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N O R D I C W O R K I N G P A P E R S

Tourism ecolabels in the Nordics

En kartlegging om hvilke miljømerker som brukes på turistdestinasjoner nasjonalt og forslag til fortsatt arbeid for å fremme nordiske bærekraftige turistdestinasjoner.

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Tourism eco-labels in the Nordic Countries

INTRODUCTION	2
OVERVIEW	3
• DESTINATION CONCEPTS	3
• BUSINESS CONCEPTS	4
DESCRIPTION	5
• INTERNATIONAL.....	5
• NORDIC	7
• DENMARK	7
• FAEROE ISLANDS	8
• FINLAND	8
• GREENLAND	9
• ICELAND	9
• NORWAY	10
• SWEDEN.....	11
• ÅLAND.....	12
RECOMMENDATIONS	13
APPENDICES	14
• DEFINITIONS	14
• CONTENT OF A SUSTAINABLE DESTINATION SYSTEM	15
• CONTENT OF A SUSTAINABLE BUSINESS SYSTEM	17

Introduction

As the reader will know, tourism plays an important part in the Nordic countries economies. Not only that, tourism can reach out to rural places where other industries cannot. That's fine, but it might have a negative impact on the environment. To compact this challenge, stakeholders, being regional & national authorities, municipalities, ngo's and business, have developed tools or adopted international standards in eco-labeling and certification. This is very encouraging, but thinking about the thousands of tourism business in all the Nordic countries, only a fraction of them (4497) are eco-labeled or certified. In addition, many of the brands only targeting specific sectors – for example eco-food in restaurants or clean beaches.

The overall aim of this paper is to do a survey on the environmental labeling systems used for tourist destinations nationally and based on the results, suggest how to continue the efforts to promote Nordic tourist destinations. More specific, to give the reader an overview of current activities in each of the Nordic countries, and to recommend a way forward in developing tools for a Nordic sustainable tourism destination. Should the reader have knowledge of any local initiative in regard to this, we appreciate if you share this information with us.

Out there, in businesses and municipalities, there are a host of initiatives that are not tourism specific, e.g. Oslo as a Fairtrade city, Helsinki's 'Sustainable Thinking', actions that could influence tourism behaviour. We acknowledge this, as well as the legislative aspect, meaning environmental laws in the Nordic countries are quite strict compared to other countries, a competitive eco advantage.

In this paper, we start up with an overview of the different systems identified, then move on to a presentation of each of the systems and in the appendices, some definitions and examples of content of the content of destination and business certification.

Overview

The two tables below – the first for destination concepts and the second for business concepts – illustrates that there are many actors, but few tourism destinations and businesses participate in any of the systems.

- Destination concepts

The different brands presented cover a wide spectre, from Bærekraftig reisemål as a destination concept, to Blue Flag that covers the marine environment only. For more information of each of the brands, please see the following chapter.

Brand	Denmark	Finland	Faeroe Islands	Greenland	Iceland	Norway	Sweden	Åland	Remarks
Bærekraftig reisemål (N)	-	-	-	-	-	8 (1)	(2)	-	8 (3)
Blue Flag (Int.)	257	-	-	-	25	18	21	-	321
Earth Check (Int.)	-	-	-	-	1	-	-	-	1
Fjord Norway	-	-	-	-	-	1	-	-	1
EUROPARC (Int)	1	3	-	-	-	1	-	-	5
Green DQN (FI)	-	5	-	-	-	-	-	-	5
GDS-Index (Int.)	2 (1)	2 (2)			1	1 (1)	7 (1)		12 (5)
									353 (8)
<i>(number) = In progress</i>									

Bærekraftig reisemål, Earth Check and Fjord Norway all uses Global Sustainable Tourism Council (GSTC) in developing the content of their system (see appendices for more information on GSTC).

Blue Flag is widely used across the Nordic countries. However Blue Flag only certifies the marine environment e.g. beaches. If we exclude Blue Flag, the number of destinations certified is only 31.

All of the systems – except the GDS-Index – is rooted in nature destinations. GDS-Index's focal point is city based tourism.

