

The Tour Link Initiative

Towards a sustainable Tour Operator Supply Chain

Naut Kusters – ECEAT Projects

28th September 2005, Brussels



Towards a sustainable tourism supply chain

European co-operation between
tour operator associations and
tourism certification schemes to
foster a sustainable tourism supply
chain



Recent developments

Commitment of Tour Operators towards Sustainable Supply Chain management approaches

- ANVR – Product Oriented Environmental Management Systems
- FTO – Integrated Responsible Tourism Program
- Tour Operators' Initiative – Sustainable Supply Chain Management system
- Forum Anders Reisen Germany, Kriterien Catalogue



Towards a sustainable tourism su



Establishment of European standard for sustainable tourism services certification

- ➔ **VISIT association**
- ➔ **10 leading ecolabels, mainly accommodations**
- ➔ **Established in 2004**
- ➔ **Common standards for quality ecolabels**
- ➔ **Common image and promotion**



The VISIT Ecolabels

25



Ecolabel Luxemburg

100



Den Groenne Noegle
Denmark, Iceland

250



Legambiente Turismo
Italy

13



Ö+ Steinbock
Switzerland

70



Cataluna Ecolabel
Spain



Milieubarometer
The Netherlands

220



The Austrian
Ecolabel

200



Scottish Green
Tourism
Business scheme

450



Green Certificate
Latvia

53

>1.500

Common message for promotion

„Caring for the
Environment...
... is caring for the
Visitor“



Eindelijk vakantie bijkomen van de dagelijkse bezortheedingen. Licht in een bossende omgeving. Met blosse en gezonde ogen en dromen.
Europa kent het van duurzame vakantiebestemmingen: waar men in de bergen en op het platteland. Daar gaat de zorg voor u hard in hard met de zorg voor de omgeving. Daar gaat het om kwaliteit.
De VEST-bezettingen waarborgen die kwaliteit. Zij laten u zien waar het milieu op de voorgrond staat.

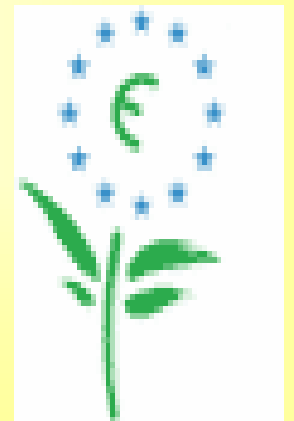


Establishment of European Union standard for sustainable tourism certification

- **EU - Ecolabel for accommodations (Hotels and Campsites)**
- **Making certification assessable all over Europe**



Towards a sustainable tourism supply chain



However

- **Different tour operators use different standards to evaluate their suppliers (e.g. Hotels).**
- **Certified products are often not available in most regions and sub-sectors**
- **Tour operators are not aware / informed of available certified products**
- **Consumers awareness and demand is still low (especially in the volume tourism market)**



The Tour Link Strategy

- I. Implementation of a Common tour operators' supply chain management system**
- II. Linking tour operators' suppliers standards with external certification systems**
- III. Promoting sustainable tourism by tour operators' in 3 pilot destinations**
- IV. Matching certified suppliers with tour operators'**
- V. Introduction of effective consumer communication tools**



The Tour Link Project

**EU LIFE Environment programme
2004 – 2007**



Partners:

- ➔ **ANVR and FTO tour operators associations**
- ➔ **Leeds Metropolitan and Lund Universities**
- ➔ **Austrian and Catalonian Ministries of Environment**
- ➔ **Dutch Alps Platform and the Royal Awards for Sustainability**
- ➔ **ECEAT – Projects, Lead partners**



I. Common Tour operators' supply chain management systems (SCMS)

Objective: to establish a common (but flexible) SCMS approach applicable for different kinds of tour operators and different levels of involvement.

Based on ANVR, FTO, TOI and FAR systems

Common steps:

- Baseline assessment
- Sustainability policy
- Action plan (including concrete targets)
- Monitoring and reporting



Implementation

- **Online Training, action planning and tools for tour operators (based on existing and new materials)**
- **Introduction among 200 + tour operators in NL, UK and other countries**
- **Expected results:**
 - higher demand for sustainable suppliers from tour operators
 - more active and co-ordinated approach of tour operators to promote sustainability among their suppliers



II. Linking tour operators suppliers standards with external certification systems

Internal tour operator standards

- **Harmonisation of existing tour operator standards (e.g. Hotelplan, TUI, FTO)**
- **Sector wide introduction of Tour operator standards**
- **Common online assessment system of hotels environmental performance**



External standards

- **Mutual recognition between European Ecolabel & VISIT ecolabels**
- **Recognition by tour operators**
- **Involvement of Tour Operators in the establishment of a global Sustainable Tourism Stewardship Council (accreditation body for certification schemes)**



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Common service tools for accommodations

- **Training (EU Leonardo project “Train to the Ecolabel”)**
- **Management (EU LIFE project “Sutour”)**
- **Benchmarking (EU LIFE project “Tour Bench”)**
- **Self assessment (EU LIFE project “Tour Link”)**

