TourCert®

Travel for Tomorrow

DESTINATIONS

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CERTIFIED SUSTAINABILITY IN A SYSTEMATIC WAY

We prepare you for the future
Six steps to sustainable success
Sustainable quality convinces

We prepare you for the future

Your guiding principle for a consistent focus on sustainability

Sustainability has become an important factor for tourist communities and regions and ensures their competitiveness. With our innovative and holistic approach, we also put your destination on the right track and ensure a long-term commitment that will benefit everyone involved in tourism.

"The certification as a "Sustainable Destination" is a unique procedure in German-speaking countries for the continuous sustainable orientation of a tourism destination. It was developed as a practical joint project with the Ministry of Justice and for Europe Baden-Württemberg and various tourist destinations." – Dirk Dunkelberg, German Tourism Association

The TourCert system is designed to review all tourism activities in the destination with respect to their environmental and social impacts and thus make them viable for the future. Particular emphasis is placed on the quality of products and services, customer orientation, careful use of resources, accessibility and environmentally friendly mobility. First rapid successes are generated, existing strengths and good examples are made visible and at the same time a route of continuous improvement is taken.

The process completely covers the criteria of the German Tourism Association (DTV) for the sustainable orientation of tourism destinations and is internationally recognized.

Six steps to sustainable success

1. Processes & Structures

A person will be trained to be responsible for coordinating sustainability issues. This ensures that sustainability becomes an integral part of operational processes.

2. Surveys

A practical inventory helps to assess the current sustainability situation. Concrete and internationally valid criteria are used, which are converted into direct actions by a web service. Specially developed surveys enable a standardised exchange with important tourism players. Various areas of responsibility and opportunities for creating a sustainable approach are identified and individually elaborated on the basis of on-site workshops.

3. Associated companies

All tourism stakeholders in the destination are encouraged to participate as partners of the Sustainable Destination. This partner network is highlighted in the DMO's communication and actively promoted.

4. Improvement program

The continuous improvement of performance in terms of social responsibility and sustainability is the core of the TourCert system. New goals and measures are set from year to year and checked for their fulfilment.

5. Reporting

Together we identify where to place the destination on the market and its potential, develop approaches for implementing sustainability measures and point out concrete fields of action.

Our online tool translates the destination's performance into measurable indicators. In this way, the process enables in-depth offer analyses and creates transparency for stakeholders.

6. Certification

The compliance with all TourCert certification criteria is checked by external and independent experts in the context of an audit. The final decision is made by the certification council. After that, the destination is marked with the renowned TourCert seal and awarded with the "Sustainable Destination" certificate which is valid for three years.

That's how it works

A sustainable destination is based on collaborative work and cooperation of all participating institutions and companies.

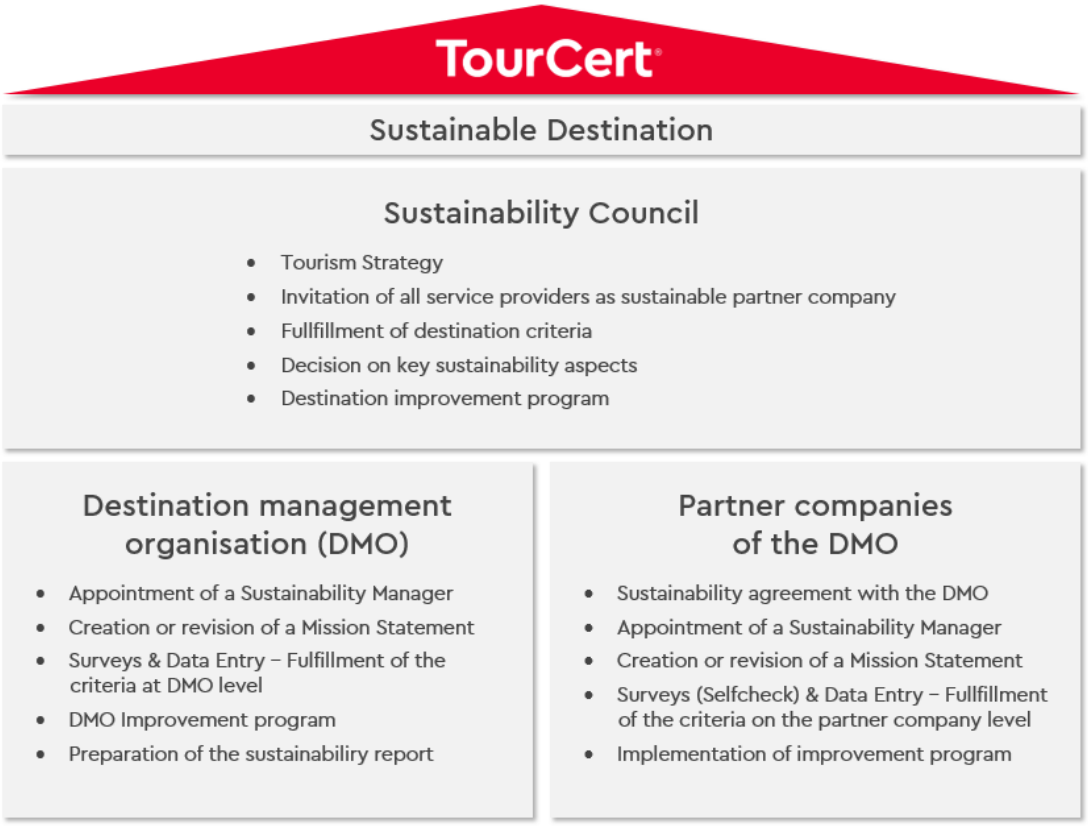
The certification of a sustainable destination includes three dimensions: The Destination Management Organisation (DMO) or the coordinating body, the associated companies and the destination as such. There are specific criteria for each unit. Indicators are identified, which are used as benchmarks and are collected regularly. In addition, basic criteria are defined for the entire destination.

