

PPT Working Paper No. 14



Addressing Poverty Issues in Tourism Standards

A review of experience

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PPT Working Paper Series

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Acronyms

ABC	Affiliates, Benchmarking and Certification
AITO	Association of Independent Tour Operators
ASTA	American Society of Travel Agents
CAST	Caribbean Alliance for Sustainable Tourism
CBD	Convention on Biological Diversity
CI	Conservation International
CR	Customer relations
CSD	Commission on Sustainable Development
CST	Certificate of Sustainable Tourism
EC	European Commission
ETOA	European Tour Operators Association
EU	European Union
FTO	UK Federation of Tour Operators
FTTSA	Fair Trade Tourism South Africa
GD	Green Deal
GG21	Green Globe 21
GRI	Global Reporting Initiative
ICC	International Chamber of Commerce
ICT	Costa Rican Tourism Institute
IH&RA	International Hotel & Restaurant Association
IHEI	International Hotels Environment Initiative
IIED	International Institute for Environment and Development
ILO	International Labour Organisation
IM	Internal management
ISO	International Organization for Standardization
IYE	International Year of Ecotourism
NEAP	National Ecotourism Accreditation Programme
NGO	Non Governmental Organization
ODI	Overseas Development Institute
PATA	Pacific Asia Travel Association
PMD	Product management and development
PPT	Pro-Poor Tourism
SCM	Supply chain management
SIDS	Small Island Developing States
STSC	Sustainable Tourism Stewardship Council
SV	Smart Voyager
TOI	Tour Operator's Initiative
TUI	Touristik Union International
UN	United Nations
UNCED	United Nations Conference On Environment And Development
UNEP	United Nations Environment Programme
UNGASS	United Nations General Assembly Special Session
WTO	World Tourism Organisation
WTTC	World Travel and Tourism Council
WWF	World Wildlife Found

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1 Introduction

1.1 Purpose of this paper

The combined forces of industrial globalisation and increased consumer demand for ‘sustainably’ produced and traded products have resulted in an explosion of voluntary initiatives to demonstrate corporate ‘responsibility’. In the last ten years there has been unprecedented growth in the development of environmental and social standards for a number of different industrial sectors. In particular, certification of environmental and social performance is becoming increasingly common in a number of sectors. Certification is now commonplace in forestry and agriculture (particularly with increasing concerns over food production methods and enhanced demand for organic products) but is also emerging in a number of other sectors, including tourism.

Within the tourism industry (but not confined to this sector) the majority of standards have focussed on environmental issues, reflecting post- Rio thinking on sustainable development – although Font and Bendell (2002) note that in developing countries the coverage of social and economic issues is broader. The 7th meeting of the UN Commission for Sustainable Development in 1999 was the first time that poverty issues were specifically highlighted at the international level in relation to tourism development. This paper reviews the extent to which poverty reduction has been addressed in a number of different tourism standards.

The remainder of this section describes what a standard is and the different types that exist. Section 2 reviews the different types of tourism standard. Section 3 examines the extent to which poverty issues have been incorporated into a number of recent standards. This part of the paper is based on an analysis of a selection of different tourism principles and codes conducted for ODI in 2002 (De Andrade 2002) and on interviews with managers of a selection of tourism certification schemes in developing countries. The paper concludes with a discussion of the limitations of standards and the potential barriers they present to developing country producers.

1.2 What is a standard?

Font and Bendell (2002) note that ‘a basic requisite for something to be called a standard is that it is documented and establishes a set of rules, conditions or requirements.’ Standards range from statements of principles or codes of conduct – with no means of measurement or verification - to benchmarking and reporting schemes – where individual companies can measure their performance against a prescribed set of environmental and/or social indicators and publicly report on achievements – to certification and award schemes whereby a company submits to an *independent* review and is awarded (or not) a label to demonstrate its success in meeting environmental and/or social conditions (for awards the labels tend to be specific to the year in which the award was made whereby certification requires companies to submit to an annual review to retain the label).

A recent survey of standards in the agriculture, forestry and tourism sectors (Vorley, Roe and Bass 2002) noted that types of standards include:

- **Quality** (e.g. appearance, cleanliness, taste, facilities)
- **Safety** (e.g. pesticide or artificial hormone residue, microbial presence, use of safety features in hotels)
- **Authenticity** (guarantee of geographic origin or use of traditional process)

- **‘Goodness’ of the production process** (e.g. worker health and safety, or environmental contamination; resource conservation, ethical trade)

In addition, standards can be divided into *product* standards (reflecting the characteristics a product is expected to have when it reaches a certain point in the supply chain) and *process* standards (reflecting the characteristics of the process in the chain, from production of the raw product to processing into intermediate or final goods, distribution and disposal). Standards also vary in scope, scale and perceived legitimacy, depending on the number and type of stakeholders involved in development, implementation, monitoring and the geographical scope (from local to national to international).

2 Tourism Standards

Tourism standards are a relatively recent phenomenon. Early work on codes of conduct in the 1980s and 1990s has been followed in recent years with a proliferation of certification schemes. Honey and Rome (2001) note that there are over 250 voluntary initiatives, while recent survey conducted for the World Tourism Organisation identified 59 ecolabelling or certification schemes (WTO 2002). Many of the standards focus on accommodation, and in particular on hotels, but there are also very specific standards covering, for example, beaches, tour guides, protected areas and tour boats in the Galapagos Islands.

Most tourism standards are voluntary initiatives. Like other industries, however, labour standards in tourism are covered by the International Labour Organisation (ILO). Criteria referring to working conditions specifically in the hotel and restaurant sector can be derived from the **ILO ‘Working Conditions (Hotels and Restaurants) Convention,’** of 1991 (No. 172), which covers: working hours and overtime provisions; minimum daily and weekly rest periods; advance notice of working schedules; holiday provisions; and regular minimum remuneration. The **ILO Recommendation No. 179**, adopted in conjunction with Convention 172, addresses the need for training and re-training of the work force in hotels and restaurants, as well as for cooperation between workers, employers and governments to reach this goal.

