

DANUBE

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Qualifying the Touristic Value Chain

Travellers are increasingly in search of unique holiday experiences – not standardised programmes, but unusual tour packages. And: local people should also benefit! Many travel and tourism entrepreneurs agree – whether they are small local tour operators organising excursions, or big tour operators in Europe. Also the hotels in the region play a very important role!

TourCert has taken up these concerns and has for the first time brought together tourism enterprises from all over the world, launching an internationally applicable system that is to permeate the entire value chain with a view to sustainability. In this way, they can all benefit from one another: some have the right kind of travel products and networks in the destinations; others have the source markets and marketing tools.

Quality, CSR and Marketing go hand in hand

- The objective of the project TourCert Danube, started in 2016, is to transfer the TourCert system – which is already well-known in Europe – to Bulgaria and other countries at the Danube.
- The system works with major success: the sister project “TourCert Andina” was awarded with the “Oscar of sustainable tourism” – the EcoTrophea of the German Travel Association (DRV) in 2016.

UN year 2017: Targeted measures for sustainability

- Now the time has come for a success story at the Danube! There is support from the DBU and a good framework given by the United Nations who declared 2017 as “International Year of Sustainable Tourism for Development”.
- Various measures are being implemented in order to involve as many companies as possible. For example, a roadmap for the process is being elaborated and adapted to the regional circumstances.

TourCert Community and Empowerment: Acting in concert

- In tourism as a global industry, a powerful network and marketing is what matters.
- In this sense, the plan is to expand the existing network of partners and to position it as a high-performance quality brand.
- A driving success factor of the TourCert system is “empowerment” – setting up learning structures and committed joint business development.
- In the travel and tourism companies, sustainability managers are being trained. They will pass their knowledge on to their colleagues.

Win-win situation for all partners

- Tour operators in Germany will also benefit from this new network in Bulgaria and other countries at the Danube, as it will make it easier for them to identify like-minded business partners there.
- The management approach by TourCert leads to a win-win situation for all actors involved: tour packages of higher quality, improved customer loyalty and more efficient resource use.

Towards a new era in tourism

- Tourism has the potential to improve the living conditions and the state of natural resources in all destinations worldwide
- to realise this potential there is a need for a different kind of tourism
- The necessary fundamental transformation will only succeed in a joint effort of tour operators in Europe, tourism actors in the destinations and tourists. Let’s do it!

Status Quo

- More than 140 companies and destinations are certified with the TourCert label
- 60 businesses are awarded with the entry-level system TourCert Check
- Over 250 CSR managers have been trained
- 40 TourCert consultants and auditors have been accredited
- More than 800 skilled tourism employees participated in consultations, seminars and online trainings

TourCert Danube at a glance

- Capacity Building in sustainable management
- Business Relations to European source markets
- Marketing for participants in direction of source markets
- Co-financed participation (evaluation step free of charge!)
- International expert in innovations and sustainability in the tourism industry

Let’s do it!

- Register for free (check@tourcert.org)
- Check your current sustainability performance and benchmark
- Talk to us: we will call you and discuss with you possible steps for success
- Decide whether to participate in the project TourCert Danube or not
- If yes: get inspired, qualify yourself, enjoy being part of an innovative project and SUCCEED!