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| **Indicator name** | | | Tourism certification tools (1. Enterprises) |
| **ASSESSMENT** | | |  |
| Indicator Name | | | TOUR009a - Percentage of tourism enterprises using environmental certification / labelling (Ecolabel)  TOUR009b - Percentage of tourism enterprises using environmental certification / labelling (EMAS) |
| Key policy question | | | Are tourism companies more environmentally responsible? |
| Key message | | | Environmental certification or labelling in the tourism sector is one of the ways to assess the extent to which enterprises (especially in the tourist accommodation subsector) are actively incorporating sustainability principles into their operations and if they are involved in recognised (or qualified) eco-certification programmes and sustainability reporting procedures. An increase in the percentage of certified / labelled tourism enterprises will mean a more generalised commitment towards environmental management on behalf of the tourism sector in particular, and destinations and countries in general. |
| Key assessment | | | The implementation of the EU Eco-label for tourist accommodation services and campsites (the two categories created by the European Commission specifically for the tourism sector) has been growing since its creation in 2003. However, in April 2016 there were a total of 782 tourist accommodation establishments and campsites awarded with the EU Eco-label, according to the European Commission registers. This means a 0.14 % of the total number of tourist accommodation establishments in Europe (570,268 establishments). Moreover, there is an uneven distribution of certifications throughout Europe (most of these certifications are concentrated in only a few countries, i.e. France, Italy, Austria, and to a lesser extent, Spain).  Source: European Commission.  In the case of the implementation of the EMAS certification (EU environmental management system) in the tourist accommodation sector numbers are even lower than EU Ecolabel. European Commission (DG ENV) reported 236 tourist accommodation establishments registered with the EMAS system throughout Europe in May 2016 (including hotels, campsites, and other types of short stay accommodation). This means a 0.04% of the total number of European tourist accommodation establishments. Again, this number is also concentrated in only three countries (Germany, Spain, and Italy), while other six countries have very few registered tourist accommodation establishments.  Source: European Commission. *EMAS Registered Accommodation (May 2016)*. |
| Specific policy question | | | Do tourists prefer spending nights in the least environmental impacts accommodations forms?  How can tourism help protect the environment? |
| Specific assessment | | | Available data so far do not allow answering the previous questions. In order to answer the first question, a specific survey should be carried out. Regarding the second one, it is generally considered that environmental and sustainability certification and labelling in the tourism sector can be very useful tools to enhance the environmental performance and contribute to improve the environmental quality of a tourism destination. |
| Examples | | |  |
| **SPECIFICATIONS** | | |  |
| Indicator definition | | | There are two subindicators: 1) Percentage of tourist accommodation enterprises certified with the EU Eco-label for tourist accommodations and campsites; and 2) Percentage of tourist accommodation enterprises certified with the EMAS environmental management system. |
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| Justification | | |  |
|  | | Rationale | Environmental certification or labelling in the tourism sector is one of the ways to assess the extent to which enterprises (especially in the tourist accommodation subsector) are actively incorporating sustainability principles into their operations and if they are involved in recognised (or qualified) eco-certification programmes and sustainability reporting procedures. |
|  | | References | EC (2016). *The European Tourism Indicator System*. Brussels.  Ludain, S. (2016). *Potential synergies between ETIS and the EU Eco-label / EMAS*. Joint conference on managing and promoting sustainable and accessible tourism destinations. EC, Brussels. |
| Policy context | | |  |
|  | | Policy context | EC and national policies on tourism, environment and sustainable tourism. |
|  | | Targets | Increase significantly the implementation of EU Eco-label and EMAS in the tourism sector. |
|  | | Related policy documents |  |
| Methodology | | |  |
|  | Methodology for indicator calculation | | Data is provided by DG ENV (European Commission). |
|  | Methodology for gap filling | |  |
|  | References | |  |
| Data specifications | | |  |
| Uncertainties | | |  |
|  | Methodology uncertainty | |  |
|  | Data sets uncertainties | |  |
|  | Rationale uncertainty | |  |
| Further work | | |  |
| Ownership and contacts | | | DG ENV, ETC-ULS |