BUILDING SUSTAINABLE TOURISM WORLDWIDE

The Global Partnership for Sustainable Tourism
High-impact Joint Projects to Build Sustainable Tourism Worldwide

Sustainable Tourism:
Community Involvement and Staff Development
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UNEP

The United Nations Environment Programme aims to provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations.

DTIE

The Division of Technology, Industry and Economics promotes resource efficiency by encouraging sustainable consumption and production patterns. Its activities aim to reduce environmental impacts and help meet human needs by producing more with less.

SCP Branch

The Sustainable Consumption and Production Branch promotes resource efficiency by encouraging sustainable consumption and production patterns. Its activities aim to reduce environmental impacts and help meet human needs by producing more with less.

Tourism and Environment Programme

The Tourism and Environment Programme aims to mainstream sustainability into tourism development by demonstrating the economic, environmental, and socio-cultural benefits of sustainable tourism.
TOURISM AND ENVIRONMENT PROGRAMME

STRATEGIC FOCUS

• Support the integration of sustainability in tourism development policies (local regional and international level)

• Promote sustainable production patterns in the tourism value chain (Cooperation with the tourism industry)

• Encourage demand for "sustainable tourism services" (NGOs and Consumers)

TOOLS

• Advisory services to assist national tourism

• Capacity building (Trainings seminars workshops)

• Field projects to pilot test or demonstrate

• Communication and information (publications, events, booklets...)

• Partnerships with Tourism Stakeholders

EXAMPLE OF PROJECTS

• The Global Partnership for Sustainable Tourism

• Green Passport

• Hotel Energy Solution

• Sustainable tourism planning in coastal zones

• Promoting Natural and Cultural Heritage

• Disaster Risk Reduction in Tourism Destinations

• Etc.....
Integrating sustainability into business
Importance of staff commitment and training
Integrating sustainability into business
2 companion guides developed by UNEP/TOI

This guide, and its companion report are designed to help the individual assigned responsibility for promoting responsible tourism determine both what needs to be changed within a company, and how to facilitate those changes.

Integrating Sustainability into Business: A management guide for responsible tourism operators
Integrating Sustainability into Business: A management guide for responsible tour operations
Staff commitment is a **vital component** of any sustainability strategy. A company’s employees are the front line in implementation of its **Sustainability Management System**.

**Sense of ownership of the strategy** among staff can be the difference between the success or failure of any efforts to implement sustainability practices.

Staff engagement begins with **education and awareness-raising** about the link between tourism and the environment, local economic development, social conditions and opportunities, and cultural traditions, as well as the company’s policy, programmes and activities.

It also involves motivating staff to support sustainable tourism initiatives through **their roles at work or as volunteers outside of the workplace**.
### Integrating sustainability into business

An implementation guide for responsible tourism coordinators: 3 steps

Improving a company’s overall sustainability performance will require the **understanding, commitment and active participation of staff, at all levels of the organisation.**

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
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<tbody>
<tr>
<td>1. Developing a sustainability management system (SMS):</td>
<td>A comprehensive SMS allows a company to ensure that all impacts and areas of responsibility are properly addressed, and that all actions are measured, monitored, reported on and adapted wherever possible. The SMS also helps ensure that all relevant players are involved in the process.</td>
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<tr>
<td>2. Engaging staff through internal communication:</td>
<td>An internal communication campaign can help to guarantee that permanent change is achieved within the company and that all staff participate fully in the implementation of the company’s sustainability goals and objectives.</td>
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<tr>
<td>3. Conducting training on sustainable development:</td>
<td>Training courses, targeted to different audiences, can provide technical knowledge on how to promote the goals of sustainable development within each area of responsibility in the company.</td>
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To help ensure this staff buy-in, training on sustainability can be provided to help employees understand the issues and learn how they can contribute to the sustainability strategy within their day-to-day responsibilities.

<table>
<thead>
<tr>
<th>For individual</th>
<th>For group</th>
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<tbody>
<tr>
<td><strong>Least expensive</strong> Options: structured reading, open learning and on-the-job training</td>
<td><strong>Straightforward and easy to implement</strong></td>
</tr>
<tr>
<td><strong>More expensive</strong></td>
<td>Lectures, group discussions, audio-visual presentations, case studies and role-playing exercises</td>
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<tr>
<td>Coaching, mentoring and information-based technology training</td>
<td><strong>More complicated and costly / fun and effective</strong></td>
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<td></td>
<td>Group training methods include simulation games and outdoor training exercises.</td>
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Training workshops: an effective way to train significant number of staff

• Effective and most expensive option

• They have to be well-planned and executed and be engaging and appealing to participants:

  o The manual « An implementation guide for responsible tourism coordinators », includes a section on how to design and execute an effective sustainability training workshop.

