

**FAIR TRADE  
in Tourism**

*from the perspective of an tour operator*

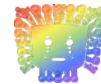
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17.01.2008 CMT - Stuttgart

**forumandersreisen**



**Association of 140 small and medium sized  
tourism enterprises, which work and stand for  
sustainable tourism**

**Tourism enterprises have the responsibility  
for the conditions under which a trip takes  
place.**

## **Development of the sustainable tourism industry**



The development and implementation of sustainable tourism in an destination, represents a lucrative source of income for the host destination and the built up of an strong economic sector.

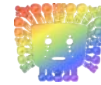
Tourism that is managed in a sustainable manner, helps to strengthen especially remote and rural areas and offers ethnic communities an economic alternative. By doing so, the socio-cultural heritage is safeguarded and the deterioration of cultures as well as land-flight can be prevented.

## **What does Fair Trade in Tourism or Fair Travel mean?**



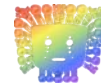
**Tour operator – service provider –  
host countries – local population – traveller**

## Fair Trade in Tourism entails three dimensions



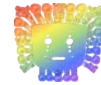
- **Ecologic dimension**
- **Economic dimension**
- **Social dimension**

## Ecologic dimension



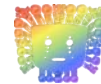
- **Travel to and from the destination (air, train, bus, ship, car) and the production of CO<sub>2</sub>-emissions en route**
- **Transport during the holiday**
- **Consideration of natural resources e.g. water and energy supply**

## Ecologic dimension



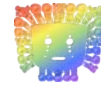
- **Waste management in hotels**
- **Choice of accommodation**
- **Use of working materials (e.g. paper, catalogue, office material)**

## Economic dimension



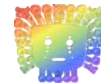
- **Price structuring of the individual tours**
- **Local value chains in the host countries**
- **Fair salaries for professional service delivery**

## Social dimension



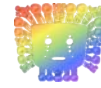
- Cooperation with incoming operators in the destination
- Guided tours of cultural heritage sites through local guides
- Fair working conditions and the compliance with national guidelines regarding working conditions and e.g. ILO key labour standards

## Social dimension



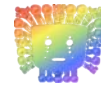
- Acknowledgement of the ECPAT Code of Conduct on the sexual exploitation of children and minors
- Information about the destination
- Respect for foreign cultures

## Social dimension



- Meeting and inter-cultural exchange
- Project visit

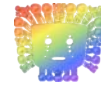
## To what should consumers pay attention when booking a tour/ holiday?



Pay attention to the following aspects:

- **Ecologic aspects of your tour/ holiday**
- **Economic aspects of your tour/ holiday**
- **Social aspects of your tour/ holiday**

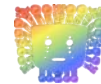
## Ecologic aspects of your tour/ holiday



### Travel to and from the destination by plane

- Flights over a distance of less than 700 km should be avoided.
- A stay in a destination between 700 – 2000 km away from home should not be shorter than 8 days.
- A stay in a destination further away than 2000 km should last at least 14 days.

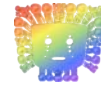
## Ecologic aspects of your tour/ holiday



### Travel to and from the destination by plane

- Support the initiative „atmosfair“ through a voluntary donation.
- E.g on the web page of „atmosfair“ travellers receive information about the amount of CO2 produced through their individual flight travel and how they can support climate projects, which contribute to the reduction of emissions:  
[www.atmosfair.de](http://www.atmosfair.de)

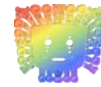
## **Ecologic aspects of your tour/ holiday**



### **Transport during the holiday**

- **Make use of local transportation such as busses and trains.**
- **Especially the utilisation of trains contributes to the up-keeping and maintenance of these routes and secures the jobs of several families.**

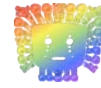
## **Ecologic aspects of your tour/ holiday**



### **Accommodation**

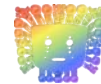
- **If possible stay in locally-owned and/or managed accommodations during your holiday.**
- **Preferably stay in eco-hotels or eco lodges, as these in many cases secure the existence of whole communities.**

## Ecologic aspects of your tour/ holiday



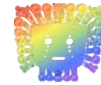
- Use of working materials**
- Pay attention to the paper used for the travel catalogues, whether they are printed on glossy paper or on recycling paper.

## Economic aspects of your travel



- Price structuring**
- Consider that the price of the holiday should relate to the services included in the travel.
  - A cheap deal is either a „sham package“ or the price has been negotiated on the base of exploitive and unfair conditions in the destination.

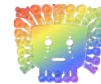
## Economic aspects of your travel



### Local value chains at the destination

- Ask your travel agent & tour operator about the amount of locally supplied services and goods, which benefit the host economy.

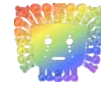
## Economic aspects of your travel



### Fair payment & salaries

- Don't hesitate to give tips after a guided tour, which has been professional and satisfactory for you.
- Despite appropriate payments, guides have to finance themselves in general through tips and gratuities in order to make up for low seasons, when they simply do not earn anything.

