# Tour operators and sustainability Training

**Naut Kusters**

December 9, 2019

Tbilisi, Georgia

# Naut Kusters

- Master in Agriculture and Forestry
- Founder of the European Centre for Eco and Agro Tourism (ECEAT)
- European web site for rural tourism on organic farms
- Consultant for establishing Rural Tourism Associations in Estonia, Lithuania, Kyrgyzstan, Uzbekistan and Tajikistan.
- Business development and market access expert for CBI, the Dutch government Centre for the promotion of Exports from Developing Countries (Nepal, Thailand, Myanmar, etc. )
- Working on (eco)tourism in protected areas
- Co-fouder of the Global Sustainable Tourism Council (GSTC)
- Founder of Travelife for Tour operators sustainability programme.

- Background in tourism, sustainability
- Present position / activities
- What do you expect of the training?

# Seminar objectives

- Understand the responsibility of tour operators

- Understand basic concepts in sustainability and certification

- Understand the relevant sustainability criteria

- Able to advise companies in implementing sustainability

- Experience the management system and reporting process

# Programme

I.   Global consumer and Business trends

II.  Travelife for Tour Operator's

III. Sustainability in Tourism: principles and concepts

IV.  The Sustainability Criteria

→ Experiencing the online training and reporting tools

# Tour operators and sustainability

# Tour operators and sustainability

**Why tour operators are important?**

- Central point between client and host destination
- Make decisions on behalf of (potential) clients
- Influence choices of consumers
- Can influence practices of suppliers (market power)
- They are in the position to make a positive contribution
- Have therefore a corporate responsibility!

# Tour operators and sustainability

**Why common tour operator sustainability standards**

- To provide clarity for the suppliers
- To provide clarity for inbound tour operators
- To create a level playing field
- To inspire committed tour operators
- To enable a dialogue with stakeholders

# Tour operators and sustainability

**Why certification?**

- To provide confidence to the market
- To add value for visitors
- To justify (potential) difference in price
- To recognise leadership in social responsibility
- To avoid green washing

# I. Consumer and business trends

# Consumer trends

In European countries 3-10 serious consumer studies were conducted between 1995 and 2017

**.... they provide a clear and growing trend**

# Consumer awareness

- **87 %** of the British find it very or fairly important that holiday does not damage the **environment**.

- **71 %** of British consumers would like to benefit **local communities**

- **46 %** of the German's think 'it is an added value to stay in an environmentally friendly **accommodation**

- **80 %** of the Dutch want **information** on ethical issues in their travel information.

- **Ethical reputation** of a company is an important selection criteria for **45 %** of the British consumers.

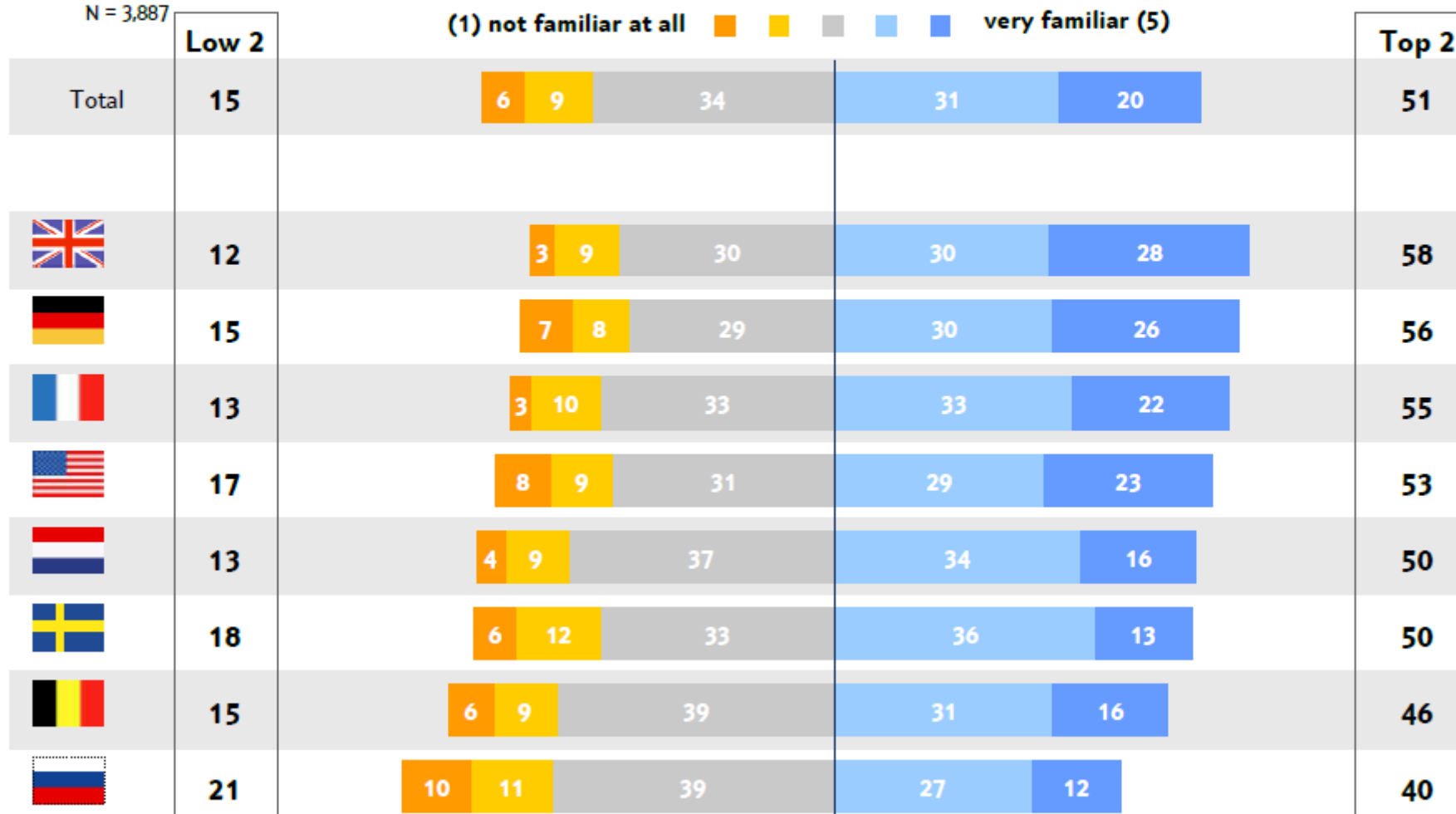→ Overview of research in your online background materials

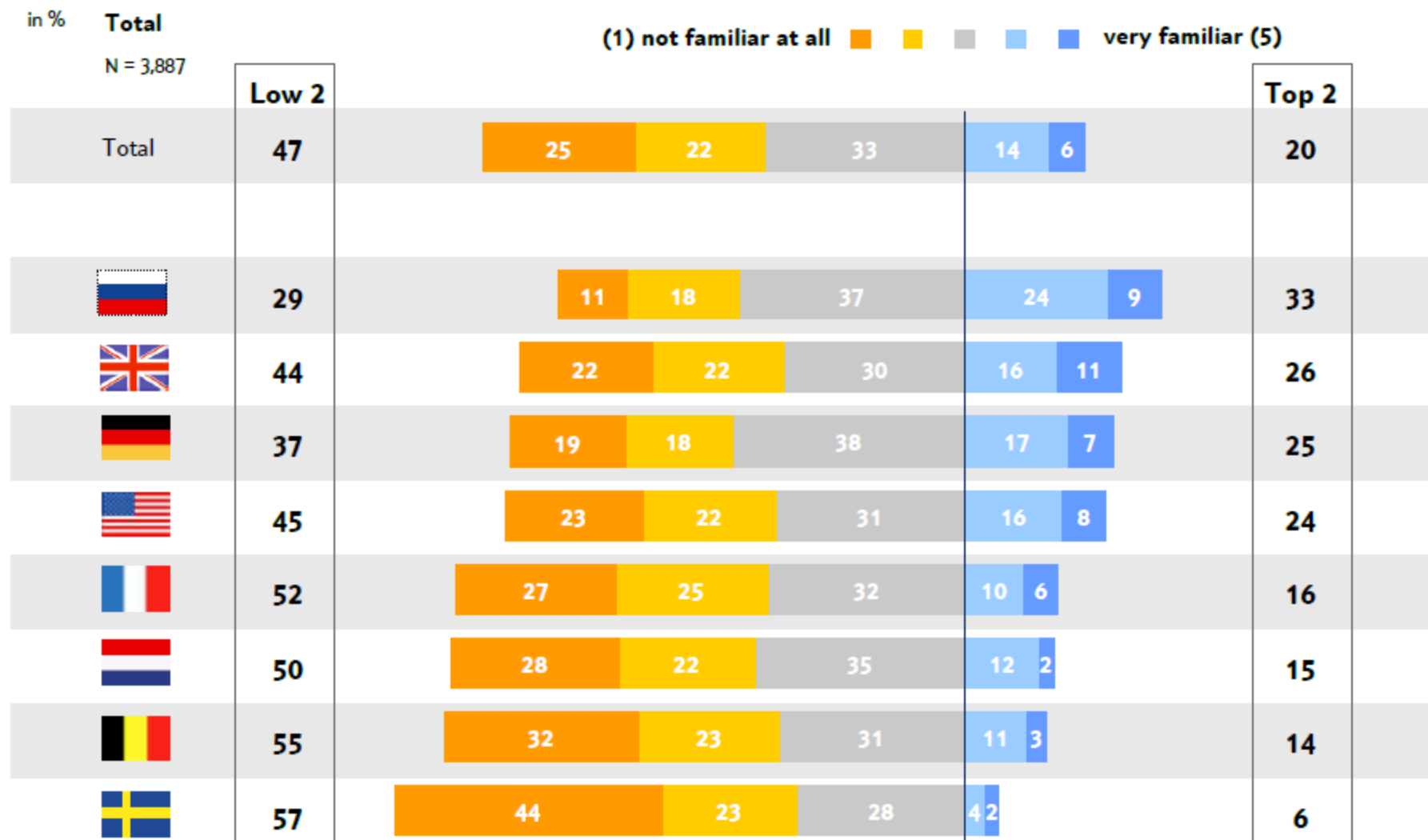# Familiarity with Sustainability – Although most are familiar with the term...

**TUI Travel PLC**

in %   **Total**

N = 3,887

**(1) not familiar at all** ■ ■ ■ ■ ■ **very familiar (5)**

| | Low 2 | | | | | | Top 2 |
|---|---|---|---|---|---|---|---|
| Total | 15 | 6 | 9 | 34 | 31 | 20 | 51 |
| UK | 12 | 3 | 9 | 30 | 30 | 28 | 58 |
| Germany | 15 | 7 | 8 | 29 | 30 | 26 | 56 |
| France | 13 | 3 | 10 | 33 | 33 | 22 | 55 |
| USA | 17 | 8 | 9 | 31 | 29 | 23 | 53 |
| Netherlands | 13 | 4 | 9 | 37 | 34 | 16 | 50 |
| Sweden | 18 | 6 | 12 | 33 | 36 | 13 | 50 |
| Belgium | 15 | 6 | 9 | 39 | 31 | 16 | 46 |
| Russia | 21 | 10 | 11 | 39 | 27 | 12 | 40 |

Question: The following questions are about the subject of sustainability. In general, to what extent are you familiar with the term "sustainability"?

# Few holidaymakers are familiar with the term 'Sustainable holidays'

**TUI** Travel PLC

in %

**Total**

N = 3,887

**(1) not familiar at all** ▮ ▮ ▮ ▮ ▮ **very familiar (5)**

| | Low 2 | | Top 2 |
|---|---|---|---|
| Total | 47 | 25 · 22 · 33 · 14 · 6 | 20 |
| 🇷🇺 | 29 | 11 · 18 · 37 · 24 · 9 | 33 |
| 🇬🇧 | 44 | 22 · 22 · 30 · 16 · 11 | 26 |
| 🇩🇪 | 37 | 19 · 18 · 38 · 17 · 7 | 25 |
| 🇺🇸 | 45 | 23 · 22 · 31 · 16 · 8 | 24 |
| 🇫🇷 | 52 | 27 · 25 · 32 · 10 · 6 | 16 |
| 🇳🇱 | 50 | 28 · 22 · 35 · 12 · 2 | 15 |
| 🇧🇪 | 55 | 32 · 23 · 31 · 11 · 3 | 14 |
| 🇸🇪 | 57 | 44 · 23 · 28 · 4 · 2 | 6 |

Question: In general, to what extent are you familiar with the term "sustainable holidays"?

# Barrier No. 2 to booking more sustainable holidays – Perceived difficulty of finding one

**TUI Travel** PLC

in %  **Total**

N = 3,887

(1) I don't agree at all ■ ■ ■ ■ ■ I strongly agree! (5)

| | Low 2 | | | | | Top 2 |
|---|---|---|---|---|---|---|
| Holiday companies must be much clearer about what they do to promote environmental protection and sustainability. | 8 | | 3 5 | 28 | 34 | 29 | 64 |
| I think sustainable holidays can contribute to improve the environmental/social situation at destination. | 12 | | 4 8 | 34 | 36 | 19 | 55 |
| I would book more environmentally sustainable holidays if they were more readily available. | 16 | | 6 10 | 37 | 29 | 17 | 46 |
| It is very difficult for me to find environmentally sustainable holidays. | 12 | | 4 8 | 44 | 29 | 16 | 45 |
| If a company offered a "sustainable" holiday option, I would be very interested in booking this holiday trip. | 17 | | 6 11 | 39 | 29 | 15 | 44 |
| I have a better image of holiday companies that actively invest in environmental/social initiatives. | 17 | | 6 11 | 39 | 28 | 16 | 44 |
| In general, I do not trust statements by companies on environmental protection and sustainability. | 14 | | 4 10 | 44 | 28 | 13 | 41 |
| I think environmentally sustainable holidays are just a con to make consumers spend more money. | 23 | | 7 16 | 39 | 25 | 14 | 38 |
| For my holiday trips the topic of sustainability and environmental protection is unimportant. | 37 | | 16 21 | 37 | 17 | 9 | 26 |

Question: Please indicate to what extent you personally agree with the following statements.

# The opportunity - willingness to change behaviour and learn more is high

**TUI Travel** PLC

in % **Total**

N = 3,887

**(1) I don't agree at all** ■ ■ ■ ■ ■ **I strongly agree (5)**

| | Low 2 | | Top 2 |
|---|---|---|---|
| I am prepared to make small changes in my behaviour when I'm on holiday if it helps the environment. | 9 | 3 6 25 38 28 | 66 |
| I would like to know whether the holiday company I'm travelling with is working to reduce its environmental impact | 14 | 6 8 31 36 19 | 55 |
| I want to be given the facts about what the holiday company has achieved in terms of reducing its environmental impact. | 16 | 7 9 32 33 20 | 53 |
| I expect to get detailed information on environmental impacts of my whole holiday trip. | 26 | 11 15 35 26 13 | 39 |
| I find it hard to understand what I can do as an individual to make a difference to my environmental impact when going on holiday. | 26 | 10 16 36 26 12 | 38 |
| I don't want to be told what the holiday company is doing in terms of reducing its environmental impact, but I expect it to do what it can. | 31 | 12 19 36 22 11 | 33 |

Question: Please state how far you agree or disagree with the following statements.

# Key Insights

**TUI** Travel PLC

> **Although Sustainability issues do not rank as highly in the holiday booking decision as value for money and destination choice, the research shows us the issue is not unimportant**

> **There's a consensus on the range of projects/actions holiday initiatives holiday companies can undertake – preserving natural habitats, saving resources, fair working conditions**

> **Few are aware of sustainable holidays – barriers to booking are perceived price, difficulty of finding appropriate offers**

> **However, there's a willingness to change own behaviour when on holiday and getting the facts on the environmental impact of our holidays**

# Global Business trends

- Major Industries have defined clear objectives to become sustainable.

- Larger multinationals are taking the lead: driven by brand reputation and investors.

- Clear targets are set:

    -> 25 % sustainable coffee globally in 2020

    -> 75 % of EU cacao import sustainable in 2020

.

# Global business trends

In order to independently monitor performance sector specific <u>global sustainability labels</u> are defined.

