# Set of criteria for destinations

**October 2016**

## 1. Management: Strategy and Planning

### 1.1 Destination level

#### 1.1.1 Political framework

The destination management organisation is well-informed about the existence of regional sustainability strategies and knows the most important goals, fields of action and criteria.

There is a clear commitment from the local authorities with regard to the implementation of the sustainability process.

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#### 1.1.2 Tourism strategy

For the destination, there is a tourism development concept (e.g. tourism strategy or destination strategy) in which the three dimensions of sustainability are integrated and in which the opportunities and risks of tourism are presented.

The strategy is regularly reviewed by the destination management organisation on the basis of measurable objectives.

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#### 1.1.3 Capacity of the destination management structure

The destination is represented by a managerial organisational structure (destination management organisation), which is responsible for a coordinated approach to tourism with the participation of various actors.

1.1.3.1. Share (%) of municipalities/communes/counts in the tourism destination that have an above-average tourism intensity for this region.

1.1.3.2. Share (%) of municipalities/communes/counts in the tourism destination that are organizationally represented in the destination management organisation

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#### 1.1.4 Sustainability Council

The topic of sustainability is institutionalised in existing committees in the destination or the destination has established a Sustainability Council composed of representatives of various stakeholder groups, which takes into account the three pillars of sustainability and consults on topics relating to the sustainable development of the destination. The Sustainability Council meets at least every six months.

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#### 1.1.5 Priority of sustainability

The destination management organisation actively communicates on projects, initiatives and measures for the sustainable development of tourism in the destination.

1.1.5.1. Sustainability Index (%) Guest Information Rating

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1.1.6 Knowledge of sustainability orientation

The knowledge of the guests about sustainable aspirations and activities will be surveyed on the basis of a standardised questionnaire (e.g. as part of a guest survey).

1.1.6.1 In a guest evaluation: Share (%) of guests who state that they are aware of the destination's sustainability efforts and activities

1.1.7 Sustainability report

In a standardised sustainability report, the destination management organisation presents the relevant topics, initiatives and measures as well as the degree to which the certification criteria have been met and the improvement programme. This report is available to the public and published on the internet.

1.2 Destination management organisation level

1.2.1 Mission statement

The destination management organisation has a corporate mission statement with reference to ecological responsibility, social responsibility for the region (to the external) and responsibility towards employees (to the internal). This document is published on the company's website.

1.2.2 Stakeholders

The destination management organisation identifies socially and economically relevant stakeholders and integrates them into the sustainability process of the destination through regular dialogue.

1.2.3 Sustainability Manager

The destination management organisation has appointed a responsible person with sufficient competence and time resources. It coordinates the sustainability tasks internally and is the point of contact for the partner companies and external stakeholders, if necessary supported by a sustainability team.

1.2.4 Prioritisation of the fields of action

Based on the actual state analysis, the destination management organisation has prioritised sustainability issues and identified its most important fields of action.

1.2.5 Legal compliance

The destination management organisation knows and complies with all relevant laws (e.g. health, safety, work and environmental aspects).

1.2.6 Improvement management

The destination management organisation draws up an improvement programme, which is updated annually and which includes measures both for the organisation itself and at destination level.
2. Management: Development of sustainable offers

2.1 Destination level

2.1.1 Guest satisfaction

The destination has implemented a system for monitoring the level of guest satisfaction on a regular basis and a it has implemented a complaint management system.

A.10 AG3 A.2

2.1.2 Quality awareness and innovation

The destination promotes quality assurance, especially in service quality and/or certification of service providers, motivates tourism companies to participate in quality campaigns and encourages a continuous innovation process.

A.10 AG3 / ÖS3

Share (%) of tourism companies with a quality award

A.1.1

2.1.3 Visitor information and sensitization

Together with nature conservation authorities and cultural offices, the destination management organisation has developed principles for appropriate visitor behaviour and measures to raise visitor awareness.

C2 C3 AG4

2.1.4 Accessibility

The visit of tourist attractions and facilities in the destination is also possible for people with restrictions or special needs. This is especially true for sites of outstanding cultural and ecological importance. The topic of accessibility is listed in all means of communication of the destination management organisation; facilities/places of interest are marked accordingly. Particular information is provided on barrier-free public transport.

A.8 AG5 C.4

2.1.4.1 Share (%) of tourism companies with an award as barrier-free company (in Germany the label “Reisen für Alle”)

C.4.2

2.1.5 Sustainable service providers

The destination has a network of partners who are committed to the sustainable development of tourism.

