



**APAT**  
Italian National Agency for the Protection of the Environment and for  
Technical Services

# CAMP SITE SERVICE EU ECO-LABEL AWARD SCHEME



**EU Eco-Label**

## Discussion Paper

for

## EUEB meeting of 9 December 2003

## Methodology

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The Commission Decision 2003/287/EC defines the product group “tourist accommodation service” as providing sheltered overnight accommodation in appropriately equipped rooms including at least a bed.

This excludes the sector of accommodation offered by camp sites, where it does not consist in bungalows or other lodging structures for rent.

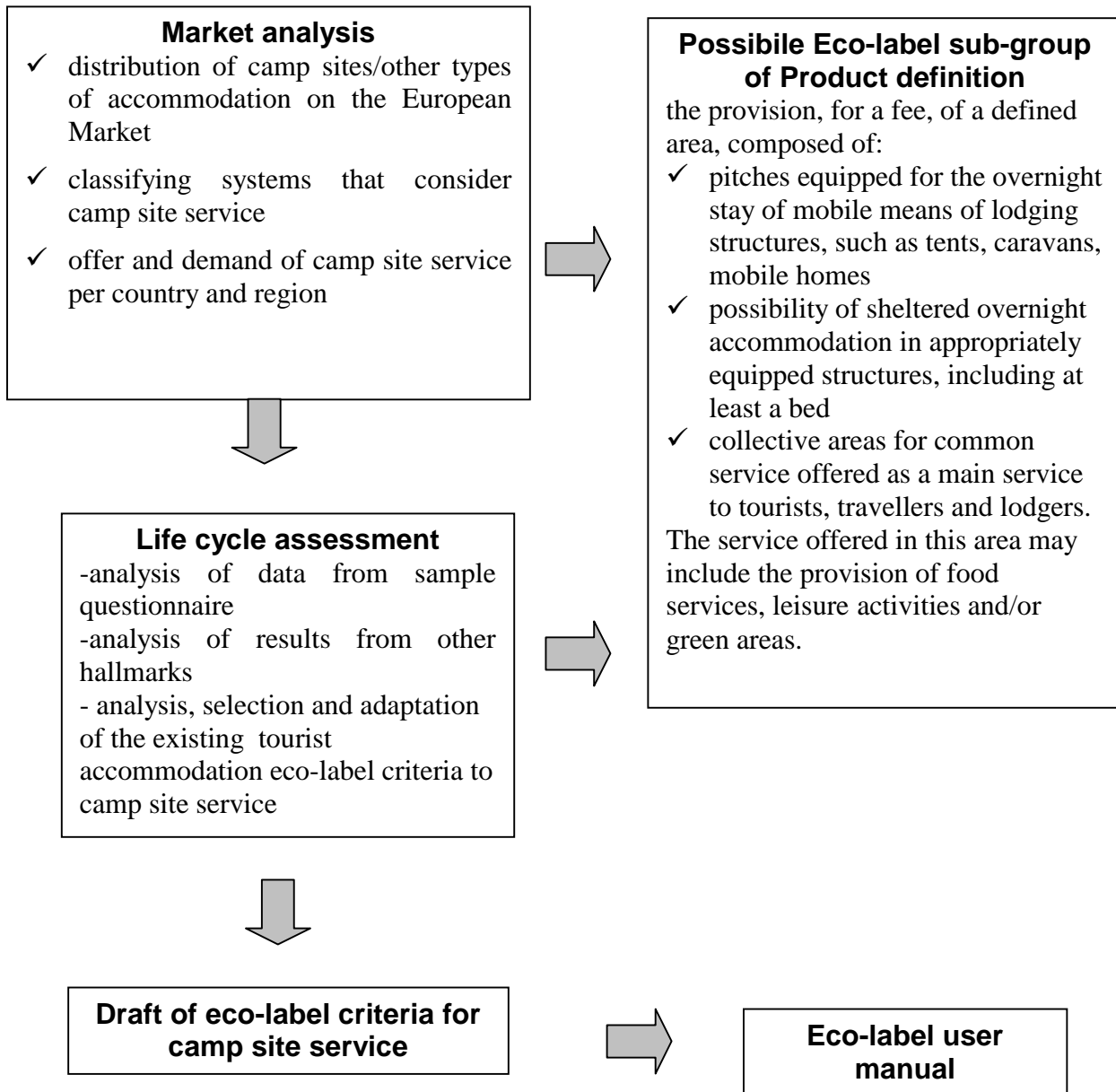
In order to establish the ecological criteria for the award of the “Community Eco-label for Camp Site Service”, commissioned by the European Commission to APAT (Italian National Agency for the Protection of the Environment and for Technical Services) in July 2003, a sub group as defined by article 2, comma 3 of the EC Regulation 1980/2000 on the eco-label award scheme has to be created, adapting the criteria of the existing **tourist accommodation** eco-label to the specific characteristics of tourist accommodation within camp sites, taking into account also the fact that a part of the camp sites may be the same as those already identified for the product group tourist accommodation, first eco-label developed for a service.

