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ASSEMBLY OF EUROPEAN REGIONS
VERSAMMLUNG DER REGIONEN EUROPAS
ASAMBLEA DE LAS REGIONES DE EUROPA
ASSEMBLEA DELLE REGIONI D'EUROPA

Environmental Quality Standards in Tourism

Lillehammer, October 1998



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Preamble

The Assembly of European Regions' working group on "Environmental Quality Standards in Tourism" was given the following mandate:

"The working group is supposed to work with the following questions:

- map out different kinds of quality standards within the tourism sector and present them to Committee C of the AER in charge of regional policy issues,
- put forward recommendations on how the regions might work with quality standards in tourism,
- present good examples on how regions have dealt with these standards,
- make a follow up of the AER-declaration concerning "Tourism and the Environment"

This work is a study based on available information from environmental standards, scientific papers, official documents, reports, contributions from the participant in the working group and an intensive search on the Internet.

The study has revealed that only a few studies have been carried out on environmental quality standards and tourism. In reply to a request to the DGXXIII, it also was disclosed that even the European Commission does not have environmental quality standards for the tourism industry, despite the fact that the travel and tourism industry is the largest legal industry world-wide.

The working group has received contributions from regional representatives from the following countries:

- England
- Hungary
- Norway
- Romania
- Sweden

The county of Oppland (Norway) has been in charge of the work, which has been carried out by Environment Lillehammer.

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Summary

Three basic principles for sustainable development constitute the foundation for the Regions' work with Environmental Quality Standards in Tourism. These principles are:

- Ecological sustainability - which ensures that development is compatible with the maintenance of essential ecological processes, biological diversity and biological resources.
- 9. Social and cultural sustainability - which ensures that development increases people's control over their lives, is compatible with the culture and values of people affected, and maintains and strengthens community identity.
- 10. Economic sustainability - which ensures that development is economically efficient and that resources are managed so that they can support future generations.

These principles for sustainable development are based on a common accepted understanding of sustainable development set by the World Conservation Union (IUCN):

"Sustainable development is a process which allows development to take place without degrading or depleting the resources which make the development possible. This is generally achieved by managing the resources so that they are able to renew themselves at the same rate as which they are used, or switching from the use of a slowly regenerating resource to one which regenerates more rapidly. In this way, resources remain able to support future as well as current generations."

Agenda 21 for the travel and tourism industry

Agenda 21 is a comprehensive programme of action adopted by 182 governments at the United Nations Conference on Environment and Development in June 1992. As the first document of its kind to achieve international consensus, Agenda 21 provides a blueprint for securing the sustainable future of the planet, from now into the 21st century. It identifies environment and development issues.

In 1996 three international organizations - the World Travel & Tourism Council, the World Tourism Organization and the Earth Council, joined together to launch an action plan entitled "Agenda 21 for the Travel & Tourism Industry: Towards Environmentally Sustainable Development" - a sectoral sustainable development programme based on the Earth Summit results.

Since the launch of this document, the three organisations have begun a five year series of regional seminars designed to increase awareness of the conclusions, and to adapt the programme for local implementation.

In addition to Agenda 21 there are several international environmental conventions with strong implications for the travel and tourism industry:

- The Basel Convention - hazardous waste
- CITES - endangered species
- The Climate Change Convention

Environmental Management Systems

ISO 14001 is an existing environmental management system (EMS) which is suitable also for the tourism industry. Several large travel and tourism companies have already developed their own environmental policies based on ISO 14000 standards or on similar general principles for environmental management.



The European Union has developed its own EMS for industry sites, called EMAS (Eco-Management and Audit Scheme). EMAS is currently undergoing some changes, and EMAS may be adopted by tourism companies as an environmental management system in some countries.

Environmental Quality Standards in Tourism

Although the expression “quality” is frequently used in the tourism industry, it has not been possible to detect precise definitions of “Environmental Quality Standards” anchored in legislation or in scientific environmental work. There is however a wide variety of voluntary guidelines etc. of varying quality:

Codes of conduct

The United Nations Environment Programme (UNEP/IE) has undertaken a global review of voluntary codes of conduct within the tourism industry. The conclusion of the study is that there was an overwhelming need for the industry to develop its codes of conduct further, and that self regulation was likely to increase in importance. The report also stressed that codes should not be developed in isolation, but rather through the result of partnerships.

Quality labels

There are numerous “quality labels” or “quality seals” on the European market. Most of the quality seals are geared towards accommodation and catering. The “quality labels” normally contain unspecified requirements regarding: water consumption, energy consumption, waste, indoor climate etc. However some quality labels, like “The Blue Flag”, meet specific quality requirements.

Leading edge - “The Nordic Swan” and “Green Globe”

The Nordic Swan is among the most reputed eco-labels in the world. Traditionally, this eco-label has been awarded to products which meet strong environmental requirements. For the first time a set of environmental requirements, that also include services, is in progress. Since February this year, a Nordic working group has elaborated a set of requirements in order to eco-label hotels in the Nordic countries, e.g. guest rooms, restaurants, conference facilities and relax-facilities.

In addition to the development of the environmental management system which is mandatory, a considerable amount of work has been done to develop a quantitative system to compare the company’s environmental performance according to environmental indicators (mainly measurable requirements).

The system is flexible, which means that the company has to achieve a certain score, but it does not have to meet all requirements as long as the company achieves the score. Some requirements are however mandatory.

The Green Globe Standard for the travel and tourism industry specifies requirements for environmental improvements within the Agenda 21 framework, made through implementation of an environmental management system. The requirements of the Green Globe standard apply to the international travel and tourism industry world-wide.

Additional or special requirements are recorded on separate annexes, according to geographical location, industry sector and organisation size.

Environmental indicators in tourism

The most comprehensive study on development and use of indicators of sustainable tourism is initiated by the World Tourism Organisation and undertaken by an interdisciplinary group of



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scientists and consultants. The study was finished by the end of 1995 and defines 11 core indicators:

1. Site protection - Category of site protection according to IUCN index
2. Stress - Tourist numbers visiting site
3. Use intensity - Intensity of use in peak periods
4. Social impact - Ratio of tourists to locals
5. Development control - Existence of environmental audit systems
6. Waste management - Percentage of sewage from site receiving treatment
7. Planning process - Existence of organised regional plan for tourist destinations
8. Critical ecosystems - Number of rare/endangered species
9. Consumer satisfaction - Level of satisfaction by visitors
10. Local satisfaction - Level of satisfaction by locals
11. Tourism contribution to local economy - Proportion of total economic activity generated by tourism only.

In addition there are 2 sets of supplementary indicators:

1. Ecosystem specific indicators - 8 groups
2. Site specific management indicators

A holistic approach

The complexity of the tourism industry requires a holistic approach to sustainable environmental development in any given destination and company, and only by a holistic approach can major development initiatives be justified. It is almost impossible to give a precise definition of a holistic approach, but DG XXIII has introduced the following parameters among the most relevant:

1. Treat the area as a system
2. Strengthen control at supra national level
3. Limit accommodation capacity
4. Co-ordinate those entities which influence environmental resources
5. Limitation of peaks and improvement of seasonal spreading
6. Market the environment responsibly
7. Product improvement
8. Emphasise local identity
9. Flexible planning
10. Selection of demand which is more compatible with local development and resources
11. Work at the microscale - encourage individual operators to adopt environmental measures
12. Involve the tourists
13. Diffusion of tourism-environment know-how
14. Stimulating environmental competition

Environmental quality standards in the travel and tourism industry

This report suggests two sets of environmental quality standards to be adopted by the Assembly of European Regions for:

- | | |
|--|--------------|
| 1. Environmental Quality Standards for Tourism Companies | 11 standards |
| 2. Environmental Quality Standards for Destinations | 13 standards |

For each standard there is a suggestion of indices which are designed to describe the company's environmental performance. In order to define the environmental performance indices more precisely the table contains examples of possible environmental indicators.



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Environmental Quality Standards for Travel and Tourism Companies	Environmental Quality Standards for Destinations
<ol style="list-style-type: none">1. Environmental Mangement System2. Partnership and co-operation3. Environmental requirements4. Procurements5. Waste6. Energy7. Fresh water8. Waste water9. Transport10.Noise and indoor air quality11.Land use	<ol style="list-style-type: none">1. Environmental Mangement System2. Partnership and co-operation3. Environmental requirements4. Land use5. Nature conservation6. Outdoor recreation7. Cultural heritage8. Water quality9. Waste water10.Transport and traffic11.Solid waste12.Air pollution13.Architecture and scenery



Environmental Quality Standards in Tourism - Tourism Companies (Hotels etc.)

Proposed quality standards	Environmental performance elements	Possible (environmental) indicators
1. Environmental management system	Environmental policy, planning, implementation and operation, checking and corrective action, and management review	Certified/approved according to ISO 14001, Green Globe, the Nordic Swan or similar
2. Partnership for sustainable development	Co-operation with local governments Co-operation with NGOs Co-operation with construction companies	Compliance with all legal requirements Regular meetings with NGOs, government agencies, Unions and other stakeholders
3. General environmental requirements	Environmental training courses for employees Environmental information for guests Environmental requirements for suppliers	4 hours environmental training per year for staff Environmental information for guests and visitors Special environmental requirements for suppliers
4. Procurement procedures	Environmental requirements for suppliers Priority to eco-labelled products Strategies for waste reduction	Certified according to ISO 14001 Products which are labelled with the EU-flower, The Nordic Swan, Energy star or similar
5. Waste	Waste disposal complying with all legal requirements Assessment of the quantity and content of the waste Waste separation at source Strategies for reuse and recycling of waste	Production of waste/cost per guest Separate handling of hazardous substances Use of non toxic materials Requirements according to the Nordic Swan or better
6. Energy	Assessment of energy consumption Action plan for energy saving measures Training program for staff Guest information on energy saving	Consumption of energy/cost per guest Targets for energy consumption/reduction Energy consumption for heating/air conditioning Requirements according to the Nordic Swan or better
7. Fresh water management	Assessment of water consumption Action plan for water saving measures Training program for the staff Guest information on water saving	Consumption of water/cost per guest Targets for water consumption Requirements according to the Nordic Swan or better
8. Waste water and air pollution	Waste water disposal complying with legal requirements	Emergency procedures to prevent accidents
9. Transportation	Plan of action to minimise transport needs Maintenance programme for vehicles Use of energy efficient vehicles	Use of renewable energy for transport means Rental of bicycles Free transport to the railway/bus station
10.Noise and indoor air quality	Health and safety management systems Compliance with standards for noise Compliance with standards for indoor air quality	Smoke free zones Music free zones
11.Land use	Compliance with land use plans and requirements	Use of manure Watering by use of surface water



Environmental Quality Standards in Tourism - Destinations

Environmental quality standards in tourism	Indices for environmental performance	Examples on environmental indicators
1. Environmental management system (EMS)	Environmental policy, planning, implementation and operation, checking and corrective action, and management review	Certified/approved according to ISO 14001, Green Globe, The Nordic Swan or similar
2. Partnership for sustainable development	Co-operation with local governments Co-operation with Non Governmental Organisations Co-operation with unions, government agencies, etc.	Compliance with all legal requirements Regular meetings with NGOs, government agencies, unions and other stakeholders.
3. General environmental requirements	Environmental training programs for all employees Environmental information for guests Environmental requirements for suppliers to the travel and tourism industry	4 hours environmental training per year for staff. Environmental information for guests and visitors. Specific environmental requirements for the different suppliers
4. Land use	Diversity in agricultural patterns Diversity in forestry Diversity in wildlife	Variety of crops Species of plants Species of animals
5. Nature conservation	National parks. Nature reserves Natural parks Endangered species	Percentage of area covered by national parks etc in the destination Number of endangered species
6. Outdoor recreation activities	Diversity in areas for sports and outdoor activities Km of paths and tracks for outdoor activities Maps and handbooks available	Beaches - indicators on water quality and suitability Rivers - indicators on water quality and suitability Footpaths and tracks for skiing - km of tracks
7. Cultural heritage	Number of cultural monuments, museums etc. Traditional folk art Distinct local identity	Historical buildings Cultural monuments Archaeological sites
8. Water quality	Suitability for drinking water supply Suitability for bathing, fishing etc.	Quality standards for drinking water Quality standards for bathing water (Blue Flag) Acidification
9. Waste water	Waste water treated in sewage plant	Phosphorus - EC standard Nitrogen - EC standard
10. Waste management plans for solid waste	Public system for separation at source System for recycling Controlled land-fills or incineration systems	Targets for reduction of hazardous waste Targets for reduction of commercial waste Targets for reduction of domestic waste
11. Traffic and traffic noise	Pedestrian streets Public transport Caravan parking	Targets for reduction of noise (dbA level) from traffic Targets for reduction of traffic accidents EC standards for level of NO ₂ , CO, PM ₁₀
12. Air pollution	Local air polluting industry.	EC standards for level of SO ₂ , NO _x
13. Architecture, landscape and tidiness	Significant local architecture Well maintained landscape Advertising boards and tidy streets and public places	Use of local building materials Diversity in land use patterns Legislation which prevents visual pollution Protection of historic buildings Protection of landscape



Examples of how regions have dealt with environmental quality standards

The participating Regions have provided the working group with several examples on how regions work with tourism and the environment. This report gives examples from four countries. Some of the examples do not have strict relevance to the topic "environmental quality standards in tourism", but they serve as examples on how to reach a foundation from which such standards may be worked out.

England -The Dorset Coastal Strategy

The coastal projects started within the County Council. There was a growing awareness of the concept of a "coastal zone" - the space in which terrestrial environments influence marine environments and vice versa. While the Council had a long-established appreciation of issues concerning land-use planning, it became increasingly aware of the importance of the marine environment, particularly with respect to a number of key issues. These included: some of the effects of global warming, such as rising sea-levels and increased storminess; coastal defence issues; oil exploration; aggregates extraction; decline of the fishing industry; water quality and marine pollution; changes in tourism and marine recreation; marine conservation and the decline in defence-related industries on the Dorset coast.

