

Eco-labelling, Eco-Certification and Tourism - A Bibliography



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Eco-labelling, Eco-Certification and Tourism: A Bibliography

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- ENVIS Team
Dr. V.G. Patel
Chairman, CERC

Uday Mawani
Chief Executive Officer and Project Coordinator

Dr. Ashoka Ghosh
Programme Officer

Mr. Milan Soni
Information Officer

Ms. Priyanka Joshi
Research Associate

www.cercervis.nic.in
Consumer Education and Research Centre,
Ahmedabad

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Introduction

The 70th General Assembly of United Nations has designated 2017 as the International Year of Sustainable Tourism for Development. It aims to raise awareness about the contribution of sustainable tourism to development among decision-makers and the public, while mobilizing all stakeholders to work together in making tourism a catalyst for positive change.

In the context of the 2030, Agenda for Sustainable Development and the Sustainable Development Goals (SDGs), the International Year should foster a change in policies, business practices and consumer behavior for a more sustainable tourism sector.

The eco-label is one of the indicators that quantify sustainable consumption and production, and ultimately, sustainable development. Eco-labelling is only one type of environmental labelling, and refers specifically to the provision of information to consumers about the relative environmental quality of a product.

Many institutes, research scientists, NGOs, international and national organisations have undertaken research to determine what the effects of the tourism industry are on the environment. Their study increases awareness among all stakeholders — including tourists — of the impact of travel and tourism on society and the environment. It helps how responsible travel can contribute to sustainable development

In order to fill the information gap on the subject “Eco-labelling, Eco-Certification and Tourism” the CERC-ENVIS Resource Partner has collected information from secondary sources. It is bringing out in an annotated bibliography. This bibliography will be useful as background information on research projects, as reference tools and information tools. It will make readers aware of recent research on the subject to facilitate the writing of reports or publications. It will be a good collection for libraries. It will make librarians or information officers aware of existing material on the subject. It covers the research articles and books indexed from 1998 to 2017.

We welcome comments and suggestions from users to enable us to improve.

The signalling effect of eco-labels in modern coastal tourism

Augusto Cerqua

Department of Economics and Quantitative Methods (EQM), University of Westminster

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As the demand for environmentally sustainable tourism grows, eco-labels are becoming increasingly popular as a signal of environmental quality. However, the existence of a causal link between awarding a seaside eco-label and the increase in tourism flows is still under discussion in the literature. In this article, we gauge the signalling impact of a specific eco-label, the Blue Flag award, using detailed data on tourism flows to seaside Italian destinations during the period 2008–2012. We adopt a recent econometric modelling strategy – the synthetic control method – in shaping estimation results and testing the sensitivity and robustness of our results. We find that being awarded the Blue Flag increases the flow of domestic tourists for up to three seasons after assignment. However, we find no effect for the flow of international tourists. Investigating the mechanisms driving the results, we find that the award of a Blue Flag only positively affects the flow of domestic tourists when it is used as a driver of organisation, coordination and integrated management of the tourism supply.

Keywords: Blue Flag, Seaside eco-label, Tourism flows, Destination competitiveness, Synthetic control method, Eco label, Eco tourism

An eco-label for the airline industry?

Stefan Baumeister^{1,2} and Tiina Onkila¹

1. School of Business and Economics, University of Jyväskylä, Finland

2. Institute of the Environment and Sustainability, University of California, Los Angeles, USA

Journal of Cleaner Production, Volume 142, Part 4, 2017, 1368-1376p.

ISSN: 0959-6526

Air travel plays a vital role in today's life because it makes remote destinations accessible and short getaways possible. Despite its benefits, air transportation contributes heavily to climate change. Behavioral change is seen as a key driver in mitigating the environmental impacts of air travel. One way to encourage behavioral change is to use eco-labels. This study explores how an eco-label could be developed for the airline industry to function as a potential driver for behavioral change. 12 interviews with airline industry experts were conducted and thematically analyzed. Empirical results were then combined with prior research and the following five criteria essential for the development of an airline eco-label were identified: credibility, comparability, clarity, transparency and participation. Out of these five criteria, participation seemed to be the most challenging to realize. Based on these criteria, this paper could be understood as a first step towards the introduction of an

industry-wide eco-labelling scheme for the airline industry that could help reduce the environmental impacts of aviation through behavioral change.

Keywords: Airline, Eco-label, Environmental label, Behavioral change, Sustainability

The eco-island trap: climate change mitigation and conspicuous sustainability

Adam Grydehøj¹ and Ilan Kelman²

1. Island Dynamics, 2300 Copenhagen S, Denmark
2. Institute for Risk & Disaster Reduction and Institute for Global Health, University College London, London WC1E 6BT

AREA, Volume 49, Issue 1, March 2017, 106–113p.

ISSN: 1475-4762

Small islands worldwide are increasingly turning to conspicuous sustainability as a development strategy. An Island spatiality encourages renewable energy and sustainability initiatives that emphasise iconicity and are undertaken in order to gain competitive advantage, strengthen sustainable tourism or ecotourism, claim undue credit, distract from failures of governance or obviate the need for more comprehensive policy action. Without necessarily contributing significantly to climate change mitigation, the pursuit of eco-island status can raise costs without raising income, distract from more pressing social and environmental problems, lead to competitive sustainability and provide green cover behind which communities can maintain unsustainable practices. We argue that eco-islands do not successfully encourage wider sustainable development and climate change mitigation. Instead, island communities may place themselves in eco-island traps. Islands may invest in inefficient or ineffective renewable energy and sustainability initiatives in order to maintain illusory eco-island status for the benefit of ecotourism, thereby becoming trapped by the eco-label. Islands may also chase the diminishing returns of ever-more comprehensive and difficult to achieve sustainability, becoming trapped into serving as eco-island exemplars. We conclude by arguing that island communities should pursue locally contextualised development, potentially focused on climate change adaptation, rather than focus on an eco-island status that is oriented toward place branding and ecotourism.

Keywords: Eco-tourism, Eco-label, Environmental label, Eco-island, Sustainability

Fostering Sustainable Travel Behavior: Role of Sustainability Labels and Goal-Directed Behavior Regarding Touristic Services

Elfriede Penz¹, Eva Hofmann^{2,3} and Barbara Hartl^{3,4}

1. Department of Marketing, Institute for International Marketing Management, Vienna University of Business and Economics, Vienna 1020, Austria
2. Centre for Peace, Trust and Social Relations, Coventry University, Coventry CV1 5FB, UK
3. Competence Center for Empirical Research Methods, Vienna University of Business and Economics, Vienna 1020, Austria

4. Institute of Organization and Global Management Education, Johannes Kepler University Linz, Linz 4040, Austria

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ISSN: 2071-1050

Individuals around the globe engage in sustainable consumption in their everyday life, e.g., when it comes to individual transportation. Although tourism behavior contributes to global carbon emissions to a considerable extent, consumers' awareness of sustainability in the tourism industry is still under researched. Placing eco-labels next to tourist offers on websites might direct consumer's perception towards more sustainable offers. By employing eye-tracking techniques and surveys, this research aimed at linking information about sustainable tourist offers, perception of eco-labels and subsequent perception and preferences of tourism services. In Study 1, eight existing hotel offers with sustainability certification (four different labels) were selected and their websites presented to 48 participants (four websites each), whose eye movements were tracked. After looking at each website, they rated the overall appearance of the website. Based on the results, in the second study, participants' (n = 642) awareness of labels, their values and attitudes regarding sustainable behavior were found to influence their preference for certified tour operators. In addition, individuals' ideas of their perfect holidays were captured to allow a better understanding of their motivation. This research proposes implementing appropriate sustainable labeling in the tourism industry to increase awareness about sustainability among travelers and subsequently increase the sustainable travel behavior.

Keywords: Eco-Labels, Awareness, Perception, Trustworthiness and Credibility Of Labels, Eye-Tracking

Eco-Management and Eco-Standardization in Russia: The Perspectives and Barriers for Development

Svetlana Ratner¹ and Valery Iosifov²

1. Institute of Control Science, Russian Academy of Science, Russia
2. Kuban State Technological University, Russia

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ISSN: 2068-7729 | 1340-1348

The Krasnodar Region is one of Russia's few traditional centers of tourism. The 2014 Winter Olympics in Sochi contributed to the rapid development of the tourist infrastructure in the region, as well as its increased attractiveness to Russian and international tourists. An enlarged flow of tourists requires the fast development of an effective environmental policy, aimed at maintaining the quality of ecosystems in developing tourist territories. In Russia, the environmental labeling of hotels and other accommodation facilities is not yet widespread. Therefore, the main purpose of this study is to analyze the existing national regulatory framework (federal and regional legislation, standards, and voluntary certification systems, including regional ones) for identification of

the most advanced ecology-preserving legal acts, which could serve as a prototype for the development of a regional system for eco-labeling in the tourist business. Secondly, we aim to analyze the attractiveness of eco-hotels for Russian tourists and their readiness to pay for the different services in eco-hotels. To do so, we use face-to-face surveys, and process the obtained empirical data further using the methods of non-parametrical statistics. The results of the survey show that the majority of respondents (who are also tourists that visit the region on a regular basis), are poorly informed of the issues of ecologic management and ecologic labeling, as well as the issue of how intensive tourism affects the regional ecology. However, the majority of respondents still show interest in eco-hotel services, and would rather prefer to stay there if the price and the overall quality of their stay remains the same.

Keywords: Ecological Management; Tourism; Standards; Eco-Labeling, Willingness to Pay

Green Marketing Strategies Within Romanian Tourism Enterprises

Codruța Adina Băltescu

Faculty Of Economic Sciences And Business. Administration, Transilvania University Of Braşov, Braşov, Romania

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ISSN: 2344-3685 | 1844-7007

The present trends in the tourism sector reveal a constant pressure to implement sustainable development practices. The reduced number of eco-certified accommodation units in our country is an element which shows, on the one hand, the reluctance of owners to introduce environmental management practices and specific green marketing tools, and on the other hand, the lack of tourists' interest to consume green accommodation services. At the same time, tourism intermediaries show reduced interest in promoting eco-certified tourism products. This article aims to identify through a comparative analysis, which is the actual status of Romanian eco-certified accommodation units, the extent to which Romanian intermediaries promote eco-certified tourism products and, also, to evaluate the perspectives of Romanian tourism enterprises to apply green marketing strategies.

Keywords: Sustainable Development, Green Marketing, Eco-Certification In Tourism, Accommodation Units, Tourism Intermediaries, Eco Label

From innovation to sustainability: Sustainability innovations of eco-friendly hotels in Taiwan

Jeou-ShyanHorng¹, Chih-HsingLiu², Sheng-FangChou², Chang-YenTsai³ and Yu-ChunChung⁴

1. Department of Food and Beverage Management, Jinwen University of Science and Technology, No. 99, Anzhong Rd., Xindian Dist., New Taipei City 23154, Taiwan
2. Research Center of Tourism School, Leisure & Recreation Administration Department, Ming Chuan University, 5 De Ming Rd., Gui Shan District, Taoyuan County 333, Taiwan
3. Department of Hospitality Management, MingDao University, 369 Wen-Hua Rd., Pettow, ChangHua 52345, Taiwan

4. Department of Management Sciences, Tamkang University, No. 151, Yingzhuan Rd., Tamsui Dist., New Taipei City 25137, Taiwan

International Journal of Hospitality Management, Volume 63, May 2017, 44-52p.

ISSN: 0278-4319

Sustainable innovation is a critical attribute in modern hotel management, as is widely recognized by experts and hotel managers alike. This paper develops and tests a new integrated theoretical model of associations among innovation diffusion, environmental marketing strategy, sustainability innovations, and the organizational environment. This research also considers the mediating effect of environmental marketing strategy and the moderating role of the organizational environment. The results of a study that included 367 managers of eco-friendly hotels in Taiwan provide support for this model across various dimensions of hotels' sustainable innovation. The present study found relationships among innovation diffusion, environmental marketing strategy and sustainability innovations, and a mediating effect of environmental marketing strategy. The results also confirmed that the organizational environment moderates the relationship between innovation diffusion and environmental marketing strategy. That is, a supportive organizational environment will enhance the effect of innovation diffusion on environmental marketing strategy.

Keywords: Diffusion Of Innovations, Environmental Marketing, Strategy, Hotel, Organisational Environment, Sustainable Development, Sustainability Innovations, Taiwan

Branding the green tourism in Macedonia

Biljana Petrevska¹ and Vlatko Cingoski²

1. Goce Delčev University, Faculty of Tourism and Business Logistics, Štip, Macedonia
2. Goce Delčev University, Faculty of Electrical Engineering, Štip, Macedonia

Sociology and Space, Volume 55, Number 207, Issue 1, 2017, 101-116p.

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Tourism is a fast growing business, therefore developing a national brand can be part of an effective strategy in managing national growth in tourism. A positive national image is an essential ingredient for promoting that raises the issue of necessity of investing in national branding as part of the image-building strategy. The article draws on primary and secondary data to provide insights into the processes and conflicts over efforts to brand Macedonia as an eco-friendly destination. The authors investigate the perception of hotel management when addressing the application of environmental concepts and renewable energy sources. The study took: (1) Quantitative methods, by calculating medians in terms of exploring the standard indicators for measuring eco policy and environmental protection practices; and (2) Qualitative methods, by consulting the secondary data sources. More precisely, an assessment is made on how hospitality industry stakeholders manage the environmental quality, since it can directly lead to increase the destination competitiveness. The main objective is to determine the level of environmental quality of

Macedonia as a base for creating a national green tourism brand. The study found that a large number of hotel industry stakeholders lack measures to reduce the conventional energy use and replace it with renewable sources of energy. Although, being fully aware of the importance of the energy efficiency concept, it is not the managerial priority of Macedonian hotels. These findings may assist in further steps when creating marketing strategies to enhance the country's distinctiveness. The article's contribution lies in the fact that it presents an initiation for making a framework for introducing competitive environmental strategies in hotel establishments in order to contribute to Macedonia's green identity.

Keywords: Promotion, Branding, Environment, Green tourism, Eco-label, Eco tourism, Tourism

Consumer response towards an accreditation system for hiking trails

Liandi Slabbert¹ and Elizabeth Du Preez²

1. South African National Parks, Pretoria, South Africa
2. Department of Marketing and Communication Management, University of Pretoria, Pretoria, South Africa

World Leisure Journal, Volume 59, Issue supplement 1, 2017, 69-78p.

ISSN: 1607-8055 | 2333-4509

Accreditation has a significant role to play in the upholding of quality and sustainability standards in the supply of tourism and leisure products. Accreditation systems, although widely used in tourism accommodation, services and sustainability practices, relate primarily to the traditional market of tourism with very few systems addressing the needs of adventure and nature-based tourism. When applied in the context of hiking, accreditation may materially impact the way the trails are managed and marketed, leading to perceptions of quality and credibility amongst consumers. Trail owners and policymakers often question whether a demand for accreditation systems exists amongst consumers and to what extent such implementation could improve participation in the industry. While the work by various authors in the wider context of tourism provides some context as to the influence of accreditation systems on consumers' decision making and buying behaviour, in the case of hiking products, this has not previously been investigated. In fact, the unique components of consumer behaviour and consumer decision making in hiking has not been clearly defined at an academic level. Current literature provides no insight into the influence of accreditation systems in current and potential consumers' decision making regarding the consumption of hiking products. This study took a quantitative approach in the form of a survey research strategy to measure the importance of and future intended response towards trail accreditation, as determined by consumers from two different populations: hikers and non-hikers. This was achieved by presenting a hypothetical countrywide implementation of a case study accreditation system to respondents. The study demonstrates a link between accreditation and consumer decision making and the future uptake of hiking tourism amongst both hikers and non-hikers. The findings from this paper contribute to bridging numerous gaps in literature in the fields of adventure and nature-based tourism.

Keywords: Hiking, Nature-Based Tourism, Adventure Tourism, Accreditation, Ecolabels, Consumer Behaviour, Consumer Decision-Making

EU Ecolabel criteria issued for tourism accommodation

David Simpson
Tourist Accommodation service group

CABI, Leisure Tourism, 14 February 2017

The article gives information on a new service group “Tourist Accommodation” designed by the European Commission, for businesses which apply for the EU Ecolabel, a certification scheme which demonstrates that accommodation providers have met certain environmental and social standards. The new criteria focus on addressing the present-day environmental hotspots in the hotels sector and are simplified to facilitate the verification process for the applicants. The EU Ecolabel criteria for tourist accommodation, issued on 25 January 2017, can be viewed on the European Commission website. HOTREC, the umbrella association of national trade associations representing the hotels, restaurants, cafés and similar establishments in Europe, has also developed guidelines for hospitality establishments to reduce food waste.

Keywords: Hotels, Hospitality Industry, Environmental Management, Ecolabel, Environmental Certification

Behaviours of Consumers on EU Eco-Label: A Case Study For Romanian Consumers

ÇAĞLAR GÖKIRMAKLI¹, MUSTAFA BAYRAM¹ and EUGENIA TIGAN²

1. University of Gaziantep, Faculty of Engineering, Department of Food Engineering, 27310 Turkey
2. University Aurel Vlaicu of Arad, Faculty of Food Engineering, Tourism and Environmental Protection, Arad, 310330, Romania

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The EU Eco-label is a relatively new trend for the consumers. Even it has been available since 1978 awareness of it was increased recently. It is probably because increasing of some concerns also around the consumers such as global warming and some other environmental concerns. In this study it was aimed to contribute EU Eco-label and consumer behaviours. For this reason, ideas of Romanian consumers were analysed. According to result of this study most of Romanians are recently hear EU Eco-label from the media, mostly. Romanian people also thought that advantages of eco-labelled rural locations/tourism in terms of consumer services are the safety of using a service with low environmental impact. Also, most of them are desired to pay more if products are labelled with EU Eco-label.

Keywords: Consumer Behaviours; Romanian Consumers; EU Eco-label, Tourism

Blue Flag Beach Certification: An Environmental Management Tool or Tourism Promotional Tool?

Laura Klein and Rachel Dodds

Ted Rogers School of Hospitality and Tourism Management, Ryerson University, Toronto, ON, Canada

Tourism Recreation Research, Volume 43, Issue 1, 2018, Published online: 18 Aug 2017, 39-51p.

ISSN: 0250-8281 | 2320-0308

Beach certification schemes, such as Blue Flag, have become prevalent in the current literature as a beach management tool that is said to bridge the gap between recreation and conservation. Ontario's Great Lakes beaches offer services that are vitally important for both environmental and economic benefit and recent policy and governance actions across multiple levels of government are recognising the importance of protecting beaches along the Great Lakes. This research builds upon various past studies of beach certification to examine whether the Blue Flag certification in Ontario is being used as an environmental management tool to protect a tourism resource or more for tourism promotion. Twenty-two interviews were conducted with beach managers in Ontario to determine the effectiveness of Blue Flag. Findings indicate that the certification system is perceived more as a tourism promotional tool rather than an environmental management or protection tool.

Keywords: Certification, Blue Flag, beach management, tourism promotion, Great Lakes, Ecolabel, Eco Certification

Tourism in Protected Areas: Developing Meaningful Standards

Robyn Bushell¹ and Kelly Bricker²

1. School of Social Sciences & Psychology, University of Western Sydney, NSW, Australia
2. Department of Parks, Recreation and Tourism, University of Utah, UT, USA.

Tourism and Hospitality Research, Volume 17, Issue 1, 2017, 106-120p.

ISSN: 1467-3584 | 1742-9692

In response to research revealing only 21% of protected areas worldwide have 'sound' management practices, the International Union for the Conservation of Nature has introduced The Green List for Protected Areas. A system of certification that has resulted from recognition of the need for global standards for protected area management. While not focused specifically on tourism, visitation and visitor management practices where relevant, to the overall management of a park are important components. For many protected areas, tourism is integral, relying on visitors and tourism for financial support. Increasingly, partnerships between conservation and tourism are contributing to changes in attitudes around the issues of biodiversity conservation and environmentally responsible business practices. This paper discusses The Green List concept and a case study of one of the successful pilot sites, Arakwal National Park in Australia. The paper also

explores partnerships between conservation and tourism and how these partnerships could unfold through the work of The Green List. The work of the Global Sustainable Tourism Council, which encourages such partnerships is also discussed, focused on sustainable tourism criteria.