For this reason, the analysis shall refer to **camp site service**, or, otherwise said, to the **tourist accommodation service within camp sites, and it shall be tackled as a subgroup of tourist accommodation**.

**The criteria for camp site service, as a sub-group according to art.2 comma 3 of the regulation, will now simply be an adaptation and eventual integration of the tourist accommodation criteria to the specific situation and service offer of camp sites.**

### Steps of the analysis

After an analysis of the tourist accommodations present in Europe and an analysis of the tourist market as it is distributed by type of accommodation, and specifically the camping sector, it will be possible to define the characteristics of the subgroup “camp site service” and approach a consequent re-definition, adaptation and completion of the existing criteria for tourist accommodation service.



## Main Trends in Camp Site Market

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Camp sites make up 40% of the overall offer of bed places in European accommodation structures (5% of structures). 80% of the offer is distributed among France, UK, Italy, Germany, Holland, Spain and Sweden.

The main trends recorded between 1990 and 2000 are:

- ✓ Increase in offer both in terms of bed places (+10%), and structures (+5%)
- ✓ Increase in average dimension (from 374 bed places per camp site, to 390)
- ✓ Stabilization and in some cases decrease of the offer in countries with more mature offer of camping places (mainly France and UK).

Camp sites are 20% of the European tourism market ( in terms of overnight stays ) Between 1990 and 2000 this market became stable and experienced a declining number of guests (-2%) and a strong increase of the average length of stay. (approx. 5 days)

Trends are different in different countries :

- ✓ Belgium, Greece, France and Austria show decreasing overnight stay figures between 1 30 and 60%;
- ✓ overnight stay figures in camp sites in Spain increased one and a half times between 1985 and 1998;
- ✓ also in Italy the increase of overnight stays is relevant, amounting to approx. 50%;
- ✓ increase in Germany is 12%
- ✓ the other countries show approx. unchanged figures.

## Product group definition

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The product group “camp site”(service) is a sub-group of the product group “tourist accommodation”(service). The structure of a camp site is mainly “mobile”, in that the lodging structures offered are tents, caravans, mobile homes and other non permanent structures. Lodging in permanent structures, such as bungalows, may be provided as part of the service.

The definition, as discussed during the 1<sup>st</sup> AHWG in Rome, would then be:

### **The product group “camp site service”**

shall comprise the provision, for a fee, within a defined area, composed of pitches equipped for the overnight stay, of mobile means of lodging structures such as tents, caravans, mobile homes, and/or other lodging structures at disposal of guests such as bungalows or similar and collective areas for common service such as washing facilities, supermarkets, information, cooking facilities, other facilities necessary for the provision of shelter, offered as main service to tourists, travellers and lodgers. The service offered within this area may include the provision of food services, leisure activities and/or green areas.

Thus, the above definition of product group for camp sites has to point out the following dimensions in which two concepts of lodging service can be identified: one specific for camp sites, and one common to all structures providing the lodging service.

The elements specific for camp sites can so far be identified in:

- the provision of pitches;
- the provision of collective areas for common service specifically linked to own mobile means of lodging structures, tents, caravans, etc.

The elements true of any lodging service are:

- being the main service of the accommodation;
- being provided behind a fee;
- being addressed to tourists.

### **Specific services**

#### *Provision of pitches*

This concept is the main element which distinguishes camp sites from other accommodation structures. Pitches are open air spaces, enclosed and identified, designed for the stay of tourists. (ranging from one night to one year) for a fee. The stay is made possible through mobile means, owned by the tourist or let by the conductor of the camp site for the length of the stay, this being the identifying element of the “lodging” service in the camp site. Letting pitches for a fee constitutes the main income for the internal market from tourist overnight stays and thus this provision complies with art. 2.2.a of Regulation 1980/2000.

