

Environmental Labelling: Definition of Product Categories in the Travel and Tourism Industry

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Introduction

- ✓ The *travel and tourism sector* is one *major contributor* to the *environmental impacts* of consumption and production systems (Druckman, Jackson, 2009; UNWTO UNEP WMO 2008).
- ✓ Life Cycle Assessment (LCA) is a *comprehensive and robust instrument* to effectively assess the *environmental issues* of products and services along their life cycles (ISO 14040:2006, ISO 14044:2006). It is also one of the underlying methodologies of *environmental labels and declarations* for products (ISO 14020:2000).
- ✓ A recent *critical review* pointed out some *weaknesses* of Life Cycle Assessment (LCA) in the travel and tourism industry (De Camillis et al., 2010).
- ✓ There is a *need of LCA guidelines* in the travel and tourism sector to make the process of LCA implementation *easier* and to provide LCA practitioners with a *common methodological framework*.



To start filling this gap, this work aims at *defining*:

- a *tourist product*, bearing in mind the life cycle perspective
- *categories* of tourist products.

Definition of tourist product

The actual *product* of tourism is the *tourist's experience* (Judd, 2006)

A tourist's experience = the whole experience of a tourist from leaving home to coming back.

A tourist product at a "total" level can be seen as a system whose parts (products and services) are the tourist products at a "specific" level (e.g.: a sightseeing tour or an airline seat).

Categories of tourist products

Some examples of "specific" tourist products are listed below according to some tourism forms. Further examples are given in the full article.



Tourism forms	Travel options other than local transport	Local transport modes	Accommodation businesses	Other tourist organisations*
Coastal (Bramwell 2004)	Bus Car** Motorcycle	Bus, car, scooter, bicycle, rollerblade, trolley-bus, underground	Hotel, inn, B&B, guest house, youth hostel, residence, holiday village, campsite	Organisations involved in the rental/storage of beach facilities (e.g. umbrella, deckchair) Sport shop and other organisations involved in the rental/storage of sport equipment (e.g. surf, windsurf, canoe) Sport centre (e.g. beach volleyball field, beach soccer field, swim-ming pool, diving, aqua gym, bowls field, gym, surfing, tennis table, bagatelle) Private beach Souvenir shop, cosmetics shop Restaurant, snack bar, café, ice-cream parlour Pub, discothèque, cinema
Winter (Unbehaun, et al. 2008)	Train Airplane Ferry Vehicles equipped for camping Bicycle***	Ski-lift, chair lift, bus, car	Hotel, inn, B&B, guest house, youth hostel, residence, campsite	Ski plant, ice-skating rink Ski school Ski shop and other organisations involved in the rental/storage of ski equipment (e.g. ski, ski boots, snowboard) Souvenir shop, cosmetics shop Restaurant, snack bar, confectionery, café
Cultural (Richards 2006)		Bus, car, scooter, bicycle, trolleybus, underground, cableway, boat	Hotel, inn, B&B, guest house, youth hostel, residence	Museum, art gallery, exhibition, theatre, cinema, concert, fair, sport event Tourist organisations involved in sightseeing and guided tours Souvenir shop, market Restaurant, fast food, snack bar, café, ice-cream parlour, confectionery
Cruise (Dowling 2006; Véronneau, Roy 2009)	Cruise ship****	Bus, car, motorcycle, train, airplane, ferry, scooter, bicycle, trolleybus, underground, cable-way, boat, animals (e.g. horse, donkey, mule, camel, dromedary, elephant)	Cabin in cruise ship	Tourist organisations involved in sightseeing and guided tours Sport centre (e.g. swimming pool, pitch and putt, table tennis, gym, bowling) Wellness centre (e.g. sauna, massage parlour) Restaurant, snack bar, café, ice-cream parlour Casino, cinema, library, amusement arcade, discothèque Kindergarten Duty free shop, beautician, hairdresser

* Even if these organisations have been here indicated as touristic, it should not be neglected that they may also provide services to residents; for that reason, these services are normally categorised in sectorial classes other than tourism.

** Taxi is included in this item

*** So far bicycle can be considered a long-distance transport mode only in those countries well equipped with cycle-lanes (e.g. The Netherlands).

**** Cruise tourists can use the above mentioned transport modes to reach the port of embarkation and go back home

Conclusions

The scope of the research on tourism LCA has been identified.

Next research step: development of LCA product category rules to foster the dissemination of performance-based ecolabelling forms, such as Type III environmental declaration schemes, and to define/improve criteria of Type I environmental label (e.g. the EU eco-label).

Selected References

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