Keywords: Tourism and Protected Areas, Standards and Certification, Aichi Target, IUCN Green List, Global Sustainable Tourism Council Criteria, Conservation Partnerships

Un-Locking Unsustainable Tourism Destination Paths: The Role of Voluntary Compliance of Tourism Businesses With Sustainability Certification on The Island of Rügen

Panzer-Krause Sabine
Institut für Geographie, Universität Hildesheim, Universitätsplatz 1, 31141 Hildesheim, Germany

The German Journal of Economic Geography, Volume 61, Issue 3-4, 2017, 174-190p.

ISSN: 1468-2702 | 1468-2710

During the last 150 years the island of Rügen developed into a mass tourism destination resulting in a continuing pressure on the island's environment and cultural heritage. Highlighting the need for a stronger consideration of ecological and social-cultural aspects of development in economic geography research, this paper uses an evolutionary approach to identify lock-ins in the Rügen tourism industry that hamper a sustainability transition and analyzes the role voluntary compliance of tourism businesses with sustainability certification can play to break away from these development paths. Focusing on the concepts of green growth and degrowth the paper provides indications that particularly in protected areas that are confronted with acceptance problems, an efficiency-driven green growth approach guided by a spirit of sustainability can be the basis for moving towards more sustainable modes of development. However, the study raises the question of time frames for regional sustainability transitions and the parameters these depend on.


Keywords: Degrowth, Evolutionary Approach; Green Economy; Lock-In; Sustainability Certification; Sustainable Tourism, Ecolabel

Sustainable Tourism Labels

Anahide Bondolfi, Luc Jaquet and Faycel Trabelsi

Regional Activity Centre for Sustainable Consumption and Production, 2017, 32p.

This is a GUIDE for the certification of tourist accommodation and tour operators in southern Mediterranean countries. How does a sustainability label work in the tourism sector? What are the advantages of being labeled? How to choose the right label and get it? The Guide gives all the answers to these questions as well as case studies in this publication. For tourist accommodation, this guide provides a better understanding of the



existing labels and what steps must be taken to obtain certifications. For tour operators, this guide presents the different possible options to consolidate the responsible tourism approaches and to communicate on these approaches, notably through the labels. The purpose of this guide is to summarise the lessons learned from these two experiences, and to present relevant recommendations suitable for southern Mediterranean countries stakeholders committed to or interested in a sustainability approach. This guide was developed by the Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC) as part of the EU-funded SwitchMed programme. SwitchMed benefits from collaborative coordination between the European Union, the United Nations Industrial Development Organisation (UNIDO), the UN Environment and Action Plan for the Mediterranean and its Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC) and the UN Environment Division.

Keywords: Certification, Sustainable Tourism, Ecolabel, Tourist, Eco tourism, Certification

Going Green: Joining the Tunisian Eco-Label Certification Scheme for Tourist Accommodation Services in Tunisia

Salma Halioui and Michael Schmidt

Chair of Environmental Planning, Brandenburg University of Technology Cottbus-Senftenberg

Global Review of Research in Tourism, Hospitality and Leisure Management (GRRTHLM), Volume 2, Issue 1, 2016, 388-402p.

ISSN: 2311-3189

This research analyses the perceived benefits and barriers associated with the use of the Tunisian eco-label for the country's tourism sector. Interviews with tourism industry representatives provide insights into the benefits, challenges and motivations of managers to join the Tunisian eco-label certification. The outcomes of the interviews employed for this research show that the Tunisian eco-label has a negligible marketing benefit. Furthermore, financial savings and moral responsibility to play a motivating role in adopting the certification. The results have broad implications for hotels' decisions to join the Tunisian eco-label and provide a basis for discussing potential strategies to encourage increased membership.

Key Words: Tourism Industry, Eco-Label, Voluntary Certification, Sustainability, Financial savings, Environmental Commitment

Carbon labels in tourism: persuasive communication?

Stefan Gössling^{1,2} and Ralf Buckley³

1. Department of Service Management, Box 882, 25108 Helsingborg, Sweden
2. School of Business and Economics, Linnaeus University, 391 82 Kalmar, Sweden
3. International Chair in Ecotourism, Griffith University, Australia

Journal of Cleaner Production, Volume 111, Part B, January 2016, 358–369p.

ISSN: 0959-6526

Eco-labels are widespread tools for policy and marketing in many industry sectors. Carbon labels focussing on carbon dioxide and other greenhouse gas emissions are one specialised category of eco-label in use by tourism corporations. All eco-labels, including carbon labels, rely on persuasive communication: i.e., providing technical information to individuals in ways that induce them to change relevant behaviours. This requires that individuals understand that information, appreciate its significance, trust its reliability, and know how to act more sustainably. Here, these four criteria are applied to a set of tourism carbon label schemes, to assess whether the information provided by existing labels is comprehensive. Secondly, the results are presented from a survey of environmentally aware tourists and their perspectives of two different types of carbon labels. Results indicate that tourism carbon label schemes suffer significant shortcomings both from the theoretical perspective of communications analysis and from the practical perspective of tourist understanding and action. Results indicate that even if tourists care about their climate change impacts, carbon labels are currently ineffective because of deficiencies in

communications. Since such deficiencies can be overcome, there are opportunities for carbon labels to become more widely and successfully used.

Keywords: Certification, Climate Change, Consumer Behavior, Ecolabel, Policy, Sustainable Tourism, Eco Tourism

Sustainable Development of Tourism – EU Ecolabel Standards Illustrated Using the Example of Poland

Radosław Dziuba

University of Lodz, Faculty of Economics and Sociology, Department of World Economy and European Integration, Poland

Comparative Economic Research, Volume 19, Issue 2, June 2016, 112-128p.

ISSN: 2082-6737 | 1508-2008

Tourism, as one of the biggest and fastest growing industries in the world, has an enormous impact on the achievements of the Europe 2020 growth strategy. The main factor influencing its effectiveness, based on achievement of strategy indicators, is tourist infrastructure, which is understood as hotel and restaurant facilities, used by tourists coming to a particular area to meet their needs associated with passive and active tourism. To achieve the highest effectiveness in this regard, the European Union has established the scheme of Eco-label standards, implemented in individual countries through independent certification, compliance with which means that the strategy's assumptions can be effectively implemented. According to experts, managing a facility in compliance with Eco-label standards today is an example of innovative hotel management. In addition to the benefits resulting from taking care of the environment, the certification also allows for a reduction of the operating costs of a facility. This paper aims at verifying - through an econometric model – research hypotheses related to the reduction in operating costs of a facility that complies with the certification standards.

Keywords: Tourism; Economy; Sustainable Development, Eco Label, EU Ecolabel,

The signalling effect of eco-labels in modern coastal tourism

Augusto Cerqua

Department of Economics and Quantitative Methods, University of Westminster, London, UK

Journal of Sustainable Tourism, Published online: 25 Nov 2016, 1-22p.

ISSN: 09669582

As the demand for environmentally sustainable tourism grows, eco-labels are becoming increasingly popular as a signal of environmental quality. However, the existence of a causal link between awarding a seaside eco-label and the increase in tourism flows is still under discussion in the literature. In this article, we gauge the signalling impact of a

specific eco-label, the Blue Flag award, using detailed data on tourism flows to seaside Italian destinations during the period 2008–2012. We adopt a recent econometric modelling strategy – the synthetic control method – in shaping estimation results and testing the sensitivity and robustness of our results. We find that being awarded the Blue Flag increases the flow of domestic tourists for up to three seasons after assignment. However, we find no effect for the flow of international tourists. Investigating the mechanisms driving the results, we find that the award of a Blue Flag only positively affects the flow of domestic tourists when it is used as a driver of organisation, coordination and integrated management of the tourism supply.

Keywords: Blue Flag, Seaside Eco-Label, Tourism Flows, Destination Competitiveness, Synthetic Control Method

Participation and retention in a green tourism certification scheme

Rachel M. Dunk¹, Steven A. Gillespie² and Donald MacLeod²

1. School of Science and the Environment, Manchester Metropolitan University, Manchester, UK
2. School of Interdisciplinary Studies, University of Glasgow, Dumfries, UK

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Tourism certification schemes, offer a transitional procedure to a more transparent and sustainable tourism product. Engaging current and previous Green Tourism Business Scheme (GTBS) members in Scotland, this research addresses issues of retention affecting progression of sustainable tourism supply. Quantitative analysis tracking GTBS members over three time points reveals 2% growth, but conceals significant flux in membership. Retention was calculated at 66%, where business type analysis discloses distinct issues among accommodation providers with 42% departing the scheme. Decline is greatest among B&Bs and guesthouses (–61%), where poor and falling recruitment coincides with very poor retention (33%). Our analysis demonstrates that slow growth in membership is primarily a result of enterprises choosing to leave the scheme, rather than poor recruitment. Questionnaires from past and present GTBS members (n = 109) confirm the importance of personal pro-environmental philosophies and perceived business benefits in attracting members, yet anticipated benefits do not always materialise. The main reasons for leaving the GTBS relate to membership cost and unrealised benefits. Lack of scheme awareness, management, criteria, bureaucracy and time commitment were further departure factors. The paper offers some suggestions to address issues and enhance retention leading to sustainable growth among tourism certification schemes.

Keywords: Accommodation, Certification, Eco-Labeling, Retention, SMES, Sustainable Tourism, Ecotourism, Ecolabel

Does eco certification sell tourism services? Evidence from a quasi-experimental observation study in Iceland

Logi Karlsson and Sara Dolnicar

UQ Business School, The University of Queensland (UQ), St. Lucia, Australia

Journal of Sustainable Tourism Volume 24, Issue 5, 2016, 694-714p.

ISSN: 09669582

Eco labelling of tourism services has been studied extensively in the past. Yet, there is no agreement on two key points: (1) whether or not eco certification increases tourist demand for a product among the general tourist population, and (2) whether or not there is a specific market segment whose purchase decisions are influenced by eco labels. Lack of agreement is partially due to the wide variety of different research approaches used. Most studies have in common, however, that they rely solely on tourist self reports of either behavioural intentions or past behaviour. The present study re-investigates these two questions using a quasi-experimental design based on actual observed behaviour and objective knowledge testing. Results indicate that (1) eco labelling does not have a big impact on general tourist demand, but (2) a niche market exists which is influenced by eco labelling when choosing among alternative tourist providers. The research design used in the present study offers a useful alternative for investigations of tourist purchase decisions. It leads to more reliable results because it is based on the observation of actual displayed behaviour, thus avoiding a range of answer biases. Other eco-certified products now need research on similar lines.

Keywords: Eco Certification, Eco Label, Whale Watching, Quasi-Experiment, Intention-Behaviour Gap, Tourist Behaviour

Marketing Research Regarding Tourism Business Readiness for Eco-Label Achievement (Case Study: NATURA 2000 CRIȘUL REPEDE GORGE-PĂDUREA CRAIULUI PASS SITE, Romania)

Olimpia Iuliana BAN¹, Paul IACOBAȘ² and Alexandru Mircea NEDELEA³

1. University of Oradea, Oradea, Romania
2. The Centre for Protected Areas and Sustainable Development Bihor
3. Ștefan cel Mare University, Suceava, Romania

ECOFORUM, Volume 5, Number 1, 2016, 224-234p.

ISSN: 2344-2174.

Sustainable development is an approach that aims to preserve the environment and the culture of communities hosting tourists and at the same time to meet the needs of tourists and to maintain the growth of the tourism industry. These objectives are more and more related to eco-labelling, which provides the certification based on a series of benchmarks developed and verified by a third party.

The labelling of an organization as an ecotourism organization requires the compliance with certain criteria as those required by the European Ecotourism Labelling Standard.

Natura 2000 Crişul Repede Gorge– Pădurea Craiului Pass site will have to prove that it is in compliance with the prerequisites to become an ecotourism destination. The objectives of this paper are: to identify the prerequisites that a destination must comply with in order to be labelled an ecotourism, destination, focusing on the prerequisites related to the existence and behaviour of tourist reception structures; and to identify the extent to which tour operators are open and willing to support the labelling of the destination where they operate as being ecotourism. Work methodology is based on the interview as an investigation method and semi-structured survey as working instrument. The hypotheses drawn up were partially confirmed, by the increased availability of the operators to meet, under certain conditions, the eco-labelling criteria.

Keywords: Ecotourism, Sustainable, Eco-Labeling, Marketing Research, Tourism Business, Destination, Romania

Eco Labels in Tourism – Can They Be Trusted?

Nils Kraus

Tourism Review News, August 1, 2016

Sustainability and eco labels in tourism are a hot topic since in recent years more than 150 international eco certificates have been established. Naturally, they differ greatly and the traveler may ask which of them are trustworthy. In this article, the author provides the information on ecolabel and it's reliability. There are several criteria that a good eco label in tourism should follow. Whether these labels are focusing on environmental criteria like water consumption, recycling, light and noise. The criteria should be transparent and available to the public. But the question remains whether the eco labels in tourism are of any importance to the travelers.

Keywords: Ecotourism, Sustainable, Eco-Labeling, Tourism Business, Destination,

After over 25 years of accrediting beaches, has Blue Flag contributed to sustainable management?

Rosa M. Fraguell¹, Carolina Martí¹, Josep Pintó¹ and Germà Coenders²

1. Laboratory of Landscape Analysis and Management, Department of Geography and Institute of the Environment, University of Girona, Pl. Ferrater Mora, 1, 17071 Girona, Catalonia, Spain
2. Department of Economics, University of Girona, Campus Montilivi, 17071, Girona, Catalonia, Spain

Journal of Sustainable Tourism, Volume 24, Issue 6, 2016,882-903p.

ISSN: 0966-9582

This paper examines the qualitative, quantitative, and geographical evolution (1987–2012) of the Blue Flag campaign and the accreditation process in Spain, a leading coastal tourism destination heading the list of awards. The standard Blue Flag criteria for crowded, developed beaches are now adapting to new demands for natural beaches, but

they still fail to capture essential sustainable tourism features, such as limiting user numbers, or preserving and restoring sand ecosystems. Given these shortcomings, some destinations are moving to alternative awards with a higher environmental commitment, such as EMS, ISO14001, and Eco-Management and Audit Schemes (EMAS). A cluster analysis of Blue Flag data for 983 beaches in Spain over 26 years revealed different behaviour patterns: established tourist areas that have always opted for the Blue Flag programme; tourist areas that adopted the Blue Flag early on but replaced it with ISO14001 and EMAS; recently developed destinations applying for the award to boost their tourism promotion; and tourist areas with no well-defined policy that have opted intermittently for Blue Flag. These profiles illustrate the different policies of Spain's Autonomous Regions, and they are useful for tourism managers to verify whether their destination's behaviour pattern contributes to sustainable tourism and matches strategic policies they have designed for them.

Keywords: Ecotourism, Sustainable, Eco-Labeling, Tourism, Eco-Management and Audit Schemes, EMAS, Blue Flag, Certification

Know How Guide to Sustainable Hotel Certification Schemes

The International Tourism Partnership, via Green Hotelier, July 2016, 23p.

This Know How Guide offers an introduction to sustainability certification for hotels. It helps to understand why you might seek certification and the key performance areas for sustainable hotel certification, as well as giving an overview of some of the most common certifications. In addition, this guide includes a spreadsheet overview of the key facts, and individual listings of the criteria and key details for each certification scheme .

Hotel certification schemes vary in application, region, complexity, price and more. Most include — to a greater or lesser degree — some focus on energy, water, waste, community engagement, heritage and biodiversity conservation, sustainable procurement, accountability and human resources practices, architecture and design, and some incorporate all these areas. The Guide gives the information on schemes running across the world and Global Sustainable Tourism Council Criteria for Hotels and Tour Operators.

Keywords: Ecotourism, Sustainable, Eco-Labeling, Tourism, Eco-Management and Audit Schemes

The Cittaslow Certification and Its Effects on Sustainable Tourism Governance

Angelo Presenza¹, Tindara Abbate and Mirko Perano³

1. Università Degli Studi Del Molise
2. Independent
3. Reald University College - Department of Management; University of Salerno - Department of Business Studies and Research

Enlightening Tourism , A Pathmaking Journal, Volume 5, Issue1, 2016, 40-64p.

ISSN: 2174-548X

The paper examines the relationship between sustainable tourism governance and

Cittaslow certification. As an organised network of small cities, Cittaslow is attempting to focus plans around the primary assets of locality-based identity, by choosing to preserve the unique characteristics of each urban area. Through a quantitative analysis, based on International Cittaslow certified cities, the paper aims to examine the effects of Cittaslow certification on local government for the implementation of more sustainable tourism governance. Findings reveal that interest in being certified acts as a stimulus to the definition and the implementation of more sustainable development, allowing a destination to become part of an international network of cities. The results highlight the need to fully exploit the various opportunities in order to be certified, moving primarily from the implementation of policy initiatives coherent not only with the many requirements laid down by Cittaslow, but which have a positive impact on areas considered more strategic for small town development, while avoiding the waste of effort and scarce resources on other less focused projects.

Keywords: Governance; Local Government; Planning; Policy implementation; Sustainable tourism; Cittaslow, Certification

Sustainability in tourism, A guide through the label jungle

Christine Plüss, Andreas Zotz, Antje Monshausen and Cornelia Kühhas, Eds

Vienna: Naturefriends International, 3rd Edition, July 2016, 44p.

Tourism boasts more than 150 quality labels worldwide. The small stickers with green leaves, radiant suns or blue flags are displayed at hotel entrances, tourism offices or at the entrance gates to camping sites. They designate tour operators, beaches, nature reserves, indeed entire regions. A broad spectrum of tourism offers is being awarded quality labels for a wide range of different reasons. But how to penetrate this mist of labels? The Guide provides a tool for comparing the main characteristics and quality features of well-known sustainability labels in tourism. It will help to select holiday options that respect human rights, go easy on the environment and are of palpable use to the local population in the regions visited. By resorting to this tool tourists will actively contribute to the sustainable development of tourism from the moment they book their holiday.

Keywords: Label, Ecolabel, Sustainable tourism, Eco tourism, Certification, Sustainability

Are eco labels profitably employed in sustainable tourism? A case study on Audubon Certified Golf Resorts

Dino M. Minoli¹, Mark M.H. Goode¹ and Mark T. Smith²

1. Cardiff School of Management, Cardiff Management Building, Western Avenue, Cardiff Metropolitan University, Llandaff CF5 2YB, UK.
2. Business Development Officer, Faculty of Engineering and Computing, Coventry University, UK

Tourism Management Perspectives, Volume 16, October 2015, 207–216p.

ISSN: 2211-9736

The paper explores the critical role and significance of eco labels in green marketing for sustainable tourism regarding Audubon Certified Golf Resorts (ACGRs). Golf is witnessing rising strategic 'green' pressures to improve its environmental performance and participate in eco labels. The Audubon Co-Operative Sanctuary Programme (ACSP) is an international wildlife habitat management programme. Focus group interviews at an ACGR and survey on the Internet web sites of thirty-four worldwide 'ACGRs' revealed that golf tourists have very limited awareness and understanding on the ACSP since it is under marketed. Eco labels may affect the decision making of golfers subject to effective green marketing. The paper makes important contributions on how eco labels can be profitably employed in theory and practice. The paper has critical importance in increasing the perceived value for golf tourism in green marketing and eco labels for sustainable tourism.

Keywords: Eco labels, Pro-environmental behavior, Green marketing, Golf tourism, Sustainability, Eco tourism

Are eco-labels sustainable? Beach certification schemes in Latin America and the Caribbean

Seweryn Zielinski¹ and Camilo Botero²

1. Department of Forest Sciences, Seoul National University, Republic of Korea; Playascol Corp., Santa Marta, Colombia
2. School of Law, Sergio Arboleda University in Santa Marta, Colombia

Journal of Sustainable Tourism, Volume 23, Issue 10, 2015, 1550-1572p.

ISSN: 0966-9582

Beach certification schemes (BCSs) have been designed to bridge the gap between recreation and conservation. However, there is no evidence supporting their effectiveness as tools for achieving a high level of sustainability. This paper evaluates the effectiveness of nine BCSs in Latin America and the Caribbean, based on indicators of sustainable development and integrated coastal management. For this purpose, a list of 27 objectives with 62 indicators was compiled and each scheme's effectiveness was measured by testing 95 requirements found in BCSs against the indicators. The results indicate that the analyzed schemes have low levels of effectiveness. The most effective certification complies with 60% of the indicators, while the average compliance level is only 33%. The weak areas of beach certifications involve, monitoring, management and planning, stakeholder

participation, and conflict resolution. A few of the schemes were found to be moderately successful in these areas, but the less effective BCSs focused primarily on the amenities and visitor satisfaction. It was found that the effectiveness of the BCSs could be increased by addressing their main weaknesses in a cost-effective manner through the hybridization of environmental management systems and benchmark certifications, and by implementing compliance standards based on beach type.