- Business concepts

The content of the different systems varies a lot, from a clear focus on eco-management issues such as water and energy consumption plus waste reduction, to a broader sustainability spectrum that includes issues such as working conditions and local community involvement.

Brand	Denmark	Finland	Faeroe Islands	Greenland	Iceland	Norway	Sweden	Åland	Total
Dansk Standard DS49001:2011	1	-	-	-	-	-	-	-	1
Deboa (N)						18			18
Det økologiske spisemærke (DK)	1850	-	-	-	-	-	-	-	1850
ECEAT S	-	-	-	-	-	-	9	-	9
ECEAT SF	-	29	-	-	-	-	-	-	29
Eco-Lighthouse (N)	-	-	-	-	-	273	-	-	273
EU-eco label	3	2	-	-	-	-	1	-	6
Green Globe (Int.)	5	-	-	-	-	1	-	-	6
Green Key (Int.)	129	44	-	1	2	21	143	6	346
Green Start (FI)	-	17	-	-	-	-	-	-	17
Green tourism of Finland	-	15	-	-	-	-	-	-	15
ISO 14001									*
Krav (S)							657		657
Nature Best (N)	-	-	-	-	-	-	77	-	77
Natures Best (S)	-	-	-	-	-	-	77	-	77
Nordic Eco label	26	40	-	-	9	195	241	-	871
Swedish Welcome	-	-	-	-	-	-	240	-	240
Travelife (Int.)	2	1	-	-	-	1	1	-	5
									4497
* The ISO 14001 accreditation system is very secretive and do not hand out information on companies certified. However, there are several hotels that carry the ISO 14001 badge.									

With 871 tourism business certified, Nordic Eco-label is a very strong brand compared to other brands. However, the certified businesses only represent a fraction of the total numbers of tourism businesses in the Nordic countries.

It is worth noticing the systems for restaurants e.g. Det økologiske Spisemærke is relatively strong.

Description

The descriptions below are taken from each entry web-site. Each system has its own method to calculate the price. Thus, this paper estimates the pricing (in DKK) for business as being low under 5.000, medium 5001-50.000, high 50.001 and above.

- **International**

As tourism is international, so are the certifications systems. Major international brands are represented in the Nordic countries such as the Australian Earth Check and the Los Angeles based Green Globe. The ISO certification systems with its national branches are in all the countries with the cross sector system ISO 14001. Furthermore, the ISO 26001 on Corporate Social Responsibility has its' sibling in the certification standard from Danish Standard, the DA49001.

The text below will mention "GSTC approved". This refers to the international NGO Global Sustainable Tourism Council. They "establishes and manages global sustainable standards with the aim of increasing sustainable tourism knowledge and practices among public and private stakeholders."

Blue Flag
Region: Worldwide Type: Marine destination label Price: Medium Number of businesses: 321 http://www.blueflag.global/
The Blue Flag is a certification system for "the coastal environment, water quality, safety and access for all" with 2471 beaches, marinas and sustainable boating operators certified in 49 countries. The system is unique since its target group is sea borne activities and not the more traditional accommodation sector etc.

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Earth Check
Region: Worldwide Type: Destination & Sustainability label Price: High Number of businesses: 1 https://earthcheck.org/
This is an Australian system, and is widely used in Asia Pacific area. Earth Check has developed a destination certification system and a system for the individual business. The destination tool follows guidelines made by Global Sustainable Tourism Council – see definitions in chapter 'definitions' below. The business system targets the accommodation sector only and has a build in management system, thus an accommodation can monitor on-line its performance, especially in relation to water, electricity and waste management. Earth Check is a NGO and is GSTC approved.

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EU eco label
Region: EU countries Type: Eco-label Price: Medium Number of businesses: 6 http://ec.europa.eu/environment/ecolabel/
A cross sector eco-label and in tourism it covers campsites and hotels. It is administrated locally in each of the EU member countries.

EUROPARC
Region: Europe Type: Sustainably-label Price: Medium Number of businesses: 5 http://www.europarc.org/nature/european-charter-sustainable-tourism/charter-network/
Based in Germany 'The EUROPARC Federation is the network for Europe's natural and cultural heritage.' The vision for its tourism destination certification program is 'Sustainable Tourism in European protected areas provides a meaningful quality experience, safeguards natural and cultural values, supports local livelihoods and quality of life and is economically viable' They target protected areas such as national parks.

