



Center on Ecotourism and Sustainable Development

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New Set of How-To Handbooks Offers Practical Tools to 'Green' Tourism Certification Programs and Sustainable Tourism Businesses

The Center on Ecotourism and Sustainable Development (CESD), a tourism policy institute linked to Stanford University, has published a series of practical field guides designed to assist certification programs, sustainable tourism and ecotourism businesses, NGOs, governments, development agencies, and others involved in 'green' tourism certification initiatives. The series is designed to help certification practitioners and interested supporters advance tourism certification so that it becomes a useful and reliable tool for travel consumers and businesses.

"These handbooks grow out of a large number of studies CESD has been involved in over the last four years to analyze some of the most challenging issues facing sustainable tourism certification practitioners. We have taken the most important lessons learned from our studies and reports and distilled them into this collection of 'how-to' handbooks designed to help certified businesses and programs around the world," explained CESD Co-Director Martha Honey.

The set of four handbooks, published in both English and Spanish, are:

- Handbook #1: *A Simple User's Guide to Certification for Sustainable Tourism and Ecotourism*
- Handbook #2: *Practical Steps for Funding Certification of Tourism Businesses*
- Handbook #3: *Practical Steps for Marketing Tourism Certification*
- Handbook #4: *Financing Tourism Certification Programs*

Each handbook had a primary author, and its contents were reviewed by a panel of international experts. Aimee Russillo and Martha Honey served as editors for this series. The Inter-American Development Bank's Multilateral Investment Fund (MIF) financed the publications.

The handbooks are free and available on the following websites: CESD, <http://www.ecotourismcesd.org>, Rainforest Alliance, <http://www.rainforest-alliance.org>, and the MIF, <http://www.iadb.org/mif/>. They can be downloaded and printed, or read on line. They contain live links to a range of other studies and certification programs.

The handbooks are based upon four years of research and a series of studies carried out as part of the Rainforest Alliance's certification and best practices project in Latin America. While particularly relevant to the Americas, the handbooks incorporate research and examples from around the world, as well as lessons learned from certification programs in other industries.

"We believe this series of handbooks provides excellent guidance for sustainable tourism certification programs and other similar initiatives. They cover key issues that are relevant across the globe. The result of the research studies that led to these publications has helped us better assist program members of the Sustainable Tourism Certification Network of the Americas <http://www.certificationnetwork.org/>. Our hope is that many others will benefit from the lessons learned and documented in this useful handbook series," said Rainforest Alliance Sustainable Tourism Director, Ronald Sanabria.

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