Keywords: Beach Certification, Eco-Labeling, Effectiveness, Indicators, Latin America, Coastal Management

Certification in Tourism between Expectations and Effectiveness: A Quantitative Evaluation on Romanian Companies

Daniel Bădulescu and Ioana Teodora Meșter
University of Oradea, Oradea, Romania

BASIQ 2015 - New Trends in Sustainable Business and Consumption, 18 - 19 June 2015, Bucharest, Romania, 25-32p.

Starting from a survey-based research conducted among representatives of ventures operating in tourism and hospitality industry, the authors investigated how they understand and actually use certification as means of promoting and developing sustainability related actions, and as an opportunity to consolidate their ventures. After briefly reviewing the main relevant aspects and contributions on the complex relation certification-protection of the environment-sustainability, the authors launched and tested several hypotheses related to the perception of tourism operators on the necessity and use of environmental and management quality certification. Results indicate that more than a half of the respondents are not aware of any institutions effectively dealing with the environment protection or with standards' certification. The majority of the companies hold no such certificate or is not interested in the process of certification. Moreover, even companies holding such certificates do not use them as an advantage to attract new clients. However, the authors find a positive correlation between the segment of consumers addressed by tourism ventures and the venture's perception on the necessity of certification. This paper was presented at BASIQ 2015 International Conference "New Trends in Sustainable Business and Consumption", at Bucharest.

Keywords: Tourism Ventures, Business Certification, Environment Protection, Sustainability, Ecolabel

The eco-labelling in tourism: energy efficiency way

Cecilia Irina R'bon'u and Ana Gabriela Babucea
Faculty of Economics and Business Administration, Constantin Brancusi University of Targu Jiu, Victoria Street, No. 24, Targu Jiu, Gorj Country 210191, Romania

Progress in Industrial Ecology, an International Journal, Jan 2015, Volume 9, Issue 1, 60-68p.

ISSN: 1476-8917 | 1478-8764

One of the instruments that can lead to energy efficiency is the European Eco-labelling of certification, which takes into consideration the whole life cycle of a product or of a service, thus reducing the negative impact on the environment. As far as the tourism department is concerned, this certification provides an extraordinary support, especially for small and medium-sized companies, such as hostels, motels or other similar structures, especially those placed in protected areas and in national parks, in order to be integrated into a European network of long-time tourism. This paper intended to determine to what extent the application of an ecological label to a tourist unit can be consistent with high energy efficiency, an aspect which can take the form of a bigger demand, as a result of the fact that such units support long-term development.

Keywords: Eco-Labelling, Tourism Industry, Energy Efficiency, Green Businesses, Romania, Environmental Impact, Small And Medium-Sized Enterprises, SMEs, Hostels, Motels, Protected Areas, National Parks, Ecological Labelling

Seaside tourism and eco-labels: The economic impact of Blue Flags

Sara Capacci, Antonello E. Scorcu and Laura Vici
Department of Economics, University of Bologna, Strada Maggiore 45, I-40125 Bologna, Italy

International Journal of Tourism Management, Volume 47, April 2015, 88-96p.

ISSN: 0261-5177

In a period of rising competition and environmental concern, tourism destinations increasingly use signals that certify and communicate the quality provided in order to gain a competitive advantage over competitors. Given their aim of providing synthesized information on destinations, certifications, particularly affect foreign tourists, who suffer more from asymmetric information. This study considers the Blue Flag, one of the most popular eco-labels, aiming at promoting seaside tourist destinations. The relationship between label achievement and inbound tourist flows is explored. Panel data techniques and highly geographical disaggregated data covering a rather long time span (2000–12) are used to compare the attractiveness of certified and non-certified Italian provinces. The empirical evidence suggests that current certification positively affects future foreign tourist decisions to visit the destination. Moreover, while the presence of at least one signal is effective in attracting tourists, no significant difference emerges among destinations with different signal intensity.

Keywords: International Tourist Flows, Eco-Label, Dynamic Panel Model, Italy

Assessing the Utility of Beach Ecolabels for Use by Local Management

Justin Boevers

School of Marine Affairs, University of Washington , Seattle, Washington, USA

Coastal Management, Volume 36, Issue 5, 2008, 524-531p.

ISSN: 0892-0753 | 1521-0421

Ecolabels for beaches have been around since 1985 and have grown rapidly over the past decade. However, effects from ecolabels on beach ecology and local coastal cultures are unknown. This study reviews the literature on tourism ecolabels and environmental certification for beaches, analyzes the criteria of the most prominent beach ecolabel, and identifies considerations and proposes recommendations for local management that address sandy beach ecology and local cultures. The Blue Flag ecolabel is evaluated for how well the program criteria balance tourism, the processes of sandy beach ecology, and accommodate for local cultural values. This Blue Flag's criteria leave out protecting sandy beach ecology and fail to incorporate local community values in program design. The results of the study include three areas that beach managers need to consider for better understanding the utility of beach ecolabel programs: opportunity costs of participation and consequences of losing certification; evaluate investment in multiple certifications; and identify potential changes from the implementation of ecolabels.

Keywords: Beaches, Blue Flag, Ecolabels, Human Dimensions, Sandy Beach Ecology

Eco-labels and Schemes: A Requisite Holistic Proof of Tourism's Social Responsibility?

Sonja Sibila Lebe and Igor Vrečko

Faculty of Economics and Business, University of Maribor, Maribor, Slovenia

Systems Research and Behavioral Science, Volume 32, Issue 2, March/April 2015, 247–255p.

ISSN: 1099-1743

Tourism belongs to the 'affluent society/economy phase', which in crisis requires more social responsibility (SR) in general to overcome it. Tourism forms one of the biggest global economic sectors; it is crucial that tourism businesses and developing their commercial projects maintain high standards of SR, that is, the ethic of interdependence, requisite holism and systemic behavior, including responsibility for impacts on society. This contribution presents a brief analysis of the need for and the benefits of eco certificates and sustainability schemes for tourism.

Keywords: Tourism, Ecolabels, Certification, Eco-labels, Eco Certification, Ecotourism, Ecoscheme

Is certification the answer to creating a more sustainable volunteer tourism sector?

Jasveen K Rattan

Department of Recreation and Leisure Studies, University of Waterloo, Waterloo, Canada

Worldwide Hospitality and Tourism Themes, Volume 7, Issue 2, 2015, 107-126p.

ISSN: 1755-4217

This paper provides a background and offers insights on the use of the ecolabels and certifications within the tourism industry and their applicability within the volunteer tourism sector. The paper finds that it is apparent that changes need to be made in the overall practices of operators within the volunteer tourism sector. Guidelines and evaluation techniques are useful, but are not guaranteed in their applicability. However, neither is certification, unless it is monitored and accountable to its stakeholders. Creating a certification that has real world and tangible aspects for its consumers and subscribers would be more useful than one that is very theoretically dense. It is evident that certification can be used as a powerful tool in the quest to attain sustainability, and should not be ignored as a possible solution for the volunteer tourism sector. It provides a comprehensive discussion on volunteer tourism certification and the extent to which a certification scheme would aid in alleviating current criticisms of the volunteer tourism sector and increase its social responsibility.

Keywords: Tourism, Certification, Social Responsibility, Ecolabels, Sustainable Tourism, Volunteer Tourism, Eco Certification, Ecotourism

Quality Certification, Performance and Size in Hotel Chains

Jorge Pereira-Moliner and Juan José Tari

Business Management Department, University of Alicante, E-03080 Alicante, Spain

Tourism Economics, Volume 21, Issue No.2, 2015, 307–324p.

ISSN: 1354-8166 | 2044-0375

This paper examines the relationship between quality certification and performance, and quality certification and size in hotel chains operating in Spain. In an initial phase, a quantitative study is made with secondary and objective data to analyse these relationships. In a second phase, a qualitative analysis is applied to reach a better understanding of the quantitative results. The findings show that chains with certified hotels achieve better performance levels; that better performance levels increase with the percentage of certified hotels within the chain; and that quality certification has positive effects on some performance variables. In addition, size is not a key factor for certification, although it could be an enabler.

Keywords: Quality Certification, ICTE Q Certificate, Performance, Size, Hotel Chains

Talking Point: Communicating the Role of Eco-labelling

Green Hotelier, June 9, 2015

This article is covering the information about EU ecolabel. The EU Ecolabel is the only environmental label that is both certified by an independent organisation and valid throughout Europe. Within the EU Ecolabel scheme, the schemes for tourist accommodation services and campsites have been particularly successful, with more than 600 licensees, 77 % of which are from France and Italy. The EU Ecolabel criteria for Tourist accommodation services [2009/578/EC] and Campsite services [2009/564/EC] are currently under revision, and indications are that closer alignment with other existing schemes are to take place.

Keywords: Quality Certification, Green Hotel , Ecolabel, EU Ecolabel, Certification, Tourism, Tourist

Eco Labels and Tourism Flows: How much is a Blue Flag Worth?

Sara Capacci, Antonello E. Scorcu and Laura Vici
Department of Economics, University of Bologna, Italy

Quaderni - Working Paper DSE N° 917, January 2014, 25p.

The rise in destination accessibility and the emergence of new market segments have increased the competition among tourism destinations, both at the national and international level. In order to gain a significant competitive advantage over competitors, destinations increasingly make use of signals that certify and communicate the level of quality provided. While existing research on tourism certifications mostly pertains to quality evaluation, this study exploits quantitative methods to assess the economic impact of destinations' labels. The analysis considers one of the most popular certification of environmental quality attributed to beaches, the Blue Flag award. It explores the relationship between the certification achievement and inbound tourist flows, focusing on the Italian case study. In fact, given their aim of providing synthesised information on destinations, certification programmes, particularly affect foreign tourists who suffer more from asymmetric information. Panel data techniques and highly disaggregated data are employed to compare the attractiveness of certified and non-certified provinces, by controlling for several factors potentially confounding the effect of the certification.

Keywords: International Tourism Flows, Ecolabel, Dynamic Panel Model, Italy, Blue flag

Environmental certification schemes: HOTEL managers' views and perceptions

Royal Holloway
University of London, Department of Geography, Egham Hill, Egham, Surrey TW20 0EX,
United Kingdom

International Journal of Hospitality Management, Volume 39, Number 1, May 2014,
87–96p.

ISSN: 0278-4319

This paper contributes to research into environmental certification schemes in the hospitality industry, by discussing three objectives of such schemes: (1) promote the implementation of sustainability practices in the hospitality industry; (2) increase profitability; and (3) provide more accurate information to guests. This paper provides a first insight into the perception of managers towards certification schemes. Interviews with 21 London managers from a range of star-rated hotels, and an analysis of 196 websites of London hotels, indicates that these objectives are not all achieved. It is discussed how certification schemes provide knowledge to hoteliers and helps against claims of 'greenwash'. The effect of certifications on profitability, however, is questioned, and due to limited communication of certifications by hotels, certifications are failing to provide guests with more accurate information. Implications, recommendations and limitations of the research are discussed.

Keywords: Environmental certification, Accreditation, Sustainability, Greenwash, London, Green Globe, Eco label, Eco Certification

Eco-Tourism as a Tool for Ensuring Sustainable Tourism Goals

Todorka Toncheva

Economics of Tourism Department, University of National and World Economy, Sofia, Bulgaria

Economic Alternatives, Issue 4, 2014, 119-125p.

ISSN 1312-7462 | 2367-9409

The present article deals with the problems of ensuring the sustainable tourism development which can be achieved by the alternative forms of tourism such as the eco-tourism. It aims to represent the significance of the sustainable tourism and its principles which are integrated into the development of the eco-tourism. Consecutively there are analysed the different definitions of it, its role and main advantages. Furthermore, in the article other forms of tourism are presented which contribute to the sustainable tourism development goals with their specific characteristics and opportunities which they offer for both destinations development and visitors experience. Recommendations are formulated for the creation of different tour packages according to the forms of tourism which contribute to the sustainable tourism development goals so that higher positive impacts could be generated for the destinations in order to minimize the negative effects of tourism.

Keywords: Sustainable Tourism Development, Eco-Tourism, Environmental Protection, Consumer Demand, Ecolabel, Certification

Does ECO certification deliver benefits? An empirical investigation of visitors' perceptions of the importance of ECO certification's attributes and of operators' performance

Michelle Esparon¹, Emma Guyris¹ and Natalie Stoeckl²

1. School of Earth and Environmental Science, James Cook University, Townsville, 4811, Australia
2. School of Business, James Cook University, Townsville, 4811, Australia

Journal of Sustainable Tourism, Volume22, Number 1, January 2014, 148-169p.

ISSN: 0966-9582

Certification is highlighted as a key sustainable tourism management tool. Yet, very little is known about visitors' perceptions of such schemes. This is an important gap: the success of certification schemes depends on consumers' confidence in the quality of products and services that the schemes endorse. This paper surveyed 610 visitors to the Wet Tropics World Heritage Area and surrounds in Queensland, Australia about (1) the perceived importance of various attributes of the ECO certification scheme; and (2) the perceived performance of operators based on those attributes. Data analysis identified aspects of ECO certification and of operator performance that may need improvement. It found that the importance of attributes varied across products and visitor groups; at accommodations, most attributes was perceived to be important, Nature (as an aesthetic experience) and Marketing being more important than others, while at attractions and on tours, visitors were indifferent. Younger visitors rated Environment and Conservation more highly than their older counterparts and females rated Conservation more highly than males.

Visitors – notably at accommodations – considered that ECO certified operators were performing “better” than non-ECO certified operators on many attributes. How these visitor perceptions translate into reality remains an important topic for future research.

Keywords: Eco-certification, Ecotourism, Sustainable Tourism, Eco-Rating Scheme, Eco-Label, Financing, Tourism Certification, ECO certified Operators

Eco-labels and Schemes: A Requisite Holistic Proof of Tourism's Social Responsibility?

Sonja Sibila Lebe and Igor Vrečko

Faculty of Economics and Business, University of Maribor, Maribor, Slovenia

Systems Research and Behavioral Science, Volume 32, Issue 2, March/April 2015, 247–255p.

ISSN: 1099-1743

Tourism belongs to the 'affluent society/economy phase', which in crisis requires more social responsibility (SR) in general to overcome it. Tourism forms one of the biggest global economic sectors; it is crucial that tourism businesses and developing their commercial projects maintain high standards of SR, that is, ethic of interdependence, requisite holism and systemic behavior, including responsibility for impacts on society. This contribution presents a brief analysis of the need for and the benefits of eco certificates and sustainability schemes for tourism.

Keywords: Tourism, Project Management, Eco/Sustainability-Certificates/Schemes, Green-Washing, Requisite Holism, Systemic Behaviour, Social Responsibility

Certification in tourism as an element of quality management –theoretical aspects and entrepreneurs' attitudes

Bartłomiej Walas¹ and Krzysztof Celuch²

1. University College of Tourism and Ecology, Sucha Beskidzka, Poland

2. Tourism and Recreation, Warsaw School of Tourism and Hospitality Management, Warsaw, Poland

International Journal of Business Quantitative Economics and Quantitative Economics and Applied Management Research, Volume 1, Issue 2, July 2014, 62-71p.

ISSN: 2349-5677

Modern management, involving various certificates, is associated with the concept of Total Quality Management (TQM). This is an area of quality management, oriented at continual improvement of a company in all possible aspects of its operations and effectiveness. The obtained results and conducted analysis point to an inevitable development of certification systems, but such systems require transparent assessments, neutrally developed standards and promotion of quality label awareness among consumers. The past multitude of quality labels does not guarantee building a quality brand of an enterprise or a destination.

Keywords: Certification, Total Quality Management, Tourism, Poland

Eco-certification and Insertion of Socioeconomic and Cultural Best Practices in Ecotourism Operations in Kenya

Joseph K Muriithi
Department of Environmental Studies and Community Development, Kenyatta University,
P.O Box 43844-00100, Nairobi, Kenya

International Journal of Humanities and Social Science, Volume 3, Number 5, March 2013,
216-224p.

ISSN: 2220-8488 | 2221-0989

The eco-rating scheme, a certification initiative for the tourism sector has existed in Kenya since the year 2003 when eco-labels were awarded to the first five tourism accommodation facilities. Since then, interest in certification by tourism facilities has been increasing with close to sixty (60) tourism facilities having received various levels of awards by mid 2012. As with many certification schemes, the eco-rating scheme uses a composite criteria comprising environmental, socioeconomic and cultural indicators in assessing whether a tourism facility qualifies for an eco-label award. In many certification schemes, the environmental criterion is better known and has received much more analysis compared to the economic, social and cultural criteria. This paper examines how destination level communities have benefitted from the eco-certification initiative in Kenya by looking at how economic, social and cultural factors are considered in ecotourism practices of a certified ecotourism facility. The study finds that there are ecotourism operators with a genuine interest in working with local communities to improve their lot. Secondly, there are real and tangible benefits that local people derive from ecotourism practices that serve as a motivation for their involvement in tourism endeavours. The study also suggests that local people's participation in ecotourism enhances interest in conservation of nature and culture as well as promoting development at the destination level.

Keywords: Eco-Certification, Socioeconomic and Cultural Criteria, Ecotourism, Responsible Tourism, Eco-Rating Scheme, Kenya, Eco-Label

Sustainable Tourism and Ecotourism Certification: Raising Standards and Benefits

Xavier Font¹, Ronald Sanabria² and Elizabeth Skinner²

1. School of Tourism Hospitality and Events, Leeds Metropolitan University, UK
2. Rainforest Alliance, New York, USA.

Journal of Ecotourism, Volume 2, Issue 3, 2003, 213-218p.

ISSN: 1472-4049 | 1747-7638

While the increasing number of tourism certification programmes has allowed for bottom-up initiatives among local players involved with sustainable tourism efforts, in doing so, it has led to market confusion, and high start-up costs. In order to understand how to best set high standards for sustainable tourism and ecotourism certification programmes around the world, and to make these programmes widely beneficial, the Rainforest Alliance has

spearheaded a feasibility study for a global tourism accreditation body, entitled the Sustainable Tourism Stewardship Council.

Keywords: Sustainable Tourism Stewardship Council, Certification, Accreditation, Eco tourism, Certification, Eco-label

The European Ecotourism Labelling Standard EETLS: e-evaluation and e-training tools Handbook

PRISMA and the ECOLNET Partners

Athens: PRISMA-Centre for Development Studies, 2013, 32p.

ISBN 978-960-6676-21-5

This handbook offers guidance to the user of the e-evaluation and e-learning tools developed by the ECOLNET project to support the implementation of the European Ecotourism Labelling Standard (EETLS). It addresses ecotourism businesses as well as quality certification agencies, tour operators, students and experts in the field of ecotourism. This handbook relates to the European Ecotourism Knowledge Network (ECOLNET), a project supported under the Transversal Measures, Key Activity 3, ICT multilateral networks, of the European Commission's Lifelong Learning Programme. It focuses on the products developed by the Network, namely, the European Ecotourism Labelling Standard (EETLS) and the accompanying learning material and online evaluation tools. The handbook targets ecotourism businesses wishing to obtain EETLS certification; agencies assessing the quality of sustainable tourism or ecotourism; and education/research organisations actively involved in ecotourism.

Keywords: e-evaluation, e-learning, ECOLNET, EETLS, Ecotourism, Certification, Sustainable tourism

Online Travel Reviews As Persuasive Communication: The Effects Of Content Type, Source, and Certification Logos On Consumer Behavior

Beverley A. Sparks¹, Helen E. Perkins¹ and Ralf Buckley²

1. Tourism, Sport and Services Research Centre, Griffith University, QLD 4222, Australia
2. International Centre for Ecotourism Research, Griffith University, QLD 4222, Australia

Tourism Management, Volume 39, December 2013, 1-9p.

ISSN: 0261-5177

Online review sites provide increasingly important sources of information on tourism product purchases. We tested experimentally how source, content style and peripheral credibility cues in online postings influence four consumer beliefs, and how these in turn influence attitudes and purchase intentions for an eco-resort. We compared tourists' posts to managers' posts, containing vague versus specific content, and with or without peripheral certification logos. First, we tested effects of tourists' beliefs about the utility, trustworthiness, quality and corporate social responsibility on attitude toward the resort and purchase intentions. Second, we tested the role of source, content, and certification

on the beliefs. The interactions are complex, but broadly tourists treat specific information posted by customers as most useful and trustworthy. Their purchase intentions are influenced principally by their overall attitude toward the resort and their beliefs in its corporate social responsibility.