#### *Provision of collective areas for common service*

The main services offered by camp sites other than sleeping are used by campers within the collective areas. It is in the provision of collective services that lies most environmental impacts. Therefore, taking into consideration this dimension complies with art. 1 Reg. 1980/2000. The services offered by camp sites are varied and each type of service has its environmental impacts.

### **Basic lodging services**

#### *Application of a fee for the service*

There are instances where lodging is provided in open air areas where there is no unitary management and where no fee is charged: these are generally so called short stay areas, with no enclosure and permanent watch service of the overall area. Those cases should not be included in the product group definition in that they do not fulfill the requirement of representing “a significant volume of sales and trade in the internal market” as required by Reg. 1980/2000 art. 2.2.a. In addition these situations are not included in the camp site definition.

#### *Lodging be addressed to tourists*

The tourist is a visitor who stays at least one night in a collective or private accommodation of the place/country visited. This place is other than his/her usual environment, the stay does not last more than 12 months and the main purpose of the visit is not the exercise of an activity remunerated from within the place visited.

## Product group description

It is important to define the system boundaries of the lodging services, in other words, which other services constitute the lodging service.

The most relevant incremental services related to the provision of collective areas will be taken into account even if the provision of pitch is relevant. It is important to point out that the exclusion of food services (restaurant services) and recreational services from tourist accommodation is due to the fact that these services are not the main purpose of the product group. Furthermore in consideration of the fact that they can be provided outside the tourist accommodation also from other specific tourist facilities (restaurants, sport center, etc.), camp site being a sub-product of tourist accommodation, their food and beverage facilities should not be taken into account, although it is important to evaluate the relevance of food facilities since the existence of a small food shop is one of the minimum mandatory requirements, as seen in the legislation analysis.

Thus the most relevant services are:

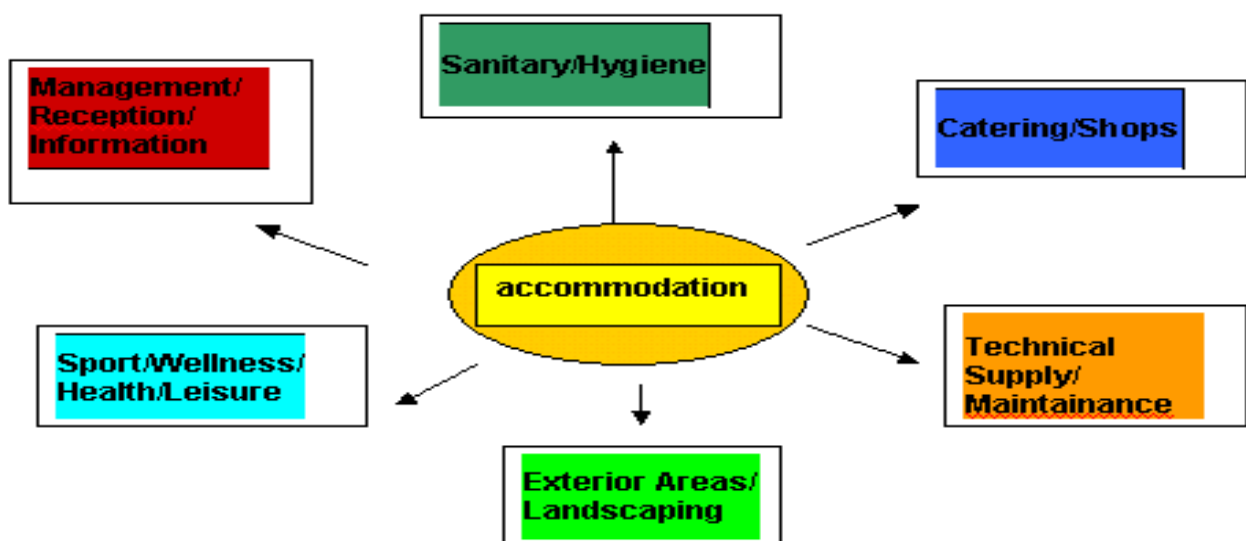
- **common service**
- **stay** with the purpose of sleeping and the exclusive use of terrain marked and prepared for the visitor's necessities (power, waste water discharge, garbage collection)
- activities related to **reception** and **information**
- **cleaning of all facilities** and common spaces.