GDX Index
Region: Worldwide Type: Sustainability-index Price: - Number of businesses: 13 (5) http://gds-index.com
A very inventive system where the cities are benchmarked according to their sustainability performance. "We are a collaborative business initiative created to help Destinations, Convention Bureaux, Event Planners and Suppliers drive the adoption and recognition of sustainable practices in their city and in the global events industry."

Green Globe
Region: Worldwide Type: Sustainability-label Price: High Number of businesses: 6 http://greenglobe.com/
Based in Los Angeles, Green Globe targets the upper end of the accommodation sector and has around 250 hotels certified worldwide. With over 360 sustainability criteria, Green Globe is the market leader in sustainability. Green Globe is privately owned and is GSTC approved.

Green Key
Region: Worldwide Type: Sustainability-label Price: Low Number of businesses: 346 http://www.greenkey.global/
Originated in Denmark, Green Key is now an international system with over 2400 tourism business certified in 53 countries. Their target group is the accommodation sector (hotels, hostels, campsites, holiday parks, small accommodations), conference centres, attractions and restaurants. As of 2015, Green Key moved from being an eco-label to a sustainability label. Green Key is a NGO and is GSTC approved.

ISO 14001

| Region: Worldwide | Type: Eco management system | Price: High | Number of businesses: - | http://www.iso.org/iso/home/news_index/news_archive/news.htm?refid=Ref2123

Based in Geneva, and with affiliations in member states, International Standards Organization develops cross sector standards such as the ISO 14001. The overall purpose is to give a business a management tool in relation to its environmental performance. Like the ISO 9001 for quality, the aim is to systematically manage the business, thus there are no indicators such as tangible demands on consumption etc.

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Travelife

| Region: Worldwide | Type: Sustainability-label | Price: Low | Number of businesses: 5 | http://www.travelife.org/Hotels/landing_page.asp

Based in London, Travelife target the accommodation industry as well as travel agents and tour operators. With over 2500 tourism business certified worldwide, Travelife for the accommodation industry includes 164 criteria. The system for travel agents and tour operators work closely with the local tourism industry e.g. the Danish Travel Association. Travelife is owned by the Association of British Travel Agents (ABTA). Travelife is a NGO and is GSTC approved.

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- Nordic

Nordic Eco-label (Svanen)

| Region: Nordic countries | Type: Eco-label | Price: Medium | Number of businesses: 871 | <http://www.nordic-ecolabel.org/>

This cross sector eco-label and in tourism it covers 'Hotels, Restaurants and Conference Facilities'. The system is tailor-made to Nordic conditions and is administrated locally in each of the Nordic countries.

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- Denmark

Green Key is a very strong brand in Denmark, as Green Key is an international brand it is mentioned elsewhere.

Dansk Standard DS49001:2011

| Region: Denmark | Type: Eco-label | Price: High | Number of businesses: 1 | <https://webshop.ds.dk/en-gb/standard/ds-490012011>

Based on the non-certifiable ISO 26000 for CSR, DS developed a cross sector certifiable 'Social responsibility management system'

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Det økologiske spisemærke
Region: Denmark Type: Eco-label Price: Low Number of businesses: 1850 http://www.oekologisk-spisemaerke.dk/om-spisemaerket
Developed and administrated by the Government, the Eco label for restaurants and other establishments where food is produced, comes in three different categories, being 90-100 % organic, 60-90 % organic and 30-60 % organic. This based on the total percentage of organic ingredients in the production.

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- **Faeroe Islands**

As with the Åland, Faeroe Islands with its many islands could play a key role in sustainable tourism as the destination, rich in nature and surrounded by water, which makes it a clear borderline. Currently there are no overall sustainable tourism planning strategy.

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- **Finland**

ECEAT Finland
Region: Europe Type: Eco-label Price: Low Number of businesses: 29 http://www.eceat.fi/en/index.html
‘ECEAT (European Centre for Ecological and Agricultural Tourism) develops and promotes tourism that supports organic agriculture, sustainable land use, the protection of nature and the environment, and the protection of cultural heritage and traditional rural landscapes. We also encourage environmental education.’

