



# Sustainability in tourism

## A guide through the label jungle

## IMPRINT

**Editorial team:** Christine Plüss (akte), Andreas Zotz (NFI)

**Label analysis:** Herbert Hamele (ECOTRANS)

**Graphic design:** Hilde Matouschek | [www.officina.at](http://www.officina.at)

**Translation:** Erika Obermayer

**Photographs:** Adama Bah, Sumesh Mangalassery, moodboard / Fotolia.com, RTimages / Fotolia.com

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Diefenbachgasse 36/9, A-1150 Vienna  
Tel.: + 43 (0)1 892 38 77, Email: [office@nf-int.org](mailto:office@nf-int.org)

arbeitskreis tourismus & entwicklung  
Missionsstrasse 21, CH-4003 Basel  
Tel.: + 41 (0)61 261 47 42, Email: [info@akte.ch](mailto:info@akte.ch)

ECOTRANS e. V.  
Futterstrasse 17–19, D-66111 Saarbrücken  
Tel.: + 49 (0) 68 137 46 79, Email: [contact@ecotrans.de](mailto:contact@ecotrans.de)

Evangelischer Entwicklungsdienst  
Ulrich-von-Hassell-Strasse 76, D-53123 Bonn  
Tel.: + 49 (0) 228 8101 2302, Email: [tourism-watch@eed.de](mailto:tourism-watch@eed.de)

Misprints and misspellings excepted.

## A catchy decision-making aid in the jungle of tourism labels

Bio 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 100 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 providers, beaches, nature reserves, indeed entire regions. A broad spectrum of tourism options is being awarded quality labels for a wide range of different reasons. So, who is 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 are designed to respect human rights, that 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  
Evangelischer Entwicklungsdienst, Bonn | Naturefriends International, Vienna*

## Why am I supposed to watch out for recognised sustainability labels when booking?



Approximately one billion border-crossing trips are being taken every year – which translates into more than two-and-a-half million trips abroad per day. Tourism is among the most important and fastest growing economic activities worldwide. It is uncontested that foreign travel provides jobs and perspectives especially in economic fringe regions and developing countries.

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. Again and again, local communities are steamrolled by tourism. Employment conditions are precarious, women are disadvantaged and defenceless children are exposed to exploitation.

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. You are now called upon to make sure that your holiday providers respect social and ecological standards, when you choose among different holiday options.

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 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 will be truly trustworthy, when the certification criteria are disclosed and if compliance is 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 100 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.

- 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 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

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

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

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.

### Number of certified enterprises and/or travel products

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. The reference date for the information in the present guide is November 2011.

## Sustainability areas

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”.

## Transparency

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

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 and on spot-checks. In these cases there is no guarantee that the outcome of the inspection will be truly reliable.



## CSR Tourism

“CSR-Tourism” is the leading certification and management system for the social, ecological and economic responsibility of tour operators in Europe. As of 2012, the CSR Tourism Label will also be awarded to travel agencies.

<b>Internet</b>	www.tourcert.org
<b>Certifying Organisation</b>	TourCert
<b>Partner Organisation/s</b>	German Protestant Church Development Service; Naturefriends International; KATE Center for Ecology & Development; HNE Eberswalde
<b>Scope</b>	Germany, Austria, Switzerland und other European countries
<b>Certified Businesses</b>	55
<b>Sustainability Areas</b>	Environment, Social Issues, Economy
<b>Transparency</b>	Standard published
<b>Verification Procedure</b>	On-site third-party verification every 2–3 years



## Green Globe Certification

Green Globe certifies hotels, resorts, tour operators, car rentals, exhibition centres and other tourism companies.

