Futouris
Tourismus. Gemeinsam. Zukunftsfähig.

Futouris Position Paper on Climate Protection

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Freedom to travel and mobility are valuable assets. Travel connects people and promotes openness to the world and peaceful coexistence. As a major economic factor, tourism contributes to local value creation, to the creation of jobs that cannot be exported, and to the stabilisation of countries. It thus plays an important role, particularly in many countries of the Global South and in remote rural regions. In doing so, ecological, economic and social aspects must be given equal consideration, as the United Nations Sustainable Development Goals also make clear. In ecological terms, the planetary boundaries must be respected, which are becoming increasingly visible, above all through the climate crisis.



Futouris e.V. and its members therefore expressly commit to the agreements of the 2015 Paris Climate Conference, according to which global warming must be limited to 1.5° C in order to avoid serious impacts on the Earth's ecosystems and on the livelihoods of humankind.

Futouris is a signatory of the UNWTO “Glasgow Declaration on Climate Action in Tourism”. Furthermore, we commit to the goals of the European Green Deal to reduce greenhouse gas emissions in all sectors by an average of 55% by 2030 compared with 1990 and to achieve climate neutrality by 2050, as well as to the respective national climate protection targets. To achieve these goals, binding measures to reduce climate-damaging emissions, up to and including extensive decarbonisation, must be taken without delay. This applies also, and especially, to the tourism sector, in particular to the shift towards sustainable mobility.

We support the introduction of effective limits and pricing for CO_{2e} emissions in all sectors through suitable regulatory instruments. Our goal is to reduce energy consumption in the tourism sector, increase energy efficiency, promote the use of renewable and sustainable energy sources, and thereby reduce tourism emissions in all areas substantially, absolutely and measurably. Many Futouris member companies have already developed corresponding climate action plans.

We recommend the following measures to our members:

Mobility:

- Preferring more climate-friendly modes of transport (especially offering more climate-friendly alternatives to medium-haul flights)
- Refraining from short-haul flights where alternatives are available
- Reducing the consumption of fossil and other climate-damaging fuels and gradually substituting them with more environmentally and climate-friendly alternatives
- Promoting and expanding the production and increasing the market share of more sustainable fuels, e.g. Sustainable Aviation Fuels (SAF) and Sustainable Marine Fuels (SMF)
- Investing in energy efficiency measures for existing fleets

Product development and design

- Designing travel offerings in which travel duration and distance covered are in reasonable proportion
- Giving preference to more climate-friendly accommodation in the product portfolio
- Expanding the range of climate-friendly catering, especially regional, seasonal and plant-based options
- Selecting more climate-friendly activities (e.g. excursions) on site

Communication:

- Training and raising awareness among employees, in particular travel agents, so that selling more climate-friendly travel becomes the standard
- Informing customers about climate protection and the climate impacts of different travel offerings in order to encourage corresponding booking behaviour. This includes in particular the transparent disclosure of climate-damaging emissions at the point of sale (in future ideally based on data from KlimaLink) and information on options for reducing and offsetting, or making a climate protection contribution for, unavoidable greenhouse gas emissions

Management:

- Preparing a climate balance for the company as a whole (including Scope 3 emissions) to identify potential for improvement
- Reducing emissions at all company locations
- Developing and introducing climate-friendly and therefore sustainable offerings and business models in product development and in strategic management
- Offsetting emissions that are difficult to avoid (e.g. by offering and / or including in the price the offsetting of emissions according to the highest internationally recognised standards)

Futouris e.V. is a platform for its members to develop and implement projects and industry initiatives that contribute to reducing climate-damaging emissions from tourism. Members report within Futouris on climate protection measures, successes and challenges. We promote the transfer of know-how on climate protection among members and inform the public.



Futouris industry project “Climate-conscious travel”

We regard transparency regarding the emissions of trips and trip components as an indispensable basis for ensuring that more climate-friendly travel is preferably offered and booked in future. Together with the German Travel Association (DRV), the Swiss Travel Association (SRV) and the Austrian Travel Association (ÖRV), tourism companies and the climate protection organisations myclimate and atmosfair, we are therefore advancing the development of a uniform methodology and the provision of a central platform for calculating the emissions of leisure and business trips, and have founded KlimaLink e.V. for this purpose.

We are working to ensure that emission data calculated using a uniform methodology become available in booking systems, so that sales staff and travellers at all points of sale receive concrete and clearly explained figures on the climate impacts of the trips on offer.

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Image credit: iStock / Shaiith (aerial view of forest)