

**4th Eurometing
European Regions, Tourism and
Sustainable Development**



From Fragmentation to Coordination:

The Sustainable Tourism Certification Network of the Americas

Rainforest Alliance

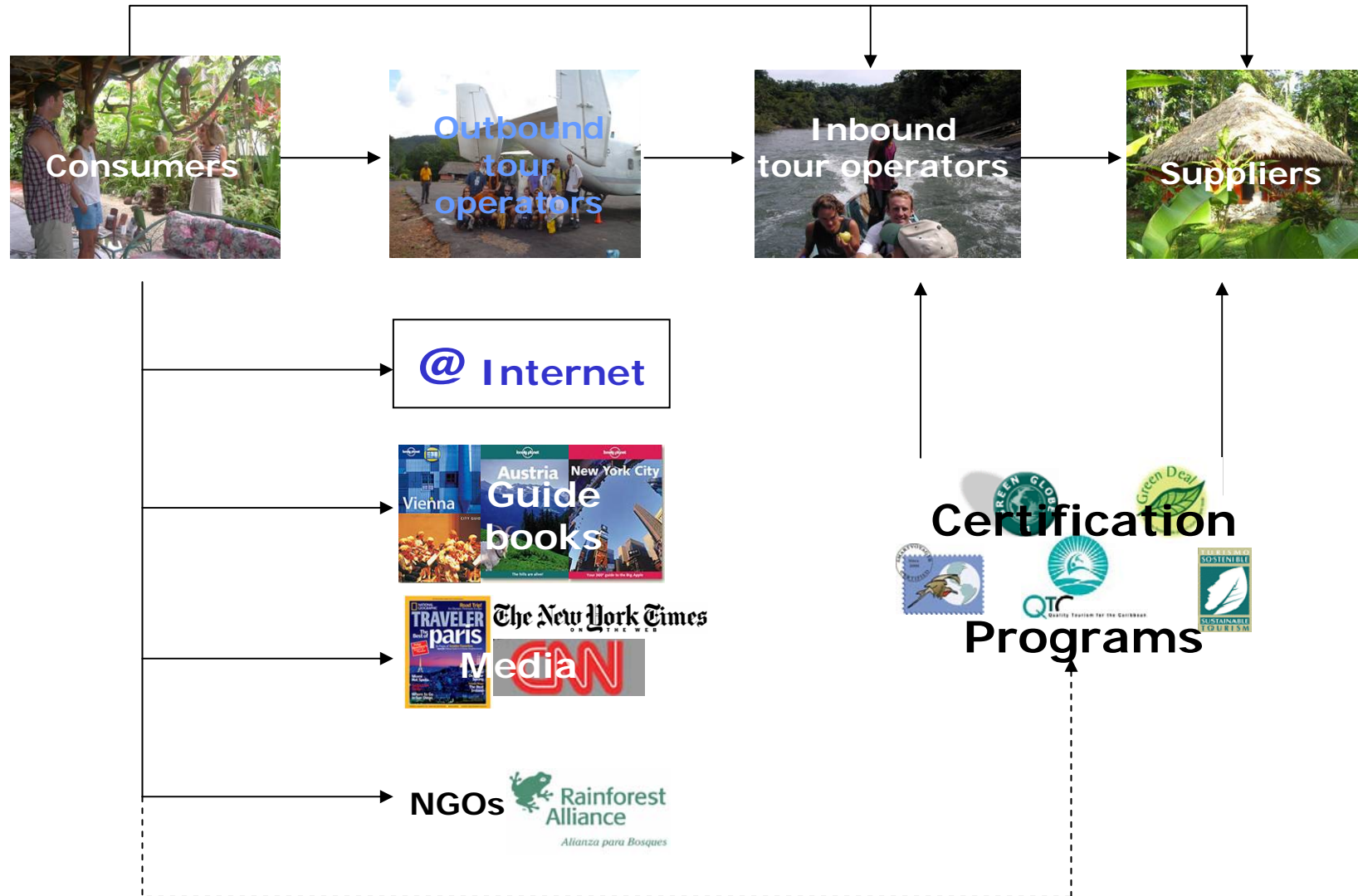
Mission

Protect ecosystems and the people and wildlife that depend on them by transforming land-use practices, business practices and consumer behavior.

