



Edition
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Sustainability in tourism

A guide through the label jungle

IMPRINT

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A decision-making aid in the jungle of tourism labels

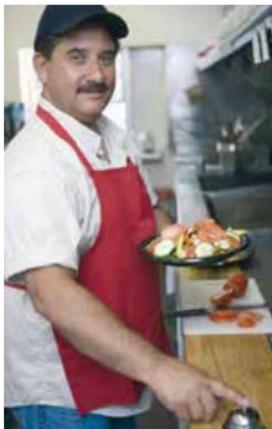
Organic and fair trade are en vogue – not just in day-to-day shopping but more often than not also in holiday planning. Currently, tourism boasts more than 150 quality labels worldwide. The small stickers with green leaves, radiant suns or blue flags are displayed at hotel entrances, tourism offices or at the entrance gates to camping sites. They designate tour operators, beaches, nature reserves, indeed entire regions. A broad spectrum of tourism offers is being awarded quality labels for a wide range of different reasons. But how to penetrate this mist of labels?

We provide you with a tool for comparing the main characteristics and quality features of well-known sustainability labels in tourism. It will help you to select holiday options that respect human rights, go easy on the environment and are of palpable use to the local population in the regions visited. By resorting to this tool you will actively contribute to the sustainable development of tourism from the moment you book your holiday.

Go in for sustainable holiday enjoyment!

*arbeitskreis tourismus & entwicklung, Basel | ECOTRANS e.V., Saarbrücken
Bread for the World – Tourism Watch, Berlin | Naturefriends International,
Vienna*

Why should I watch out for recognised sustainability labels when booking?



Approximately 1.2 billion border-crossing trips are taken every year. Tourism is among the most important and fastest growing economic sectors worldwide. It is uncontested that foreign travel provides jobs and perspectives especially in economic fringe regions.

On the other hand, the booming global travel activities have grave consequences: Holiday flights heat up the global climate; the demands made by guests on their destinations aggravate conflicts about land and water and increase the pressure on the ecosystems. The interests of local communities are often disregarded in tourism. Employment conditions are precarious, women are disadvantaged and defenceless children are exposed to exploitation. It is no coincidence that the United Nations put a special focus on tourism in their 2030 Agenda for Sustainable Development. They hope that tourism sparks economic development, but this step is also a call on politicians, businesses and travellers to act more sustainably and responsibly. The impact of sustainable

tourism on development is to be recorded in the future – certificates that award positive environmental and social impact will thus gain in importance.

You are among the growing number of critical consumers who shop for products made under fair conditions and with respect vis-à-vis human rights and the environment? Make sure that your holiday providers, too, respect social and ecological standards. In this context trustworthy quality labels can be important decision-making aids because you will learn very little about sustainability from tourism product advertising. It is true that a growing number of tourism products are equipped with labels, but truly insightful information on their significance or on who awarded them is scarce. Tourism labels come in highly diverse qualities, and it is not always easy to differentiate between what is reliable and what is dubious.

The following can serve as a rule of thumb: the greater the extent to which a label takes account of the ecological, social and cultural concerns of the host population, the more it can contribute to sustainable development. A label that is truly trustworthy discloses its certification criteria and has compliance verified by an independent body.

This label guide will help you to find holiday options that have been tested for their sustainability.

Which labels have been selected for this guide?

We have had a close look at 20 quality labels for sustainability in tourism. Making a selection from over 150 labels worldwide obviously called for clear-cut criteria:

- We are going to present quality labels awarded to accommodation providers, to tour operators and travel products.
- We have left out labels awarded to beaches, nature reserves or to entire holiday regions. We have also excluded self-awarded labels of tourism enterprises.
- We are going to present the top international quality labels that are awarded worldwide or at the European level.
- In addition we are going to present national sustainability labels from popular European holiday countries.

We have left out labels which are operating only on a sub-national level, e.g. in a destination or region.

- This selection is complemented by some quality labels from outside the European range that are widespread and serve as good-practice examples.
- All the labels selected help to reduce the ecological burden of tourism and to increase the benefit for the countries and their people.