Examples of communication after the workshop to reinforce the knowledge of sustainability and help maintain a high level of staff commitment to the strategy

• Company-wide newsletters
• The Intranet
• Attachments to payroll information
• Staff induction procedures
Training examples

Example 1

A Moroccan tour operator

Development of a ‘Mountain and Desert Guide’s Charter’ for its guides, to build awareness on sustainability as well as reinforce service quality aspects of the guiding job.

*Implementation and objectives:*
Each guide gets two weeks of training per year. A significant number of guides have been trained to date.
**Example 2**

**Vasco Travel**

Travel services and tours in Turkey for customers from Austria, Germany, Slovakia and Hungary: conduction of **motivational training on sustainable tourism** for its guides since 1985.

**Implementation and objectives:**
The training emphasizes the role of tour guides as inter-cultural mediators, helping the guides to understand tourist behaviour, improve communication skills and work creatively.
Example 3

A Finnish outbound tour operator

Training of head office staff, destination managers and other employees in sustainable tourism.

Implementation and objectives:
Lectures, roundtable discussions, an intranet site and a company newsletter. Customers and stakeholders are given information about the staff training. The programme has led to improved supplier relations and client satisfaction.
Tools: Seminars and capacity building

- Marketing of sustainable tourism products
- Mainstreaming Sustainability in Tourism destinations
- Innovative solutions for sustainable tourism
- Green Passport: Awareness raising for sustainable holidays
- Sustainable tourism planning and management
Tools: Guidelines
WebTools: Guidelines for the Hospitality sector
Who needs to be trained?

- Accommodation, Transport to and from Destinations
- Catering, Food and Beverage
- Ground Transport and Services
- Cultural and Social Events
- Environmental, Cultural and Heritage Resources of Destinations

Suppliers

Impacts

- Waste and Water Management
- Local Communities
- Infrastructure
THE GLOBAL PARTNERSHIP FOR SUSTAINABLE TOURISM
• The International Task Force on Sustainable Tourism Development (ITF-STD), 2006-2010:
  - membership of 18 countries and 25 organizations, chaired by France
  - six biennial meetings in France, Costa Rica, Morocco
  - helped support nearly 40 projects between 2006 and 2009
  - developed policy recommendations for tourism stakeholders, 2009
  - recommended evolution into international sustainable development partnership, 2009
  - Transition to the Global Partnership for Sustainable Tourism
Members by Stakeholder Group

- 42% NPO/NGO
- 27% Government
- 13% Private Sector
- 18% Other

GOVERNMENT
- Germany, Bahamas, Brazil, Cambodia, China, Costa Rica, Croatia, France, Madagascar, Mali, Morocco, Mauritania, Mozambique, Norway, Oman, Republic of Korea, United Kingdom, Senegal, Serbia

PRIVATE SECTOR
- EOCERT, Fair Tourist, JLAG Consulting, Mowbray Falls Enviropark, Tour Operator Initiative (TOI)...

UN Bodies
- UNEP, UNWTO, UNCTAD, UNIDO, UNESCO, UNDP, UNDESA, GRID-Arendal

OTHER
- ADEME, Agence Française de Développement, SICA, European Comission, IUCN, OECD, World Travel Tourism Council, National Cleaner and Production Centers (NCPCs)

Non For Profit
- Rainforest Alliance, Tourism Concern, WWF, Fair Trade in Tourism South Africa, International National Trust
1. To build membership of the Partnership amongst sustainable tourism stakeholders

2. To stimulate and facilitate networking between members and provide access to information about sustainable tourism

3. To strengthen, coordinate and encourage take up and implementation of sustainable tourism policies

4. To establish, implement and support projects that make tourism more sustainable, independently, jointly with members, or in alliance with other international agencies

5. To disseminate the results of successful sustainable tourism projects and apply them elsewhere through adaptation, scaling up and replication
APPROACH: 7 THEMATIC AREAS

- Promote good policy frameworks
- Facilitate climate change adaptation and mitigation actions
- Ensure environmental sustainability
- Promote sustainable tourism as a means for poverty alleviation

THEMATIC ACTION LINES

- Facilitate the promotion of cultural and natural heritage
- Assist the private sector to become more sustainable
- Make sustainability a part of finance and investment
ONLINE PLATFORM: www.globalsustainabletourism.org

CONTENT
- Members contact details
- Members Publications
- Projects and potential projects factsheets
- Up-to-date information on tourism
- Etc.
IMPLEMENTATION OF PROJECTS WORLDWIDE

- Hotel Energy Solutions Project
- Serbian Rural Economy project
- Green Passport
- Mainstreaming Resource Efficiency and Cleaner Production (RECP) in Mozambique’s Accommodation Sector
- FairTourist Sustainable Tourism Development and Investment Model Field testing
- Linking Tourism & Conservation in Marine Protected Areas
Project example 1: Hotel Energy Solutions (HES)

**What:**
Joint initiative to facilitate the use of renewable energies and energy efficient systems for small and medium sized hotels.