Companies, cooperatives and landowners that participate in our programs meet rigorous standards that conserve biodiversity and provide sustainable livelihoods



Supply Chain



What is Certification?

Certification is...

- A valid method to encourage sustainable behavior.
- A “procedure by which a third -party gives written assurance that a product, process, service or management system conforms to specific requirements” (Toth, 2000).



How is certification being used?

As a complement to the company's brand

Branding

When consumers understand certification

B2C tool

When suppliers and purchasers wish to demonstrate social and environmental corporate responsibility

B2B tool



rainforest Alliance



Great little Costa Rican Inn

Located 96 kilometers from San José,
La Quinta is a tropical rainforest paradise.

Phone: 011 (506) 761 1300 and 011 (506) 761 1052



Fax: 011 (506) 761 13 95
E-Mail: info@LaQuintasarapiqui.com
P.O. Box 43-7069
Sarapiquí - Costa Rica



[CLICK HERE FOR RATE INFORMATION](#)

LaQuinta Country Inn is a tropical rain forest, destination resort, which caters to eco-tourists interested in [bird watching](#), hiking, river rafting or just a peaceful stay in paradise. One of a very few Costa Rican hotels to be certified by [Costa Rican National Accreditation Commission](#) for certification in sustainable tourism. In addition it's private cabins, pool, library and fine dining the nine acre compound has frog and butterfly gardens, ponds and extensive trails which are wheel chair accessible.

It's location is within two hours by car from San José and just minutes from world class river rafting, mountain biking trails and the vast Braulio Carrillo National Park, an extensive primary tropical rain forest, and La Selva Biological Station



Marketing: Consumer Demand



- 46% of tourists would use an ecolabel if available in the choice of a vacation. However German tour operators say that costumers are not demanding sustainable ecotourism products.

Source: CREM, 2004.



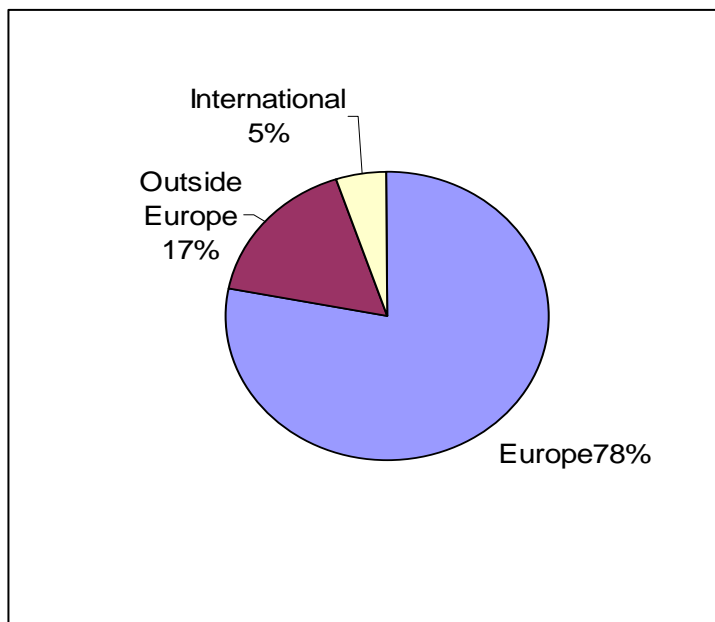
- 94% of tourists support environmental protection measures for hotels; 90% favor single ecolabel. Source: TIES, 2003 / CREM, 2004



- 80% of tourists say preserving environment is important, but only 14% ask if hotel has environmental policy (Small Luxury Hotels).