On the pages 36–37, 30 additional labels will be briefly presented.

On top of this you will learn how to identify tourism providers that are committed to protecting children from sexual exploitation and on whom you can rely when it comes to compensating for the climate-damaging greenhouse gases emitted during plane trips.



Which conclusions can we draw from this information with regard to the labels?

Labels are awarded to different tourism enterprises and services. They are proof of the fact that providers voluntarily opt for measures in support of sustainability principles that go beyond legislation. Since the problems encountered and the regulatory frameworks differ from country to country, a comparative assessment and categorisation of quality labels as “superior” and “inferior” is not possible.

The information contained in this guide will enable you to draw general conclusions as to the quality of the labels. You will see at a glance who is behind the logos, what is being examined and how credible the verification procedures are.

Awarding institutions – who awards the label?

This is where you get information on the certifying body that awards the label. The range extends from state agencies via non-profit organisations, tourism associations and publishing houses to private enterprises. As a rule, state agencies are more meticulous but less flexible; non-profit organisations tend to be more independent of economic interests, tourism associations tend to be more moderate when it comes to requirements, private enterprises are guided by economic principles.

Partner organisations – who is behind the certification system?

Most of the time there are other organisations behind the awarding body, which are involved in defining criteria and in the certification procedure. The broadest possible involvement of the most diverse interest groups from civil society via public authorities to enterprises and academia is a token of quality.

Scope – in which countries do certifications take place?

This shows in which countries businesses and / or travel products are certified. When it comes to transnational labels, the standards and verification procedures admittedly take less account of regional distinctions than national quality labels, but customer awareness and acceptance is higher in the international tourism business.

Transparency – are certification criteria published?

To enable travellers and other interest groups to get an idea of a label, they need to get access to the certification criteria. Publication of the full text of a quality label's effective standards is considered good practice. If the text is only accessible in part or against a fee, the label is less transparent.

Verification procedure – who verifies the data of the businesses?

The credibility of a label depends largely on the type of inspection the enterprises are subjected to. Most reliable is an inspection on the spot by independent experts which includes a tour of the enterprise and an examination of the pertinent documents. For cost reasons, some label organisations perform their own check-ups, others carry out “desk-top reviews” based on documents submitted as well as on-spot checks. In these cases there is no guarantee that the outcome of the inspection will be truly reliable.

Sustainability – are all subject areas of sustainability included?

The standards set for the labels presented are compared to the Global Sustainable Tourism Criteria (GSTC) sections. It is generally accepted that the more account a label takes of the natural and social environment, of economy and culture, the more effectively it can contribute to sustainable development at the global and the local level.

■ Subject area: environment

Energy and water saving measures, waste avoidance, resource efficiency and preservation of the natural environment are widespread test criteria. All the labels presented provide for more or less wholesale testing of environmental standards.

■ Subject areas: Social issues, economy and cultural heritage

It is only gradually and in widely different ways that tourism labels are taking account of social, economic and/or cultural concerns. In practice it is difficult to clearly distinguish between these three sub-areas. The range of subjects extends from standards ensuring fair working conditions via observance of human rights and boosting local economies and/or preservation of the cultural heritage. These aspects are looming large in the tourism sector and especially in the so-called “developing countries”.

Certified enterprises and/or travel products – how many are there?

The larger the number of enterprises and products that are awarded labels, the broader the choice of “more sustainable” alternatives for the travellers. Since quality labels need to be regularly re-certified, the figures keep changing.

Global recognition

High-quality sustainability labels are internationally recognised by the Global Sustainable Tourism Council (GSTC). To be recognised, the label has to completely take into account not only the ecological and economic but also the social dimension of sustainability and to carry out a transparent third party verification procedure.



www.gstcouncil.org

Note

All changes of and information on sustainability certifications in tourism are regularly published online at DestNet.eu under “Market Place” (see page 38). The information on the labels contained in this guide was directly provided by the labels or is based on internet research. The reference date for the information in the present guide is June 2016.