Keywords: Online reviews, Certification, Information, Trust, Blogs, Corporate Social Responsibility, Sustainability, Ecolodges, Ecolabel

Eco-Labeling Motorcoach Operators In The North American Travel Tour Industry: Analyzing The Role Of Tour Operators

Laura Anderson¹, Cristina Mastrangelo², Lisa Chase³, David Kestenbaum³ and Jane Kolodinsky⁴

1. Rubenstein School of Environment and Natural Resources , University of Vermont , Burlington , VT , 05405 , USA ,
2. U.S. Forest Service, Bend, OR, USA
3. University of Vermont Extension , Colchester , VT , USA
4. Department of Community Development and Applied Economics, University of Vermont, Burlington, VT, USA

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Tourist transportation is a major contributor of emissions and environmental pollutants. Eco-labels can encourage more sustainable tourism by informing consumers' purchasing decisions, while utilizing market forces to initiate environmental responsibility among competing firms. The Green Coach Certification pilot eco-label program was introduced to the motorcoach industry in 2009 as part of a university research program. Although the literature addresses relationships between end-user consumers and eco-labels, little research has been published on mid-supply chain actors and tourism eco-labels. Tour operators are intermediaries between end-users and motorcoach operators and are important potential consumers of eco-labeled transportation services. To understand the role of tour companies as both consumers and providers of green services and eco-labeled products, a survey was administered to North American tour operators. Results demonstrate tour operator interest in a tourism transportation eco-label; however, this interest may be secondary to traditional considerations like price, reputation for safety and service, and previous partnerships. Ninety percent of tour operators indicated that environmental practices held some importance when choosing a transportation provider; approximately 50% said they would pay between 1% and 5% more for an eco-labeled coach company. Findings have important implications for the design and implementation of eco-labeling programs for sustainable tourism and transportation.

Keywords: Tour Operators, Bus Travel, Eco-Labeling, Green Consumers, Certification

Travelers' Perceptions of Crisis Preparedness Certification in the United States

Lori Pennington-Gray¹, Ashley Schroeder², Betty Wu², Holly Donohoe¹ and Ignatius Cahyanto³

1. Director of Tourism Crisis Management Institute, Associate Director of Eric Friedheim Tourism Institute, University of Florida, Gainesville, FL, USA
2. Tourism, Recreation and Sport Management, University of Florida, Gainesville, FL, USA
3. School of Business Black Hills State University, Spearfish, SD, USA

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ISSN: 0047-2875 | 1552-6763

This study aimed to understand travelers' perceptions about the benefits of tourism crisis preparedness certification and its potential to positively influence the travelers' destination decision-making process. A survey of U.S. households revealed that, in general, travelers are neutral or not sure about certification and its relationship to safety, benefits, and future travel. The main predictors of likelihood to travel to a certified tourism prepared destination were as follows: (1) I have a great deal of confidence in such a crisis certification process; (2) I would feel safer when visiting a certified crisis prepared travel destination; (3) A certified crisis prepared destination would be safer to visit than one that is not; and (4) a crisis prepared certification benefits the visitor. The findings imply a need for a clear definition and conceptualization of tourism crisis preparedness certification. By extension, the benefits of certification should be articulated to travelers so they can make informed travel decisions.

Keywords: Tourism Crisis Management, Demand, U.S. Travel Industry, Certification, Preparedness

The Institutional Framework for the Implementation of the EU Ecolabel Scheme: The Case of Greece

Polyxeni Moira¹, Dimitrios Mylonopoulos² and Spyridon Parthenis³

1. Department of Tourism Industry Management, Technological Education Institute of Piraeus/Greece
2. Ministry of Tourism/Greece

Annual Conference Proceedings of Research and Academic Papers, Volume XXIV, 2012, 44-58p.

ISSN 1091-9120

Tourism is an important aspect of the lives of the European citizens, who travel more and more for leisure or business. To this end, since the early 1980s the European Union and in particular, the European Commission and the European Parliament, have been developing actions aiming at promoting sustainable tourism development. The main goal is to improve the tourism services within the EU and foster competitiveness of the European tourism industry with respect to the natural and cultural environment. The EU Eco-label, a voluntary scheme established in 1992 in order to encourage businesses to market environmentally friendly products and services, has been an important tool to this direction. This paper aims at researching and studying analytically the EU institutional framework with regard to the EU Ecolabel awarding, highlighting the EU initiatives and actions for the promotion of the EU Ecolabel and exploring the way EU Regulations and Directives have been incorporated into the Greek law system. This paper was presented in 31st Annual ISTTE Conference October 16-18, 2012, Freiburg, Germany.

Keywords: EU Ecolabel, Tourist Accommodation, Tourist Campsites, Sustainable Tourism Development, EU 'Flower'

Evaluation procedures, competencies and learning Report

Faculty of Life Sciences, Edinburgh Napier University

ECOLNET: European Ecotourism Knowledge Network, January 2012, 13p.

This report describes the evaluation procedures for sustainable tourism certification and about the competence and learning needs of evaluators. This report includes the results of the review and consultation campaign regarding the evaluation procedures for the Sustainable tourism certificate; an assessment of competence and learning needs for evaluators linked to the EETLS and an inventory of related learning offered in formal education and training.

Keywords: Evaluation, Sustain, Tourism, Education, Training.

The European Ecotourism Labelling Standard – EETLS

ECOLNET Members

ECOLNET partnership, European Union, 2012, 74p.

EETLS - the European Ecotourism Labelling Standard - is a baseline quality standard developed along the lines of the Global Sustainable Tourism Criteria, for European Ecotourism. The EETLS is the result of a lengthy development and consultation process that documented international best practice leading to a set of criteria and indicators that are suitable for ensuring quality of ecotourism services. This monograph details the different criteria. It provides a Europe-wide dimension of ecotourism quality certification, offering the possibility for an EETLS-compliance sign integrated in the existing labels. The first version of the EETLS, developed under the ECO-DESTINET project, co-funded by the LLP-Leonardo programme of the European Commission, has been revised by the ECOLNET team. The revision process has included a consultation campaign with European quality labels, ecotourism stakeholders and the Global Sustainable Tourism Council.

Keywords: Ecotourism, Labelling, Global Sustainable Tourism Criteria, ECO-DESTINET project.

Applying Swedish Eco-labelling to Finnish Tourism Operation: Which Associations do it elicit amongst Customers

Peter Björk

Swedish School of Economics and Business Administration, PO Box 287, FIN-65101 Vasa, Finland

Scandinavian Journal of Hospitality and Tourism, Volume 4, Issue 1, 2004, 25-41p.

ISSN: 1502-2250 | 1502-2269

Eco-tourism labels convey promises and are effective when they are recognized by the markets, generate the desired associations, are trusted, used as decision tools, and direct behavior. Despite the fact that labels have been recognized as central marketing tools, few research projects have been devoted to this area. The associations that the recently launched Swedish eco-tourism label produces among Finnish tourists, one important customer segment, are analyzed in this article and compared to the value structure the launching organization wants to communicate. The respondents were of the opinion that the Swedish eco-tourism label only partially represented a high quality travel arrangement, local anchorage, protection of nature, environmentally friendly traveling, and a responsibility for nature and culture. A content analysis of the associations the eco-label generated resulted in the following four main knowledge categories, “parents playing with their children”, “poverty”, “Vikings”, and “environmentally friendly”, not all of which are relevant in eco-tourism. A large share of the respondents were also of the opinion that it is not suitable for Finnish eco-tourism firms to use the Swedish eco-tourism label without modifications, the results which justify further discussion about the development of a comparative Finnish eco-tourism label.

Keywords: Eco-Tourism, Eco-Label, Green Marketing, Market Communication

Quality Management in Tourism and Hospitality: An Exploratory Study among Tourism Stakeholders

Soultana Kapiki

ATEI of Thessaloniki, Program of Tourism & Hospitality Management, Department of Business Administration, P.O. Box 141, Sindos Thessaloniki, GR-57400, Greece

International Journal of Economic Practices and Theories, Volume 2, Number 2, April 2012, 9p.

ISSN: 2247 7225

Quality in the tourism and hospitality industry involves consistent delivery of products and guest services according to expected standards. Delivering quality service is one of the major challenges the hospitality managers will be facing in the following years as it is an essential condition for success in the emerging, keenly competitive, global hospitality markets. There are various tools that measure and improve quality service, as well as mechanisms for quality recognition in the tourism and hospitality industry. The managers should identify, record and weigh up the impacts of cost-profit and be in a position to prioritise towards a quality improvement process for their own property. The present study shows that tourism stakeholders perceive quality service in a hotel as value for money, a comfortable room, friendly staff and tasty food. Moreover, the survey shows that there is always room for further improvement of the hospitality services. Other results of the survey reveal that the most important factors for a hotel's future are guest satisfaction, guest retention and word of mouth advertising. Aiming at excellence and profitability, the outcomes of the survey suggest focus on quality service; retention of existing guests by exceeding their expectations; continuous quality improvement; employment, regular training and empowerment of service-oriented staff; search for best practices through benchmarking; and, finally, pursuit of quality accreditation through the various schemes, such as the eco-labels, ISO and the EU Foundation for Quality Management.

Keywords: Hotel Guests, Quality, Service, Tourism and Hospitality, Ecolabels, Certification

Serious Tourism and Consumer Preference for Sustainable Tourism Certifications

Richard Geoffrey Lacher

Parks, Recreation, and Tourism Management, Clemson University

Demand for sustainability oriented vacation options is on the rise as consumers become more aware of the negative effects that their travel may have on various destinations. Certifying tourism businesses as sustainable (much in the way organic food or fair trade coffee is certified) has been proposed as a means to ensure that ecotourism operations actually follow the principles of sustainable development. This study used a serious tourism framework and a stated preference choice modeling approach to evaluate consumers' preferences for different types of sustainable tourism certifications. Additionally, willingness to pay (WTP) for different types for certifications is important so that the value of these certifications can be determined. The concept of serious tourism was also tested to determine whether it a valid and useful framework for analyzing tourists' decision making. Results indicate that consumers most prefer certifications that are focused on environmental protection and that more stringent certification provide little additional utility to consumers. The six fold attribute structure of serious tourism

orientation framework is validated and serious tourism does affect consumer behavior, indicating that it is potentially a useful framework for analysis. Finally, serious tourism was not found to have an effect on consumer preference for sustainable tourism certifications. However, travel motivations did have an effect on consumer preference for sustainable tourism certifications. Implications arising from this study include the introduction of a new framework for analyzing tourists' behavior and decision making and a strong basis for creating sustainable tourism certifications that are desired by consumers, benefit businesses, and minimize the negative impacts of tourism.

This dissertation was presented by the author to the Graduate School of Cemson University in partial fulfillment of the requirements for the degree doctor of philosophy parks, recreation and tourism management.

Keywords: Sustainability, Tourism, Tourism and Hospitality, Ecolabels, Certification

Tourism Certificates and Their Impact on Tourism

Marinus Gisolf

Senior consultant in tourism and sustainability, Costa Rica

Sustainability Certifications in Tourism on March 20, 2012

The functionality of a sustainable tourism certificate (STC) is explained in this article together with their advantages and drawbacks. The author concluded that although the practice of certification will take some time before being known and accepted among tourists, in the short term destination stakeholders may take advantage of the tourists' current confusion of several issues such as sustainability, certification and authenticity.

Keywords: Sustainability, Tourism, Sustainable Tourism, Hospitality, Certification, Tourists

Sustainability Reporting and Certification in Tourism

Ralf Buckley

International Centre for Ecotourism Research, Griffith University, Australia 4222

Tourism Recreation Research, Volume 37, Issue 1, 2012, 85 – 90p.

ISSN: 0250-8281 | 2320-0308

Various forms of environmental certification and sustainability reporting are promoted by many industry sectors as a key component of self regulation, which is itself promoted as an alternative to government regulation. The tourism industry has a large number of different eco-certification and these continue to grow and change. Academic evaluation of these initiatives is an important step in distinguishing those which do indeed contribute to improving environmental management and social sustainability, from those whose only effects are financial or political, or indeed those whose net environmental effects are negative. The Author had conducted a meta-analysis of those studies to examine what they may reveal about overall progress in tourism eco-certification and sustainability reporting.

Keywords: Sustainability, Tourism, Sustainable Tourism, Hospitality, Certification, Ecocertification

Does Environmental Certification Help the Economic Performance of Hotels? Evidence from the Spanish Hotel Industry

María-del-Val Segarra-Oña¹, Ángel Peiró-Signes¹, Rohit Verma², Luis Miret-Pastor¹

1. Universitat Politècnica de València, Valencia, Spain
2. Cornell University School of Hotel Administration, Ithaca, NY, USA

Cornell Hospitality Quarterly, Volume 53, issue 3, June 6, 2012, 242-256p.

ISSN: 1938-9655

The capacity to generate value-added services in order to acquire and retain loyal clients is one of the challenges facing the hospitality sector. For this reason and because of economic realities and government policies, an ever-growing number of hotels are formally adopting certified environmental practices such as the ISO 14001. In this article, we attempt to analyze the relationship between the implementation of a proactive environmental management tool, the ISO 14001 standard, and the generation of economic revenues in the Spanish hotel industry. Also considered are the possible effects on the business results of moderating factors such as company size and the market segment where the hotel operates. Empirical economic information on 2,116 Spanish hotels was obtained from the SABI database (Iberian Balance-Sheet Analysis System) for the year 2008, during which 108 properties had ISO 14001 certification. Quantitative analysis techniques showed significant differences in the economic performance of ISO-certified hotels and those not certified, particularly for urban and beach hotels. The results showed influence of both company size and organizational factors on revenue. Only small rural hotels saw no difference in revenues due to the presence or absence of ISO certification.

Keywords: Hospitality Industry, Environmental Certification, Economic Performance, ISO 14001, Spanish Hotel Industry, Eco Certification, Certification

Gauging the Reliability of Costa Rica's Certification for Sustainable Tourism

Kristen Nowakowski
University of Colorado at Boulder

CU Scholar, Undergraduate Honors Theses, Fall 2012, 72p.

Costa Rica's Certification for Sustainable Tourism (CST) is a program designed to encourage the Costa Rican hotel industry to implement sustainable practices that maintain the country's image as a world leader of nature-based, conservation-based tourism. This study investigated the strengths and weaknesses of the CST to gauge the reliability of the acclaimed program. Conducting extensive background research, reviewing previous literature, performing a case study and comparing the CST to two other distinctive programs helped to determine what factors contribute to and hinder the program's reliability. In the case study, stream quality data suggested black-water pollution of the Quebrada Sin Nombre ("No Name Stream") by El Establo Mountain Resort, a certified sustainable hotel in Monteverde, Costa Rica. This research helped to determine that there are several inadequacies that the program must address in order to ensure its credibility and create a certification seal that consumers can trust. Analysis showed that while the CST provides adequate consumer access to online information, it has failed to update this information and the program's criteria to reflect improved technology and improved

knowledge regarding sustainability. While the program is credible in that it requires third party verification, it fails to frequently audit hotels to verify compliance. In addition, while the program integrates a well tiered, five-level system, the minimum required compliance for certification sets the bar too low. Little quantifiable evidence was found regarding the CST's ability to promote sustainable change. As a result, seven recommendations were produced for the CST to use as a platform to ensure its credibility and its ability to produce sustainable outputs: (1) Expanding financing options, (2) Increasing the baseline for certification membership, (3) Implementing standards that measure the hotel's impacts, (4) Creating a more stringent auditing process, (5) Improving and marketing the certification's nomenclature, (6) Publicizing information, enabling consumer input and increasing market demand and (7) Incentivizing hotels. Costa Rica represents only 0.01% of the Earth's surface while harboring more than 5% of the world's biodiversity; therefore, successfully implementing a sustainable tourism scheme in Costa Rica can have global impacts.

This is a thesis submitted to the University of Colorado at Boulder in partial fulfillment of the requirements to receive Honors designation in Environmental Studies in December 2012.

Keywords: Hospitality Industry, Environmental Certification, Sustainable Tourism, Costa Rica Hotel Industry, Eco Certification, Certification, Ecolabel

Eco-labels, Eco-certification and Ecotourism

Michael Yeo¹ and Linda Piper²

1. Laurentian University , 935 Ramsey Lake Road, Sudbury P3E 2C6, Ontario P3E 2C6, Canada
2. Linda Piper (Contact Author) Nipissing University - School of Business and Economics 100 College Drive, North Bay, Ontario P1B 8L7, Canada

Sustainable Tourism: Socio-Cultural, Environmental and Economics Impact, 2011, 279-294p.

In recent years, ecolabelling has proliferated in virtually all economic sectors of society, including the tourism industry. Eco-labels are intended to provide reliable information to consumers about the environmental impact of products or services in the expectation that this information will influence their purchasing decisions. The idea is that to win consumers with positive environmental values to their products and services, providers will ensure that these products and services meet the standards necessary to qualify for the use of eco-labels in their marketing, thus having a positive impact on the preservation of the environment. However, given the proliferation of eco-labels and the variability of eco-certification programmes, nomenclatures and standards, the field is immensely complex. It can be difficult for researchers, let alone consumers, to determine precisely what the use of a given label means or warrants. Some recent reports put the number of international eco-labels near 340 with almost 40 dealing specifically with tourism related products and services. The aim of this paper is to provide an overview of the use of eco-labels and eco-certification programmes in tourism products and to identify gaps in our knowledge about eco-labels and eco-certification programmes specifically geared to the growing area of ecotourism.

Keywords: Eco-Labels, Eco-Certification, Green Travel, Ecotourism, Certification

Nature Tourists' Response to Ecolabels in Oulanka PAN Park, Finland

Riikka Puhakka and Pirkko Siikamäki

Oulanka Research Station/Thule Institute, University of Oulu, Oulu, Finland

Journal of Ecotourism, Volume 11, Issue 1, 2012, 56-73p.

ISSN: 1472-4049 | 1747-7638

As the awareness of environmental problems caused by tourism has increased, various international initiatives, ecolabels and certification programmes, such as Protected Area Network (PAN) Parks in Europe, have been introduced to promote sustainable tourism. This paper examines nature tourists' environmental values and perceptions of ecolabels: (1) how familiar are tourists with tourism ecolabels and certifications, and how do they respond to them, (2) how are tourists' environmental attitudes related to their beliefs on tourism ecolabels and travelling preferences and (3) how is tourists' travelling behaviour related to their awareness of ecolabels and their environmental attitudes? The research material, 273 surveys, was collected with an onsite survey for visitors to PAN Parks-

certified Oulanka National Park located in northeastern Finland. Despite the low awareness, tourists expressed a positive attitude towards ecolabels and certifications as they considered them necessary and wanted to have more information about them and to increase their visibility. Few differences were found with respect to environmental attitudes, travelling behaviour or demographic characteristics. Although real market benefits may not be created in the short run, the results support ecolabel development and highlight the need to combine performance ('green') and process ('grey') criteria in environmental certifications.

Keywords: Ecolabels, Certifications, PAN Parks, Environmental Attitudes, Nature-Based Tourism, Sustainable Tourism

From Catching To Watching: Moving Towards Quality Assurance of Whale/Dolphin Watching Tourism in Taiwan

Chung-LingChen

Institute of Ocean Technology and Marine Affairs, National Cheng Kung University, No. 1 University Road, Tainan City 701, Taiwan

Marine Policy, Volume 35, Issue 1, January 2011, 10-17p.

ISSN: 0308-597X

Taiwan has shifted from harvesting whales and dolphins to protecting all cetacean species since 1990. Whales and dolphins have become major tourist attractions. With an eye on foreseeable future growth and increasing concerns about environmental impact, service delivery, and educational efficacy, the government seeks to achieve the overall quality assurance of whale/dolphin watching tourism by introducing an ecolabelling program. The aim of this study is to examine this program by analyzing its impact on tour operators and visitors. A survey method was used to assess the impact. The results showed that the program is having a positive impact on operators by seeking environmental sustainability and has brought about educational benefits for visitors, including: site-based knowledge, awareness of marine conservation and reinforcing intentions to perform environmentally responsible behaviors. However, money cost is a major factor discouraging tour operator's participation, even though ecolabels help to construct an image of responsibility. With potential educational benefits for visitors in mind, the study highlights the need for increasing public awareness of the program, expanding marketing of ecolabelled products, and providing economic incentives for tour operators to engage in ecolabelling.

