



Labelling Environmentally Compatible Tourism – The German Standard for Sustainable Tourism

OECD Workshop Leisure Travel, Tourism Travel and the Environment

Berlin, Germany, 4–5 November, 2004

By:

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Viabono

Christa Morawa, Umweltbundesamt 2004



Christa Morawa
Federal Environmental Agency

Position:

Director of the Office of Environment and Recreation, Tourism and Sport at the Umweltbundesamt (Federal Environment Agency) Berlin. The Umweltbundesamt is an independent federal authority advising the federal government in all environmental matters.

Activities:

Development of concepts of sustainable tourism as well as communication strategies for Sustainable consumer behaviour in Tourism, Sport and Leisure.

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**Labelling environmentally compatible
tourism products -
The German Standard for Sustainable
Tourism**



Members and Partners of Viabono

Viabono – Members:

Allgemeiner Deutscher Automobil- Club e. V. (ADAC)

Allgemeiner Deutscher Fahrrad- Club e. V. (ADFC) neu!

Bundesverband der Campingwirtschaft in Deutschland e. V. (BVCD)

Bundesverband forum anders reisen e. V. (far)

Deutscher Heilbäderverband e. V. (DHV)

Deutscher Hotel- und Gaststättenverband e. V. (DEHOGA)

Deutscher Landkreistag (DLT)

Deutscher Naturschutzring e. V. (DNR)

Deutscher Tourismusverband e. V. (DTV)

Deutsches Jugendherbergswerk e. V. (DJH)

NaturFreunde Deutschlands e. V. (NFD) neu!

Naturschutzbund Deutschland e. V. (NABU)

Ökologischer Tourismus in Europa e. V. (Ö. T. E.)

Verkehrsclub Deutschland e. V. (VCD)

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www.viabono.de



Members and Partners of Viabono

Viabono; Supporting Institutions:

Bundesamt für Naturschutz (BfN)

Bundesumweltministerium (BMU)

Bundesministerium für Wirtschaft und Arbeit (BMWA)

Bundesverband der Deutschen Tourismuswirtschaft e. V. (BTW)

Bundesverband mittelständischer Reiseunternehmen e. V. (asr)

Deutsche Bahn AG Bahn- Umwelt- Zentrum

Deutscher Städtetag (DSt)

Deutscher Städte- und Gemeindebund (DStGB)

Deutsche Zentrale für Tourismus e. V. (DZT)

Gmünder ErsatzKasse (GEK)

Internationaler Bustouristik Verband e. V. (RDA)

Umweltbundesamt (UBA)

Verbraucherzentrale Bundesverband e. V. (vzbv)

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Who can apply?

Environmental friendly operating:

- hotels,
- campsites,
- tourism villages,
- nature parks,
- private bed and breakfast operations,
- holiday apartments and
- cabins,

which are meeting stringent environmental criteria.



Benefit for Viabono Partners

- ✔ Gets more guests because he is member of a powerful marketing group
- ✔ Benefits from his environmental protection efforts and – by working himself through the Viabono catalogue of environmental criteria – gets a reliable check of his own environmental performance and how to improve it
- ✔ Saves money because optimising technical processes in his operation (i.e. water consumption, energy consumption) means reducing operation costs



Benefit for the travelling customer

- ✓ Easy access to quality service and products
- ✓ The guarantee to buy a reliable product because Viabono partners are environmentally friendly and are subjected to careful screening
- ✓ A comprehensive picture of sustainable tourism offers all over Germany
- ✓ Thorough and active product quality and customer's complaints management



Quality Assurance

- ✓ Applicants to Viabono have to buy a licence
- ✓ This contract provides for severe sanctions in case of violation
- ✓ Applicants have to meet stringent environmental criteria and have to submit written proof for the accuracy of their statements
- ✓ Guests are encouraged to give feedback about their assessment of the service
- ✓ No on-site inspection upon application
- ✓ The application is carefully checked
- ✓ Random checks are made during the licensing period without prior notice



Subject Areas

- ✓ **Waste**
- ✓ **Energy**
- ✓ **Water**
- ✓ **Noise**
- ✓ **Mobility**
- ✓ **Nature & Landscape**
- ✓ **Architecture/Settlements**
- ✓ **Information**
- ✓ **Well-being of guests**
- ✓ **Use of local goods and services**
- ✓ **Environmental management**



Viabono – why is it unique?

Viabono

- is a national brand
- covers all branches of tourism
- is an initiative of all relevant groups of society:
 - administration
 - business
 - consumers
 - environmentalists



Question 11 (energy and climate) optional question

Which vehicles and machines with alternative or particularly eco-friendly technology do you use within the local authority plant or in local authority transport facilities? What proportion of the total local authority fleet does this account for?

	Vehicle		Share of vehicle fleet
	<input type="checkbox"/>	Gas powered car(s)	%
	<input type="checkbox"/>	Solar electric car(s)	%
	<input type="checkbox"/>	3 litre car(s)	%
1 box ticked: 2 points max. points: 2 points	<input type="checkbox"/>	Car(s) with biofuel (e.g. methanol, rapeseed oil ethyl ester)	%



Question 11 ctd.

When making new purchases, do you make every effort to ensure that local authority diesel-powered vehicles (passenger cars and HGVs/commercial vehicles) have a catalytic converter, and that HGVs and commercial vehicles additionally have a particle filter (with the exception of buses)?

"yes" 2 points	<input type="checkbox"/>	yes
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If you have your own transport operations or have ordered transport services from third parties: Which of the following measures have you implemented consistently and/or included in your terms and conditions of ordering?

