

R O D I

1st Seminar

Fundamental Principles

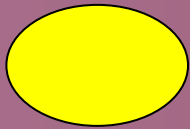
&

Synergic Actions for Ecotourism Services

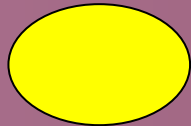
11 December 2008 Rhodes island Greece



Subjects of presentation



PART A
Sustainable tourism development
& Ecotourism



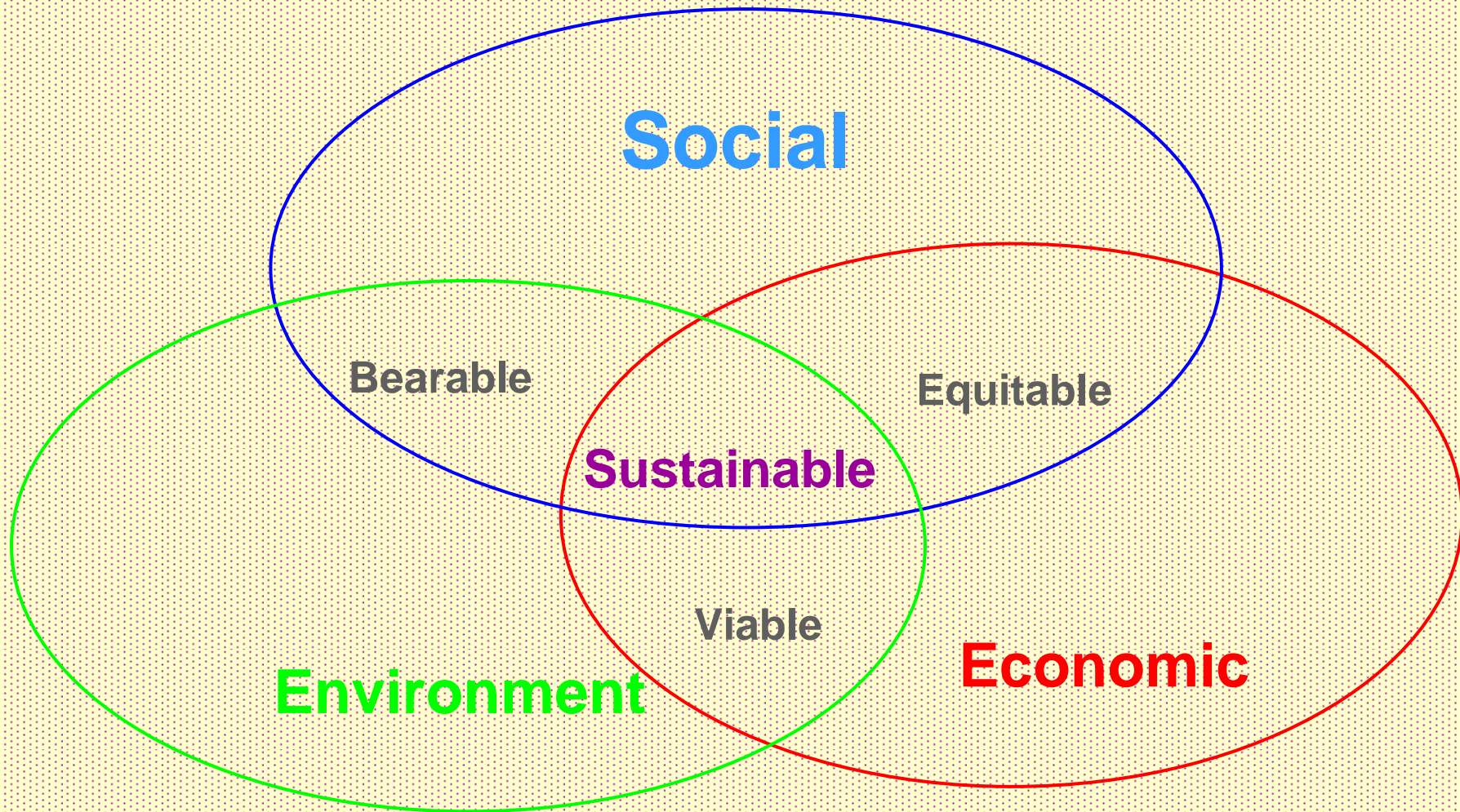
PART B
International Signs and Certificates
of Ecotourism

