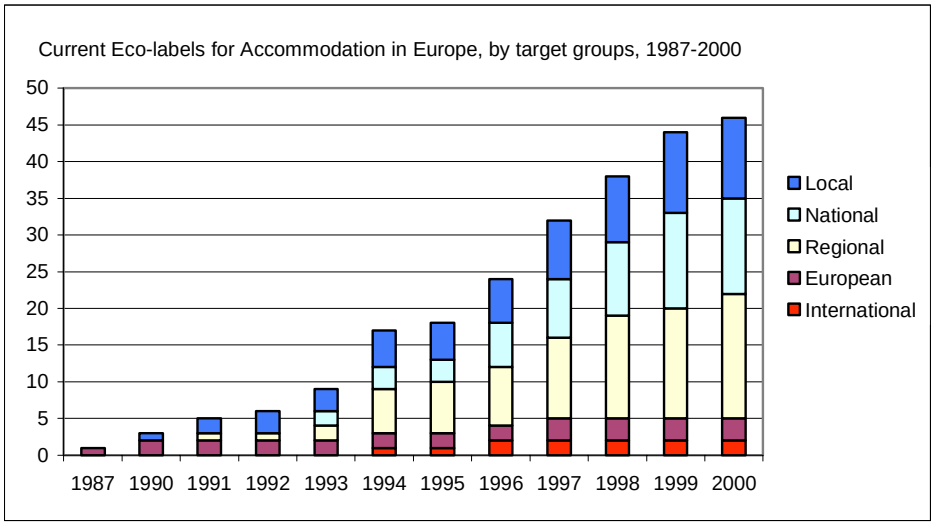
Indicator Fact Sheet Signals 2001 – Chapter Tourism

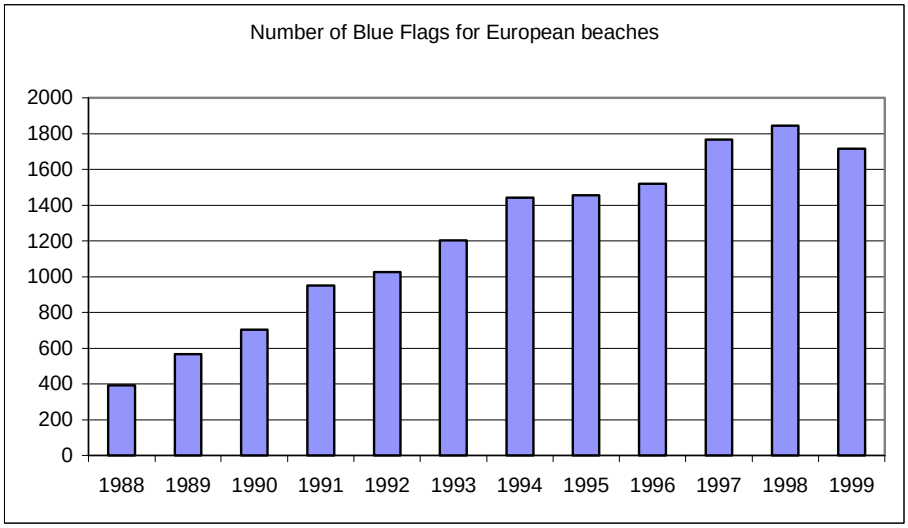
YIR01TO12 Penetration of tourist eco-labels



Title: Current Eco-labels for Accommodation in Europe, 1987-1999

Data sources: ECOTRANS e.V./ ECO-TIP database.

Note: Regional brands are not included. Data includes Wir führen einen umweltorientierten Betrieb, Deutschland, the German national umbrella eco-label.)



Title: Number of Blue Flag for European Beaches, 1988-1999

Source: Foundation for Environmental Education in Europe, The Danish Outdoor Council

Key message

😐 There has been a significant increase since 1990 in the use of eco-labels at the national and sub-regional level but national case studies show that implementation remains marginal.