From this awareness, the key concern was the contrasting way in which control was exercised over activities on land and sea. On land, there is a long-established land-use planning system. It brings together a large number of inter-related issues. Policies are long-term and proactive. The process of land-use planning involves wide consultation with local people. In contrast, on the marine side, the control of activities is sectoral and unrelated. It is undertaken largely by central Government and the EU, and is mainly reactive. Local people have little say in the decision-making process.

A number of key lessons emerge from the County Council's experience in the development of the coastal projects. These are:

- good initial analysis of the issues by the County Council;
- early involvement and commitment of all the organisations likely to secure the successful outcome of the project;
- removal of the project from the political arena through the independent chairmanship of the main forum;
- the identification and securing of adequate resources at appropriate stages;
- the need for medium-term objectives to maintain the momentum of the project;
- regular reviews of progress.

Norway - Sustainable Tourism in the county of Oppland

The county of Oppland has a long tradition in land use planning and management of natural resources. The county has in recent years (from 1992) also implemented several pilot projects in order to promote sustainable tourism in the county and to increase the environmental awareness in the tourism industry.

The first project - "Green Tourism in the District of Oeyer" was initiated in 1992 as an integral part of the preparations for the Olympic Winter Games in Lillehammer in 1994.

Based on experiences from pilot projects conducted in the county of Oppland, national guidelines for sustainable tourism, experiences from abroad etc, the county authorities gradually elaborated environmental quality standards in tourism. For each standard there is also a set of environmental indicators. These standards encompass:

- Tourism companies - Hotels etc.
- Destinations - The resource base
- Local tourism associations; Tour operators; Travel agencies; Transport companies etc.



Environmental standards for Tourism companies	Environmental standards for Destinations	Environmental standards for Tourism associations etc
Environmental Management System	Resources for outdoor recreation and activities	Environmental Management System (EMS)
Information and communication		Markets the environment responsibly
Purchasing policy		Priority to local products and services
Energy	Air pollution	
Water supply and sewage	Water supply and water treatment	
Transport	Traffic and transport	Program for vehicle maintenance
Waste	Waste	
Indoor environment	Noise	
Land use	Scenery	Improvement of the scenery and architecture
Miscellaneous	Cultural resources	Respect for the destination's environment and the local cultural identity
	Designated areas for nature conservation	Use of local guides Environmental training program

Tourism in Romania

After 1989 tourism in Romania has been hampered due to a variety of reasons, such as:

- continuously changing legislation
- lack of competence in various fields related to the travel and tourism industry
- lack of financial means for the promotion of the travel and tourism industry in Romania
- poor infrastructure in terms of roads and telecommunication
- lack of initiatives from local travel and tourism councils

In 1997 the Government of Romania established two bodies in order to promote the travel and tourism industry in Romania:

1. Tourism Control and Authorisation Body
2. Tourism Promotion Office (TPO)

With effect from November 1998 the county councils have been given far more responsibility for the development of the travel and tourism industry in the regions:

1. In accordance with the "Green Chart" elaborated by the Romanian Government, the Hunedoara County is part of the 5th West Region of Development and is currently working out plans for economic development in this region.
2. Initiated by Timis County Council, the foundation "Piemontana Banatica" was set up. The aim of this foundation is to promote sustainable rural tourism
3. The county of Alba is currently implementing a wide range of initiatives in order to promote tourism in the region. These initiatives encompass training, spatial planning, for tourism, improved infrastructure etc.

The Black Sea Environmental Programme, sponsored by the TACIS and PHARE programmes of the European Commission, is concerned with the organization of tourism in the Black Sea Coastal



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Zone Regions. The emphasis is on sustainability and integration of tourism and environmental issues and there is a strong compatibility with the aims and objectives of the WTTC's Green Globe.

Sweden - Guidelines for sustainable tourism

The County Council of Västerbotten in Sweden has recently initiated the production of a comprehensive manual for sustainable tourism . It encompasses most aspects related to sustainable tourism and is also relatively detailed. The manual has two focal points:

- The destination - nature and natural conditions, cultural monuments and cultural heritage and social conditions
- Individual travel and tourism companies - environmental management systems and environmental action plans and concrete measures

The manual is a detailed and useful tool for all stakeholders in the travel and tourism industry such as: travel and tourism companies, local governments, public authorities and environmental non governmental organisations.

The destination:

The manual gives a step by step guidance. The steps are as follows:

1. Guidance on how to organise the work - management, staffing and financing
2. Assessment of the destinations' tourism potential in terms of ecology, culture and assessment of sustainability
3. Carrying capacity - environmental impact assessment, resource-bank and data-base
4. Co-operation - consensus regarding land use, activities for visitors and training of staff
5. Communication - general codes of conduct for tourists, for the destinations and for individual travel and tourism companies and associations
6. Added value and ecotourism

Hotels:

The checklist for hotels encompasses the following elements:

1. Procurements
2. Operations
3. The offices
4. Information
5. Management
6. Sale of merchandise

Recommendations on how regions might work with environmental quality standards

The working group has defined two sets of environmental quality standards for the travel and tourism industry, these are:

1. Environmental quality standards for travel and tourism companies 11 standards
2. Environmental quality standards for destinations 13 standards

In principle, the regions might work with environmental quality standards in two ways:.

1. by specific requirements
2. by advice



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The fact that the travel and tourism industry is the largest and also fastest growing industry in the world emphasises the need for special attention both from the authorities and from the industry itself.

Numerous examples of over-exploitation of popular destinations are another reason for a closer co-operation between regional authorities and the travel and tourism industry.

Environmental quality standards for travel and tourism companies - Requirements and advice

The working group recommends the Regions to work with environmental quality standards in tourism in accordance with the following strategies:

1. The Regions should promote environmental quality standards in tourism
2. The Regions should make packages of information on how to work with environmental quality standards in tourism
3. The Regions should establish networks in order to share experiences on this subject
4. The Regions should link environmental requirements to loans and grants
5. The Regions should use planning instruments like regional planning, sector plans and land use planning, environmental impact assessments etc.
6. The Regions should choose certified travel and tourism companies as their business partners

Follow up of the AER declaration on Tourism and the Environment

In this respect the Regions' prime concern is to plan for sustainable development in the regions with a view both to global and local environmental, social and cultural consequences of new developments and changes in existing operations in the travel and tourism industry.

To ensure a balanced development, the Regions in principle have the following tools:

- national and/or regional legislation (land use planning, nature conservation, pollution, road traffic etc)
- requirements for environmental impact assessment (EIA)
- environmental requirements linked to financial instruments like loans and grants
- regional development funds
- priority to travel and tourism companies that are ISO 14001 certified or certified according to another public authority.

The study has also revealed that there is a strong need for scientific work to improve proposed environmental quality standards and environmental indicators

Committee C of the AER decides:

1. to adopt as draft standards for the AER the proposed environmental quality standards both to provide advice to tourism companies and destinations and to form the basis for accreditation
2. to continue the work to improve environmental quality standards and indicators in tourism
3. to establish a network between European Regions on development of sustainable tourism, and especially on Environmental Quality Standards
4. to choose travel and tourism companies that are certified or eco-labelled according to internationally recognised standards and eco-labels as business partners
5. to recommend its member regions
 - to make packages of information on how to work with environmental quality standards in tourism



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- to establish networks for exchanges of experiences on this subject
- to link environmental requirements to loans and grants
- to use planning instruments like regional planning sector plans and land use planning
- to choose certified travel and tourism companies as their business partners



Agenda 21 for the Travel and Tourism Industry: Initiatives, Organisations and International Conventions

There is an emerging environmental awareness in the travel and tourism industry, and several milestones have been passed this decade.

Charter for Sustainable Tourism Development

The following charter was initially published by Tourism Concern and launched at the Rio Earth Summit in 1992. The document is based on principles from the International Chamber of Commerce's Business Charter for Sustainable Development, and the aim of the document was to influence the policies and programmes adopted by the travel and tourism industry world-wide.

The charter covers 12 points:

1. Long-term tourism development
2. Sustainable use of resources
3. Local consultation for acceptable development
4. Development priorities (use of Environmental Impact Assessment (EIA) and management techniques)
5. Safe products and services (choice of products and services with minimum environmental effects)
6. Facilities and operations (adopted at the destination zone to minimise environmental and cultural impacts)
7. Marketing and customer advice (provision of information about the physical and cultural environment to the public)
8. Employment education and training
9. Monitoring and information disclosure
10. Damage compensation
11. Contributing to the common effort (co-operation between sectors)
12. Long-term sustainable development

Agenda 21 for the Travel and Tourism Industry

In 1995 the World Travel & Tourism Organisation (WTTO) and The Earth Council completed an 18-month review of the implications of the Rio Earth Summit for the travel and tourism industry.

This report, "Agenda 21 for the Travel and Tourism Industry" was developed at the World Travel & Tourist Council's Environment Research Centre (WTTERC). It examines twelve general areas of activity from "The Rio Declaration on Environment and Development" and translates them into guiding principles for the travel and tourism industry. It suggests priority action programs for both governments and industry with defined goals, improvement paths and examples of best practice.

The core message is that achieving sustainability will depend on the right mix of private initiative, economic instruments and regulation translating global principles into focused local action and new public-private sector delivery mechanisms.



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The report was circulated for comments to governments, the travel and tourism industry, and environmental organisations. Agenda 21 for the Travel and Tourism Industry identifies development of a sustainable tourism program as the overall aim for both the public and private sectors.

The following nine priority areas for action by governments, national tourism associations and trade organisations were suggested:

1. Assessing the capacity of the existing regulatory, economic and voluntary framework to bring about sustainable tourism
2. Assessing the economic, social, cultural and environmental implications of the organisation's operations
3. Training, education and public awareness
4. Planning for sustainable tourism development
5. Facilitating the exchange of information, skills and technology relating to sustainable tourism between developed and developing countries
6. Providing for the participation of all sectors of society
7. Design of new tourism products with sustainability at their core, an integral part of the tourism development process
8. Measuring progress in achieving sustainable development at the local level
9. Partnerships for sustainable development

For travel and tourism companies, the main aim is to establish systems and procedures to incorporate sustainable development issues as a part of the management system to identify actions needed to promote sustainable tourism and eco-efficiency.

Ten priority areas for action by travel & tourism companies were suggested. These areas are:

1. Waste minimization, reuse and recycling
2. Energy efficiency, conservation and management
3. Management of fresh water resources
4. Waste water management
5. Hazardous substances
6. Transport
7. Land-use planning and management
8. Involving staff, customers, and communities in environmental issues
9. Design for sustainability
10. Partnerships for sustainable development

The challenge of achieving the aims laid out in the above mentioned document is obvious to any environmentalist. It will require fundamental reorientation. However, the costs of inaction will outweigh those of action. In the short term, damage to the industry's resources will continue and businesses may face increased use of regulatory means.

In 1996 the World Travel and Tourism Council, the World Tourism Organization and the Earth Council launched an action plan entitled "Agenda 21 for the Travel and Tourism Industry : Towards Environmentally Sustainable Development"

Agenda 21 for the Travel and Tourism Industry contains priority areas for action with defined objectives and suggested steps to be taken to achieve them. The document emphasises the importance of the partnerships between government, industry and non-governmental organisations, it analyses the strategic and economic importance of the travel and tourism industry, and it demonstrates the benefits of making the industry sustainable.



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Based on the Rio Declaration on Environment and Development, the following guiding principles are set out:

- Travel and tourism should assist people in leading healthy and productive lives in harmony with nature.
- Travel and tourism should contribute to the conservation, protection and restoration of the earth's ecosystem.
- Travel and tourism should be based upon sustainable patterns of production and consumption.
- Travel and tourism, peace, development and environmental protection are interdependent.
- Protectionism in trade in travel & tourism services should be halted or reversed.
- Environmental protection should constitute an integral part of the tourism development process.
- Tourism development issues should be handled with the participation of concerned citizens, with planning decisions being adopted at the local level.
- Nations shall warn one another of natural disasters that could affect tourists or tourist areas.
- Travel and tourism should use its capacity to create employment for women and indigenous peoples to the fullest extent.
- Tourism development should recognise and support the identity, culture and interests of indigenous peoples.
- International laws protecting the environment should be respected by the travel & tourism industry

Two think tank seminars have been conducted, and concluded with a preliminary set of recommendations. These recommendations are:

- Environmental policies fall into three basic types:
 - those that result in cost savings
 - those that appeal to the consumer and make products more attractive
 - those that promote sustainability, but which have no commercial advantage

Because the latter two may take longer to implement, governments and tourism companies should concentrate their efforts on these policy areas.

- Close co-operation is required and should be stimulated between the public and private sectors: voluntary action is preferable to regulation, but some degree of regulation is necessary in areas such as land-use, waste management, etc. Codes of conduct at industry level are valuable.
- There should be more measurement of progress towards environmental goals. Standards for good practice, such as WTO's Sustainability Indicators, or WTTC's Green Globe. Destination and certification criteria need to be more widely applied.
- The controlled expansion of infrastructure is critical to the achievement of sustainable tourism.
- Environmental taxes, where applied, should be fair and non-discriminatory. They should be carefully thought through to minimise their impact on economic development, and revenues must be allocated to Travel and Tourism associated with environment improvement programmes.
- International, national and local funding bodies should include sustainable development as part of their criteria, so that in time, all funding would be dependent on sound environmental practice.
- Contemporary research into sustainable development should be factored into the Agenda 21 for Travel and Tourism programme. Issues requiring increased attention include design, carrying capacity and tour operator activities.



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- Environmental education and training should be increased, particularly in schools, for future hotel and tourism staff.
- Publicity is important to make the industry and consumers aware of the need for sustainable policies and to motivate the travel trade to work for this objective.

World Tourism Organisation

World Tourism Organization (WTO) is a leading intergovernmental organisation in tourism. WTO is entrusted by 133 countries and territories with the promotion and development of tourism. WTO's mission is to develop tourism as a significant means of fostering international peace and understanding, economic development and international trade. It provides a vital forum for governments and the industry to meet and address issues of common interest and concern.