Other than this there are few government regulations specifically covering tourism with the exception of the **EU Directive on Package Travel** which was agreed in 1990. This sets out EU wide consumer protection standards for consumers purchasing package holidays and is implemented differently in different Member States. In the UK it was brought into force through the **Package Travel Regulations** 1992. These regulations make UK tour operators responsible for the safety of the clients while overseas. As a result there has been a significant thrust, by the big operators at least, to only use suppliers that conform to originating market tour operator prescribed health and safety standards.

The following sections review the different types of tourism standards that exist, categorised according to their degree of monitoring and verification as discussed above and also by their scope (international to local to sector specific). These include general principles and codes of conduct, benchmarking and reporting initiatives, and independently reviewed certification and award schemes.

2.1 International agencies principles and codes of conduct

Since 1980 numerous international **declarations, strategies and guidelines** on sustainable tourism have been developed culminating in a set of UNEP **Principles** which attempt to move the debate on, from defining what sustainable tourism to describing how to put it into practice (see Annex 1).

- The **Tourism Bill of Rights and Tourist Code**, adopted by WTO members in 1985, established standards of conduct for states, tourism professionals and tourists on the issue of sexual exploitation. One of the most important elements of this tourism policy document is a call upon states and individuals to prevent any possibility of using tourism to exploit others for the purpose of prostitution.

- The **Charter for Sustainable Tourism** was developed at the World Conference on Sustainable Tourism, held in Lanzarote in 1995. The 18-point Charter calls for tourism development to be based on principles of sustainability and to contribute to sustainable development, with particular attention paid to the role and the environmental repercussions of transport in tourism, to the development of economic instruments designed to reduce the use of non-renewable energy and to encourage recycling and minimization of residues in resorts.
- In 1996 The World Tourism Organisation, the World Travel and Tourism Council and the Earth Council produced a report entitled '**Agenda 21 for the Travel and Tourism Industry: Towards Environmentally Sustainable Development**' which translates Agenda 21 into a programme of action for the industry. It sets out priority areas for travel and tourism companies and for government departments, national tourism authorities and trade organisations within the overall aim of developing a sustainable tourism programme.
- The UN Commission on Sustainable Development at its seventh session in 1999 considered tourism as an economic sector and held a multi-stakeholder dialogue on the topic. The Commission adopted **decision 7/3 on tourism and sustainable development**, which includes an international work programme on sustainable tourism development.
- The World Tourism Organisation following two years of wide consultation with the member governments and other stakeholders prepared the 1999 **Global Code of Ethics for Tourism**. The code includes nine articles outlining the 'rules of the game' for destinations, governments, tour operators, developers, travel agents, workers and travellers themselves. The tenth article involves the redress of grievances and marks the first time that a code of this type will have a mechanism for enforcement. This is based on conciliation through the creation of a World Committee on Tourism Ethics made up of representatives of each region of the world and representatives of each group of stakeholders in the tourism sector – governments, the private sector, labour and non-governmental organisations.
- **Draft Principles for Implementation of Sustainable Tourism** were developed by UNEP in 2001 to move the debate on sustainable tourism forward from defining what it is, to putting it into practice. The proposed Principles cover: 'Integration of Tourism into Overall Policy for Sustainable Development', 'Development of Sustainable Tourism' and 'Management of Tourism'.

2.2 Industry association codes of conduct

Industry associations at the international, regional and national level have developed codes of conduct. These have a variety of target audiences: some set out principles by which member companies are expected to abide, others are aimed at raising awareness amongst clients. In the case of the World Travel and Tourism Council's (WTTC) Environmental Guidelines, national governments are included amongst the potential audience whilst the UK Federation of Tour Operators (FTO) codes are intended for supply chain partners.

International examples include:

- International Hotels Environment Initiative (IHEI) **Charter for Environmental Action in the Hotel & Catering Industry**: a charter promoting sound environmental practice, signed by 11 international hotel groups.
- World Travel and Tourism Council (WTTC) **Environmental Guidelines**: promoted by WTTC to tourism companies and to governments with the request that they be taken into account in

policy formation. The guidelines have been prepared taking into account the International Chamber of Commerce (ICC) Business Charter for Sustainable Development.

Regional examples include:

- Africa Travel Association **Responsible Traveller Guidelines** – advise tourists on their, and their travel company's, environmental and socio-cultural impacts and how to reduce them.
- European Tour Operators Association (ETOA) **Environmental Guidelines** – developed and promoted by ETOA in 1992 in recognition of changing EC policy towards the impact of industry sectors on the environment and aimed at both tour operators and tourists.

National examples include:

- American Society of Travel Agents' (ASTA) **Ten Commandments on Eco-Tourism**: distributed by the American Society of Travel Agents to all customers who book holidays through their members' branches.
- UK Association of Independent Tour Operators (AITO) **Responsible Tourism Guidelines** which are more a statement of the Association's values with which it intends to influence behaviour by individual member companies, customers and supply chain partners.
- The UK Federation of Tour Operators, which represents the 'Big 4' UK tour operators has developed a series of '**Preferred Codes of Practice**' in response to the Package Travel Directive discussed above. The codes specify health and safety standards which suppliers are expected to comply with. The codes cover general safety (including recommended height of hotel balconies, cleanliness of facilities, guest security etc.), beach safety, hurricane safety, fire safety, pool safety and food hygiene.

2.3 Individual company codes of conduct

A number of individual companies have developed internal codes and policies. In some cases these are in response to a commitment through a trade association – for example AITO – where membership might be dependent on the existence of such a code. In other cases internal standards are introduced to ensure consistency in performance throughout the company – especially in large companies with a variety of operations (Font and Bendell 2002). Examples include the **Corporate Environmental Care System** developed by KLM Royal Dutch Airlines. This is a 13 point statement of KLM's environmental policy focussing on environmental management including supply chain management, employee training and awareness raising. **TUI**, the largest tour operator in Europe, has incorporated environmental and (more recently) socio-economic criteria as part of its purchasing policy based on the assessment of suppliers against an environmental checklist. TUI's brochures provide the results of this survey for all the holidays they sell so that customers are able to make choices on this basis if required.