Results and assessment

Relevance of the indicator for describing development in the environment

The use of eco-labels has some potential as an indicator for tourism and the environment and may help to reduce the environmental impacts of the tourism industry.

Eco-labels can play a direct role in linking socio-economic concerns with environmental protection. For example encouraging the use of more regional products would benefit the local economy and reduce the need for transport.

Eco-labels can also help to raise awareness of environmental protection among the regional and local population as well as highlighting the importance of tourism for the environment in general.

Policy relevance and policy references

There is no common EU framework for tourism-related eco-labelling.

Discussions are continuing on the inclusion of tourism in the European Union Regulation 880/92 for EU Eco-Label Award Scheme.

The aim of the Blue Flag Programme, based on the EEC Bathing Water Directive of 1976, is to concentrate tourism at specific areas that both meet certain water quality standards and provide facilities such as services and information, rather than at rural beaches without such facilities. It does not aim to judge the cleanliness of beaches in general.

The UNEP Mediterranean Action Plan has set up an expert group on tourist eco-labels within the framework of the Mediterranean Commission on Sustainable Development. http://www.unepmap.org/ .

Assessment

The target groups for eco-labels in 1999 included hotels, hostels, camping sites, private rooms, restaurants, biological self-catering cottages, motorway service stations, and holiday parks. The number of eco-labels has increased nine-fold since 1991 but remains small: 46 establishments in Europe were awarded eco-labels for accommodation in 2000. The lack of data on targeted establishments precludes any evaluation of the penetration of accommodation eco-labels.

In Austria, a total of 87 accommodation establishments (with 7967 beds), 13 catering establishments and one camping-site had been awarded the Austrian Eco-label for Tourism by June 2000. With a total of 75,079 accommodation establishments, penetration (0.12 %) of eco-labelling remains very small. The potential benefits, however, can be considerable: a hotel with 63 beds adhering to the eco-label criteria saves 17 % of its energy costs, and a hotel with 92 beds uses 25% less cleaning agents.

Experience with regional eco-labels in Austria has been used to draw up a list of criteria to apply throughout the country. Guidelines were agreed in October 1996 and a pilot phase started in spring 1997. New comprehensive criteria were adopted in 1998, covering waste

recycling, energy consumption, water/waste water, construction, air and noise emissions and transport.

More than 2,400 beaches and marinas participated in the 1999 European Blue Flag Campaign, which operates in 21 European countries. The award is granted for one season at a time on the basis of compliance with 26 criteria for beaches and 16 for marinas. The criteria cover water quality, environmental management, safety, services and facilities, environmental education and information. The number of rejected Blue Flag awards is not published.

A new set of beach criteria came into effect in 2000, extending the criteria to wastewater treatment, Local Agenda 21 activities, and facilities for disabled people, etc. For marinas, consideration is being given to the first steps of introducing an eco-management system.

Meta data

Technical information

1. Data source and references:

Tables 1

ECOTRANS:
Buero Herbert Hamele
Berliner Promenade 7, D-66111 Saarbruecken
T:++49 (0)681 374679, F:++49 (0)681 374633
ALL ECO-LABELS ON: WWW.ECO-TIP.ORG

Table 2

Austrian Consumer Association (VKI - Verein fuer Konsumenteninformation)
Mr. Otto Fichtl
A-1060 Vienna, Linke Wienzeile 18
Tel: ++43-1-588 77 – 201 (235); Fax: ++43-1-588 77 - 73
e-mail: ecolabel@vki.or.at, OFichtl@vki.or.at

Table 4: The Danish Outdoor Council
International Blue Flag Co-ordination
c/o Friluftsraadet
Scandiagade 13
DK-2450 København SV
Denmark
Tel. +45 33 79 00 79
Fax +45 33 79 01 79
E-mail: bf.int@friluftsraadet.dk
Web: http://www.blueflag.org and http://www.feee.org/html/bgate.htm