→ In co-operation between NGO's and industries

# rankabrand

## HOW SUSTAINABLE IS YOUR FAVORITE BRAND?

FASHION, CLOTHING & SHOES    ELECTRONICS    TRAVEL & TOURISM    TELECOM & I

### WHAT'S GOING ON?

*Grolsch*

RANK A BRAND AWARD 2012!

rankabrand

**1**

BIERMERKEN 2012

**Terug** | **Electronics & ICT Hard...**

| MERK | SCORE | |
|------|-------|---|
| Sony Ericsson | | ▸ |
| Nokia | | ▸ |
| Dell | | ▸ |
| Philips | | ▸ |
| HP | | ▸ |
| Apple | | ▸ |
| Lenovo | | ▸ |
| Motorola | | ▸ |

Top 10

Aanbieder  4:49 PM

### NEWS

#### Grolsch again tops list of most sustainable beers

On Sustainable Tuesday (Duurzame Dinsdag), the brand comparison organisation Rank a

### TODAY'S MOST VIEWED BRANDS

Telecom & internet

### LATEST BRANDS RANKED

1,457 personen vinden **Rank a Brand** leuk.

rolsch-again-tops-list-of-most-sustainable-beers/

# II. Travelife for Tour operators

**Growing pressure on travel industry to take action!**

- Within Europe, **ABTA** and **ANVR** have taken the lead in supporting their members towards sustainability:

- Established partnerships with NGO's and universities. Supported by governments / EU

- Develop common industry sustainability standards and tools

# Combining early experiences

- **TOI, Tour Operators Initiative** / **UNEP**
  Sustainability manuals and tools (2000)

- **ANVR, Dutch TO association**
  Environmental management system (2003)

- **FTO/ABTA, UK Travel associations**
  Heath and safety system (2004)

- **Individual tour operators**
  Environmental checklists (2000 →)

# Vision...

- Use the "blank page" situation!
- Integrate existing experiences
- Full range of sustainability
- Combined experience of Industry, NGO's and governmental stakeholders and experiences
- Hands on and practical
- Create one common international and cross supply chain language and standards
- Enable associations to work with their members
- For large and small companies

# EU Project 2004 - 2007
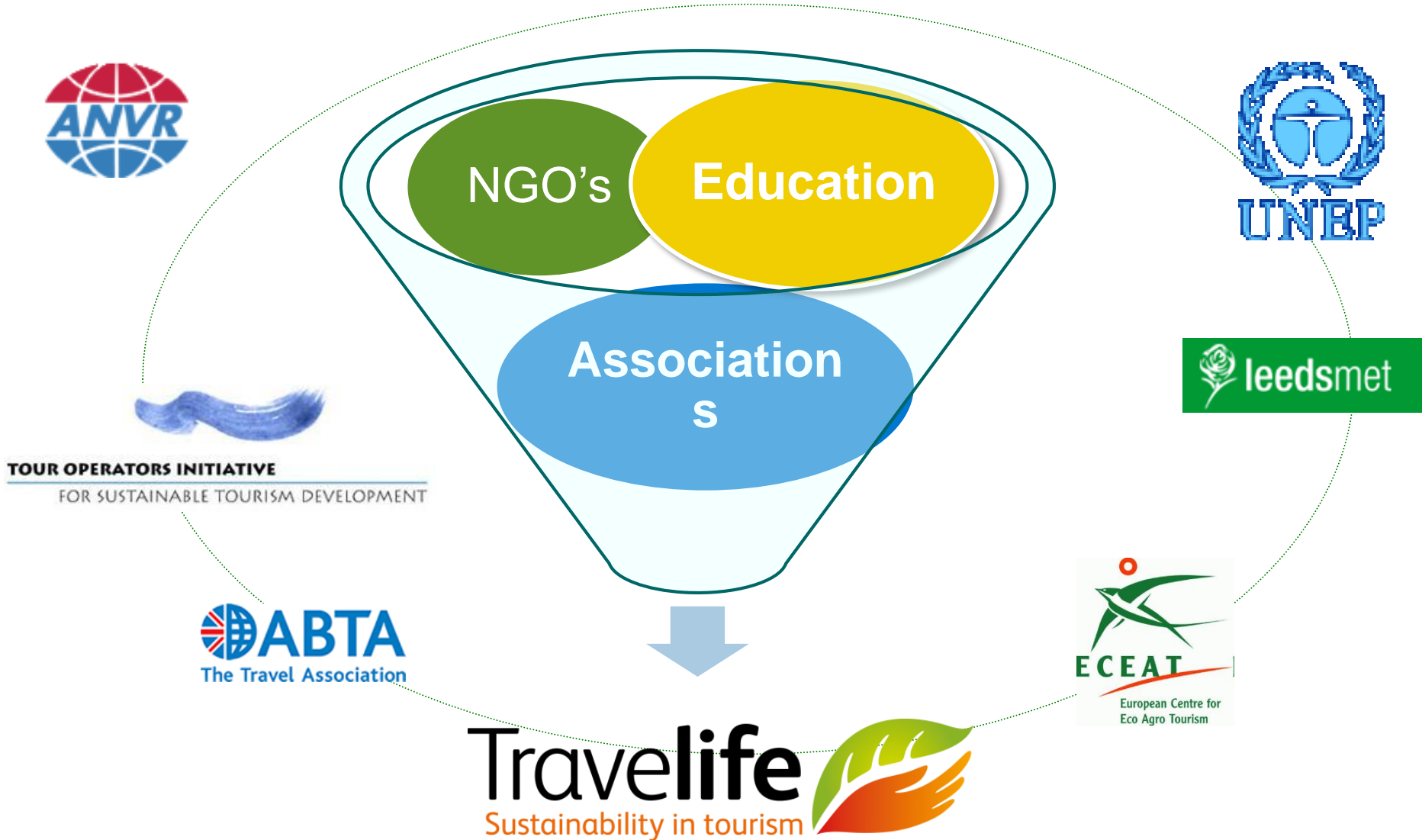
# 1000+ Tour operators from 100+ countries

# 40+ commited travel associations

# Step-by-step approach

# Your road towards sustainability



**Travelife Engaged**

**Travelife Partner**

**Travelife Certified**
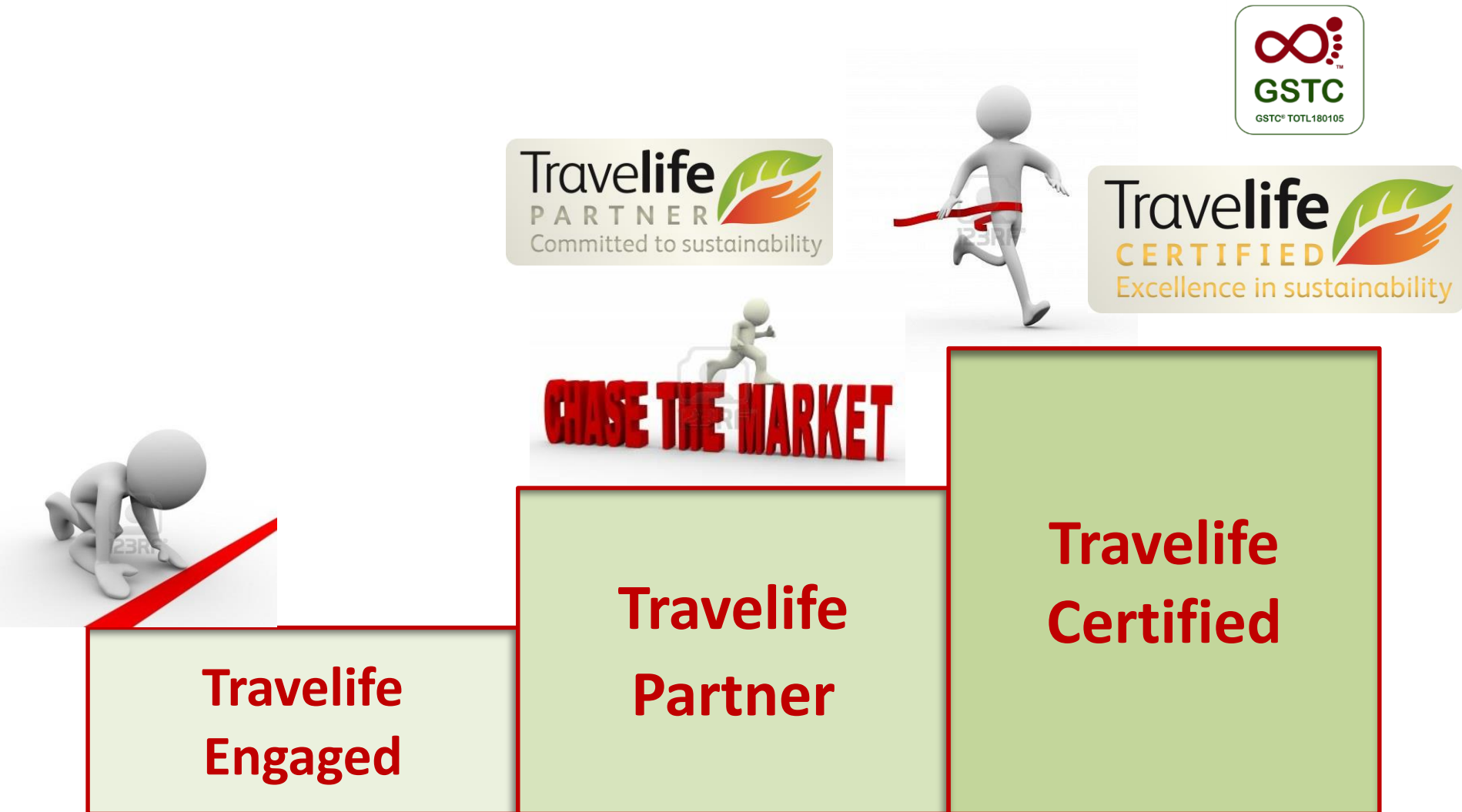
# Stage 1 → Travelife Engaged

- Online training and exam for the sustainability co-ordinator.

- Guidance on improving the sustainability performance.

- Action planning tool

- Reporting tool and self-assessment (baseline)

→ No recognition for companies yet

# All support tools online

# Stage 2 →Travelife Partner

- Reporting based on the Travelife Partner criteria
- Standard can be adapted at national level
- Compliance check based on desk audit
- Travelife Partner recognition and logo

# Stage 3 → Travelife Certified

- On-site audit to confirm Certified level.

- Use of "Travelife Certified" logo in promotional materials and website(s).

- International promotion of the company for its excellent sustainability achievements.

Mr. Taleb Rifai,
UNWTO
Hands out
"**Travelife Certified**"
 award to TUI-UK.

# Training and capacity building

# Class room trainings

- Two day - Introduction course
- Trainings so far in 30 countries
- 1.200 inbound operators participated

# Learning platform

# Travelife basic training

- Hands-on and state of the art

- Based on UNEP / TOI materials

- For travel companies and students

- Online exam and personal certificate

- German, English, Italian, Spanish, Dutch, Portuguese, Greek, Finish, Russian, etc.
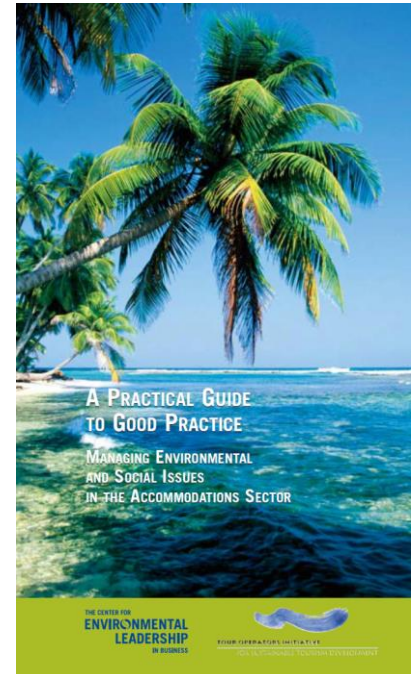
# Travelife basic training
## Training modules
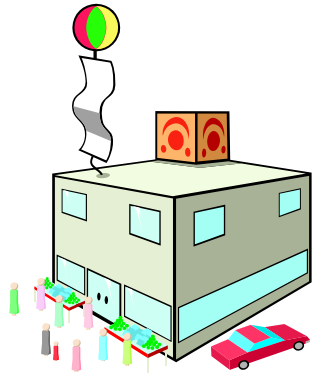
**Tour Operator**

*Internal management*

**Customer**

*Customer Communication*

**Supply Chain**

*Transport*

*Accommodations*

*Excursions*

**Destinations**

# Travelife basic training

Each training module includes

- **The issues**: what are the challenges?

- **The solutions**: what can TO/TA do about it?

- **Best practices**: 200 + practical examples TO/TA

- **Further references**: NGO's, campaigns, tools

# My exam

01:29:40

**1/33. Which of the following is dumped into the ocean the least by cruiseships?**

○ 'Grey' water from showers, toilets, cooking and laundry

○ Oil discharge

○ Chemicals from photo processing, dry cleaning, pharmaceuticals and used batteries

○ Solid waste in general

**Next**

Travelife Training

Travelife
Sustainability in Tourism

Vastuullinen yritystoiminta
matkanjärjestäjille

SMAL
AFTA

# Travelife advanced trainings

- Internal environmental Management

- Child protection

- Accommodations

- Animal activities

- Guide training

- Staff engagement

# II. Sustainability and certification: principles and concepts

# Sustainable Tourism

**Definition UN-WTO (1988)**

"*Sustainable tourism meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.*"
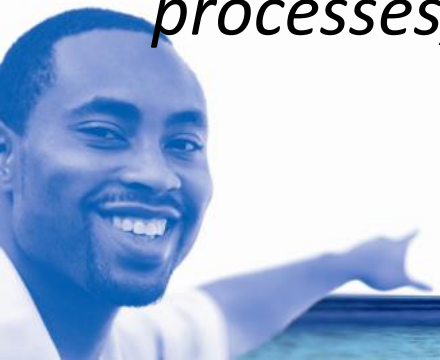
# Sustainable Tourism - 12 Aims

**(Report UN-WTO, Making Tourism More Sustainable, 2007)**

Economic viability

Employment quality

Visitor fulfilment

Community wellbeing

Physical integrity

Resource efficiency

Local prosperity

Social equity

Local control

Cultural richness

Biological diversity

Environmental purity

**How to make tourism more sustainable**
**Instruments**

**Measurement instruments (governments)**
- Defining limits (carrying capacity…)
- Monitoring

**Legal instruments (governments)**
- Regulation
- Land use planning and control of developments
- Taxes (economic instruments)

# How to make tourism more sustainable
## Instruments

**Voluntary instruments (consumers, industry)**

- Guidelines and code of conducts

- Management system

- Certification

**Supporting instruments**

- Capacity building

- Marketing and information services

# Management system?

## Management

"the act of **running and controlling** a business or similar organization"

## System

"a group of things, pieces of equipment, etc. that are **connected or work together**"

A **Management System** is a framework based on a structured integration of best practice into operating systems - built around the management cycle.

BSI

# Management cycle… is plain logic!

*Tonight we're having **spaghetti alla bolognese…!***

…And think about the improvements you may make to the recipy for next time !

**Savour…**

Taste and adjust seasoning

Verify the good cooking…

Look for a recipe

Chose and buy the ingredients

Mince and cook the meat

Peel the onions
Peel the tomatoes

…

# Management Cycle



**Management review**

**Continuous improvement**
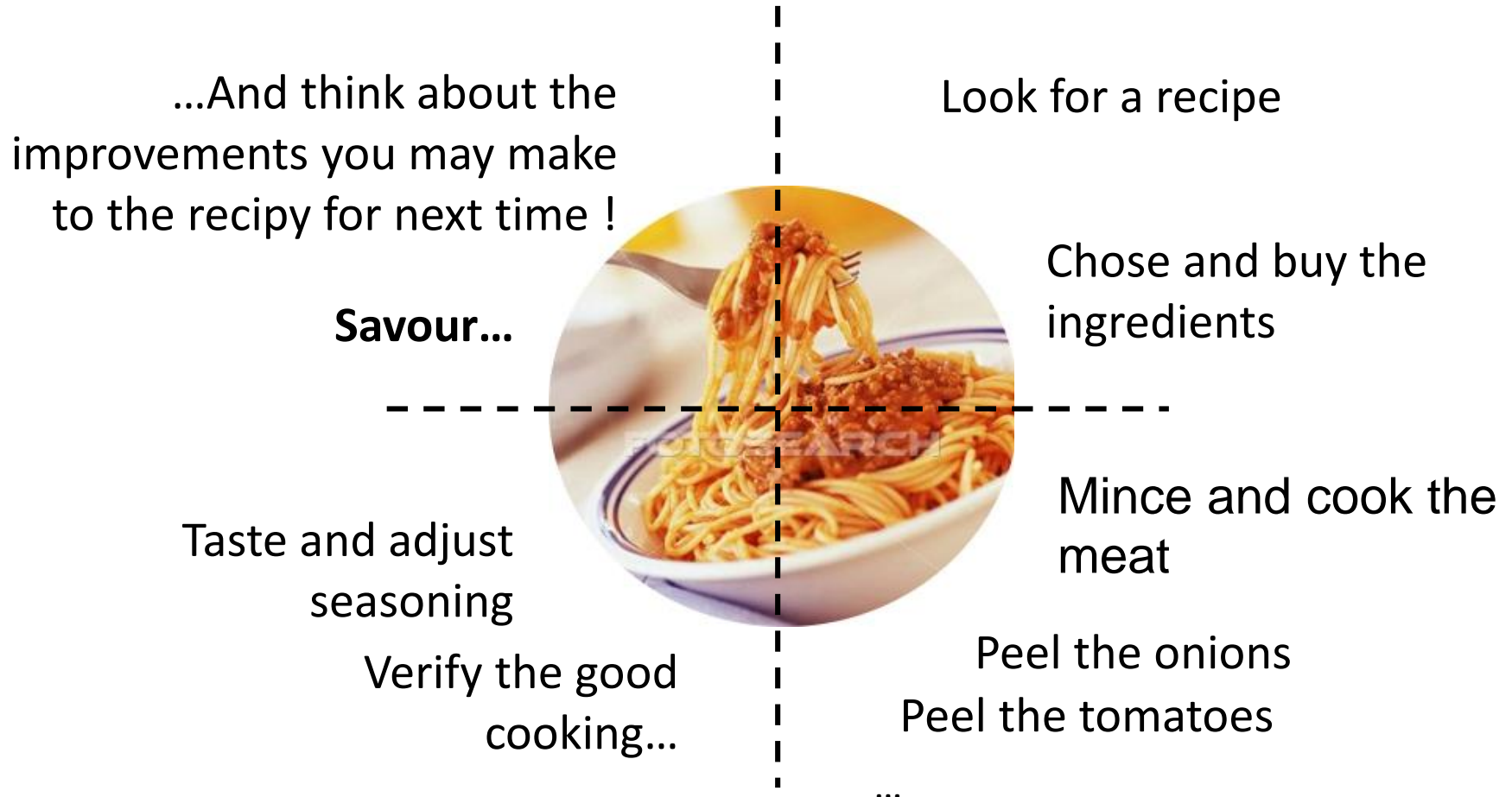
**Baseline:**
Activities, flow,
Aspects, impacts

**Planning:**
Objectives, targets, program

**Control:**
Monitoring and measurement
Compliance
Non-conformity, corrective and preventive action
Internal auditing

**Implementation and operation:**
Roles, responsibilities
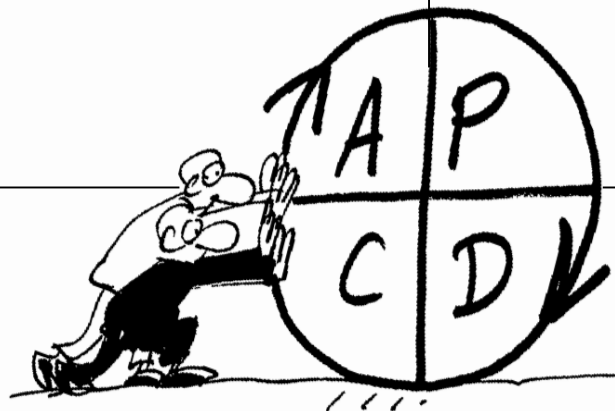Controlled documentation
Communication
Operational control
Emergency preparedness