Keywords: Whale/Dolphin Watching, Tourism, Ecolabelling, Environmental Responsibility, Taiwan

Sustainable Tourism Certification and State Capacity: Keep It Local, Simple, and Fuzzy

Kirk S. Bowman

Associate Professor at the Sam Nunn School of International Affairs, Georgia Institute of Technology, Atlanta, Georgia, USA

International Journal Of Culture, Tourism And Hospitality Research, Volume 5, Issue 3,
2011, 269-281p.
ISSN: 1750-6182

This paper examines the state of sustainable tourism certification in developing countries and presents methodological and practical critiques and improvements. The study uses methodological refinements of fuzzy logic and comparative analysis based on fieldwork in seven countries. The findings of the study are that sustainable tourism programmes should be locally designed with local logos, largely performance-based, and aggregation should be based on fuzzy logic concepts of necessary and jointly sufficient attributes of sustainable tourism. The paper has used political science concepts of state capacity and methodological advances of fuzzy logic to provide keys for successful sustainable tourism certification programs in developing countries.

Keywords: Tourism Management, Qualification, Ecotourism, Sustainable Tourism, State Capacity, Fuzzy Logic, Certification, Eco Logo

Prospects and Challenges for Tourism Certification in Botswana

Joseph E. Mbaiwa , Lefatshe I. Magole and Donald L. Kgathi
Okavango Research Institute, University of Botswana. Private Bag 285, Maun, Botswana

Tourism Recreation Research, Volume 36, Issue 3, 2011, 259-270p.

ISSN: 0250-8281 | 2320-0308

This paper traces the development of tourism certification in Botswana and examines prospects and challenges of successful implementation. A precertification study was conducted that led to the resulting Botswana Ecotourism Certification System (BECS), the main document guiding the implementation of tourism certification in the country. The BECS comprises of seven principles and over 240 performance standards; a Best Practices Manual provided detailed criteria to assist in developing the standards. The system uses a three-tiered structure designed to incorporate various tourism operations and levels of sustainability practices. The extensive groundwork done prior to implementation indicated that tourism certification in Botswana has the potential to facilitate sustainable tourism and ecotourism practices, especially in nature-based tourism areas like the Okavango and Chobe regions. The current implementation emphasis is on the accommodations sector, to be expanded in future—26 tourism companies in the precertification programme went on to register for certification since the BECS programme was launched in January 2010. However, early learnings indicate that limited policies and infrastructure inhibit the provision of necessary sustainability oriented services from other supporting sectors. For instance, municipal waste recycling centers and national policies that promote the use of energy saving devices in destination areas are lacking, but are important to certification outcomes. Despite these challenges, the BECS is comprehensive in vision and scope (it addresses both quality and sustainability), and has the hallmarks of a globally outstanding certification system.

Keywords: Tourism Certification, Sustainable Tourism, Best Practice Manual, Ecocertification, Botswana Ecotourism Certification System

Eco-tourism Certification – Does it make a Difference? A Comparison of Systems from Australia, Costa Rica and Sweden

Hanne Haaland¹ and Øystein Aas²

1. University of Agder , Faculty of Economics and Social Sciences , Kristiansand

2. Norwegian Institute for Nature Research, NINA , Fakkeltgården, Lillehammer, Norway

Scandinavian Journal of Hospitality and Tourism, Volume 10, Issue 3, 2010, 375-385p.

ISSN: 1502-2250 | 1502-2269

In the current context of climate change, discussions about tourism sustainability are gaining increased momentum. Over the past decade, some operators worldwide have started to certify their products and services as ecotourism or sustainable tourism. A certification or approval is considered to be a sign of general high product quality as well as an indication of environmentally and socially sound products. In this research note, we examine three different ecotourism certification and approval systems – from Sweden, Costa Rica and Australia. The note is based on a literature review of three different approval systems, conducted parallel to the planning of the Norwegian approval system for ecotourism launched in 2008. We outline the criteria and standards required in the different programmes as well as the basic principles of how the three systems are organised, financed and implemented. The programmes' strengths and weaknesses are briefly discussed, keeping a Scandinavian context in mind.

Key Words: Ecotourism, Sustainability, Certification, Approval System, Criteria, Standards, Eco label, Eco Certification

The benefits and challenges of sustainable tourism certification: a case study of the green tourism business scheme in the West of England

Nigel Jarvis, Clare Weeden and Natasha Simcock

University of Brighton, United Kingdom

Journal of Hospitality and Tourism Management, Volume 17, Issue 1, 2010, 83-93p.

ISSN: 1447-6770

This article discusses the perceived benefits and challenges associated with membership of the Green Tourism Business Scheme, a sustainable certification initiative. The literature reveals sustainable business continues to be the focus of considerable academic interest, as well as practical importance. Interviews with seven local hospitality and tourism enterprises in the West of England provided valuable insights into the benefits of the scheme. These were related to environmental impacts, financial considerations, marketing opportunities, brand recognition and company image, and other issues such as public relations, personal moral responsibility, and political considerations. Challenges included several internal and external factors potentially preventing businesses from joining the GTBS, such as a lack of respondent knowledge of the sustainable tourism concept, the perceived expense of applying for and/or membership, a lack of time to complete the

application process, and the amount of work involved in compliance. Recommendations to facilitate and encourage future membership included more information about the scheme and its marketing advantages, the need for regional organisations to spend more money on promoting the GTBS brand, and the necessity of educating consumers on the importance of sustainability.

Keywords: Certification Schemes, Sustainable Tourism, Competitive Advantage, Marketing, Eco certification, Ecolabel

The Role of Quality and Eco-Labeling Systems in Destination Benchmarking

Metin Kozak¹ and Kevin Nield²

1. Department of Tourism Management, Dokuz Eylul University
2. Department Service Sector Management, Sheffield Hallam University

Journal of Sustainable Tourism, Volume 12, Issue 2, 2004, 138-148p.

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There have been limited applications of benchmarking in tourism, particularly for tourist destinations. This paper proposes that benchmarking may be used in managing the performance of tourist destinations. It suggests that eco-labelling and quality systems may be used as enablers of destination benchmarking when eco-label and quality system information is available but other benchmark information is not. Further, the paper argues that there are a number of potential benefits in using eco-label and quality system information as a substitute for conventional benchmarking material.

Keywords: Benchmarking, Eco-Labels, Quality Standards, Destination Management

Environmental Values and Response to Ecolabels Among International Visitors to New Zealand

John R. Fairweather¹, Crystal Maslin¹ and David G. Simmons²

1. Agribusiness and Economics Research Unit , Lincoln University , P.O. Box 84, Canterbury, New Zealand
2. Environment, Society and Design Division, Lincoln University, P.O. Box 84, Canterbury, New Zealand

Journal of Sustainable Tourism, Volume 13, Issue 1, 2005, 82-98p.

ISSN: 0966-9582 | 1747-7646

The research reported here documents the awareness of ecolabels among visitors to Christchurch, one important visitor destination in New Zealand. Around the world, there is a growing debate about ecolabels and how visitors respond to them. We propose to inform this debate by studying the relationship between visitor response to ecolabels and their environmental values. In interviews with 295 visitors to Christchurch it was found that only one-fifth recalled any place with ecolabels, and only 13% had ever heard of any tourism ecolabel. However, 33% of visitors had some experience of ecolabels. Data were cluster

analysed to find that 61% of respondents expressed biocentric values and 39% expressed ambivalent values but not anthropocentric values towards nature. Further analysis of the data showed that the clusters had different responses on many dimensions of ecolabels. Biocentric visitors were concerned with the environment in which they travel, believed that ecolabels are needed in New Zealand, and said they would choose accommodation with an ecolabel. Their reports of their actions were consistent with their expressions of concern for the environment. Results suggest that many visitors will favourably receive ecolabel developments in New Zealand and that ecolabel development and use should be supported.

Keywords: Ecolabels, Tourism, New Zealand, Environment, Biocentric Values, Certification

Understanding How Consumers View Green Hotels: How a Hotel's Green Image can Influence Behavioural Intentions

Jin-Soo Lee¹, Li-Tzang (Jane) Hsu², Heesup Han³ and Yunhi Kim⁴

1. School of Hotel and Tourism Management , Hong Kong Polytechnic University , Hung Hom, Hong Kong,
2. Hsu College of Business Administration , Kansas State University , Manhattan, Kansas, United States
3. Department of Tourism Management, College of Business Administration , Dong-A University , Busan, Republic of Korea
4. Division of Tourism Studies, Kyungnam University, Masan, Republic of Korea

Journal of Sustainable Tourism, Volume 18, Issue 7, 2010, 901-914p.

ISSN: 0966-9582 | 1747-7646

As the public is increasingly concerned about environmental issues, green management is rapidly becoming a strategic tool that can enhance a hotel's competitive advantage. This study explores how to develop the image and branding of a green hotel using the concepts of cognitive, affective and overall images. The study, based on a survey of 416 hotel users, also investigates how a green hotel image can affect behavioural intentions (i.e. intention to revisit, intention to offer positive recommendations to others and willingness to pay a premium). The findings confirm that cognitive image components (namely value and quality attributes) can exert a positive influence on a green hotel's affective and overall images. The affective image is also found to positively affect a green hotel's overall image. A green hotel's overall image, in turn, can contribute to more favourable behavioural intentions. Quality attributes were found to be more powerful than value attributes. The importance of the concept of selfish altruism and obtaining a feeling of wellbeing from a purchase were shown to be very strong. A range of theoretical and practical implications are discussed.

Keywords: Cognitive Image, Affective Image, Overall Image, Behavioural Intentions, Green Hotels, Ecolabel, Certification

Promoting Green Tourism for Future Sustainability

A. Furqan¹, Mat Som Ahmad Puad² and R. Hussin³

1. Department School of Architecture, Planning, and Policy Development, Bandung Institute of Technology
2. Department of Applied Social Science, Universiti Sultan Zainal Abidin
3. Department Unit for Ethnography Research and Development, Institution Universiti Malaysia Sabah (UMS)

Theoretical and Empirical Researches in Urban Management, No. 17, November 2010, 64-74p.

ISSN: 2065-3913

In this paper, green tourism, which is an important component of sustainable tourism, is defined as "travel to destinations where the flora, fauna, and cultural heritage are the primary attractions." This definition is further expanded to include environmentally sustainable travel to destinations where climate impacts are minimized with the aim of respecting and preserving natural resources and adapting programs to fit the context of fragile resources. Green tourism is important to encourage travel that would help support natural and cultural aspects, while encouraging respect for and conservation of urban resources and cultural diversity.

Keywords: Ecotourism, Tourism Environmental Aspects, Sustainable Development, Tourism - Laws, Regulations and Rules, Certification, Green Tourism

A Study of Eco-Labeling in Spain and Tourism Decision Making: The German Experience

Lisa Sitnikow
diplom.de, 2010, 85p.

ISBN:3836643847|9783836643849

This dissertation provides an outline of the aim and objectives of the dissertation and a rationale as to why the topic was chosen. Whilst there is much debate over the economical and environmental impacts that tourism entails; the impact of tourism eco-labelling remains an under researched terrain. This dissertation analyses environmental eco-labelling and its affect on German tourists. The aim is to find out to what degree eco-labelling plays a role in the tourism decision making of German tourists. The focus is on the Blue Flag, an eco-label for coastal areas and marinas. The principle aim of this dissertation is to analyse the affect of eco-labelling in tourism on the tourism decision making process of Germans travelling to Spanish coastal areas.

Keywords: Eco-Labeling, Tourism, Eco-Labels, Eco-Tourists, Ecotourism, Certification, Environment, Environmental Education, Certification

Certification of Quality in Ecotourism: Eco-Destinet Training Material for Trainers of the Trainers

ECO-DESTINET Network

European Union, 2009, 48p.

This training material is a part of the training package produced in Eco-Destinet initiative for trainers of ecotourism providers wishing to apply the labelling standards of the European Ecotourism Labelling Standard EETLS across Europe. EETLS has been created in the Eco-Destinet - or “a Network Developing a European Quality Label for Ecotourism Destinations”, which is a project co-funded by the European Commission under the Lifelong Learning Programme. It brings together the different parts of the Eco-Destinet Training Package making suggestions for how trainers in ecotourism could use its different tools and materials when providing training in how to implement EETLS. It also makes references to other relevant training materials e.g. compiled to the Eco-Destinet library and to relevant websites.

Keywords: Eco-Destinet, Ecotourism, EETLS, Certification, Eco label

Handbook for Ecotourism Labelling in Europe

European Union, 2009, 48p.

This report reviews the ecotourism labels and also the criteria, the activities, the legal framework and the associations behind the labels. This report is the part of the ECO-ROUTE project which has created an inventory to include only genuine eco-tourism labels, of which, only a few exist in reality. The aim of the project is to assist sustainable economic development in rural areas by offering education and building the capacities of local people enabling them to develop a high quality eco-tourist product.

Keywords: Eco-route, Ecotourism, Sustainable Economic Development, Education, Labelling, Ecolabel

Handbook of Ecotourism Labelling Criteria and Good Practice in Europe

Vassilis Tsipidis
RISMA Centre, for Development Studies, Greece.

Sofia: Eco-Destinet Network, Bulgarian Association for Rural and Eco Tourism, 2009, 65p.

ISBN: 978-954-92439-1-8

This handbook forms part of the Eco-Destinet training material. The first section describes the principles and state of the art regarding eco- and sustainable tourism labelling in Europe and internationally, including a presentation of some relevant international, European and national schemes; the second section assesses the compatibility of some existing schemes with the European Ecotourism Labelling Standard (EETLS) developed by the Eco-Destinet project. The handbook is designed for those with a genuine interest in

ecotourism and sustainable tourism and who already have a basic knowledge of contemporary issues surrounding these. Since certification in ecotourism and sustainable tourism is possibly one of the most contentious issues in this area of tourism, a basic understanding of certification in tourism and sustainable tourism is also assumed. The main target group for this handbook will include: ecotourism and sustainable tourism-related associations and public organisations, tourism policy makers, private ecotourism businesses and professionals, researchers and consultants in tourism, academics, university students and training organisations.

Keywords: Eco-Destinet, Sustainable, Tourism, EETLS, Certification, Eco Tourism, Certification, Policy Maker

Comparing Voluntary Policy Instruments for Sustainable Tourism: The Experience of the Spanish Hotel Sector

Silvia Ayuso

Center for Business in Society, IESE Business School, Barcelona, Spain

Journal of Sustainable Tourism, Volume 15, Issue 2, 2007, 144-159p.

ISSN: 0966-9582 | 1747-7646

This paper presents a comprehensive analysis of the voluntary policy instruments most commonly applied by the hotel sector: codes of conduct, best environmental practices, ecolabels, environmental management systems (EMSs) and environmental performance indicators. Based on a qualitative study of Spanish hotel companies that have applied one or more of these voluntary tools, each instrument is reviewed and analysed with regard to incentives and obstacles experienced during its practical implementation. In the comparative assessment of all the tools studied, formal certification systems such as ecolabels and EMSs appear to be the most effective instruments. At a conceptual level, ecolabels and EMSs are the tools with the broadest scope and the only ones that guarantee an improvement of the company's environmental (and sustainable) performance. At the practical level, the present research shows that, although both of these instruments involve higher costs and complexity than the other tools studied, they offer a wider range of tangible and intangible benefits.

Keywords: Environmental Impact, Hotel Companies, Policy Instruments, Spain, Sustainable Tourism, Voluntary Initiatives, Ecolabel, Eco Certification, Certification, Environmental Management Systems

Environmental performance of tourism accommodations in the protected areas: Case of Goreme Historical National Park

Nazmiye Erdogana¹ and Cevat Tosunb²

1. Tourism and Hotel Management Program, Baskent University, Bağlıca Kampusu Eskişehir Yolu 20.km, Ankara, Turkey
2. School of Tourism and Hotel Management, Mustafa Kemal Üniversitesi, Numune Mah. 31200 Iskenderun, Turkey

International Journal of Hospitality Management, Volume 28, Issue 3, September 2009, 406-414p.

ISSN: 0278-4319

This study was designed to explore the nature of environmental performance of tourism accommodations in Goreme Historical National Park, which is in the UNESCO World Heritage List. The data were collected from 73 accommodation managers by using survey questionnaire that included 39 environmental performance indicators. Findings show that tourism accommodations have low performance on energy efficiency, water conservation, responsible waste management, communication, environmental training, the environmental awareness, necessary knowledge about and interest in the environmental protection and environmental policy. The accommodations need to have environmentally sensitive, concerned and knowledgeable managerial staff in order to preserve ecological integrity in protected areas.

Keywords: Environmental Performance, Environmentally Sensitive Design, Protected Areas, Goreme Historical National Park

An Assessment of Convention Tourism's Potential Contribution to Environmentally Sustainable Growth

Eerang Park and Soyoung Boo
Department of Tourism and Hospitality Management , George Washington University ,
Washington , USA

Journal of Sustainable Tourism, Volume 18, Issue 1, 2009, 95-113p.

ISSN: 0966-9582 | 1747-7646

The tourism literature contains substantial discussions on how increasing numbers of attendees and conventions at a destination contributes to the local economy, but there is limited research on the environmental impact of the concomitant increases in air and other travel, and other activity increases in energy and other resource use. This research assesses the current environmental position of the convention industry in the United States and formulates suggestions for future direction in regard to “green” concepts by examining and comparing the perceptions, attitudes, and behavioral intentions of three groups of convention stakeholders: convention attendees, meeting planners, and convention suppliers. This empirical study recognizes the critical problem of inadequate understanding of the environmental impact of convention activities and the lack of knowledge regarding ecological convention practices. It shows that the perception of environmental impact among the three groups varies depending on which environmentally friendly practices are available to each group. It discusses the background to – and the implications of – the emotional formation of decisions and self-motivation based on positive attitudes and the strong intention to adopt green management practices agreed to by convention stakeholders.

Keywords: Convention Tourism, Environmental Impact, Environmental Attitude, Behavioral Intention, Ecolabel, Codes Of Conduct, Eco Label, Eco Certification

Certifying Sustainability: The Efficacy of Costa Rica's Certification for Sustainable Tourism

Joshua G. LePree

Latin American and Caribbean Center, Florida International University, Florida

Florida Atlantic Comparative Studies Journal, Volume 11, 2008-2009, 57-78p.

ISSN: 1088-4610

This paper puts forth a critique of Costa Rica's Certification for Sustainable Tourism (CST) Program, which serves as a means for businesses within Costa Rica's burgeoning tourism industry to gain recognition for the level of sustainability in their policies and practices. A brief history of the concept of sustainable tourism is outlined, contrasting its practices with those of large scale commercial tourism. This serves as a segue into the in-depth analysis of Costa Rica's CST, using the program's four major areas of tourism impact (physical-biological parameters, infrastructure and services, the external client, and the socio-economic environment) as a frame of reference. The CST program has been heralded by many of its proponents as a model certification scheme for sustainable tourism, and has been used as a template from which many subsequent regional and international schemes have been developed. It is argued in this paper that although the program serves as a valid starting point for certification, there are several structural inadequacies that need to be addressed in order to better align the principles of the program with the fundamental notions of sustainable tourism, which include societal and ecological well-being. This argument is based on a combination of primary sources, including policy documents and manuals from the Costa Rican Tourism Institute, the World Tourism Organization, UNEP, and the Rainforest Alliance, as well as previously conducted scholarly research on the topic of sustainable tourism. Suggestions are posited which call for re-visiting the conceptual paradigm upon which the certification program is based, paying close attention to the empowerment of civil society, the treatment of cultural representations, and social-environmental relationships.

Keywords: Tourism, Sustainable Tourism, Ecolabel, Codes Of Conduct, Eco Label, Eco Certification, Certification

The Importance of Certification Schemes in Sustainable Development of Tourism

Pețan Ioana Cristiana Universitatea Romano Americana, Facultatea de Economia

Turismului Intern i Internaional, B-dul Expozitiei, 1B, Sector 1, Bucuresti

Annals of the University of Oradea, Economic Science Series; Volume 17, Issue 2, 2008, 340-343p.

Environmental certification and ecolabels represents controversial topics in tourism. Hotels and tour operators use them in marketing, land management agencies in allocating operating permits, government agencies in promoting national interests, and ecotourism associations for education, lobbying, and revenue generation. Ecolabels have recently attracted the attention of multilateral tourism and multilateral environmental organizations alike. There are more than 150 tourism certification programmes all over the world, some of them at a national or regional level, and some at international level, recognized by the most important tourism organizations. It is important to know that such an accreditation is ensuring tourists, that the tourism products and services they are buying are of good quality, professional and according to the sustainable development policies and principles.

