



Sustainability in Travel Distribution

Hotel-Certifications Enforcing the „Green Travel Transformation“

ITB Congress 2018



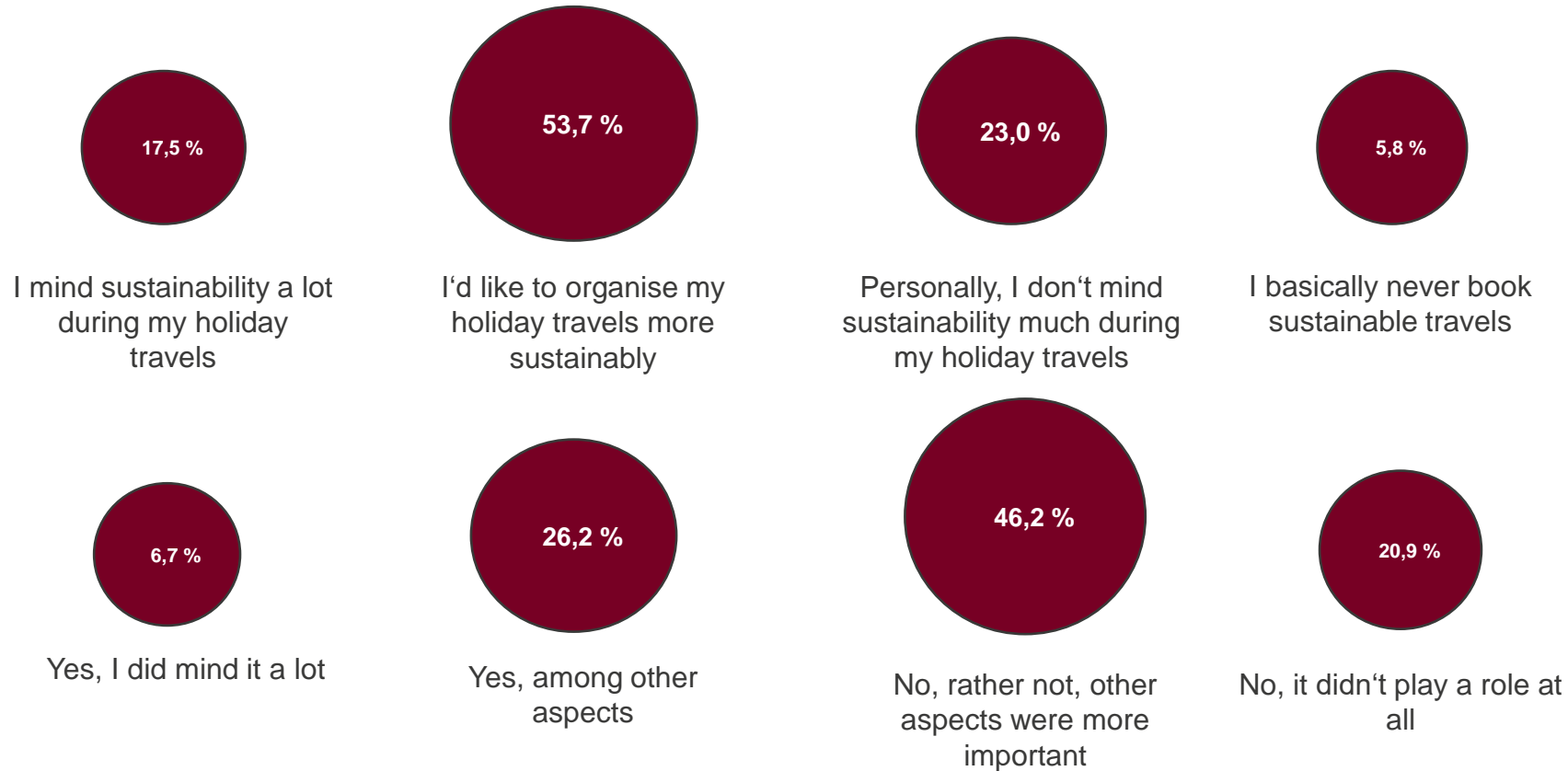
Green Economy in Tourism

More sustainable travel in tourism

- Focus: static travel agencies
- More sustainable trips of all trips sold
- Developing the profile of travel agencies as the center of competence in sustainable travel and the one place to purchase the such



Importance of Sustainability during Holiday Travel



Q 16: Generally speaking: which of these statements do you agree with?

