

Project Information

Tourism Impact Alliance

TourCert
Travel for Tomorrow



∞ GSTC
Global Sustainable Tourism Council

- Joint Audit Office
- Online Impact & Audit Manager
- Impact Panel & Regional Networks

2022-2026



MISSION STATEMENT

- We want to take **quality leadership** by digitalized standards towards a measurable impact of sustainable tourism
- We want to increase the **credibility of certifications** through quality assurance and at the same time increase efficiency of audit procedures
- We want to **strengthen cooperation** among certification bodies and standard owners and promote digitalization, innovation and collaborative thinking
- We want to generate a **higher market impact**, raise awareness and increase publicity of sustainable tourism offers

CHALLENGES



Label jungle of more than 150 certification systems worldwide confuse both, the industry and the tourists

The tourism industry consists of mostly small and medium-sized enterprises with **complex supply chains**

Certified businesses and destinations still have a **weak market relevance**

Great potential for more networking and collaboration among sustainable tourism stakeholders

There are high hurdles for quality assurance and accreditation of certification bodies. There is a growing demand for reliable and credible sustainability labels

OBJECTIVES

The Tourism Impact Alliance will create more favorable framework conditions for tourism sector transformation towards SDG achievement.



THE GLOBAL GOALS

Better management and measurability
Capacities, tools and processes for impact management of companies, destinations and supply chains are strengthened

More efficient and credible verification
Audit processes are more efficient and their quality is improved by an independent verification body

Stronger market presence and innovation
Key industry players jointly ensure quality, innovation and visibility of certified offerings

More sustainable destinations
Innovative destination models are introduced in Destinations for Future, empowering sustainable, resilient and inclusive development

ACTIVITIES

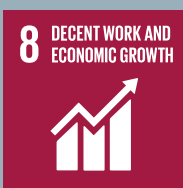
Online Impact Manager

We will develop and provide high quality online tools for sustainability management and impact measurement for businesses, DMOs and suppliers.

The online platform will comprise three elements: a Business Cockpit, a Destination Cockpit and a Supply Chain Monitor. They complement each other so that impact of tourism offers can be measured and managed along the entire supply chain of a business or destination.

The online platform will provide measurable indicators, benchmarking, checklists and surveys as well as training elements such as e-learnings, videos, and best practices.

The project particularly contributes to the achievement of the following Sustainable Development Goals:



Policies to promote sustainable tourism



Tools for monitoring the impact of sustainable tourism



Revitalizing the global partnership

Audit Office and Online Audit Manager

We will develop efficient, transparent and credible procedures for verification of management and impact of businesses, destinations and suppliers.

The Online Audit Manager is a tool that will help auditors and certifiers to manage the entire audit process and guides automatically all parties through the audit process – both, on-site and remote audits.

The Audit Office is a joint venture certification body that offers services to certification schemes and standard owners, establishing an independent auditing system.

It will help regional or national sustainability systems to establish impact-driven procedures and verification standards. destinations against the criteria of GSTC or other standard criteria recognized by GSTC.

Destinations for Future

The knowledge network and brand „Destinations for Future“ will be set up with international tourism destinations. The network will serve as a „Sustainable Destination Lab“ and will together develop innovative destination concepts towards SDG transformation.

Sharing experiences and promote networking & innovation

We want to bring together key stakeholders of the tourism industry to exchange knowledge and experience around impact measurement and management, auditing and certification and at developing SDG transformation.

OUR ADDED VALUE FOR CERTIFICATION BODIES

Credible and efficient auditing is key!

- Credible verification of sustainable policies, operations and impacts of tourism businesses and destinations is key to the **transformation of the sustainable tourism sector.**
- **Efficient and high-quality auditing** enables tourism businesses and destinations to consistently improve their products and services and tourists will find reliable and comparable information when planning their travels.
- However, the **certification landscape is wide and diverse.** Certifiers have developed individual approaches, not only in terms of certification criteria but also how they audit and which procedures, methods and tools they use.
- The most important reference for auditing processes in tourism that comply with international standards and good practices is the **GSTC Accreditation of Certification Bodies** which is widely based on ISO 17065. While there are very few accredited Certification Bodies, many Certifiers find it challenging to meet all accreditation requirements.

