



## SUSTAINABILITY CERTIFICATES AND ECO-LABELS

### WHY YOU SHOULD JOIN OUR ONLINE COMMUNITY AND WORKING GROUP FOR TOURISM BUSINESSES AND STAKEHOLDERS

- Did you know that through eco-labeling you are **protecting consumers** to ensure the rights of tourists, as well as fair trade, competition, and accurate information in the marketplace? (Weston et al. 2018)
- Do you know what proportion of hotel companies have an eco-label in Europe? Only 1%! (Ecotrans, 2017) Do you want to **join** such an elite society?
- Do not expect ecolabelling to lead to higher prices for your products or attract more customers unless the **ecolabel is part of a totality of branding and marketing** (Tippett et al., 2020)

That is exactly **WHY** within TOURBAN project we will have focused discussions around these topics.

#### RELEVANCE:

- In 2017, more than 40 international and national labels were certifying the environmental and sustainability performance of accommodation providers and campsites worldwide with almost 17,000 certified businesses on the European continent, and 159 more regional and national schemes are active.
- Sustainability certification systems show the feasibility of certain measures while at the same time maintaining or even strengthening competitiveness.
- Certified subjects/products are often winners of competitions and so-called best practice examples.

#### OPPORTUNITIES FOR DESTINATIONS AND SMEs

Certifications and gained labels can:

- Become a proof of high quality and care for the environment.
- Become a long-term means of cost reduction.
- Reduce the consumption of resources (water, gas, oil, energy, etc.) and reduce production of waste.
- Become a promise to the environment ensuring healthy accommodation, healthy eating and healthy environment for guests and employees, with significant impact on overall satisfaction.
- Contribute to a better quality of service, strengthen your position in the market, and show a path of differentiation.

#### TOPICS ADRESSED:

- How to choose certification scheme and type of eco-label.
- Benefits of having an eco-label.
- Steps in the certification processes.

#### TOURISM SECTOR EXPERIENCE:

The Institute for Tourism activities are governed by an integrated approach to tourism development and management, which considers the development aspects of a company or a tourist destination, as well as the national tourism policies. The Institute for Tourism works together with tourism industry players with whom it shares a common goal – to achieve a higher level of competitiveness for Croatian tourism.

#### ADDITIONAL INFORMATION:

**Izidora Marković Vukadin**  
PhD, Research Associate  
Institute for Tourism  
Izidora.Markovic@itzg.hr