Part A

a. **Theoretical** approach of sustainable tourism

b. **Definitions, principles, criteria of ecotourism planning**

The triptych of Sustainability



12 Aims for Sustainable Tourism

1. Economic Viability
2. Local Prosperity
3. Employment Quality
4. Resource Efficiency
5. Visitor Fulfillment
6. Environmental Purity
7. Community wellbeing
8. Cultural Richness
9. Physical Integrity
10. Biological Diversity
11. Social Equity
12. Local Control

Definitions of Sustainable Tourism

“Sustainable tourism is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems”

(United Nations World Tourism Organization)

Sustainable development implies "meeting the needs of the present without compromising the ability of future generations to meet their own needs“

(World Commission on Environment and Development)



Ecotourism, also known as ecological tourism, is traveling to undisturbed natural areas with specific object of studying, admiring and enjoying the scenery and its wild plants and animals as well as any existing cultural aspects found in those areas.”



Ecotourism promotes sustainability and encompasses the following principles

- Minimize environmental impact
- Build environmental and cultural awareness and respect
- Create positive experiences for both visitors and hosts
- Provide financial benefits and empowerment for local people
- Raise sensitivity to host countries' political, environmental, and social climate

Basic criteria for ecotourism services/products

- ◆ **Promote ecological diversity features and educate visitors about fragile ecosystems**
- ◆ **Support the conservation of rich in flora and fauna areas and endemic/endangered species as a living part of local culture**
- ◆ **Develop remote areas by attracting environmentally-responsible individuals rather than mass tourists**
- ◆ **Respect local traditions and lifestyle of indigenous people**
- ◆ **Preserve attractions of natural beauty**
- ◆ **Apply the responsible use of natural resources**
- ◆ **Implement a waste management strategy & use of renewable energy**
- ◆ **Plan the tourism development according to the area's carrying capacity**

Ecotourism Planning

- **Systematic and logical sequence of steps**
- **An opportunity to evaluate alternatives**
- **Community-based/supported economic development**
- **Iterative and dynamic plan**
- **Integrated and comprehensive strategy**

8 Phases for Ecotourism Planning

- 1 Mission Statement & Goal Setting
- 2 Analysis of Resources
- 3 Market Analysis
- 4 Product Market
- 5 Overall Development Plan
- 6 Tour Product Development
- 7 Marketing Strategy
- 8 Implementation Strategy

Part B

a. Eco-label

b. Green Globe

c. Decipher

d. Ipat

e. Earthcheck



Environment



What is Eco-label?

The EU Eco-label is an official sign of environmental quality for products/services that is both certified by an independent organization and valid throughout Europe



Environment



EU Eco-label Scheme

- **New Action Programme**
- **Integrated Product Policy (IPP)**
- **European Union Eco-labelling Board (EUEB)**
- **Green paper on IPP**
- **Working plan**



Environment



The European Eco-label scheme is part of a wider strategy on Sustainable Production and Consumption

Main Elements of the Eco-label Scheme

- **It has a *European dimension***
- **It is *selective***
- **It is *transparent***
- **It works with a *multi-criteria approach***
- **It is *voluntary***



Environment



How eco-labeling scheme works

- Set up the criteria for every product & service
- Define the ecological criteria based on life cycle considerations (LCC)
- Detailed analysis of life cycle process
- Acquisition of goods for service performance
- Quality of service performance
- Waste Management of product & services use