Initial review

Continuous improvement

Sustainability policy

Planning

Implementation

Management review

Monitoring and measurement

ACT

CHECK

PLAN

DO
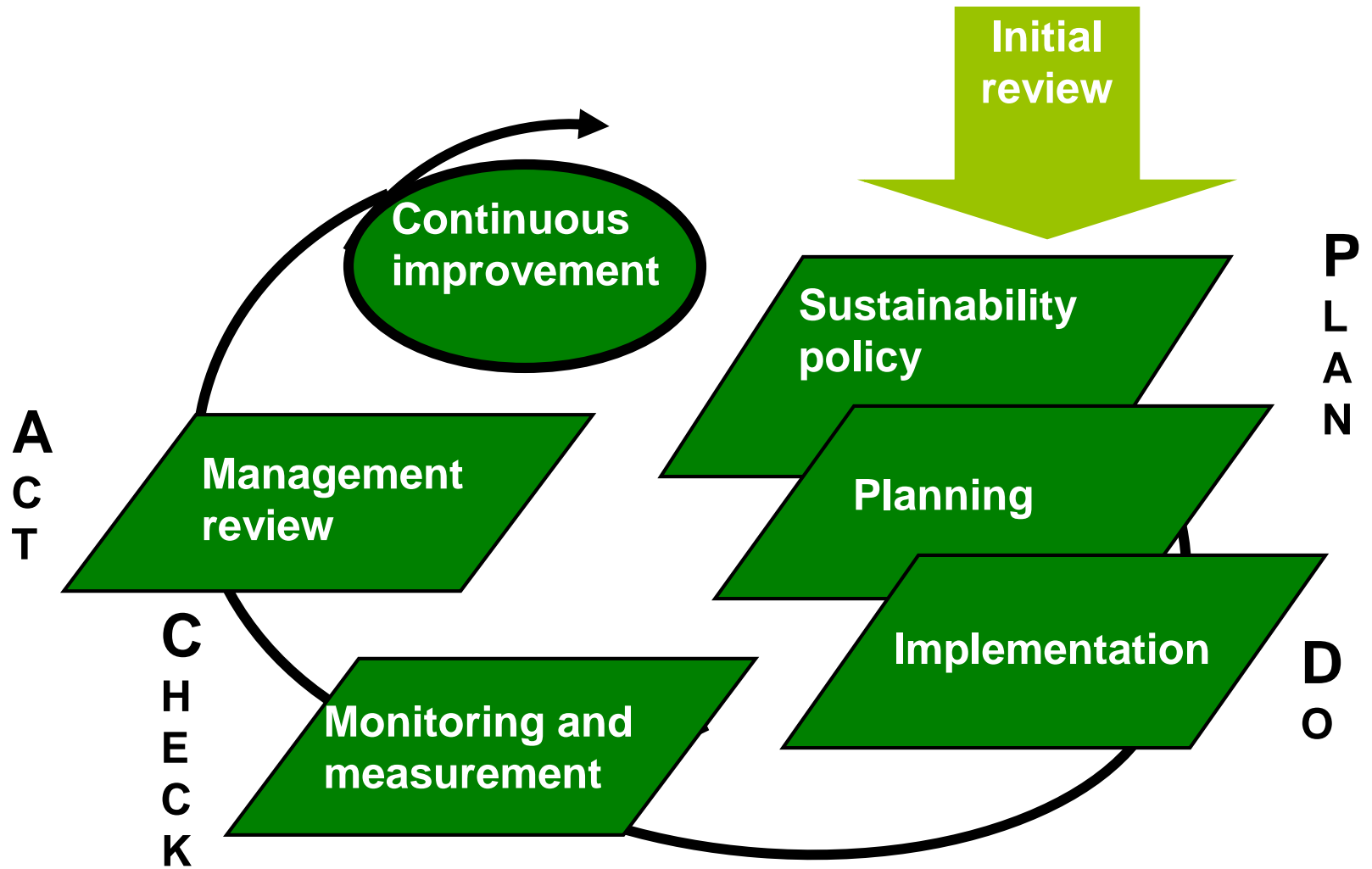
# Certification

**A. Key elements**

- Voluntary procedure
- Well defined standards and criteria
- Minimum compliance with national legislation
- Conformation to extra standards and criteria
- Written declaration of compliance (certificate)
- Business, product, process, service, or management system
- Award with marketable logo or seal for products or services

# Certification
Ecolabel

- Guarantee that specific qualities are above average standard in the market.

- Pre-defined best economically viable practices are implemented (no competitive disadvantage)

- Without compromising of quality of service/use.

- Within management control of the company

*80% of my lamps are energy saving lamps and max*
*3 liter water per minute come from my showers*

→It is about **what you do**, not how you have reached your results.
→ What you have to do is set by the label

PERFORMANCE BASED

# Certification

## Management system certification

Evaluates the quality and effectiveness of the management procedures of the organization:

- Commitment and procedures in place
- Continuous improvement of performance

*I have appointed a manager for energy saving and I have made a plan to save energy.*

*I have 10% more energy saving lamps than last year.*

→ A management certificate does not tell that you are actually better than the average!

PROCESS BASED

# Why not use both logics?

**Management review**

**Continuous imrovement**

**(Initial) assessment**

**Planning**
targets

**Control**

Use **best practices** to define **criteria** and build your management system on them

**Implementation and Operational control**
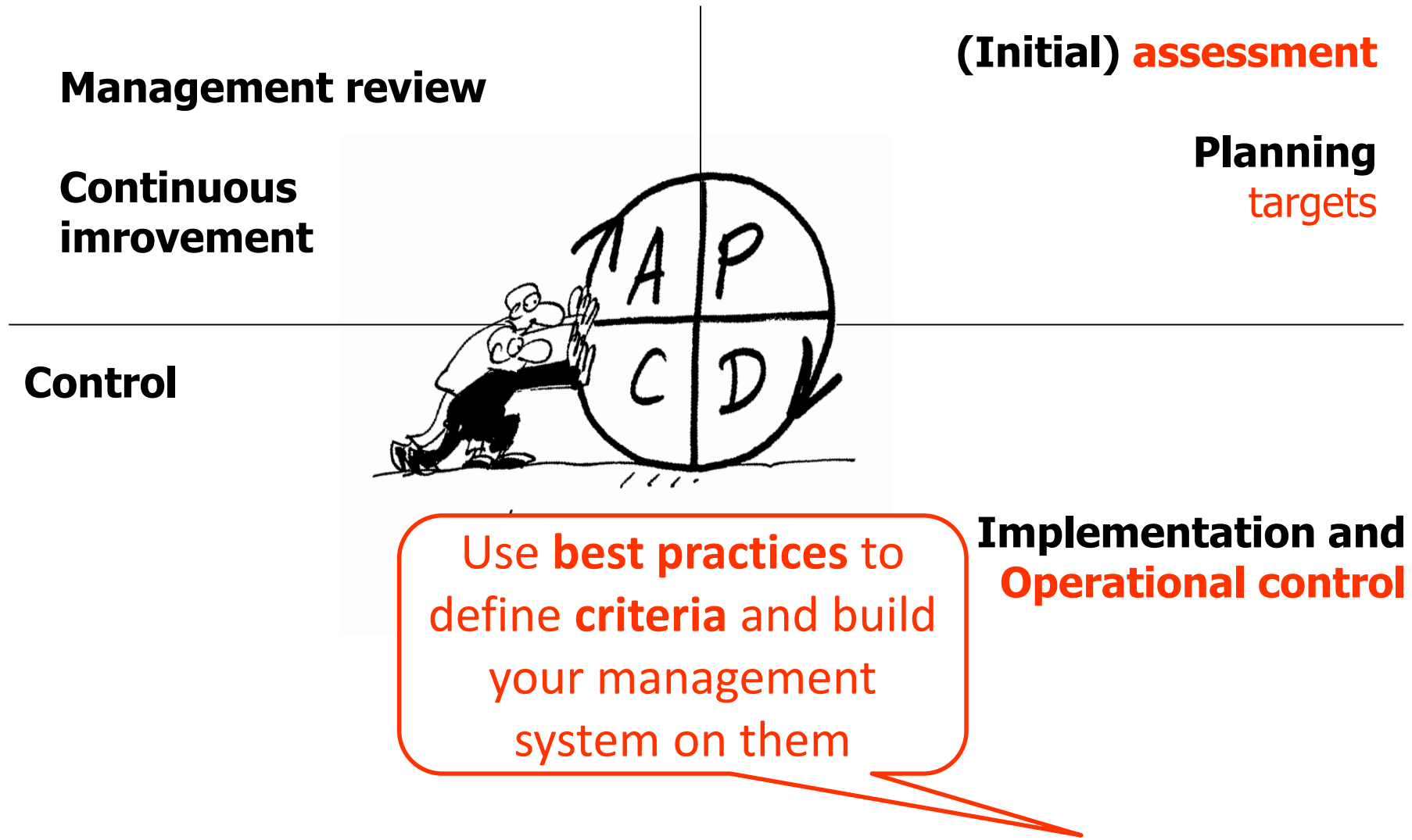
# Why not use both logics?

| | Title | Description | Obligatory | Type | C/NC/R/NA |
|---|---|---|---|---|---|
| | **Social policy and human rights** | | | | |
| 2.1 | **Freedom of association** | Trade union membership, collective labour negotiations and representation of members by trade unions is not hindered. | Yes | L | |
| 2.2 | **Collective labour agreement** | The company participates in and is in compliance with a collective labour condition negotiation structure. (in case locally existing). | No | | |
| 2.3 | **Forced labour** | Employees are free to enter their employment through their own choice and can leave their employment when they choose without penalty in accordance with their contract. | Yes | L | |
| 2.4 | **Formal contracts in writing** | All employees of the company have a written employment contract, including labor conditions and a job description. | Yes | L | |
| 2.5 | **Living wage** | The company pays employees at least a living wage which is equal to or above the legal minimum. | Yes | L | |

Implement criteria with a management logic

# Let's use both logics !

The **Management System** allows the business to structure it's efforts on the long run

- To create objectives targeted at impacts, specific to the area or to the activities of the business
- To plan, control and evaluate without limitation
- to set objectives for continuous improvement

Integration of **performance criteria** in the planning phase of the management system and in the targets of the action plan is perfectly feasible… and if sector specific is all the easier for users!

# Certification

## First, second and third party certification

**First party**: "I myself declare that I confirm with the ISO 14001 standard."
Congratulations, you are IS0 14001 certified !

**Second party**: 2 parties involved: e.g trade association and member, or hotel and auditor.

**Third party**: 3 independent & unrelated parties are involved. The product/service to be certified, the auditor and the party that verifies the auditors' report.

# Certification

## Elements of quality certification schemes

- Participatory mechanisms to define standards
- Serious efforts needed to reach the standards
- Standards approved by respected organisations (governments, NGO's)
- Continuous improvement of standards
- Transparency of standards and procedures
- Independent on-site verification
- Periodic follow-up audits to renew the certification

# Certification

**Benefits**

For companies:

- Provides guidelines and direction for businesses
- Certification procedures are educational
- Reduction of operating costs (water, electricity, waste)
- Market and image advantages
- Support to implementation of CSR policy
- Provides an independent guarantee / credibility
- Staff motivation (clear objectives, being better than competitors)

# Certification

**Benefits**

**For consumers**

- Provides an ethical choice
- Shows Best Practices
- Learning, inspiring, awareness raising

# Certification

**Benefits**

For governments:

- Supports social & environmental policy goals
- Raises industry performance
- Shows what is technically possible and economically viable
- It gives a positive image to the country

# Sustainability standards

- **UNEP - TOI –** Management manuals

- **GRI** - Global Reporting Initiative

- **ISO 14001** – Environmental management

- **EMAS III** - Eco Management and Audit System

- **GSTC** - Global Sustainable Tourism Criteria

- **ISO 26000** - CSR Guidelines and principles

# UNEP – TOI Management Manuals

**Backround**

- Tour operators' Initiative for Sustainable Tourism Development
- 25 + leading tour operators in sustainability
- Established in 2000, in 2016 integrated into the GSTC
- Supported by UNEP and UN-WTO

**Methodologies**

- Adapting general sustainability approaches for the TO sector.
- Support from Leeds University, UNEP, UN-WTO and leading tour operators.
- Travelife management system and approach is based on the concepts developed by TOI
- EU supported LIFE project

**UNEP**

**TOUR OPERATORS INITIATIVE**
FOR SUSTAINABLE TOURISM DEVELOPMENT

# UNEP – TOI Management Manuals

Integrating sustainability into business, an implementation guide for responsible tour operations (2005)

- Sustainability management
  - Engagement
  - Baseline
  - Policy
  - Action planning
  - Monitoring
  - Reporting

- Internal management
- Product development
- Supply chain management
- Working with destinations
- Costumer relations
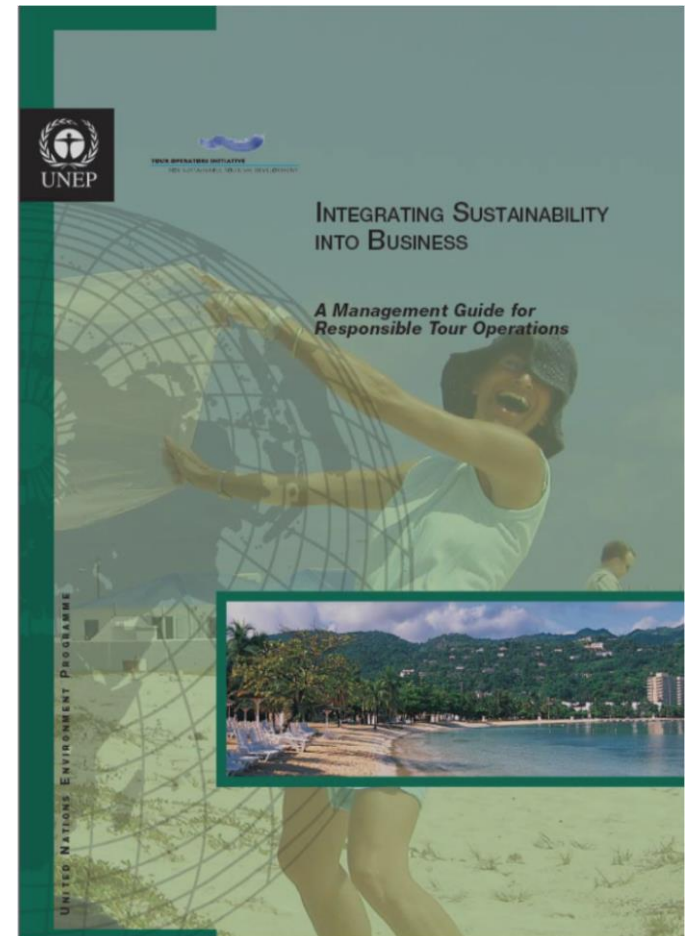
# UNEP – TOI Management Manuals