**Goals:**
- To reduce hotel operational costs,
- To increase competitiveness & sustainability
- To assist in alleviating the industry’s impact on climate change.

**Where:** Europe

**Who:** Small and medium hotels

**Why:** To support investments in energy efficiency and renewable energy technologies (EU targets/UNWTO Davos process)

**Objectives:**
- **20% increase** in energy efficiency among SME hotels in Europe.
- **10% increase** in usage of renewable energy technologies among SME hotels in Europe.
Project example 2: The green passport campaign

The Green Passport Campaign

Aim: to raise tourists’ awareness of their potential to contribute to sustainable development by making responsible holiday choices.

• Jointly launched at the Berlin Tourism Fair, 2008

Global Green Passport
Green travel tips

National Green Passport
Green travel tips (guide and policy actions)
Promotional Material

*Composed of five phases*

• Planning my trip
• Getting there
• Getting Around
• Before going back
• After my trip
Brazil Green Passport

Examples - supporting print materials

Poster with tips for hotels in Portuguese, English, and French.
The green passport Smartphone application development

Sustainability Factsheet

Overview: The hotel has made a commitment to a resource smart, environmental sustainable policy

Carbon
Carbon audit shows a one night stay at Alto Hotel produces an average 13.5 kilograms of carbon, compared to the estimate for hotels of 24-26 kilograms.

Electricity
100% of all electricity used is WIND generated - we use only Green Earth Electricity

Water
Rain water is used for public toilet cisterns, gardening and cleaning duties. All toilets have a AAA rating.

Waste
Waste is separated by Paper, Organic [vegetable], Plastic, Glass and General. Landfill is limited to 3.9 litres per guest, per night. Organic [vegetable] waste is composted onsite and does not do to landfill. Used cooking oil is collected and recycled into biodiesel

Guest involvement
Our guest are encouraged to help by separating their waste into recyclable and general waste.

Awards and certifications
The hotel is highly regarded and is recognized by multiple awards and accreditations
- certified under the official Brazilian Sustainable Tourism Standard (ABNT NBR 15.401).
- Procel (energy)
- IDB (food)
- Earth Check (silver certified 2009)
Project example 3:
Developing and Mainstreaming Sustainable Practices for Conferences and Business Events (Brazil)

<table>
<thead>
<tr>
<th>ADRESSED TO</th>
<th>OBJECTIVES AND GOALS</th>
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<tbody>
<tr>
<td>Ø Business hotels and conference centres/organisers</td>
<td>• foster sustainable practices in the business and events tourism sector in Brazil</td>
</tr>
<tr>
<td>Ø Organisers of big events</td>
<td>• make carbon neutral meetings/events become common practice in Brazil.</td>
</tr>
<tr>
<td>Ø Key tour operators to promote hotels and conference centres.</td>
<td>• support the installation of more energy efficient appliances in hotels and conference centres</td>
</tr>
</tbody>
</table>

APPLICATION:
• Provide Capacity Building for Greening Events
• Technical Assistance
• Awareness Raising (Smartphone Apps*)

*40% of smart phone owners already use their devices to get destination information*
5 REASONS TO JOIN

BE PART

- Be part of the growing global momentum
- Join leaders (public and private sectors, civil society)
- Work together to create and implement projects
- Disseminating and encouraging best practices.

OBTAIN SUPPORT

- Strategic, technical and financial support for your sustainability initiatives
- Get access to expertise, products and toolkits.

GIVE VISIBILITY

- Greater VISIBILITY for your sustainable tourism efforts
- Get support with communications to improve visibility, including at the global level

NETWORKING AND PARTNERSHIPS

- Stay connected with key sustainable tourism stakeholders
- Forge valuable cooperative agreements

STAY ON TOP

- Stay on top of developments in sustainable tourism
- The Global Partnership keeps you abreast of news and innovation
THANK YOU FOR YOUR ATTENTION!

**Global Partnership for Sustainable Tourism Secretariat**

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*Online application from March 1st*