Some tour operators also track the environmental performance of their suppliers although generally *verification only occurs informally through feedback from customers*. A report on the tourism industry compiled by WTTC for the recent World Summit on Sustainable Development notes that 'incoming tour operators can (and do) lay down clear policies and procedures for subcontracted suppliers to follow to protect the environment and to support enlightened social policies'. In a recent interview in Tourism Concern's *In Focus* magazine however, Dermot Blastland, managing director of First Choice (one of the UK's biggest tour operators) pointed out that 'we aren't going to withdraw our business from them if they don't'.

2.4 Benchmarks and reporting initiatives

Benchmarking is a tool for measure and improving environmental performance and comparing performance with other similar enterprises. Unlike certification, benchmarking is not independently verified and no logos or awards are given to indicate that certain standards have been achieved. Some companies chose to report publicly on the results of their environmental and social performance, either following a benchmarking exercise or as a part of an annual financial reporting system.

- The International Hotels Environment Initiative (IHEI) – part of the Prince of Wales Business Leaders Forum, has developed a web-based benchmarking tool in association with WWF and Biffaward. This allows hotels to:
 - Measure their performance against a number of criteria – energy use, water consumption, waste minimisation, waste-water quality, purchasing and chemical use, contribution to community/environmental impacts;
 - Compare their performance with that of similar hotels worldwide;
 - Calculate potential savings from improving environmental performance;
 - Develop improvement programmes.
- The South African Department of Environmental Affairs and Tourism published a set of **Responsible Tourism Guidelines** in 2002. These cover economic, social and environmental issues and companies are invited to select aspects of the guidelines to develop into a responsible tourism management plan and sign up to a ‘Statement of Intent’ to adhere to the guidelines.
- The Tour Operators' Initiative, in cooperation with the Global Reporting Initiative (GRI), has developed a **Sector Supplement to the GRI 2002 Sustainability Reporting Guidelines** providing Tour Operators' performance indicators. Forty-seven indicators have been developed to measure tour operators' performance in addressing the environmental, economic and social impacts of their business operations. The 47 tour operator's performance indicators are divided into categories that reflect the life cycle of the holiday product: from the planning stage, to the development and delivery of the product. The indicators have been grouped under five categories:
 1. **Product management and development (PMD)** includes actions related to the choice of the destination as well as the type of services to be included (e.g., the use of train vs. plane).
 2. **Internal management (IM)** reflects all the operations and activities that take place in the headquarters or country offices (e.g., use of office supplies, production of brochures, direct employment).
 3. **Supply chain management (SCM)** addresses actions related to the selection and contracting of service providers.
 4. **Customer relations (CR)** summarises the actions taken to deal with customers, not only with regards to the responsibility to serve them and reply to their comments, but also the opportunity to provide information and raise consumer awareness regarding sustainability.
 5. **Cooperation with destination (D)** includes all activities and decisions related to destinations that tour operators make beyond the production and delivery of their holiday package. This mainly includes efforts made by tour operators to engage in dialogues with destination operators about the impacts of tour packages, and philanthropic activities.

2.5 Certification and ecolabelling schemes

Certification and other ecolabelling and award schemes are mechanisms for independently evaluating, monitoring and giving public recognition to companies who meet a specified standard of performance or practice. WWF (undated) notes that ‘Tourism certification schemes provide a marketable logo to businesses that exceed (or claim to exceed) a specific standard. The logo enables businesses to demonstrate their environmental and social credentials, which, in theory, allows consumers to identify responsible companies.’ Benchmark performance criteria may underpin the scheme, but the critical issue is the independent, third party verification that provides credibility. On the other hand it is difficult for consumers to know what lies behind any particular award, its meaning is opaque at the point of purchase. There is a lack of transparency about how and to what extent particular products meet the certification criteria, particularly for those schemes, which are process, rather than outcome, based.

Most certification schemes are national in scope – for example the Costa Rican **Certification in Sustainable Tourism (CST)**, and the South African **Fair Trade Tourism South Africa** label. CST was developed by the Costa Rican Tourism Institute, but also forms part of the National Strategy for the Development of Sustainable Tourism. It is currently being expanded into a regional scheme for Central America.

International schemes include **Green Globe 21** which was originally developed by the World Travel and Tourism Council based on Agenda 21 principles although it is now a private for-profit organisation. Unlike most schemes which tend to be focussed on accommodation establishments, Green Globe 21 covers all aspects of the tourism industry and also works in association with a number of national and regional certification programmes such as the Pacific Asia Travel Association’s **Green Leaf** scheme and the Australian **National Ecotourism Accreditation Programme**.

Certification schemes may be developed and driven by a variety of stakeholders including NGOs, government, industry and independent standard setting bodies or a partnership of two or more of the above. Tourism certification only really took off in the late 1990s but there has been a massive proliferation of schemes in a short space of time and thought is now being given to the development of an international accreditation agency - the so-called Sustainable Tourism Stewardship Council – to harmonise and provide mutual recognition between the schemes.

2.6 Awards schemes

Awards such as the British Airways ‘**Tourism for Tomorrow**’ scheme and the South African **Imvelo Awards** assess enterprises against pre-determined criteria but unlike certification schemes:

- only the best are singled out for the award – rather than all those that meet a given standard;
- the awards only last for a year whereas certified companies retain their labels year on year, provided they continue to meet or exceed the given standard.

3 Addressing Poverty Issues through Tourism Standards

The 1980 **Manila Declaration on World Tourism** – the first international tourism declaration notes that ‘tourism does more harm than good to people and to societies in the Third World’. It goes on to state that ‘The satisfaction of tourism requirements must not be prejudicial to the social and economic interest of the population in tourist areas, to the environment or, above all, to natural resources which are the fundamental attraction of tourism, and historical and cultural sites’. Later, in 1989, the **Hague Declaration on Tourism** refers to the place of tourism in economic and social development. It emphasizes the necessity to formulate and apply policies ‘to promote harmonious development of domestic and international tourism and leisure activities for the benefit of all those who participate in them’. However, this explicit acknowledgement of the socio-economic issues appears to have been lost in the subsequent discourse on sustainable tourism during the 1990s that focussed very much on environmental issues.