WTO has undertaken an interpretation of Agenda 21 for the travel and tourism industry (in partnership with WTTC) in 1995 and has completed a programme to develop a set of indicators for sustainable development within the travel and tourism industry. WTO has also produced a charter for sustainable tourism

Activities

- Co-operation for development - Advice and assistance to governments on a wide range of tourism issues including master plans and feasibility studies, investment needs and technology transfer to marketing and promotion.
- Education and Training - A strategic framework for the organisation of tourism education and training including courses on educating the educators, short term and distance learning courses and a growing network of WTO education and training centres.
- Environment and Planning - WTO is working for sustainable tourism development and the translation of environmental concerns into practical measures.
- Quality of Tourism Services. Liberalisation, health and safety reflect the broad and interconnected range of issues related to improving the quality of tourism services. WTO is working towards the removal of barriers to tourism and is encouraging the liberalisation of trade in tourism services.

European Commission - Directorate-General XXIII (Enterprise policy, distributive trades, tourism and co-operatives)

DG XXIII's services dealing with tourism has focused on improving the quality and competitiveness of tourism within the European Economic Area in order to contribute to growth and employment. DG XXIII works in close co-operation with the European Parliament, with the Member States of the Union, and with the Committee of the Regions and the Economic and Social Committee. It maintains close relations also with leading actors in the field of tourism, especially with the representative organisations.

DG XXIII, through its co-ordination role in the European Commission, seeks to ensure that the interests of tourism are fully taken into account in the preparation of legislation and in the operation of various programmes at the level of the European Union.



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DG XXIII has been instrumental in carrying out several projects relating to tourism and the environment, beginning in 1992:

- A booklet "Tourism and the Environment in Europe"
- The Council of the European Communities agreed on a Community Action Plan to Assist Tourism 1993-95
- The ECoNETT Project.
- In 1996 the Commission made a proposal to the Council of Ministers for a First Multiannual Programme (1997-2000) to assist tourism called Philoxenia. The proposal places a special emphasis on quality and on sustainable development.

In 1997 a number of studies were initiated aiming at identifying and promoting best practices in the area of integrated quality management of tourist destinations, notably coastal, urban and rural destinations. In 1998, DG XXIII will examine these studies and the final results will be available in 1999.

A number of other Directorates-General in the Commission are responsible for programmes relating to the environment. Among these are DG XI (environment) and DG XVI (regional policy and cohesion). Substantial resources are provided under these programmes for the development of tourism, and the environmental dimension is taken into account in this process.

ECoNETT

In December 1995, the WTTC and the European Commission's DGXXIII undertook a joint project to develop an information network for tourism and the environment. The European Community Network for Environmental Travel and Tourism ECoNETT will be developed over a 3-year period.

ECoNETT's goal is to increase overall awareness of sustainable tourism and, in turn, stimulate changes in management practices, in destinations and corporations to achieve sustainable travel and tourism development.

The key objectives of ECoNETT are:

- To ensure that all travel & tourism enterprises and destinations, regardless of size and type, have access to the information and expertise they need in order to operate in an environmentally sensitive and profitable manner
- To provide a mechanism whereby practical information can be shared between all environmental travel & tourism-related enterprises and destinations wishing to manage their affairs in a sustainable manner
- To focus initially on the special needs of small islands, coastal zones, historic towns and the hotel sector.

This will be achieved through making information on good practice, codes of conduct, activities of experts and organisations, etc.

Examples of International Environmental Conventions

The tourism industry, as other industries, has to meet and deal with international environmental conventions and national legislation. In the following section, we present some examples of international environmental conventions in which environmental quality standards in tourism have to be met in addition to legal requirements.



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The Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal.

The Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal was adopted in 1989 and came into force in May 5. 1992. The convention is the response of the international community to the problems caused by the annual world-wide production of 400 million tonnes of waste which are hazardous to people or the environment because they are toxic, poisonous, explosive, corrosive, flammable, eco-toxic, or infectious.

This global environmental treaty strictly regulates the transboundary movements of hazardous wastes and provides obligations to its parties to ensure that such wastes are managed and disposed of in an environmentally sound manner. The main principles of the Basel Convention are:

- Transboundary movements of hazardous wastes should be reduced to a minimum consistent with environmentally sound management.
- Hazardous wastes should be treated and disposed of as close as possible to their source of generation.
- Hazardous waste generation should be reduced and minimised at source.

In order to achieve these principles, the convention aims, through its secretariat, to control the transboundary movement of hazardous wastes, monitor and prevent illegal traffic, provide assistance for the environmentally sound management of hazardous wastes, promote co-operation between parties in this field, and develop technical guidelines for the management of hazardous wastes.

CITES: Convention on International Trade in Endangered Species of Wild Fauna and Flora

The international wildlife trade, worth billions of dollars annually, has caused massive declines in the numbers of many species of animals and plants. The scale of over-exploitation of trade aroused so much concern for the survival of species that an international treaty was drawn up in 1973 to protect wildlife against such over-exploitation and to prevent international trade from threatening species with extinction.

Known as CITES, the Convention on International Trade in Endangered Species of Wild Fauna and Flora, came into force in July 1975 and now has 143 member countries. These countries act by banning commercial international trade in an agreed list of endangered species and by regulating and monitoring trade in others that might become endangered.

CITES' aims are major components of "Caring for the Earth, a Strategy for Sustainable Living", launched in 1991 by the United Nations Environment Programme (UNEP), the World Conservation Union (IUCN) and the World Wide Fund for Nature (WWF).

The term "biological diversity" is commonly used to describe the number and variety of living organisms on the planet. It is defined in terms of genes, species, and ecosystems which are the outcome of over 3,000 million years of evolution. The human species depends on biological diversity for its own survival. Thus, the term can be considered as a synonym for "life on earth".

To this date, an estimated 1.7 million species have been identified. The exact number of the earth's existing species, however, is still unknown. Estimates vary from a low of 5 million to a high of 100 million.

The convention's objectives are "the conservation of biological diversity, the sustainable use of its components and the fair and equitable sharing of the benefits arising from the utilization of genetic resources".



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The convention is thus the first global, comprehensive agreement to address all aspects of biological diversity: genetic resources, species, and ecosystems. It recognises - for the first time - that the conservation of biological diversity is “a common concern of humankind” and an integral part of the development process.

The Climate Change Convention

Climate change is a threat to mankind, but no one is certain about its future effects or its severity. Responding to the threat is expected to be expensive, complicated and difficult. There is even some disagreement over whether any problem exists at all. While many people worry that the effects will be extremely serious, others argue that scientists cannot prove that what they suspect will happen will actually happen. In addition, it is not clear who will suffer most. Yet, if the nations of the world wait until the consequences and victims are made clear, it will be too late to act.

The convention establishes a framework and a process for agreeing to specific actions. A key benefit of this approach is that it allows countries to discuss an issue even before they all fully agree that it is a problem. Even sceptical countries feel it is worthwhile to participate. This creates legitimacy for the issue, and a sort of international pressure to take the subject seriously.

The convention is designed to allow countries to weaken or strengthen the treaty in response to new scientific developments. For example, they can agree to take more specific actions (such as reducing emissions of greenhouse gases by a certain amount) by adopting amendments or protocols to the convention. The treaty promotes action in spite of uncertainty on the basis of a recent development in international law and diplomacy called the “precautionary principle”.

Environmental Quality Standards in the Travel and Tourism Industry

Environmental management systems

There is no doubt that environmental management systems like ISO 14001 and the European EMAS (Eco-Management and Audit System) will make a significant impact on businesses around the world: by assisting companies to think in environmental terms about the impact of their operations and to provide tangible evidence that they have taken their environmental responsibilities seriously.

Moreover, in a world where environmental problems are a growing concern, ISO 14001 and EMAS will help organisations to comply with current and future legislative requirements.

The main similarity between ISO 14001 and EMAS is that they require an Environmental Management System (EMS). The environmental management system must include an environmental policy and evaluation of environmental effects. Goals and responsibilities must be established, resources allocated, performance monitored and corrective action taken as and when required.

ISO 14001

The ISO 14000 series is a collection of voluntary consensus standards that have been developed to assist organisations to achieve environmental and economic gains through the implementation of effective environmental management systems.

ISO 14001 specifies requirements for an environmental management system, to enable an organisation to formulate policy and objectives taking into account legislative requirements and information about significant environmental impacts. It applies to those environmental aspects which the organisation can control and over which it can be expected to have an influence. The standard does not itself state specific environmental performance criteria.

ISO 14001 is applicable to any organization that wishes to:

- implement, maintain and improve an environmental management system
- assure itself of its conformity with its stated environmental policy
- demonstrate such conformity to others
- seek certification/registration of its environmental management system by an external organisation
- make a self-determination and self-declaration of conformity with this international standard

ISO 14001 is applicable to all types and sizes of organisations and can accommodate diverse geographical, cultural and social conditions, while EMAS is a voluntary scheme for industries within the European Union.



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EMAS

The Eco-Management and Audit Scheme (EMAS) was launched following European Community legislation that required all member states to introduce a scheme for managing and reporting their environmental performance. Its aim is to increase the use of market based mechanisms, rather than legislation, to improve environmental performance. EMAS only applies across the European Community whereas ISO 14001 can be applied anywhere in the world.

In order to be recognised as complying with EMAS, companies are required to write an environmental statement on a site by site basis and have it validated by a third party.

The purpose of the statement is to ensure that the public and other interested parties understand the environmental impact of the site and how it is being managed. It has to be made publicly available and written to take into account the requirements of all stakeholders, staff, investors, regulators and local communities.

Standardisation and international standardisation organisations

Standards

Standards are documented agreements containing technical specifications or other precise criteria to be used consistently as rules, guidelines, or definitions of characteristics, to ensure that materials, products, processes and services are fit for their purpose.

For example, the format of credit cards, phone cards, and "smart" cards that have become common is derived from an ISO International Standard. Adhering to the standard, which defines such features as an optimal thickness (0,76 mm), means that the cards can be used world-wide.

International Standards thus contribute to making life simpler, and to increase the reliability and effectiveness of the goods and services we use.

International Standardisation Organisations

The International Organization for Standardization (ISO)

ISO is a world-wide federation of national standards bodies from more than 100 countries, one from each country. ISO is a non-governmental organization established in 1947. The mission of ISO is to promote the development of standardisation and related activities in the world with a view to facilitating the international exchange of goods and services, and to developing co-operation in the spheres of intellectual, scientific, technological and economic activity.

ISO's work results in international agreements which are published as international standards.

European Committee for Standardization (CEN)

CEN is one of the three organisations responsible for voluntary standardisation in the European Union. It has only recently become specifically involved in environment-related activities. CEN has an agreement for technical co-operation with its global counterpart ISO. Whereas the adoption of ISO standards is optional for most of the countries who are members of ISO, in Europe (the



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countries of the European Union and European Free Trade Association) the national standards bodies are obliged to adopt European standards and withdraw conflicting national standards. However, nobody is obliged to use European standards.

Most countries have their own standardisation organisations.

Environmental Initiatives in the Travel and Tourism Industry

In order to meet the environmental challenge, the travel & tourism industry has developed a number of different voluntary initiatives, such as:

- environmental charters
- environmental policies
- codes of conduct
- quality labels
- “good” practice
- Green Globe Standard for the Travel & Tourism Industry

What are these initiatives?

Environmental charters:

Environmental charters can be described as a set of broad voluntary principles for the tourism industry, either world-wide, in a specific region or for a specific sector in the travel & tourism industry. They reflect current environmental challenges and environmentally friendly principles and policies, but they do not include environmental impact assessments as mandatory.

Environmental policies:

Environmental policies are normally designed for individual tourism companies or entities, and there are of course similarities, both regarding aims and measures, in the different companies' environmental policies. As long as the policy is an integral part of the company's official environmental management system and meets the ISO 14001 standard, this standard includes an obligation to deal with all legal environmental requirements as well.

Codes of conduct:

Codes of conduct are another set of voluntary guidelines or recommendations to the tourism industry or to the tourist.

The United Nations Environment programme (UNEP/IE) has undertaken a global review of voluntary codes of conduct within the tourism industry. The findings of this review have been published as a technical report “Environmental Codes of Conduct for Tourism - 1995”. The aims of the survey were twofold:

1. To identify existing codes of conduct at national and international levels, together with associated implementation procedures
2. To identify actions that can be taken at the international level to support the development and implementation of such codes.

The conclusion of the study is that there was an overwhelming need for the industry to develop its codes of conduct further, and that self regulation was likely to increase in importance. The report also stressed that codes should not be developed in isolation, but rather through the result of partnerships.



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Quality labels:

There are numerous “quality labels” or “quality seals” on the European market. Most of the quality seals are geared towards accommodation and catering. The “quality labels” normally contain unspecified requirements regarding: water consumption, energy consumption, waste, indoor climate etc. However some quality labels, like “The Blue Flag”, meet specific quality requirements.

Best practice:

Dissemination of examples of “good practice” or “best practice” is important for the tourism industry in order to increase the industry’s profit and environmental performance.

Leading edge - “The Nordic Swan” and “Green Globe”

The Nordic Swan

The Nordic Swan is among the most reputed eco-labels in the world. Traditionally, this eco-label has been awarded to products which meet strong environmental requirements. For the first time, a set of environmental requirements, that also include services, is in progress.

Since February this year, a Nordic working group has elaborated on a set of requirements in order to eco-label hotels in the Nordic countries, e.g. guest rooms, restaurant, conference facilities and relax-facilities.

Environmental management system:

Basic requirements are linked to the company’s environmental management system. These requirements are:

1. Environmental policy
2. Implementation and operation
3. Organisational chart
4. Compliance with environmental legislation
5. Training, communication and information
6. Environmental sensitive purchasing policy
7. Environmental audit

Performance criteria:

A considerable amount of work has been done to develop a quantitative system to compare the company’s environmental performance to environmental indicators (mainly measurable requirements).