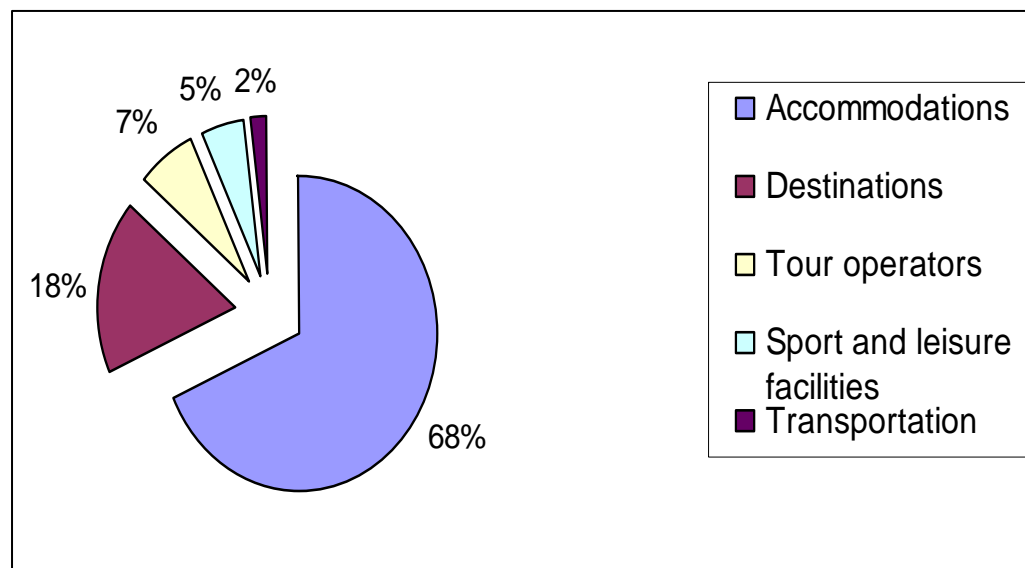
Source: TIES, 2003.

Voluntary Sustainable Tourism Programs



Source: WTO, 2002

Target Services



In 2002: More that 100 initiatives according to WTO but very few in Latin America.

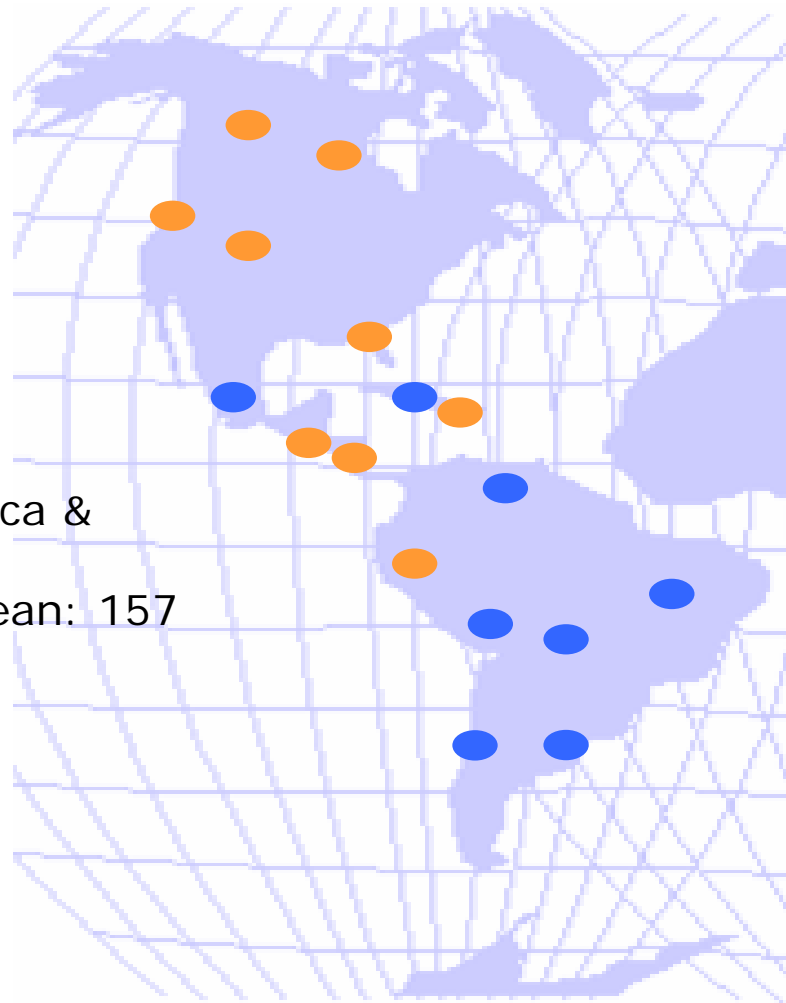
Since 2002: At least 12 more initiatives have been launched or are in development in Latin America.