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Green Start
Region: Finland Type: Eco-label Price: Low Number of businesses: 17 http://www.laatutonna.fi/en/node/202
‘Green Start® - a tool for responsible business, with Metsähallitus and tourism companies. With Green Start® company is enabled to launch a practical environmental program and proceed towards sustainable tourism together with its operating environment and customers.’ There is a similar system for quality being ‘Quality1000 is a programme tailored for the hospitality industry and founded on international criteria for quality awards’ http://www.laatutonna.fi/en/quality-1000

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Green Tourism Finland
Region: Finland Type: Eco-label Price: Low Number of businesses: 15 http://www.greentourism.fi/index.php?page=ecolabel
‘The companies who have been awarded the Green Tourism of Finland GTF® eco-label are environmentally friendly, energy efficient and using modern technologies. The food services focus on ecologically produced local ingredients and the menu has been designed with regard to the local food culture as well as using nutritious produce.’

- **Greenland**

CSR Greenland
Region: Greenland Type: CSR system Price: Low Number of businesses: 2 http://csr.gl
The organization's vision is to play a role in creating a social, economic and environmentally sustainable development in Greenland through a focus on the social responsibilities of companies and through innovative partnerships between the public and private sectors and civil society.

- **Iceland**

Vakinn
Region: Iceland Type: Quality & environmental System http://www.vakinn.is/en
The Vakinn environmental grading is, like the Vakinn quality system, based on a corresponding system with Qualmark in New Zealand. One of Vakinn’s objectives is to get a majority of Icelandic tourism providers to engage in environmental and social issues and obtain an official recognition for their contribution in these matters. Please note that it is not possible to apply for environmental grading exclusively since participation in the quality system is a prerequisite for environmental grading.

Snæfellsnes (Earth Check)
Region: Iceland Type: Sustainable Destination System http://nesvottun.is/english-2/
The five municipalities in Snæfellsnes: Eyja- og Miklaholtshreppur, Helgafellssveit, Grundarfjarðarbær, Snæfellsbær and Stykkishólmsbær, have been awarded environmental certification by the EarthCheck organisation. The certification confirms that the region is an environmentally conscious community that systematically strives for improvements in environmental issues in the spirit of sustainable work practices. The certification applies to the activities of the municipalities and the public bodies operated by them.

- Norway

Eco-Lighthouse

| Region: Norway | Type: Eco-label | Price: Low | Number of businesses: 273 | <http://eco-lighthouse.org/certification-scheme/>

The Eco-Lighthouse certification scheme is Norway's most widely used environmental management system, with nearly 5000 valid certificates. (273 tourism related) 'Through easily-implemented, concrete, relevant and profitable (in the widest sense: local, regional, global) measures, enterprises can improve their environmental performance, control their environmental impact and prove their dedication to corporate responsibility.'

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Fjord Norway

| Region: Nordic countries | Type: Eco-label | Price: - | Number of businesses: 1 |

<http://www.fjordnorway.com/be-inspired/sustainable-tourism>

'Fjord Norway has been chosen as one of four pilot destinations by the Global Sustainable Tourism Council (GSTC) for its program "Early adopters of the GSTC new Criteria for Destinations". Fjord Norway has been chosen as one of four pilot destinations by the Global Sustainable Tourism Council (GSTC) for its program "Early adopters of the GSTC new Criteria for Destinations". GSTC Criteria for Destinations outlines the minimum standard that a destination must achieve in order to be considered socially, culturally and environmentally sustainable. For a long time, many companies in the region have worked towards becoming sustainable and, as a pilot destination, Fjord Norway will analyse and provide feedback in regards to GSTC's criteria. This is crucial for placing even greater focus on sustainable tourism.'

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Debio

| Region: Norway | Type: Eco information system | Price: Low | Number of businesses: 18 | <http://www.debio.no>

Debio checks and approves organic production in Norway. They guarantee that their label for products are produced organically.