<b>Internet</b>	www.greenglobe.com
<b>Certifying Organisation</b>	Green Globe
<b>Partner Organisation/s</b>	TSC, EVVC, GCB, Atmosfair, emendo 4, World Travel & Tourism Council, Obmi, Bisa spa, Pata, UNWTO, Skal
<b>Scope</b>	International, 83 Countries
<b>Certified Businesses</b>	300
<b>Sustainability Areas</b>	Environment, Social Issues, Economy, Cultural Heritage
<b>Transparency</b>	Standard published
<b>Verification Procedure</b>	On-site third-party verification every 2 years



The Green  
Key

## The Green Key

The Green Key is awarded to hotels, campgrounds and attractions. The leading organisation also awards the international „Blue Flag label“ to beaches and marinas.

<b>Internet</b>	www.green-key.org
<b>Certifying Organisation</b>	Foundation of Environmental Education (FEE)
<b>Partner Organisation/s</b>	UNEP, UNWTO
<b>Scope</b>	International, 28 Countries
<b>Certified Businesses</b>	1539
<b>Sustainability Areas</b>	Environment
<b>Transparency</b>	Standard published
<b>Verification Procedure</b>	On-site third-party verification every 3 years



EARTHCHECK

## EarthCheck

The EarthCheck certification programme focuses on environmental management for the travel and tourism industry and also assists the businesses in their cost and risk management.

<b>Internet</b>	www.earthcheck.org
<b>Certifying Organisation</b>	EC3 Global
<b>Partner Organisation/s</b>	Ecolab, Travelocity, Useeka, Expedia, SAI Global, Rainforest Alliance, Singapore Polytechnic, Greenfleet, WWF, GRI, GSTC, PATA and other organizations
<b>Scope</b>	International, 70 Countries
<b>Certified Businesses</b>	Over 700
<b>Sustainability Areas</b>	Environment, Social Issues, Cultural Heritage
<b>Transparency</b>	Standard only available for members
<b>Verification Procedure</b>	On-site third-party verification every year



## Travelife Awards

Travelife works with major international and small independent tour operators from different countries. Participating hotels and apartment buildings can attain the certification levels bronze, silver or gold. The system is currently developing a travel companies' certificate.

<b>Internet</b>	www.travelife.org
<b>Certifying Organisation</b>	ABTA Ltd.
<b>Partner Organisation/s</b>	Over 15 travel associations, mostly in Great Britain, Scandinavia, The Netherlands, Germany, Brazil and Thailand
<b>Scope</b>	International, 36 Countries
<b>Certified Businesses</b>	500
<b>Sustainability Areas</b>	Environment, Social Issues, Economy
<b>Transparency</b>	Standard published
<b>Verification Procedure</b>	On-site verification every 2 years (as of 2012 by third-party auditors)



## 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.

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



| Blaue Schwalbe

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

<b>Internet</b>	<a href="http://www.vertraeglich-reisen.de/biohotels">www.vertraeglich-reisen.de/biohotels</a>
<b>Certifying Organisation</b>	Fairkehr GmbH
<b>Partner Organisation/s</b>	Cooperation established inter alia with Austrian Ecolabel for Tourism, Steinbock Label, BIO Hotels
<b>Scope</b>	Europe, 10 Countries
<b>Certified Businesses</b>	Around 150
<b>Sustainability Areas</b>	Environment, Social Issues, Economy
<b>Transparency</b>	Standard published
<b>Verification Procedure</b>	Desk-top reviews and first-party verification



| Viabono

Viabono was established in 2001 as an initiative of the German Federal Ministry for the Environment and the Federal Environmental Agency. The certificate is awarded to hotels, apartments, conference centres, campgrounds, hostels, restaurants, holiday packages as well as canoe rental services, nature parks and tourism municipalities.

<b>Internet</b>	<a href="http://www.viabono.de">www.viabono.de</a>
<b>Certifying Organisation</b>	Viabono GmbH
<b>Partner Organisation/s</b>	BMU, BMWi, UBA, BfN
<b>Scope</b>	Germany
<b>Certified Businesses</b>	300
<b>Sustainability Areas</b>	Environment, Economy
<b>Transparency</b>	Standard published
<b>Verification Procedure</b>	Desk-top reviews and first-party verification



## Österreichisches Umweltzeichen :: Tourismus

The Austrian Ecolabel was the first national eco-label for tourism worldwide. The label was introduced in 1996 for hotels and restaurants and since 2008, it has also been applied to travel packages in Austria and other countries.

