



On the road to success

CSR-Tourism – the label for sustainability and corporate responsibility

Companies holding the CSR label have decided to implement the most demanding management and reporting system. They systematically assess both their business activities and suppliers with regard to compliance with environmental and social standards.

CSR certified companies have a vision of sustainable development. They want to distribute equally the profits generated by tourism, to protect natural resources along the entire supply chain and to inspire their clients and employees towards sustainable action. They develop innovative products, improve the quality of their customer communication, integrate sustainability values within their corporate culture and business activities, they limit CO₂ emissions and offset as much as possible. They demonstrate that it is possible to do business in a different way.

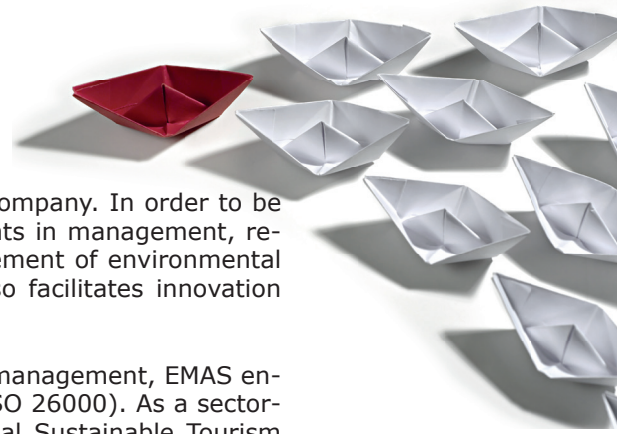
We can improve the world – 10 good reasons for CSR

The CSR system ...

1. gives you a clear idea of the level of sustainability performance of your company.
2. reveals your company's strengths and weaknesses.
3. motivates your employees.
4. creates potential savings of costs, energy and working hours.
5. improves your customer communication and promotes sustainable behaviour.
6. shows you ways to optimise your products and achieve customer loyalty.
7. improves your internal communication and supports your decision-making processes.
8. creates more transparency and a clear business strategy.
9. strengthens the competence of your employees and the company's capacity for innovation.
10. turns your good intentions into actions.



TourCert: measurable – verifiable – credible



TourCert has strict criteria to evaluate the sustainability performance of a company. In order to be awarded with CSR certification, the company must fulfil certain requirements in management, reporting and performance. The TourCert system promotes continual improvement of environmental and social standards in the company and among business partners. It also facilitates innovation processes as well as continuous performance improvement.

The TourCert system is based on the international standards of ISO quality management, EMAS environmental management and the ISO guidelines for social responsibility (ISO 26000). As a sector-specific system it is compatible with the sustainability criteria of the Global Sustainable Tourism Council (GSTC). The TourCert set of criteria for tour operators is officially recognised by the GSTC.

It has all begun with the CSR system for **tour operators**. This system is the origin of TourCert and is also the reference system for other sectors. It focuses on the social and environmental performance in companies, in the travel products and along the entire supply chain. Employees and business partners get actively involved.



CSR for tour operators

CSR for travel agents



The focus of the CSR system for **travel agents** is on awareness-raising, qualification and motivation of customer consultants, thus enabling them to inspire their customers to sustainable travel.

The CSR system for **accommodation** increases both energy efficiency and environmental efficiency and saves costs. It promotes the purchasing of high-quality local and ecologically-fair products, provides fair working conditions and involves employees as well as guests.



CSR for accommodation

TourCert- the certification organisation

The non-profit organisation for certification in tourism awards the 'CSR-TOURISM' label to tourism companies. The organisation members are: Tourism Watch – Brot für die Welt, Berlin / Eberswalde University for Sustainable Development, Eberswalde / kate – Umwelt & Entwicklung, Stuttgart / Naturfreunde International, Vienna.

The independent TourCert Certification Council comprises experts from different sectors of society. Its members work on an interdisciplinary and voluntary basis. The certification council decides on the guidelines and criteria of the certification system; the certification of a company is based on the assessments of the on-site audits as well as on the approval of the auditor.

TourCert

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