

Fair Handeln im Tourismus, SEZ, 17.01.2008

Standards and consumer instruments for sustainable tourism

- **Current situation: Internationally recognised targets**
- **Draft: International baseline criteria**
- **Overview: Certificates world wide**
- **Outlook: “AIDA for Fair Tourism”**

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Current situation: Internationally recognised targets

“Making Tourism more sustainable” (UNEP/WTO, 2005)

- Economic Viability
- Local Prosperity
- Employment Quality
- Social Equity
- Visitor Fulfilment
- Local Control
- Community Wellbeing
- Cultural Richness
- Physical Integrity
- Biological Diversity
- Resource Efficiency
- Environmental Purity



Draft: International baseline criteria

Sustainable Tourism Baseline Criteria Initiative (Nov.2007)

The United Nations Foundation (UNF), the Rainforest Alliance (RA), the World Conservation Union (IUCN), the Sustainable Tourism Certification Network of the Americas, ECOTRANS, and the United Nations Environmental Programme (UNEP) have partnered to develop a set of **generally accepted baseline criteria** with the purpose of enhancing the implementation of sustainable tourism principles.

These baseline criteria shall be considered the minimum – a baseline – that any tourism business should implement, or that a credible certification program should be based upon. A further use would be to serve as a framework for developing an accreditation standard for sustainable tourism certification programs.

More specifically, it is foreseen that **the baseline criteria shall:**

- Serve as guidelines for tourist businesses of all sizes that wish to become more sustainable,
- Serve as the underlying criteria for a future international accreditation program for sustainable tourism certification, and
- Establish a common language for use worldwide, based on the substantial amount of prior work in this field.
- The results will also become inputs for the Sustainable Tourism Task Force's track on certification and ecolabelling as part of the Marrakech Process and the Sustainable Tourism Stewardship Council initiative, aimed at accrediting sustainable tourism certification programs.

The draft baseline criteria are **based on many similar sets of principles and guidelines** that have been developed since the early 1990s, as well as the standards of over 40 sustainable tourism certification programs. Nothing new is proposed here, but rather a synthesis and summary of prior work that has been shown to be practical in the real world of tourism. The ISEAL Code for Developing Voluntary Standards is being used as the methodology for public consultation of the outcomes.

This set of criteria is termed a **“baseline”** – a clearly understood minimum –, as it is designed to be a framework upon which businesses and certification programs can establish more detailed or more stringent criteria, adapted to industry sectors and local conditions.

Table 1: Draft baseline criteria for sustainable tourism**A. Achieve effective sustainable management**

- A.1. The company has implemented a sustainability management system that is suitable to its reality and scale, and that considers environmental, sociocultural, quality, health, and safety issues.
- A.2. The company is in compliance with all relevant legislation and regulations (including, among others, health, safety, labor, and environmental aspects).
- A.3. All personnel receive training in environmental and sociocultural management issues.
- A.4. Customer satisfaction is measured and corrective action taken where necessary.
- A.5. Promotional materials are accurate and complete and do not promise more than can be reasonably expected by customers.
- A.6. Design and construction of buildings and infrastructure

B. Maximize economic benefit to the community

- B.1. The company contributes to community development and infrastructure.
- B.2. Local residents are employed, including in management positions.
- B.3. Local services and goods are purchased by the business.
- B.4. The company helps local small entrepreneurs develop and sell products that build on the area's nature, history, and culture (including food and drink, crafts, performance arts, agricultural products, etc.)

C. Minimize sociocultural harm and maximize benefits

- C.1. There is an appropriate code of behavior with respect to activities in indigenous and local communities, as well as in culturally sensitive sites, established by mutual consent or following established guidelines.
- C.2. Cultural interpretation or education is provided to customers.
- C.3. Policies are implemented against commercial sexual exploitation, particularly of children and adolescents.
- C.4. The company is equitable in hiring women and local minorities, including in management positions.
- C.5. All employees are under contract and paid a **fair** wage.
- C.6. Historical and archeological artifacts are not sold, traded, or displayed, except as permitted by law.
- C.7. The business contributes to the protection of local historical, archeological, and cultural properties, and permits access to them by local residents.
- C.8. The business uses elements of local art, architecture, or cultural heritage in its design, decoration, food, or shops.

D. Minimize environmental harm and maximize benefits

- D.1. Conserving resources
- D.2. Reducing contamination
- D.3. Protecting biodiversity and scenic beauty
- D.4. General environmental protection
(plus 16 sub-criteria)

Overview: Certificates world wide



All certificates on the DestiNet Portal: <http://destinet.eu.eea.europa.eu>



Outlook: “AIDA for Fair Tourism”