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Green Travel
Region: Norway Type: Eco information system Price: Low Number of businesses: - https://www.visitnorway.com/about/sustainability/
The Tussock™/Green Travel is a common navigation to all qualified environmental schemes used among tourism enterprises in Norway. The symbol helps you find environmentally certified activities and accommodations when planning your trip to Norway. Every time you see a tuft of grass on Visitnorway's pages, you know that the associated products and offers are a part of the scheme. This makes it easier for you to go green. These certifications fall under Green Travel: Ecotourism Norway, The ecolabel Nordic Swan, Eco-Lighthouse, The Green Key, ISO 14001 and Blue Flag. Individually and collectively they guarantee that the labelled experiences follow strict rules and guidelines for the production and management of waste, energy, transport, use of chemicals and demands for subcontractors. These measures go beyond what the Norwegian law requires.

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Eco-tourism Norway
Region: Nordic countries Type: Eco-label Price: Low Number of businesses: - https://www.visitnorway.com/about/sustainability/
This national certification is awarded to businesses and operators that hold a high international level in ecotourism. Over 100 strict criteria on environmental performance, host-role, local community integration and purchasing must be met and often improved. The certificate is renewed every three years.

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Sustainable Destination (Merket for bærekraftig reisemål)
Region: Nordic countries Type: Eco-label Price: - Number of businesses: 8 (3) https://www.visitnorway.com/about/sustainability/
'Many places follow sustainable principles, but being certified as a sustainable destination is an honour few qualify for. It takes years of work demonstrating their lasting commitment to providing the best possible experiences for their guests, while keeping the negative impact of tourism to a minimum. In addition, the destination must work to continually improve its business practices and relations with the local community, following principles of sustainability.'

• **Sweden**

ECEAT Sweden
Region: Europe Type: Eco-label Price: Low Number of businesses: 9 http://www.eceat.se/
'ECEAT (European Centre for Ecological and Agricultural Tourism) develops and promotes tourism that supports organic agriculture, sustainable land use, the protection of nature and the environment, and the

protection of cultural heritage and traditional rural landscapes. We also encourage environmental education.'

KRAV

| Region: Sweden | Type: Eco-label | Price: Low | Number of businesses: 657 | <http://www.krav.se/hitta-krav-restauranger>

"We develop organic standards and promote the KRAV-label. The KRAV-label is well-known among Swedish consumers" Their certification for restaurants includes cafes, schools etc.

Swedish Welcome

| Region: Sweden | Type: Quality & Eco-label | Price: Low | Number of businesses: 240 | <http://www.swedishwelcome.se/en/>

Swedish Welcome offers a unique method of development for tourism operators. The method takes into account quality and hospitality, as well as ecological, economic and social development. Input from authorised advisors helps team leaders, managers or owners identify their company's strengths and areas for improvement. The method is built on a hundred aspects divided into ten different areas; hospitality, guest information, interior and exterior, housekeeping, food and beverage, accessibility, security, equipment, governance and also energy, water and waste.

Naturskyddsforeningen

| Region: Sweden | Type: Eco-label | Price: Low | Number of businesses: 1 | <http://www.naturskyddsforeningen.se/node/12484>

In tourism related activities, Naturiskyddsforeningen certifies (Bra Miljöval) transportation e.g. the national railway SJ.

Nature Best

| Region: Sweden | Type: Eco-label | Price: Low | Number of businesses: 77 | <http://www.naturesbestsweden.com/>

This is a label from the Swedish Eco-Tourism Association. The NGO calls the label a quality label, however it has clear sustainable criteria, e.g. the tourism business needs to have an environmental plan and a destination analysis plan. The Swedish Ecotourism Society is the main organisation responsible for Nature's Best and the certifying process. The Society was founded in 1996 and has approximately 400 members, most of whom are small or medium sized enterprises

- Åland

As with the Faeroe Islands, Åland with its many islands could play a key role in sustainable tourism as the destination is surrounded by water, a clear borderline for a destination. Currently there are no overall sustainable tourism planning strategy. However – like in many places – there are good examples of eco development. One example could be Silverskär, tourism facilities on small islands.

http://www.silverskar.ax/en?qclid=CMXc wd_S188CFUh5cgodvA4KJg

Recommendations

Doing any business development, a tourism business will rightly ask about costs and the benefits of working with sustainable tourism, being at destination level or business level. Any business will gladly invest if they see a purpose, if they see that there is a growth potential doing the investment. In this context, the tourism business will have to invest in time (employment costs) and possible upfront payment for certification e.g. to get certified by the Nordic Eco label. A natural question that has to be asked, is the purpose. A management tool for the individual business in a given destination in order to move towards sustainability (and cost saving), or is it a marketing tool in order to attract more customers thus increase business? It is probably a combination of the two.