For example, the 1995 **Charter for Sustainable Tourism** calls for tourism development to be based on principles of sustainability and to contribute to sustainable development but it focuses on the role and the environmental repercussions of transport in tourism, on the development of economic instruments designed to reduce the use of non-renewable energy, to encourage recycling and minimization of residues in resorts. The 1996 **Agenda 21 for the Travel and Tourism Industry** developed by The World Tourism Organisation, the World Travel and Tourism Council and the Earth Council translates the 1992 Rio ‘Earth Summit’ Agenda 21 into a programme of action for the industry. The sub-title of the report is ‘Towards Environmentally Sustainable Development’ reflecting the focus on environment in sustainable development – not just sustainable tourism – thinking in the early 1990s.

In 1999 at the Commission on Sustainable Development (CSD) meeting in New York, tourism was discussed for the first time in the Rio process. There was considerable concern, and some anger, expressed by developing country governments and by NGOs about the way in which environment had dominated initiatives on tourism since the 1992 United Nations Earth Summit in Rio de Janeiro. Developing country governments and NGOs alike were insistent that the balance needed to be significantly redressed and that there needed to be a triple bottom line approach to assessing sustainability, with considerably more attention being devoted to economic and social issues. Although the Earth Summit was intended to focus on environment *and* development issues, many of those present at the 1999 CSD meeting felt that development had largely been ignored. As a consequence the CSD urged governments to ‘maximise the potential of tourism for eradicating poverty by developing appropriate strategies in co-operation with all major groups, indigenous and local communities.’

Work on pro-poor tourism (Ashley, Roe and Goodwin 2001) has highlighted a number of issues that need to be addressed by tourism in order to enhance its contribution to poverty reduction. These include:

- Jobs: commitments from tourism companies to employ local people at fair wages and to provide training
- Small enterprise development: commitments to help the development of complementary enterprises through technical support, marketing support, access to credit
- Local economic linkages: local sourcing of food and other goods and utilisation of local services.

- Generating community income: negotiating land lease fees or other concessions with the community; entering into equity partnerships; donating to community projects etc
- Sharing services: allowing local people access to services that are laid on for tourists including infrastructure, security, communications, healthcare and so on
- Maintaining access to natural resources: ensuring tourism does not cause displacement of local from areas such as beaches and grazing lands or deny them access to critical resources such as water
- Minimising negative cultural impacts: promoting cultural traditions in a respectful rather than exploitative way and ensuring tourists are given advice on appropriate behaviour and dress
- Increasing resilience: avoiding over-dependence on tourism through diversification of products and markets, economic linkages and so on
- Participation in planning and decision-making processes: providing an appropriate policy and institutional environment that encourages meaningful local involvement and multi-stakeholder dialogue

Incorporating these issues into tourism standards, in the same way as environmental issues have been, would be a significant step towards raising awareness of the potential contribution that tourism can make to poverty reduction.

The following sections examine the extent to which these issues have been addressed into a number of recent codes and standards.

3.1 International principles and codes

While not making any direct reference to poverty reduction, the World Tourism Organisation's **Global Code of Ethics** (1999) emphasises a number of the key issues listed above. Central importance is placed on valuing and respecting local culture with clear recommendations for protecting artistic heritage, traditional cultural products, crafts and folklore, as much as conservation of natural assets. Reference is also made to the need to benefit local people and for multinational enterprises to contribute to local development by avoiding excessive leakage of foreign exchange through repatriation of profits and importation of goods. The importance of local employment is highlighted albeit without reference to the importance of training to ensure local people are able to take on more than menial positions. The document is weaker on the environmental dimensions of poverty. It recommends a wise use of water and energy, reduction in waste production, respect for carrying capacity and the importance of impact assessment studies but does not raise the issue of conflict over resource use and local rights of access.

UNEP's **Principles on Implementation of Sustainable Tourism** call on governments to integrate sustainable tourism into national development strategies. While a very broad document, it highlights the integration of local issues as a prerequisite for sustainability. In line with the decisions made at CSD 7, the text addresses the needs for the tourism industry to benefit local communities and places special emphasis on the involvement of marginalized groups including women and indigenous people. Mechanisms for supporting local enterprises include a number of the key poverty issues highlighted above including market access, financing, development of partnerships, training and capacity building. In addition, unlike the Global Code of Ethics, the UNEP Principles make clear reference to the rights of local communities over natural resources.

3.2 Uptake of poverty issues in private sector codes

As mentioned above, there exist numerous codes of conduct and guidelines for tourists and tourism companies alike. Many of these still focus purely on environmental issues. For example, the ‘**Ten Commandments on Ecotourism**’ developed by the American Society of Travel Agents (ASTA) (the world's largest travel association with 24,000 members including travel agents, tour operators, cruise, hotel, and car rental companies) refers to the need to respect local culture and involve local communities and encourages tourists to select tourism companies that are committed to community development. However, it does not make any clear commitments of benefiting local population and overall is pre-occupied with nature conservation above all else. Similarly the Pacific Asia Travel Association (PATA), an organisation that involves nearly two thousand travel and tourism companies and 17,000 travel professionals, has a **Code for Environmentally Responsible Tourism**, although this does refer to community participation in tourism planning and the need to respect local traditions and cultural values as well as environmental conservation.

More recently however, there has been a move towards incorporating social issues into guidance for travel companies. At the international level, the UNEP Tour Operators Initiative (TOI) has partnered with the Global Reporting Initiative (GRI) to produce a set of tour operator specific indicators for companies to report against. These include a number of pro-poor criteria including measure to maximise economic benefits to destinations, recruitment of local residents, support for small enterprise development, provision of benefits for inter alia community development and consultation with local stakeholders. Under the UK Sustainable Tourism Initiative, the International Hotels Environment Initiative (IHEI) has recently started to explore how socio-economic criteria can be built into its environmental benchmarking tool for hotels.

In the UK, the Association of Independent Tour Operators (AITO) recently developed a set of Responsible Tourism Guidelines which specifically mention the need to benefit local communities, both economically and socially.