Environment



Eco-label since may 1st 2003 is also for

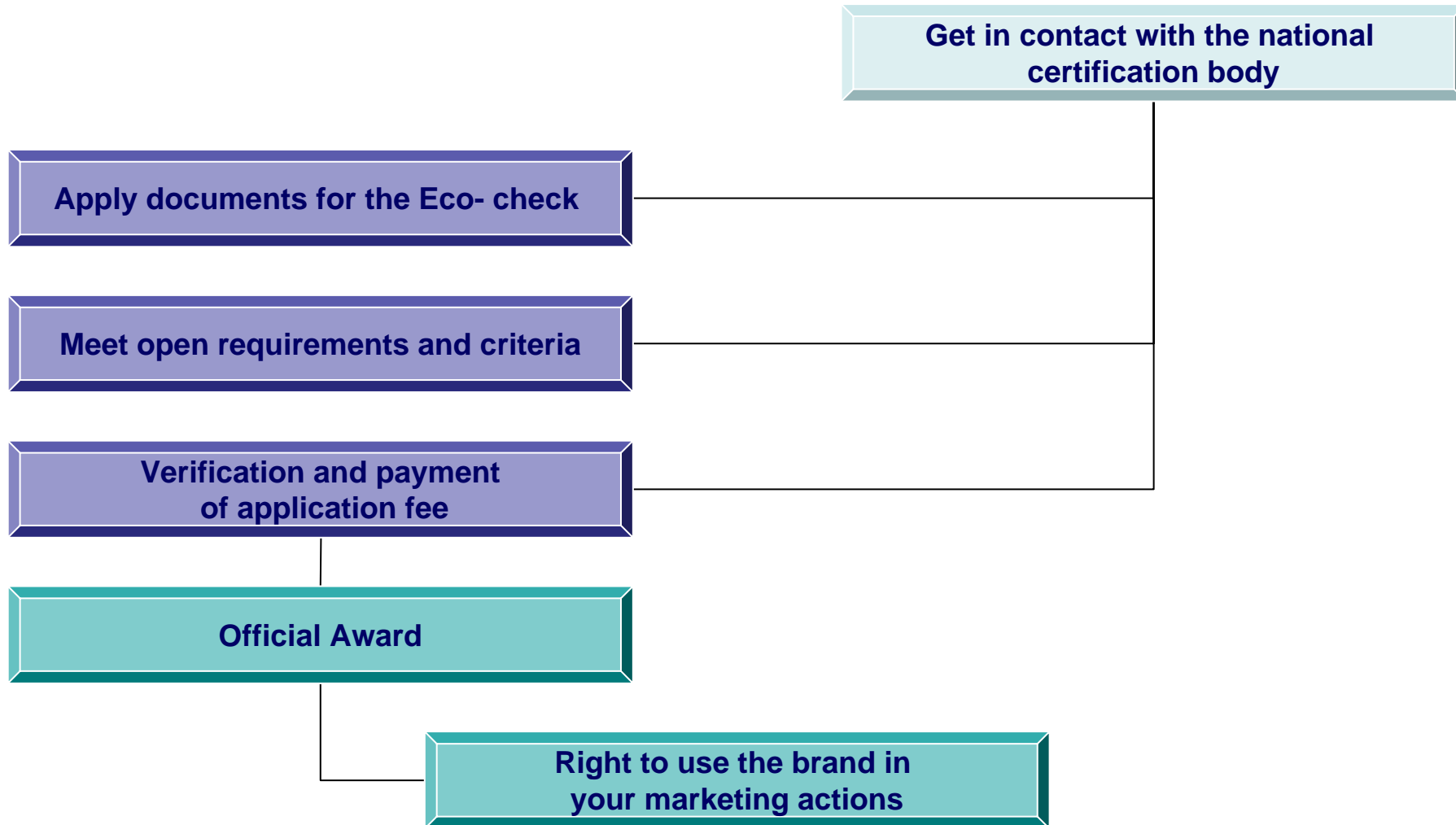
✿ Tourism accommodation enterprise

(sheltered overnight accommodation in appropriately equipped rooms including at least a bed)