The system is flexible, which means that the company has to achieve a certain score, but it does not have to meet all requirements as long as the company achieves the score. Some requirements are however mandatory. The following issues are assessed:

1. Energy and energy efficiency
2. Fresh water management
3. Cleaning and hazardous substances
4. Waste minimisation, reuse and recycling
5. Environmental sensitive purchasing policy
6. Interior and furniture
7. Transport



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Green Globe Standard for the travel and tourism industry

The standard specifies requirements for environmental improvements within the Agenda 21 framework, made through implementation of an environmental management system to enable the organisation to:

- develop, maintain and enforce policies and procedures in order to manage those environmental issues which it can control or influence
- demonstrate to interested parties that policies, procedures and practices are in conformity with the requirements of the Green Globe Standard

The requirements of the Green Globe standard apply to the international travel and tourism industry.

Additional or special requirements are recorded on separate annexes, according to geographical location, industry sector and organisation size.

Green Globe environmental management systems requirements:

The Green Globe environmental management system is based on the ISO 14001 standard for environmental management system and is adjusted to comply with the specific needs of the travel and tourism industry.

Basic elements in the Green Globe Environmental management system are:

- General managerial requirements
- Environmental policy
- Planning and implementation
 - environmental aspects
 - objectives and targets
- Implementation and operation
 - structure and responsibility
 - training awareness and competence
 - communication
 - environmental management system documentation
 - operational control
 - emergency preparedness and response
- Checking and corrective action
 - monitoring and measurement
 - non conformity and corrective and preventive action
 - environmental management system audit
- Management review

Green Globe minimum standard requirement:

Green Globe has developed a set of minimum standard requirements for the following elements:

1. Waste minimisation, reuse and recycling
2. Energy efficiency, conservation and management
3. Management of fresh water resources
4. Waste water management
5. Environmental sensitive purchasing policy
6. Social and cultural development



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Green Globe local performance criteria for hotels:

In the certification process, the following issues will be assessed:

1. Waste minimisation, reuse and recycling
2. Energy efficiency, conservation and management
3. Management of fresh water resources
4. Hazardous substances
5. Involving staff customers and communication in environmental issues
6. Environmental sensitive purchasing policy
7. Transport
8. Land use planning and management
9. Noise
10. Health and safety

Examples of environmental policies

World Travel & Tourist Council's Environmental Guidelines

A clean, healthy environment is essential to future growth - it is the core of the Travel and Tourism product. Therefore the World Travel & Tourism Council (WTTC) recommends guidelines to Travel and Tourism companies and to governments and asks that they be taken into account in policy making processes. These guidelines are:

- Travel and Tourism companies should state their commitment to environmentally compatible development.
- Targets for improvements should be established and monitored.
- Environmental commitment should be company-wide.
- Education and research into improved environmental programs should be encouraged.
- Travel and Tourism companies should seek to implement sound environmental principles through self-regulation.

Environmental improvement programs should be systematic and comprehensive. They should aim to:

- Identify and continue to reduce environmental impact, paying particular attention to new projects.
- Pay due regard to environmental concern in design, planning, construction and implementation.
- Be sensitive to the conservation of environmentally protected or threatened areas, species and sceneries of particular value, achieving landscape enhancement where possible.
- Practice energy conservation.
- Reduce and recycle waste.
- Practice fresh-water management and control sewage disposal.
- Control and diminish air emissions and pollutants.
- Monitor, control and reduce noise levels.
- Control and reduce environmentally unfriendly products, such as asbestos, CFCs, pesticides and toxic, corrosive, infectious, explosive or flammable materials.
- Respect and support historic or religious objects and sites.
- Exercise due regard for the interests of local populations, including their history, traditions and culture and future development.
- Consider environmental issues as a key factor in the overall development of tourism destinations.



These guidelines have been prepared taking into account the International Chamber of Commerce (ICC).

IHEI (International Hotels Environmental Initiative)

Aimed primarily at managers in all fields of the travel and tourism industry with a non-technical background, IHEI's manual is an important reference source. It can also be used as a blueprint for developing an environmental policy, or improving one already in place. The manual contains the following elements:

1. Introducing an environmental culture into the hotel - Introduction, establishing systems and policies, conducting an environmental review, setting targets and auditing progress, environmental working group, motivation, business partners, guests, community action, success stories.
2. Waste management - Why manage waste, recycling, non-hazardous waste separation, success stories.
3. Energy and water conservation - Introduction, good practice in the hotel industry, the action plan for energy efficiency, assessing current performance, energy conservation measures, guidelines for major use areas, capital projects - making decisions about how to invest, guidelines on evaluating new technology, success stories.
4. Water quality - Water and the environment, improving water quality, the ten commandments, water quality, the action plan and success stories.
5. Product purchase - Principles of responsible purchasing, implementing environmentally friendly purchasing in your hotel, success stories.
6. Indoor air quality - Potential sources of air pollutants, improving indoor air quality, costs, applicable standards, evaluation, success stories.
7. External air emissions - What are external air emissions, sources, the effects of air emissions, hotels and air pollution, emission by emission guide, pollutant and action, success stories.
8. Noise - The problem with noise, a programme for tackling noise, success stories.
9. Stored fuel - Stored fuel and the environment, fuel use and your hotel, fuel-storage practice for hotels, the action plan.
10. Hazards of PCBs - Dealing with PCBs, success stories
11. Pesticides and herbicides - A code of practice for pest, weed, bacteria and fungal control, some common pest and vegetation controls, pesticide use in general, success stories
12. Hazardous materials - Defining hazardous materials, sources of hazardous materials in the hotel, hazards, dealing with hazardous materials, success stories.
13. Asbestos - Hazards of asbestos dust, dealing with asbestos, the asbestos management plan, guidelines for selecting an asbestos-removal contractor, employee relations, the actual removal process.



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14. Improving premises and grounds - The refurbishment opportunity, restructuring, designers and contractors, environmentally friendly materials and products, energy efficient improvements, air-conditioning and refrigeration systems, heating and ventilation, kitchens, water conservation and quality, landscaping external grounds

KLM Royal Dutch Airlines

KLM is conscious that all its operations must be conducted in a spirit of responsibility towards society. This responsibility includes detailed attention to their impact on the human and natural environment. Pollution of the soil, water, and air and the production of noise must therefore be prevented or abated. A responsible corporate environmental policy is an integral component of the company's business activities. To support this policy, KLM has introduced a Corporate Environmental Care System based on the following criteria:

1. An environmental programme is drafted annually as an integral component of business activities.
2. Management at all levels is responsible for the implementation of measures to prevent impact on the environment.
3. Employees are expected to dedicate a continual effort, wherever possible, to preventing impact on the environment of every facet of their work.
4. Information and training are essential elements in achieving environmental policy goals. This information is an integral component of training and courses.
5. Guidelines and procedures related to environmental care are essential. Employees are expected to be aware of them and to implement them.
6. The most responsible techniques available are implemented to ensure protection of the environment, based on prevention at the source.
7. A company-wide information and reporting system will provide insight into the environmental impact of KLM activities.
8. Internal controls and audits ensure that management is positively oriented to achieving the environmental goals covered by KLM's environmental and other programmes.
9. All incidents which have an impact on the environment are reported to the management of the department involved and then fully investigated. The manager is responsible for implementing measures to limit the impact as much as possible and to preclude repetition.
10. As far as this is within its power, KLM ensures that companies and institutions working on assignment for the company adhere to environmental standards and criteria consistent with its own.
11. Environmental impact aspects are a major factor influencing KLM purchasing policies.
12. KLM - as an individual carrier and through industry-wide organizations - urges airframe and engine manufacturers and suppliers to continue to raise the noise and emission specifications met by their equipment.
13. KLM endorses the environmental codes of conduct drawn up by the International Chamber of Commerce and the World Travel & Tourism Council.

Examples of internationally recognised Codes of Conduct

The PATA Code for Environmentally Responsible Tourism

The PATA Code urges travel & tourism associations and chapter members and their industry partners to:

- Adopt the necessary practices to conserve the environment, including the use of renewable resources in a sustainable manner and the conservation of non-renewable resources.



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- Contribute to the conservation of any habitat of flora and fauna, and of any site whether natural or cultural, which may be affected by tourism.
- Encourage relevant authorities to identify areas worthy of conservation and to determine the level of development, if any, which would ensure those areas are conserved.
- Ensure that community attitudes, cultural values and concerns, including local customs and beliefs, are taken into account in the planning of all tourism-related projects.
- Ensure that assessment procedures recognise the cumulative as well as the individual effects of all developments on the environment.
- Comply with all international conventions in relation to the environment.
- Comply with all national, state and local laws on the environment.
- Encourage those involved in tourism to comply with local, regional and national planning policies and to participate in the planning process.
- Provide the opportunity for the wider community to take part in discussions and consultations on tourism planning issues insofar as they affect the tourism industry and the community.
- Acknowledge responsibility for the environmental impacts of all tourism-related projects and activities and undertake all necessary changes to those practices.
- Foster environmentally responsible practices including waste management, recycling and energy use.
- Foster in both management and staff of all tourism-related projects and activities, an awareness of environmental and conservation principles.
- Support the inclusion of professional conservation principles in tourism education, training and planning.
- Encourage an understanding by all those involved in tourism of each community's customs, cultural values, beliefs and traditions and how they are related to the environment.
- Enhance the appreciation and understanding by tourists of the environment through the provision of accurate information and appropriate interpretation.
- Establish detailed environmental policies and/or guidelines for the various sectors of the tourism industry.

The American Society of Travel Agents' Ten Commandments on Eco-Tourism

These guidelines for responsible environmental tourism are prepared and distributed by the American Society of Travel Agents for all customers who book holidays through their members' branches.

The guidelines assert that "Tourism is a natural right of people and is a crucial ingredient of world peace". They aim at encouraging the growth of peaceful tourism and environmentally responsible travel through adherence to the guidelines.

The guidelines include ten recommendations to encourage all tourists to act responsibly and show respect for their hosts and the environment of their destination, regardless of the purpose of their trip:

1. Respect the fragility of the earth - Realise that unless all are willing to help in its preservation, unique and beautiful destinations may not be here for future generations to enjoy.
2. Leave only footprints - take only photographs - No graffiti! No litter! Do not take away "souvenirs" from historical sites and natural areas.
3. To make your travels more meaningful educate yourself about the geography, customs, manners and cultures of the region you visit. Take time to listen to the people. Encourage local conservation efforts.
4. Respect the privacy and dignity of others - Inquire before photographing people.
5. Do not buy products made from endangered plants or animals such as ivory, tortoise shell, animal skins, and feathers. Read "Know Before You Go," the US Customs list of products which cannot be imported



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6. Always follow designated trails. Do not disturb animals, plants or their natural habitats.
7. Learn about and support conservation-oriented programs and organizations working to preserve the environment.
8. Whenever possible, walk or utilise environmentally-sound methods of transportation -Encourage drivers of public vehicles to stop engines when parked.
9. Patronise those (hotels, airlines, resorts, cruise lines, tour operators and suppliers) which promote energy and environmental conservation, water and air quality, recycling, safe management of waste and toxic materials, noise abatement, community involvement, and which provide experienced well-trained staff dedicated to strong principles of conservation.
10. Encourage organizations to subscribe to ASTA Environmental Guidelines. ASTA urges organizations to adopt their own environmental codes to cover special sites and ecosystems.

Examples of Environmental Quality Labels in Europe

European Blue Flag

The Blue Flag scheme was established by the Foundation for Environmental Education in Europe, and the scheme started in France in 1985, when eleven French beaches were awarded the Blue Flag for their achievements of high bathing and water quality.

The scheme is now encompassing both beaches and marinas, and the criteria are based exclusively on the EU Bathing Water Directive. To be awarded the Blue Flag a beach must fulfil a number of criteria including the following:

Beaches

- bathing water quality
- beach quality
- beach administration and management
- environmental education and information

Marinas

- harbours and surroundings
- equipment and harbours installations
- environmental education and information

In 1995, 1463 beaches and 407 marinas were awarded the Blue Flag. The award period lasts for one year starting on the 5th of June.

Examples of “good practice”

Grecotel and Sustainable Development of Historical Sites

In Grecotel's view, the “tourism environment” does not limit activities only to installing better ecological systems within the hotel complexes or improving communication with staff and guests. The group defines the environment as the world around us, including the cultural, natural and historical heritage. This terminology is important in understanding the group's activities which range from:

- eco-audits
- staff and guest awareness programmes
- local school and college educational seminars
- information to potential employees



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- improved purchasing policy and pressure on suppliers
- close co-operation with major tour operators in Europe

GrecoTel believes that the cultural heritage must be protected for the benefit of both local people and visitors, and is now engaged in the conservation and development of historical sites which are affected by tourism - namely the archaeological site of Eleftherna, and a local monastery of St. Irini.

12 Ways to be an Environmentally Friendly Visitor to Greater Vancouver - Oceans Blue Foundation

Ocean Blue Foundation states:

“ Like the arms of a starfish, there are 5 ways to respect the environment:

- Reduce
- Reuse
- Recycle
- Return
- Respect

1. Recycle the newspaper and magazines you use.
2. Reduce the number of brochures, maps and booklets you take.
3. Return the publications you do not need.
4. Reuse your hotel towels and bed-sheets unless they are soiled.
5. Reduce the length of your showers and baths because hot water is energy.
6. Respect the environment, stay on trails during hikes, never litter.
7. Return things you pick-up in nature; scavenging is not eco-friendly
8. Respect living things, do not remove plants or feed animals
9. Reduce the number of bags, napkins, and disposable cups you use when eating fast- food
10. Recycle your beverage containers (many can be returned for refunds)
11. Reduce fuel consumption by using public transport, like trains, buses etc., share taxis
12. Respect the ozone layer, tour the city by bicycle”.



Summary - Environmental priority areas in hotels

The following table reflects environmental priority areas set by the tourism industry itself. Priority is given to measures that reduce the pressure on the environment, while contributing to increased profit.

