

Nom del diàleg: Turisme, diversitat cultural i desenvolupament

Data: 16 Juliol

Sessió: El repte de la innovació

Ponent: Herbert Hamele



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## Milestones towards a global Sustainable Tourism Stewardship Council

### Global context

Sustainable tourism development requires both a “top down” *and* a “bottom up” approach. The model is: based on international and national conventions and legislation the all tourism services along the tourism supply chain plus the destinations shall use existing opportunities and tools to become more “green” – and shall benefit from such voluntary action.

### Europe

The world’s leading tourism destination faces enormous challenges on the way to sustainability of tourism. European Union’s directives, voluntary tools such as LA21, EMAS and eco-labels, and policies in the light of the WSSD 2002 in Johannesburg contribute to safe natural and environmental resources. Thus they simply help to avoid more and more cost for restoration. Within this framework the Tourism sector can concentrate on continuous qualification of its services and work force for high competitiveness and attractiveness, creation of job and benefiting local communities.

- **Key tools: monitoring and certification**

A set of core indicators for monitoring sustainable tourism development recently was developed: it can be used for assessing and reporting of progress in destinations.

According to ECOTRANS about 40 eco-labels certify tourism services in Europe, some more operate in Latin America or Asia: the effects so far are very limited, but there is – under certain conditions - significant potential demand at consumers and tour operators.

The joint VISIT initiative is to make eco-labelling tourism in Europe a success. Step by step and co-ordinated by ECOTRANS the partners and supporters succeeded in

- creating the VISIT standard with 21 key requirements for tourism eco-labels in Europe
- promoting 12 leading certificates which meet the VISIT standard and identified significant potential for harmonisation of criteria and verification procedures, also with the new EU Flower for accommodations
- disseminating the common message about the added value of tourism eco-labelling: “Caring for the Environment is caring for the Visitor”
- providing to consumers as well as to tour operators free access online to meanwhile 1500 certified tourism services and the 2000 beaches and 700 marinas (Blue Flag)
- starting collaboration with tour operators which are committed to sustainable development
- establishing the VISIT association as the European platform for tourism eco-labels and complementary initiatives

### Outlook

A new initiative similar to VISIT started in 2003: the Sustainable Tourism Certification Network of the Americas.

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VISIT and the American network of certificates now form a valuable base for the further development of the young global Sustainable Tourism Stewardship Council initiative (STSC), co-ordinated by the Rainforest Alliance.

It is now up to the international tour operators, the tourism information channels and the governments to collaborate with and support these initiatives, to complement them with other tools, to prioritize certified products, to bring together green offer and green demand, to continuously raise the market share of highly sustainable tourism products in all destinations.

For further information

- ECOTRANS – European network for sustainable tourism development: [www.ecotrans.org](http://www.ecotrans.org)
- all eco-labels and further voluntary initiatives on [www.eco-tip.org](http://www.eco-tip.org)
- VISIT initiative on [www.yourvisit.info](http://www.yourvisit.info)
- STSC initiative on [www.rainforest-alliance-org](http://www.rainforest-alliance-org)