Supply of Certified Products



2004 Rainforest Alliance

Latin America &
The Caribbean: 157



Other regions:

Europe: 8,716

Africa: 25

Australia: 216

● Consolidated
● In development

Thursday, August 28, 2008

Certified Hotel... Selling Directly



**Certification for
Sustainable Tourism
5 Leaf Award Winner
2003-2004**



2004 Rainforest Alliance

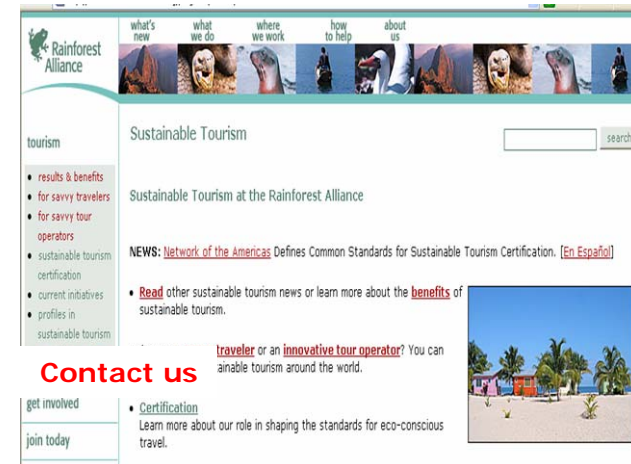


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eMarketing

- www.rainforest-alliance.org

An average of
8,000
visits/month



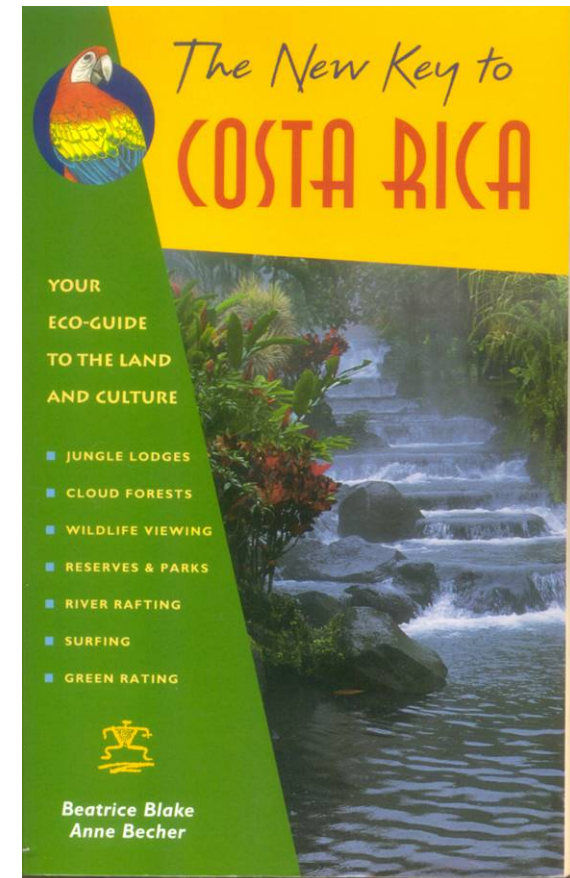
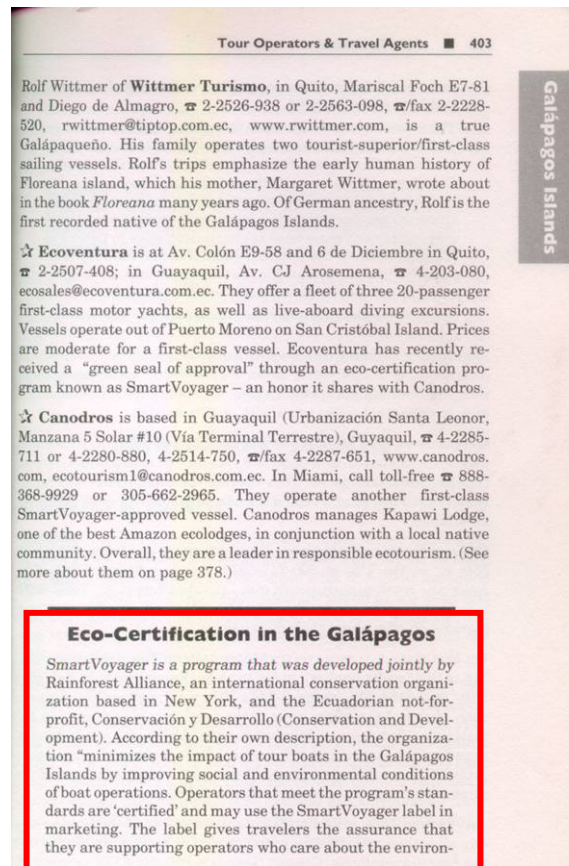
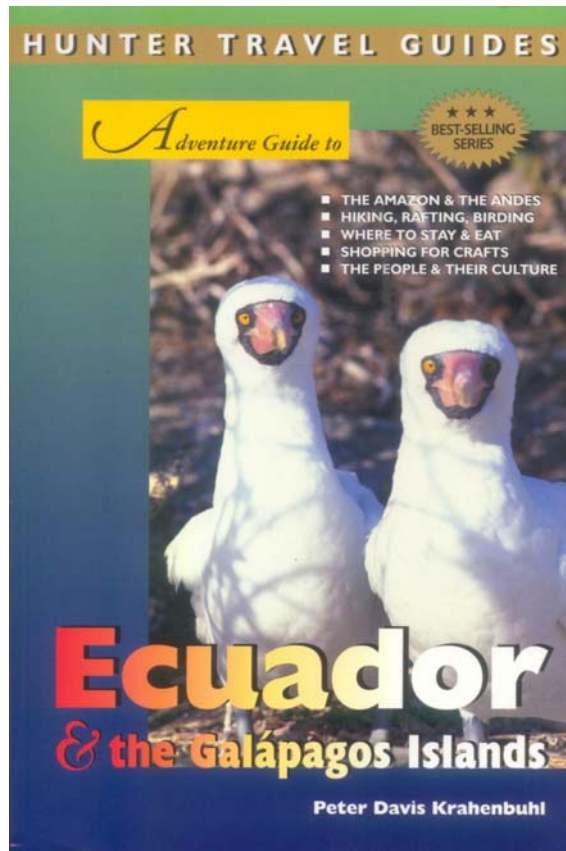
- www.greenstop.net



