Green Travel Transformation – Overview for Certification Systems

We would like to invite sustainability certification systems in tourism to participate in a current collaboration to make sustainable hotel products visible in the most well-established information and reservation systems used in German travel agencies.

This endeavor is part of a large research project called "Green Travel Transformation", funded by the Federal Ministry of Education and Research (www.leuphana.de/greentravel). The project is led by the Leuphana University in Lüneburg and incorporates relevant partners from industry and science. The basic idea is to increase the sales of sustainable travel products by making them visible and, moreover, easily bookable for the traveler.

For this purpose our project partner travel bridge is setting up the database Green Travel Index (GTI), which will serve as a bridging system to transfer sustainability information into CRS systems in Germany. In the following you will find the key facts about the system:

How does the system work?
- A database is built to centrally collect hotels and other services with a sustainability certificate.
- It is a neutral platform and will regularly update the certification status of the products.
- From the database an interface is being developed to integrate the information within the most well-established booking systems.

Where and how will the sustainability info become visible?
- Hotels with your certificate will be marked as a "green option" in most commonly used CRS systems, i.e. Bistro portal by Traveltainment.
- Currently, we are developing communication and visualization tools for the systems to advertise the products attractively.
- The info will be used within travel agencies to identify more sustainable options and communicate them to the customer.

Which hotels will be shown as "sustainable options"?
- In order to ensure a sustainability standard all certificates within the database must be at least recognized by the GSTC.
- Further (smaller) sustainability certificates will also be invited to contribute their portfolios, but if the respective certificate does not get recognized by GSTC within 2 years, their products will be removed from the database.

Which costs will occur and for whom?
- The listing within the database is free.
- In the future there will be additional options available for a fee, such as providing additional hotel information about sustainable services. But these do not affect the free basic listing.

Your advantages in a nutshell:

The database provides **better visibility** for you and your clients in the **most commonly used booking channels**. Your clients have an additional **incentive to regularly renew their certification**. All this is offered at **no cost** with regards to the basic information.

In order to secure the above mentioned advantages, please **provide us with a list of your current certified products** with their contact, including the date of certificate expiration. We are aware that the information is of value and it will not be made available to any third party.

We would appreciate very much for you to join forces with us in this important project to finally gain more visibility for sustainable tourism products in the most commonly used channels. If you have any further questions, do not hesitate to contact us.

With best regards

The Green Travel Transformation Team