Sustainability activities of service providers are actively supported by the destination management organisation; support is provided for a sustainable development of the companies.

A11 AG2

2.1.5.1 Share (%) of recognized partner companies

A.1.1

2.1.5.2 Number of tourism companies in the destination with an environmental or sustainability label

A.1.1

2.1.5.3 Share (%) of hotels and restaurants in the destination with an environmental or sustainability label

A.1.1

2.1.5.4 Sustainability Index (%) tour guide
2.2 Destination management organisation level

2.2.1 Sustainable product components

The destination management organisation has defined the criteria to be used to evaluate the sustainability performance of tourism services (climate-friendliness / low emissions, environmentally friendly mobility, regionality / cultural diversity, certified service providers, biological diversity, nature and landscape compatibility, etc.).

The destination management organisation regularly surveys and evaluates the level of sustainability of its own tourism products (including family-friendly offers, offers for target groups with low purchasing power, offers for the low season).

2.2.1.1 Share (%) of tourism services assessed by the destination management organisation with reference to sustainability

2.2.1.2 Sustainability Index (%) Product evaluation

2.2.2 Sustainability in the presentation of the offer

Based on the sustainability assessment of tourism services, DMO emphasizes sustainable product components and offers and advertises them accordingly.

2.2.2.1 Share (%) of product components and offers communicated as "sustainable"

3. Economy: Economic security

3.1 Destination level

3.1.1 Seasonal variability and economic stability

The destination management organisation knows the monthly distribution of tourist arrivals and overnight stays as well as the seasonal fluctuations in the destination.

Together with tourism providers, the destination management organisation carries out measures aimed at seasonally distributing tourism activities in such a way that there is a balance of interests between the local tourism industry, the population, culture and the environment.

3.1.1.1 Monthly distribution of arrivals

3.1.1.2 Monthly distribution of overnight stays

3.1.1.3 Number of months in high season

3.1.1.4 Average bed occupancy (%)

3.1.1.5 Average length of stay (in days)

3.1.1.6 Number of overnight stays per 1,000 inhabitants (tourism intensity)

3.1.1.7 Total income (€) of tourism in the region

3.1.1.8 Tourist expenses (€) per visitor per day

3.1.1.9 Amount of tourism tax revenue in relation to arrivals
3.2 Destination management organisation level

3.2.1 Economic stability

The destination management organisation collects key data for assessing the economic stability of the destination and sets targets for appropriate growth - taking into account ecological and socio-cultural sustainability.

The destination management organisation knows the tourist assets of the destination, divided into accommodation establishments, tourist sights and other tourist facilities.

The destination management organisation provides information on the economic stability of the enterprise itself.

3.2.1.1. Composition of sales of the destination management organisation

3.2.1.2. Economic development of the last 3 years of the Destination Management Organisation's revenues

3.2.2 Satisfaction with the destination management organisation

The destination management organisation measures the level of satisfaction of its service providers, business partners and stakeholders.

3.2.2.1. Satisfaction Index (%) Partners, service providers, stakeholders

3.2.2.2. Response rate (%) of the survey for partners, service providers, stakeholders

4. Economy: Local prosperity

4.1 Destination level

4.1.1 Regional economic cycles

The destination management organisation knows and promotes typical local/regional products. Together with regional actors, associations and institutions, the destination management organisation supports tourism companies in acquiring regional products and services and in the regionalisation of gastronomy.

4.1.2 Environmentally friendly and eco-fair procurement

Together with initiatives, associations and institutions, the destination management organisation supports tourism companies in using environmentally friendly and/or fairly traded products.

4.1.3 Quantity and quality of employment

The destination management organisation has up-to-date data on employment in tourism and, together with industry associations and political institutions, accompanies topics such as seasonal and part-time work, local employment, shortage of skilled workers and demographic change.

3.1.3.1. Number of persons employed in tourism (hospitality)
4.3.2. Number of trainees in tourism (hospitality)

4.2 Destination management organisation level

4.2.1 Sustainable procurement

The destination management organisation has guidelines for sustainable purchasing, for example of regional products and services as well as certified or fair trade products. Public tenders shall include criteria requiring the contractor to supply products and services which are environmentally sound and, where possible, regional in nature.