- www.responsibletravel.com



Marketing in Guidebooks



Costa Rican Hotels Chamber

Central Valley Hotels

El Cafetal Inn Hotel

Tel: (506) 448-7903 / 7363 • Fax: (506) 446-7026
cabin@elcafetal.com • www.elcafetal.com
Rooms: 121
Santa Bárbara, Atenas, Alajuela

Rate: \$75.00 to \$110.00 plus taxes, breakfast included

General Services: • AC • Hot Water • Internet Access • Laundry
• Car Rental • Ironing Service • Wet Cleaning • Hair Styling • Hair Salon • Dry Cleaning

Facilities: • Swimming Pool • Covered Steps • Bar • Meeting Facilities
• Restaurant • 24 Hour • Children's Games • Health Services • Concierge • Tour Desk • Airport Shuttle • Conference Rooms

Outdoor Attractions: • Lawn • Bird Watching • Bicycle • Horseback Riding • Fishing • Hike Trails



El Toucanet Lodge Hotel

Tel: Fax: (506) 643-1435
hotel@eltoucanet.com.co.cr
www.eltoucanet.com
Rooms: 6
Capez de Duda, San José

Rate: \$75.00 double room

General Services: • Hot Water • Laundry • Credit Card • Free Parking

Facilities: • Green House • Bar • Restaurant • Jacuzzi • Children's Games

Outdoor Attractions: • Lawn • Bird Watching • Horseback Riding



Europa Hotel ***

Tel: (506) 222-1222 • Fax: (506) 222-1976
manager@europa.co.cr
www.europahotel.com
Rooms: 480
San José

Rate: \$60.00 to \$60.00 Plus Taxes

General Services: • AC • Air Split Unit • Laundry • Service • Fax • TV • Car Hire • Wet Cleaning • Ironing Service • Hair Salon • Dry Cleaning