Table 1 Environmental priority areas in hotels

	The Swan	GREEN GLOBE	IHEI	Inter-Continental	Gre (De
1. Environmental management system	x	x	x	x	
2. Waste management, reuse and recycling	x	x	x	x	
3. Energy efficiency, conservation and management	x	x	x	x	
4. Management of fresh water resources	x	x	x	x	
5. Waste water management	x	x			
6. Hazardous substances, PCB, herbicides etc.	x	x	x	x	
7. Transport	x	x			
8. Land use planning and management		x	x		
9. Involving staff customers and communities	x	x			
10. Design for sustainability			x		
11. Partnership for sustainable development					
12. Environmental sensitive product purchase	x	x	x	x	
13. Indoor air quality			x	x	
14. Air emission			x	x	
15. Noise		x	x	x	
16. Stored fuel			x		
17. Food					
18. Social and cultural development		x			
18. Health and safety		x			



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Environmental indicators related to sustainable tourism

The issue of environmental indicators related to tourism is very complex. WTO lists the following set:

- leading indicators
- current indicators
- trailing indicators
- descriptors
- ratios
- indices
- driving force indicators
- state indicators
- response indicators
- economic indicators
- social indicators
- environmental indicators

Environmental Indicators for the United States

The United States Environmental Protection Agency (EPA) defines environmental indicators as follows:

“A parameter, or some value derived from parameters, which provides significant information about patterns or trends in the state of the environment, in human activities that affect or are affected by the environment, or about relationships among such variables.”

As defined above, indicators include geographic information and information used in environmental management at any scale, not just for high-level policy-makers.

EPA has defined the following indicators for the entire United States (May 1997):

- air quality
- solid and hazardous waste
- water quality
- wetland losses
- toxic release
- pesticides

Environmental indicators in the Nordic Countries

The Nordic countries are developing the following set of environmental indicators:

- climate change
- ozone depletion
- eutrofication
- acid rain
- pesticides
- urban environment
- biodiversity
- landscape



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- waste
- water resources
- timber resources
- fishery resources
- agricultural resources

The Norwegian system for classification of water (fresh water, fjords and coastal waters) contains classification tables for impacts from nutrients, organic matter, micropollutants and faecal bacterias, as well as tables for different uses such as suitability for bathing and recreation, fishing and drinking water.

Depending on the water quality, the suitability of the water is divided into the following four categories:

1. very suitable
2. suitable
3. less suitable
4. not suitable

Another set of indicators related to tourism are categorised by the Council of Europe as:

- pressure indicators e.g. emission into air and water, consumption
- indicators of environmental condition e.g. quality of concentration of pollutants in air and water, endangered or disappearing species
- indicators of society responses, e.g. energy intensity of tourism, percentage of the population connected to sewage plants, rate of waste recycling

Indicators of sustainable tourism - Canada

Tourism Canada sponsored a workshop on indicators and monitoring of sustainable tourism in the autumn of 1991. The report from this workshop contributes to further work towards sustainable tourism indicators nationally and internationally, and it contains specific papers on monitoring challenges and needs.

The report deals with:

- 11 indicator categories
- ideal sets of indicators for each category and
- a short term list of existing information

These 11 categories are as follows:

1. components of the environment
2. carrying capacity of the resource base
3. levels of stress
4. levels of consumption
5. impacts / residual contaminants
6. measure of ecological and cultural response to stress
7. efficiency of use materials end energy
8. institutional response/management activity
9. measured response to management action
- 10.levels of future oriented activities
- 11.international participation



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World Tourism Organisation - Indicators of Sustainable Tourism

The most comprehensive study on the development and use of indicators of sustainable tourism was initiated by the World Tourism Organisation undertaken by an interdisciplinary group of scientists and consultants. The study was finished by the end of 1995.

What are indicators?

According to this study, “indicators measure information with which decision-makers may reduce the chances of unknowingly taking poor decisions”.

The study defines 11 core indicators. These indicators are:

1. Site protection - Category of site protection according to IUCN index
2. Stress - Tourist numbers visiting site
3. Use intensity - Intensity of use in peak periods
4. Social impact - Ratio of tourists to locals
5. Development control - Existence of environmental audit systems
6. Waste management - Percentage of sewage from site receiving treatment
7. Planning process - Existence of an organised regional plan for tourist destinations
8. Critical ecosystems - Number of rare/endangered species
9. Consumer satisfaction - Level of satisfaction by the visitors
10. Local satisfaction - Level of satisfaction by the locals
11. Tourism's contribution to the local economy - Proportion of total economic activity generated by tourism only.

These indicators add up to 3 composite indices, namely:

- Carrying capacity - Composite early warning measure of key factors
- Site stress - Composite measure of levels of impact on the site
- Attractiveness - Qualitative measure of those site attributes that make it attractive to tourism and can change over time

In addition there are 2 sets of supplementary indicators:

1. Ecosystem specific indicators
2. Site specific management indicators

Ecosystem specific indicators

The study defines 8 ecosystem specific indicators:

1. Coastal zones
2. Mountain regions
3. Managed wildlife parks
4. Unique ecological sites
5. Urban environments
6. Cultural sites (heritage)
7. Cultural sites (traditional communities)
8. Small islands



Site specific management indicators

The study states that it can be necessary to develop additional indicators that respond to the unique condition of a specific site, and the study provides a framework for identifying and implementing such indicators.

Conclusion

In conclusion, there is an obvious need for intensive research to define managerial environmental indicators in order to assess the tourism industry's environmental performance in a scientifically and environmentally acceptable way.

Table 2 Environmental indicators related to sustainable tourism

Examples of environmental indicators related to tourism	WTO	Canadian workshop	EPA	Nordic	WTO env. ind.
Components of the environment		x			
Site protection	x				
Air					x
Air quality			x		
Climate change				x	
Ozone depletion				x	
Water					x
Water resources				x	
Water quality			x		
Eutrofication				x	
Acid rain				x	
Waste management	x				
Solid and hazardous waste			x	x	
Toxic release			x		
Pesticides			x		
Impacts/residual contaminants		x			
Levels of stress		x			
Ecological and cultural response to stress		x			
Use intensity	x				
Social impact	x				
Development control	x				
Planning process	x				
Land					x
Habitat					x
Biodiversity				x	
Landscape				x	
Critical ecosystems	x				
Wetland losses			x		
Materials and energy		x			x
Timber resources				x	
Fishery resources				x	
Agricultural resources				x	
Wildlife					x
Urban environment				x	
Consumer satisfaction	x				
Local satisfaction	x				
Management activity		x			



Tourism economy	x				
Future orientated activities		x			
International participation		x			

Environmental Quality Standards in the Travel and Tourism Industry

10 principles for sustainable tourism

Tourism Concern produced 10 principles for sustainable tourism to coincide with the Rio Earth Summit. These principles aim at influencing the policies and programmes adopted by the travel and tourism industry world-wide:

1. Using Resources Sustainably - The conservation and sustainable use of resources - natural, social and cultural - is crucial and makes long-term business sense.
2. Reducing over-consumption and Waste - Reduction of over-consumption and waste avoids the costs of restoring long-term damage and contributes to the quality of tourism.
3. Maintaining diversity - Maintaining and promoting natural, social and cultural diversity is essential for long-term sustainable tourism, and creates a resilient base for the industry.
4. Integrating Tourism into planning - Tourism development which is integrated into a national and local strategic planning framework undertakes environmental impact assessments, increases the long-term viability of tourism.
5. Supporting local economies - Tourism that supports a wide range of local economic activities and which takes environmental costs and values into account, both protects those economies and avoids environmental damage.
6. Involving local communities - The full involvement of local communities in the tourism sector not only benefits them and the environment in general but also improves the quality of the tourism experience.
7. Consulting stakeholders and the public - Consultation between the tourism industry and local communities, organisations and institutions is essential if they are to work alongside each other and resolve potential conflicts of interest.
8. Training staff - Staff training which integrates sustainable tourism into work practices, along with recruitment of local personnel at all levels, improves the quality of the tourism product.
9. Marketing tourism responsibly - Marketing that provides tourists with full and responsible information increases respect for the natural, social and cultural environments of destination areas and enhances customer satisfaction.
10. Undertaking research - On-going research and monitoring by the industry using effective data collection and analysis is essential to help solve problems and to bring benefits to destinations, the industry and consumers.

In order to define environmental quality standards in tourism, it seems to be necessary to introduce the term “environmental performance”, and then link environmental performance (indices) and environmental indicators to the different environmental standards.

Based on:

- principles for sustainable tourism
- environmental priority areas in the tourism industry
- internationally recognised charters and environmental policies from a wide range of companies
- codes of conduct
- quality labels from several European countries

The working group recommends two sets of environmental quality standards in tourism to be adopted for implementation in European regions:



Table 3 Environmental Quality Standards in Tourism

Environmental Quality Standards for Travel and Tourism Companies	Environmental Quality Standards for Destinations
1. Environmental Management System 2. Partnership and co-operation 3. Environmental requirements 4. Procurements 5. Waste 6. Energy 7. Fresh water 8. Waste water 9. Transport 10.Noise and indoor air quality 11.Land use	1. Environmental Mangement System 2. Partnership and co-operation 3. Environmental requirements 4. Land use 5. Nature conservation 6. Outdoor recreation 7. Cultural heritage 8. Water quality 9. Waste water 10.Transport and traffic 11.Solid waste 12.Air pollution 13.Architecture and scenery

Environmental Quality Standards for Travel and Tourism Companies

The complexity in the travel and tourism industry demands compliance with a wide range of environmental measures if the travel and tourism industry is going to achieve professional environmental credibility.

At the moment, short term and cost reducing environmental measures are most common in the travel and tourism industry. This means that most travel and tourism companies are mainly dealing with measures like energy saving, waste minimisation and management of fresh water. Priority is given to measures with a short payback, 2 years or less if possible.

- Firstly, any travel and tourism company needs to introduce its own Environmental Management System based on principles for environmental management found in ISO or in similar standards.
- Secondly, the company needs to introduce measurable minimum standard requirements for parameters like energy consumption, waste minimisation, water management, training etc.

Table 4 proposes 11 Environmental Quality Standards for hotels, hostels, camping sites etc. For each standard, there is a suggestion for indices which are designed to describe the company's environmental performance. In order to define the environmental performance indices more precisely, the table contains examples of possible environmental indicators.

Environmental Quality Standards in Tourism for Destinations

While there is a long tradition of environmental initiatives in the tourism industry, there is no such tradition in general at destinations. The reason is probably the complexity of the tourism product and the lack of experience on co-operation between the different stakeholders between travel and tourism companies, governments and NGOs.

Table 5 proposes 13 Environmental Quality Standards for Destinations. And in table 5 there is a suggestion for indices which will describe the destinations' environmental performance. In order to define the environmental performance indices more precisely this table also contains examples of possible environmental indicators.



Table 4 Environmental Quality Standards in Tourism for Travel and Tourism Companies

Proposed quality standards	Environmental performance elements	Possible (environmental) indicator
1. Environmental management system	Environmental policy, planning, implementation and operation, checking and corrective action, and management review	Certified/approved according to ISO Green Globe, the Nordic Swan
2. Partnership for sustainable development	Co-operation with local governments Co-operation with NGOs Co-operation with construction companies	Compliance with all legal requirements Regular meetings with NGOs, government agencies, Unions and other stakeholders
3. General environmental requirements	Environmental training courses for employees Environmental information for guests Environmental requirements for suppliers	4 hours environmental training per year Environmental information for guests and visitors Special environmental requirements for suppliers
4. Procurement procedures	Environmental requirements for suppliers Priority to eco-labelled products Strategies for waste reduction	Certified according to ISO 14001 Products which are labelled with the Nordic Swan, Energy star
5. Waste	Waste reduction complying with all legal requirements Assessment of the quantity and content of the waste Waste separation at source Strategies for reuse and recycling of waste	Production of waste/cost per guest Separate handling of hazardous substances Use of non-toxic materials Requirements according to the Nordic Swan better
6. Energy	Assessment of energy consumption Action plan for energy saving measures Training program for staff Guest information on water and energy saving	Consumption of energy/cost per guest Targets for energy consumption/reduction Energy consumption for heating/air conditioning Requirements according to the Nordic Swan better
7. Fresh water management	Assessment of water consumption Action plan for water saving measures Training program for staff	Consumption of water/cost per guest Targets for water consumption Requirements according to the Nordic Swan better
8. Waste water and air pollution	Waste water disposal complying with legal requirements	Emergency procedures to prevent accidents
9. Transportation	Plan of action to minimise transport needs Maintenance programme for vehicles Hire of energy efficient vehicles	Use of renewable energy for transportation Rental of bicycles Free transport to the railway/bus station
10.Noise and indoor air quality	Health and safety management systems Compliance with standards for noise Compliance with standards for indoor air quality	Smoke free zones Music free zones
11.Land use	Compliance with land use plans and requirements	Use of manure Use of herbicides



Table 5 Environmental Quality Standards in Destinations

Environmental quality standards in tourism	Indices for environmental performance	Examples on environmental indicators
1. Environmental management system (EMS)	Environmental policy, planning, implementation and operation, checking and corrective action, and management review	Certified/approved according to ISO 14001, EMAS, Green Globe, The Nordic Swan or similar. Compliance with all legal requirements
2. Partnership for sustainable development	Co-operation with local governments Co-operation with NGOs Co-operation with unions, government agencies, etc.	Regular meetings with NGOs, government agencies, unions and other stakeholders.
3. General environmental requirements	Environmental training programmes for all employees Environmental information for guests Environmental requirements for suppliers, in particular to the travel and tourism industry	4 hours environmental training per year for the staff. Environmental information for guests and visitors. Specific environmental requirements for the different suppliers to the travel and tourism industry
4. Land use	Diversity in agricultural patterns Diversity in forestry Diversity in wildlife	Variety of crops Species of trees, plants and flowers Species of animals
5. Nature conservation	National parks. Nature reserves Natural parks Endangered species	Percentage of national parks etc in the destination - percentage of area covered Number of designated areas in the destination - percentage of area covered
6. Outdoor recreation activities	Diversity in areas for sports and outdoor activities Km of paths and tracks for outdoor activities Maps and handbooks available	Beaches - water quality indicators and suitability Rivers - water quality indicators and suitability Footpaths and tracks for skiing- km of tracks
7. Cultural heritage	Number of cultural monuments, museums etc. Traditional folk art Distinct local identity	Historical buildings Cultural monuments Archaeological sites
8. Water quality	Suitability for drinking water supply Suitability for bathing, fishing etc.	Quality standards of drinking water Quality standards of bathing water (Blue Flag) Acidification
9. Waste water	Waste water treated in sewage plant	Phosphorus - EC standard Nitrogen - EC standard
10. Waste management plans for solid waste	Public system for separation at source System for recycling Controlled land-fills or incineration systems	Targets for reduction of hazardous waste Targets for reduction of commercial waste Targets for reduction of domestic waste
11. Traffic and traffic noise	Pedestrian streets Public transport	Targets for reduction of noise (dbA level) from traffic



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	Caravan parking Park and ride schemes Targets for reduced use of private cars	Targets for reduction of traffic accidents EC standards for levels of NO ₂ , CO, PM ₁₀
12. Air pollution	Local air polluting industry.	Level of SO ₂ , NO _x
13. Architecture, landscape and tidiness	Significant local architecture Well maintained landscape Advertising boards and tidy streets and public places	Use of local building materials Diversity in land use patterns Legislation which prevents visual pollution Protection of historic buildings Protection of landscape



Examples of how regions have dealt with environmental quality standards

The participating Regions have provided the working group with several examples on how regions work with tourism and the environment. This report gives examples from four countries. Some of the examples do not have strict relevance to the topic environmental quality standards in tourism, but they serve as examples on how to reach a foundation from which such standards may be worked out.