4.2.1.1. Share (%) of regionally produced, organic and fair trade products

5. Environment: Protection of nature and landscape

5.1 Destination level

5.1.1 Impact on Nature & Environment

The destination management organisation is aware of the current situation of the ecosystems in the destination and of the significant positive and negative effects of tourism activities on nature and the environment, for example through regular discussions and consultations with environmental and nature conservation authorities. The destination management organisation identifies tourism activities with increased environmental risks and actively discusses how to deal with these activities. Measures to avoid and reduce environmental risks are developed from the evaluation (if necessary together with the authorities).

5.1.1.1. Share (%) of areas designated as protected areas in total area

5.1.1.2. Share (%) of areas designated as recreation areas in the total area

5.1.2 Cooperation with nature conservation actors

The destination management organisation is committed to reducing conflicts between tourism and nature conservation actors. There is active cooperation between the destination management organisation and nature conservation associations / actors, reserve administrations and/or nature conservation authorities. Joint projects are carried out by the destination management organisation and actors in nature conservation and environmental protection in the destination.

5.1.3 Conservation of biological diversity

The destination management organisation knows and informs itself about tourism-relevant regulations for the conservation of biological diversity. Through joint projects with nature conservation actors and tourism providers, visitors to the destination can experience biological diversity. The destination management organisation motivates tourism companies and guests to become actively involved in the protection of ecosystems and endangered animal and plant species.

5.1.4 Landscape and townscape typical of the region

The destination management organisation, tourism providers, regional initiatives and local authorities as well as nature conservation authorities
coordinate their efforts in planning tourist infrastructure, in projects to preserve traditional cultural landscapes and in projects to preserve and beautify the cultural-historical townscape, architectural features and to support regional building culture.

5.1.5 Regional visitor guidance

The destination management organisation is involved in the development of visitor guidance concepts and strives for uniform and high-quality designations of tourist routes to tourist attractions and providers. In the context of visitor guidance, attention is also paid to conflict avoidance between different user groups of areas.

5.2 Destination management organisation level

5.2.1 Near-natural areas and outdoor facilities

Own company premises and real estate as well as areas in the responsibility of the destination management organisation such as outdoor pools / thermal baths, cultural facilities, beaches and spa parks are designed and maintained in a natural environment.


6.1 Destination level

6.1.1 Fields of action due to climate change

The destination management organisation is informed about regional climate protection concepts and knows the most important risks of climate change for tourism as well as the relevant measures for climate protection and adaptation.

6.1.2 Environmentally friendly mobility concepts

The destination management organisation is familiar with tourist mobility concepts in the destination and ensures environmentally friendly transport for tourists through its active participation (at least at regional level).

6.1.3 Environmentally friendly arrival and departure

The destination management organisation itself provides guest information with regard to travel options using environmentally friendly and/or public transport and also motivates tourism service providers to inform their guests accordingly.

6.1.3.1. Distribution of means of transport for guest arrivals

3.1.3.2. Share (%) of the destination management organisation's information media where travel options by public transport are the top priority

6.1.4 Sustainable mobility on site

The destination management organisation carries out initiatives and measures to increase the use of environmentally friendly means of transport among its guests, to facilitate daily functional mobility on site and to promote environmentally compatible leisure mobility.

6.1.4.1. Share (%) of offers advertised by the destination management organisation in which environmentally compatible leisure mobility is integrated
(muscle-operated activities or means of transport powered by renewable energies)

6.1.5 Climate and environmental protection in companies

The destination management organisation initiates or supports campaigns for CO2 reduction and environmentally friendly behaviour in tourist businesses.

6.1.5.1 Share (%) of tourism companies in contact with the destination management organisation that are involved in climate protection and adaptation measures

6.1.5.2 Electricity consumption (kWh) per night and year (accommodation among the partner companies)

6.1.5.3 Heat consumption (kWh) per night and year (accommodation among the partner companies)

6.1.5.4 CO2 emissions (kg) per night

6.1.5.5 Share (%) of renewable energies in total energy consumption (accommodation among partner companies)

6.1.6 Water consumption and waste generation

The destination management organisation provides information and initiates or supports campaigns to reduce water consumption and waste generation in tourist businesses.

6.1.7 Noise, air and water quality

The destination management organisation is committed to reducing noise and ensuring high air and water quality.

6.2 Destination management organisation

6.2.1 Energy efficiency

The destination management organisation is aware of the energy consumption of its own operations, sets itself reduction targets and strives to increase the use of renewable energies.