Supply Chain Management for Tour operators: three steps towards sustainability

**1. Establish a Sustainable Supply Chain Policy and Management System**

**2. Support Suppliers in Reaching Sustainability Goals**

   - Raise awareness on sustainability issues

   - Provide technical support on sustainability actions

   - Offer incentives to sustainable suppliers

**3. Integrate Sustainability Criteria into Suppliers' Contracts**
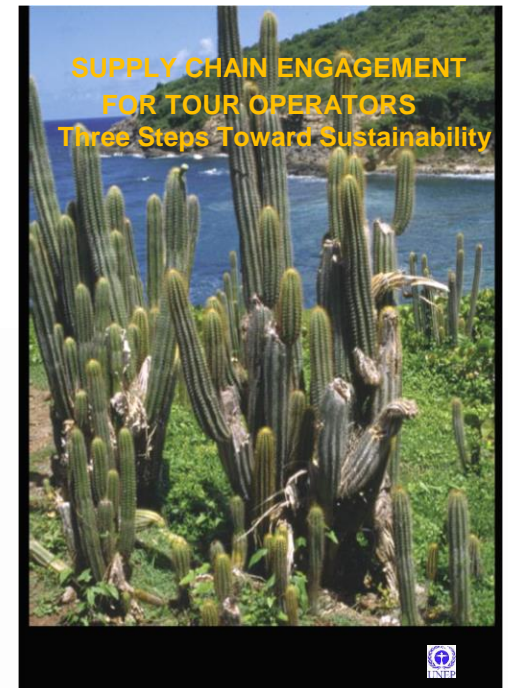
# GRI, Global Reporting Initiative

**Backround**

- Standard for how to reporting sustainability
- Developed by UNEP
- Since 1997
- Now separate GRI organisation (main office in Amsterdam)
- Original focus on multinational companies

**GRI - Tour operator supplement**

- Developed in 2002 in co-operation with TOI
- Participation of major Tour operators

# GRI, Global Reporting Initiative

**Key content**

Reporting based on different management fields:

- Product management and development
- Internal management
- Supply chain management
- Customer relations
- Co-operation with destinations

# ISO 14001

**ISO**

- ISO = International Standard Organisation
- Global standards developed by groups of national standard bodies
- ISO only developes standards: no accreditation or certification
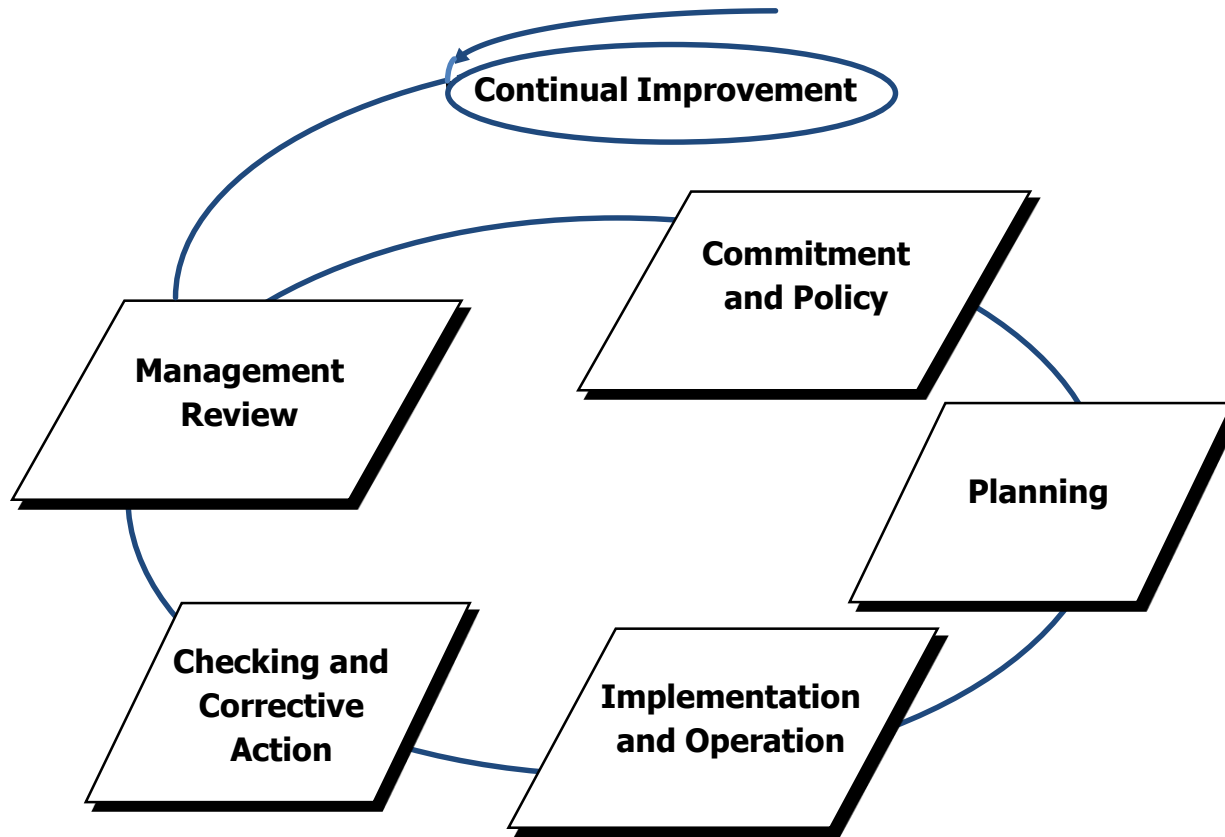
**ISO 14001**

- Leading global standard for "environmental management"
- No performance criteria
- Commonly used in production industries
- Not much used / applicable in the travel sector

# ISO 14001

**Requirements**

- Environmental review (baseline assessment)
- Environmental management system
- Legal compliance
- Staff involvement
- Identifying sector specific Key Performance Indicators (KPI's)
- Measuring and monitoring Key Indicators
- Continuous improvement
- Reporting

# ISO 14001 Requirements – overview

# EMAS III

**Background**

- Eco-Management Audit Scheme (EMAS)
- Environmental Management System
- Based on EU regulation (1995)
- "EMAS III", is third adapted version of EMAS
- Voluntary instrument

**EMAS = ISO 14001 +**

- Employee involvement
- Open dialogue with the public
- Reporting  to the public

# ISO 26000

**Backgound**
- Guidelines for Corporate Social Responsibility
- Launched in 2010
- List of CSR topics and themes
- Not for certification!

**Objectives**
- Determination  of the social responsibility of the company
- Setting up and implementing the CSR strategy
- Identification and involvement of stakeholders
- Increasing  the credibility of claims and communication in CSR

# ISO 26000

**Issues considered**

36 different CSR issues, grouped into seven main principles

- Governance / Management

- Human rights

- Labour practices

- Environment

- Fair operating practices

- Consumer issues

- Community involvement and development

ISO26000

# GSTC

## **Background**

- Global Sustainable Tourism Criteria
- Initiated by NGO's working in sustainable tourism: The International Ecotourism Society, Ecotrans, ECEAT, Rain Forest Alliance
- Launched in 2007
- Membership organisation supported by UNEP and UN-WTO
- Managed by UN Foundation Washington

# GSTC

**Global Sustainable Tourism Standard**

- Developed by public multisectoral consultation
- 4 themes with 88 criteria:
  - Management criteria (30)
  - Local communities (19)
  - Cultural heritage (8)
  - Environment and biodiversity (31)

**GSTC standard recognition and accreditation**

- Accreditation body = Standard for certification standards
- Certification of the certifier
- Travelife standard for tour operators has been formally recognised in 2012.
- Travelife for TO's GSTC Accredited in 2017

# CSR Themes

| Theme | ISO 14001 | EMAS III | ILO | GRI | GSTC | ISO 26000 | Travelife Sustainability in tourism |
|---|---|---|---|---|---|---|---|
| Environment | √ | √ | | √ | √ | √ | √ |
| Labour practices | | | √ | √ | √ | √ | √ |
| Community relations | | | | √ | √ | √ | √ |
| Cultural impact | | | | √ | √ | √ | √ |
| Biodiversity | | | | √ | √ | √ | √ |
| Fair busines practices | | | | | | √ | √ |
| Health and Safety | | | | √ | √ | √ | √ |
| Costumer protection | | | | | | √ | √ |
| Human Rights | | | | | √ | √ | √ |

# IV. Sustainabity criteria

**Tour Operator**

- *Internal management*

*(office and retail operations)*

**Customer**

- *Communication*

- *Protection*

**Management control**

**Supply Chain**

- *Transport*

- *Accommodation*

- *Excursion*

**Destination**

- **Community**

- **Biodiversity**

- **Resources**
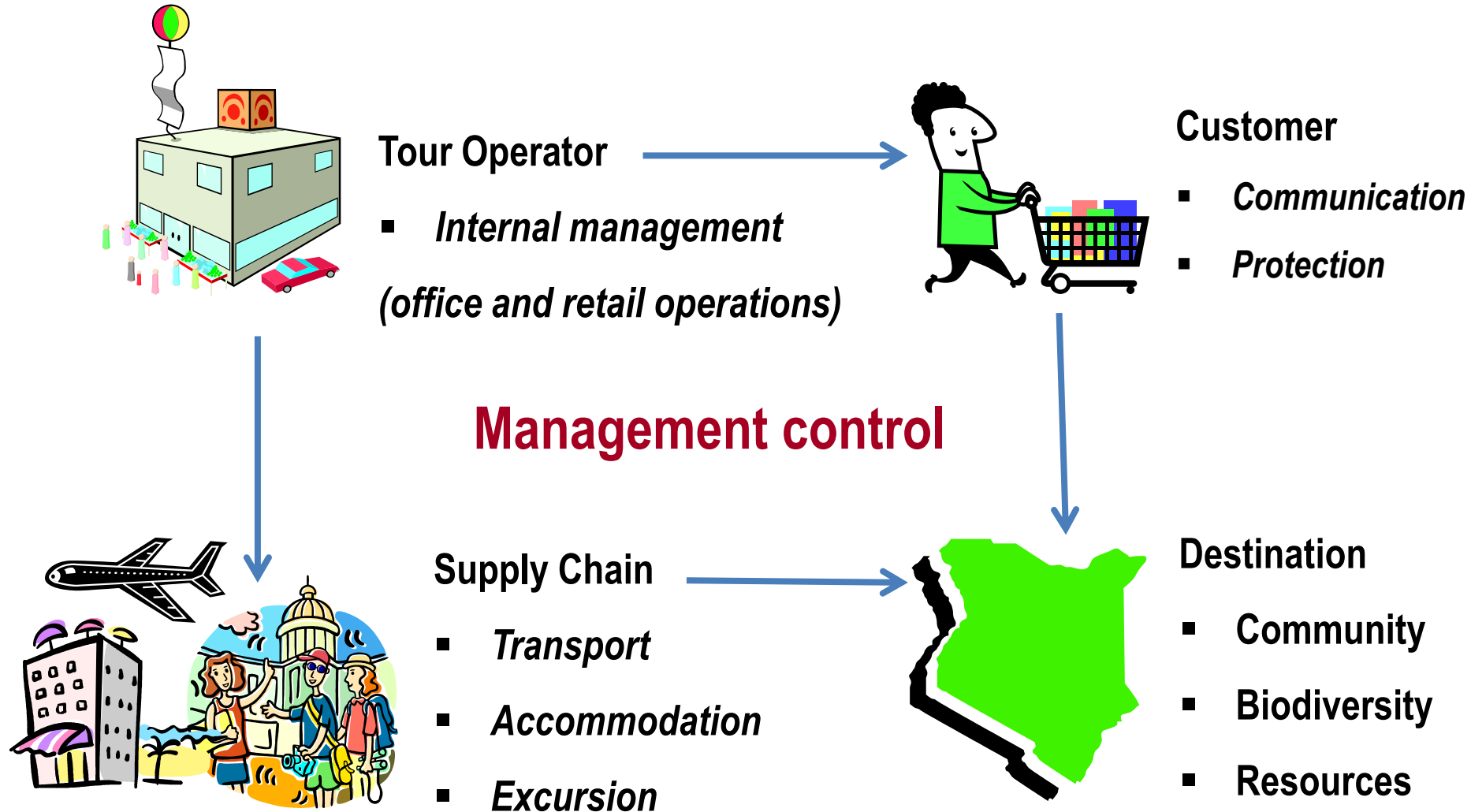
# Compliance criteria

| Management field | Travelife PARTNER Committed to sustainability | Travelife CERTIFIED Excellence in sustainability |
|---|---|---|
| 1. Sustainability management and legal compliance | 15 | 29 |
| 2. Social policy & human rights | 14 | 20 |
| 3. Environment & community relations | 18 | 45 |
| 4. Transport | 2 | 3 |
| 5. Accommodation | 8 | 13 |
| 6. Partner agencies | 3 | 7 |
| 7. Excursions | 5 | 8 |
| 8. Tour leaders, local reps. & guides | 4 | 7 |
| 9. Destinations | 3 | 5 |
| 10. Customer Communication & protection | 12 | 21 |
| | 84 | 158 |

# Type of criteria

## Management

- Policy (improvement commitment)
- Process (basline, action plan, monitoring, reporting) Training and education
- Transparancy
- Stakeholder involvement

## Legal requirements
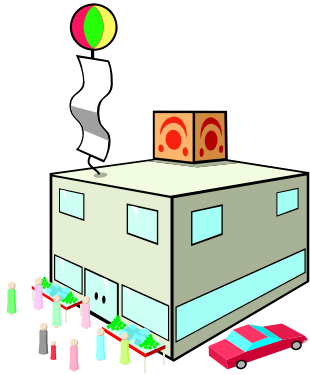
## Performance

- Implementation of economically viable best practices
- Absolute or relative (%) indicator

# 1. Sustainability management and legal compliance

**Office and retail**

- *labour conditions (staff)*

- *Environmental management*

**Customer**

- *Awareness*

- *Motivation*

- *Protection*

**Management**

**Supply Chain**

- *Transport*

- *Accommodation*

- *Excursion*

**Destination**

- **Community**

- **Biodiversity**

- **Resources**

# Travelife's Management cycle
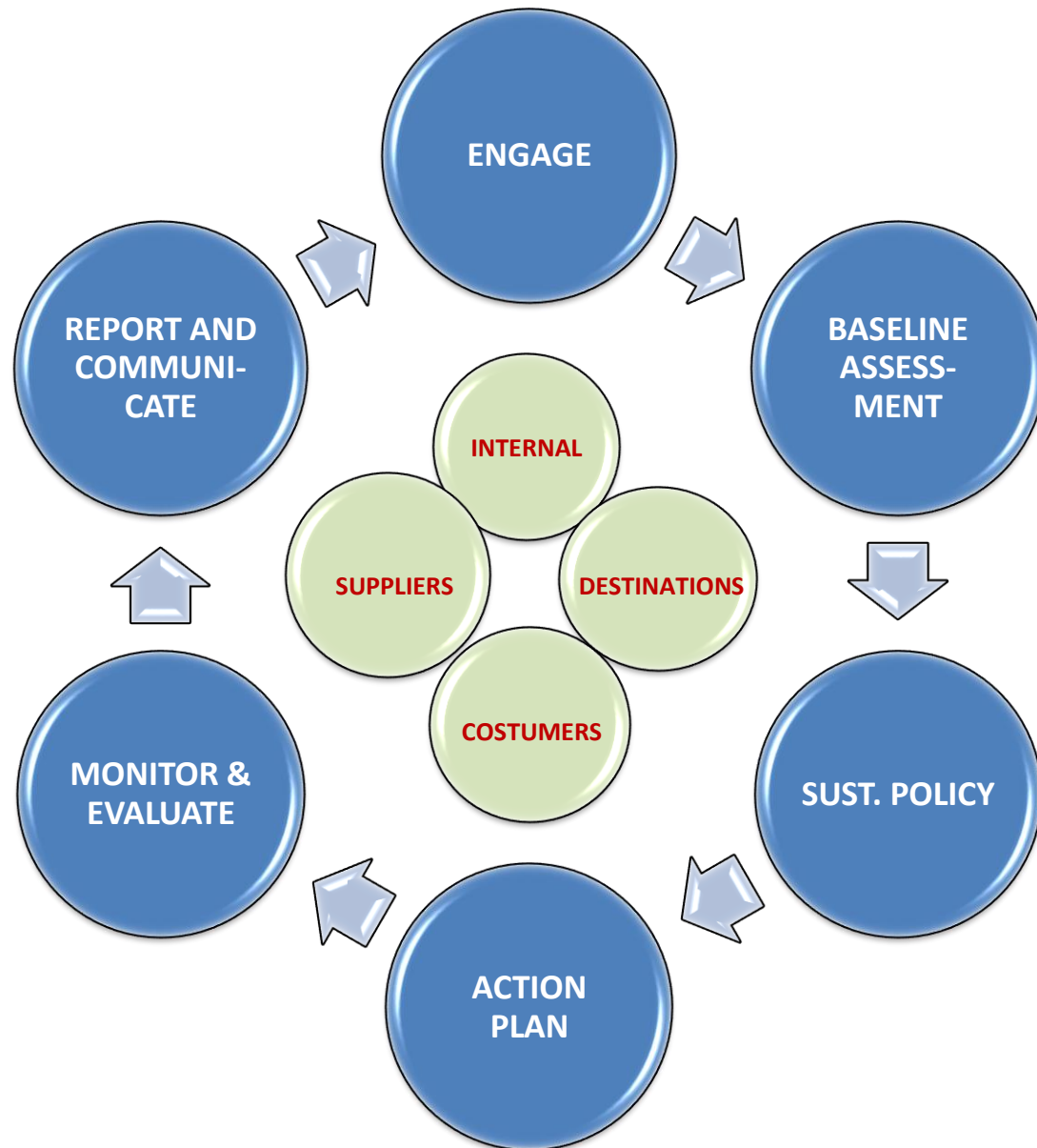
# 1. Sustainability management
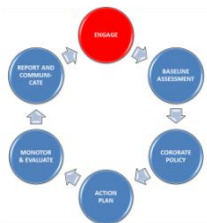
## Engagement

- Sustainability coordinator (main office)
- Committed resources
- Mission statement
- Trained sustainability co-ordinator / team
- Trained key staff
- Additional training Management

# 1. Sustainability management

Social Cooperation

- Collaboration in fora and other
- Exchange of experiences (share best practices)
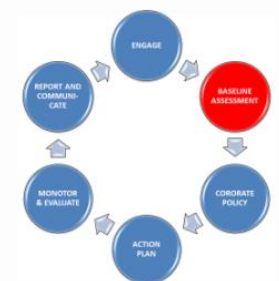- Donations to nature protection/community development or other sustainability initiatives

→ Not working in isolation
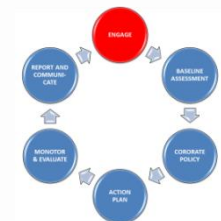
# 1. Sustainability management

## Baseline assessment

- Overview key partners and sustainability performance (system)

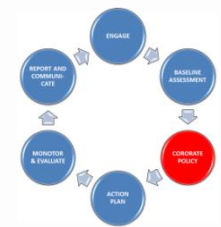- Baseline assessment (compared to Travelife standard)

# 1. Sustainability management

## Policy

- Sustainability Policy

  Documented, implemented and updated

  Aim's to improve the companies' performance

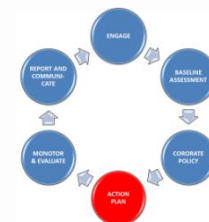  All CSR themes + H&S, relevant to the nature of the company

-

# 1. Sustainability management

## Action plan

- Structured improvement plan
    - Targets & Measurements
    - Actions
    - Responsibilities / Time planning / Budget

- Involving staff for its implementation
- In particular product managers should be facilitated with the resources to do so.