Biosphere Responsible Tourism

The label certifies accommodations as well as restaurants, amusement parks, golf courses, attractions, and entire destinations, e.g. biosphere regions and cities in Europe and Latin America.

Internet	www.biospheretourism.com
Certifying Institution	Instituto de Turismo Responsable
Partner	Spain, Dominican Republic, Peru, Chile, Colombia, Germany, Mexico, Argentina, Italy, Luxembourg, São Tomé and Príncipe, United Kingdom and Portugal
Scope	Germany, Great Britain, Spain, Portugal, Argentine, Chile, Dominican Republic, Mexico, Peru
Transparency	Standard published
Verification Procedure	On-site third-party verification every year
Sustainability	Environment, social issues, economy, cultural heritage
Certified Businesses	92
Global Recognition	GSTC recognized standards and GSTC approved system for businesses and destinations



EarthCheck

EarthCheck certifies hotels, activities, attractions, restaurants, transport & mobility services and destinations. EarthCheck certified standards deliver a holistic approach to sustainability.

Internet	www.earthcheck.org
Certifying Institution	EarthCheck Pty Limited
Partner	A range of international partners in research, development, training and marketing
Scope	International
Transparency	Standard accessible upon payment
Verification Procedure	On-site third party verification every 1–2 years
Sustainability	Environment, social issues, economy, cultural heritage
Certified Businesses	More than 1,200
Global Recognition	GSTC recognised standards and system for businesses and destinations



Green Globe

Green Globe certifies businesses, conference centers, hotels, resorts and attractions.

Internet	www.greenglobe.com
Certifying Institution	Green Globe
Partner	EVVC, GCB, UNWTO, Skal
Scope	International
Transparency	Standard published
Verification Procedure	On-site third-party verification every 2 years
Sustainability	Economy, environment, cultural heritage, social issues
Certified Businesses	540
Global Recognition	GSTC recognised standard



Green Key

Green Key

Green Key is an eco-label available worldwide, awarded to leisure infrastructure such as hotels, hostels, campsites, holiday parks, small accommodations, conference centres, restaurants and attractions.

Internet	www.greenkey.global
Certifying Institution	Foundation of Environmental Education (FEE)
Partner	UNEP, UNESCO, UNWTO
Scope	International, 53 countries
Transparency	Standard published
Verification Procedure	On-site third-party verification every year
Sustainability	Environment
Certified Businesses	2400
Global Recognition	GSTC recognised standard for hotels and hostels



| Travelife

The Travelife label uses different standards and verification procedures for accommodations and tour operators. The Travelife for hotels and accommodations certification scheme is managed by ABTA, Travelife for tour operators and travel agencies (partners, certified) is run by ECEAT.

Internet	www.travelife.org
Certifying Institution	ABTA Ltd (for accommodations), ECEAT (for tour operators)
Partner	Over 25 European or worldwide travel organisations
Scope	International
Transparency	Standard published (for accommodations); Standard not published (for tour operators)
Verification Procedure	Online verification of documents and on-site third-party verification every 2 years
Sustainability	Economy, social issues, environment, cultural heritage
Certified Businesses	C. 900 hotels, 220 tour operators
Global Recognition	GSTC recognised standard



Blaue Schwalbe

| Blaue Schwalbe

The Blaue Schwalbe was the first eco-label for tourist accommodations. It was created in 1989 and certifies ecologically-oriented hotels, guesthouses, inns and campsites in Europe. Most Blaue Schwalbe accommodations are located in travel areas that can be reached easily without flying or private cars.

Internet	www.vertraeglich-reisen.de/bio-urlaub
Certifying Institution	Fairkehr GmbH
Partner	Austrian Ecolabel for Tourism, ibex fairstay, Bio Hotels
Scope	Austria, France, Germany, Greece, Ireland, Italy, Switzerland
Transparency	Standard partially published
Verification Procedure	Desk-top reviews and third-party verification onsite (partly)
Sustainability	Economy, social issues, environment
Certified Businesses	112
Global Recognition	–



TourCert

The CSR label is awarded to tour operators, travel agencies and accommodations. There are specific requirements for data collection and certification according to the sector. All businesses introduce a CSR management system and constantly improve their sustainability performance.