Box 1: AITO's Responsible Tourism Guidelines

‘As members of AITO we recognise that in carrying out our work as Tour Operators we have a responsibility to respect other people's places and ways of life. We acknowledge that wherever a Tour Operator does business or sends clients it has a potential to do both good and harm, and we are aware that all too often in the past the harm has outweighed the good. All tourism potentially has an Environmental, Social and Economic impact on the destination involved. We accept, therefore, that we as Tour Operators should aim to be responsible in all our dealings on each of these three levels. To help us to do so we have proposed a set of guidelines intended to help companies, customers and local suppliers recognise their common responsibilities to:

- Protect the Environment – its flora, fauna and landscapes
- Respect local cultures – traditions, religions and built heritage
- Benefit local communities – both economically and socially
- Conserve natural resources – from office to destination
- Minimise pollution – through noise, waste disposal and congestion

We are an Association of individual, independent companies, each with our own distinctive style and field of operation. As such, we each have our own ways of fulfilling the details of these responsibilities by:

- Establishing our own policies and involving our staff
- Informing our clients about Responsible Tourism and, where appropriate
- Encouraging them to participate
- Working with our suppliers and partners to achieve responsible goals and practices
- Publicising good practice to encourage and spread Responsible Tourism.’

A number of individual tour operators are also addressing poverty issues more explicitly in their internal policies. The Imaginative Traveller, for example, a UK Tour Operator has developed an environmental policy which, despite its name, includes substantial socio-economic content. Local employment and training are identified as important issues (with a commitment to paying local and expatriate staff the same wage for doing the same job). The company also states a preference for sourcing goods and services from local suppliers, building partnerships with small local enterprises and using locally-owned, family-run accommodation. Exodus Holidays, while not specifically mentioning poverty reduction as an activity that it is directly involved in, provides its customers with a link to an NGO that is involved in poverty reduction.

3.3 Poverty Issues in Tourism Certification Schemes

While codes of conduct and guidelines such as those described above are recommendations of good practice which may or may not be adhered to, tourism certification involves the assessment of a business by an independent third party with a view to award either a logo or rating, confirming that it has met with the standards set by the certification programme. Of the 59 certification schemes identified in the WTO survey (WTO 2002) the majority either concentrate on specific sites, such as golf courses or beaches, and are orientated entirely towards environmental issues or are targeted at tourism companies in developed countries. However five schemes based in developing countries and one international scheme which purported to address broader sustainability issues were examined in-depth through interviews and questionnaires to determine the extent to which poverty issues were addressed. The main features of each scheme are summarised in Table 1 below.

Table 1: Summary of Certification Schemes

Company name	Green Globe 21	Certificate of Sustainable Tourism	Green Deal	Smart Voyager	Fair Trade Tourism South Africa
Region/country certified	International	Costa Rica	Lower Peten region, Guatemala	Galapagos Islands, Ecuador	South Africa
Focus	Mass tourism *	Mass, sustainable and Ecotourism *	Sustainable Tourism and Ecotourism *	Ecotourism *	Sustainable tourism *
Date established	1992	1997	1998	1999	2002
Coverage	Airlines, airports, attractions, car hire, caravan parks, convention centres, cruise boats, exhibition halls, golf courses, hotels, marinas, micro businesses, railways, restaurants, tour operators, cities, destinations, protected areas, resorts, rural locations. ¹	Lodge and hotels (with plans to expand to other sectors)	Accommodation, tour operators, restaurants, tour guides, tourism transport, tour operators and communities tourism businesses	Tour boats.	Tourism-related products and businesses
Drivers	Initially developed by WTTC but since privatised. Operates in collaboration with regional (PATA, CAST) and national (NEAP) schemes and has research links with a number of universities.	Costa Rican Tourism Institute (ICT) and INCAE (business school)*	Asociacion Alianza Verde,(local non-profit NGO) and Conservation International (CI) – international non-profit NGO)	C&D ('Conservation and Development'), Ecuadorian NGOs & Rainforest Alliance (international NGO)	Interfund, Bern Catholic Church Community, Bread for All, Swiss Catholic Lenten Fund ²
Fees	Vary according to size of business	Vary according to size of business. First round is free.	Vary according to size of business.	Vary according to size of boat. Additional charges for each site visit. *	'According to users means'
Additional Sources of Funding	Self-funding and from private investors following privatisation	Gov funded, not for profit. (plans to change in future)*	From USAID and CI	C&D and Rainforest Alliance	Department For International Development, Interfund
Type of standard	Process and to some degree performance with benchmarking criteria	Performance and ISO process-based standards. *	Performance and ISO 14001 process-based standards. *	Performance, and ISO 14001 process – based standards *	Performance and process
Regularity of audit	Annual	Annual (delays due to backlog of applicants) *	Annual	Annual, plus unannounced audits.	Annual
Number of 'grading' levels	Three – 'ABC' (Affiliates, Benchmarking and Certification)	Five – From 1/5 to all criteria fulfilled)	Five – (see CST), within each of the three main areas – environment, quality-control and social/cultural	One. Must comply with 80% of criteria and meet basic benchmark standards	One
Type of 'Ecolabel'	<u>Benchmarked Members</u> – Green Globe 21	One label with 1-5	Grading system with single	Single label or 'seal'.	Single label

¹ All such information, without quotation marks, and throughout all results tables, obtained from Green Globe 21 Standard for Travel and Tourism Companies, with kind permission from Reg Easy, GG21.

² Information obtained from FTSA draft booklet (2002), with kind permission from Jennifer Self, FTSA

	logo. <u>Certified Members</u> , Green Globe 21 logo with 'tick'	leaves.	label.		
Evaluation process	Independent audit by qualified assessors. All performance areas must be above baseline level. *	Preliminary site visit by ICT members, followed by formal assessment based on recommendations from visit, and CST criteria. Website provides online self-evaluation forms *	Pre-audit preparation, assessment by team of independent auditors (experts in environmental, socio-cultural and quality control). Recommendations presented to certification commission (inc. CI, AV, and the Ministry of the Environment) for final assessment. *	Pre-site audit with offer of suggested changes, then full audit. Conducted by C&D representatives. *	Self auditing, followed by independent assessment
Number of <u>certified</u> members	140	58	5	5	3
Length of standard	34 Requirements	153 questions	9 pages	30 pages	10 'non-negotiable criteria'
% Standard dedicated to socio-cultural issues. ²	7 requirements – 20%	60 questions – 40%	Just under 1 page – 10%	10 pages – 30%	8 requirements – 80%
Main objectives of scheme	'GG21 is an organisation which specialises in developing environmental management and awareness for the Travel & Tourism industry and provides practical means through which companies can improve their environmental performance.'	'CST was designed to differentiate tourism sector businesses based on the degree to which they comply with a sustainable model of natural, cultural and social resource management.'	'Fulfilment of the Green Deal standards ensure that the services which are dedicated to tourism operations are of the highest quality, and that they go hand in hand with the protection of natural areas and the cultures where they develop'	'The label gives travellers the assurance that they are supporting operators who care about the environment, wildlife conservation, and the well being of workers and local communities.'	'To establish Fair Trade in tourism in South Africa and to secure access to tourism markets for disadvantaged communities and population groups.'