→ Travelife action planning tool

94

**Title**

**Task**

**Responsible**

| Staff selected | Select staff member |
|---|---|
| | Thom |
| | Truus de Groot |
| | Silvia Hendriks |
| | sorban hupseflups |
| | Jan Kruk |
| | Nelly Pietersen |
| **Unselect all** | **Select all** |

**Start** **End**

**Financials** **EUR** **Hours**



---
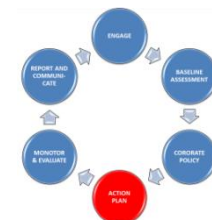
## PLANNING

### Tasks                                    ➕ add new task

**A. Energy use analysis**

**Task:** An analysis of the annual energy use (quantity, finances) will be made for each company department. Checklists will be made with items to be checked for each department.
**Schedule:** 19-04-2013 **to** 27-04-2013
**Responsible:** Silvia Hendriks, Thom ,
**Financials:** 2000 EUR
**Staff hours:** 20

# 1. Sustainability management

## Monitoring and evaluation

- Monitoring and evaluation policy and action plan implementation (documented procedures)
- Corrective measures are taken in case of discrepancy or non-compliance
- Staff is regularly updated on the progress
- Adequate records  (Travelife online system)
- Performance branches
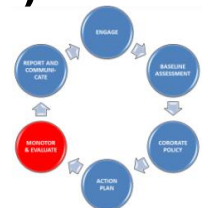
# 1. Sustainability management

## External reporting and communication

- Sustainability coordinator reports to top management

- Travelife report at least every other year

- A public sustainability report at least every other year.

- One person is designated to answer requests/questions from consumers

→ Travelife widget to publish report online
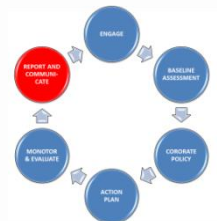
# Legal compliance and fair business practice

- Knowledge of and compliance with all legal requirements (within CSR scope)
  - Applicable on direct operations
  - Local, national, international
- Ethical code
- Guideline against corruption and bribery
- Political involvement only when ethically permissible
- Fair competition
- Corrective measurements in case of non compliance
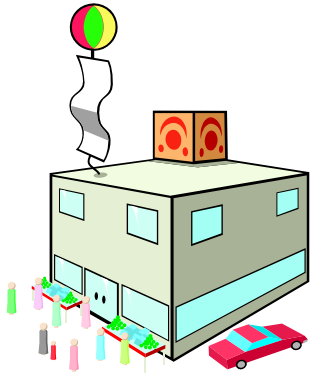
**Office and retail**

- *labour conditions (staff)*
- *Environmental management*

**Customer**

- *Awareness*
- *Motivation*
- *Protection*

## Management control

**Supply Chain**

- *Transport*
- *Accommodation*
- *Excursion*

**Destination**

- Community
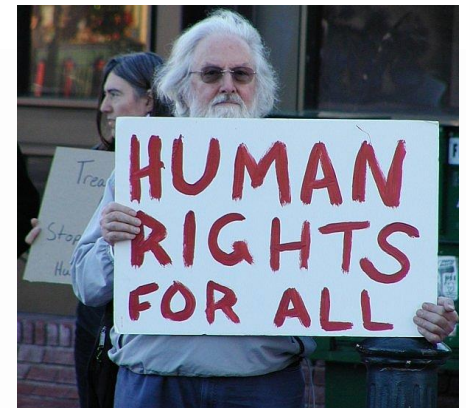- Biodiversity
- Resources

# 2. Human rights and labour relations

# 2. Human rights and labour relations

## Human rights

- Freedom of association

- No forced labour

- No discrimination (equal opportunities)

- No child labor

# 2. Human rights and labour relations

## Labour relations

- Collective negotiation
- Formal contracts
- Living wage
- Overtime
- Healthcare insurance
- Maternity leave paid
- Disability risks
- Paid holidays

- Complaints procedure
- Employee representation
- Documented disciplinary procedures
- Access for persons with special needs
- Employee satisfaction
- Health and safety policy

→ **Legal requirements….**

# Employee Hotline
## THAILAND

## What is the Employee Hotline?

- Allows you to voice any serious concerns about wrongdoing or misconduct in your workplace

- Staffed by skilled professionals from a 3rd party provider

- Confidential phone numbers used by all Spain employees

## When should I use it?

Call the hotline if you need to let us know about:

- Fraud
- Suspicion of theft
- Money Laundering
- Bribery
- Corruption
- Insider trading
- Damage to environment
- Non-compliance with Antitrust regulations

## What happens after I've called the Hotline?

- Calls to the Hotline are taken seriously - all allegations are transcribed and reviewed by Compliance officers

- Calls are logged, assigned a case # and the case status is updated on the system

- If allegations are proven to be well founded, the Group will take appropriate action against those involved

## What's the Hotline number?

THAILAND:
# 001800 441 4284

Available 24 hours a day, 7 days a week or visit us online at

www.speakupfeedback.eu/web/grqyus/th

**TUI** Travel PLC
Accommodation & Destinations

# 2. Human rights and labour relations

## Training and education

- On roles, rights and responsibilities of each staff regarding health and safety

- Training and education : Ensure staff competencies and personal development of its employees by equally offering resources and opportunities for personal development through regular training, education or the nature and organization of the work (e.g. peer learning).

- Trainee places offered
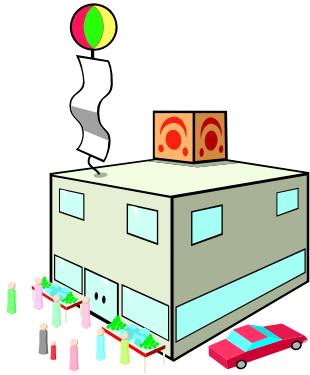
**Office and retail**

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**Management control**

**Supply Chain**

- *Transport*
- *Accommodation*
- *Excursion*

**Destination**

- Community
- Biodiversity
- Resources

# 3. Environment and community relations

# 3. Environment and com. relations

- Procurement
- Promotional materials (paper)
- Energy
- Water
- Waste
- Pollution
- Environmental training and awareness raising
- Land use and community relations

# 3. Environment and com. relations

## Procurement - policy

- **Reduction of disposable and consumable goods**
- **Policy to chose most sustainable option**

➔ **Within price and quality range**

**Product labels**
- **Eco-labels**
- **Fair Trade**
- **Locally produced**
- **Low energy use**
- **Local providers**

**Company reputation**
- **Buy from companies with a positive sustainability record**

## Procurement  - performance criteria

- Office paper (type and printing policy)

- Fair trade / organic coffee & tea

- Bulk purchasing

- Catering

- Give aways

- Cleaning materials

# 3. Environment and com. relations

## Paper (Promotional materials)

- Largest direct impact of tour operators
- Paper production = CO2 emission of airline industry (3-4%)

### Reduce

- Avoid printing (e.g. internet)
- Efficient brochure use (e.g. keep client base up to date)

### Sustainable paper

- Paper from certified  factories (low energy / chemicals
- Paper from sustainable managed forests (FSC)
- Recycled paper

➔ **Internet only policy is OK**

ISO 14001

FSC©

# 3. Environment and com. relations

## Energy

- **Heating and air-conditioning: 70%**
- **Lighting: 15%**
- **Computers: 15 %**

### Management criteria
- **Energy reduction policy**
- **Measure energy consumption  and sources**

# 3. Environment and com. relations

# Energy - Performance criteria

**Reduce energy use**
- Low energy equipment and lightning
- Switch off policy implemented
- Efficient mode

**Use renewable energy**
- Green energy (grid)
- Own production

**Compensate**
- Compensate Green House Gas

# 3. Environment and com. relations

**Water**

Most water use: toilets!

Legal / management criteria
- Sustainable source
- Water reduction policy
- Measure use

Performance criteria (not obligatory)
Flow restrictors, aerators, percussion taps, water
Saving toilets, rain water recycling



PRE-1980s TOILET
5.0+
gallons per flush

HIGH-EFFICIENCY TOILET TODAY
1.28
gallons per flush

Aerators

# 3. Environment and com. relations

## Waste

**Legal / management criteria**

- Comply with waste legislation
- Waste reduction and recycling policy
- Waste measurement and benchmark

**Performance criteria**

- Re-use and recycling of waste
- Toner / ink cartridges refill / recycling
- Battery recycling

Glass

Metal

Paper

Plastic

# 3. Environment and com. relations

## Reducing pollution

**Legal / management criteria**
- **Waste water properly treated**
- **Pollution reduction policy**

**Performance criteria**
- **No excessive noise, light, erosion, ozone**

# 3. Environment and com. relations
## Mobility

**Legal / management criteria**

- **Policy to reduce carbon emissions**
- **Measure business carbon emissions**
- **Financial employee incentives**

**Performance criteria**

**Home - Work  (commuting)**

- **Employee incentives (€), e.g. Public transport and car-sharing**
- **Clean (lease) car's**

**Business travel**

- Transport reduction  by e.g. Tele- / videoconferences
- Low energy cars
- Carbon compensation

# 3. Environment and com. relations

## Environmental training and awareness raising

Periodic guidance, training and/or information about their roles and responsibilities with respect to internal environmental practices including water, energy saving, paper, and waste issues. [3.64]

## Communication tools

- Intranet
- Newsletters
- Staff handbook
- Notices
- Staff awards
- Company meetings and trips

One person in an office each year

550 litres of petrol

1 tonne of coal

12,000 litres of water

180 kg waste

1 1/2 trees

5 tonnes CO2

150 kg paper
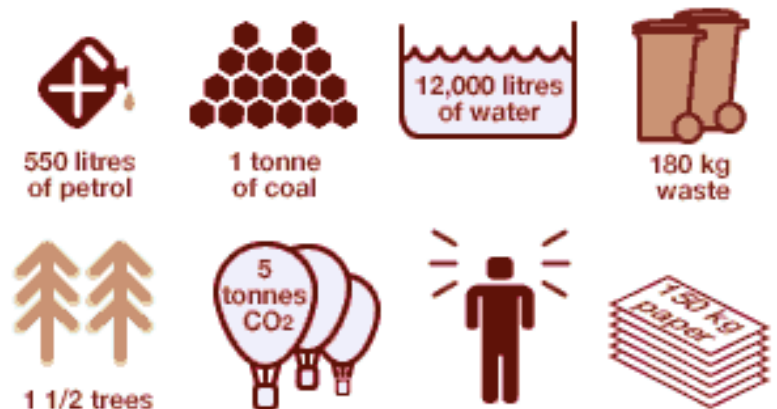
# 3. Environment and com. relations

## Land use planning and community relations

- Local planning regulations followed
- Design and location of buildings respects natural heritage
- Natural and cultural impact assessment and conclusions considered
- Sustainable design & local elements
- No invasive species
- Community consultation  (local regulations?)
- Support local heritage sites

→ GSTC Based criteria

# Online Courses

## Internal environmental management


PURCHASE


ENERGY

Environmental impacts inside a travel agency can be reduced considerably.  These measures are not only favourable for the environment, but they also lead to considerable financial savings and highly motivated employees who will closely follow the measures and results, and will feel a high level of engagement with their company.


PAPER


WASTE

Environmental management contains measures that will improve the office sustainability.  The learning platform deals with the topics Purchasing, Energy, Paper, Water and Waste. Moreover, it discusses the CO2 compensation options and Internal Communication.

On the right you see different topics regarding 'Environmental Management'. Every theme contains two sections: a training text with exam questions, and further information.

You can chose a topic to begin with the training now.


WATER


MOBILITY

Start Final Exam


TRAINING

# Lernplattform
Umweltmanagement

## Energie

- ❓ Herausforderungen
- ❗ Lösungen
- ✅ Maßnahmen
- ▶ Quiz

👍 **Best practices**

⚙ **Instrumente**

⬚ **Weitere Infos**

# Lösungen

Jeder Mensch kann etwas gegen den Klimawandel tun und den enormen Energiebedarf reduzieren! Mit drei Maßnahmen können Sie in Ihrem Reisebüro aktiv werden für den Klimaschutz:

✓ Zuerst senken Sie den eigenen Energieverbrauch

✓ Verwenden Sie nachhaltige Energie (= Ökostrom)

✓ Kompensieren Sie den $CO_2$-Ausstoß für die Verwendung fossiler Energien

Zur Einsparung von Energie - vor allem beim Strom gibt es zahlreiche - zum Teil sehr einfach zu realisierende - Möglichkeiten für Ihr Reisebüro, die wir Ihnen in der Folge vorstellen. Zusätzlich ist es sinnvoll, die Energie für den verbleibenden Stromverbrauch aus erneuerbaren Energien (= Ökostrom) zu beziehen und den noch verbleibenden $CO_2$-Ausstoß (z. B. durch Heizöl) zu kompensieren. Auf den folgenden Seiten geben wir Ihnen Erklärungen und konkrete Tipps zu allen drei Maßnahmen

## 1. Energieverbrauch im Reisebüro senken

So erreicht man beispielsweise schon viel, indem man sparsam mit Energie umgeht. Hier ist Handeln statt Reden gefragt: Jeder Schritt, der den Energieverbrauch verringert, zählt. Machen Sie mit - an Ihrem Arbeitsplatz im Reisebüro und auch zuhause.

A+++
A++
A+
A
B
C
D

ENERGY STAR

## Energie

- ? Herausforderungen
- ! Lösungen
- ✓ Maßnahmen
- ▶ Quiz

Best practices

Instrumente

Weitere Infos

# Maßnahmen

### 4. Erneuerbare Energie und Bezugsquellen

Ökostrom ist Elektrizität, die zu 100% aus erneuerbaren Energiequellen wie Sonne, Wind-oder Wasserkraft erzeugt wird. Schauen Sie auf Ihre Stromrechnung bzw. auf die Internetseite Ihres Stromanbieters. Die meisten Energieversorger bieten Ökostrom an. Sollte dies bei Ihrem Stromanbieter nicht der Fall sein, ist ein Wechsel in der Regel ganz einfach möglich: Schicken Sie hierfür einen Auftrag an einen Ökostrom-Anbieter.

Er kümmert sich darum, dass Ihr alter Vertrag gekündigt wird und Sie künftig klimafreundlicheren Strom beziehen. Die Kosten sind - je nach Verbraucherprofil - nicht viel höher im Vergleich zu den Angeboten der Großkonzerne. Zusammen mit Einsparmaßnahmen können Sie insgesamt sogar Kosten sparen.

Weiter ▶

**Erneuerbare Energie und Bezugsquellen**

Prüfen Sie, ob Oekostrom für das Reisebüro verfügbar wäre. Sie senken dadurch dramatisch den CO2-Fußabdruck Heute kostet erneuerbare Energie nur minimal mehr als „normaler Strom". Mit ihrem Stromsparen holen Sie mögliche Mehrkosten leicht rein. »

**Büropapier: Druck**

Schaltet sich das Gerät automatisch in den Ruhemodus oder Stand-By? Haben Sie beidseitiges Drucken als Standard eingestellt? Benutzen Sie für die Tinte Refill-Kartusche oder Patronen? Arbeiten Sie mit 2 Druckschächten (weißes und leichtgraues Papier) ? »

# Lernplattform
Umweltmanagement

## Einkauf

- ❓ Herausforderungen
- ⚠ Lösungen
- ✔ **Maßnahmen**
- ▶ Quiz

🖒 **Best practices**

⚙ **Instrumente**

▣ **Weitere Infos**

## Maßnahmen ✔

### 4. Büropapier: Druck

Ziel ist es, den Verbrauch (Menge) an Papier zu reduzieren durch:

- ☐ Den Drucker auf beidseitiges Drucken (als Standard) voreinstellen

- ☐ Drucken auf A5 statt A4 - Format

- ☐ Benutzen Sie einseitig bedrucktes Papier als „Schmierzettel" für Notizen etc

- ☐ Benutzen Sie die Schrifttypen von ecofont. Damit sparen Sie über 40% Toner (www.ecofont.com)

- ☐ Drucken Sie E-Mails und andere Texte nur aus, wenn dies unbedingt notwendig ist. Das spart neben Energie auch Papier und Tinte bzw. Toner.