Internet	www.tourcert.org
Certifying Institution	TourCert gGmbH (not for profit Ltd.)
Board & independent certification board	Bread for the World – Tourism Watch, HNE Eberswalde, KATE ecology and development, Naturefriends International; independent Certification Council
Scope	Germany, Austria, Switzerland and other countries in Europe and Latin America
Transparency	Standard published
Verification Procedure	On-site third-party verification every 2–3 years
Sustainability	Economy, environment, cultural heritage, social issues
Certified Businesses	91
Global Recognition	GSTC recognised standard for tour operators



EU 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 Institution	European Commission
Partner	EU Member States
Scope	International
Transparency	Standard published
Verification Procedure	On-site third-party verification every 3–5 years
Sustainability	Environment
Certified Businesses	782
Global Recognition	–



Green Tourism Business Scheme (GTBS)

GTBS is officially recognised by all the national tourism offices in Ireland and Great Britain. The certificate is awarded in bronze, silver or gold to Hotel chains, management groups and hospitality brands; green suppliers, destination partners, UK local authorities and agencies.

Internet	www.green-tourism.com
Certifying Institution	Green Tourism
Partner	Shetland Environmental Agency Ltd
Scope	UK, Ireland, Canada, Italy, Zimbabwe
Transparency	Standard published
Verification Procedure	On-site third-party verification every 2 years
Sustainability	Economy, social issues, environment
Certified Businesses	More than 2000
Global Recognition	–



ibex
fairstay

ibex fairstay

The leading Swiss label for sustainability “ibex fairstay” is awarded to accommodation businesses, clinics and health centres for their personnel and stands for independently tested quality.

Internet	www.ibexfairstay.ch
Certifying Institution	ibex fairstay
Partner	Fairtrade, Qualitätsprogramm des Schweizer Tourismus, EU-Ecolabel
Scope	Switzerland
Transparency	Standard partially published
Verification Procedure	On-site third-party verification every 3 years
Sustainability	Economy, environment, social issues
Certified Businesses	57
Global Recognition	–



Legambiente Turismo

The environmental association Legambiente works closely with Italian tourist destinations and coordinates the criteria with them. The travellers can have a look at the services of certified hotels, campsites, guesthouses, restaurants, tour operators and agro-tourism farms online.

Internet	www.legambienteturismo.it
Certifying Institution	Legambiente Turismo
Partner	National, regional and local organisations and tourism authorities
Scope	Italy
Transparency	Standard published
Verification Procedure	On-site third-party verification every year
Sustainability	Economy, environment, social issues
Certified Businesses	300
Global Recognition	–



Nordic Swan

The Nordic Swan certifies a broad range of businesses, including hotels, restaurants and conference facilities.

Internet	www.svanen.se
Certifying Institution	Ecolabelling Sweden
Partner	–
Scope	Sweden, Norway, Denmark, Finland, Iceland
Transparency	Standard published
Verification Procedure	On-site third-party verification every 3–4 years
Sustainability	Environment
Certified Businesses	About 700
Global Recognition	–



Österreichisches Umweltzeichen für Tourismus

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

Internet	www.umweltzeichen.at
Certifying Institution	Austrian Federal Ministry for Agriculture, Forestry Environment and Water Management (BMLFUW)
Partner	Austrian Consumers Association (Verein für Konsumenteninformation, VKI)
Scope	Austria, Italy (South Tyrol)
Transparency	Standard published
Verification Procedure	On-site third-party verification every 4 years
Sustainability	Economy, social issues, environment, cultural heritage
Certified Businesses	Over 350
Global Recognition	GSTC recognised standard



Viabono was established in 2001 as an initiative of the German Federal Ministry for the Environment and the Federal Environmental Agency. The certificate awards all types of accommodation providers, conference centres, restaurants, holiday packages and vendors as well as canoe rentals, nature parks and local tourism destinations.