Keywords: Tourism Accreditation, Certification, Eco Labels

Consumerism and Sustainable Tourism

Anne-Mette Hjalager

Aarhus School of Business, Haslegaardsvej 10, 8210, Aarhus, Denmark

Journal of Travel & Tourism Marketing, Volume 8, Issue 3, 1-20p.

ISSN: 1054-8408 | 1540-7306

This article recognises the immense and growing interest for the development of a sustainable tourism. However, it demonstrates a gap between general awareness and preferences on the one hand, and the practices and behaviour of tourists and tourist industries on the other hand. The constraints for the development of a consumerism in the fields of tourism are addressed in the article. A particular emphasis is put on a lack of appropriate institutional frameworks that provide individual tourists with reliable information and co-ordinate their purchasing power in order to enhance the issues of environmental Sustainability.

Keywords: Sustainable Tourism, Consumerism, Tourist Behavior, Green Tourism

Assessing the Utility of Beach Ecolabels for Use by Local Management

Justin Boevers

School of Marine Affairs, University of Washington , Seattle, Washington, USA

Coastal Management, Volume 36, Issue 5, 2008, 524-531p.

ISSN: 0892-0753 | 1521-0421

Ecolabels for beaches have been around since 1985 and have grown rapidly over the past decade. However, effects from ecolabels on beach ecology and local coastal cultures are unknown. This study reviews the literature on tourism ecolabels and environmental certification for beaches, analyzes the criteria of the most prominent beach ecolabel, and identifies considerations and proposes recommendations for local management that address sandy beach ecology and local cultures. The Blue Flag ecolabel is evaluated for how well the program criteria balance tourism, the processes of sandy beach ecology, and accommodate for local cultural values. This Blue Flag's criteria leave out protecting sandy beach ecology and fail to incorporate local community values in program design. The results of the study include three areas that beach managers need to consider for better understanding the utility of beach ecolabel programs: opportunity costs of participation and consequences of losing certification; evaluate investment in multiple certifications; and identify potential changes from the implementation of ecolabels.

Keywords: Beaches, Blue Flag, Ecolabels, Human Dimensions, Sandy Beach Ecology

Why Go Green? The Business Case for Environmental Commitment in the Canadian Hotel Industry

Sonya Graci and Rachel Dodds

Ted Rogers School of Hospitality and Tourism Management, Ryerson University , 350 Victoria Street, Toronto, ON, M5B 2K3, Canada

An International Journal of Tourism and Hospitality Research, Volume 19, Issue 2, 2008, 251-270p.

ISSN: 1303-2917 | 2156-6909

Despite several studies, international treaties and individual organisation's commitment to going green in the tourist hotel industry, there has been limited discussion of the business case for implementing environmental practices. Several hotels have determined that there are numerous benefits to greening their hotel operations; however, there is still a gap between attitude and action in this industry. Cost savings; competitive advantage; employee loyalty; customer retention; regulatory compliance; risk management and social responsibility have been identified as the benefits to environmental commitment, however with very limited discussion and proof in relation to the hotel industry. This paper seeks to identify the business case for environmental commitment with a focus on the Canadian hotel industry. Concrete examples of benefits that apply to this industry are discussed as well as future trends that support the case that going green is necessary for an economically viable and efficiently run hotel.

Keywords: Sustainability, Cost benefits, Green Tourism, Ecolabel, Hotel Industry

The Ecotourism Industry and the Sustainable Tourism Eco-Certification Program (STEP)

Amy Hansen

Graduate School of International Relations and Pacific Studies, University of California, San Diego

Sustainable Travel International, 2007, 33p.

During the past fifteen years, the ecotourism industry has increasingly turned to ecotourism certification as a tool to increase its legitimacy and visibility. But the rapid proliferation of a myriad of certification schemes has instead increased consumer confusion about the meaning of ecotourism and reduced consumer confidence in the sector. As a result, efforts to harmonize certification programs and create an international accreditation body have been undertaken in recent years, including the Rainforest Alliance's recent proposal for a Sustainable Tourism Stewardship Council. This paper takes a closer look at one certification program in particular— the Sustainable Tourism Eco-Certification Program (STEP)—and evaluates its potential to serve as a model certification program for the industry. It also looks more broadly at the entire ecotourism industry and seeks to determine whether certification is good for the sector. Findings indicate that overall, certification strengthens the ecotourism industry, but the lack of an international accreditation body and the existence of weak certification programs poses a significant threat to ecotourism certification. Additionally, I conclude that the STEP program is a thoughtfully-designed, largely credible certification program which, despite offering a certification option based on self-reporting, is working within the limitations of the ecotourism market and represents step in the right direction for the future of ecotourism certification.

Keywords: Ecotourism, Sustainability, Certification, Sustainable Tourism Stewardship Council, Standards, Eco label, Eco Certification, STEP, Sustainable Tourism Eco-Certification Programme

A Simple User's Guide to Certification for Sustainable Tourism and Ecotourism: Handbook 1

Amos Bien

Technical Director Global Sustainable Tourism Council (GSTC), P.O. Box 96503 #51887
Washington, DC 20090-6503 USA

Washington: Center on Ecotourism and Sustainable Development, 3rd Edition, 2007, 30p.

This is a publication of the Center for Ecotourism and Sustainable Development together with Rainforest Alliance and the International Ecotourism Society. This guide to certification is designed for those who have heard about certifying sustainable tourism and ecotourism and wants to understand how it works or how to begin the process. For those who are interested in more technical details about certification references is listed at the end of this document.

Keywords: Eco-certification, Ecotourism, Sustainable Tourism, Eco-Rating Scheme, Eco-Label

Practical Steps for Funding Certification of Tourism Businesses: Handbook 2

Aimee Russillo, Martha Honey and Abigail Rome

Washington: Center on Ecotourism and Sustainable Development, 2007, 25p.

This guide is part of a series of practical, “how-to” handbooks on sustainable tourism certification. It is based on a research and studies which identified a funding gap for businesses interested in certification. This handbook is intended to provide those tourism businesses seeking certification, particularly small businesses, an overview of funding mechanisms and possible sources to help underwrite the costs of undertaking sustainable tourism certification. Other audiences, including 'green' certification programs, NGOs, private foundations and government entities involved in sustainable development will also benefit from the background and information in this handbook.

Keywords: Eco-certification, Ecotourism, Sustainable Tourism, Eco-Rating Scheme, Eco-Label, Funding

Practical Steps for Marketing Tourism Certification: Handbook 3

Aimee Russillo, Martha Honey, Abigail Rome and Amos Bien

Washington: Center on Ecotourism and Sustainable Development, 2007, 33p.

This guide is part of a series of practical, “how-to” handbooks on sustainable tourism certification. These handbooks are based on research and reports done by the Center on Ecotourism and Sustainable Development (CESD) and The International Ecotourism Society (TIES) as part of a certification project directed by the Rainforest Alliance and funded by the IDB/MIF (Inter-American Development Bank's Multilateral Investment Fund). The marketing reports focused on how to build consumer and industry buy-in for certification. This handbook is based primarily on two reports: “Marketing Strategy for Sustainable Tourism Certification” and “Business Incentives Offered”. This handbook is primarily aimed for use by certification programs; however, the strategies involve the other stakeholders – businesses, governments, NGOs, trade associations, etc – who will also find this guide useful.

Keywords: Eco-certification, Ecotourism, Sustainable Tourism, Eco-Rating Scheme, Eco-Label, Marketing

Financing Tourism Certification Programs: Handbook 4

Abigail Rome, Amos Bien, Alice Crabtree, Aimee Russillo and Martha Honey

Washington: Center on Ecotourism and Sustainable Development, 2007, 32p.

This guide is part of a series of handbooks on sustainable tourism certification. It is based on a study which analyzed the financial sustainability of 40 tourism and other “green” industry certification programs from around the world and examined priorities and interests of 14 funding organisations. This handbook outlines steps and offers

recommendations for making tourism certification programmes financially viable. It is intended as an easy guide to help those involved in creating and running tourism certification programmes, and serves as a useful resource for governments, funders, businesses and non-governmental organizations supporting such programs. It offers strategies and models of fundraising and financial management designed to build financial stability during the three stages of certification programme development: start-up, operations, and consolidation. In addition, this guide focuses on ensuring that small businesses can access certification, providing specific recommendations to provide real benefits to small businesses at an affordable cost.

Keywords: Eco-certification, Ecotourism, Sustainable Tourism, Eco-Rating Scheme, Eco-Label, Financing

Comparing Voluntary Policy Instruments for Sustainable Tourism: The Experience of the Spanish Hotel Sector

Silvia Ayuso
Center for Business in Society, IESE Business School, Barcelona, Spain

Journal of Sustainable Tourism, Volume 15, Issue 2, 2007, 144-159p.

ISSN: 0966-9582 | 1747-7646

This paper presents a comprehensive analysis of the voluntary policy instruments most commonly applied by the hotel sector: codes of conduct, best environmental practices, ecolabels, environmental management systems (EMSs) and environmental performance indicators. Based on a qualitative study of Spanish hotel companies that have applied one or more of these voluntary tools, each instrument is reviewed and analysed with regard to incentives and obstacles experienced during its practical implementation. In the comparative assessment of all the tools studied, formal certification systems such as ecolabels and EMSs appear to be the most effective instruments. At a conceptual level, ecolabels and EMSs are the tools with the broadest scope and the only ones that guarantee an improvement of the company's environmental (and sustainable) performance. At the practical level, the present research shows that, although both of these instruments involve higher costs and complexity than the other tools studied, they offer a wider range of tangible and intangible benefits.

Keywords: Environmental Impact, Hotel Companies, Policy Instruments, Spain, Sustainable Tourism, Voluntary Initiatives, Eco-label, Ecolabel, Ecotourism, Hospitality

Eco-certification as a tool of sustainable tourism

K. RYGLOVÁ
Mendel University of Agriculture and Forestry in Brno, Czech Republic

Agricultural Economics (AGR ECON-CZECH), Volume 53, Issue 3, 2007, 138-143p.

ISSN: 0139-570X

This paper deals with problems of sustainable tourism. The goal of this work is to point out the current situation, possibilities and approaches to ecological certification in tourism in the Czech Republic. A survey was conducted among accommodation providers – it was targeted on assessing the level of conversancy with ecolabels that already exist in the Czech Republic as well as in Europe. The results of this survey are included in this paper. Furthermore, the attitudes of providers towards obtaining ecolabels were being found out.

Keywords: Sustainable Tourism, Eco-certification, Accommodation Services, Ecolabel, Eco-label

Quality assurance and certification in ecotourism

R Black¹ and A Crabtree² Editors

1. Senior Lecturer, Charles Sturt University, Australia,
2. The International Ecotourism Society, Australia

Oxfordshire: CABI Publishing, First edition, Ecotourism Series, September 2007, 520p.

ISBN: 9781845932374

This book explores solutions to the problems of inconsistency and even exploitation of the term ecotourism through examples, case studies, and a discussion of quality control and certification. The first part of the book (chapters 2-8) moves the reader through the spectrum of quality assurance tools, from what are perceived to be the least rigorous and effective (awards of excellence and codes of conduct) to more formal, credible and effective methods (certification and accreditation), with a brief foray into using indicators to measure and monitor effectiveness. The second part (chapters 9-23) looks at a range of ecotourism stakeholders' perspectives, with an emphasis in one way or another on various industry certification programmes. A concluding chapter explores the challenges and issues for quality in ecotourism. The book has a glossary and a subject index.

Keywords: Certification, Ecotourism, Quality Controls, Eco label, Sustainable Tourism

Sustainable tourist behaviour – a discussion of opportunities for change

Adriana Budeanu

The International Institute for Industrial Environmental Economics, Lund University, and IIIIE Lund University, PO Box 196, S-221 00 Lund, Sweden.

Internal Journal of Consumer Studies, Volume 31, Issue 5, September 2007, 499–508p.

ISSN: 1470-6423

Labels on products are meant to influence consumer behavior. Consumers buying products labeled as eco-friendly may hope to help conserve the environment, but eco-labels vary in their claims and credibility. We define three types of wildlife-friendly, eco-labels, according to their potential to conserve wildlife, and describe barriers to convincing consumers of their claims. Eco-labels we term “Supportive” donate revenues to

conservation organizations, and are, at best, indirect interventions, opaque to consumer scrutiny. “Persuasive” eco-labels certify manufacturing/collection practices, under the assumption that wildlife will benefit as a result. “Protective” eco-labels certify wildlife conservation, which can gain the highest level of credibility, but require the greatest verification effort. Proving that producers conserved wildlife is costly, time-consuming, and technically challenging, because wild animals ignore property boundaries and experience mortality and dispersal irrespective of people, but their population dynamics often obscure the role of human activities and economic practices. Nevertheless, wild animals are among the most inspiring and marketable components of the environment.

Keywords: Sustainable Tourism, Tourist Behaviour, Environmental Behaviour, Sustainable Consumption, Tourism Impacts, Eco-Labels, Certification

Certification in the South African tourism industry: the case of Fair Trade in Tourism

Karin Mahony

School of Geography, Archaeology and Environmental Studies, University of the Witwatersrand, Johannesburg

Development Southern Africa, Volume 24, Issue 3: Perspectives on Tourism in Africa, 2007, 393-408p.

ISSN: 0376-835X | 1470-3637

Internationally, certification is playing an increasing role in regulating and monitoring tourism enterprise, and promoting responsible and sustainable tourism development. Certification is relatively new in the South African tourism industry, with schemes being developed to measure product quality and the environmental, social and developmental aspects of tourism. This article positions, certification in the South African tourism industry against important international debates on the topic and against some major challenges facing the industry in this country, namely the growth of the sector, transformation and sustainable socio-economic development. One certification programme, Fair Trade in Tourism South Africa, is presented as a case study.

Keywords: Sustainable Tourism, Sustainable Tourism, Tourism Impacts, Eco-Labels, Certification

Environmental Management and Sustainable Tourism Development: The Case of Hotels in Greater Accra Region

Ishmael Mensah

Department of Geography and Tourism, University of Cape Coast, Ghana

Journal of Retail & Leisure Property, Volume 6, Issue 1, January 2007, 15-22p.

ISSN: 1750-2098

Due to calls for more sustainable tourism practices, environmental management, which was the preserve of the smokestack industries, has engaged managers of most hotels

around the globe. The literature is replete with environmental management practices and initiatives by hotels in North America, Europe and Asia and therefore not much is known about environmental management in hotels in a developing country like Ghana. This article, therefore explores the environmental management and sustainable tourism practices in hotels in Ghana based on a survey of 52 managers of various categories of hotels in the Greater Accra Region of Ghana.

Keywords: Hotels, Environmental Management, Sustainable Tourism, Eco-Labels, Africa Ghana

Role of Ecolabels in European Tourism Industry

Petan Ioana Cristiana, Dodu Patricia Silivia and Murgoci Cristiana Stefania
Universitatea Romano Americana, B-dul Expozitiei, 1B, Sector 1, Bucuresti, 0744867485

2007, 507-510p.

The tourism industry plays a major economic role in many countries, and can make significant contributions to environmental protection as well as socio-economic development. But through its own activities, which can result in a high level of resource consumption, and of pollution and waste, tourism may also lead to adverse environmental impacts. Ecolabels in tourism can act as incentives to encourage businesses to achieve significant improvements in their environmental performance. They are one of the many voluntary instruments that can provide an effective complement to formal regulation by national authorities. Credible ecolabels promote sustainable consumption patterns by providing concise and accurate informations to the consumers. Well designed ecolabels schemes also provide an indirect source of guidance, through the criteria, evaluation and monitoring procedures that each scheme adopts, to help enterprises improve their environmental procedures.

Keywords: Ecolabels, Tourism Industry, Sustainable Tourism, Green Products.

Financial sustainability of sustainable tourism certification programs

Abigail Rome, Alice Crabtree, Amos Bien, Herbert Hamele, and Anna Spenceley

Washington: The International Ecotourism Society, November 2006, 115p.

The objective of this study is to propose strategies and mechanisms to help sustainable tourism certification programs achieve long-term financial viability. The study looked at financial models and mechanisms used by certification program from other industries (such as organic produce and forestry) and from various tourism certification programmes from around the world. Authors examined seven non-tourism certification programs and one non-tourism accreditation program to determine which experiences were applicable to tourism. In addition, 33 tourism certification programmes working in the United States, Latin America, Europe, Asia-Pacific and Africa were evaluated to examine their financial structures and strategies, as well as listen to their recommendations. Representatives of 12 funding bodies and two non-governmental organisations (NGOs) supporting sustainable tourism or green certification in the United States, Latin America, and Africa were also interviewed to determine their funding priorities and interests; find out what types of relevant projects and programs they have supported; and elicit recommendations for how to help sustainable tourism certification and accreditation bodies become more financially sustainable.

Keywords: Eco-certification, Ecotourism, Sustainable Tourism, Eco-Rating Scheme, Eco-Label, Financing, Tourism Certification

Proactive Crises Management Tools: Ecolabel and Green Globe 21 Experiences from New Zealand

Christian Schott

Victoria Management School, Victoria University of Wellington, New Zealand.

Tourism Review International, Volume 10, Numbers 1-2, 2006, 81-90 p.

ISSN: 1544-2721 | 1943-4421

This article addresses the theme of crisis management in tourism by adopting a more proactive rather than a reactive perspective. As such, it examines ecolabels as one of the proactive mitigation mechanisms with the capacity to contribute to the creation of a more sustainable future. Specifically, ecolabels are examined in the context of New Zealand with the aim of providing a better understanding of consumer attitudes and levels of awareness. The findings are generated by a questionnaire survey of international and domestic visitors to Wellington and reveal awareness levels of ecolabels to be small and ecolabel knowledge to be inherently confused. An in-depth examination of the most widely represented ecolabel, Green Globe 21, produced similarly sobering results. However, in the context of previous studies these findings can be regarded as encouraging because the level of awareness reported by international visitors appears to have increased over the last 2 years. Exploring the notion of "greenwash" as a potential inhibitor to greater ecolabel uptake, the majority of respondents report no distrust, thus suggesting that consumer skepticism of ecolabels may be overestimated.

Keywords: Consumer Awareness; Eco-labels; Environmental Certification; Green Globe 21; New Zealand, Ecolabels

An evaluation of the use of eco-labelling within the eco-tourism sector

Wanjiku Mwangi Githinji

School of Environmental Sciences, University of East Anglia, University Plain, Norwich, NR4 7TJ

August 2006, 85p.

Business and industry have a critical role in helping the world achieve Agenda 21 goals for sustainable development, which are based on the concept that the integrity of the environment and the economy are inextricably inter-linked. They can do this by implementing environmental management tools that allow them to develop techniques and technologies, such as eco-labels, which reduce harmful environmental impacts and also meet customer expectations consistently in the most cost efficient manner. An eco-label seeks to inform consumers about the environmental impacts of the products and services consumed. Eco-labels are designed as a benchmark of excellence and are meant to encourage a switch towards more environmentally friendly consumption habits. Tourism eco-labels can therefore be used to communicate to tourists about environmental issues. The overall objective of this study was to develop a best-practice framework for ecolabelling in eco-tourism, and thereafter apply it to three specific case studies: the Ecotourism Society of Kenya's (ESOK) eco-rating scheme, Green Globe 21's tourism certification program, and Ecotourism Australia's Eco-Certification Program. The framework was based on the principles of eco-tourism and eco-labelling, and included both the nature and operation of the eco-tourism facilities. All three programs performed well against the best practice framework, and a number of recommendations were thereafter made regarding potential improvements to the ESOK eco-rating scheme. These recommendations included: collaboration with other eco-labels, complementary initiatives and networks; establishing procedures for revising and amending certification criteria; and ensuring that auditors have the necessary skills to carry out verification audits. This thesis is submitted in part-fulfillment of the degree of Master of Science of the author.

Keywords: Best Practice, Eco-Labelling, Eco-Tourism, Eco-Tourism Society of Kenya, Tourism Certification Programmes

Adoption of voluntary environmental tools for sustainable tourism: analysing the experience of Spanish hotels


Silvia Ayuso

Center for Business in Society (CBS), IESE Business School, Barcelona, Spain

Corporate Social Responsibility and Environmental Management, Volume 13, Issue 4, September 2006, 207–220p.