England -The Dorset Coastal Strategy

Tourism in Dorset

Dorset is situated at the centre of the south coast of England. The tourism industry has a long history in the county. At first the industry focused on seaside tourism, but now rural and cultural tourism are also important.

The coastline of 146 kilometres contains some of the most spectacular and varied coastal scenery in England, and much is recognised nationally as "Heritage Coast". In addition, Poole Harbour is reputedly the second largest natural harbour in the world. The quality of the scenery is not limited to the coast. Over half the area of Dorset has the national designation of an "Area of Outstanding Natural Beauty." Much of the county is protected for its nature conservation value. The varied geology, relatively low levels of development, maritime influence and geographical location result in a rich and diverse range of habitats. Consequently, Dorset contains a number of internationally designated nature conservation areas, as well as national designations. There are a large number of historic towns, villages and buildings, which are very attractive to visitors.

Tourism therefore remains very significant for the local economy. About 3.5 million staying trips are made to Dorset each year, and an additional 10 million day trips. Those who stay in the County spend over £500 million per annum, while day visitors generate over £100 million. Over 30,000 people are directly employed in the tourism sector during the summer peak, and perhaps another 20,000 jobs are indirectly dependent on it.

Below central (national) Government, a two-tier system of local government operates in the county. Dorset County Council is statutorily responsible for education, personal social services, strategic planning and transportation, and libraries. Its non-statutory responsibilities include countryside and coastal management, tourism promotion, and economic development. Below the County Council are six district councils. They are each statutorily responsible for social housing, waste collection, local planning and building control. Some choose to undertake non-statutory duties such as tourism promotion, countryside management and economic development. Where duties coincide, the County and district councils work in partnership as much as possible to make best use of resources and avoid duplication.

Quality tourism initiatives

Given both the environmental quality of Dorset and the value of tourism to the local economy, the County Council is anxious to promote the industry in the most sustainable manner. It is therefore involved in a number of projects to achieve this.

A strategy for the Dorset coast



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Dorset is one of only three UK projects participating in an EU demonstration programme in Integrated Coastal Zone Management. The project is match funded by the EU's LIFE fund. The project commenced in March 1997, and will last for three years. It will develop a new strategy for Dorset's coastline, integrating both the terrestrial and marine sectors. The issues to be addressed through the strategy include trends in the tourism industry, the health of the coastal environment, port development, pollution and water quality, offshore oil and aggregate extraction, fisheries, shipping and marine recreation.

World Heritage Status

The idea of seeking World Heritage Status for a substantial part of the Dorset coastline grew out of the coastal strategy exercise. It was suggested that areas of the coastline were of such universal value as to merit this status. The area has long been recognised in Britain for its educational value, with its geology and landforms appearing in hundreds of academic textbooks and papers. This importance is becoming increasingly recognised at international level and the coast of Dorset is now believed to be the most visited area in Europe for field trips by schools and universities. The designation of the coast as a World Heritage Site would bring with it the international respect and commitment the area deserves. The bid for World Heritage Status was made in 1995.

The Jurassic Coast Project

This project, which has grown out of the coastal strategy exercise and the bid for World Heritage status, aims to investigate the feasibility of using the internationally important geology of the Dorset coast to develop scientific, tourism, education and recreation initiatives which will bring economic benefits to the area. Three major strategies will be produced by the project, covering conservation, education and interpretation. Tourism will be an important element of each. The project has been funded in part through the EU's KONVER programme.

Joint tourism marketing strategy

This is a three-year strategy running to December 1998, developed by both the public and private sectors. The principal goal is jointly to develop a shared tourism marketing strategy for Dorset. The strategy concentrates on marketing in its broadest sense, which includes not only promotion but product accessibility and quality. The mission statement is to: "strengthen and co-ordinate the marketing of tourism in Dorset to the benefit of the local economy, community and environment." Key objectives are:

- to strengthen the images and awareness of the Dorset area and to attract more visitors from target markets;
- to make it easy for people to visit Dorset and get the most out of their stay;
- to improve the quality of the tourism product and how it is managed and presented.

Dorset Area Tourism Challenge - "Making Small Firms Big Business"

This is a nationally funded scheme, whose purpose is to regenerate the tourism industry of the County by improving the competitive edge of small and medium-sized tourism enterprises by providing a practical mix of services. These services relate to market intelligence, the improvement of booking arrangements, the improvement of business standards, advice on the application of new technology, and helping to attract more overseas visitors.

Development of the coastal projects



We are going to focus on the first three of the above mentioned projects, since they are all inter-related, and have a strong environmental and tourism content. The last two projects are business-related. The environment content of both projects has yet to be addressed.

The coastal projects started within the County Council. There was a growing awareness of the concept of a "coastal zone" - the space in which terrestrial environments influence marine environments and vice versa. While the Council had a long-established appreciation of issues concerning land-use planning, it became increasingly aware of the importance of the marine environment, particularly with respect to a number of key issues. These included: some of the effects of global warming, such as rising sea-levels and increased storminess; coastal defence issues; oil exploration; aggregates extraction; decline of the fishing industry; water quality and marine pollution; changes in tourism and marine recreation; marine conservation; and the decline in defence-related industries on the Dorset coast.

From this awareness, the key concern was the contrasting way in which control was exercised over activities on land and sea. On land, there is a long-established land-use planning system. It brings together a large number of inter-related issues. Policies are long-term and proactive. The process of land-use planning involves wide consultation with local people. In contrast, on the marine side, the control of activities is sectoral and unrelated. It is undertaken largely by central Government and the EU, and is mainly reactive. Local people have little say in the decision-making process.

What was needed was a coast strategy which would:

- promote a wider understanding of coastal processes and issues amongst all parties with an interest in the use and management of the Dorset coastal zone;
- provide a framework within which strategic and local planning policies could be developed;
- provide a context within which other non-statutory plans and the policies of other agencies could be developed.

Key Stages

Stage One (1993/4)

A Coastal Research Study Group was established within the Planning department of the County Council. A temporary Research Assistant was appointed to take forward the work of the Group. The Group's role was to:

- survey the character and use made of the Dorset coastal zone;
- develop a comprehensive understanding of coastline and marine issues;
- establish links with the many organisations involved in the coastal zone, including the district councils concerned.

In the course of its work, the Group made a number of findings:

- a lack of information, particularly relating to the marine environment;
- difficulty in accessing the information that did exist;
- a lack of resources for non-statutory (i.e. non-governmental) bodies;
- no formal means of co-ordinating the large number of bodies involved;
- a general lack of strategic thinking about coasts;
- no comprehensive planning framework in which to work.

A Local Authority Coastal Group was then established to discuss the research findings. It published a report entitled "The Dorset Coast Today" and an issues report entitled "The Future of Dorset's Coast." Both reports were sent to key coastal organisations and user groups for consultation, and



were used as the basis for a Coastal Seminar held in July 1994. This seminar was critical to the continuation and development of the various projects. It concluded:

- there should be a permanent Dorset Coast Forum;
- a small technical working group of local authority officers and academics should be established;

Also at this seminar, the idea of seeking World Heritage status for the coast was put forward.

Stage Two (1995/6)

To progress the conclusions of the seminar, the post of Research Officer was consolidated into a Coastal Policy Officer, and a Core Group was set up to discuss the Terms of Reference and Aims of a Dorset Coast forum. There was also a review of practice of other coastal initiatives around the UK. In the event, this review found that there were very few similar initiatives. It found that one or two fora had been set up but failed for various reasons. Two important lessons were learnt from this. First, the need for the forum to be local authority led, in order to ensure a consistent secretariat. Second, the need for the forum to have an independent, non-local authority chairman, who would be seen to be impartial. In fact, the chairman of the Dorset Coast Forum is an academic.

The first Coast Forum meeting was held in February 1995. Members of the Forum include representatives of local authorities, Government Departments, statutory bodies and agencies, the Dorset Chamber of Commerce and Industry, conservation organisations, educational establishments and other research bodies, fisheries, harbour authorities, industries with marine interests, landowners, the military, and industries and bodies with tourism and recreation interests.

A Steering Group was set up, together with four working groups. The latter focused on four key areas: coastal environment, tourism and recreation, marine industries, water quality and pollution. Work programmes were established for each Group concentrating on gathering information and finding information gaps, establishing the value of different activities, assessing policy and regulatory frameworks, presenting an overview to the Forum members and stimulating topic-based discussion.

A number of needs became apparent at this stage:

- The work programme was very dependent upon voluntary effort by Forum members.
- There was a continuing lack of guidance from central Government concerning how an "open coast" strategy should be developed;
- there was poor representation in the Forum of the vitally important tourism and recreation sectors.
- There was a need to establish medium-term objectives in order to ensure the Forum retained its initial momentum.

Stage Three (1997-9)

Arising from these needs, a number of objectives were set for 1997-9. These included:

- the identification of a suitable vehicle to move forward the work of the Forum;
- consideration of ways of generating the necessary resources to do this and reduce the amount of voluntary input;
- the encouragement of better representation from those sectors currently not well represented, especially tourism.

Fortuitously, the EU's Demonstration Programme for Integrated Coastal Zone Management provided exactly the right vehicle at the right time. It "requires the full and systematic application of the principles of integration and subsidiarity which can only be achieved with the active



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participation of all the players (political authorities, administrations, economic actors, scientists and the general public). Sectoral attitudes must give way to co-operation."

Funding came from key Forum players, including local authorities, oil companies, water environment agencies and nature conservation bodies, and was matched by the EU LIFE II programme.

Better representation of the tourism industry has now been achieved, through the establishment of links with a relatively new tourism umbrella organisation which promotes the county through a jointly owned marketing strategy.

Stage Four (1998-2000)

A three year programme has been drawn up and agreed by all partners in the Coast Forum. Two Strategy Officer posts have been created to carry forward the work. The Steering Group has been reformed to accommodate project partners, and the Working Groups reformed to act as advisory groups for the Project Officers. Also, a European Working Group has been formed, consisting of Project Managers for the various Demonstration Programme projects.

The work programme itself includes:

- the production of topic reports by spring 1998;
- the production of a draft coast strategy by the end of 1998 and a final open coast strategy by mid 1999;
- the dissemination of the strategy to the UK and Europe in late 1999 and early 2000;
- implementation of the strategy from late 1998;
- regular twice yearly meetings of the Forum as part of the consultation programme for strategy development.

Conclusion

A number of key lessons emerge from the County Council's experience in the development of the coastal projects. These are:

- good initial analysis of the issues by the County Council;
- early involvement and commitment of all the organisations likely to secure the successful outcome of the project;
- removal of the project from the political arena through the independent chairmanship of the main forum;
- the identification and securing of adequate resources at appropriate stages;
- the need for medium-term objectives to maintain the momentum of the project;
- regular reviews of progress.

Norway - Sustainable Tourism in the county of Oppland

Background

The county of Oppland has a long tradition - more than 30 years - in comprehensive planning and management of natural resources. The county has in recent years (from 1992) also implemented several projects in order to promote sustainable tourism in the county and increase environmental awareness in the tourism industry.

The first project - "Green Tourism in the District of Oeyer" was initiated in 1992 as an integral part of the preparations for the Olympic Winter Games in Lillehammer in 1994. There is normally a



large potential for regional development linked to major sports events like the Olympics and to most other major events, but at the same time, the possibility of accompanying environmental degradation.

The Norwegian Ministry of Environment took the Olympic challenge seriously and conducted more than 130 different environmental projects in co-operation with the counties and districts involved and the Lillehammer Olympic Organizing Committee in order to give the Olympic Games a “green profile”, and to establish a new environmental standard for sports events internationally. One of these 150 projects was “Green Tourism in the District of Oeyer”.

Based on experiences from pilot projects conducted in the county of Oppland, national guidelines for sustainable tourism, experiences from abroad etc, the county authorities gradually elaborated environmental quality standards in tourism. These standards were presented in the form of a questionnaire. In 1997 the method was tested in the district of Dovre, and the findings are supposed to give the local government and the travel and tourism industry in Dovre valuable information for profitable investments in infrastructure in the destination and for measures in the different travel and tourism companies in Dovre.

The questionnaire encompasses:

- Hotels etc.
- Destination - the natural resource base
- Local tourism associations, Tour operators, Travel agencies, Transport companies etc.