<b>Internet</b>	www.umweltzeichen.at
<b>Certifying Organisation</b>	Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management (BMLFUW)
<b>Partner Organisation/s</b>	Austrian Consumer Association (VKI)
<b>Scope</b>	Austria
<b>Certified Businesses</b>	Around 220
<b>Sustainability Areas</b>	Environment
<b>Transparency</b>	Standard published
<b>Verification Procedure</b>	On-site third-party verification every 4 years



## Steinbock-Label

The Steinbock-Label is awarded to hotels and hostels, youth hostels and convention centres. As of 2012, it operates under the label „Ibex - fair stay“ and is awarded at three levels (bronze, silver & gold). An extension to Austria, South Tyrol and Germany is planned.

<b>Internet</b>	www.steinbock-label.ch
<b>Certifying Organisation</b>	Steinbock-Label
<b>Partner Organisation/s</b>	–
<b>Scope</b>	Switzerland, Liechtenstein
<b>Certified Businesses</b>	58
<b>Sustainability Areas</b>	Environment, Social Issues, Economy
<b>Transparency</b>	Standard published
<b>Verification Procedure</b>	On-site third-party verification every 2–3 years



## 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 all types of accommodation, restaurants, attractions, offices, conferences and event venues, tour operators, boats and shops.

<b>Internet</b>	<a href="http://www.green-business.co.uk">www.green-business.co.uk</a>
<b>Certifying Organisation</b>	Green Business UK Ltd.
<b>Partner Organisation/s</b>	Shetland Environmental Agency Ltd.
<b>Scope</b>	Great Britain, Ireland
<b>Certified Businesses</b>	2231 (awaiting grading, bronze, silver, gold)
<b>Sustainability Areas</b>	Environment, Social Issues, Cultural Heritage
<b>Transparency</b>	Standard partially published
<b>Verification Procedure</b>	On-site third-party verification every 2 years



## Legambiente Turismo

The environmental association Legambiente closely cooperates with the tourism destinations in Italy, coordinating the criteria together with them. Travellers can view the services offered by certified hotels, campsites, guesthouses and agro-tourism farms online.

<b>Internet</b>	<a href="http://www.legambienteturismo.it">www.legambienteturismo.it</a>
<b>Certifying Organisation</b>	Legambiente Turismo
<b>Partner Organisation/s</b>	National, regional and local organisations and tourism authorities
<b>Scope</b>	Italy
<b>Certified Businesses</b>	426
<b>Sustainability Areas</b>	Environment, Economy, Cultural Heritage
<b>Transparency</b>	Standard published
<b>Verification Procedure</b>	On-site third-party verification every year



## Nordic Swan

The Nordic Swan certifies hotels, youth hostels, restaurants, supermarkets, car washes and laundries. The national partner organisations are official agencies and as such are also responsible for examining and awarding the EU Ecolabel.

<b>Internet</b>	www.svanen.se
<b>Certifying Organisation</b>	SIS Ecolabelling AB
<b>Partner Organisation/s</b>	–
<b>Scope</b>	Sweden, Norway, Denmark, Finland, Iceland
<b>Certified Businesses</b>	331
<b>Sustainability Areas</b>	Environment
<b>Transparency</b>	Standard published
<b>Verification Procedure</b>	On-site third-party verification every 3–4 years



## Sistema de Turismo Responsable (STR)

The Biosphere Responsible Tourism label certifies accommodations as well as restaurants, amusement parks, golf courses, attractions, and entire destinations, e.g. biosphere regions and cities.