² Figures are intended to give the reader a **rough** idea of the degree to which a scheme focuses on social and cultural issues – including tourist education, fair treatment of workers, land/local resource issues, and the use of local suppliers.

3.3.1 *Commitment to local employment*

The Certificate of Sustainable Tourism (CST), Smart Voyager (SV), Fair Trade Tourism South Africa (FTTSA) and Green Deal (GD) all considered local employment a priority, or even a non-negotiable element of the scheme. Green Globe 21 (GG21) states that although a hotel should employ local people, this is a flexible element of the scheme's requirements. GG21 auditors might 'reason' with an enterprise, and make it aware of the benefits of employing locally; rather than lay down the law, which is considered to be the role of the local government.

While the CST criteria clearly state that an enterprise should restrict its search for employees to Costa Rica, the programme will still certify some American hotels even if they insist that all their staff are from the United States. This simply means however that the hotels will not achieve the 'top level' of certification whilst they fail to comply with the employment criteria. This is certainly a clear advantage of using a 'grading' system, whereby businesses unable to meet all the criteria can be certified at a lower grade. Once in the programme, the more demanding requirements act as an incentive to further improve performance, without discriminating against smaller, less developed tourism enterprises.

3.3.2 *Capacity building and training*

Provision of staff training is required by all schemes. CST states that promotion must also be offered to employees, GD advocates the use of incentives for staff to improve and work their way up through the business while SV recommends internship programmes offered to local students. GG21 notes that in many cases hotel managers in developing countries need to be brought in from the outside, simply because local people do not have the skills to perform such roles.

3.3.3 *Local sourcing of goods and services*

While all the schemes ask that 'where possible' hotels and enterprises use locally produced goods and services, this might not always be practical. If for example locally produced food does not meet acceptable standards, the hotel must buy from other sources or risk having dissatisfied customers. For this reason, none of the criteria are strict in demanding 100% loyalty to local providers. In terms of practicalities, it is also difficult to regulate which suppliers are being used by an enterprise. The feasibility of monitoring to the end of a 'supply chain' is also severely hampered by lack of funds, and at times the impracticalities of buying from local suppliers:

'We know that operators have had some limitations such as availability of certain goods that are either labelled or locally produced, as well as quality issues, and lack of compliance with delivery deadlines when dealing with local suppliers. From a monitoring point of view, it will be very costly to monitor all purchasing choices and it may not be the role of the certifier unless the actual suppliers are part of the certification scope' (Sanabria, Smart Voyager, pers comm. 2002).

3.3.4 *Support to small enterprises*

Many hotels are encouraged to sell locally produced goods in the hotel shop. However GG21 points out that this might actually take business away from local people on the street, particularly if they are trying to sell the same type of goods. It may be feasible to encourage the hotel not to sell items usually sold on the street, or it might be more practical to introduce a local market or bazaar in the hotel itself to provide opportunities for more entrepreneurs. Several GG21 certified hotels now allow local people to set up stalls within the hotel grounds e.g. in Mombassa and Sri Lanka.

3.3.5 *Access to local resources*

Tourism development is often associated with the displacement of resident people or restrictions in local access to previously common property resources. All the interviewees showed willingness to address issues such as land-use conflicts and use of water resources – GG21 mentioned for example that use of energy and water should not affect local community supplies, while Green Deal noted that it was an obligation of the programme for tourism companies to address any conflicts that might occur. However, in practical terms, it is clear that resource access issues are generally not seen as something that can be addressed through certification. FTSA stressed that ‘We wouldn’t get very involved in trying to mediate a conflict or advocate on behalf of a specific community – there are other organisations that do this very well’. GG21 was of the opinion that it was the government’s role, through regulation, to address resource access issues and not something that any certification programme could deal with.

‘I think it’s up to the government to establish the laws and control that aspect – I don’t think you’ll ever do that through certification...’ (Easy, GG21 pers comm 2002)

Any new development should, ideally, be preceded by consultation with the local community to ensure that potential conflicts of interest are recognised and provisions made to address them. Very few schemes however, will assess enterprises in the ‘construction’ phase (Honey and Rome 2001). It is claimed however that many new hotels in Costa Rica use CST certification criteria as a guide for constructing their hotels, thus enabling them to be certified at the top grade before they have even opened the doors. As certification gains recognition, one would hope that it becomes a tool for ensuring sustainable growth from the outset, rather than simply being an afterthought motivated by a desire to be more efficient and save money.

3.3.6 *Access to/provision of infrastructure and services*

CST is the only scheme that attempts to ensure that tourism enterprises contribute to the local community, in terms of improving health, water and sewage systems. Here it is noted that the hotel should be a ‘source of support’ to public health programmes and contribute to local schemes such as paths, water treatment, latrines and so on. In general, however, certification schemes appear to find it hard to justify asking businesses to spend money on the local community in such a direct way.

3.3.7 *Contribution to collective income*

There are many examples of how certified hotels and enterprises are contributing to local community initiatives and institutions. This may be in the form of donating old furniture to retirement homes, or computers to schools (GG21). Certified boat operators give donations to Downs Syndrome organisations (SV), hotels in Guatemala give aluminium cans to local children,

who then sell them on for a small profit. However, these ‘goodwill’ initiatives, are often masterminded by the enterprises themselves, and cannot therefore always be attributed to the certification programme. CST notes for example that ‘We don’t ask that the hotel gives money for certain projects, but if they do it, excellent’.