The following questionnaires are based on environmental quality standards which are suggested for the county of Oppland, but are adjusted in order to be used as a general tool for European regions.

Assessment of Environmental Performance in Hotels etc.

Prior to investments in hotels etc, there is a need for an environmental assessment or audit of the company’s environmental performance.

The following questionnaire has been developed by the County of Oppland as a tool for hotels, restaurants etc. for more environmentally efficient operations.

Table 6 Environmental Performance in Hotels etc

“Standard”	“Indicator”
Environmental Mangement System	Environmental policy Environmental audit Plan of action - environmental measures - training of staff and management Environmental audit
Information	Staff Suppliers Local government Tourists' and visitors' behaviour
Purchasing	Environmental requirements to suppliers Minimisation of packaging material Priority to locally produced products and services Minimisation of disposable cups, glasses etc.
Energy	Assessment of energy consumption Energy efficiency



	- energy saving devices - staff routines for energy saving
Water supply and sewage	Assessment of fresh water quality and consumption Water saving devices Legal requirements for sewage
Transport	Access to public transport Access to electric cars Limitation of the need for private transport
Waste	Reuse of most items Recycling programmes
Indoor environment	Smoke free areas Smoke free rooms Music free zones
Land use	Promotion of outdoor activities No noise from industrial zones and traffic Avoidance of pesticides and herbicides
Miscellaneous	Co-operation with local environmental NGOs

Assessment of Environmental Qualities in Tourism Destinations

Prior to measures in any destination, there is the same need to assess the quality of the destination's environment in order to prioritise cost effective environmental measures and to assess the environmental and the economic impact of the investment.

As a general tool for assessment of environmental qualities in tourist destinations, the county of Oppland has worked out a set of 9 parameters. These are:

Table 7 Environmental Qualities in Tourism Destinations

“Standards”	“Indicators”
1. Resources for outdoor recreation and activities	Mapping of areas for outdoor activities: - beaches for walking, - rivers - footpaths and tracks, skiing etc. - forests - mountains Tourist maps for the destination
2. Designated areas for nature conservation	Mapping of designated areas: - national parks - protected land - wildlife habitats
3. Cultural resources	Mapping of: - historical buildings - cultural monuments - archaeological sites - museums
4. Waste	Recycling programmes Collection of organic waste from hotels etc. Programmes for hazardous waste Landfills
5. Water supply and water treatment	Quality of drinking water Bathing water quality Water pollution from farm land Water pollution from industry



	Water pollution from municipal sewage plants
6. Traffic and transport	Access to public transport Management plan for cars and car parking Limiting of off-road motorised traffic
7. Air pollution	Mapping of areas influenced by long distance air pollution Measures to limit local air pollution
8. Noise	Noise in designated areas (shooting ranges etc.) Road traffic noise
9. Scenery	Quality of village setting and farmhouses Farming patterns

Assessment of Environmental Performance of Local Tourism Associations, Tour Operators, Travel agencies, Transport Companies etc.

It is common to produce voluntary “Environmental Quality Standards” for hotels and destination, particularly for hotels. It is rarer to find standards for tour operators etc., but since the operation of these groups have an essential impact on the environment, it has become evident that the environmental performance of the groups has to be assessed in line with hotels and destinations.

The following questionnaire has been developed by the County of Oppland:

Table 8 Environmental Performance of Local Tourism Associations etc

“Standards”	“Indicators”
Tour operators	The tour operator: - has established an Environmental Management System (EMS) - gives priority to local products and services - respects the destination's environment and local cultural identity - markets the environment responsibly - delivers eco-labelled products - uses local guides - presents requirements to suppliers and sub-contractors
Transport companies	The transport company: - has established an Environmental Management System (EMS) - has a program for vehicle maintenance and for minimising vehicle emissions - ensures that vehicles are operated in an environmentally friendly way - presents requirements to suppliers and sub-contractors
Guides and guide companies	The guide company - has established an Environmental Management System (EMS) - has worked out an environmental training program - has worked out a separate manual covering the local cultural identity and local natural heritage
Retailers	The retailers: - have established an Environmental Management System



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	(EMS) - offer eco-labelled products - give priority to locally produced products - support measures that improve visual qualities and architecture in the destination and its surroundings
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Romania - Initiatives towards sustainable tourism

Tourism in Romania

After 1989 tourism in Romania has been hampered for a variety of reasons, such as:

- continuously changing legislation
- increased number of travel and tourist boards without well defined areas of work and responsibilities
- lack of competence in various fields related to travel and tourism
- lack of financial means for the promotion of travel and tourism in Romania
- poor infrastructure in terms of roads and telecommunication
- lack of initiatives from local travel and tourism councils

In 1997 the Government of Romania established two bodies in order to promote the travel and tourism industry in Romania:

1. Tourism Control and Authorisation Body (TCAB)

The Tourism Control and Authorisation Body has a steering committee with representatives from The Ministry of Tourism, county councils, local councils and professional travel and tourism associations.

The organisation is staffed with representatives from the local councils in order to secure the information flow back to the local authorities. There are of course also specialists appointed by professional associations and county councils working within this body.

2. Tourism Promotion Office (TPO)

The Tourism Promotion Office has a steering committee with representatives from The Ministry of Tourism, county councils, local councils and chambers of commerce and industry.

TPO is staffed in the same way and along the same principles as TCAB

In November 1998, the County Councils were given far more responsibility for developing the travel and tourism industry in the regions through:

- the elaboration of plans and proposals for the development of the regional travel and tourism industry
- the development and control of the quality of travel and tourism products
- the monitoring of travel and tourism development in the outskirts of natural parks etc.
- the inventory of travel and tourism resources
- the approval of tracks for walking and skiing

The Government of Romania has, with effect from December 1997, also issued regulations for the prevention of accidents along tourist trails (summer and winter) in the mountains.



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Protection of soil, subsoil and terrestrial ecosystems is managed according to national legislation by environmental authorities and other relevant public authorities. The national policy on air pollution in Romania consists of the following elements:

1. reduction of emissions into the air
2. protection of human health
3. surveillance of air pollution

The Black Sea Tourism Information Network

The Black Sea Environmental Programme, sponsored by the TACIS and PHARE programmes of the European Commission, is concerned with the organization of tourism in the Black Sea Coastal Zone Regions of Bulgaria, Romania, Ukraine, Russia and Georgia, as part of its efforts on Coastal Zone Management. The current Coastal Zone Management Programme will be followed by additional phases concerned with Tourism Development through the year 2000.

The original project, agreed to by the respective Ministries of Environment, is to provide advice on tourism organization, human resource development, marketing and a legal framework for tourism, as well as pilot projects in the Coastal Zone Regions of Bulgaria, Romania, Ukraine, Russia and Georgia.

The emphasis is on sustainability in the approach to and integration of tourism and environmental issues and there is a strong compatibility with the aims and objectives of the WTTC's Green Globe.

There are four areas of activity in Tourism in the current Coastal Zone Management component:

1. Organization for sustainable tourism development bringing public and private organizations together in a broader planning and management effort.
2. Black Sea Tourism Investment Conference, 1998. These are emerging states and developing economies but in contrast to many other countries the population has a very good educational basis and the economies are starting from a position of some wealth. The overall prospects for substantial economic growth are very good. Tourism has a long tradition in the Black Sea region with hospitable populations and experienced staff.
3. The location of the Black Sea, close to major Western European travel-generating markets, means that it can become a short break destination for much of Europe. Tourism products include sun and sea, spa treatments, winter sports, trekking, and of course rich cultural offerings. Against the backdrop of increasing numbers of elderly tourists from developed countries, the excellence and tradition of the Black Sea spa treatments, combined with winter sports, will facilitate a year-round season.
4. To capitalise on these advantages, a major international investment conference is being organised in the region with support from numerous international institutions.

Tourism in Hunedoara County

The Hunedoara county has a tremendous travel and tourist potential.

In accordance with the "Green Chart" elaborated by the Romanian Government, the Hunedoara County is part of the 5th West Region of Development and is currently working out plans for economic development in that region. Travel and tourism is a cornerstone in these plans and the Hunedoara County Council is concentrating on:

- master plans for the development of health resorts and tourist destinations
- environmental impact assessments related to tourism development



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- infrastructure for water supply, roads and sewage

Hunedoara County Economic and Social Development Agency was created in November 1997 as a result of an agreement between the four counties in the region. The goals are:

- to support economic and social development in Hunedoara
- to promote local resources at national and international levels
- to support small and medium enterprises

Among other tasks, the Agency will set up a complete database regarding natural resources, infrastructure and service level in the tourism industry.

Projects that will be conducted in the future are:

- construction of a centre for the promotion of tourism
- rural development programmes
- studies regarding waste - reuse, recycling etc

Tourism in Timis County

Sustainable tourism development in the county of Timis requires protection of the environment to be an integral part of all development processes in the region. Environmental standards will both reflect and prove that sustainability has been taken into account. Through its participation in the working group, Timis County will contribute to sustainable development both locally and internationally.

Sustainable tourism in the village of Bogda

Initiated by Timis County Council, the foundation "Piemontana Banatica" was set up. The aim of this foundation is to promote sustainable rural tourism (agrotourism). The board of directors includes the President of Timis County. The first project is located in the village of Bogda - an area of exceptional beauty. Planning will take place in close co-operation with local planning authorities and participation from the local inhabitants of the area. The following activities - which depend on funding - are planned:

- hunting
- mountain biking
- riding
- collection of medicinal plants

In order to monitor and evaluate the project, a separate surveillance program will be implemented.

Piemontana Banatica is also planning to establish a centre for ecological and similar studies as a separate project.

Tourism in Alba County

Like Hunedoara and Timis, the county of Alba has a very high potential for tourism due to the county's rich fauna and flora and the population's hospitality. Alba is also famous for the many protected areas in the county.

On the other hand, Alba has heavy air pollution, generated especially from the copper industry in the county.



Currently, local and regional authorities are promoting tourism and several projects and initiatives are being implemented:

- agro-tourism in mountainous parts of the county
- spatial planning as a basis for the building of chalets for vacation purposes
- improvement of the infrastructure, especially roads
- marketing

Sweden - Guidelines for sustainable tourism

The County Council of Västerbotten has recently initiated the production of a comprehensive manual for sustainable tourism . It encompasses most aspects related to sustainable tourism and is also relatively detailed. The manual has two focal points:

- The destination, e.g. nature and natural conditions, cultural monuments and cultural traditions and social conditions
- Individual travel and tourism enterprises, environmental management systems and environmental action plans and concrete measures

This manual is a detailed and useful tool for all stakeholders in the travel and tourism industry such as: travel and tourism companies, local governments, public authorities and environmental non-governmental organisations. The following pages give a translation into English of the manual.

The destination

It is both a complex and complicated task to develop a sustainable tourism destination in terms of:

- Environmental sustainability
- Social and cultural sustainability and
- Economic sustainability

Consequently, the manual gives a step-by-step guidance. The steps are as follows:

1. Guidance on how to organise the work - management, staffing and financing
2. Assessment of the destination's tourism potential in terms of ecology, culture and assessment of sustainability
3. Carrying capacity - environmental impact assessment, resource-bank and data-base
4. Co-operation - consensus regarding land use, activities for visitors and training of staff
5. Communication - general codes of conduct for tourists, the destination, and for individual travel and tourism companies and associations
6. Added value and ecotourism

How to organise the work

The manual sets some basic principles on how to start the process in order to get a smooth start. These principles are as follows:

- conduct a transparent process and give all available information to all stakeholders
- all assessments should be carried out with a long term perspective
- profit from local competence, and establish local "ownership" of the project
- provide all available information regarding infrastructure, legislation, existing land use, possible conflicts and figures regarding number of visitors etc.
- give priority to concrete and visible projects
- short and long term financial requirements



Based on these principles, the following checklist has been designed in order to organise the work in the best possible way:

How to start the process

- conduct a brain-storming session on sustainable tourism
- establish a working group
- work out a plan of operation
- define the project area geographically

Facts which are needed for the work

- land use and spatial plans that affect the area
- information regarding infrastructure e.g. roads, water supply, sewage etc.
- list of landowners
- facts and figures related to tourism in the project area

Project staff

- project manager
- use of local competence
- use of external competence

Costs and financing

- costs of research, consultants and communication in order to get the message across, and implementation of projects
- services which can be obtained free of charge
- long-term financing of the project

Plan of operation

Kick-off meeting

How to assess sustainability

In order to plan for sustainable development in any destination, it is necessary to assess natural, cultural and social values. The checklist encompasses the following elements:

Ecological and social sustainability

- land use - footpaths, beaches, viewpoints etc.
- botany - designated areas, rare species, mushrooms etc.
- wildlife - birds, fishes, animals etc.
- historical sites - monuments, museums, old farms and villages
- social conditions - fishery, hunting, agriculture, forestry
- special conditions - waste, fresh water supply, noise, infrastructure

In order to assess changes during the seasons, it would strengthen the project if assessments of the above mentioned elements could be carried out throughout the year.

Finally, it is important to assess how transport and activities in the destination affect the sustainability of the destination.

The visitors' assessment of the destination is of utmost importance. The checklist encompasses the following elements:



Quality assessment from the visitors' viewpoint.

- coherence between the marketed product and the real product
- access to information prior to the visit
- quality assessment of access and transport in the destination
- compliance with national/international requirements

Finally, the manual presents a checklist in terms of economic sustainability. The checklist encompasses the following aspects:

Economic sustainability

- program for increased use of local products
- spin off effects from tourism regarding investments in infrastructure, increased services for the local population, increased income for local businesses and increased tax-income.

Feasibility studies and databases

Based on the survey which is described above, it is possible to assess the impact of tourism, agriculture and industry regarding both the environment and the community. This checklist encompasses the following elements:

Observations and precautions

- land use - footpaths, roads, beaches
- nature and culture - plants, wildlife, culture, social life
- transport - transport and activities

Also of importance is the question of the destinations' carrying capacity. In fragile environments, even a very limited number of tourists may affect qualities in the destination. For this reason, limiting the number of visitors may be the only appropriate means to avoid degradation in the destination.

