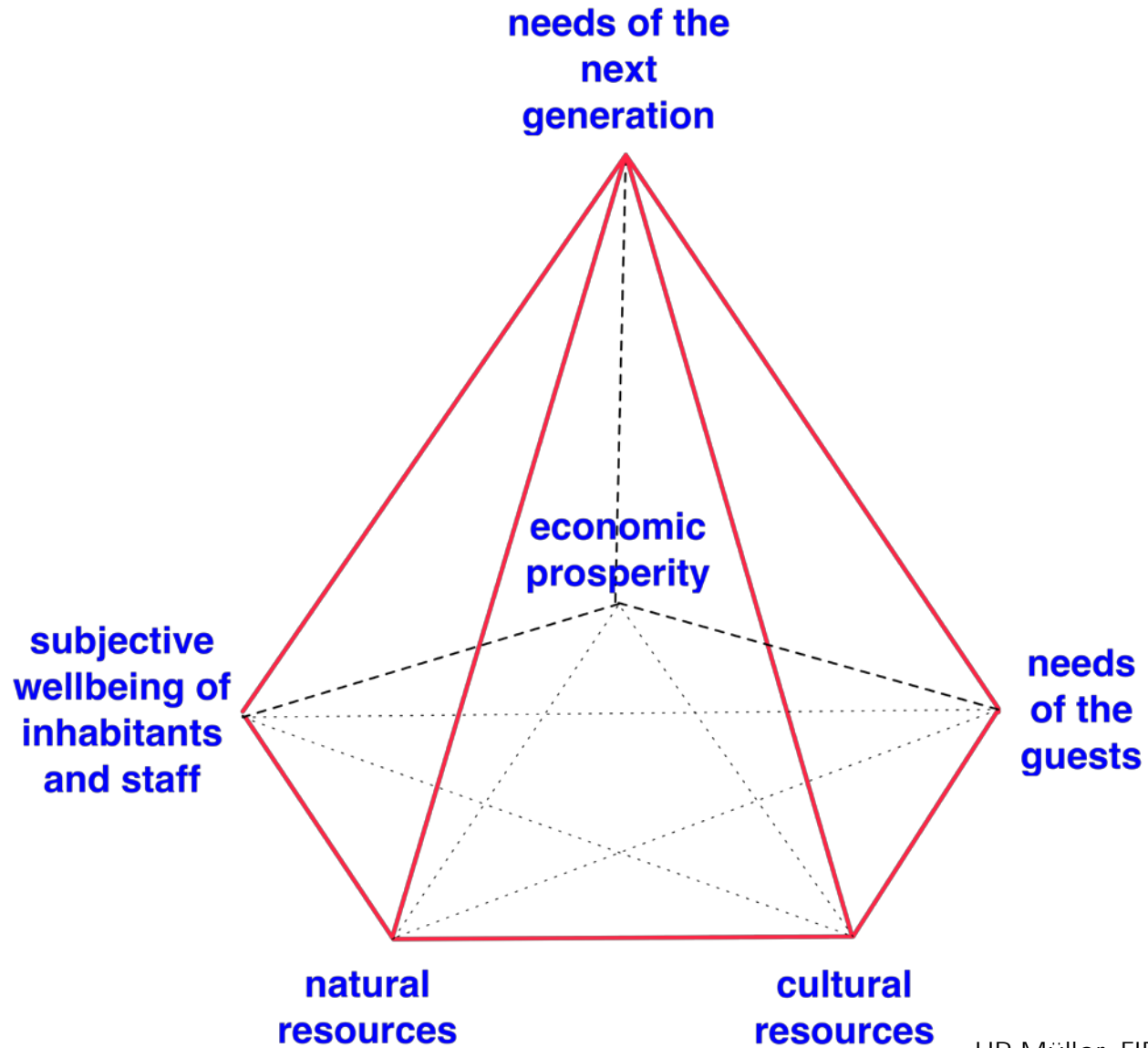
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# Sustainability in Tourism



## The World of Tourism

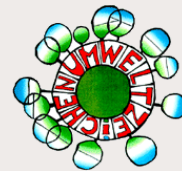
Accommodation

Tour Operators  
Tour Offers

Destinations



...



**SUSTAINABILITY  
ASSESSMENT FOR  
TOUR OFFERS**



WANDERDÖRFER



**EU INDICATORS FOR  
SUST. TOURISM**

**SUSTAINABILITY  
ASSESSMENT FOR  
DESTINATIONS**



## 248 Green Globe Standards for the following modules ...

Air Quality  
Cleaning  
Communication  
Community  
Conservation  
Cultural  
Education  
Emissions  
Energy  
Facility  
Hazard  
Policy  
Purchasing  
Recycle  
Reduce  
Reuse  
Waste  
Water

70% waste, energy, water, ...