		Share of total bus fleet
	<input type="checkbox"/>	All buses equipped with particle filters and oxi-cat
	<input type="checkbox"/>	busses with low-noise drive
Each box ticked: 1 point max. points: 2 points	<input type="checkbox"/>	Natural gas buses %



Question 17 (mobility) compulsory question

Is your local authority consistently accessible to everyone, even those without their own car, at least once every two hours between 8.00 am and 8.00 pm, 7 days a week?

Only one answer possible
(indicate the most customer-friendly alternative for the guest)

“Rail and/or bus“ 6 points	<input type="checkbox"/>	Rail and/or bus
“Transport on demand“ 6 points	<input type="checkbox"/>	Offering transport on demand (e.g. shared taxi) from the closest railway / bus station to your local authority
“Guest shuttle“ 6 points	<input type="checkbox"/>	Operation of a guest shuttle providing transport on demand from the closest railway / bus station to your local authority.
“Private collection service“ 4 points	<input type="checkbox"/>	Support of a private collection service operated by the hotels/restaurants in your local authority from the closest railway/bus station (e.g. financial support)
“Taxi availability“ 2 points	<input type="checkbox"/>	Ensuring the availability of taxis

Max. 6 points



Question 18 (mobility) compulsory question

Does the local authority/region have a public local transport system adapted to tourists' needs which meets the guest's mobility requirements during his/her stay?
If so, what are the distinguishing features?

Measures under the public local transport system

Not possible

"Area-wide public local transport network" 3 points	<input type="checkbox"/>	Area-wide public local transport network to excursion destinations in the region	
"Linking of public local transport" 2 points	<input type="checkbox"/>	Linking of public local transport system with other modes of transport (e.g. Bike & Ride, Park & Ride, bus stops on walking routes)	
"modified timetables" 2 points	<input type="checkbox"/>	Timetables of the public local transport system adapted to tourist requirements and activities in the local authority/region (e.g. adequate connections at weekends, fixed timetable, coordinated departure times between different modes of transport)	
"Modified infrastructure" 1 points	<input type="checkbox"/>	Infrastructure of the public local transport system adapted to tourists' needs (e.g. bus/train stops- with clean, weatherproof shelters, cycle trailers)	



Question 18 ctd.

	Other measures	Not possible
"Straightforward tariffs" 3 points	<input type="checkbox"/>	<input type="checkbox"/>
"Cycle transportation facilities" 3 points	<input type="checkbox"/>	
"Central information office" 2 points	<input type="checkbox"/>	
"Local bus" 2 points	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>
Each additional box ticked: 1 point	<input type="checkbox"/>	



Question 19 (mobility) compulsory question

Does the local authority/region also take the opportunity to inform tourists about environmentally-friendly mobility offers prior to arrival, and motivate them during their stay to “leave the car at home”? If so, how is this done?

Information prior to arrival

“Information in image brochure” 3 points	<input type="checkbox"/>	Information and education in the town/image brochure or covering letter (e.g. specific connection information citing tariffs and concessions, such as guest pass)
“Information about supply” 1 point	<input type="checkbox"/>	Information about the provision/option of eco-friendly mobility locally (e.g. free/reduced-rate vehicle from a car sharing pool, use of local buses included in guest pass)



Question 19 ctd.

Motivation during their stay

"Special tourist rates" 2 points	<input type="checkbox"/>	Special tourist rates for regional traffic (e.g. discount on guest pass, weekly ticket, 48h ticket)
	<input type="checkbox"/>	Cheap provision of a vehicle from the car sharing pool
Each additional box ticked: 1 point	<input type="checkbox"/>	Local rental car service



Question 20 (mobility) compulsory question

Which measures do you employ in an attempt to reduce motorised private transport within the town?

Traffic avoidance/increases traffic safety via

“Traffic avoidance” 2 points	<input type="checkbox"/>	30 km/h speed limit, play streets, traffic calming structures (e.g. traffic islands)
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Support of pedestrians via

	<input type="checkbox"/>	Car-free pedestrian zones in the centre of town
	<input type="checkbox"/>	Signposted footpaths to tourist destinations and facilities away from the main traffic routes
“support of pedestrians”: 1 box ticked: 0 points 2 boxes ticked: 1 point 3 boxes ticked: 2 points	<input type="checkbox"/>	Signposting of walks and paths in the immediate vicinity



Question 20 ctd.

Support of bicycle traffic by means of

	<input type="checkbox"/>	Specially expanded cycle routes/paths away from the main traffic axes, particularly to attractive tourist destinations in the region.
	<input type="checkbox"/>	Labelling of signposted cycle routes on cycle route maps
	<input type="checkbox"/>	Support and/or provision of cycle rental
“support of bicycles”: 1 box ticked: 0 points 2 boxes ticked: 1 point 3-4 boxes ticked: 2 points	<input type="checkbox"/>	Provision of lockable cycle parks/sheds



Question 20 ctd.

Parking space management via

	<input type="checkbox"/>	Reduction and local combining of parking spaces in the town centre
	<input type="checkbox"/>	Reduction of the maximum permitted parking time in the town centre. Reduction in the number of cars looking for parking spaces by means of a parking guidance system
“Parking space management”: 1 box ticked: 0 points 2 boxes ticked: 1 point 3 boxes ticked: 2 points 4 boxes ticked: 3 points	<input type="checkbox"/>	Creation of cost-effective, easily accessible, long-term parking spaces on the peripherals of the town



Question 21 (mobility) optional question

Does the local authority/region have a traffic development concept outlining a long-term environmental mobility concept and steps to realise such a concept, based on development scenarios for traffic volume? If so, please briefly outline the components explicitly contained therein!

"Yes" 3 points	<input type="checkbox"/>	Yes
Citing of components 2 points	<input type="checkbox"/>	