ISSN: 1535-3966

Since the early 1990s, tourism companies, mostly hotel facilities, have undertaken different voluntary initiatives to show their commitment to sustainable tourism. Among the voluntary tools applied by the hotel industry, the most common are codes of conduct,



best environmental practices, eco-labels, environmental management systems (EMSs) and environmental performance indicators.

This article presents the findings of empirical research conducted with Spanish hotels that have adopted one or more of the existing environmental tools. Based on a qualitative exploration of perceptions and experiences of hotel managers applying these instruments, the general understanding of the concept of sustainable tourism is examined, and the practical application of different voluntary environmental instruments is analysed. In an attempt to interpret the facilitators and barriers reported by hotel companies, three interpretative approaches are combined to explain the selective adoption of environmental tools: the perspective of competitive advantages, the perspective of stakeholders' influence and the perspective of the human cognitive process.

Keywords: Eco-Labeling, Eco-Tourism, Eco-Certification, Tourism Certification Programmes, Spanish Hotels

Recognition schemes in tourism—from 'eco' to 'sustainability'?

Camelia Monica Tepelus¹ and Rolando Castro Córdoba²

1. International Institute for Industrial Environmental Economics (IIIEE), Lund University, P.O. Box 196, 221 00 Lund, Sweden
2. The Environmental and Natural Resources Law Center (CEDARENA), P.O. Box 134-2050 San Pedro, Costa Rica

Journal of Cleaner Production, Volume 13, Issue 2, January 2005, 135-140p.

ISSN: 0959-6526

Proliferation of voluntary instruments such as eco-labelling schemes and codes of conduct for tourism has been characterized by a strong environmental focus. This paper discusses the feasibility of creating recognition schemes that could address not only the ecological implications, but also the social and economic impacts of tourism activities. The analysis was performed by using a case study of the 'Certification for Sustainable Tourism' (CST), a labelling programme developed in Costa Rica, which was found to address not only environmental performance, but also cultural, economic and social impacts of tourism activities.

Keywords: Sustainable Tourism, Voluntary Recognition Schemes In Tourism, Tourism Eco-Labels, Eco labels, Eco Tourism

Environmental Values and Response to Ecolabels among International Visitors to New Zealand

John R. Fairweather¹, Crystal Maslin¹ and David G. Simmons²

1. Agribusiness and Economics Research Unit, P.O. Box 84, Lincoln University, Canterbury, New Zealand
2. Environment, Society and Design Division, P.O. Box 84, Lincoln University, Canterbury, New Zealand

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ISSN: 09669582

The research reported here documents the awareness of ecolabels among visitors to Christchurch, one important visitor destination in New Zealand. Around the world there is a growing debate about ecolabels and how visitors respond to them. We propose to inform this debate by studying the relationship between visitor response to ecolabels and their environment values. In interviews with 295 visitors to Christchurch it was found that only one-fifth recalled any place with ecolabels, and only 13% had ever heard of any tourism ecolabel. However, 33% of visitors had some experience of ecolabels. Data were cluster analysed to find that 61% of respondents expressed biocentric values and 39% expressed ambivalent values but not anthropocentric values towards nature. Further analysis of the data showed that the clusters had different responses on many dimensions of ecolabels. Biocentric visitors were concerned with the environment in which they travel, believed that ecolabels are needed in New Zealand, and said they would choose accommodation

with an ecolabel. Their reports of their actions were consistent with their expressions of concern for the environment. Results suggest that many visitors will favourably receive ecolabel developments in New Zealand and that ecolabel development and use should be supported.

Keywords: Ecolabels, Tourism, New Zealand, Environment, Biocentric Values, Certification

Ecotourism and Certification: Confronting the Principles and Pragmatics of Socially Responsible Tourism

Laurie Kroshus Medina

Department of Anthropology, Michigan State University, East Lansing, MI 48823, USA

Journal of Sustainable Tourism, Volume 13, Issue 3, 2005, 281-295p.

ISSN: 09669582

Many ecotourism proponents advocate certification as a means to distinguish legitimate ecotourism from counterfeit 'greenwashed' products. This paper discusses efforts by certification advocates operating in global arenas to generate standards for measuring compliance with one dimension of widely accepted definitions of ecotourism, the stipulation that it should provide benefits to local communities. The paper then presents an ethnographic case study from Belize that reveals disagreements among ecotourism stakeholders in Belize and between them and international experts about the meaning of several key terms: who should count as 'local', what should count as 'participation' by locals, and what constitutes a 'benefit' to local communities. The author argues that divergent perspectives on these issues must be recognised and accommodated in the process of harmonising or standardising certification criteria for ecotourism; failure to do that could imperil both the principled and pragmatic rationales behind the requirement that ecotourism provide benefits to local communities.

Keywords: Ecotourism, Certification, Ecolabeling, Belize, Local Communities, Participation, Certification

A Quasi-experimental Method for Testing the Effectiveness of Ecolabel Promotion

Axel Reiser and David G. Simmons

Tourism Recreation Research and Education Centre (TRREC), Lincoln, University, Canterbury, New Zealand

Journal of Sustainable Tourism, Volume 13, Issue 6, 2005, 590-616p.

ISSN: 09669582

Despite the existence of tourism ecolabels for more than 10 years, tourists' decision making is still only marginally influenced by such labels and it appears that sustainability does not feature much in tourists' general consumption behaviour. However, two recent studies found that tourists' attitudes towards the Green Globe 21 (GG21) ecolabel in New Zealand were positive and the surveyed tourists appeared to have a high awareness of

sustainability issues. Based on these findings, a quasiexperiment was conducted in the Christchurch Visitor Information Centre (CVIC) (main tourist hub of South Island) to investigate whether tourists' positive attitudes towards ecolabels would result in increased observable interest of GG21 ecolabelled products. The purpose of this paper is to describe the complex quasi-experimental methodology that has been developed in an attempt to get further insight into tourist behaviour related to ecolabelled tourist products. During May and June 2003 the impact of a promotional campaign on tourists' information search behaviour in the CVIC was tested. Observations of tourists and measurement of brochure up-take showed no increased interest in the ecolabel promotion campaign or the GG21 labelled products in the CVIC. The experimental methodology demonstrated that positive attitudes towards ecolabels are an unreliable predictor of responsible environmental tourist behaviour.

Keywords: Quasi-Experiment, Environmental Attitudes, Ecolabel, Green Globe 21, Responsible Environmental Behaviour

Critical review of certification and accreditation in sustainable tourism governance

Xavier Font

Principal Lecturer in Tourism Management, Tourism Hospitality and Events School, Leeds Metropolitan University, LS1 3HE Leeds United Kingdom

Proceedings of the Business Strategy and the Environment Conference, University of Leeds, UK, 2005, 13p.

The purpose of this paper is to inform discussions with regards to the feasibility and desirability of using agency funds for certification and accreditation as tools for sustainable development, with particular emphasis on developing countries. This paper aims to demonstrate that it is necessary to undertake a cost-benefit analysis of certification as a sustainable development tool in developing countries.

For the last two decades, certification has been a voluntary mechanism to show high standards of performance beyond legislation. It has been thought to be a source of competitive advantage that allows a small number of firms to stand out from the average. Certification is a valid instrument to gather local stakeholders around the common purpose of defining standards to improve the contribution of tourism to sustainable development. It is also valid to develop structures to encourage and support improvement of business units, working to a standard that will give them peer recognition, staff morale, eco-savings, peace of mind from beyond legislation compliance, all of which make firms more competitive in the medium term. There are also challenges in certification and accreditation. Early evidence suggests that certification is most suited to those countries with well-established infrastructures and the finances to support industry to reduce its negative impacts. It is also a tool for financially sound firms that have their basic needs covered and feels the need or desire to be more sustainable, and get recognition for it. It is not the best tool for livelihood-based economies or sectors, be it tourism, forestry, agriculture or any other at the center of attention of certification today. Increasing the number of companies that meet these standards allows in the medium term to reach the

economies of scale to produce better training for applicants, and marketing of their products. The key challenge is the potential impact this can have on those firms that are not suited to it, if it becomes a powerful tool for increased trade, or if governments and industry associations aim to enforce compulsory standards.

Keywords: Certification, Accreditation, Ecolabel, Sustainable Tourism, Responsible Environmental Behaviour

2004

Applying Swedish Eco-labelling to Finnish Tourism Operation: Which Associations does it elicit amongst Customers?

Peter Björk
Swedish School of Economics and Business Administration, PO Box 287, FIN-65101 Vasa,
Finland

Scandinavian Journal of Hospitality and Tourism, Volume 4, Issue 1, 2004, 25-41p.

ISSN: 1502-2250 | 1502-2269

Eco-tourism labels convey promises and are effective when they are recognized by the markets, generate the desired associations, are trusted, used as decision tools, and direct behavior. Despite the fact that labels have been recognized as central marketing tools, few research projects have been devoted to this area. The associations that the recently launched Swedish eco-tourism label produces among Finnish tourists, one important customer segment, are analyzed in this article and compared to the value structure the launching organization wants to communicate. The respondents were of the opinion that the Swedish eco-tourism label only partially represented a high quality travel arrangement, local anchorage, protection of nature, environmentally friendly traveling, and a responsibility for nature and culture. A content analysis of the associations the eco-label generated resulted in the following four main knowledge categories, “parents playing with their children”, “poverty”, “Vikings”, and “environmentally friendly”, not all of which are relevant in eco-tourism. A large share of the respondents were also of the opinion that it is not suitable for Finnish eco-tourism firms to use the Swedish eco-tourism label without modifications, results which justify further discussion about the development of a comparative Finnish eco-tourism label.

Keywords: Eco-Tourism, Eco-Label, Green Marketing, Market Communication

Which Tourism Rules?: Green Standards and GATS

Jem Bendell¹ and Xavier Font²

1. University of Nottingham, UK
2. Leeds Metropolitan University, UK

Annals of Tourism Research, Volume 31, Issue 1, January 2004, 139–156p.

ISSN: 0160-7383

Programs to certify “green” or sustainable tourism standards are rapidly growing, and it is possible that certification might change in function and effect from awarding excellence to becoming de facto requirements to trade. Because certification often relies on governmental support, it could be perceived as an anti-competitive barrier to trade in the context of international practice such as the General Agreement on Trade in Services, which could reduce the appeal of standards as a self-regulatory method. This paper provides a pro-sustainability standards reading of the agreement and related World Trade Organization documents to discuss what policies and practices might be criticized as trade-restrictive and provides arguments against such criticisms.

Keywords: Sustainable, Standards, Certification, GATS, Trade, Eco-label, Eco Tourism

Rethinking standards from green to sustainable

Xavier Font and Catherine Harris
Leeds Metropolitan University, UK

Annals of Tourism Research, Volume 31, Issue 4, October 2004, 986–1007p.

ISSN: 0160-7383

Tourism certification has emerged as a tool to reduce environmental impacts and gain competitive advantage, and being promoted on the basis of efficiency-based eco-savings. This paper explores the successes and challenges of five programs operating partly or wholly in developing countries that have introduced socioeconomic criteria to complete the triple bottom line of sustainability. The analysis suggests that social standards are ambiguous; the assessment methodologies are inconsistent and open to interpretation; there is considerable variation on what is understood as sustainable depending on the type of tourism companies targeted; and the programs working more intensely on social issues will have the greatest challenges to expand.

Keywords: Standard; Certification; Developing Countries; Corporate Social Responsibility

The Brand Strength of Ecotourism and the Consumer Value of Eco-labelling

Gordon Gordon MacMillan¹ and Wendy McInnes²

1. Director - Tourism & Travel, Australia, ,
2. Director - Tourism & Travel, International Roy Morgan Research Pty Ltd, 411 Collins Street, Melbourne

Melbourne: The Roy Morgan International, 2004, 11p.

This paper is presented during Ecotourism Australia's 12th Annual Conference: Ecotourism Australia in 2004. It illustrates the concept of "ecotourism" which appears to be linked into a core set of global environmental values. A survey has done among the people of the four countries to know their perceptions. The environment as an issue evokes consistent similarities across Australia, New Zealand, the USA and the UK. It presents the views of the people of these countries. The study finds that the vast majority of Australians, Americans, Brits and New Zealanders have similar core environmental values. The ecotourism trend has been gaining momentum for some time, including environmentalism and local cultural experiences.

Keywords: Ecotourism, Global Environmental Values, Cultural, Experiences, Eco Certification, Eco label

Are tourists aware of tourism ecolabels? – Results from a study in the county of Storstrøm in Denmark

Susanne Jensen, Maria Birch and Monica Frederiksen
Aalborg University, Tourism Research Unit, Fibigerstræde 49220 Aalborg Ø, Denmark

13th Nordic Symposium in Tourism and Hospitality Research, Aalborg, Denmark, November 4-7, 2004, 31p.

This article focuses on the tourist as a consumer and his/her behaviour in the environmental domain, which is a relatively new research area. Only a limited amount of empirical research focusing on sustainable tourism and the demand side has been conducted. Furthermore, surveys on tourists' detailed knowledge of a national certification scheme as the Danish Green Key diploma have not been carried out. Nor have surveys on whether tourists chosen their accommodation due to its environmental achievement. The purpose of the article is to investigate whether and how sustainable tourism is of importance to tourists visiting the country of Storstrøm, Denmark. A particular emphasis put on whether the tourists are aware that their place of accommodation has been eco-labelled when choosing it and whether the ecolabel was their main reasons for choosing their place of accommodation. Furthermore the survey will reveal whether the tourists intended to choose a "Green Key" accommodation in the future. The theoretical discussion of what variables may be influencing the tourists' environmental behavior based on the Thøgersen's motivation-ability-opportunity-behaviour theory (1995). The study is based on the return of 364 questionnaire from foreign and Danish tourists in the country of Storstrøm, Denmark in 2001. Paper is presented at the 13th Nordic Symposium in Tourism and Hospitality Research.

Tourism and Local Agenda 21: The Role of Local Authorities in Sustainable Tourism

United Nations Environment Programme and International Council for Local Environmental Initiatives

France: United Nations Environment Programme, 2003, 62p.

ISBN: 92-807-2267-0

This book is based on a study of the hands-on experience gained by local communities that are involved to varying degrees in tourist activity, and that have adopted a Local Agenda 21 approach. Although the experiences and goals of the five localities are different, all have seen substantial benefits in tourism management from a Local Agenda 21 approach. The document covers the role of local authorities with respect to tourism and Local Agenda 21, types of destination that have applied LA 21 to tourism, the key components of a LA 21 approach to tourism – structures, strategies and actions and recommendations for promoting the use of LA 21 in tourism management in the future.

Keywords: Eco-label, Sustainable Tourism, Agenda 21, Local Agenda 21, LA 21, Tourism

Sustainable Tourism and Ecotourism Certification: Raising Standards and Benefits

Xavier Font, Ronald Sanabria and Elizabeth Skinner

Journal of Ecotourism, Volume 2, Issue 3, 2003, 213-218p.

ISSN: 1472-4049 | 1747-7638

While the increasing number of tourism certification programmes has allowed for bottom-up initiatives among local players involved with sustainable tourism efforts, in doing so, it has led to market confusion, and high start-up costs. In order to understand how to best set high standards for sustainable tourism and ecotourism certification programmes around the world, and to make these programmes widely beneficial, the Rainforest Alliance has spearheaded a feasibility study for a global tourism accreditation body, entitled the Sustainable Tourism Stewardship Council.

Keywords: Sustainable Tourism Stewardship Council, Certification, Accreditation, Ecolabel, Eco Certification

Critical Review Of Certification And Accreditation In Sustainable tourism Governance

Font, Xavier

Tourism Hospitality and Events School, Leeds Metropolitan University, LS1 3HE Leeds United Kingdom

Discussion Paper, Leeds Metropolitan University, Leeds, UK, 2003, 1-13p.

The purpose of this paper is to inform discussions with regards to the feasibility and desirability of using agency funds for certification and accreditation as tools for sustainable

development, with particular emphasis on developing countries. This paper aims to demonstrate that it is necessary to undertake a cost-benefit analysis of certification as a sustainable development tool in developing countries.

For the last two decades, certification has been a voluntary mechanism to show high standards of performance beyond legislation. It has been thought to be a source of competitive advantage that allows a small number of firms to stand out from the average. Certification is a valid instrument to gather local stakeholders around the common purpose of defining standards to improve the contribution of tourism to sustainable development. It is also valid to develop structures to encourage and support improvement of business units, working to a standard that will give them peer recognition, staff morale, eco-savings, peace of mind from beyond legislation compliance, all of which make firms more competitive in the medium term.

There are also challenges in certification and accreditation. Early evidence suggests that certification is most suited to those countries with well-established infrastructures and the finances to support industry to reduce its negative impacts. It is also a tool for financially sound firms that have their basic needs covered and feel the need or desire to be more sustainable, and get recognition for it. It is not the best tool for livelihood-based economies or sectors, be it tourism, forestry, agriculture or any other at the center of attention of certification today. Increasing the number of companies that meet these standards allows in the medium term to reach the economies of scale to produce better training for applicants, and marketing of their products. The key challenge is the potential impact this can have on those firms that are not suited to it, if it becomes a powerful tool for increased trade, or if governments and industry associations aim to enforce compulsory standards.

Keywords: Tourism Certification, Accreditation Programmes, Tourism, Eco Certification, Ecolabel

Labelling and Certification: Benefits and Challenges for Sustainable Tourism Management and Marketing

X. Font
School of Tourism and Hospitality Management, Leeds Metropolitan University

ECOCLUB.com E-Paper Series, Nr. 9, July 2003, 4p.

This paper was presented at Forum International, Hannover, Germany, 2nd February 2003. This paper aims to present an overview of certification and to critically consider how it can be used to improve the performance of the tourism sector. The paper outlines the six steps to certification and outlines the number and types of labelling schemes that exist for tourism. It states that most standards are set for hotels, and very few for tour operators, and the latter are mainly for ecotourism ground operators, not the outbound operators in tourism generating countries, with the access to the market. The author discusses the use of progress versus performance indicators and the advantages and disadvantages of both. The paper ends by looking at challenges and needs for the future promotion of effective tourism certification schemes.

Keywords: Tourism Certification, Tourism, Eco Certification, Ecolabel, Eco Standards, Certification

The destination is the main focus – the Destination 21 concept: Theme B: Monitoring and regulation of ecotourism: evaluating progress towards sustainability

Bente Mortensen
Chief Consultant, Destination 21, Vesterbrogade 6 D, 1620 Copenhagen V, Denmark

April 2002, 10p.

Sustainable tourism development meets the needs of present tourists and host while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems (WTO). The destination is the main focus of tourism activity and shapes the image of tourism. It is a place of interaction between public and private stakeholders and where almost all the SMEs in the tourism industry are gathered.

A tourism destination is understood as a geographically defined area and does not rest exclusively with the tourist trade, but involves all the other resources in the local community. There is a need for promoting links between destinations through partnership networks based on Agenda 21 and to involve the tourist trade and all the other resources in the local community. This includes tourism policy, land use planning, use of natural parks and protected areas and building sustainable products.

Establishment of an organisation with all local stakeholders represented in the fields of employment, tourism and environment who are strongly committed to the idea gives opportunity to promote sustainable tourism and safeguard the destination's continued basis for existence by taking on board nature, the environment, economic and cultural conditions, and increased integration between the tourist trade, the local business community and public administration as well as actively involving the local population.

Keywords: Destination Management, Eco-Label, Destination 21, Danish Tourism

Ecotourism and Certification: Setting Standards in Practice

Martha Honey, Editor
Center for Responsible Travel, 1333 H St., NW Suite 300, East Tower, Washington, DC 20005, USA

Washington, DC: Island Press, 2002, xvii, 407 p.

ISBN: 9781559639514 | 978-1559639514

The book begins by establishing baseline information on the tourism industry, situating ecotourism within the larger tourism industry, and tracing the history of certification. It explores the concepts underlying certification. It examines certification as a tool in other industries such as forestry and coffee production. The book highlights case studies of the most promising certification schemes around the world. The case studies include the NEAP Programme in Australia Costa Rica's government-financed Sustainable Tourism Certification (CST) programme and other programmes in Central America more than 50

eco-labelling and certification programmes for accommodations in Europe programmes to certify beaches and national parks efforts in South Africa and Kenya to establish certification programmes. Ecotourism is a promising approach to protecting threatened environments and communities around the world and certification is a key to making it effective. This book takes a global look at the emergence and application of certification, and it speaks largely through the voices of those directly involved with the industry and in the countries where it has been applied. It will be an important contribution for ecotourism and development professionals worldwide.