Q 19: Did aspects of sustainability play a role while organising your holiday travels? (N=2067)

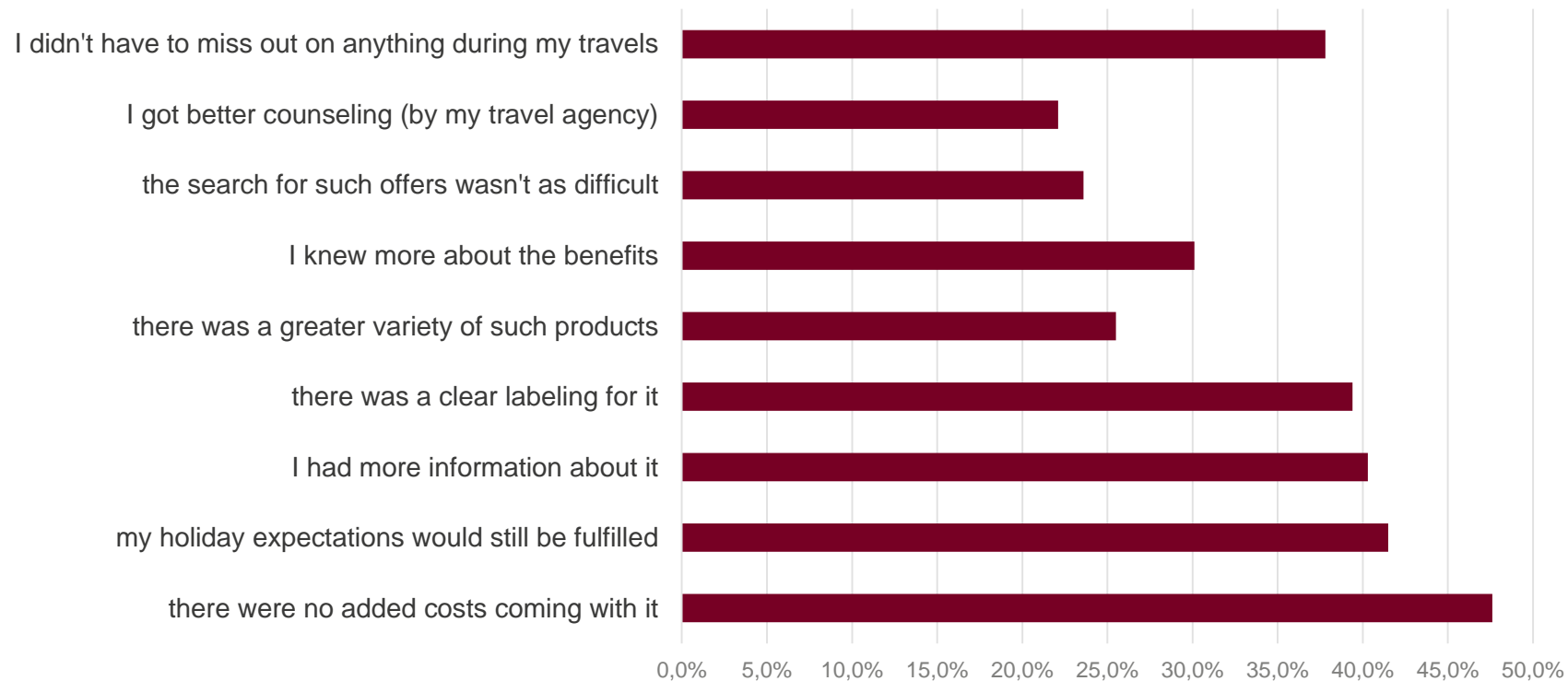
Report: GTT Customer Survey 2017



- Presentation and analysis of all results
- Includes illustrations and diagrams
- With charts & tables segment
- **Download:**
www.leuphana.de/greentravel

