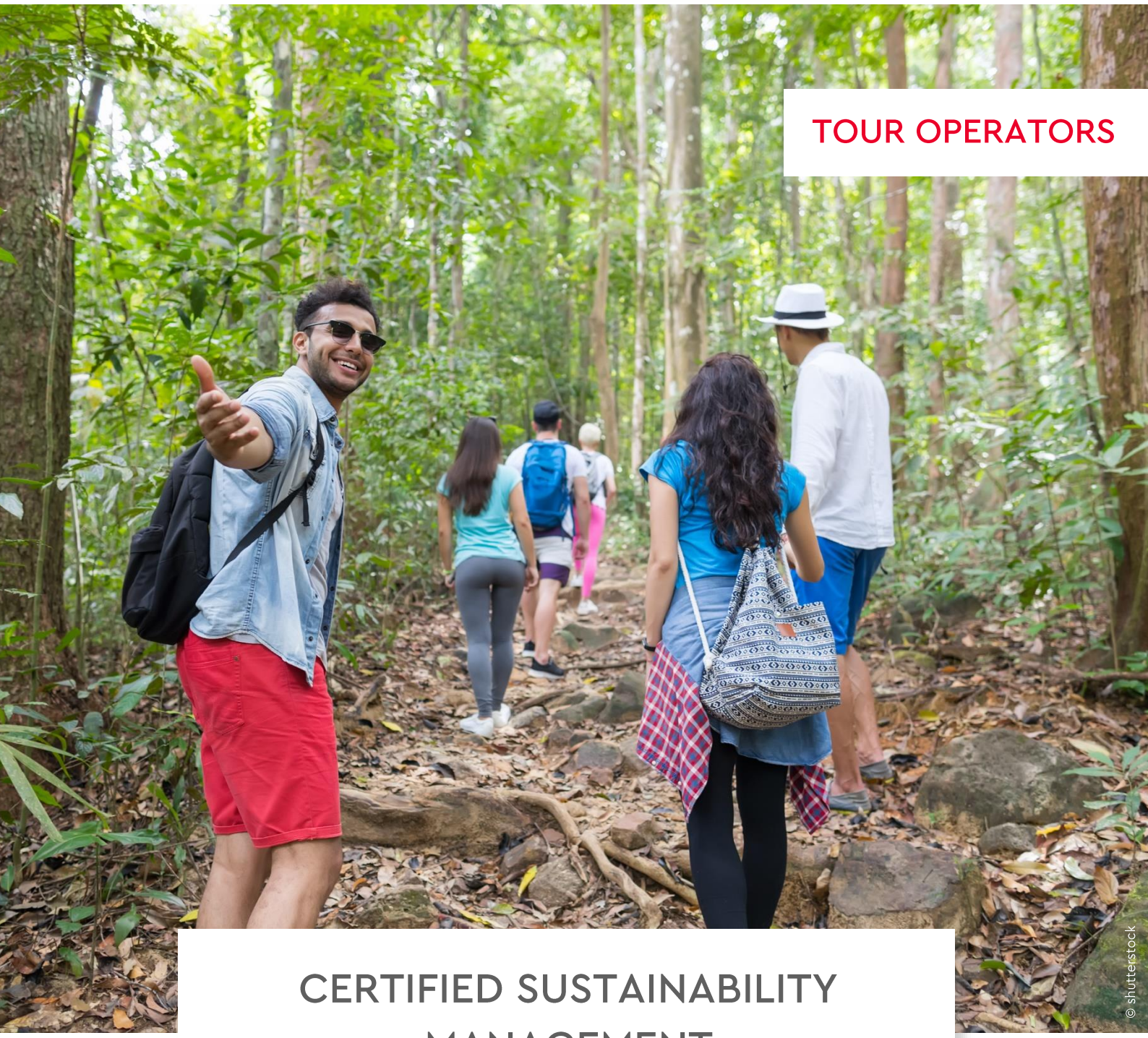
TourCert®

Travel for Tomorrow



TOUR OPERATORS

CERTIFIED SUSTAINABILITY MANAGEMENT

Systematic responsibility
Six steps to success
Sustainable quality is convincing

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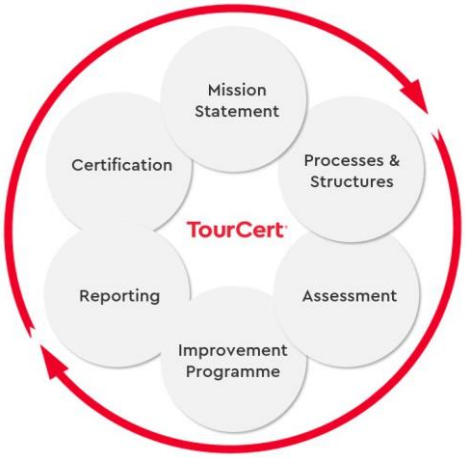
Systematic responsibility

Holistic sustainability management for tour operators



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

The sustainability performance of your company 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 company 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

A comprehensive evaluation of the status quo helps to measure sustainability performance. The assessment is based on fixed TourCert criteria and is made easier by an online tool. It includes economic data, data on employees and customers, the quality of consulting, product development as well as corporate and product ecology. Sustainability checks and surveys make it possible to conduct a standardised survey of service providers such as accommodations, partner agencies and tour guides and thus an analysis of the value creation chain.

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 summarized in a standardised report. The company has the opportunity to describe and explain the results of the assessment.

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,
- Purchase of green electricity,
- 50% climate compensation for business air travel,
- Active promotion of sustainable travel to customers.

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

During the introductory sustainability process, TourCert offers to accompany the companies with experienced consultants. We train the responsible person in the company to become a sustainability manager.

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 company.

Introduction process in the company and qualification of sustainability managers

The qualification of sustainability managers and the process up to company certification take approx. 6 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...

- ✓ supports you in structuring processes,
- ✓ shows you what the sustainability situation is in your company,
- ✓ reveals the strengths and weaknesses of your company,
- ✓ motivates and inspires your employees with a shared vision,
- ✓ enables credible positioning in competition,
- ✓ 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 sustainable travel.

The certification process transforms good intentions into sustainable actions.

Core indicators – sustainability in concrete terms

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

The core indicators for tour operators are:

1. Contribution to local value creation
2. Product ecology: CO_2-emissions per guest per day
3. Quality index of customer information
4. Customer satisfaction index (with response rate)
5. Employee satisfaction index
6. Corporate ecology: CO_2-emissions per employee
7. Sustainability index partner agencies
8. Sustainability index accommodation providers
9. Sustainability index tour guides
10. Sustainability index product evaluation

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

Mahatma Gandhi

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