

Public Private Partnership Project (2009 – 2011)

gtz

green  travel bridge

asr 

**Marketing of Sustainable Tourism in
Latin America to the German Consumers**

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The aim of the project *green travel bridge*

The aim of the project is to improve the access
of small and medium-sized providers of sustainable
tourism products and services

In Latin American countries

that comply with a transparent and reliable
sustainability standard

to the German travel market.

green travel bridge uses the GSTC as guidance

A project contribute to the achievement of the millenium goals: biodiversity, climate, poverty

2008: 60+ certificates worldwide for sustainable tourism

2008: launch of the „Global Sustainable Tourism Criteria“ (GSTC): environmental & social-cultural & economic objectives

2010: accreditation of certificates: Tourism Sustainability Council (TSC)



green travel bridge is based on a strong cooperation



The GTZ is an international cooperation enterprise for sustainable development with worldwide operations.



asr is an alliance of independent travel traders representing 4500 travel agencies and more than 200 tour operators.



UNEP is the United Nations system's designated entity for addressing environmental issues at the global and regional level.



Rainforest Alliance is coordinator of the Sustainable Tourism Certification Network of the Americas (STCNA)

Phase I – Sustainable Tourism in Latin America

Green Travel Bridge identifies and registers

- a sufficiently comprehensive “critical mass” of sustainable tourism (ST) products and services in Latin America,
- that comply with the baseline standard of the Sustainable Tourism Certification Network of the Americas (STCNA) and/or the Global Sustainable Tourism Criteria (GSTC)

on a partnering platform for German tour operators & travel agencies.



Certified tourism in Latin America

Hotels, Restaurants, Boat trips, Excursions, local groups

Argentina
Belize
Brazil
Chile
Colombia
Costa Rica
Ecuador
El Salvador
Guatemala



Guyana
Honduras
Mexico
Nicaragua
Panama
Paraguay
Peru
Suriname
Uruguay
Venezuela

Current figures: STCNA & Eco-Index

GTB information pool: Offer	certified = gtb *	recommended	Certified or recommended
Latin America			
Belize	3	4	7
Brazil	3		3
Chile	1	1	2
Costa Rica	99	37	136
Ecuador	49	18	67
El Salvador		1	1
Guatemala	26		26
Guyana		1	1
Mexico	21	11	32
Nicaragua		19	19
Panama		1	1
Peru		3	3
TOTAL (Status nov.09)	202	96	298

to be continued....

Lessons learnt & Future Challenges

- **Although sustainable tourism has been promoted for many years in Latin America, it is still difficult for many countries to find a „critical mass“ of sustainable products and services, especially in countries where no recognized certification system is established**
- **Therefore we need to find a way to include those products which, although not certified, make a difference through their positive contribution sustainable socio-economic, environmental and socio-cultural development**

Lessons learnt & Future Challenges

For instance, many hotels or tour operators – small, medium and big companies:

- support social projects in communities,
- are engaged for protected areas, endangered species or sustainable water, waste etc. management in communities
- sponsor the conservation of cultural monuments,
- Have internal eco-management or CSR, social responsibility programs for their staff
- Have been recognized for these initiatives by sustainability or eco-awards

And therefore „make a difference“, are more sustainable compared with other companies who do not show any engagement for sustainability at all

and should therefore be included into a marketing effort such as gtb

Example: Marriott Hotels: Carbon Offset at Juma Sanctuary (Brazil)

- Juma Sanctuary is an endangered Rainforest of 589,000 hectares on the Aripuanã River
- Marriott and their guests contribute a Voluntary Carbon Offset Contribution (\$10 or more) for avoided deforestation
- TÜV-Süd Deutschland has certified this project as eligible for the Brazilian REDD portfolio („Reducing emissions through Deforestation and Forest Degradation“), because if the ongoing destruction of the area is not stopped, 62% of the area will be destroyed due to illegal logging until 2050, causing the emission of 400,000 tons of CO₂ per year.
- Partner: Provincial Government and *Fundação Amazonas Sustentável*
 - Protection of Biodiversity (incl. 21 primate species)
 - Inclusion of local residents to protect against illegal logging and extensive land use
 - Contribution goes towards: Staff and Equipment for protected area management, Education and Vocational Training, Medical Care, Community centers, etc.