✿ Camping sites

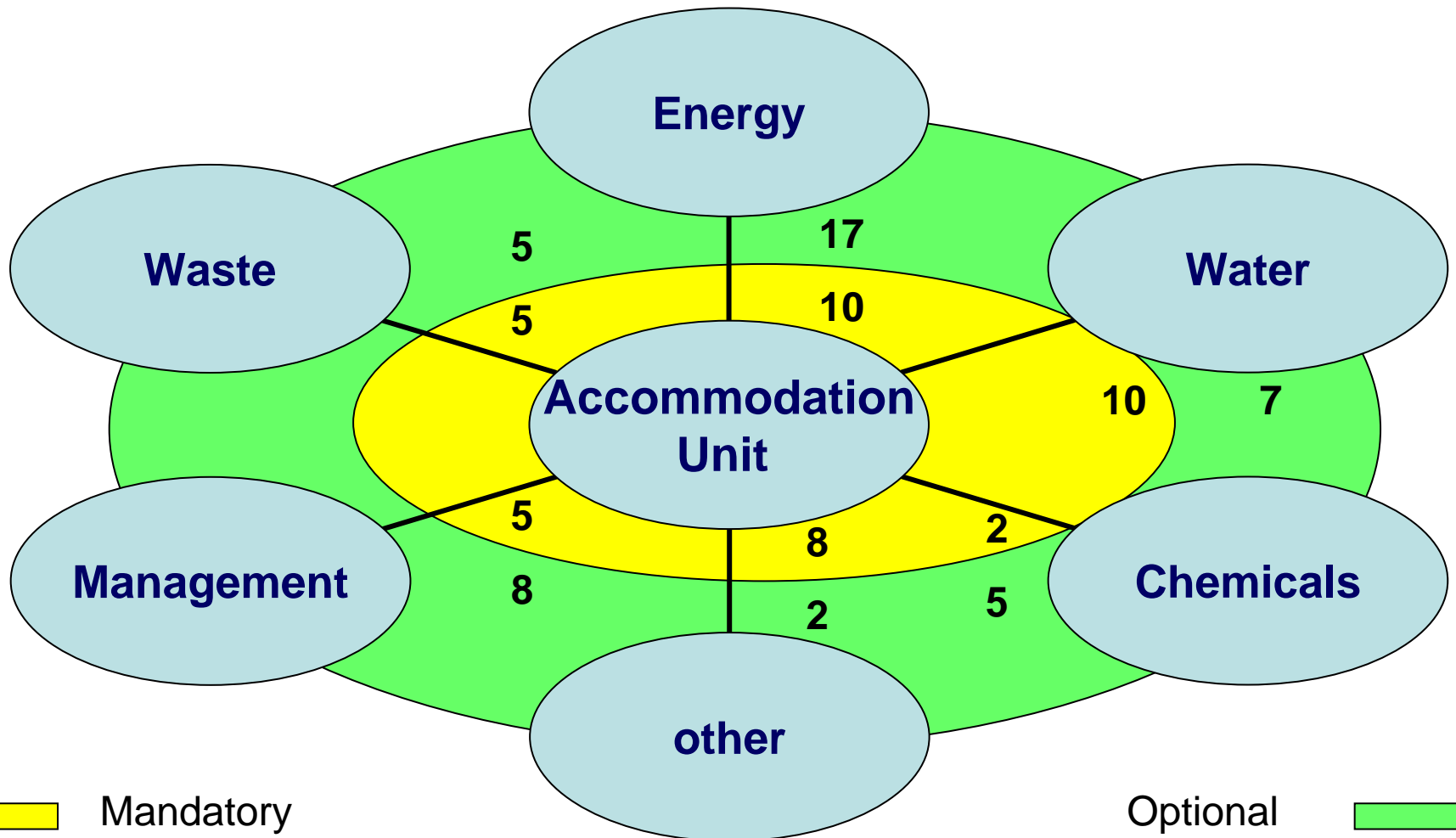
(Running according to the European and National standards)

The process of getting the flower



84 criteria

37 Mandatory criteria + 47 Optional criteria *(at least 16,5 on a total of 72,5 points)*



Example of marking criteria

Mandatory criteria

- Electricity from renewable sources
- Energy efficient energy equipment
- Water saving taps and showers
- Waste separation by guests

Optional criteria

- Bioclimatic architecture
- Food and liquor from local organic farms
- Health and well-being services (sauna, spa etc)
- Green facilities (protected areas, parks etc)

Calculating the fee

Application fee: **300 up to 1.300 Euros**

Reductions for

Micro enterprises (up to 10 employees 75%)

Mountain hostels 75%

SME's 25%

Annual fee= 0,15% X (50% average annual value of stays – VAT)

If total stays per year= 3.000 The average price of stay= 40 €

Annual value of stays=120.000 € 50%=60.000 € VAT (19%)= 9.579,83€

Average annual value of stays = 50.420,17€ X 0.15%

Eco-label fee=336,134€



Environment



Key aims for tourism enterprises

- ✿ Achieve significant environmental improvements**
- ✿ Ensure the credibility of the award**
- ✿ Encourage manufacturers, retailers and service providers to apply for the award**
- ✿ Encourage purchasers to buy products and services with the award**
- ✿ Improve consumer awareness and behaviour**