A further division into sectors of the different service areas has been attempted, resulting from a preliminary screening of :

- the service required by legislation and/or classification schemes of the different countries
- the service offer as presented in catalogues and publications of the European camp site associations/organisations

resulting in the definition of 7 service areas (see picture below):

### Camp Site Service Areas



## Preliminary Approach to criteria development

Moving from the already defined assumption that camp site service constitutes a sub-group of tourist accommodation service, and from the necessity to integrate the often side by side existing accommodation (lodging) service with the traditional camp site service, the suggestion is that of adapting and integrating the existing criteria for the tourist accommodation Eco-label in such a way as to be applicable for both product groups.

Hereby the following elements will have to be considered:

- (As shortly pointed out under “environmental impact”) the characteristic of individual lodging, cooking, cleaning and other activities carried out by campers, while determining a superior environmental impact on several levels compared to the same activities provided by one supplier (restaurant, housekeeping department) for the same number of guests, is also less subject to possible control/limitation by the manager/owner of the camp site. All the obligatory criteria regarding the “sleeping” sector from the tourist accommodation label will therefore be obligatory also for the camp sites who offer this service, while they will be at most facultative, if at all applicable, for the traditional camp site offer.
- For the same reasons, it is foreseeable that the environmental area where major impact occurs, and therefore the most restrictive/proactive action will have to be enforced, is that of “waste”. In order to compensate the fact that on the origin/purchase and use of many products that enter the camp site the management has no influence, since it is directly operated by the guests, at the very least its correct disposal has to be strongly regulated. Much emphasis of the obligatory criteria will therefore be put on waste collection and disposal and waste water control and depuration.

Currently, the preparation of two further media for the gathering and analysis of useful data regarding to this matter is under way, specifically a questionnaire on the existence, enforcement and reception (by guests and staff) of environmental management systems and criteria in camp sites, which will be administered to a statistically representative number of European camp sites, and a matrix for the collection and comparison of all criteria of existing environmental hallmarks in Europe, and their influence on the environmental impact of camp site services.

As a working instrument, the following (temporary) list of camp site services has been created. It bases itself on a preliminary screening of the services emerging from catalogues and regulation systems, present in at least 80% of the available documentation, and the selection of those who were mentioned in at least one of the 7 European eco-labels for camp sites (Austrian Eco-label, Latvia, Luxembourg, La Clef Verte, Noegle, Cataluna, Milieubarometer, VIABONO) on criteria level, being supposed to have a significant environmental impact, and therefore possible object of criteria definition.

**Camp Site Service Sectors**

| <b>Management/<br/>Reception/<br/>Information</b>   | <b>Accommodation</b>   | <b>Sanitary/<br/>Hygiene</b>   | <b>Catering/<br/>Shops</b>   | <b>Sport/<br/>Wellness/<br/>Health/<br/>Leisure</b>   | <b>Exterior<br/>Areas/<br/>Landscaping</b>   | <b>Technical<br/>Supply/<br/>Maintainance</b>   |
|---|--|--|--|---|--|---|
| supply of printed information/<br>documentation<br>phone/mail/fax service<br>provision of directions for arrival/excursions | accommodation for hire<br>sleeping equipment for hire<br>caravan pitch<br>tent pitch<br>mobile home pitch<br>car parking inside<br>car parking outside | wash basin- cold water<br>wash basin- hot water<br>shower-cold water<br>shower-hot water<br>washing up- cold water<br>washing up- hot water<br>washing machine<br>dryer/tumbler<br>heated drying room<br>electric shave points<br>electric point for hairdryers<br>ironing facilities<br>slop sink<br>chemical toilet disposal point<br>lighting of sanitary sector<br>heating of sanitary sector<br>cleaning of sanitary sector | restaurant<br>food shop<br>take away food<br>club house with bar<br>kiosque/bar<br>Licensed to sell alcoholic drink<br>cooking facilities<br>electric cooking<br>microwave<br>ice available<br>outdoor<br>barbecue<br>fish cleaning facilities | swimming pool<br>heated swimming pool<br>bathing beach or lake<br>water slide<br>windsurfing<br>diving facilities<br>motor boat hire<br>sailing/rowing/canoing<br>tennis court<br>raquet sports<br>private shooting range<br>solarium<br>spa/bath jacuzzi<br>sauna<br>gym<br>exercise track<br>riding/pony trekking<br>cycle hire<br>angling<br>mini golf<br>golf<br>animation<br>evening entertainment<br>excursions by bus<br>excursions by motor boat<br>excursions (cycle/horse/walking)<br>zoo | divided into sections<br>grassy areas<br>shaded areas<br>asphalt areas<br>gravel areas<br>flower beds<br>fruit trees<br>children playground<br>area for ball games | calor gas/camping gas for sale<br>tv for hire<br>radio for hire<br>cable tv/ satellite tv<br>connection on the pitch<br>water connection on the pitch<br>waste water outlet on the pitch<br>facilities for empty moto caravan tanks<br>electric point for tents<br>electric point for caravans<br>motor home service point<br>car wash area |