Facilities: Bar • Restaurant • Swimming Pool • Conference Room • Internet Access • 24 Hour • Restaurant • Covered Steps

Outdoor Attractions: • Lawn



Finca Rosa Blanca Hotel *****

Tel: (506) 249-9192 • Fax: (506) 249-9555
info@fincarosablanca.com
www.fincarosablancanor.com
Rooms: 1
Santa Bárbara, Heredia

Rate: \$175.00 to \$260.00 plus taxes

General Services: • Bar • Hot Water • Laundry • Phone • Fax • TV • Cable TV • Ironing & Wet Cleaning • Refrigerator • Car Rental • Car Wash • Shuttle

Facilities: • Restaurant • Swimming Pool • Jacuzzi • Green House • Car Wash • Shuttle

Outdoor Attractions: • Lawn • Bird Watching • Fishing • Horseback Riding



Looking for a job? Need employees?

Media

TRAVEL CNN.com

Travel Adviser
See the world, protect the earth

By Marnie Hunter
CNN
Monday, July 19, 2004 Posted: 8:35 AM EDT (1235 GMT)

(CNN) -- References to eco-tours are popping up in magazines, guidebooks and ads for everything from rainforest tours in Bangladesh to birding trips through Oaxaca, Mexico.

But what, exactly, is ecotourism?

That's hard to pinpoint, said Trey Byus, vice-president of field operations and program development for Lindblad Expeditions, a travel company that specializes in marine trips to far-flung locations from Antarctica to the Azores



AMERICAN AIRLINES - AMERICAN EAGLE
AMERICANWay
TRENDS FOR THE MODERN TRAVELER



BUSINESS FEATURE THE ACCIDENTAL ECOTOURIST

By Barry Lynn

Can a tourist have a good vacation and do good at the same time? What qualifies as ecotourism, anyway? As the UN celebrates the International Year of Ecotourism, a new eco-seal of approval is on the way.

On Mexico's southern Pacific coast, a luxurious hotel juts into blue waters, seemingly in perfect harmony with its surroundings. Guests swim off a white sand beach, arrange dive or jungle tours, or simply sit under thatch and sip margaritas. Yet conservationists see clouds over this paradise. In building the hotel, developers killed much of the reef that once crossed the bay. Guides are just as happy to rent a Jet Ski as to lecture on ecology. And the people who for generations lived here by farming and fishing now work as maids and bellhops.

Condé Nast TRAVELER

It's Not Easy Being Green



July 2004

by John Newton
The confusing array of eco-certification programs around the world prompts a push for a universal standard

2004 Rainforest Alliance



Big three urged to be green

by Adam Coulter

A GREEN pressure group is encouraging holidaymakers to sign a petition calling on the UK's biggest three operators to be more environmentally responsible.

Responsibletravel.com is demanding Thomas Cook, Thomson and MyTravel "develop and publish" responsible travel policies on their websites and brochures.

The call has surprised the operators, some of which are members of The Travel Foundation, the sustainable tourism body, or are developing responsible tourism practices.

Justin Francis, chief executive and founder of Responsibletravel, said: "I am very well aware of what the operators are doing with the Travel Foundation as I am a trustee."

"All contributions are welcome however small they are, but small projects are not the same as conducting a root and branch review of their responsible practices."

"Neither Thomson, MyTravel nor Thomas Cook - nor any of

their subsidiaries - have a responsible tourism policy on their brochures or websites."

Mr Francis said his pressure group would be encouraging holidaymakers to sign a "Had Enough?" petition, which will be presented to the chief executives of the three biggest operators towards the end of the summer.

First Choice was exempt from the campaign because it has a published environmental policy, Mr Francis said.

Thomas Cook and TUI, both members of The Travel Foundation, are also involved in sustainable tourism projects, in destinations such as Cyprus and The Gambia.

A spokesperson said: "We are actively looking at adding responsible tourism practices to our literature and website."

Thomson, which is also a member, pointed out that its parent company, TUI, has a sustainability policy on its website.