10% nature protection

20% Corporate Social  
Responsibility (Economy,  
Social, Cultural, ...)

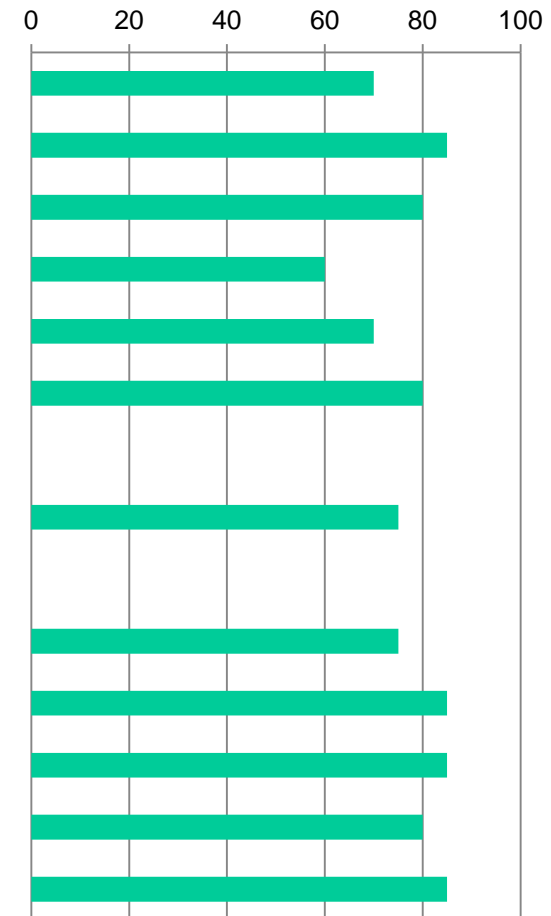
# Example 2 – TourCert



## TourCert

Gesellschaft für Zertifizierung im Tourismus

	Report chapters	%
1.	Company portrait	70
2.	Sustainability principles/implementation	85
3.	Customer responsibility	80
4.	Internal environmental management	60
5.	Responsibility for staff	70
6.	Responsibility for society	80
7.	<b>Product responsibility:</b>	
7.1.	Product responsibility	75
7.2.	Suppliers	
7.2.1.	- Partner agencies	75
7.2.2.	- Accommodation	85
7.2.3.	- Travel guides	85
7.2.4.	- Transportation	80
8.	Improvement programme	85
	<b>MEAN</b>	<b>77,50</b>