3.3.8 *Local participation in decision-making*

It is encouraging that some of the schemes not only ensure that the hotels and tourism businesses interact with the local community, but that their own standards are also created and endorsed by the communities concerned. Green Deal for example notes that ‘The criteria were designed based on consultation workshops, participated in by local people, including private businesses, representatives of community businesses, the municipal and national government, representatives of Conservation NGOs, everyone participates...’. FTTSA notes that one of its non-negotiable criteria is the ability to show that employees, community and owners have right to participate in decisions that concern them. The smaller schemes in particular appear to be very aware of the need to consult with and educate local people in a way that is sensitive to the cultural and religious norms of that community:

‘You must explain to them, if they aren’t educated about what it will mean. In the small communities, there is always a leader, or people who are more influential...so first, you must identify these people – through them you can communicate with the whole community. This is a case of religion and tradition... you can look for the elements which help you to solve whatever problem there is in the community, and speak with the people’ (Blanco, Green Deal, pers comm 2002).

3.3.9 *Overall Commitment of certification schemes to poverty issues*

All of the certification schemes examined claimed that social and cultural issues were of interest to their members: ‘Social consideration is part of sustainable development, which brings benefits to the location and therefore the hotel.’ (Green Globe 21). A number have recognised that addressing socio-economic as well as environmental issues makes business sense: ‘Better working conditions and better community relations equals less environmental threats, motivated personnel and community support, which will lead to more productivity and the sustainability of the resources tourism depends on: people and natural assets.’ (Smart Voyager). For the FTTSA, the actual process of certification is seen as bringing direct benefits to the poor – certification is considered a ‘lifeline’ by some community-based enterprises because it ensures that they are given access to the marketplace.

4 Tackling Poverty in Tourism Standards: Turning Rhetoric into Reality

4.1 Pro-poor rhetoric in tourism standards

It seems that, in recent years, there has been an increasing awareness of the triple bottom line criteria for sustainability in tourism principles, codes and standards. The earlier focus on environment is slowly expanding to embrace social and economic issues and the sustainable tourism debate is becoming increasingly pro-poor. Font and Bendell (2002) note, however, that most tourism standards relate to 'overall quality issues, with fewer making specific references to sustainability'. Overall, the five most common issues addressed in tourism standards are:

1. Conservation of water
2. Conservation of energy
3. Minimisation and treatment of waste
4. Purchasing of locally and/or sustainably produced goods
5. Customer and staff education

Font and Bendell also point out that the inclusion of social and economic issues is partially determined by the driver of the standard: industry and government-funded or initiated schemes tend to be environmentally focused while those developed by NGOs are more likely to include social and local economic issues.

While there is little specific reference to poverty reduction within tourism standards nearly all principles, codes and certification schemes mention the need to ensure local benefits – both social and economic. Almost all also make some clear reference to the potential negative impacts of tourism and the need to minimise or mitigate those impacts. In particular the need to respect local cultures and traditions is strongly emphasised.

Of the more specific pro-poor issues, the importance of local employment is well recognised. While few of the general codes and principles include any reference to the need for training and capacity building to enable local people to take on more than the most menial positions, this is something that is strongly emphasised in certification programmes. The UNEP Principles stand out in their mention of the need to involve marginalized groups – particularly women and indigenous groups.

The use of locally sourced goods and services is a recurring theme throughout the different standards – although often accompanied by a caveat that this may not always be of high enough quality, is difficult to enforce and not always practical in terms of reliability of supply and so on. There is often a general statement to the need to support local enterprises but this is rarely accompanied by specific recommendations on mechanisms for enhancing market access, provision of credit and micro-finance and developing partnerships with small entrepreneurs.

Nearly all the standards reviewed include reference to the need to involve local people in planning and decision making. However, it is only in the certification schemes that the mechanics of this are addressed both in terms of the level of consultation and involvement required, and the appropriate processes by which participation should be encouraged.

Pro-poor issues that have received little coverage in tourism standards include the enhancement of, or contribution to, local infrastructure and services, although the Costa Rican certification scheme is notable for its recognition of the important role tourism companies can play in this regard. A more

surprising omission is the contribution to community collective income and initiatives such as schools, clinics and so on. This is surprising because many tourism companies do donate regularly to local projects and initiatives or encourage their clients to do so, but the importance of this is clearly not formally recognised in the majority of cases.

4.2 Pro-poor tourism standards in practice

Ensuring poverty issues are written into tourism standards is one matter. Ensuring and measuring achievement in pro-poor tourism is another. Some criteria are relatively easy to measure against indicators – for example the number of local jobs, and so on – but others – for example the degree and meaningfulness of local participation in decision making – are not. Addressing these kinds of issues is relatively a new and un-chartered territory for the majority of tourism companies. Those working on socio-economic tourism standards – for example the IHEI – are very wary of over burdening companies with unfamiliar concepts that might deter rather than encourage them to report on their performance. Addressing these issues therefore requires a significant degree of high level commitment and provision of support and advice from standard setting organisations and others in order to develop tools that help companies measure their progress in these areas.

Furthermore, the impact that pro-poor standards might have is obviously linked to the degree of uptake of those standards. Vorley, Bass and Roe (2002) note that whether standards are adopted by a firm depends on:

- Desire to enhance or sustain competitiveness through selling ethical or ‘green’ products (sustainability as embedded quality), or recruiting and retaining high-quality staff;
- Risk to company brand or reputation (and hence shareholder value) as a result of consumer pressure or NGO campaigns;
- Pressure from investors, lenders and insurers;
- Support from enlightened corporate leadership;
- Threat of regulatory action or emerging legislation (UK Cabinet Office 2000).

A review of tourism certification schemes conducted for WWF (Synergy 2000) noted that the uptake of certification was currently limited to only 1 per cent of tourism companies. The reasons for this low uptake are suggested as:

- Scepticism about the potential of individual tourism businesses to bring about more sustainable tourism destinations in the long term;
- Confusion about the relative merits, costs and savings of different schemes and the requirements of the many programmes that exist;
- Uncertainty about the importance of environmental or sustainable credentials to visitor purchasing choice.