Carrying capacity

- volume of visitors - yearly, season, week, weekend
- volume during special events
- restricted areas
- restrictions on the number of inbound tourists

In fragile areas, there will always be negative effects from tourism, but the consequences can be minimised by appropriate measures. Some mitigation measures are described below:

Mitigation

- information - codes of conduct
- training of both staff and visitors
- regulation of travel patterns
- regulation of tourist behaviour
- limitation of access

A common agenda towards local sustainability

The complexity of the travel and tourism industry means that the industry affects several interests in the local community, but also that the travel and tourism industry depends on other stakeholders. Consequently, co-operation with all stakeholders is important in order to develop the best possible product in any destination. In order to reach a common understanding of benefits and



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disadvantages from the travel and tourism industry, and to reach plans of action that are accepted by the community and owned by the different stakeholders, information and transparency are important tools. The following elements are examples of issues where a common understanding is of importance:

Shared views on the destination's tourism qualities and land use

- continuous information about sustainable development in the destination
- common understanding of how to market the destination
- common understanding on information

Shared views on utilisation

- transportation at the destination
- activities
- carrying capacity - limitation of access
- limitation of access to designated areas

Impact on local economy and co-operation within the travel and tourism industry

- co-operation between businesses
- priority to local products
- investments in infrastructure for tourism

Increased competence

- training of staff
- information to inhabitants
- training of guides

Ethical codes of conduct for putting the message across

The manual recommends a wide range of ethical codes of conduct as the travel and tourism industry's tools to promote shared responsibility for sustainable development for destinations. Basically, the codes of conduct represent two levels:

- recommendations on general environmental awareness etc.
- information and practical guidance

Recommendations on general environmental awareness etc.

This type of codes of conduct is normally produced by co-operation between the travel and tourism industry and local authorities and gives general recommendations in different fields such as:

Land use, designated areas, cultural monuments etc.

- activities
- responsibilities for the nature and designated areas
- responsibilities for the cultural heritage

Environmental awareness programmes

- recommendations for transport
- recommendations for the purchase of souvenirs and local products

Sustainable development of the destination

- promotion of local industries
- promotion of local traditions

Visitors' program



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- information prior to the visit
- participation in programmes for nature conservation cultural activities

Ethical codes of conduct - Information and practical guidance

This type of ethical code of conduct gives simple and useful hints to the tourist:

Introduction to the destination's ethical codes of conduct

- an explanation of how the code of conduct has been developed
- the aim of the code of conduct
- co-operation on the further development of the code of conduct

Travel to and from the destination

- how to choose environmentally friendly means of transport
- how to drive the car in an environmentally friendly way
- how to reduce the weight of luggage

Travel within the destination

- public transport
- cycling
- walking
- private car

Added value during the visit:

- extended stay
- general information regarding the destination's nature, culture and daily life
- mixing with the local people

The travel and tourism industry's environmental performance

- procurements
- water consumption
- waste water
- energy consumption
- waste

Outdoor life

- legal rights and limitations
- how to choose a camping site
- how to handle an open fire
- how to handle waste
- how to deal with wildlife
- how to deal with husbandry

Security and safety

- security measures in the destination
- safety while carrying out activities
- poisonous plants and dangerous animals

Local products

- local handicraft
- local products
- rental services

Local legislation



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- by-laws
- licenses etc.

Ethical codes of conduct for businesses and destinations

Finally, the manual give some recommendations on codes of conduct for the destination. These encompass:

- Environmental policy for the business
- Staff policy
- Environmental purchasing requirements

Checklist for hotels etc.

There are several environmental programs for hotels etc. This program is designed especially for those companies that wish to introduce and run an environmental program. The program can be a first step towards a certification, but if the aim is to get certification, the environmental management system has to follow the manual for the ISO 14.001 standard. The checklist encompasses the following elements:

Purchasing

1. Compile a register of environmentally friendly products that are frequently used
2. Give priority to local products
3. Give priority to eco-labelled products
4. Give priority to environmentally friendly materials
5. Reduce the need for transportation
6. Reduce consumption of “use and discharge” products
7. Give priority to large quantities and refill packaging
8. Sub contractors have to meet environmental requirements

Operation

1. Reduce water consumption
2. Reduce energy consumption
3. Laundry and cleaning
4. Use and discharge articles
5. Waste
6. Indoor climate - waste, hazardous chemicals

The offices

1. Paper consumption
2. Office furniture
3. Travels
4. PC, fax, copy-machines etc.

Information

1. Printed material

Management

1. The environmental policy is an integral part of the company's policy
2. The staff is informed about the company's environmental profile
3. The environmental competence is continuously improved

Sale of merchandise



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Recommendations on how regions might work with environmental quality standards

A holistic approach to the travel and tourism industry

The complexity of the tourism industry requires a holistic approach to sustainable environmental development in any destination; and it is only by a holistic approach that major development initiatives can be justified.

It is difficult to give a precise definition of a holistic approach, but DG XXIII has mentioned the following parameters among the most relevant:

1. Treat the area as a system
2. Strengthen control at supra national level
3. Limit accommodation capacity
4. Co-ordinate those entities which influence environmental resources
5. Limit peaks and improve seasonal spreading
6. Market the environment responsibly
7. Product improvement
8. Emphasise local identity
9. Flexible planning
10. Selection of demand which is more compatible with local development and resources
11. Work at the microscale - encourage individual operators to adopt environmental measures
12. Involve the tourists
13. Diffuse tourism-environment know-how
14. Stimulate environmental competition

Regional planning

The importance of co-operation between the different sectors and of their commitment to the objectives of approved county plans cannot be overemphasised. The sectors ought to have a sense of ownership to the plan, derived from active interaction throughout the entire planning and implementation process. This requires that the sectors have a common knowledge base, a good dialogue and a satisfactory division of labour in the planning process, where all those concerned understand their role and are aware of their responsibilities.

In the same way, it is important that there be a good interaction between the municipalities, the county authorities and the local representatives of central government in the planning process. This does not only apply in implementing co-operative measures and projects included in the plans. For all those affected by this public planning - both citizens and travel and tourism companies - it is important that the planning authorities work in a unified and consistent manner.

The need for co-ordinating the needs of different sectors in regional planning is evident when dealing with the challenges and problems associated with the travel and tourism industry, where problems in one sector are sometimes solved most effectively by introducing measures in another. As an example, the effect of measures within research and education to improve the qualifications of the labour force may be more beneficial to the travel and tourism industry than financial schemes for selected enterprises.

The planning authorities do not always have detailed knowledge of the requirements from the travel and tourism industry. The planning authorities are therefore reliant on co-operation with the



travel and tourism industry itself to achieve the common goals.

Regional planning in the form of broad comprehensive community planning also necessitates co-ordination of public involvement.

Regional planning seems increasingly to provide an improved framework for the travel and tourism industry. It gives the authorities the opportunity for a close dialogue with the travel and tourism industry on ways of establishing favourable conditions for competitiveness. It is important that strategies are founded on realistic assessments of the travel and tourism potential in the region, and that they are firmly rooted in national policies.

Sector plans for the travel and tourism industry reflect national policies, and the industry should be encouraged to participate actively in the process, both in municipalities and in counties. By dealing with problems at an early stage, the process will make more rapid progress

Sector plans for the travel and tourism industry play a central role in terms of the allocation and use of regional development funds. A private sector consisting of profitable and competitive enterprises provides the basis for the welfare state and for the maintenance of a high level of employment. The existence of competitive and profitable enterprises is therefore an essential concern for both industrial and regional policies, and a precondition for developing vital and dynamic regions with good labour market conditions and welfare facilities.

Legislation as opposed to voluntary codes of conduct.

In Scandinavia - as in Europe - any travel and tourism company has to meet national and regional legislation and requirements during both the construction phase and during the operations. National legislation constitutes minimum requirements, and consequently the travel and tourism industry's voluntary codes of conduct only have meaning when they go further than the national legislation. Most codes of conduct seem to be far outdated and the travel and tourism industry must revise them..

Recommendations on how regions might work with environmental quality standards

The working group has defined two sets of environmental quality standards for the travel and tourism industry, these are:

- | | |
|---|--------------|
| 1. Environmental quality standards for travel and tourism companies | 11 standards |
| 2. Environmental quality standards for destinations | 13 standards |

In principle, the regions might work with environmental quality standards in two ways:.

1. by specific requirements
2. by advice

The fact that the travel and tourism industry is the largest and also fastest growing industry in the world emphasises the need for special attention both from the authorities and from the industry itself.

Numerous examples of over-exploitation of popular destinations is another reason for closer co-operation between regional authorities and the travel and tourism industry.

The study has also revealed that there is a strong need for scientific work to improve proposed environmental quality standards and environmental indicators.



Environmental quality standards for travel and tourism companies Requirements and advice

Environmental conditions and management instruments dealing with environmental challenges related to the travel and tourism industry are different in the various regions; consequently there is no common set of detailed recommendations that applies to every region. But there are common strategies which can be implemented in the regions' development strategies.

Although the proposed environmental quality standards are currently imperfect, they still represent a useful tool for most practical purposes. Hence the regions should urge stakeholders in the travel and tourism industry to implement environmental management systems and environmental quality standards in their management systems and their operations. Examination of companies in Norway shows a close relationship between sound environmental performance and increased profit.

The working group recommends the Regions to work with and promote environmental quality standards in tourism in accordance with the following strategies:

1. The Regions should make packages of information on how to work with environmental quality standards in tourism
2. The Regions should establish networks in order to share experiences on this subject
3. The Regions should link environmental requirements to loans and grants
4. The Regions should use planning instruments like regional planning, sector plans and land use planning, environmental impact assessments etc.
5. The Regions should choose certified travel and tourism companies as their business partners

Information packages

Education and training of both management and staff in the travel and tourism industry is essential in the regions' endeavour towards sustainable development. Dissemination of information regarding environmental management systems, environmental quality standards, best practice, appropriate regulations and legislation and financial instruments that apply to the actual region is of course of great importance for environmental performance. Consequently information packages should be developed distributed to the travel and tourism industry.

Networking

Human resources represented by management and staff in the travel and tourism industry and civil servants from the regions and districts represent assets and knowledge which can be transformed into very profitable investments and projects by formalised networking. Especially the travel and tourism industry, which is so diverse and complex, will benefit from networking geared towards common targets set by the travel and tourism industry and the regions.

Environmental requirements linked to loans and grants

Most regions have a number of financial instruments as means for regional development. To secure both sustainable regional development and revenue from the investment, environmental requirements linked to loans and grants have gradually been developed as management tools for banks and funding institutions. In Norway, the Norwegian Industrial and Regional Development Fund has introduced a set of environmental requirements designed especially for the travel and tourism industry this year. Introduction of environmental requirements linked to loans and grants is probably the most efficient instrument which European regions and the travel and tourism industry have as a mechanism to promote sustainable tourism.

Planning instruments



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Another forceful instrument is the different planning tools which are at the regions' disposal. Since national legislation constitutes the formal foundation for planning as a management tool for the regions, there is a wide range of planning instruments in Europe, such as integrated regional development plans, land use plans at regional level, sector plans for the travel and tourism industry etc. Use of environmental impact assessments are common in connection with major development projects. Successful regional planning depends on close co-operation between the stakeholders and formalised procedures, consequently the regions have to secure participation and commitment from the community at large.

Eco-labelling and certification

The travel and tourism industry responds almost one hundred percent to demands in the market. By choosing hotels that are certified according to ISO 14001, EMAS or environmental management systems of similar quality as their business partners, European Regions represent a market force which will have a very positive impact on the travel and tourism industry. In this way, the Regions can promote environmental improvements within the Agenda 21 framework adopted by the travel and tourism industry world-wide in a pro-active way.

Follow up of the AER Declaration on Tourism and the Environment

The "AER Declaration on Tourism and Environment" reflects the willingness to achieve new standards for environmental excellence in the travel and tourism industry all over Europe. In this work, both the travel and tourism industry and the Regions have a wide range of instruments at their disposal.

In this context the Regions' prime responsibility is to secure sustainable development in the actual region with a view both to global and local environmental, social and cultural consequences of new developments and changes in existing operations in the travel and tourism industry. To ensure balanced development, the Regions in principle have the following tools:

- national and/or regional legislation (regional planning, land use planning, requirements for environmental impact assessment etc.
- environmental requirements linked to financial instruments like loans and grants and regional development funds
- environmental guidelines for the selection of travel and tourism companies that are certified or eco-labelled according to another public authority.

By setting well defined goals for regional development, pro-active co-operation with the travel and tourism industry and persistent use of legislative requirements, and improved economic and planning instruments, the Regions can be a driving force for enhanced environmental performance in the travel and tourism industry all over Europe.

Only by emphasising strategies and means that apply to environmental sustainable development in the travel and tourism industry, can the Regions promote environmental excellence in the travel and tourism industry.

By implementing concrete projects and networking, the Regions can develop and improve environmental quality standards and indicators that apply to the actual need in the Region.

To speed up the progress, the Regions can choose travel and tourism companies (hotels) that are certified according to ISO 14001, EMAS or Green Globe or eco-labelled according to the Nordic Swan (expected in 1999) as their business partners.

Committee C of the AER decides:

1. to adopt as draft standards for the AER the proposed environmental quality standards both to provide advice to tourism companies and destinations and to form the basis for accreditation
2. to continue the work to improve environmental quality standards and indicators in tourism
3. to establish a network between European Regions on the development of sustainable tourism, and especially on Environmental Quality Standards
4. to choose travel and tourism companies that are certified or eco-labelled according to internationally recognised standards and eco-labels as business partners
5. to recommend its member regions
 - to make packages of information on how to work with environmental quality standards in tourism
 - to establish networks for exchanges of experiences on this subject



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- to link environmental requirements to loans and grants
- to use planning instruments like regional planning sector plans and land use planning
- to choose certified travel and tourism companies as their business partners



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