Collaborative approach

The Tourism Impact Alliance will help Certification Bodies to address the challenges of establishing **credible auditing**, using **digital evaluation tools** and assessing **real impact.**

Being well aware of the competitive certification environment, The Tourism Impact Alliance will bring together Certification Bodies with different backgrounds to **join forces** and create common benefits. An already existing Group of 10 international certifiers including the GSTC will invite more Certifiers to form a collaborative think tank.

Key Benefits

- Innovation and cost-efficiency by digitalization
- Enlarged capacity building through peer exchange and alliance building
- Higher credibility of certification programs through better assurance quality
- Better impact measurement and benchmarking through common approaches and web services
- Higher visibility and market relevance through joint forces and positioning



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AUDIT MANAGER

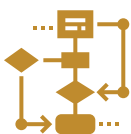


The Audit Manager is an online audit platform. It allows certification bodies, auditors and businesses and destinations to perform **digitalized audits** with efficient and automatized workflows.

The Audit Manager supports audits and certification with digitalization, increased efficiency and innovation. Beyond only an audit tool, the Audit Manager helps to manage impartiality, communication and **flexible workflows** with a full solution approach. Dashboards for certifiers, auditors and clients facilitate preparing, executing and closing audits.

- Key features of the Audit Manager include:
- All Certification Standards
- Digital Workflow, no paper
- All Devices
- On-Site and Remote Auditing
- Non-Conformities, Corrective Actions and Recommendations
- Embedded Client Communication
- Impact and Benchmarking Database
- Audit Report Export

AUDIT SYSTEM



The Audit System describes **procedures, operational standards and workflows** for audits based on GSTC and ISO accreditation norms. It translates normative requirements into practical templates and process descriptions.

The Audit System determines mechanisms for **safeguarding impartiality, training and qualification** of staff and auditors and quality **standards of auditing**.

The project will develop strategies on how Certification Bodies can improve the quality of their audits in line with accreditation standards while acknowledging the realities of their certification community.

AUDIT OFFICE



Impartiality, credibility and transparency are essential requirements for quality assurance. Many certification programs cannot provide impartial services because standard setting, consulting, auditing and certification are all in the responsibility of the same organization.

The Audit Office will be designed as a **joint venture** of legally independent Certification Bodies. It will support impartiality by taking over certain tasks such as managing the application process, risk assessment, auditing and audit review.

The organizational structure of the Audit Office will safeguard impartiality, ensure qualification of certification staff, enable standardized auditing and **facilitate GSTC Accreditation**.

The project will develop an **agile organizational model** that allows Certification Bodies to choose their level of participation.

By centralizing services and bringing together resources and know-how, Certification Bodies will be able to exploit **cost saving potentials** of their audit and certification programs.

JOIN THE ALLIANCE

The Tourism Impact Alliance invites all sustainable tourism stakeholders to join the Alliance!

We invite **tourism businesses and destinations** to use the online platform for better sustainability management and impact measurement.

We invite **certification bodies and standard owners** to participate in the Audit Office and use the online Auditmanager to raise quality and credibility of certifications.

We invite **sustainable destinations** to adopt innovative destination stewardship concepts.

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Stuttgart, Dec 2022

Layout: buenaventa-consulting.com
Editor: TourCert

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Funding & Partnership

The Tourism Impact Alliance is an initiative by TourCert in cooperation with the Global Sustainable Tourism Council (GSTC). The project is co-funded by the Swiss State Secretariat for Economic Affairs SECO.



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Confédération Suisse
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Swiss Confederation

Federal Department of Economic Affairs FDEA
State Secretariat for Economic Affairs SECO