Internet	www.viabono.de
Certifying Institution	Viabono GmbH
Partner	Viabono Association with 18 member organisations and 4 supporting organisations
Scope	Germany
Transparency	Standards published
Verification Procedure	Desk-top reviews and first-party verification every 2 years
Sustainability	Economy, environment
Certified Businesses	190
Global Recognition	–



Ecotourism Kenya's Eco-Rating scheme

The Kenyan certificate is awarded in the categories of bronze, silver and gold to hotels, lodges and camps.

Internet	www.ecotourismkenya.org
Certifying Institution	Eco Tourism Kenya
Partner	National partners (tourism ministry, KBS, KECEOBAT, KTF, KTB) and international organisations (ANVR, IUCN, EAWLS, FECTO)
Scope	Kenya
Transparency	Standard published
Verification Procedure	On-site second-party verification every 2 years
Sustainability	Social, environment
Certified Businesses	109
Global Recognition	–



Fair Trade Tourism

Fair Trade Tourism certifies tourism products in South Africa, Madagascar and Mozambique. It holds mutual recognition agreements, through which it recognises tourism enterprises certified under the top tiers of its partner organisations in additional African countries. Approved tour operators package and promote Fair Trade Holiday itineraries.

Internet	www.fairtrade.travel
Certifying Institution	Fair Trade Tourism
Partner	Botswana Tourism Organisation, EcoAwards Namibia, Ecotourism Kenya, Responsible Tourism Tanzania, Seychelles Ministry of Tourism and Culture
Scope	South Africa, Madagascar, Mozambique; Botswana, Kenya, Namibia, Seychelles, Tanzania
Transparency	Standard published
Verification Procedure	Online and on-site verification auditing by third party every 3 years
Sustainability	Economy, social issues, environment, cultural heritage
Certified Businesses	125
Global Recognition	GSTC recognised standard



ECO Certification Program

ECO certification is awarded to accommodations, tours and attractions offered by nature-based tourism operators in Australia.

Internet	www.ecotourism.org.au
Certifying Institution	Eco Tourism Australia
Partner	–
Scope	Australia
Transparency	Standard published
Verification Procedure	On-site third-party verification every 3 years
Sustainability	Economy, social issues, environment
Certified Businesses	463
Global Recognition	GSTC recognised standards and approved program



Green Leaf Foundation

The Green Leaf Foundation awards up to five “green leaves” to hotels, spas and holiday resorts.

Internet	www.greenleafthai.org
Certifying Institution	Green Leaf Foundation
Partner	Tourism Authority of Thailand, Thai Hotels Association, UNEP etc.
Scope	Thailand
Transparency	Standard partially published
Verification Procedure	On-site second-party verification every 2 years
Sustainability	Environment, social, culture
Certified Businesses	219
Global Recognition	–



Certification for Sustainable Tourism (CST)

This certificate is awarded at five levels, from entry level to the maximum level of coverage of the sustainability criteria in all areas. Besides hotels, local tour operators and car rentals can also be certified.

Internet	www.turismo-sostenible.co.cr
Certifying Institution	Instituto Costarricense de Turismo (ICT)
Partner	Instituto nacional de acreditación, ICT, UCR, Canatur, INBIO, INCAE, minae, UICN, CANAECO
Scope	Costa Rica
Transparency	Standard published
Verification Procedure	On-site third-party verification
Sustainability	Environment, social issues, economy
Certified Businesses	346
Global Recognition	GSTC recognised standard



Rainforest Alliance Certificate

Rainforest Alliance certifies hotels, restaurants and inbound tour operators who are interested in improving their environmental, social and economic practices.

Internet	www.rainforest-alliance.org/business/tourism/certification
Certifying Institution	Rainforest Alliance
Partner	–
Scope	Argentina, Belize, Costa Rica, Dominican Republic, Ecuador, Guatemala, Jamaica, Mexico, Nicaragua, Peru
Transparency	Standard published
Verification Procedure	On-site third party assessment every year
Sustainability	Economy, environment, social and cultural issues
Certified Businesses	57
Global Recognition	GSTC recognised standard



Overview over the 20 labels presented ...