All tools will be available through a common website



Towards a sustainable tourism supply chain

III. Promotion of more sustainable supply in pilot destinations

Co-operation between group of tour operators and destinations

Joint stimulation of local suppliers towards:

- **Participation in the common service tools**
- **Comply with the “TO sustainability” standards**
- **Certification (EU- Ecolabel or local ecolabel)**

Pilot regions: Austria, Catalonia and Costa Rica



IV. Matching certified suppliers with tour operators'

- **Information and matching service to link certified suppliers to tour operators**
- **Global inventory of existing “sustainable” suppliers**
- **Accommodations, tours, destinations, protected areas, incoming tour operators, etc.**
- **Online matching service:**
www.greentravelmarket.info
- **Active promotion to tour operators**



LOG IN



TOUR OPERATORS



MEDIA



SUPPLIERS



OTHER PROFESSIONALS



**The virtual marketing service
for sustainable tourism**

SUPPLIERS Molly

My GTM **Services** **Search** **My profile** **Sustainable tourism**

Green Travel Market

Search product

Favorites

Search the GTM database by choosing a country or a product type or a combination of these. Through the extended search option you can specify your search. You can select one or more activities you have an interest in or an attraction. Or select one of the other criteria to search for the specific products you are looking for.

Selection of the country

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Search by name

Search by geographical position

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Extended search

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My GTM **Services** **Search** **My profile** **Sustainable tourism**


Green Travel Market

Search product

Favorites

Search by geographical position

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Select a country (with GTM-products):
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Types of products available:
[Accommodation](#) | [Accommodation network](#) | [Attraction / Activity / Service](#) | [Destination](#) | [Excursion / Tour](#) | [Incoming Touroperator](#) | [Protected Area](#) |



Search results

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[19th century typical guesthouse in Transylvania Romania](#)



[Incoming tour operator based in Suceava Romania](#)



[The painted Monasteries of Bucovina Romania](#)



3 Star family campsite in Languedoc

 **Accommodation**
France, Languedoc-Roussillon
 id 09171

This pleasant 3 star family campground is located at the foot of the National Park of Languedoc in the midst of the vineyards of Faugères, only 30 km from the Méditerranéen sea and 1 km from the picturesque village of Laurens.
 This village has Roman origin: the chapel pre-romane "St Etienne de Frontignan" is still existing, but also the castle of XIII century and 3 windmills which can be visited.
 Other curiosities to be seen: Pic de la Coquillade (700M), marble carreers, Capitelles (carabelles) and naturally the vineyards and the ecomusee "L'Oustal des abeilles".
 Visitors are invited to discover the region by bike, horse or foot on the numerous paths existing.



Activities: Guided tour, Horse riding, Tennis court, Minigolf, Archery, Paint-ball, Bowls,
Groups welcomed: Individuals, Small group (4-15), Larger group (16-30).
Target groups: singles, singles with children, families with children, seniors.

Accommodation and services

Open all year long
 116 camping places on 15 acres, well shaded.
 Bungalows, mobilhomes and fully equipped trailers for rent



Type(s) of accommodation: Self catering holiday homes and apartments, Campsite, Eco-lodge.
Food served: Hot meals available.
Sanitation: Toilet and shower in room, Common toilet and shower.
Facilities: Restaurant, Sportground, Swimming pool, Lake or sea (max 1 km), Bicycle for rent, TV room, Grocery store, Washing machine, Refrigerator for rent.

Sustainability aspects

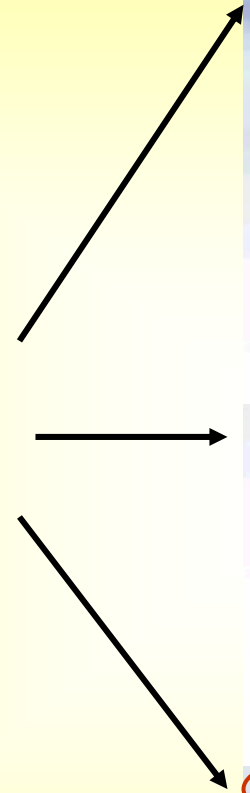
This product has been awarded the Clef Verte label for its environmentally-friendly organisation and management.

Nature protection: Protection of valuable natural area around property .
Environmental aspects: Separated collection of glass, paper, organic waste, Efficient energy use, Use of renewable energy, Efficient water use, Proper waste water treatment, Waste prevention measures.
Education and information: Environmental, nature, and local cultural education activities for visitors .



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Product presentation



V. Effective consumer communication

- **Handbook for tour operators on how best to communicate “sustainability” to their clients (based on existing materials and experiences (TOI, INVENT))**
- **In catalogues, advertisements, post booking information and while at destination**
- **Common messages (advertisements, logo’s for certified products, etc.) to increase consumer recognition)**
- **Linking sustainable products with quality +**



Information & Dissemination

- **Training and tools available via special service web site for Tour Operator's (from January 06)**
- **Dissemination of standardized SCMS and tools to European tour operators and their associations**
- **More info, concepts and reports via public and internal section of the Tour Link web site:**

 **www.greentravelmarket.info**



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Thanks for your attention !



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