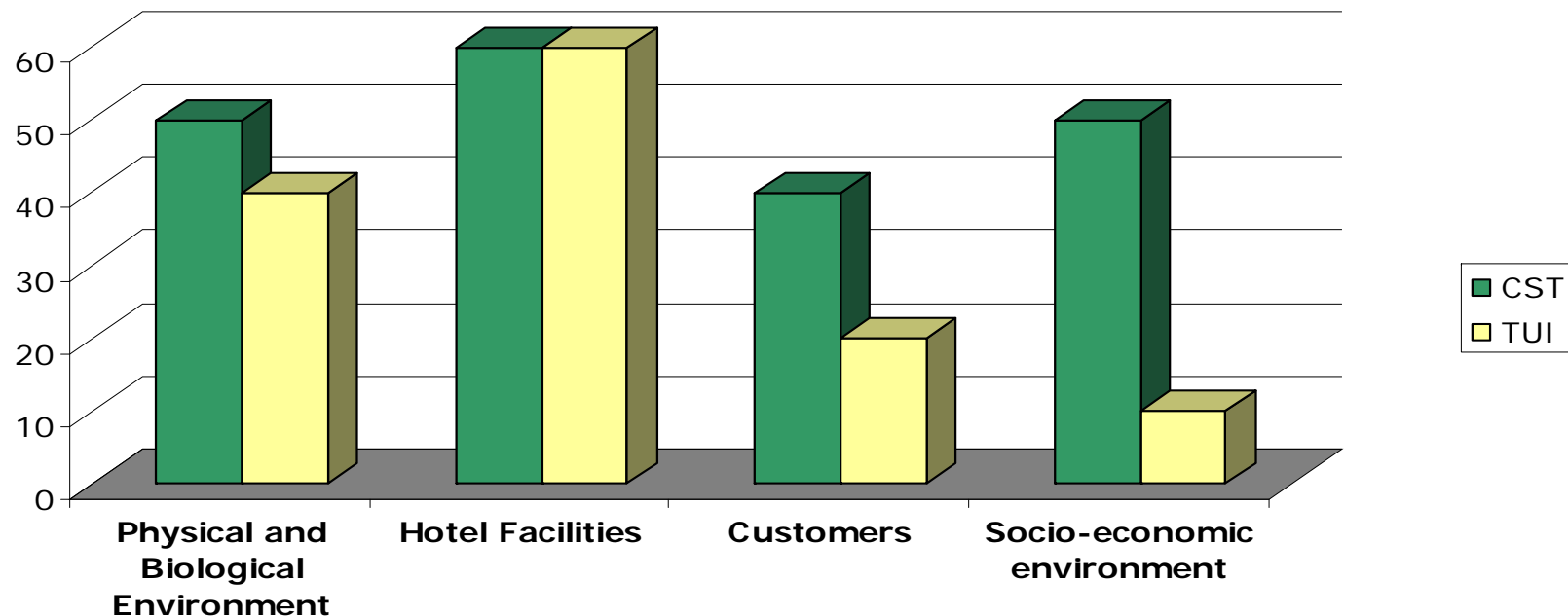
MyTravel is not a member of The Travel Foundation, but its Scandinavian subsidiaries are developing sustainable tourism practices across the group.

