TourCert®

Travel for Tomorrow

ACCOMMODATION

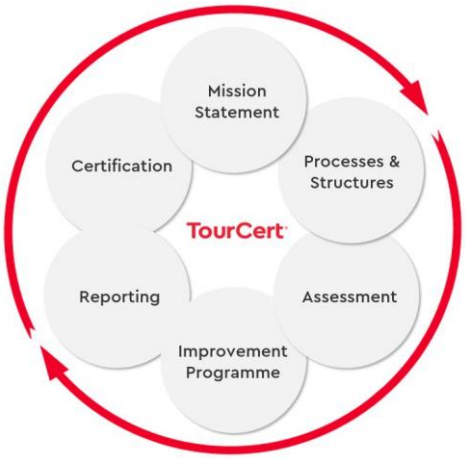
© Singharaja Lodge

CERTIFIED SUSTAINABILITY MANAGEMENT

Systematic responsibility
Six steps to success
Sustainable quality is convincing

Systematic responsibility

Holistic sustainability management for the hotel industry



With our holistic management system, we get you on the right track:

The sustainability performance of your hotel is converted into concrete, measurable indicators in the important business areas and processes. From this, optimization possibilities are derived in order to create a sustainability report with the help of a web tool specially developed for the process.

The sustainability system therefore does not tie up working hours unnecessarily and enables even the smallest companies to implement it and achieve certification.

Six steps to success

1. Mission Statement

As an introduction, the hotel develops a mission statement or examines the existing mission statement with regard to sustainability. This is anchored in the basic values of the company and is practised on a daily basis.

2. Processes & Structures

One person in the company is responsible for sustainability management both internally and externally. Sustainability is taken into account in day-to-day business decisions and is an integral part of operational processes. The certification process helps to integrate and standardise this.

3. Assessment

The evaluation includes general company and economic data, guest satisfaction, data on corporate ecology such as energy and water consumption, waste and emissions. The entire hotel is examined for ecological aspects through so-called "Eco-mapping". Sustainability checks and surveys make it possible to conduct standardized surveys of employees and suppliers. The procurement policy and the quality of the hotel's guest information are examined on the basis of sustainability criteria.

4. Improvement Programme

The continuous improvement of performance in terms of corporate responsibility and sustainability is at the heart of the TourCert system. Every year, new goals and measures are set and checked for their fulfilment.

5. Reporting

The results of the evaluation are summarised in a standardised report. The company has the opportunity to describe and explain the results of the assessment. The report is the basis for the external audit.

6. Certification

The compliance of all TourCert certification criteria is assessed by external and independent experts within the framework of an audit. The final decision about the certification is made by the independent certification council. The first certification is valid for two years. Further recertification takes place every three years.

Requirements

Minimum criteria for the certification of TourCert

- Designation of a person responsible for certification (sustainability manager),
- Publication of the corporate mission statement,
- Improvement programme (to be updated annually),
- Code of conduct for compliance with sustainability standards with the service providers,
- Regular employee training on sustainable development of tourism,
- Eco-fair procurement guidelines,
- Active promotion of sustainable travel to customers,
- Climate compensation for business air travel (50%),
- Stakeholder involvement through surveys and checks.

The TourCert system is based on international standards

All criteria catalogues of TourCert are based on the international quality and environmental management standards according to ISO and EMAS as well as the ISO guidelines for corporate responsibility (ISO 26000) and are oriented on the international regulations of the Global Sustainable Tourism Council (GSTC).

Process support: personal, competent and efficient

TourCert accompanies the hotels with experienced consultants during the introduction of sustainability. Two responsible persons in the hotel are trained to become sustainability managers.

The learning concept of the training corresponds to the blended learning approach, a mixture of online, face-to-face and practical learning phases. In the practical phases, the future sustainability managers introduce the elements of the TourCert management system step by step in their own hotel.

Introduction process in the company and qualification of sustainability managers

The certification process and the further training to become a sustainability manager take approx. 8 months.

Sustainable quality is convincing

We promise you, it's worth it! And the first steps are very easy to take. There are many concrete potentials that you can use for yourself.

The sustainability system from TourCert...

- ✓ shows you what the sustainability situation is in your hotel,
- ✓ enables credible positioning in competition,
- ✓ reveals the strengths and weaknesses of your company,
- ✓ motivates and inspires your employees with a shared vision,
- ✓ opens up potential savings in costs, energy and working hours,
- ✓ leads to more transparency in your company,
- ✓ shows you ways to optimise products and customer loyalty,
- ✓ improves your communication structures and supports you in decision-making processes,
- ✓ creates a basis for the definition of your corporate goals and strategies,
- ✓ strengthens the competence of your employees and the innovative ability of the company,
- ✓ qualifies customer service and creates enthusiasm for sustainability in the hotel industry.

The certification process transforms good intentions into sustainable actions.

Core indicators – sustainability in concrete terms

The results of the data collection are condensed into measurable indicators that enable hotels to compare their own sustainability performance with other companies. On this basis, further potential for improvement can be identified.

The core indicators for hotels are:

1. Return on sales
2. Turnover per available room
3. CO_2-emissions per overnight stay
4. Proportion of recycled paper
5. Residual waste generation per overnight stay
6. Water consumption per overnight stay
7. Guest satisfaction index
8. Employee satisfaction index
9. Proportion of sustainable products
10. Proportion of certified suppliers

"We must be the change we want to see in the world."

Mahatma Gandhi

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