		Biosphere Responsible Tourism	EarthCheck	Green Globe	Green Key	Travelife	Blaue Schwalbe
Sustainability	Environment	•	•	•	•	•	•
	Social issues	•	•	•		•	•
	Economy	•	•	•		•	•
	Cultural heritage	•	•	•		•	
Transparency	Published	•		•	•	•*	
	Partially published						•
	Not published		•				
Credibility	On-site third-party verification	•	•	•	•	•	•**
	On-site second-party verification						
	Desk-top review						
Global Recognition	•	•	•	•	•		

*Travelife for tour operators and travel agencies; ** Party



	TourCert	EU Ecolabel	Green Tourism	ibex fairstay	Legambiente Turismo	Nordic Swan	Österreichisches Umweltzeichen	Viabono	Ecotourism Kenya's Eco-Rating	Fair Trade Tourism	ECO Certification Program	Green Leaf Foundation	Certification for Sustainable Tourism	Rainforest Alliance Certificate
•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
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... and an overview of 30 additional labels

There are far more sustainability standards and certificates in tourism than the 20 labels presented. Besides hotels and tour operators, also campsites, beaches, attractions or entire destinations are independently inspected and certified in several countries. We compiled a list of further important labels for you.

Label	Scope
 Biohotels	Germany, Austria, Switzerland, Italy, Spain, Slovenia, Greece
 Blaue Flagge/Blue Flag	Worldwide
 Certified Green Hotel	Germany, Austria, Switzerland, Czech Republic
 Distinción Turismo Sustentable	Chile
 eco awards Namibia	Namibia (Africa)
 ECO Certification	Malta (Europe)
 Ecotourism Ireland	Ireland (Europe)
 ECOCAMPING	Germany, Austria, Switzerland, Italy, Croatia, Slovenia
 ehc eco hotels certified	Europe, Mexico
 EcoLabel Luxembourg	Luxembourg
 Eco-Romania	Romania
 European Charter EUROPARC	Europe
 European Ecotourism Labelling Standard (EETLS)	Europe

 GREAT Green Deal	Guatemala
 Green Certificate	Latvia
 Green Destinations Standard	Worldwide
 Green Hospitality Award	Ireland
 Green Restaurant	USA, Canada
 Green Sign	Germany
 Green Star Hotel	Egypt
 HI Quality & Sustainability Certification	Worldwide
 Hoteles + verdes	Argentina
 Japan Ecolodge Association – ESAIS	Japan
 Nature's Best	Sweden
 Partner der Nationalen Naturlandschaften	Germany
 QualityCoast	Worldwide
 Responsible Tourism	Tanzania
 Sello Ambiental Colombiano	Colombia
 Sustainable Tourism Eco-Certification Program STEP	Worldwide
 Tripadvisor Green Leaders	Worldwide

Sustainable tourism around the world at DestiNet.eu



The independent portal links organisations committed to sustainable and responsible tourism around the world. You will find all labels and standards as well as thousands of tourism businesses, destinations and tour operators that have been awarded a sustainability label. In cooperation with labels and destinations, these can be found on the DestiNet atlas and are made available to marketing services.

You can find especially environmentally friendly and socially responsible offers in your destination at a glance, contact them directly or ask for them at your travel agency. Find all international, national and regional labels at: <http://destinet.eu/market-place>

The Tourism Child-Protection Code – Code of Conduct for the Protection of Children Against Sexual Exploitation in Travel and Tourism



„The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism“ is a corporate self-commitment crafted by the worldwide “Campaign for the

Protection of Children from Sexual Exploitation in Travel and Tourism” (ECPAT) together with other child protection organisations, the World Tourism Organisation (UNWTO) and the tourist industry.