Obstacles for Booking Sustainable Travel

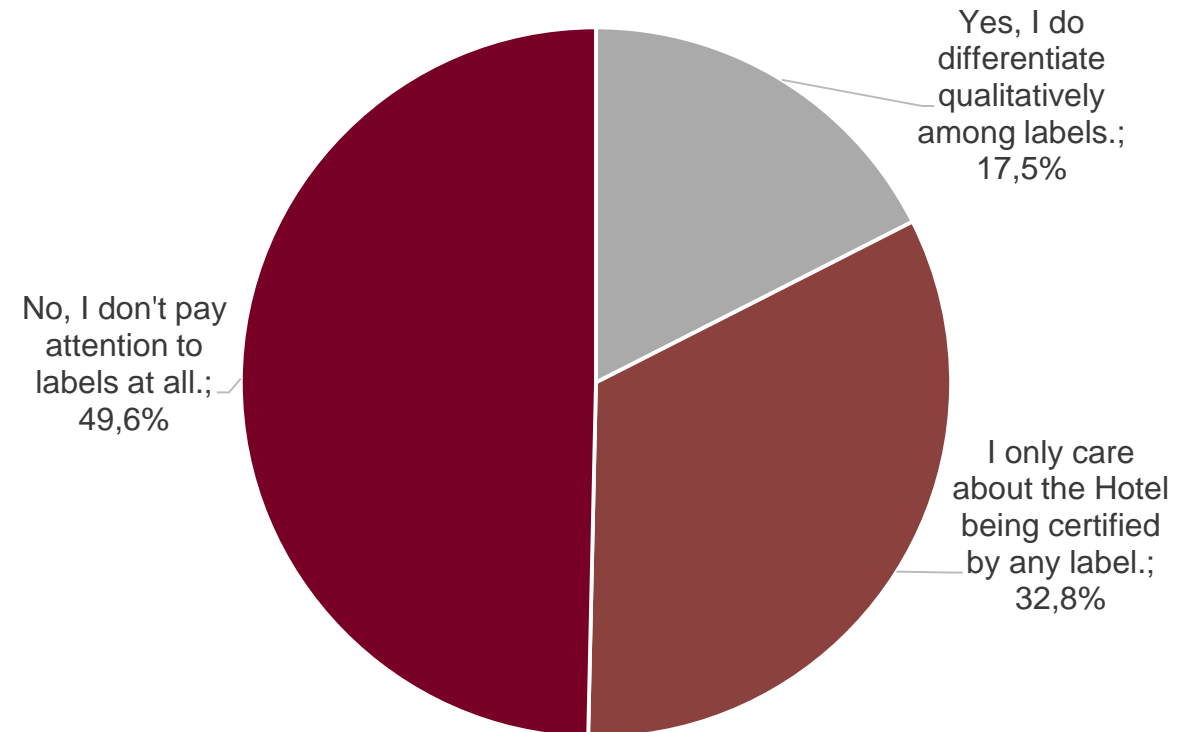
I'd book a sustainable holiday travel, if...



Source: Green Travel Transformation (www.leuphana.de/greentravel), customer survey Germany, 2000 people, representative

Labeling Sustainable Offers

- Individual labels are rather unknown (no label known at all: 60,3 %)
- Nevertheless labels represent authenticity
- A clear labeling is thus most important



Source: Green Travel Transformation (www.leuphana.de/greentravel), customer survey Germany, 2000 people, representative

Solution: Most Important Factors

Labeling/Visibility

Labeling sustainable products/offers in information and communication systems.



Companies' focus on most attractive markets.

Training

Educating employees.
Travel agencies as „Centres of Competence“.



Establishing sustainability in travel agencies, driving education and raising awareness.

Broad Communication

Communicating most important content and clear standardised labeling.



Communication on websites, catalogues, MICE etc.

Concept of Labeling and Communication

Labeling sustainable hotels in the industry's most common information and booking engines.

The screenshot shows a travel booking engine interface with various search filters and a list of hotels. The interface includes sections for 'Zielgebiete' (Destination Areas) and 'Hotels - Mallorca'. A large circular logo with a green leaf and the text 'Sustainable Sustainable Travel' is overlaid on the right side of the screenshot.