**Weiter ▶**

# Lernplattform

Umweltmanagement

## Energie

- ❓ Herausforderungen
- ❗ Lösungen
- ✔ Maßnahmen
- ▶ Quiz

- 🔥 Best practices
- ⚙ Instrumente
- ▣ Weitere Infos

# Best practices

**Erneuerbare Energie und Bezugsquellen**           ◀ 🔥 ▣ ⬆

### Ökostrom

Umstellung auf den umweltfreundlichen Hosting-Anbieter Host Europe, der 100% Ökostrom verwendet.

**Studiosus**

### Nutzung von Ökostrom an den landseitigen Standorten

TUI Cruises stellt ab Dezember 2013 schrittweise an beiden landseitigen Standorten auf Ökostrom eines zertifizierten Ökostromanbieters um. Dies stellt sicher, dass es sich bei dem gelieferten Strom zu 100% um Ökostrom handelt, der nicht umdeklariert wurde und der Aufbau einer erneuerbaren Energieversorgung weiter gefördert wird.

**Tui Cruises**

# Lernplattform
Umweltmanagement

VIRTUAL OFFICE    Umweltmanagement ▾

## Einkauf

- ❓ Herausforderungen
- ❗ Lösungen
- ✅ Maßnahmen
- ▶ Quiz

👍 **Best practices**

⚙ **Instrumente**

🔲 **Weitere Infos**

## Quiz

Welche der dargestellten Label stehen für mehr Nachhaltigkeit?

Frage 3 von 6

☑ **Richtig** ✅

☐ **Richtige Antwort**

☑ **Leider falsch** ❌

☑ **Richtig** ✅

### Erklärung

**Forest Stewardship Council (FSC)**

Das FSC Label garantiert, dass das in den Produkten verwendete Holz garantiert aus nachhaltig bewirtschafteten Wäldern stammt.

Nächste Frage

# The Supply chain

**4. Partners agencies**
**5. Accommodations**
**6. Transport companies**
**7. Excursion companies**
**8. Tour leaders, local representatives and guides**
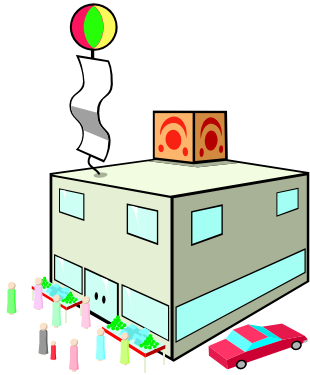
**Office and retail**

- *labour conditions (staff)*
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- *Awareness*
- *Motivation*
- *Protection*

**Management**

**Supply Chain**

- *Transport*
- *Accommodation*
- *Excursion*

**Destination**

- Community
- Biodiversity
- Resources

# Supply chain approach

# Basic strategies

## A. Product development

Selecting new more sustainable suppliers

→ However, often not available yet, or want to stay with existing suppliers.

## B. Working with suppliers

Motivating existing suppliers towards sustainability
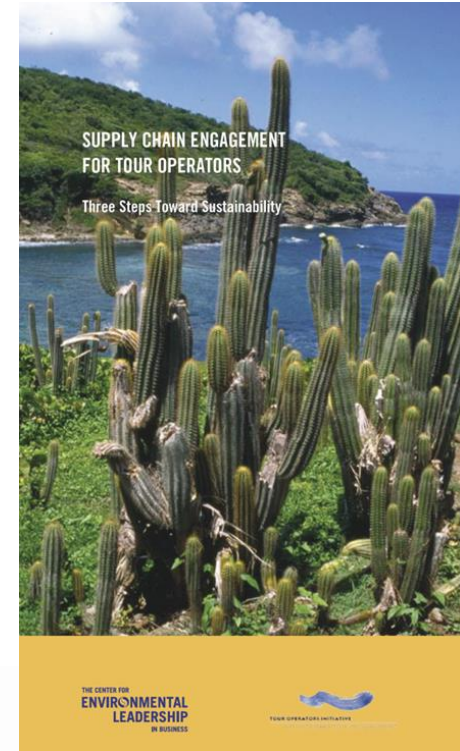
# Supply chain approach

## Policy to increase suppliers sustainability
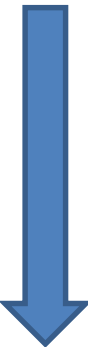
- Policy takes into consideration other arguments (price, quality, comfort, etc.)

- Policy should be documented.

- Product development staff should be trained.

- Number of "sustainable" options should be recorded.

- Example of selection processes should be provided.

→ The company should outperform the market

# Supply chain approach

## Motivating existing suppliers: steps

1. Inventory of most relevant suppliers (impact and turn over)
2. Communication of company policy and objectives
3. Distribution of supplier specific "best practices"
4. Training and capacity building (motivation)
5. Self assessment
6. Incentives (sust. logo's, higher ranking, better contract conditions)
7. Contract conditions (basic sust. requirements)
8. Certification (full set of standards, audit)

Indicator: percentage of suppliers reached

# Supply chain approach

## Distribution code of conducts

- Consumers (for sensitive activities and destinations)

- Excursion providers (for sensitive activities)

- Accommodations

- Partner agencies

→ Standards offered by Travelife

# 4. Partner agents

# 4. Partner agencies
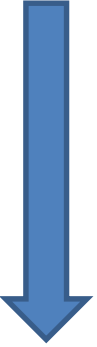
## Management

- Inventory of key partner agencies

→ Focus on most relevant business partners (stable, high turn over)

→ To be included in the Travelife online system

- Sustainability improvement policy

# 4. Partner agencies

## Strategy

- Face 2 face training
- (Travelife) online training
- Self assessment
- Travelife Partner

→ Results shared via Travelife system

→ Overall progress to be followed

-

# 4. Partner agencies

## Contract conditions

- Written agreements with key partner agencies
- Sexual exploitation of children: contracting direct suppliers
- Licence to operate: compliance with legislation and regulations
- Labour conditions: compliance with national legislation
- Living wage: equal to or above the legal minimum.
- Anticorruption and bribery

# 5. Transport

# Atmospheric CO2

## September 1958 - September 2012

September CO2 | Year Over Year | Mauna Loa Observatory
Data: Scripps Institution of Oceanography

| | |
|---|---|
| Sep. 2012 | **391.07** |
| Sep. 2011 | **388.95** |
| Sep. 2010 | **386.83** |

*data posted Oct. 1, 2012*

350 350 350 350 350 350 350 350 350 350 350 350

CO2Now.org

Concentration of Atmospheric CO2 (ppm)

Year

# Carbon emission tourism sector
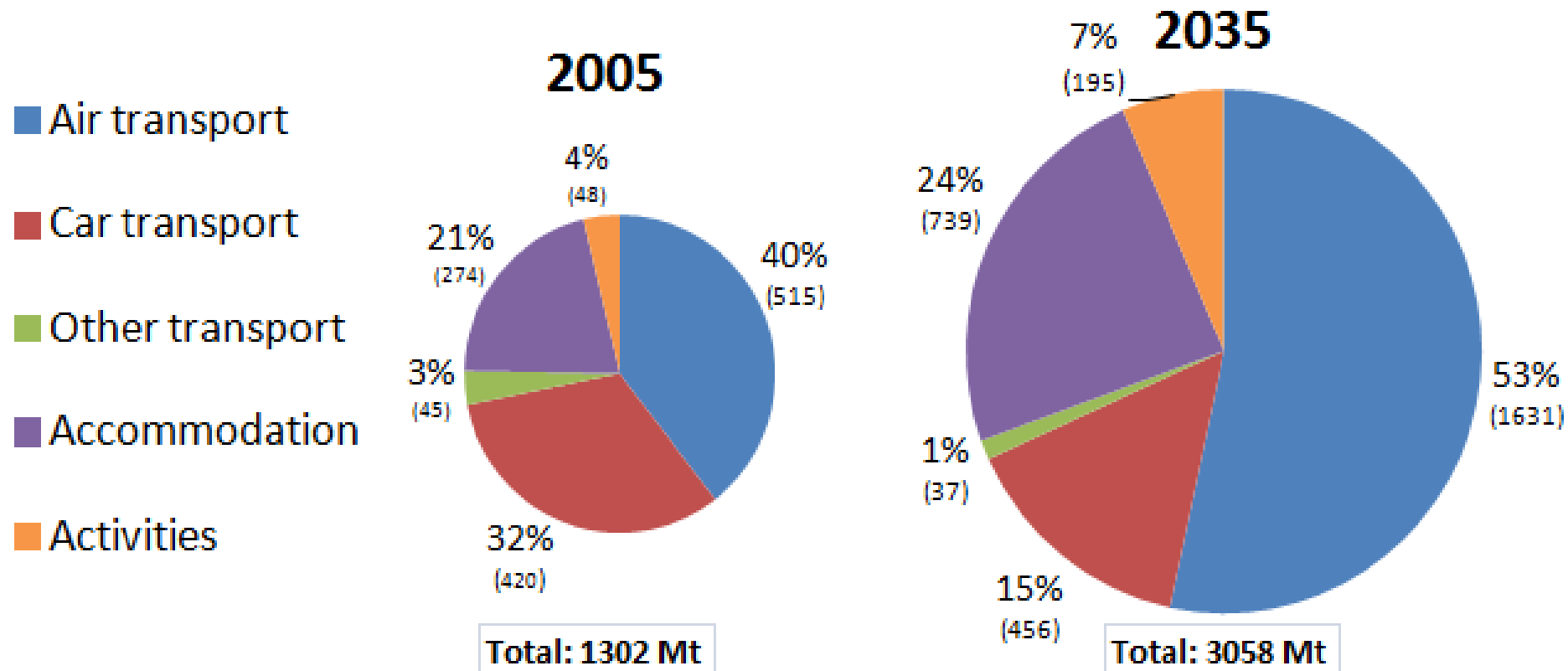
# Emissions per person,
## Calculated over a 1.500 km journey

Kg CO2 per traveller

Means of transport
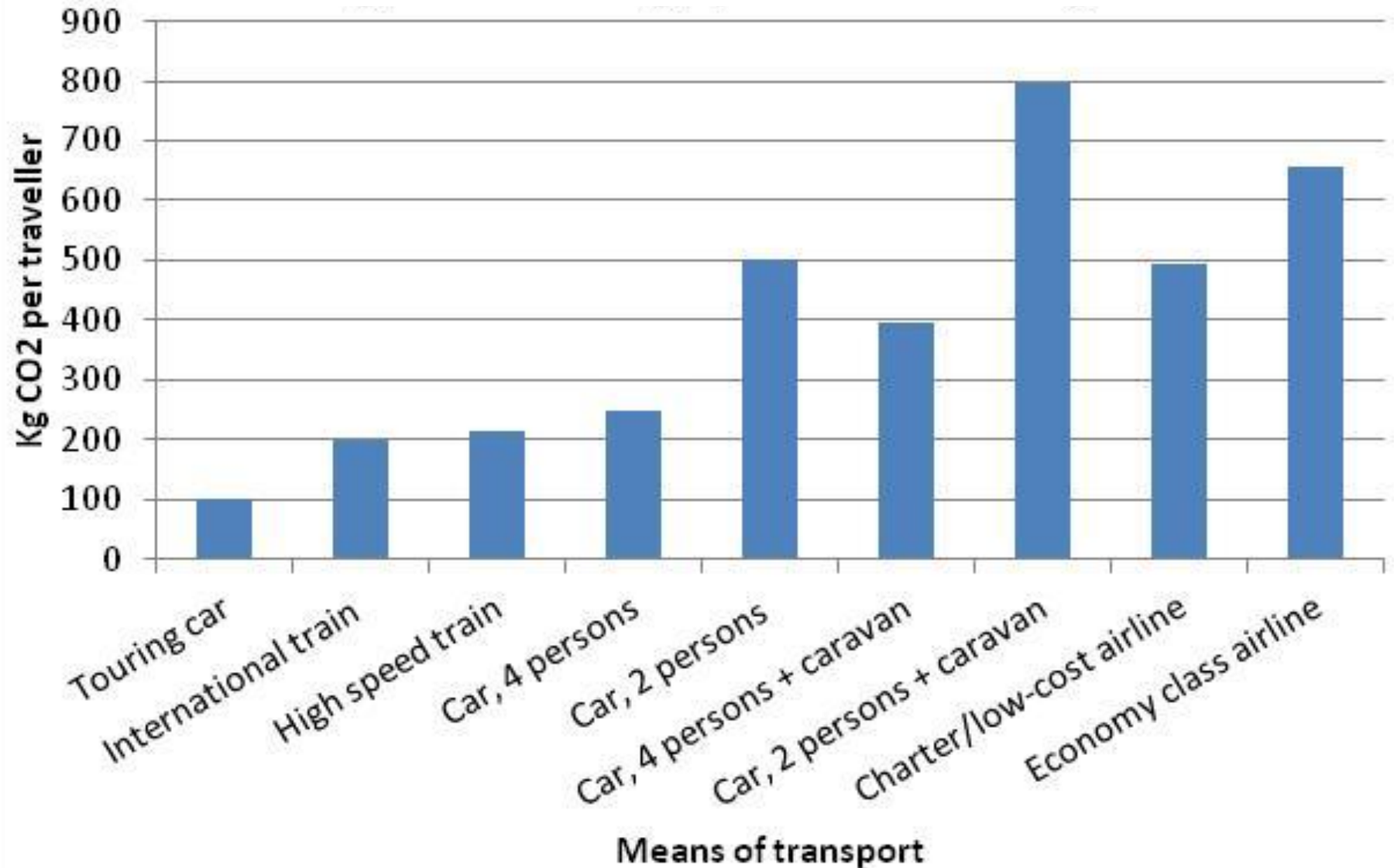
# Ranking of 125 airlines



AAI 2011 Evaluation of long haul flights (more than 3.800 km)

Place

No airline achieved the highest class                                A

B

www.atmosfair.de/en/air-travel-climate/airline-index/

| Place | Airline | Value |
|---|---|---|
| 1. | TUIfly | 81,0 |
| 2. | EVA Airways | 79,2 |
| 16. | Lufthansa | 70,1 |
| 23. | Delta Airlines | 68,9 |
| 28. | United Airlines | 68,1 |
| 32. | American Airlines | 67,3 |
| 37. | China Southern Airlines | 66,5 |
| 48. | Air China | 64,3 |
| 54. | China Eastern Airlines | 61,1 |
| 60. | Korean Air | 56,6 |
| 63. | Japan Airlines | 53,6 |
| 70. | Turkish Airlines | 51,5 |
| 73. | TAM Linhas Aereas | 49,7 |
| 75. | Sichuan Airlines | 49,0 |
| 77. | Garuda Indonesia | 48,4 |
| 86. | Malaysia Airlines | 38,6 |
| 87. | Thai Airways | 38,3 |
| 88. | South African Airways | 35,9 |
| 89. | Saudi Arabian Airlines | 33,2 |
| 90. | Qantas | 23,5 |

C

In each efficiency class, the five largest airlines are listed (not necessarily the most efficient airlines).

D

E

F
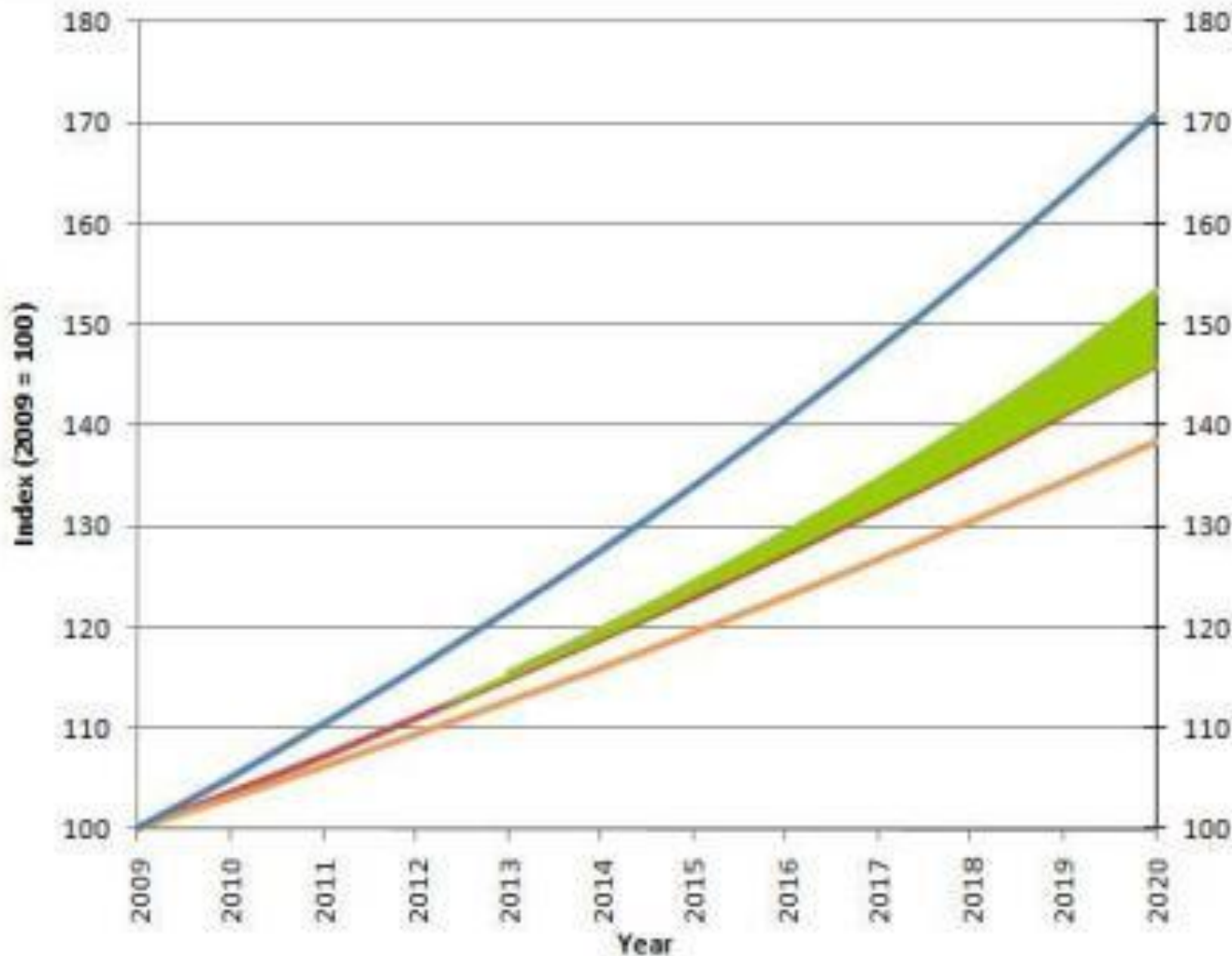
- **5 % growth p/a**

- **Biofuel**

- **Efficiency**

→ **No mid term alternative for kerosene**

→ **Compensation in other industries through carbon trading system**

# Airports could promote more sustainable options…..



2012

Be smart Go Eco

Take the fast, easy and environmentally friendly way from the airport.

