

Consumer Information Tools: TOURISM

Current Situation

- Fewer than 2% of tourism businesses certified in some form
- Information tools have limited importance for tourist decision-making
- Eco-certifications most widespread, but unavailable in many countries
- Great number of certifications and labels confusing for tourists
- Certifications and labels often non-comparable

Future Challenges

- Harmonize system boundaries and measurements processes
- Introduction of certifications on wider geographical basis
- Use of certifications for wider range of products and services
- Improvements in information tool design (quality perceptions, normative appeal)
- Informational content of labels needs to be improved
- Carbon information should be introduced for two high-energy sectors in particular, cruises and air travel



Sustainable emissions per person per day are in the order of 10 kg CO₂. Even a short flight will cause emissions exceeding 300 kg CO₂. Aviation should thus be one of the first sectors for which information on carbon content is included in tickets and billing.



Many platforms offer low-carbon accommodation. Emissions of greenhouse gases can be significantly reduced through initiatives to source foodstuffs locally, to use wood for hotel constructions, or to offer well-insulated rooms with very limited energy-requirements. Online platforms could inform in great detail about the initiatives that have been implemented by each hotel and display them in an overview to guide travelers.

There is evidence that certifications are able to attract significantly greater domestic tourism flows by addressing quality aspects in tourism operations. This indicates the importance of perceptions of higher quality in making labels attractive in the tourism sector.



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