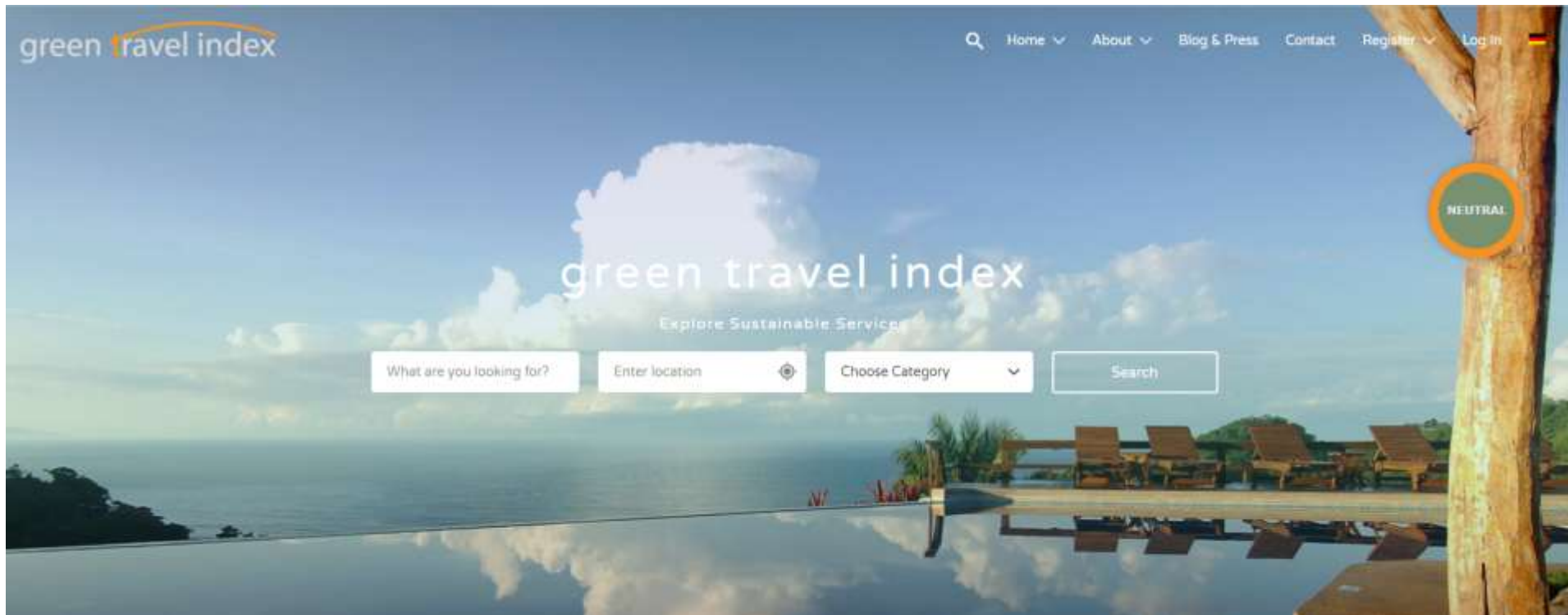
Region	Reiseziel	Ziel	€	%
Balearen	Mallorca	29 25 PMI	328,-	100
Glückshotels	Glückshotel Mallorca	29 25 PMI	587,-	100
Kreuzfahrten	Kreuzfahrten Region Mittelmeer	28 23 DBV	1243,-	100
Fly & Drive	Fly & Drive Mallorca	29 25 PMI	211,-	99

VAs	Hotel	E.	K.	Ziel	Zi	SC	Top	T
1/1	Bari			PMI	Can	1.5	LTU	
2/0	Massanel Villa			PMI	Cala	2.0	FLY	
3/3	Porto Playa I			PMI	Porto	1.5	LTU	
1/1	Don Carlos Hostel			PMI	Pagu	1.5	LTU	
3/4	Hostal Casa Bauza			PMI	Cala	1.5	LTU	
1/1	Sinbad			PMI	Cala	1.0	LTU	
2/1	Playamar Hotel & Apart...			PMI	S' Il	2.0	FLY	
3/2	THB Felo Class - Ervac...			PMI	Porto	4.0	FLY	
1/0	Kilmanjaro			PMI	S' Ar	3.0	FLY	4 368,-
2/7	Galaxia			PMI	Can	1.0	FLY	4 383,-
1/0	Marina & Wellness Spa			PMI	Port	3.0	FLY	4 384,-
1/0	La Perla Negra			PMI	Cala	1.0	FLY	4 385,-
1/0	Playa Grande			PMI	S' Ar	3.0	TUID	4 368,-
1/1	Hostal Apolo			PMI	Can	1.0	LTU	4 369,-
2/1	Hostal Gani			PMI	Cala	1.0	FLY	4 370,-



Further Information and Underlying Database

Database green travel index including all sustainable hotels worldwide, with ensured ongoing actualisation.