## Social aspects of your travel



### Cooperation with incoming operators in the destination

- Look out for travels which are arranged in cooperation with incoming operators and agencies, which work with local guides.

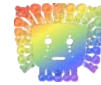
## Social aspects of your travel



### Information about the destination

- Prepare for the travel to foreign cultures and countries.
- Read information about the countries you are travelling to before your departure.
- Note whether your tour operator hands out travel literature and information material for your travel and whether he informs you sufficiently about the travel and destination.

## Social aspects of your travel



### Respect for foreign cultures

- Open yourself for encounters and cultural exchange with the host community.
- The host population is also curious about you and your culture and like to get in contact with you, if you give them the possibility to do so.

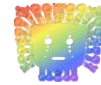
## Social aspects of your travel



### Respect for foreign cultures

- Go out for local restaurants and enjoy the local cuisine.
- Buy regional „treasures“ in the local markets and shops.
- Whether jewellery, hats, shirts or souvenirs - often you support the monthly earnings of whole families.

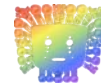
## Social aspects of your travel



### Project visits

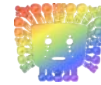
- Pay attention when visiting a project, that you respect the privacy of local people.
- Ask guides or the tour operator, how much you should pay for the project visit. Verify whether the money is really used to the benefit of the project.
- Try to establish a personal contact to the project.

## How do you recognise a sustainable tour operators?



**Sustainability has also become a good selling point in tourism. For consumers it is difficult to distinguish between real sustainable tour operators and those who use sustainability only as a marketing instrument.**

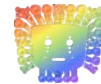
## How do you recognise a sustainable tour operator?



- Ask your tour operators for his sustainability report or his Corporate Social Responsibility (CSR) report!
- Check whether the tour operator is member of an association which guarantees sustainable travel such as „forum anders reisen e.V.“ in Germany!

**Some tour operators have already published their own sustainability reports!**

## Is Fair Tourism measurable?



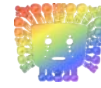
### **Sustainability reporting or CSR-report (Corporate Social Responsibility)**

**CSR – Corporate Social Responsibility** describes the contribution of an company to sustainable development.

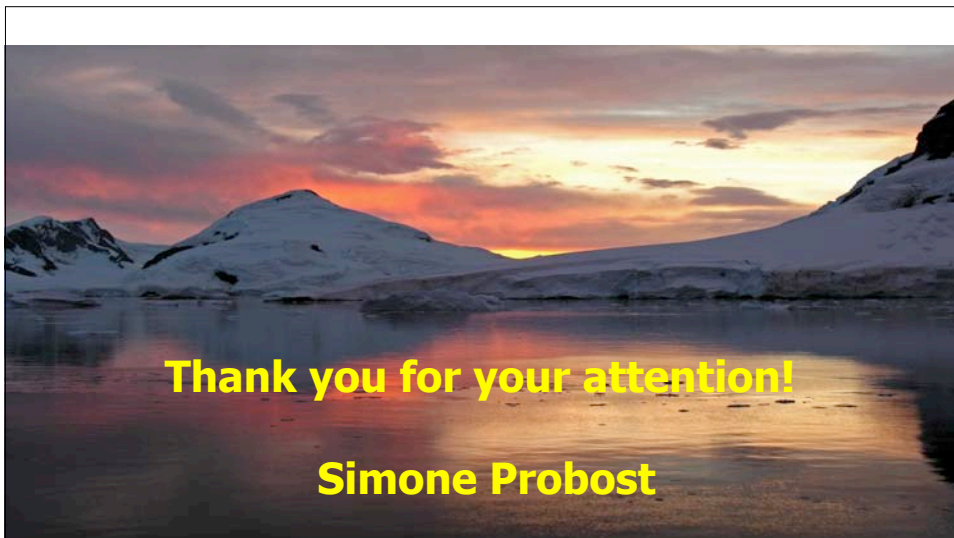
It stands for a responsible and sustainable way of business management, in which social, ecological and environmental aspects are taken into account in the pursue of the core business.

The data is evaluated along specific criteria, which are explained and detailed in the CSR-report. These reports are independently evaluated and reviewed.

## Sustainability reporting & CSR-reports (Corporate Social Responsibility)



INTI Tours participates in a pilot programme together with four other tour operators and the „forum anders reisen e.V. (FAR)“ in the development of a handbook for tourism enterprises on CSR-reporting (sustainability reports for SME in tourism). This project has been conducted by KATE ([www.kate.de](http://www.kate.de)) in cooperation with FAR, Tourism Watch and the University Europe. The project was funded by the European Union.



**Thank you for your attention!**

**Simone Probst**



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[www.inti-tours.de](http://www.inti-tours.de)