Buy your bus and train tickets at the self service point.

Stockholm
Arlanda Airport
SWEDAVIA SWEDISH AIRPORTS

2015

2017

# What can you do?

1. Select or promote most sustainable option
   (but consider comfort, duration, price)

2. Compensate carbon emissions
   (by offering this to clients)
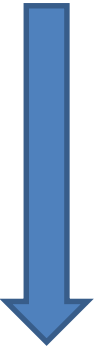
→ For the travel industry no transport is no option…

# GHG strategy

**Travel company**

- Avoid emission: reduction & select more sustainable option

- Compensation in package price

**Customers**

- Clients informed about carbon emission

- Sustainable alternatives offered

- Compensation in booking form

- Compensation informed

→ Carbon calculation tool by Travelife

# Energy label CheapTickets.nl

# German Railway

**DB BAHN**

| | Start/Ziel | Verbindung | Datum | Zeit | | | Dauer | Produkte |
|---|---|---|---|---|---|---|---|---|
| 🚆 | Breda<br>Berlin Hbf | 1 2 3 ▶ | Mo, 08.03.10<br>Mo, 08.03.10 | ab<br>an | 07:21<br>14:11 | | 6:50 | IC, ERB, RE, ICE |
| 🚗 | Breda<br>Berlin Hbf | Mittelklasse; PKW Diesel EURO 3; | | | | | 6:12 | PKW |
| ✈ | Breda<br>Berlin Hbf | Flug von Amsterdam-Schiphol Airport nach Tegel Airport, Berlin. | | | | | 4:00 | Bahn, Flugzeug, PKW |

PKW: 1 Person

Bahn/Öffentlicher Verkehr: durchschnittliche Auslastung

Flugzeug: Mittelwert aus Flugzeugtypen der Lufthansa für Inlandsflüge mit durchschnittlicher Auslastung; incl. An- und Abreise sowie Rollverkehre auf dem Flughafen

Bei der Berechnung der Flugroute wurden keine konkreten An- und Abflugszeiten berücksichtigt.

## Energieverbrauch bzw. Emissionen pro Fahrt

### Mit Ihrer geplanten Bahnreise entlasten Sie unser Klima um 90,4 kg CO2 gegenüber einer Fahrt mit dem PKW.
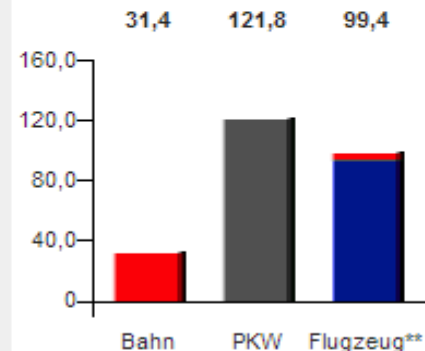
**Energieressourcenverbrauch** — Energy
Rohstoffverbrauch an Energie umgerechnet in l Benzin pro Person und Fahrt

| | 18,2 | 54,7 | 46,8 |
|---|---|---|---|
| | Bahn | PKW | Flugzeug** |
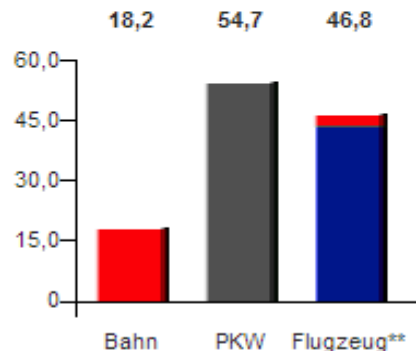
Inkl. Verluste der Strom-/Kraftstoffherstellung

**Kohlendioxid** — Carbon
Treibhausgas, Klimaerwärmung in kg pro Person und Fahrt

| | 31,4 | 121,8 | 99,4 |
|---|---|---|---|
| | Bahn | PKW | Flugzeug** |

Inkl. Strom-/Kraftstoffherstellung

**Feinstaub** — Small particles (health)
Gesundheitsschädlich in g pro Person und Fahrt

| | 1,9 | 30,0 | 7,7 |
|---|---|---|---|
| | Bahn | PKW | Flugzeug** |
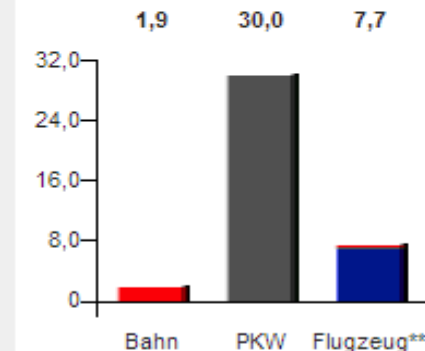
verbrennungsbedingt,
Inkl. Strom-/Kraftstoffherstellung

# Transport

**Transport to the destination**

- Select most sustainable option (considering price, comfort and other relevant aspects)

**Transport in the destination**

- Select most sustainable option (considering price, comfort and other relevant aspects)

**Sustainable packages**

- Develop and promote at least one sustainable holiday package (transport, accommodation & activities)
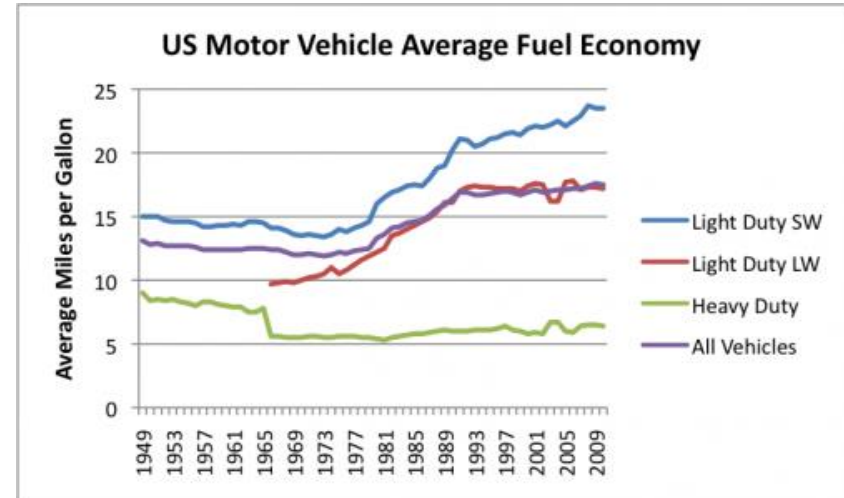
# Transport  (car, bus)

## Aspects

A. Verhicle type
B. Planning of the transport
C. Verhicle maintenance
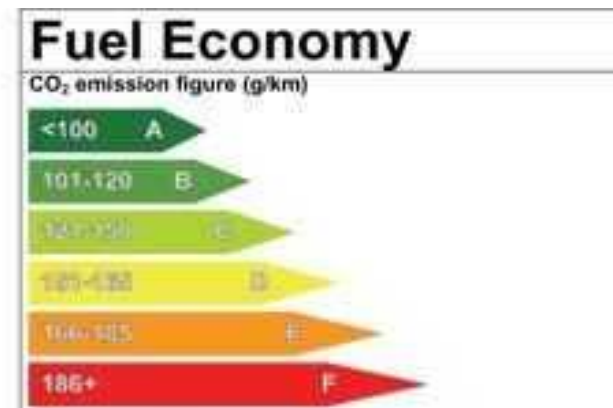D. Driving style

# Transport  (car, bus)

## A. Vehicle type

- **Size**
- **Construction year (age)**
- **Energy class**
- **Fuel type (e.g. diesel, electric)**

### Gram Co2 per km →

Electric car's are the future.
Prices will decrease rapidly in
the next 3 years. Low fuel and
maintenance costs.



US Motor Vehicle Average Fuel Economy



Fuel Economy

# Transport  (car, bus)

## B. Planning of transport

- Consider alternatives to motorized transport  such as public transport or cycling / walking.
  *Short journeys of a few kilometres may be feasible by foot or bicycle. They could add an additional experience to the excursion.*

- The vehicle is appropriate to the type of excursion and size of the group.

  *For example, it would be wasteful to use a 50+ seat coach for an excursion of 10 people. Instead, use a smaller and more efficient vehicle.*

# Transport (car, bus)

## B. Planning of transport

- The routes are carefully planned to avoid unnecessary fuel use, adding to congestion, and to help reduce noise in small villages or rural areas.

*A satellite navigation system or route planning internet sites such as Bing Maps or Google maps can help with this.*

*If visiting more remote areas, ensure that designated, legal roads and tracks are used. Diverting from such roads could mean damaging ecologically sensitive areas; the very thing the tourists are coming to see.*

# Transport  (car, bus)

## C. Vehicle maintenance

- The vehicles are serviced and maintained to the manufacturer's recommendations to minimise air pollution, fluid leaks and noise.

- Tyres are properly inflated to the recommended pressure.
  *This alone can reduce the average amount of fuel you use by 3-4%.  It will also allow for optimal tyre lifespan (40,000 km).*

- No unnecessary weight of roof racks are carried during the trips to reduce fuel consumption.

UNDER INFLATED TYRES INCREASE FUEL CONSUMPTION.

# Transport  (car, bus)


DRIVING AT 70 MPH REQUIRES 10% MORE FUEL THAN 50 MPH.

## D. Driving style

- Start the engine when you're ready to leave
- Limit speed (is also a more pleasant experience)
- Gear use (20,40,60,80)
- Use aircon economically (follow the expectations of your clients, 20-24 degrees is fine)
- Break as little as possible, anticipate to the trafic
- Fuel consumption / driving style is monitored, benchmarked and feedback is provided to the driver

→ **Train you drivers and save money**


UNDER INFLATED TYRES INCREASE FUEL CONSUMPTION.
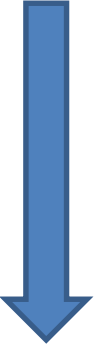
# 6. Accommodation

# 6. Accommodations

- Sustainable accommodations policy
- Communication of sustainability objectives
- Certified accommodations are preferred
- Basic sustainability clauses in contracts: child labour, anti-corruption and bribery, waste management and protection of biodiversity

# 6. Accommodations

## Strategy

- Information and training events
- Best practice standard distribution
- Self evaluation required
- Incentives
- Contract conditions
- Auditing and award / certification

→ Percentage Hotels / overnight stays reached

# 6. Accommodations

## Contract conditions

**Obligation**

- Child and compulsory labour (e.g. special working conditions for children >14)

- Sexual exploitation of children: prevention

- Local communities resources (basic services)

- Biodiversity (e.g. no red listed species on menu)

**Voluntary**

- Waste management, local souvenirs, local and fair trade food

# Contract conditions

## Enforcement procedures

- The Supplier will allow and cooperate at announced and unannounced spot checks and inspections at all times

- The Supplier commits to immediately remedy defects discovered during or outside checks or inspections.

- If the Supplier fails to do so, the Tour Operator is entitled to terminate the Agreement immediately and without prior notice or judicial intervention.

- The Tour Operator can terminate the contract without prior notice if the Supplier performs, supports or tolerates criminal acts (e.g. the (sexual) exploitation of children or the illegal trade in threatened and animal species).

# Access to 6.000 certified Hotels

## My hotels

| Search all hotels | My bookmarked hotels |

country: Kenya          destination: List all destinations

category: List all classes          label: List all labels

hotel name: [                    ]          Search

| Bookmark | Label | Name | City | Country | Category |
|----------|-------|------|------|---------|----------|
| ☆ | | **Fairmont Mara Safari Club** | Aitong | Kenya | ××××× |
| ☆ | Travelife | **Bamburi Beach Hotel** | Bamburi | Kenya | ××× |
| ☆ | Travelife | **Diamonds Dream of Africa – All Inclusive** | Malindi | Kenya | ××××× |
| ☆ | | **Southern Sun Mayfair Nairobi** | Nairobi | Kenya | ×××× |
| ☆ | | **Fairmont The Norfolk** | Nairobi | Kenya | ××××× |
| ☆ | | **Fairmont Mount Kenya Safari Club** | Nanyuki | Kenya | ××××× |
| ☆ | Travelife | **Diani Bay Resort** | Ukunda | Kenya | ××× |

You book, we support

472,909 Hotels in 182 countries

6,023 Green hotels

100% Best price guaranteed

## Search hotels

**Destination**

Bangkok, Thailand

**Check-in date**

Tue, 10 Jun 2014

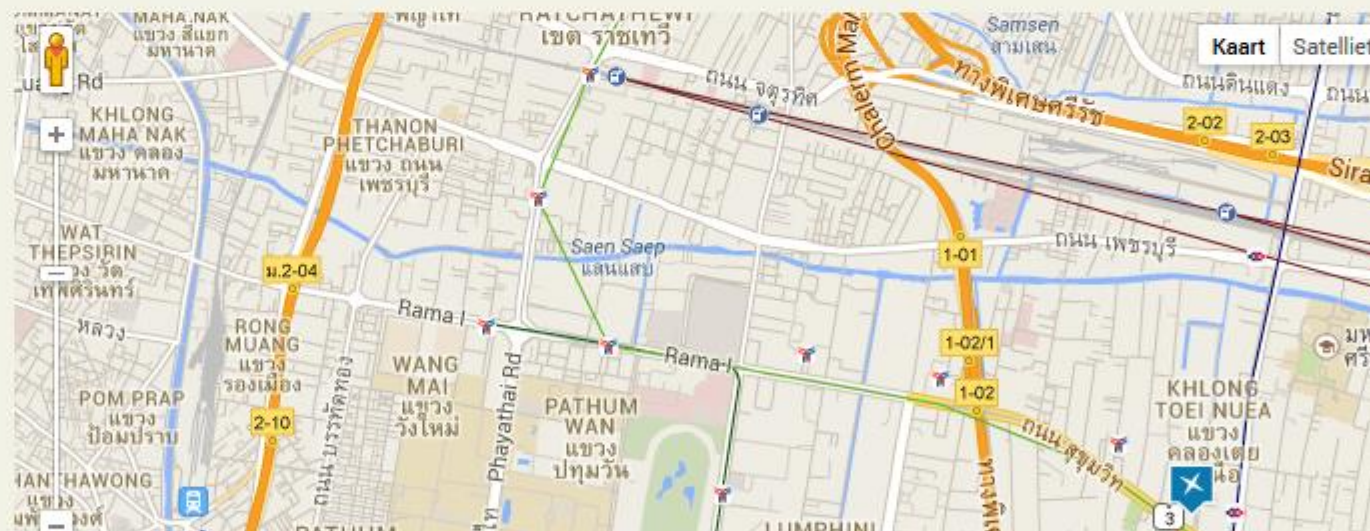**Check-out date**

Thu, 12 Jun 2014

Search!

## 2 Hotels in Bangkok, Thailand

Hide map

Map data ©2014 Google

**Keyword**

search...    Go!

Kaart    Satelliet

**bookdifferent**

HOME  BLOG  CORPORATE  ABOUT  EU

# Select charity

Your reservation confirmation will be send by e-mail.
Next, choose the charity to which we will donate.

**BOOKDIFFERENT DONATES:**
↻ Retrieving donation...
Estimate: THB 231.63 ≈ € 5.25

**101 organisations found**

Sort by:  Popularity  Name

**Keyword**

[ search... ]  [ Go! ]

**Scale fundraising**

☐ International    45
☐ National    47
☐ Regional    7

Country

## EarthCheck
The EarthCheck Research Institute (ERI) brings together leading scientists, postdoctoral fellows, staff and students from join a collaborative partners research centres around the world. The role is to identify the opportunities and challenges that are likely to impact on the tourism industry over the next five to ten years with a focus on scientific research, education and capacity building to solve real-world challenges.