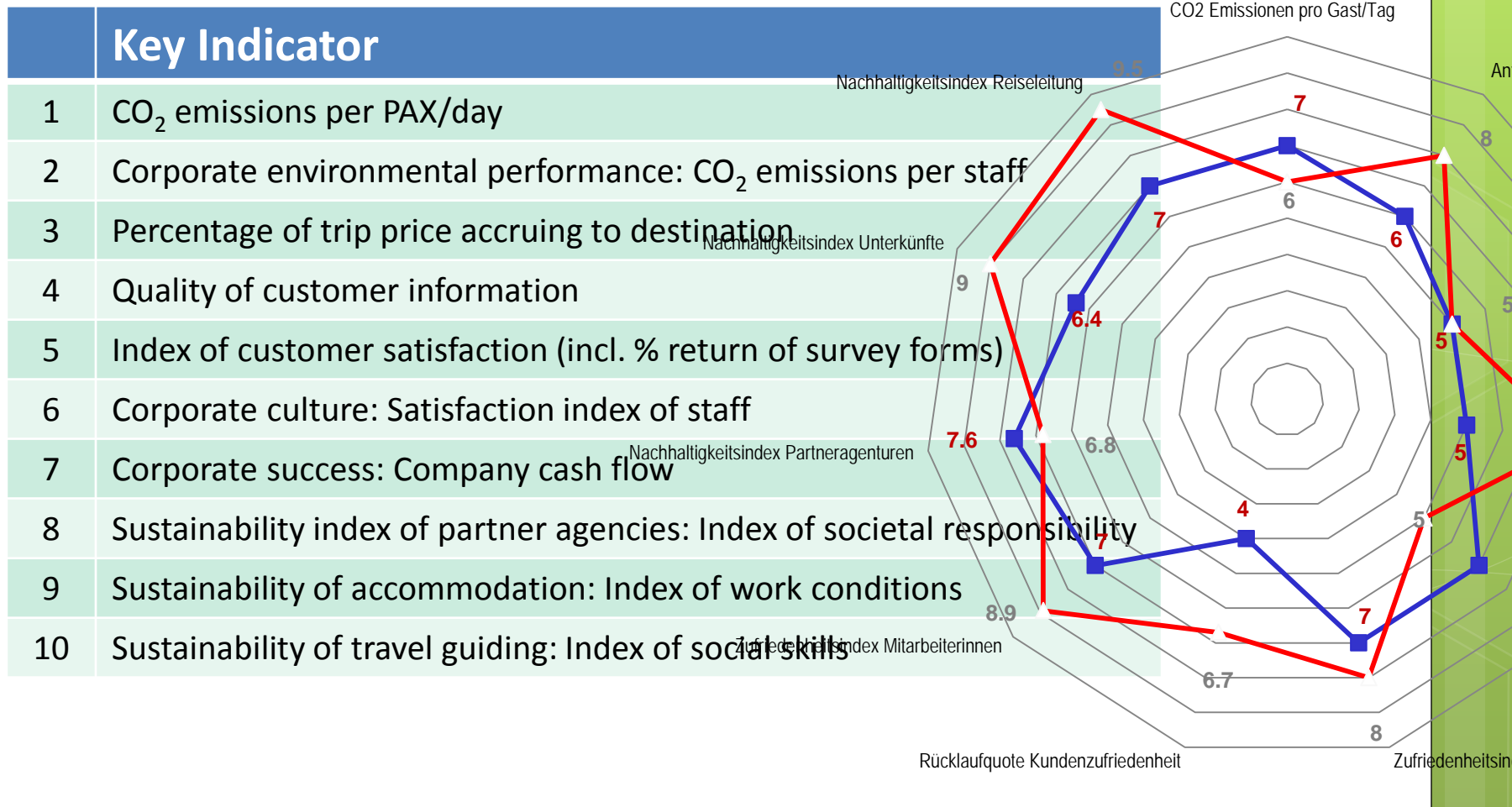
# Example 2 – TourCert



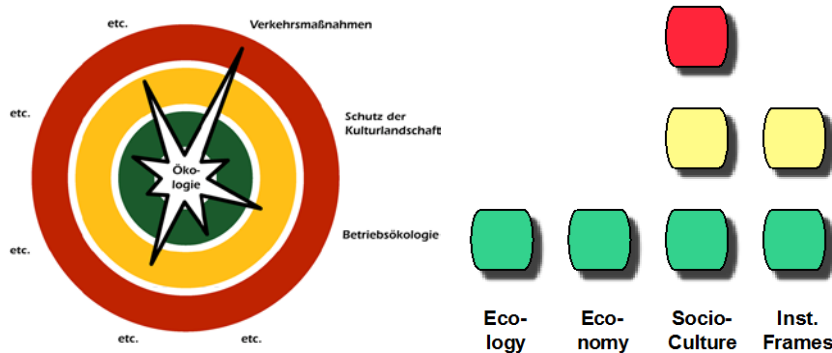
## TourCert

Gesellschaft für Zertifizierung im Tourismus

■ Durchschnittspunkte    - Punkte Reiseveranstalter



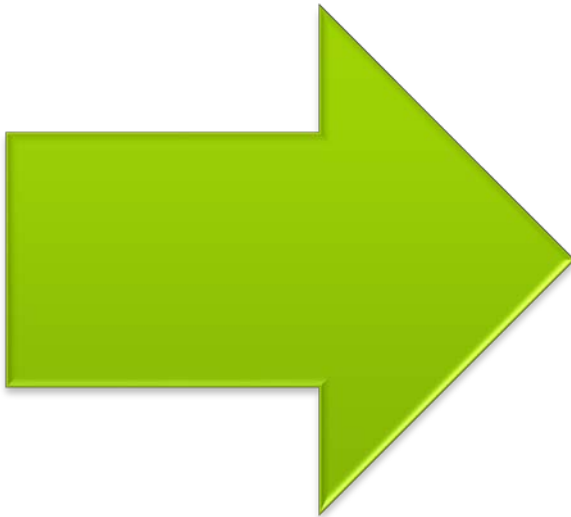
## SUSTAINABILITY ASSESSMENT FOR DESTINATIONS



Evaluation	Political message	Conditions
Sustainability in tourism	'sustainable'	All four areas green.
Predominantly positive	'pre-dominantly sustainable'	At least two green areas, none red.
Alarming, call for action	'little sustainable'	One red area <u>or</u> more areas yellow than green.
At short- and medium-term problematic	'not sustainable'	No green area <u>or more than one red area.</u>

- Evaluation of the sustainability of tourism within a destination / region
- Evaluation of the chronological development
- Evaluation of the 'sustainability' of particular areas (economy, culture, ...)
- Identification of potential improvement factors
- Starts local involvement and motivation by discussion and participation

- Rather eco- than sustainability labels
- Predominant intrinsic motivation for labelling



- Integration of cultural and social issues
- CO2-footprint product labelling
- From voluntary measures to regulations
- Predominant extrinsic motivation for labelling
- Sustainability performance as base for public subsidies

**Thank you for your attention!**

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**THE PERFECT SUSTAINABLE TOURIST**