<b>Internet</b>	www.biospherehotels.org
<b>Certifying Organisation</b>	Instituto de Turismo Responsable
<b>Partner Organisation/s</b>	Advanced Leisure Services, Fundación Eurochile, Epysa, Desoturcan, TÜV Rheinland, TUI, Instituto de la Hospitalidade, Reserva de Biosfera de la Palma
<b>Scope</b>	Spain, Dominican Republic, Peru, Chile, Germany, Mexico, United Kingdom, Portugal
<b>Certified Businesses</b>	73
<b>Sustainability Areas</b>	Environment, Social Issues, Cultural Heritage
<b>Transparency</b>	Standard partially published
<b>Verification Procedure</b>	On-site third-party verification every year



## Ecotourism Australia – ECO Certification Program

The certificate is awarded to accommodations, tourist attractions as well as to trips and tours offered by local tour operators in Australia. It is to be extended in the future to other countries.

<b>Internet</b>	www.ecotourism.org.au
<b>Certifying Organisation</b>	Eco Tourism Australia
<b>Partner Organisation/s</b>	–
<b>Scope</b>	Australia
<b>Certified Businesses</b>	548
<b>Sustainability Areas</b>	Environment, Social Issues, Economy
<b>Transparency</b>	Standard published
<b>Verification Procedure</b>	On-site third-party verification



## Green Leaf Foundation

The Green Leaf Foundation awards up to five “green leaves” to hotels, spas and holiday resorts. An extension of the standard to the entire tourism industry in Thailand is under preparation.

<b>Internet</b>	www.greenleafthai.org/en/green_found
<b>Certifying Organisation</b>	Green Leaf Foundation
<b>Partner Organisation/s</b>	Tourism Authority of Thailand, Thai Hotels Association, UNEP and other organisations in the field of energy, water and environment
<b>Scope</b>	Thailand
<b>Certified Businesses</b>	224
<b>Sustainability Areas</b>	Environment
<b>Transparency</b>	Standard partially published
<b>Verification Procedure</b>	On-site second-party verification every 2 years



## Fair Trade in Tourism South Africa (FTTSA)

FTTSA is the first label initiative under which accommodations, excursions and other tourism products in South Africa are certified on the basis of the internationally accepted Fair Trade criteria. The first fairly traded travel packages to South Africa have been launched under the “Fair Trade Travel” label FTTSA in cooperation with European tour operators.



<b>Internet</b>	<a href="http://www.fairtourismsa.org.za">www.fairtourismsa.org.za</a>
<b>Certifying Organisation</b>	Fair Trade in Tourism South Africa
<b>Partner Organisation/s</b>	–
<b>Scope</b>	South Africa
<b>Certified Businesses</b>	63
<b>Sustainability Areas</b>	Environment, Social Issues, Economy
<b>Transparency</b>	Standard published
<b>Verification Procedure</b>	On-site third-party verification every 2 years



## Ecotourism Kenya's Eco-rating scheme

The Kenyan certificate is awarded in the categories of bronze, silver and gold to hotels, lodges and camps. Bronze is also awarded to businesses in neighbouring Tanzania. A separate certification standard is applied to local tour operators.

<b>Internet</b>	<a href="http://www.ecotourismkenya.org">www.ecotourismkenya.org</a>
<b>Certifying Organisation</b>	Eco Tourism Kenya
<b>Partner Organisation/s</b>	–
<b>Scope</b>	Kenya
<b>Certified Businesses</b>	57
<b>Sustainability Areas</b>	Environment, Social Issues, Economy
<b>Transparency</b>	Standard not published
<b>Verification Procedure</b>	On-site second-party verification every 2 years



## 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.

<b>Internet</b>	<a href="http://www.turismo-sostenible.co.cr">www.turismo-sostenible.co.cr</a>
<b>Certifying Organisation</b>	Costa Rican Tourism Board
<b>Partner Organisation/s</b>	Comisión Nacional de Acreditación, ICT, UCR, Canatur, INBIO, INCAE, MINAET, UICN
<b>Scope</b>	Costa Rica
<b>Certified Businesses</b>	139
<b>Sustainability Areas</b>	Environment, Social Issues, Economy
<b>Transparency</b>	Standard published
<b>Verification Procedure</b>	On-site third-party verification



## Smart Voyager

Besides hotels and eco lodges, Smart Voyager certifies boats and ships offering excursions along the Amazon River or around the Galapagos Islands. Moreover, the Ecuadorian certificate is available to social institutions and initiatives which collaborate with tourism businesses.