Education Concept: Online and Classroom Trainings

- DRV Green Counter completely renewed and expanded (e.g. client consultation training)



- Classroom training by the DRV or inhouse
- Basic, advanced and specialisation





Concept of Labeling and Communication

Labeling in catalogues and online *e.g. Thomas Cook





Project Partners LCC and DER Touristik are Testing the System

- DER Touristik participates with its DER travel agencies, DERPART and all agencies of DTPS, totalling about 2100 distribution offices.
- Lufthansa City Center participates with all its 300 agencies.
- About 25% of all German travel agencies.
- About 10.000 travel agents.
- In total, approx. 2.300 hotels of the following portfolios are labeled: DER Touristik, Thomas Cook, TUI, FTI and Schauinsland.



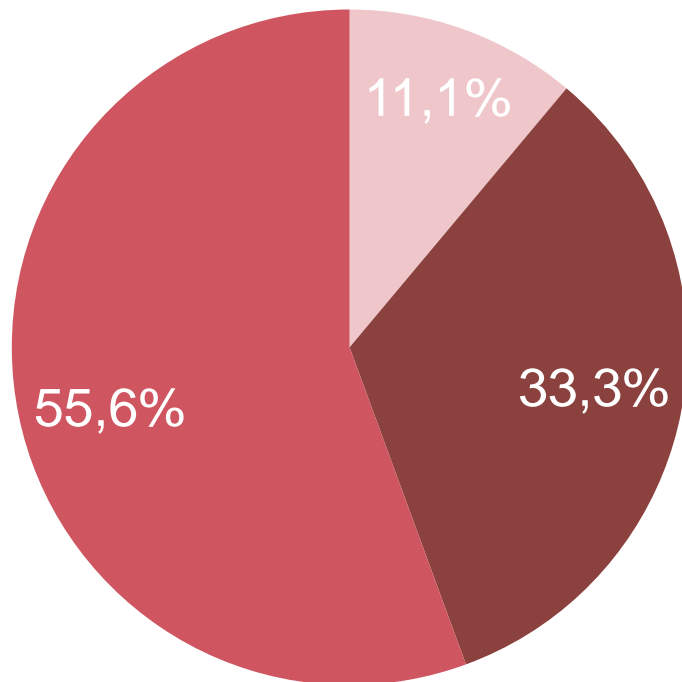
Ihr Reisebüro. Weltweit.

Lufthansa
City Center

DER
Touristik

First Results within Test Agencies

How often did you use the Chain Attribute „zertifiziert nachhaltig“ in client consultation?



- I used it in every consultation. (not mentioned)
- I used it in a lot of consultations. (>50%) (not mentioned)
- I used it in a few consultations. (10%-50%)
- I used it in very few consultations. (<10%)
- I haven't used it at all.



First Results within Test Agencies

Travel agents emphasized three major aspects regarding the usage of the labeling „zertifiziert nachhaltig“ in client consultations:

- Sustainability provides an added value
- More detailed information (for individual products) is needed directly at the point of sale
- Online and classroom courses are the preferred schooling formats



Source: qualitative evaluation of participating travel agencies, 2018

Expanding Labeling and Communication

Detailed information regarding sustainable hotels within the booking systems (e.g. Bistro Portal).

The screenshot shows the 'BistroPortal - TravelTainment GmbH - 7.1.5' interface. It includes a menu bar (Datei, Bearbeiten, Ansicht, Extras, Sprache, Hilfe), tabs for 'InfoCenter', 'ServiceCenter', 'Reiseinfos', and 'Kunde 1', 'Kunde 2'. Search filters include 'Last Minute / Pauschal', 'Nur Flug', 'Nur Hotel', and 'Ferienhäuser'. Search criteria include 'Abflughafen/Ptz: FRA', 'Zielflughafen: PMI', 'Frühester Hinflug: Mo 140817', 'Spätester Rückflug: So 270817', 'Aufenthaltsdauer', 'Erwachsene: 2 Erwachsene', 'VA: VA 1, VA 2, VA 3', 'Alter Kinder', 'Vegetationsart', 'Zimmerart', 'Anzahl Sterne', 'Transferart', 'Hotelattribute', 'Extri-Attribute', and 'Hotelbewertung'. A 'Zielgebiete' table is visible, and a 'Hotels - Mallorca' table lists various hotels with columns for VAs, Hotel, E, and K.