Excerpt from the draft report of the FEMATOUR project (Feasibility study for the European Ecolabel for Tourism), lead by CREM, NL. Performed to the Ad Hoc Working Group at DG ENV. For the finl report: ask Mr. Gerhard Stimmeder, DG ENV/ EUR.ECOLABEL:
gerhard.stimmeder@dg11.cec.be

2. Description of data

The Current Eco-labels for Accommodation in Europe. “Current” means awarded enterprises which still are allowed to use the logo. “Eco-label” means that:
a. environmental aspects are dominant; set of environmental criteria covering different aspects (waste, energy, etc.);
b. clear target group (accommodation: hotels, guest houses, camping sites, holiday apartments, inns, restaurants, marine and beaches, tour operators, national parks, tourism destinations etc.) located in a given area (region xy): every applicant fulfilling the criteria gets the right to use the logo.

Note:
- regional brands are not included: (e.g. Schorfheide-Chorin) or quality -labels (e.g. Kleinwalsertaler Q+ label, which originated from the former eco-label "Silberdistel" ! or "bett + bike") are not (any more) mainly covering environmental aspects;
- the German national umbrella eco-label "Wir fuehren enen umweltorientiertn Betrieb" is co-ordinating the Laender-ecolabels (e.g. Baden-Wuerttemberg). The LAENDER-eco-labels are run and awarded as independent labels.

3. Geographical coverage
   ECOTRANS: Austria, Belgium , Switzerland, D, Germany , Denmark , E, F, FI, Italy , L, NL, UK

   Blue Flag Programme: Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, United Kingdom.

4. Temporal coverage
5. Methodology and frequency of data collection
   Ecotrans: Annual data, numbers of eco-labels
   Blue Flag: Annual data, numbers of Blue Flags

6. Methodology of data manipulation.
   There is currently no data manipulation.

Table 1: Current Eco-labels for Accommodation in Europe, 1990-2000

Title in target areas/year	1987	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
International	0	0	0	0	0	1	1	2	2	2	2	2
European	1	2	2	2	2	2	2	2	3	3	3	3
Regional	0	0	1	1	2	6	7	8	11	14	15	17
National	0	0	0	0	2	3	3	6	8	10	13	13
Local	0	1	2	3	3	5	5	6	8	9	11	11
Number of eco-label titles each year	1	2	2	1	3	8	1	6	8	6	6	2
Total number of eco-label titles	1	3	5	6	9	17	18	24	32	38	44	46

Table 2: Eco-label penetration in Austria, 2000

Accommodation companies	**Total in Austria**	**With Austrian Eco-label**	**%**
commercial accomodation establishments (hotels, B&B's etc.)	15.378	53	0.34
Other accommodations (recreation homes; apartments; Youth-hostels; Alpine mountain huts; …)	4.752	13	0.27
Private accommodations; farmhouse holidays	54.949	21	0.04
	75.079	**87**	**0.12**

Table 3: Number of Blue Flag for European beaches, by country, 1988 -1999

	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
Belgium		24	4	21		3	7	5	9	9	9	12
Denmark	42	89	128	173	168	125	139	169	171	185	185	176
Finland				0	0	0	0	0	3	3	5	3
France	106	125	93	104	248	193	302	291	271	338	299	399
Germany	13	14	30	22	11	0	0	0	3	12	18	26
Greece	7	6	85	178	232	237	287	282	311	311	326	318
Ireland	19	36	48	66	51	61	55	66	59	70	74	77
Italy	5	17	27	55	29	215	221	192	219	289	342	99

Netherlands	8	7	21	30	14	19	12	13	0	19	19	20
Portugal	69	107	101	96	50	102	95	111	114	122	116	115
Spain	106	120	137	170	206	229	306	307	329	363	369	390
Sweden								1	1	15	37	40
U.K.	17	22	29	35	17	20	17	18	31	31	44	41
Total	**392**	**567**	**703**	**950**	**1026**	**1204**	**1441**	**1455**	**1521**	**1767**	**1843**	**1716**