Phase II – Matching with German tour operators

Latin American small and medium-sized enterprises who offer promising ST products and services

1. are published on the DestiNet portal www.destinet.eu and on the asr information platform www.greentravelbridge.de
2. if they satisfy the service quality demands of the German market they will be matched with German tour operators

The *green travel bridge* b2b platform

www.greentravelbridge.de

Start: March 2010 ITB Berlin

To match certified and recommended tourism businesses in Latin America with German tour operators and travel agents

Offer in Latin America:

- certified = gtb*
- recommended = gtb

Links to further information



Phase III – Travel packages in asr-PLUS

1. German tour operators will offer and sell ST products and packages from Latin America on the German travel market
2. They will increase the presence and visibility of such products and packages in their product portfolio as much as possible.
3. These products and packages will be integrated in the asr information and reservation system *asr-PLUS*

Phase IV – marketing to the German consumers

The German travel agents will

- be trained in the values of sustainable tourism
- promote sustainable tourism products to their customers
- and sell the sustainable travel packages and more travel packages with sustainable components

Sie glauben immer noch, nachhaltige Tourismus-Produkte bestehen aus Jute?
Ihre Kunden schlafen auf Strohbällen und trocknen sich mit Bananenblättern ab?

MITNICHTEN!

NACHHALTIGES REISEN IST...

Naturerlebnis
Urlaub nach Wunsch

fair

authentisch

GRÜN IST DIE HOFFNUNG? MEHR ALS DAS...

- **DIE KUNDEN**
Weltweit reisen fast 900 Millionen Menschen jährlich, Tendenz weiterhin steigend. Das Bewusstsein der Reisenden für eine intakte Natur, Klimawandel und die soziale Entwicklung der städtischen Bevölkerung wächst kontinuierlich.
- **DAS ANGEBOT**
Die Tourismus-Branche beschäftigt mehr als 20 Millionen Menschen und befreit sich – im Vergleich zu Ihren Kunden – nicht in der Entwicklungsphase für nachhaltiges Reisen. Das gilt sowohl für die Produktanbieter als auch für eine kompetente Beratung.
- **DER MARKT**
Das einstige Nischensegment „Öko-Tourismus“ ist längst zum Volumenmarkt gewachsen. Nachhaltige Reiseangebote verzeichnen im deutschsprachigen Tourismusmarkt, trotz Wirtschaftskrise, zweistellige Zuwachsraten pro Jahr.
- **DIE LÖSUNG**
Gehen Sie auf die Bedürfnisse Ihrer Kunden ein und nutzen Sie das enorme Potenzial nachhaltigen Reisens. Positionieren Sie sich mit unserer Hilfe als verantwortungsvolle Reiseanbieter.

GREEN IST DIE ZUKUNFT!

Im nachhaltigen-Tourismus ist der grüne Etikettenschwindel leider weit verbreitet.

GREEN TRAVEL BRIDGE – IHR ZUVERLÄSSIGER PARTNER.

green travel bridge ist offizieller Vermittler zwischen den internationalen Anbietern (Hotels, Lodges, Exkursionen, Programme) und den Reiseanbietern im deutschsprachigen Reisemarkt.

Wir suchen Ihren geeigneten Partner mit offiziellen Zertifizierungen und erstellen diese mit unserem Label aus. Wir überprüfen Ihr Portfolio zu 100% als geprüfter Partner.

Wir sind berechtigt, Ihnen das weltweit anerkannte Label für nachhaltigen Tourismus zu übertragen. Werben Sie damit in Ihren Katalogen und heben Sie sich von Ihren Wettbewerbern ab.

Notizen Sie unseren umfangreichen Datenpool an hochklassigen Produkten im nachhaltigen Tourismus, integrieren Sie diese in Ihre Programme und schweben Sie mit grünen Reisetipps schwarze Zahlen.

green travel bridge

Benefits in participation gtb and Sustainable Tourism

Through *green travel bridge* the certification programmes

- give your members a better market access
- integrate the products of your members in travel packages of tour operators
- participate in promotion activities: tour operators > travel agencies > consumers
- offer one more option of sustainable ROI - Return of investment through sustainable tourism



Benefits for providers of sustainable tourism products and services

Market access

Integration into travel packages of tour operators

Promotion to travel agencies and consumers

Return of investment through sustainable tourism