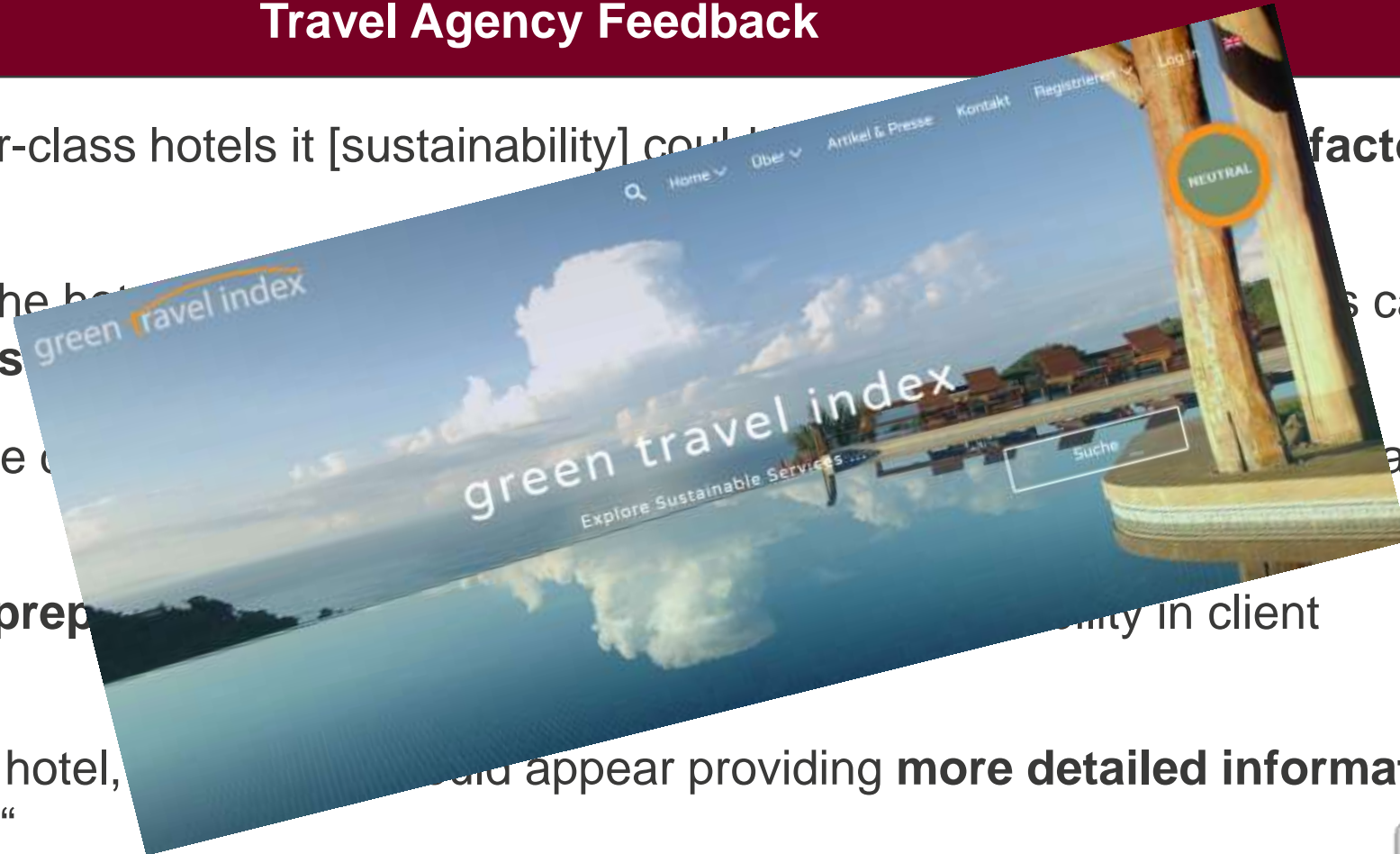
Certified Sustainability

The hotel is certified for sustainability, meaning it meets special criteria:

- Social Responsibility
- Environmental Awareness
- Regional Gusto
- Cultural Preservation
- Local Partnerships

Travel Agency Feedback

- „Especially for upper-class hotels it [sustainability] could be a **key factor** in client consultation.“
- „If you can be sure the best hotels can provide for a **serious** sustainability assessment, you can be sure that they can provide a **serious** added value!“
- „I believe if you make a sustainability assessment, it can be a **key** added value!“
- „I wish to be **better prepared** for sustainability in client consultation!“
- „When you click the hotel, it should appear providing **more detailed information** on it's sustainability.“



Source: qualitative evaluation of participating travel agencies, 2018



Thank You for Your
Attention.

Project Coordination

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