6.2.1.1 Electricity consumption (kWh) per employee per year

6.2.1.2 Heating energy consumption (kWh) per employee and year

6.2.1.3 Business trips (km) per year

6.2.1.4 CO2 emissions (kg) total (electricity, heating energy, business travel) per employee per year

6.2.1.5 Share (%) of compensated CO2 emissions

6.2.1.6 Share (%) of renewable energies in total energy consumption

6.2.2 Water

The destination management organisation measures and reduces its water consumption.

6.2.2.1 Water consumption (l) per employee per year
6.2.3 Waste

The destination management organisation measures and reduces the amount of waste.

6.2.3.1. Waste volume (kg/l) (residual waste) per employee per year

6.2.4 Paper

The destination management organisation measures and reduces its paper consumption and primarily uses recycled paper.

6.2.4.1. Total weight paper (kg) per employee

6.2.4.2. Share (%) of recycled paper

6.2.4.3. Share (%) of FSC/PEFC paper

6.2.5 Environmentally friendly approach

The destination management organisation provides information on whether and how it can be reached by public transport and promotes an environmentally friendly journey.

6.2.6 Environmentally friendly employee behaviour

Measures are implemented to support environmentally friendly behaviour among employees, particularly in the areas of business travel and vehicle fleet, indoor climate and lighting, office materials and waste, nutrition and hospitality.

7. Social issues: Culture and Identity

7.1 Destination level

7.1.1 Protection and preservation of cultural assets

The destination management organisation is involved in plans to protect the cultural heritage of the destination.

The important cultural assets are known to the destination management organisation and are presented in communication media for visitors.

7.1.2 Cultural Identity

The destination management organisation underlines the special features of the immaterial cultural heritage in the means of communication of the destination (e.g. languages/dialects, songs, music, art and theatre, craftsmanship), unless these give rise to ethical, moral and species protection concerns. It develops and markets corresponding tourist offers.

7.1.2.1. Share (%) of offers communicated by the destination management organisation with a focus on cultural specialities
8. Social issues: Common good and quality of life

8.1 Destination level

8.1.1 Risk management

The destination management organisation is informed of acute safety and health risks for tourists by appropriate authorities. The destination management organisation has a crisis and risk management plan to protect tourists in an emergency and, if necessary, to draw consequences for tourist offers.

A.13 GL1

8.1.2 Quality of employment and family-friendly working conditions

Together with associations, communities and other institutions, the destination management organisation is involved in initiatives to support employment quality and family-friendly working conditions in tourist businesses in the destination.

B.2 GL2

8.1.3 Acceptance of tourism

Every year, the destination management organisation initiates or supports public events on important tourism developments and projects in the destination.

The expectations, concerns and satisfaction of the local population with tourism are regularly analysed and evaluated. For example, the destination management organisation knows about letters of complaint and complaints from the population on tourism issues and integrates tourism acceptance into citizen surveys.

8.1.3.1 Number of public events on important tourism projects in the destination

B.3 B.4 GL3

8.1.4 Voluntary and civic engagement

Volunteer organisations work closely with the destination management organisation on specific projects. The destination management organisation supports social, ecological or cultural projects in the destination, among other things, in the form of partnerships, sponsoring or voluntary activities. Tourist businesses are encouraged by possible offers of cooperation to also make contributions to voluntary work and civic engagement.

B.8 GL4

8.2 Destination management organisation level

8.2.1 Conditions of employment

The destination management organisation offers family-friendly working conditions and measures to increase the attractiveness of employment beyond the legal requirements. It is based on collective wages and collective agreements.

GL5

8.2.2 Employee satisfaction

The destination management organisation determines the satisfaction of its employees.

8.2.2.1 Satisfaction Index (%) Employees

8.2.2.2 Response rate (%) of the employee survey
8.2.3 Justice and inclusion

The destination management organisation offers equal opportunities in terms of education, training and employment opportunities regardless of origin, ethnicity, age, faith, sexual orientation and disability.

8.2.3.1 Number of permanent employees (full-time equivalents)

8.2.3.2 Number of freelancers/seasonal employees (full-time equivalents)

8.2.3.3 Share (%) of part-time employees

8.2.3.4 Share (%) of women in management positions

8.2.3.5 Share (%) of people with disabilities

8.2.4 Sustainability training

There is a regular range of further education/training courses for DMO employees on sustainability and other topics.