<b>Internet</b>	<a href="http://www.smartvoyager.org">www.smartvoyager.org</a>
<b>Certifying Organisation</b>	Conservación y Desarrollo
<b>Partner Organisation/s</b>	Global Compact, GSTC, Sustainable Tourism Network of the Americas, Sustainable Agriculture Network, American Ecuadorian Chamber, BrandOscope, Ekobai.com
<b>Scope</b>	Ecuador, Colombia, Honduras, Chile
<b>Certified Businesses</b>	45
<b>Sustainability Areas</b>	Environment, Social Issues, Economy
<b>Transparency</b>	Standard published
<b>Verification Procedure</b>	On-site third-party assessment every year



## Sustainable Tourism Knowledge Networking Portal

What you will find at a glance on the **DestiNet** portal are organisations committed to sustainability and tourism enterprises, providers and destinations that have been awarded quality labels.

The DestiNet Atlas presents more than 100 sustainability labels awarded worldwide in the field of tourism.



## The Tourism Child-Protection Code



“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](http://www.thecode.org), [www.ecpat.net](http://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](http://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](http://www.atmosfair.de)\*



[www.myclimate.org](http://www.myclimate.org)



[www.klima-kollekte.de](http://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.

www.fairunterwegs.org | www.akte.ch  
 info@akte.ch  
 arbeitskreis tourismus & entwicklung  
 Missionsstrasse 21, CH-4003 Basel  
 T: +41 61 261 47 42



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.

www.destinet.eu | www.ecotrans.org  
 contact@ecotrans.de  
 ECOTRANS e.V., Futterstrasse 17–19  
 D-66111 Saarbrücken  
 T: +49 68 137 46 79



**Tourism Watch** is a centre at **Evangelischer Entwicklungsdienst (EED – Church Development Service)** set up for the purpose of advocating, together with ecumenical partners, sustainable, public-spirited and environmentally benign tourism, and of raising awareness of encounter-oriented travel. EED publishes a quarterly information leaflet of the same name on global tourism. In terms of content the focus of the centre is on sustainability policy, CSR certification, climate justice, social standards, and human rights in the context of tourism.

www.eed.de | www.tourism-watch.de  
 tourism-watch@eed.de  
 EED, Ulrich-von-Hassell-Strasse 76  
 D-53123 Bonn  
 T: +49 228 8101-2302



**Naturefriends International (NFI)** is the umbrella organisation of the Naturefriends movement, one of the biggest non-governmental organisations worldwide. Together with **Naturefriends Austria** and another approximately 50 member organisations, NFI stands for crafting and implementing the sustainable development of the environment and of society. **respect** is NFI's brand name for sustainable tourism under which the organisation engages in information and educational activities for travellers and the tourism industry.

www.nf-int.org | www.naturfreunde.at  
 www.respect.at | office@nf-int.org  
 Naturefriends International, Vienna  
 Diefenbachgasse 36, A-1150 Vienna  
 T: +43 1 892 38 77

# Go in for sustainable holiday enjoyment – your style of travel will carry conviction!

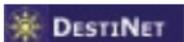
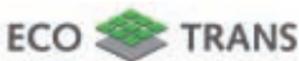
- When booking your holiday trip, make sure it will go easy on the environment and on the climate and that the local population will get a fair share of the fruits of tourism. Use reliable sustainability labels as orientation aids.
- Before you start, find out from your provider and along the way from 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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