Environment



The added value of European Ecolabel on tourist accommodation service:

- ◆ Limited energy consumption
- ◆ Limited water consumption
- ◆ Reduced waste production
- ◆ Favouring the use of renewable resources and of substances which are less hazardous to the environment
- ◆ Promoting environmental education and communication

Environment



Eco-label

Greener travel with the European Ecolabel

Sustainable water management



Renewable energy



Soft chemicals



Environmental case of a glance



Information to the guests



Regional products



Environment



5 main Advantages for tourist accommodation services

Advantage 1: Show your high quality and environmental performance

Advantage 2: Eco-efficiency for cost-advantages

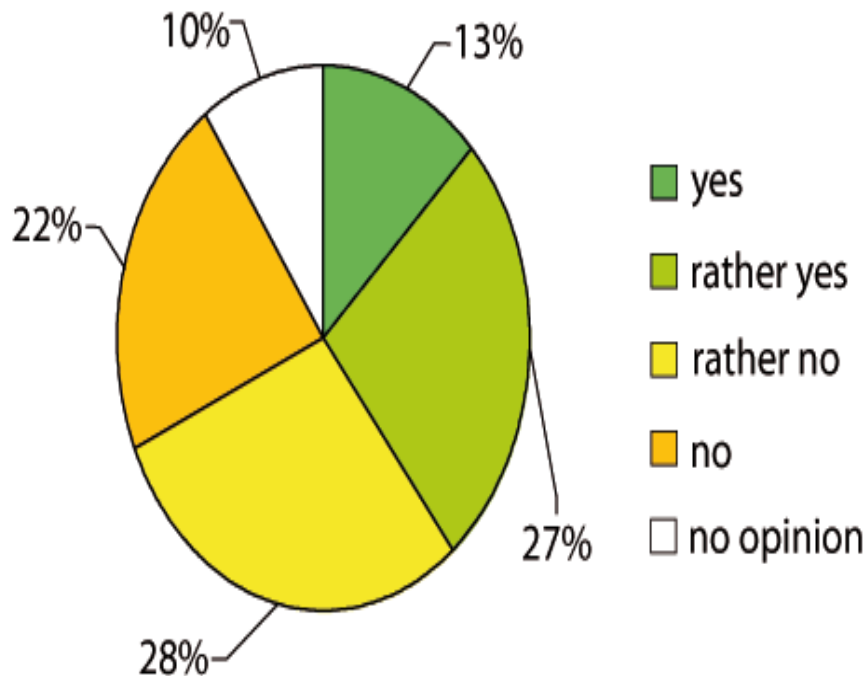
Advantage 3: Sense of well-being

Advantage 4: Meet the expectations of your guests

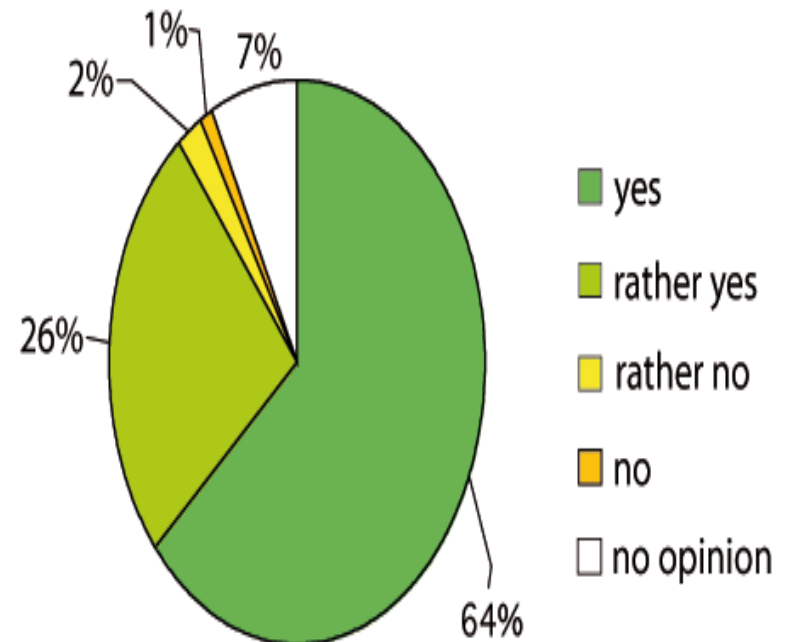
Advantage 5: Reinforce your marketing tools

