

ANNEX: SUSTAINABLE TOURISM CRITERIA

Criteria	Advantage/Effect	Activities
Management Criteria	<i>Sustainable management</i>	Bring sustainable tourism services on the market Continuously review, evaluate and improve of the provided offers and services
	<i>Stakeholder engagement</i>	Initiate and moderate the dialog between direct stakeholders, as well as indirect actors
	<i>Inform guests about sustainability</i>	Train employees to point out the sustainability aspects of the touristic services Inform guests about sustainability issues and motivated them to commit
Economic criteria	<i>Strengthen of the regional economy</i>	Support the local business, local and regional products Promote local attractions and increase their value
	<i>Special customer benefit (value)</i>	Provide attractive special services and create unique competitive value for the customers
	<i>Profitability (economic efficiency)</i>	Generate direct and indirect profit Increase the attractiveness of the stay for the guests
Social criteria	<i>Consider specific guest needs</i>	Address the specific needs of the customers and provide information
	<i>Employees working atmosphere</i>	Create attractive and fair working conditions
	<i>Conservation of the local culture</i>	Support and promote the authentic local culture Foster exchange between locals and tourists
Environmental criteria	<i>Energy efficiency</i>	Optimize energy use and the use of renewable energy sources to reduce CO ₂ emissions
	<i>Environmental friendly mobility</i>	Offer environmental friendly transport to the destination and during the stay
	<i>Nature, landscape and environmental resources conservation</i>	Support conservation, protection and melioration of culture and natural landscapes Initiate activities on biodiversity conservation, water protection and waste management

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¹Weber, Fabian & Taufer, Barbara (2016). Nachhaltige Tourismusangebote. Leitfaden zur erfolgreichen Entwicklung und Vermarktung nachhaltiger Angebote in Tourismusdestinationen. Luzern