The DMO thus establishes a sustainability strategy based on continuous improvement and in particular involves tourism stakeholders, who form a sustainable partner network and implement appropriate measures. For this purpose, the specially developed qualification system "TourCert Check" can be used to enable "starter companies" to participate in the network. The partnership with Servicequalität Deutschland also enables companies with a ServiceQ award to participate as associated companies.

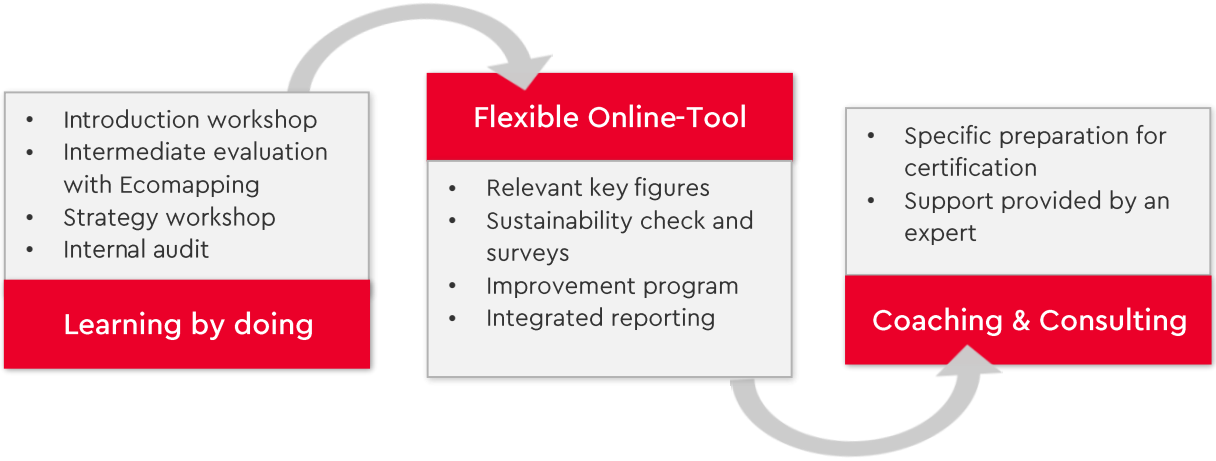
The Sustainability Council discusses and supports the implementation of the measures and ensures the continuity of the process in the entire destination. It is composed by the DMO, representatives of service providers and other relevant interest groups in the destination.

Process support: personal, competent and efficient

TourCert assists destinations with the introduction of sustainability with experienced consultants. The learning concept of the training corresponds to a holistic qualification approach, which consists of a mixture of online, presence and practical learning phases. DMO employees introduce the elements of the sustainability system step by step into the DMO and are then awarded a certificate as a sustainability manager. The aim is to create a continuous process that can be implemented independently.



Introduction process Sustainable Destination and training of Sustainability Managers



The certification process and the training to become a sustainability manager take approx. 6-12 months.

Sustainable quality convinces

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 TourCert sustainability system...

- ✓ shows you how sustainable your destination already is,
- ✓ allows credible differentiation from the competition,
- ✓ motivates and inspires your employees through a common vision,
- ✓ strengthens the expertise of your employees and the destination's ability to innovate,
- ✓ strengthens the collaboration with your service providers,
- ✓ shows you ways to optimize products and ensure quality,
- ✓ offers potential for savings in costs, energy and working hours,
- ✓ improves your communication structures and supports you in decision-making processes,
- ✓ creates a basis to define concrete sustainability goals and strategies,
- ✓ qualifies guest care and customer advisory service and inspires to work on sustainability.

The certification process transforms good intentions into sustainable action.

The TourCert certification is based on international standards

All TourCert criteria catalogues 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 also aligned to the international regulations of the Global Sustainable Tourism Council (GSTC).

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