**DONATE!**

## Animal Welfare Institute
Since 1951, the Animal Welfare Institute has been dedicated to reducing animal suffering caused by people. We seek better treatment of animals everywhere—in the

## YOUR BOOKING

**BOOKING NUMBER:**
458644739

**YOUR PIN CODE:**
2077

**HOTEL:**
ibis Bangkok Siam
Rama 1 Road, Wangmai,
Pathumwan
10330
Bangkok
Thailand

**CHECK-IN DATE:**
Wed, 11 Jun 2014

**CHECK-OUT DATE:**
Sun, 15 Jun 2014

# 7. Excursions and activities

# Sustainability types

1. **Regular impact activity**

   Follow the general activity guidelines.

2. **Sensitive activities**

   Follow in addition also activity specific guidelines.

3. **No Go activities**

   By their nature unacceptable activities.

4. **Positive activities**

   Have been established to provide a positive contribution.

# 1. Regular impact activities

- City tour by bus
- Museum
- Cultural performance by professional group
- Aqua park
- Rent a Car
- Spa / Haman

→ Follow the general excursion guidelines

# 2. Sensitive activities
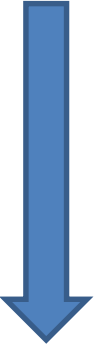
- Captive animal attractions / Featuring captive wildlife
- Marine activities (snorkeling, diving, whale, dolphin and turtle watching)
- Visiting protected areas and wild life watching
- Encounters with native and traditional cultures
- Visiting culturally or historic sensitive areas
- Activities involving children

→ Negative impact to be avoided by following (additional) activity relevant code of conduct

# 2. Sensitive activities

## Strategy

- Inventory sensitive excursions
- Information (code of conducts / guidelines)
- Training
- Contract conditions
- Certification

→ Code of conducts developed by Travelife

# **Activities**



## Sensitive activities

- Captive animal attractions
- Marine activities (snorkeling, diving, whale, dolphin and turtle watching)
- Wild life watching and visiting protected areas
- Encounters with native and traditional cultures
- Visiting culturally or historic sensitive areas

→ Code of conducts should be considered

→ Negative impact excursions not allowed "no go"

# 2. Sensitive activities

## Code of conduct

- Relevant for specific activity and location
- Widely supported by experts, consumers and stakeholders
- Travelife to develop code of conducts for each type of activity. Industry wide standard.
- Include minimum requirements and best practices

→ Code of conduct for providers  (organisers)
→ Code of conduct for consumers
→ Destination specific codes

# Activities

## Wildlife – GSTC criteria

- **Captive wildlife** featuring is only offered in suitably equipped authorized facilities guaranteeing well-being

- **Wildlife harvesting** / consuming / displaying / sale prohibited unless done in compliance

- Excursions which include **interactions with wildlife** comply with relevant codes of conduct

# Excursions and activities

## Wildlife

- **Captive wildlife** featuring is only offered in suitably equipped authorized facilities guaranteeing well-being [7.10]

- **Wildlife harvesting** / consuming / displaying / sale prohibited unless done in compliance [7.11]

- Excursions which include **interactions with wildlife** comply with relevant (e.g. Travelife) codes of conduct [7.12]

→ GSTC criteria

# 3. „No go" activities

Unacceptable, due to their excessive environmental or social impact.

**Examples**

- Helicopter skying (high energy use)
- Visiting orphan houses
- Hugging tigers and lions
- Animals used for begging (e.g. dancing bears, snake charming, primates).

→ "unacceptable" is subject to the public debate.

→ Tour operators set their own standards

# 4. Positive activities

Established with the aim to provide positive contribution

**Supporting local communities**

- Traditional crafts
- Visiting community and social projects
- Local food production

**Supporting environment and biodiversity**

- Visiting protected areas
- Environmental awareness projects
- Tree planting

→ Travelife expects TO's to offer in case present in the destination

# Shopping

- Choose venues and stop-off points which benefit to local communities

- Locally produced souvenirs and handicrafts are promoted

- Shops which sell forbidden souvenirs are not visited or recommended to visit. → inform shops about it..

- Clients receive clear guidance on illegal or not sustainably produced souvenirs, such as historic artefacts or souvenirs from threatened animal and plant species.

# 8. Tour leaders, local reps and guides

# 8. Tour leader, local reps and guides

## Contract conditions

- Understanding of contract conditions

- Living wage

- Legal compliance

- Preference to local when competence exists

- Employment conditions (for staff) incl. living wage

- Living wage (for contractors)

→ Sub-contracted, not formally employed:  otherwise under internal management

→ Preference for local tour leaders / staff
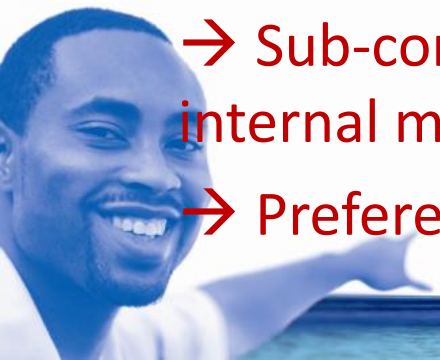
# 8. Tour leader, local reps and guides

## Quality and sustainability of services

- Qualified and regularly trained

- Aware of companies sustainability policy

- Trained on sustainability issues

- Knowledgeable about destination

- Actively informing clients on sustainability

- Have received information / training on sexual exploitation

# 9. Destinations

**Office and retail**

- *labour conditions (staff)*
- *Environmental management*

**Customer**

- *Awareness*
- *Motivation*
- *Protection*

**Management control**

**Supply Chain**

- *Transport*
- *Accommodation*
- *Excursion*

**Destination**

- **Community**
- **Biodiversity**
- **Resources**

# 9. Destinations

**Inventory**

Per destination the company keeps a record of relevant and critical sustainability information : waste, biodiversity, legal requirements, minimum and living wages, etc…

→ Not yet obligatory

→ Will be delivered by Travelife

# 9. Destinations

## Selection of destinations

**Mandatory**

- Preference for sustainable destinations

- Follow international sanctions (legal req.)

**Not mandatory**

- Sustainably accessible destinations

- No unsustainable destinations

- (unless positive influence)

# 9. Destinations

## Local policies and initiatives

**Mandatory**

- Follow international sanctions (legal req.)

- No promotion of forbidden souvenirs (threatened flora and fauna species (CITES treaty and the IUCN 'Red List') or historic and archaeological artifacts (unless permitted by law.

**Not mandatory**

- Company activities in compliance with local planning (difficult to measure)

- Support local supply chains

- Policy influencing

- Support biodiversity conservation (financial contribution, political support, integration in product offers).

GREEN DESTINATIONS

Home | Approach » | Destinations » | Community | Seminars | About us » | Contact
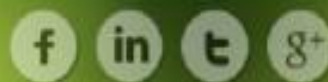
## Green Destinations Ratings

Asia ▾  Thailand ▾

Show 10 ▾ entries

Search:

| Destination ▲ | Green Destinations Rating | Wildlife | Landscape | Nature | Safe bathing | Clean air | Culture & Tradition | Visitor reviews | Safe against crime | Human rights | Green economy | Green policy | Q-score |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bangkok | 2.2 | 1.2 | 2.5 | 0.0 | | 2.0 | 4.4 | 8.3 | 5.5 | 3.6 | 3.2 | 0.0 | |
| Cha Am | 2.8 | 6.0 | 5.3 | 0.0 | 0.0 | 8.0 | 4.3 | 7.3 | 5.5 | 3.6 | 4.1 | 1.0 | |
| Jomtien | 2.5 | 3.2 | 2.5 | 0.0 | 0.0 | 8.0 | 2.6 | 7.1 | 5.5 | 3.6 | 4.1 | 1.5 | |
| Patong Beach Phuket | 2.9 | 4.0 | 1.3 | 5.9 | 0.0 | 6.0 | 1.2 | 8.0 | 5.5 | 3.6 | 2.8 | 1.5 | |
| Pattaya | 2.3 | 3.2 | 1.8 | 0.0 | 0.0 | 6.0 | 2.6 | 7.4 | 5.5 | 3.6 | 2.8 | 1.5 | |

Showing 1 to 5 of 5 entries

Previous  1  Next

**Travelife**
Sustainability in tourism

Naut Kusters    Logout →    🇬🇧 English

Home    My space    Learning    Planning & Reporting    **Suppliers**

TOUR OPERATORS & TRAVEL AGENTS    **My destinations**  Certified Hotels

# MY DESTINATIONS

Africa ▼        Kenya ▼

Map    List

Show  10 ▼  entries                                          Search: [        ]

| Destination | Green Destinations Rating | Wildlife | Landscape | Nature | Safe bathing | Clean air | Culture & Tradition | Visitor reviews | Safe against crime | Human rights | Green economy | Green policy | Q-score |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bamburi Beach | 3.8 | 4.6 | 1.5 | 5.2 | 0.0 | 8.0 | 2.3 | 7.4 | 3.2 | 5.1 | 4.5 | | 3.1 |
| Diani Beach | 3.9 | 9.7 | 2.7 | 7.1 | 0.0 | 8.0 | 0.7 | 8.4 | 3.2 | 5.1 | 4.5 | | 2.3 |

Showing 1 to 2 of 2 entries                          Previous  1  Next

# MY DESTINATIONS

Select continent ▼   Select country ▼

**Map**   **List**
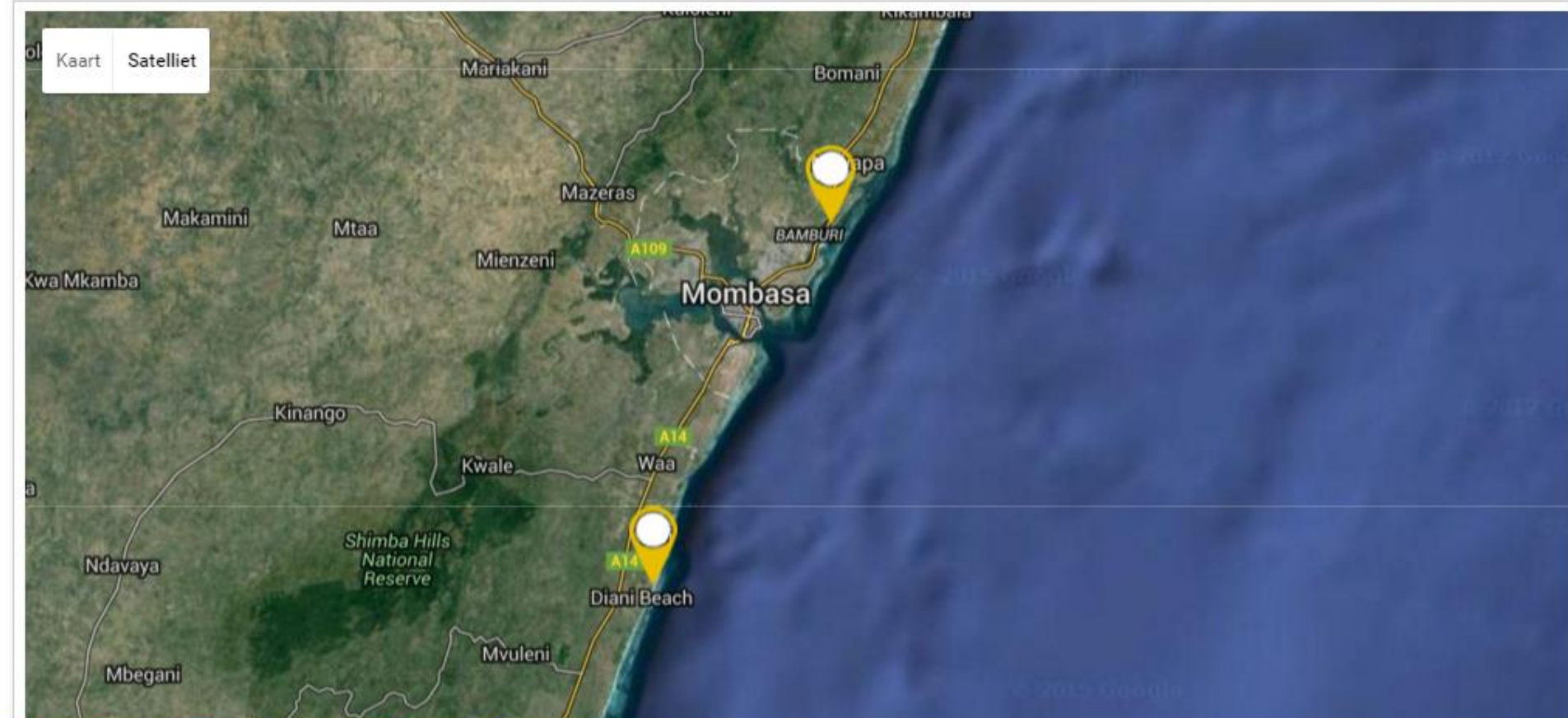
# 10. Customer communication and protection
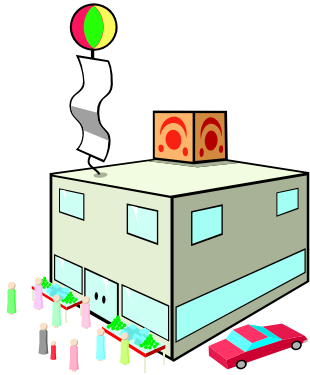
**Office and retail**

- *labour conditions (staff)*
- *Environmental management*

**Customer**

- *Awareness*
- *Motivation*
- *Protection*

**Management control**

**Supply Chain**

- *Transport*
- *Accommodation*
- *Excursion*

**Destination**

- Community
- Biodiversity
- Resources

# 10. Customers

**Consumer protection**

## 1. Prior to booking

- Consulation guidelines and CRM system

- Privacy

- Marketing and advertising messages

- Product and destination information

# 10.Customers

**Consumer protection**

## 2. After booking and during holidays

- Health and safety information

- Emergency contact person and procedures

- Guarantee fund

## 3. After holidays

- Client satisfaction
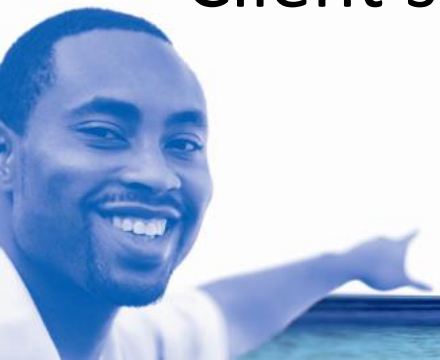
# 10. Customers

**Influence customer choice and behaviour**

1. **Prior to booking**

- Use sustainability in marketing messages
- Inform sustainability achievements (Travelife certificate)
- Showing sustainable choices with indications
- Personal travel advise
- Offer sustainable transport options (e.g. to airport)
- GHG compensation (information, booking form)

# 10. Customers

**Influence customer choice and behaviour**

**2. After booking and during holidays**

- Destination information (general and sustainability aspects)

- Destination code of conduct

- Excursions and activities codes of conducts

- Illegal souvenirs information

- Sexual exploitation information

- Local services and goods information

- Sustainable transport options information

- Encouragement of donations

# 10. Customers

**Influence customer choice and behaviour**

**3. After holidays**

- Integrate sustainability in feed-back

# Reporting system

| Management area | Criteria theme | | |
|---|---|---|---|
| **General operations** | • Sustainability Management<br>• Legal requirements,<br>• Fair business practices | | |
| **Office and retail operations** | • Labour practices and human rights (office and retail) | | |
| | • Environment (office and retail) | o Procurement<br>o Water<br>o Energy<br>o Waste<br>o Training and awareness raising | |
| | • Community relations | | |
| **Supply Chain Management** | • Transport<br>• Accommodations<br>• Excursions and activities<br>• Local partners and representatives<br>• Guides & group leaders | | |
| **Destinations** | • Destinations | | |
| **Customers** | • Awareness raising and motivation<br>• Customer rights | | |

# Reporting system

- Online
- Checklist with 200 best practices / criteria
- One company can have more reports assigned
- Minimum compliance requirements
- Minimum reporting requirements
- Internal and external reporting tools
- Benchmarking (in time and with other companies)

# Planning and reporting tool

# Planning and reporting tool

# Planning and reporting tool



**Guidance:** our suggestions to see how to comply. For many countries we also provide country specific guidance

**Remarks:** Ask questions for your coach regarding a specific requirement? You will find the responses of your coach right under your questions. You can also approach you coach directly by email or skype of course.

**Action Plan**: use our Action Planning tool here. Fill out the details, such as what is the task, who will be responsible, what is the time frame for the task and how much budget is needed. PDF your action plan

**Best Practice**: Looking to get inspired with practical examples from other Travelife worldwide members?

# Planning and reporting tool



**Travelife Partner**

- Planning and reporting
- Action plans
- Sustainability report
- Publish report
- Share report
- Audit report
- Overview

**Company Action Plan**

**Sustainability report**

# Reporting exercise

[www.travelife.info](www.travelife.info)

- You have been appointed as the sustainability co-ordinator just now and the previous company left you with this report

- Look from the perspective of your own company and indicate what you (would) do better / different?

- Write your comments in the "questions to coach section" .

- Work in groups of 2 persons

- Check section number 3 Internal environmental management.

→ **Some companies will be requested to present**