Keywords: Eco-Labelling, Eco-Tourism, Tourism Certification Programmes, Ecolabel, Sustainable Tourism

Sustainable Tourism: A Global Perspective

Rob Harris, Tony Griffin and Peter Williams Eds.

Abingdon, United Kingdom: Routledge, 2002, 311p.

ISBN: 0750689463 | 9780750689465

Sustainable Tourism is vital reading for anyone seeking to understand the complexities associated with sustainable tourism development, and how government and industry have responded to the challenges the concept poses. The major areas addressed are perspectives and issues associated with the concept of sustainable tourism development, accreditation, education and interpretation, including specific examples such as Green Globe 21, the European Blue Flag Campaign and the WWF's PAN Parks Programme and sustainable tourism case studies of tourist destination regions, natural areas and tourism enterprises drawn from Africa, Australia, the South Pacific, North America, South-east Asia and the Caribbean. It illustrates a variety of perspectives on sustainable tourism development, but also significant insights into barriers, challenges and current industry and government responses to it in various parts of the globe. It covers both conceptual issues and case studies unique global perspective.

Keywords: Agenda 21, Eco-Labelling, Eco-Tourism, Tourism Certification Programmes, Ecolabel, Sustainable Tourism

Tourism ecolabels

Ralf Buckley

Professor of Ecotourism and Director of the International Center for Ecotourism Research, Griffith University, Australia

Annals of Tourism Research, Volume 29, Issue 1, January 2002, 183–208p.

ISSN: 0160-7383

Eco-labels in tourism are commonplace, but uncoordinated. Established by individual companies, industry associations, voluntary organizations and government agencies, eco-labels range in scale from single villages to worldwide, from single activities to entire

destinations; and they include voluntary codes, awards, accreditation and certification schemes. The degree to which they affect consumer purchasing decisions and corporate environmental performance is largely unknown. If eco-labels contribute to the informed tourist choice, they could be a valuable environmental management tool, but only if critical conditions are met. Eco-labels need broad coverage and penetration in relevant market sectors, well-defined and transparent entry criteria, independent audit, and penalties for non-compliance. They also need an effective underlying framework of environmental regulation.

Keywords: Accreditation; Certification; Audit; Marketing; Association, Eco Tourism, Eco-label, Ecolabel

Environmental certification in tourism and hospitality: progress, process and prospects

Xavier Font

Centre for the Study of Small Tourism and Hospitality Firms, Leeds Metropolitan University, Calverley Street, Leeds, LS1 3HE, UK

Tourism Management, Volume 23, Issue 3, June 2002, 197–205p.

ISSN: 0261-5177

Attempts to promoting sustainable tourism and ecotourism as quality products suffer from the lack of methods to ensure these are not just a green wash. The current proliferation of awards, labels and endorsements has confused consumers to the extent of preferring to ignore these green messages. Several initiatives have emerged to address the proliferation of small, little known, limited value ecolabels in tourism and hospitality, and to ensure that the larger ones meet internationally accepted criteria. This paper will review progress made by a wide range of public, private and non-profit agencies in developing environmental standards and method to measure them, which will be set against the internationally agreed process for compliance assessment. From the above experiences, the author will outline the prospects to environmental certification in tourism and hospitality, which are the development of an international accreditation system, following agreed standards, and linked to national, regional or sector-specific certification programmes.

Keywords: Environmental Certification; Ecolabels; Accreditation; Tourism; Hospitality

Developing countries and tourism ecolabels

Vinod Sasidharan¹, Ercan Sirakaya² and Deborah Kerstetter¹

1. Department of Recreation, Parks and Tourism, San Diego State University, 5500 Campanite Drive, San Diego, CA 92192-4531, USA
2. Department of Recreation, Park and Tourism, Texas A&M University, USA

Tourism Management, Volume 23, Issue 2, April 2002, 161–174p.

ISSN: 0261-5177

The provision of ecolabels to environmentally sensitive tourism enterprises is currently being practiced in developed nations in an attempt to protect the natural capital through

improvements in existing environmental standards within the industry. The tourism industry in developing countries could soon follow suit by championing the utilization of internationally recognized ecolabeling schemes as a strategy for environmental management, and for setting the course for the environmentally compatible development of the industry. The achievement and promotion of internationally recognized environmental awards would be instrumental to the tourism enterprises of developing countries in marketing their services to high spending, environmentally conscious western tourists. This paper provides a conceptual analysis of the feasibility of adopting ecolabeling schemes for certifying tourism enterprises in developing countries. Key issues and potential barriers that could hinder the ecolabeling process in developing countries are discussed and testable propositions are developed to guide future research for evaluating the effectiveness of tourism ecolabels in developing countries.

Keywords: Tourism Ecolabels; Ecolabeling Schemes; Ecolabeling Process; Developing Countries; Environmental Impacts; Tourism Enterprises; Environmentally Compatible Tourism

Tourism Ecolabels

Ralf Buckley
Professor of Ecotourism and Director of the International Center for Ecotourism Research,
Griffith University, Australia

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Keywords: Accreditation; Certification; Audit; Marketing; Association, Eco Tourism, Eco-label, Ecolabel

Environmental certification in tourism and hospitality: progress, process and prospects

Xavier Font
Centre for the Study of Small Tourism and Hospitality Firms, Leeds Metropolitan University,
Calverley Street, Leeds, LS1 3HE, UK

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Keywords: Environmental Certification; Ecolabels; Accreditation; Tourism; Hospitality

Mountain Ecotourism and Sustainable Development: Ecology, Economics, and Ethics

Sanjay K. Nepal

University of Northern British Columbia, (UNBC), Prince George, BC, Canada V2N 4Z9

Mountain Research and Development, Volume 22, Number 2, May 2002, 104–109p.

ISSN:0276-4741

Many mountain communities around the world have promoted ecotourism ventures to ameliorate problems of environmental degradation and underdevelopment. Although there is no agreement on what ecotourism is or should be, it is generally believed that this form of tourism in the mountains will foster responsible tourist behavior, conservation of important wildlife habitats and ecosystems, appreciation of local cultures and traditional lifestyles, and provision of sustainable forms of livelihood for people living in remote areas and communities. The present article provides a brief overview of the trends in mountain ecotourism in developed and developing countries, concluding with a proposed framework for designation of mountain ecotourism sites.

Keywords: Development, Ecosystem, Ecotourism, Livelihood, Nepal, Sustainable Development, Tourism, Eco Label, Eco Certification, National Parks, Environmental Conservation, Protected Areas, Developing Countries, Local Economy, Ecological Sustainability, Sustainable Communities

Tourism Ecocertification in the International Year of Ecotourism

Ralf Buckley

International Chair in Ecotourism Research, Griffith University

Journal of Ecotourism, Volume 1, Issue 2-3, 2002, 197 – 203p.

ISSN: 1472-4049 | 1747-7638

Ecocertification and accreditation were hot topics for corridor discussion at the World Ecotourism Summit (WES) in Quebec in May 2002. The issue appears to have become quite politicised. Here, therefore, is an attempt to summarise recent events and, to some degree at least, to deconstruct their political context. There's a degree of secrecy, with some critical technical and financial information not yet available to the public. The comments below are based on public information. In some cases author had also identified where further information should be available and may possibly become public in due course.

Keywords: Ecocertification, Ecolabel, Eco Tourism, Tourism

A Synthesis of Activity Towards the Implementation of Sustainable Tourism: Ecotourism in A Different Context

Jackie Clarke

The Business School, Oxford Brookes University, Wheatley Campus, Wheatley, Oxford, OX33 1HX, UK

International Journal of Sustainable Development, Volume 5, Issue 3, 2002, 232 – 250p.

ISSN: 0960-1406 | 1741-5268

Not all sustainable tourism is ecotourism. Indeed, this paper argues that no form of tourism has achieved sustainability, and that sustainability is a goal that all tourism should strive towards. Tourism is a very fragmented industry, incorporating large organisations and small and medium-sized enterprises, and it is this diversity, alongside the diversity of stakeholder interest, that has given rise to a wide range of different types of sustainable tourism initiative. The split between large- and small-scale forms of tourism has also resulted in separate interpretations of the meaning of sustainable development for tourism; this paper is arguably skewed towards the large-scale translation. The paper seeks to position ecotourism within the overall context of activity construed as implementing the current knowledge of sustainable tourism. Major types of initiative found in the tourism industry today include codes of conduct, ecolabels, environmental management systems, environmental award schemes and the search for environmental indicators. Issues worthy of debate include the merits of self-regulation versus legislation, the creation of partnerships across the private and public sectors, and the role of marketing in implementing sustainability. Ecotourism is placed in the context of this overview of activity towards sustainable tourism development, and the paper synthesises the evidence into a 'wheel of action' that serves to structure the argument.

Keywords: Ecotourism, Implementation of Sustainable Tourism, Sustainable Tourism, Ecolabels, Certification

Destination 21 — A discussion contribution on a scheme for sustainable tourism development

Lars Nyberg

Senior lecturer, Department of Social Sciences Mid Sweden University S-831 25 Östersund, Sweden

Tourism Review, Volume 56, Issue1-2, 2001, 54-56p.

ISSN: 1660-5373

Destination 21 is a new national eco-label for Danish tourism destinations established in 2000. It is intended to help destinations reach sustainable tourism development by working towards a number of national and local sustainability objectives. This paper discusses these objectives in relation to the underlying ambition to use the eco-label to market Denmark in international markets. The concept of sustainable tourism development is somewhat controversial when compared to the original agreements on sustainable development, established through the Brundtland report and other UN documents. The different dimensions of sustainable development in general are less easy to adapt to the compromises needed when focusing on tourism development alone.

Keywords: Destination Management, Eco-Label, Destination 21, Danish Tourism

Tourism Eco-labelling: Certification and Promotion of Sustainable Management

X. Font¹ and R.C. Buckley², Editors

1. Centre for the Study of Small Tourism and Hospitality Firms, School of Tourism and Hospitality Management, Leeds Metropolitan University, Leeds, UK
2. International Centre for Ecotourism Research, School of Environmental and Applied Science Griffith University, Gold Coast, Australia

New York: CABI Publishing, 2001, 359p.

ISBN: 0-85199-506-3

This book on eco-labels and certification schemes in the tourism industry represents a major contribution to the achievement of a higher level of sustainability in tourism. The book describes in detail over 70 of such schemes currently applied in a wide spectrum of countries, mostly developed societies of the northern hemisphere, plus Australia. It also suggests ways for widening the applicability and hence validity of these eco-labels and certification systems. The book is divided into an introductory section (Chapters 1-2) and four parts. Part 1 discusses the contexts of tourism eco-labels (Chapters 3-6). Part 2 presents the practical approach of eco-labels development (Chapters 7-12). Part 3 reviews the recent changes in eco-labels and their current developments (Chapters 13-15). A strategic analysis of tourism eco-labels is presented in Chapter 16. Part 4 presents a directory of current eco-labels. Eco-labels are viewed as marketing tools that promote good environmental performance. The book is indexed.

Keywords: Ecotourism, Environmental Impact, Environmental Protection, Globalization Market Research, Quality Labeling, Sustainability, Tourist Industry, Ecotourism—Certification, Eco-Labelling, Eco-Labels, Eco-Tourism, Sustainable Travel

Sustainable tourism destinations: the importance of cleaner production

Kian Foh Lee

International Institute for Industrial Environmental Economics, P.O. Box 196, Lund 22100, Sweden

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“Sustainable tourism destination” is an emerging term used in recognition schemes to promote sustainable development at destinations. This concept, which is still being developed, has the potential to stimulate the implementation of sustainable development through an interdisciplinary, holistic and integrative approach which combines different aspects of existing tools. This article discusses the conceptual definitions for sustainable tourism destinations, the need to integrate different approaches and tools for developing sustainable tourism destinations and the role which Cleaner Production plays in terms of developing sustainable tourism destinations. Cleaner production has an important role, to ensure that “prevention” is built into the concept of sustainable tourism destinations. It contributes by providing both a general strategy and specific experiences which may enhance other existing tools, concepts and policies. These can be integrated in a synergistic manner to achieve sustainable tourism destinations.

Keywords: Cleaner Production, Sustainable Tourism Destinations, Recognition Schemes, Environmental Management Systems, Eco-Labeling, Local Agenda 21, Eco label, Eco tourism, Sustainable Tourism

Promoting green tourism: the future of environmental awards

Xavier Font and John Tribe

Buckinghamshire Chilterns University College, Queen Alexandra Road, High Wycombe, Bucks, HP11 2JZ, UK

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Awards and labels can help consumers choose more environmentally benign tourism products and encourage more attention to the environment by producers. As in other areas, however, there is an increasing clutter of environmental awards and labels in tourism. Concerns exist about the value and appropriateness of some claims associated with these. This paper reviews and assesses environmental awards in tourism and recreation using comparative analysis. Sixteen awards relating to manufacturing, forestry, tourist attractions and tourism companies are appraised under the classifications of focus, criteria, certification system and results. Having identified the strengths and weaknesses of different approaches it is concluded that the time is ripe to rationalise awards and labels in the tourism industry and that an environmental management systems approach

provides a flexible template to fulfill such a need and drive the agenda of environmental improvements in the industry.

Keywords: Green, Awards, Environmental Management Systems, Tourism, Eco tourism, Eco Label, Environment Award, Certificatio

2000

Environmental management of a tourist destination: A factor of tourism competitiveness

TanjaMihalič

Faculty of Economics, University of Ljubljana, Kardeljeva pl. 17, 1000 Ljubljana, Slovenia

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Although research to date has addressed various elements of destination competitiveness there has been little attempt to systematically and comprehensively study the environmental competitiveness from the managerial perspective. Since the Calgary tourism competitiveness model brought a systematic approach to tourism competitiveness research, this paper selectively uses its management element as a tool to link the competitiveness and environmental management. Following the model the destination management is divided into two parts: (1) managerial and (2) marketing efforts. This paper studies them from an environmental perspective. First, destination environmental competitiveness can be increased by appropriate managerial efforts related to environmental impact (EI), and environmental quality (EQ) management. Second, the destination competitiveness can be enhanced through certain environmental marketing activities. Further, environmental management is categorised into groups: management by codes of conduct, by self-developed environmental practice, by certified or awarded best practice and by accreditation schemes. Their usefulness for environmental destination management and competitiveness is evaluated.

Keywords: Environmental Impact Management, Environmental Quality Management, Calgary Tourism Competitiveness Model, Codes Of Conduct, Environmental Best Practice, Environmental Awards, Environmental Accreditation, Eco-Certification

The Development of Environmental Initiatives In Tourism: Responses From the London Hotel Sector

Tim Knowles¹, Sebastian Macmillan², Jason Palmer³, Peter Grabowski¹ and Atsuko Hashimoto⁴

1. Department of Tourism and Leisure, Luton Business School, University of Luton, Park Square, Luton LU1 3JU, UK
2. The Martin Centre for Architectural and Urban Studies, Department of Architecture, University of Cambridge, 6 Chaucer Road, Cambridge CB2 2EB, UK
3. Eclipse Research Consultants, The Eden Centre, 47 City Road, Cambridge CB1 1DP, UK
4. Department of Recreation and Leisure Studies, Brock University, St Catherines, Ontario L2S 3A1, Canada.

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In tourism, natural resources and the physical environment are regarded as important assets to enhance the product. Practitioners in this multi-sectoral industry (including hotels) perceive the environment and its resources to be a crucial feature in attracting more tourists. Today, most sectors of industry face pressure to improve their environmental performance. Hotels as a component of tourism are no exception. Hotels can act to reduce their environmental impacts and, collectively, make a substantial contribution to improving the quality of the environment. A wide range of publications offer guidance and advice on the actions hoteliers may take to alter their practices and thus address environmental issues. Yet, to date, it is not clear how many hotels are applying these recommendations, nor which actions share this common goal. Equally, the lack of operationalisation in environmental principles, implicit within many codes of practice, is seeing the emergence of a gap between theory and practice in these matters. It is the nature of this gap that is explored. Additionally, an assessment is undertaken of what the tourism industry is doing to improve environmental performance, and a case study is presented based on a detailed survey of environmental management practices in 42 London hotels.

Keywords: Tourism, Environment and Tourism, Hotels, Certification

Comparative Evolutionary Trends In Environmental Policy: Reflections on Tourism Development

Atsuko Hashimoto

Department of Tourism and Leisure, Luton Business School, University of Luton, Park Square, Luton, LU1 3JU, UK.

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As tourism is an industry that involves the environment and natural resources, its physical and social impacts have reached a point where they can be no longer neglected. Numerous

conferences and conventions have taken place, and the tourism industry has initiated not only intellectual campaigns, but also action programmes. The tourism industry and its “environmentally friendly” movement, however, do not stand on their own; they are often influenced by national environmental policies. In this paper, the current national environmental policies of Britain, Germany, China, Taiwan and Japan are summarised and differences in their respective emphases are highlighted along with the resulting implication for tourism.

Keywords: Tourism, Environment and Tourism, Environmentally Friendly, Certification, Environment Policy

1998

Eco-labels in the Tourism Industry

United Nations Environment Programme

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Eco-labels can help tourism suppliers identify critical environmental issues, speed up the implementation of eco- efficient solutions, and lead to effective ways of monitoring and reporting on environmental performance. This publication examines the role of eco-labels within the context of voluntary self-regulation in the tourism industry. It aims to help those applying for eco-labels understand better the nature of eco-label schemes, and to provide a guide for all those involved in designing and operating eco-label schemes -- the tourism industry, local and national government, local communities and non- governmental organizations. It describes the key elements needed to make a tourism eco-label effective, credible and efficient. These include the framing of effective criteria for qualification, an objective procedure for assessing the performance of applicants and a sound monitoring system. Examples from existing schemes are used to demonstrate the range of solutions available in each case. It will be of interest to public authorities, industry associations as well as private entrepreneurs wishing to join or launch an eco-label programme for the tourism sector. It will also be a useful tool for evaluating or improving existing schemes.

Keywords: Eco-labels; Environmental issues; Eco- efficient Solution,



Consumer Education and Research Centre

Consumer Education and Research Centre (CERC), set up in 1978, is a non-political, non-profit and nongovernment organisation dedicated to the education and empowerment of consumers as well as promotion and protection of consumer interests through effective uses of education, research, the media and law. CERC has three major roles-to make consumers aware of their rights, to help them protect themselves and to make providers of goods and services accountable. Its activities include complaints handling, legal advice and litigation, consumer education and awareness programmes, library and information service, publication, comparative testing of products, advocacy, investor and environment protection.

CERC-ENVIS Resource Partner

Ministry of Environment, Forest and Climate Change, Government of India has recognized Consumer Education and Research Centre (CERC) as ENVIS (Environment Information System) Centre in 2005. The focus of ENVIS is to provide environmental information to decision makers, policy planners, scientists and engineers, research workers, etc. across the country. ENVIS was conceived as a distributed information network with the subject-specific centers to carry out the mandates and to provide the relevant and timely information to all concerned.

Subject assigned to the CERC- ENVIS Centre is "Environment Literacy - Eco-labelling and Eco-friendly Products." The Centre launched the website <http://cercenvis.nic.in/> on NIC (National Informatics Centre) platform with the theme 'Eco-labelling and Eco-Friendly Products'. The website furnishes the information on national and international scenario on this subject.

It publishes theme based quarterly newsletter named "Green Insights". It also circulates bi-monthly e-bulletin "Green Alert". Since Social Media is very popular among youth and to attract them and sensitise them towards eco products, ENVIS Resource Partner has started a page on facebook also (<https://www.facebook.com/EcoProductsEcoLabeling>).



CERC-ENVIS Resource Partner

Consumer Education and Research Centre
Suraksha Sankool, S. G. Highway, Thaltej, Ahmedabad 380 054
Tel: 079-27489945/6, 27450528
Email: cerc-env@nic.in, Website: www.cercenvis.nic.in,
Facebook: <https://www.facebook.com/EcoProductsEcoLabeling/>
Toll-free Gujarat Consumer Helpline: 1800 233 0222



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Resource Partner



CERC-ENVIS Resource Partner

Consumer Education and Research Centre
Suraksha Sankool, S. G. Highway, Thaltej, Ahmedabad -380 054
Tel: 079-27489945/6, 27450528

Email: cerc-env@nic.in , cerc@cercindia.org
Website: www.cercenvis.nic.in , www.cercindia.org
Facebook: https://www.facebook.com/EcoProductsEcoLabeling

Toll-free Gujarat Consumer Helpline: 1800 233 0222