Strict environmental laws, sustainability destination concepts implemented, flags for clean beaches, certified eco restaurants, accommodation providers either eco or sustainability certified and even eco travel. It sounds like any marketing manager's dream. All the ingredients are present, but the question remains: Shall these ingredients have a common brand name, a name that the customer can identify with ease thus choose a more eco or sustainable way of holidaying? There are two options.

Track one is to develop a full destination system as seen in Iceland (Earth Check) and Norway (Merket for bærekraftig reisemål). The advantage will be that the customer will only need to look for one brand, then relax and enjoy. It will have a strong marketing effect as this brand can be promoted as the 'Nordic destination' similar to what the 'Nordic Cuisine' is enjoying. Indeed, this falls into the perception of what the tourist's perception of the Nordic countries; clean and environmental friendly. However, as Norway and Iceland for sure know, it will be a time-consuming and hard work to get all participating destinations to agree on set up, criteria etc., without watering down the content. Especially the administration of such a system raises questions: Who will administer it, costs associated with development and long term financing?

Track two will be to work with all stakeholders and create a platform for eco/sustainable tourism in the Nordic Countries. It could involve education materials, best practice etc. Like the Norway's Green Travel, the platform could be like an umbrella for all brands, recommend destinations and individual businesses that are approved/certified. It only makes sense, to utilise the work already done throughout the Nordic countries. Furthermore, such a system could be used as a marketing

channel for all business, but in particular SME's that might have difficult in penetrating the international market. As above, the question remains, who will administrate this platform and who will cover the costs associated with the development and running of such a system?

Appendices

- Definitions

There are many definitions and analyses on this subject. What is eco and sustainability in tourism? A destination, can it be clearly defined? Below there are some answers to many of the questions asked when working with sustainable tourism, being at destination level or business level.

Certification

To develop a set of criteria and the destination or tourism business will be given a date where an inspection will be made to verify its claims. This can be done in two ways; first, the developer of the criteria will themselves verify if the business fulfils the criteria. This is done by sending them a checklist followed by a telephone interview, an onsite inspection could be added (called 2nd part certification) Second, an independent inspection is made, where a company or person not associated with the creator of the criteria or the business will do an onsite inspection. (called 3rd part verification) All leading international certification systems use the later.

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CSR

Corporate Social Responsibility (CSR) is a non-certifiably administration tool where a business can set targets in all three aspects of sustainability, especially in the supply chain.

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Eco Certification

A certification system that take into account only the environmental impacts of sustainable tourism.

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The destination

According to World Tourism Organization (UNWTO) 'a local tourism destination is a physical space in which a visitor spends at least one overnight. It includes tourism products such as support services and attractions, and tourism resources within one day's return travel time. It has physical and administrative boundaries defining its management, images and perceptions defining its market competitiveness. Local tourism destinations incorporate various stakeholders often including a host community, and can nest and network to form larger destinations (Ref. UNWTO Think Tank, 02-04.12.2002).'