According to a survey from **Ecocamping 2006** on the environmental activities at camp sites

When choosing a camp site, I pay attention to environmental certificates, in %



I think it is good, that there are certificates for environmentally-friendly camp sites, in %





GREEN GLOBE

.....is the international benchmarking and certification programme for the travel and tourism industry



GREEN GLOBE



Communities



Companies

Tourists/Visitors





GREEN GLOBE



General benefits of Green Globe for companies/organizations

- Reduced Overhead and Operating Costs**
- Commitment to Corporate Social Responsibility**
- Global Recognition**
- Compliance with present and future government legislation and industry acceptance**



GREEN GLOBE



The environmental benefits of Green Globe participation for companies/organizations

- Reduction in green house gas emissions
- Energy efficiency, conservation and management
- Reduction in the consumption of fresh water and resources
- Ecosystem conservation and management
- Support for local community development
- Improve management of social and cultural issues
- Improve land use planning and management
- Improve air quality and noise reduction
- Improve waste water management
- Waste minimisation, reuse and recycling



GREEN GLOBE



the logo pays the attention of customers

- Place the relevant logo on your website
- Ask your online booking agent to place your Green Globe logo next to their name
- Place the logo in your brochures
- Place the Green Globe logo on email communications
- Ensure that all brochures featuring your organisation contain the Green Globe logo
- Display the logo in a prominent place so that customers are aware of its commitment to sustainability



GREEN GLOBE



Program for Companies

The Green Globe Company Standard consists of two distinct steps

Benchmarking (Bronze)

- 1. Establishing a Sustainability Policy**
- 2. Benchmarking Assessment**

Certification (Silver)

- 3. Compliance with relevant legislation and policy requirements**
- 4. Approach and implement an environmental and socially sustainable approach**
- 5. Performance document with outcomes**
- 6. Communication and consultation with interested parties**



GREEN GLOBE

**BEST PRACTICE STORIES
on accommodation sector**



Six Senses Resorts and Spas, Thailand and Global



Six Senses Resort, Soneva Fushi, Maldives

Centara Hotels, Thailand

Hotel Anna, Iceland



GREEN GLOBE

**BEST PRACTICE STORIES
on destinations**



Movenpick Resort El Quseir - EGYPT



**KAIKOURA
DISTRICT COUNCIL**

**Kaikoura Community is “Fantastic, No Plastic”
NEW ZEALAND**



Gold certification for 5year period of excellence

- ✦ **Beaches Sandy Bay, Turks and Caicos**
- ✦ **Sandals Halcyon Beach, St Lucia**
- ✦ **Sandals Montego Bay, Jamaica**
- ✦ **Sandals Royal Caribbean, Jamaica**
- ✦ **Negril Gardens Beach Resort, Jamaica**



www.decipher.biz (Decipher) is a unique web based business data facility which acts as a planning and development support tool for the travel and tourism industry providing research on accommodation, destination and enterprise management, industry associations, relevant legislation and hundreds of other areas



BENEFITS FOR COMPANIES

- ➡ Ability to customise reports
- ➡ Search information via a wide e-context relevant to your organisation's needs
- ➡ Quick indicators and trends of the industry



Ipat is an online technology and consulting solution that delivers measurable tourism industry improvement through the collection, storage, reporting and analysis of key industry performance indicators



BENEFITS FOR COMPANIES

- Real time business information
- Track, monitor and compare performance on either a regional or organisation level
- IPAT (Industry Performance Analysis Tool) captures, shares, reports and analyses key performance data for the travel and tourism industry
- Measure the effectiveness of your organisation's, evaluate the marketing initiatives and monitor the performance of your business



Earthcheck is an internationally trusted system of indicators that allow individuals, enterprises and destinations to systematically measure, benchmark, report and manage their performance.



If you can't measure it, you can't manage it

End of session

Thank you for your attention!

**Any questions, queries or
clarifications??**

GKOUMAS ARISTEIDIS

PhD Researcher

Associate Program Manager UNWTO