Travel Trade Gazette

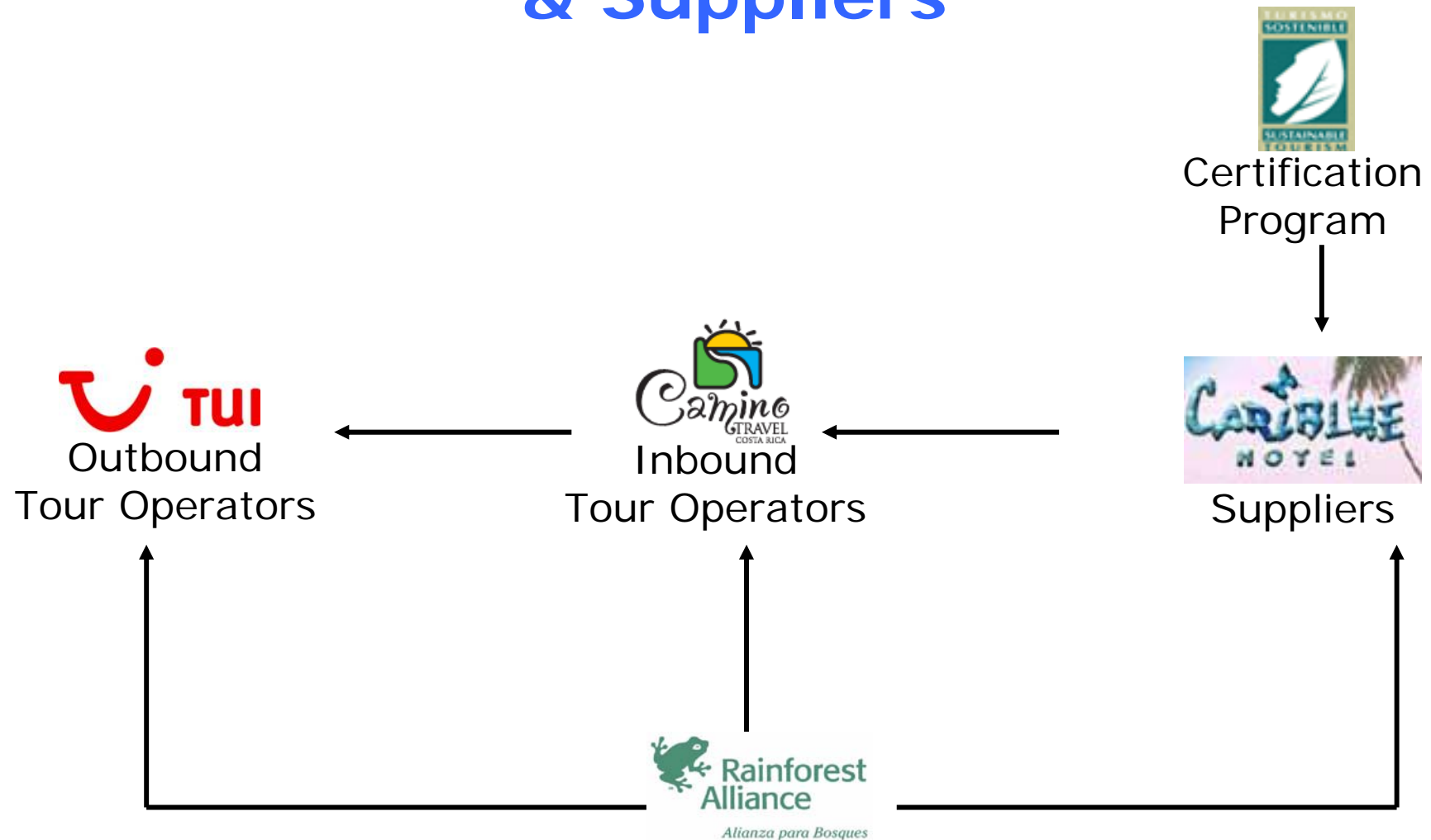
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Partnership with Tour Operators

- Understand tour operators' sustainability concerns.
- Determine if the local certification program is compatible with such concerns.
- Find other sources to get the information needed.



Partnerships with Tour Operators & Suppliers



Technical Assistance to Suppliers

Current Modules

- Quality in services
- Best management practices
- Certification

Future Modules

- Marketing
- Monitoring and evaluation

Goal

- 2007: 175 enterprises formally involved in certification



Results to date:

21 trainers trained

507 entrepreneurs trained

1,686 introduced to BMP
through seminars

Marketing

Challenges

- Confusion between tourism certification and other tourism awards and endorsements.
- Consumer confusion about number and variety of certification seals in the marketplace.
- Local certification schemes with no international recognition.
- Certification programs with no in house marketing/communications specialists.

Opportunities

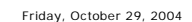
- www.Eco-Index/tourism.
- Printed catalog.
- Targeted Media.
- Participation at international events.
- Communication strategy to connect media with certification programs through their certified operations.



Challenges

- ## Opportunities

- # Sustainable Tourism Certification Network of the Americas



Questions & Answers



For feedback and more information please contact:

Sustainable Tourism Division

Rainforest Alliance, Costa Rica

www.rainforest-alliance.org

E-mail: **sustainabletourism@ra.org**

Tel/Fax: (506) 234-8916