## **Towards criteria formulation**

The working hypothesis is that criteria structure will be coherent with the structure of the tourist accommodation criteria specified in the Commission Decision 2003/287/EC.

In detail, this means criteria developed following the requirements of flexibility, easy applicability and environmental efficiency.

As for the tourist accommodation service criteria, there will be mandatory and optional criteria with the possibility to score points in case of compliance.

At this point, the ongoing data collection and the experience derived from other camp site related projects (in particular ECOCAMPING) has led to the composition of a short “working-list” of issues to consider for the formulation of mandatory criteria, which figures below, following the structure of the tourist accommodation service label, as a basis for further discussion, elaboration and completion. This list has been discussed during the 1<sup>st</sup> AHWG in Rome and the first results of the discussion have been applied to it.

### ***Energy***

Mandatory criteria as from Commission Decision for Tourist Accommodation Service, where applicable to common areas. Whole criteria list in case of presence of bungalows/fixed structures.

Particular emphasis on RES, energy efficient light bulbs in public areas, timing devices, infrared barriers.

### ***Water***

Except paragraph on towel change, mandatory criteria as from Commission Decision for Tourist Accommodation Service

Particular emphasis on aerators/flow restrictors/timing devices on faucets, toilets and showers

Further:

Use/sale of detergents for sanitary sectors/kitchen/common areas with eco label standard and staff training on use

Information for guests also on: water hardness (better dosage of detergents), water saving measures when washing dishes/laundry

Use of rain/lake/waste water for maintenance of green areas

Regulation for swimming pools (cover at night, low/appropriate use of chemicals)

### ***Chemicals (Detergents and disinfectants)***

Mandatory criteria as from Commission Decision for Tourist Accommodation Service

Further:

Avoidance of: salt for icy roads (this has to be discussed regarding to safety issues), plant protection chemicals, mineral fertilizers

Use of methods of biological agriculture against insects and weed

Use of eco-labeled or non-noxious products for maintenance of green areas

### ***Waste***

Mandatory criteria as from Commission Decision for Tourist Accommodation Service

Further:

Use of recycled and recyclable material in office, sanitary and common areas (paper, plastic)

Avoidance of disposable/throwaway products and portion packaging in restaurant and shops

Separate waste collection containers in all areas, not more “general” waste bins than separate ones

Own composting if no collection of organic waste available, emphasis on organic waste generated through landscaping/green area maintenance.

***Other Services/General Management***

Mandatory criteria as from Commission Decision for Tourist Accommodation Service

Further:

***(Air)***

Limitation of car circulation inside the site (hours, areas)

Regulation of camp site generated traffic

Preference to local products for use (catering) and sale (shops)

***(Soil)***

Unsealed parking areas/camping pitches

Prevention of oil spillage from guest cooking

Severe control of underground gas/oil storage

***(Noise)***

Time and area limits for animation/leisure activities with potential noise output

Limitation of motor traffic (cars, motorcycles, ships)

***(External impact/Landscape/Biodiversity)***

Integration of the outdoor premises in the landscape related to design and construction

Use of local flora and fauna and respect of biological diversity

Natural (and environmentally-friendly) maintenance of the landscape

***(Communication)***

Animation with elements on sustainability

Guest information sheet regarding environmental policy/measures to be handed out at arrival