(<http://destination.unwto.org/content/conceptual-framework-0>)

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Sustainable Certification
A certification system that take into account the economic, social and environmental impacts of sustainable tourism

Sustainable Tourism
According to UNWTO, sustainable tourism can be defined as: "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities http://sdt.unwto.org/content/about-us-5

Tourism
The UK based Tourism Society writes "Tourism is defined as the activities of persons identified as visitors. A visitor is someone who is making a visit to a main destination outside his/her usual environment for less than a year for any main purpose [including] holidays, leisure and recreation, business, health, education or other purposes. [UNWTO statistics Guidelines: 2010] " http://www.tourismsociety.org/page/88/tourism-definitions.htm

Tourism sector
"The tourism sector is the cluster of production units in different industries that provide consumption goods and services demanded by visitors. Such industries are called tourism industries because visitor acquisition represents such a significant share of their supply that, in the absence of visitors, their production of these would cease to exist in meaningful quantity" (UNWTO: Glossary of tourism terms, http://www2.unwto.org/sites/all/files/Glossary+of+terms.pdf)

Quality
Quality and environmental aspects of the production of a tourism product merge, meaning a quality label for hotels includes environmental aspects, thus to be a quality approved tourism business, environmental indicators are included in the overall quality rating of the tourism business.

- **Content of a sustainable destination system**

The Global Sustainable Tourism Council (GSTC) have developed a criteria set for destinations, and below the headlines are presented.

Global Sustainable Tourism Criteria for Destinations
SECTION A: Demonstrate sustainable destination management

Global Sustainable Tourism Criteria for Destinations
A1 Sustainable destination strategy
A2 Destination management organization
A3 Monitoring
A4 Tourism seasonality management
A5 Climate change adaptation
A6 Inventory of tourism assets and attractions
A7 Planning Regulations
A8 Access for all
A9 Property acquisitions
A10 Visitor satisfaction
A11 Sustainability standards
A12 Safety and security
A13 Crisis and emergency management
A14 Promotion
SECTION B: Maximize economic benefits to the host community and minimize negative impacts
B1 Economic monitoring
B2 Local career opportunities
B3 Public participation
B4 Local community opinion
B5 Local access
B6 Tourism awareness and education
B7 Preventing exploitation
B8 Support for community
B9 Supporting local entrepreneurs and fair trade
SECTION C: Maximize benefits to communities, visitors, and culture; minimize negative impacts
C1 Attraction protection
C2 Visitor management
C3 Visitor behaviour
C4 Cultural heritage protection
C5 Site interpretation
C6 Intellectual property
SECTION D: Maximize benefits to the environment and minimize negative impacts
D1 Environmental risks
D2 Protection of sensitive environments
D3 Wildlife protection
D4 Greenhouse gas emissions
D5 Energy conservation
D6 Water Management
D7 Water security
D8 Water quality
D9 Wastewater

Global Sustainable Tourism Criteria for Destinations
D10 Solid waste reduction
D11 Light and noise pollution
D12 Low-impact transportation

<http://www.gstcouncil.org/en/gstc-certification/gstc-criteria/criteria-for-destinations.html>

- **Content of a sustainable business system**

Leading international certification systems do have many criteria in common. For the purpose of this report, a summary of all main headlines in various certifications systems is listed below. It will give an insight into how to build up the criteria, create the content. The review included Travelife, EU eco-label, Green Key, Nordic Eco-label, Green Globe and Earth Check.

Green Globe, Earth Check and Travelife are the only systems that embrace 90 - 95 % of the different headlines below.

Management	
Respect and Teamwork	Owner and management are committed to sustainable development.
Respect Rule of Law	Environmental legislation, labour and human rights, Health & Safety etc.
Staff	
Employment	Written contract, payment, salary, paid overtime etc.
Health & Safety	Knowledge on health & safety laws and staff are trained
Discrimination	Employ people because of their qualifications, regardless of gender, ethnicity, sexual preference, disability or religious belief
Employee Training	All employees receive training and capacity building in their field of work.
Guests	
Information to Guests	Information on sustainable / eco efforts done
Education of Guests	Information to guests on how to assist in being sustainable.
Quality of Stay	Ask guests about their stay, including sustainability issues
Community	
Local Services/Eco Products/Fair Trade	Purchase local services and products.
Cultural Heritage	Respect cultural heritage.
Biodiversity	Respect the biodiversity incl. animal 'rights'.
Environment	
Eco building:	Design low emission buildings

Co2 reduction building & staff/guests	Compensation of Co2 emissions.
Noise	Ensure that the local community is not disturbed by excessive noise
Air	Zero or low air pollution
Energy	Record and set targets for reduction.
Water	Record and set targets for reduction.
Waste	Record and set targets for reduction