Tourism enterprises that sign the “The Tourism Child-Protection Code” undertake to integrate the protection of minors from sexual exploitation in tourism into their mission statements, to ensure such protection by way of concrete measures and to regularly issue public reports. About one thousand enterprises in more than 30 countries have undertaken to honour this self-commitment.

When booking, watch out for this icon or ask in what way the provider ensures the protection of children.

Find more information on: www.thecode.org, www.ecpat.net

Carbon compensation schemes for air travel

In our part of the world climate change is becoming ever more noticeable. In developing countries it has had disastrous effects even now, causing natural disasters, food shortages or loss of land. Tourism causes substantial amounts of emission, especially through air travelling. Even though a mere 2% of the world population travel by plane, they cause at least 5% of man-made global warming.

International air traffic is exempt from the UN climate mitigation obligations under the Kyoto Protocol. This makes it all the more important for travellers to “compensate” for greenhouse gas emissions caused by plane trips by donating to verified carbon saving projects.

You will recognise trustworthy emission offset providers by the following characteristics:

- The carbon saving projects conform to the **CDM Gold Standard**. This standard was crafted by environmental organisations and guarantees that emissions are verifiably and sustainably saved in compliance with strict social and ecological guidelines (www.cdmgoldstandard.org).

- The emissions calculator takes account of the so-called **RFI factor** (Radiative Forcing Index), making allowance for the increased greenhouse gas effect in the higher layers of the atmosphere.
- The provider must draw attention to the fact that **foregoing a flight is invariably the best bet** and suggest that, especially when it comes to short-haul flights up to about 1000 km, preference should be given to more environmentally benign means of transport, such as rail or coach. Making climate donations must not be seen as a legitimate way of persisting in climate-damaging travel behaviour.
- The provider **ought not to be a profit-oriented enterprise**.

Recommended providers that meet the above criteria:



www.atmosfair.de*



www.myclimate.org



www.klima-kollekte.de

* Test winner in several independent comparative studies



The Swiss organisation **arbeitskreis tourismus & entwicklung (akte)** is in charge of scrutinising tourism from the development policy perspective and of informing the public as well as travellers; it campaigns for just and fair conditions in tourism by way of a critical dialogue with representatives of business and politics. akte operates the non-profit travel portal **www.fairunterwegs.org** – providing neither travel advertisements nor booking facilities, but a wealth of practical tips for travellers and well-founded information on tourist destinations.

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The **ECOTRANS** association is a European network of experts and organisations that have joined forces in support of sustainable tourism development, that run international research and development projects and that inform the professional public about model initiatives. With a view to enhancing openness and accountability as well as international cooperation, ECOTRANS set up the independent information and network portal **DestiNet** for sustainable tourism together with the European Environment Agency and a number of other partner organisations.

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Tourism Watch is a part of **Bread for the World**. Within Tourism Watch, the Church Development Service of Protestant churches in Germany together with ecumenical partners advocate sustainable, socially responsible and environmentally sound tourism and raise awareness of encounter-oriented travel. Tourism Watch is also the name of the quarterly publication providing information on tourism and development. In terms of content, the focus of Tourism Watch is on human rights in the context of tourism, climate justice and corporate social responsibility.

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Naturefriends International (NFI) is the umbrella organisation of the Naturefriends movement, one of the biggest non-governmental organisations worldwide. Together with 45 member organisations, NFI stands for crafting and implementing the sustainable development of environment and Since 2011, NFI has been pointing to environmental and developmental issues in tourism through its brand **respect**, promoting tourism that is ecologically, socio-culturally and economically sustainable.

www.nf-int.org | www.naturfreunde.at
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Go in for sustainable holiday enjoyment – your style of travel will carry conviction!

- When booking your holiday trip, make sure it will go easy on the environment and on the climate and that the local population will get a fair share of the fruits of tourism. Use reliable sustainability labels as orientation aids.
- Before you start, find out from your provider and along the way from hotel staff and tour operators about the social and ecological impact of the services provided.
- Give preference to tourism providers that recognise their “Corporate Social Responsibility” (CSR) and provide you with comprehensive pertinent information.

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