Small businesses make up about 97 per cent of total tourism industry and can cumulatively have a significant impact but they are generally excluded from certification schemes because of their price, complexity or simply through lack of awareness. Synergy notes that ‘the outreach of certification programmes to small businesses could be improved through simple checklists as opposed to complex management systems.’ Here it may be that the more straightforward codes and principles developed by trade associations and individual companies may be more effective in bringing about change. In particular there is a potential for trade associations to make a difference by making adherence to a given code or set of principles a condition of membership of the association – such as is currently being proposed by AITO. International principles such as those developed by UNEP

and WTO can set the framework for individual action but to be effective, tourism standards need to be developed locally – by the company or destination that intends to implement them.

4.3 Are pro-poor tourism standards the way forward?

If the above two issues are dealt with – if pro-poor issues are comprehensively covered in tourism standards *and* there is widespread uptake of, and compliance with those standards – is pro-poor tourism assured? The *impacts* of tourism standards and certification schemes have not, to date, been evaluated. While it might seem laudable to encourage the inclusion of social issues into tourism standards, it is important to ensure that any initiative to advantage poor producers in the tourism sector does not effectively preclude, or make more expensive, their engagement in the industry. IIED recently conducted the first analysis of this nature for the forestry sector, examining the impacts of the Forest Stewardship Council on forests, stakeholders and supply chains (Bass, S. et al 2001). This identified many positive impacts of certification including:

- More scientifically rigorous approaches to forest management;
- Improved procedures for monitoring, recording, evaluating and reporting;
- Increased transparency along the supply chain;
- Market access benefits.

But it also highlighted some unanticipated negative effects including:

- High costs of certification for small and medium enterprises and community groups;
- Livelihood concerns taking second place to business issues;
- Higher costs of production without associated price premiums.

And some limitations including:

- Preaching to the converted – focus on ‘good’ producers with few procedures and incentives to encourage the bad producers to aim for certification;
- Inability of forest standards to recognise valid local norms or practices and locally-relevant social issues.

Unless poor groups are actively involved in the development of tourism standards they may find themselves at an increasing disadvantage. Vorley, Roe and Bass (2002) notes that:

‘the major issue for southern exporters and providers of services like tourism – especially small and medium scale producers and enterprises – is the share of costs and benefits between the standard makers and standard takers. Little is known about the attitudes and experiences of the people – workers, growers, rural citizens etc. – for whom codes are purportedly drawn up, or about real improvements in environmental or socio-economic outcomes’.

In tourism the application of quality standards to poor producers may make it significantly more difficult for them to engage in the industry and act as an additional barrier to market access. Does a tourist seeking B&B in a township expect to have the same facilities as a tourist seeking a traditional farmhouse B&B? From a pro-poor perspective is it sensible to apply the same standard? Is it appropriate to apply guide training and licensing standards developed for cultural guides working with large groups on coaches to local community members offering walking tours in their neighbourhood of 20 minutes duration on an individual basis and on foot? It is very important that regulators consider the extent to which inappropriate and unnecessary standards may exclude poor producers.

4.4 Conclusions

Socio-economic issues are increasingly being addressed in tourism standards – particularly in terms of the importance of local employment, local sourcing of goods and services and participation in planning and decision making. However, standards are a long way from addressing the range of issues that research on pro-poor tourism has identified as being important to poor people. Furthermore, even where socio-economic issues are addressed, the focus is very much on benefiting the immediate local community, rather than on poverty reduction per se. There is also a risk that, however well-intentioned, the standards themselves may have a negative impact on poor people – increasing rather than reducing market barriers.

Ensuring tourism is pro-poor therefore requires far more than including poverty amongst a long list of environmental and other issues in tourism principles, codes and standards. Attention now needs to be paid to finding and testing effective mechanisms for turning principles into practice and delivering benefits on the ground while at the same time ensuring that they don't become another barrier to the very groups they are intended to assist.

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Useful websites (including all the standards mentioned in this report)

- **Africa Travel Association, Responsible Traveller Guidelines:** <http://www.africa-ata.org/guide.htm>
- **American Society of Travel Agents (ASTA) Ten Commandments on Eco-Tourism:** <http://www.astanet.com/travel/ecotravel.asp>
- Austrian Ecolabel for Tourism Organisations: <http://www.umweltzeichen.at> http://www.eco-tour.org/info/w_10097_en.html
- Biosphere Hotels, Responsible Tourism Institute: http://europa.eu.int/comm/energy/en/renewable/idae_site/depoy/prj045/prj045_2.html
- Blue Flag Award: http://www.blueflag.org/App_criteria.asp
- Blue Swallow: http://www.eco-tour.org/info/w_10057_en.html
- **British Airways Tourism for Tomorrow Awards:** <http://www.britishairways.com/tourism/>
- CERES Green Hotel Initiative: http://www.ceres.org/our_work/ghi.htm
- **Certification in Sustainable Tourism (CST):** <http://www.turismo-sostenible.co.cr/EN/home.shtml>
- Committed to Green Foundation: <http://www.committedtogreen.com/>
- Crystal Grading Scheme, SABS TOURISM: <http://www.sabs.co.za/Tourism/crystal.html>
- David Bellamy Conservation Award: http://www.eco-tour.org/info/w_10102_de.html
- Destination 21: <http://www.tourism-21.org/D21.pdf>
- Ecolabel for the Luxembourg Tourism Organisations: Can't find a link!
- ECOTEL: <http://www.hvsecoservices.com/ECOTEL.htm>
- Ecotourism Symbol Alcludia: Can't find link!
- Environmental Quality Mark for Alpine Club Mountain Huts: http://www.eco-tour.org/info/w_10078_en.html
- Environmental Seal of Quality, Tyrol and South Tyrol, Austria and Italy: http://www.eco-tour.org/info/w_10105_en.html
- **European Tour Operators Association (ETOA) Environmental Guidelines (1992)** http://www.ecotour.org/t/info/w_10030_de.html
- **Fair Trade in Tourism South Africa (FTTSA):** <http://www.fairtourismsa.org.za/>
- Green Deal Certification Programme: <http://www.greendeal.org/>
- Green Flag for Green Hotels: <http://europa.eu.int/comm/environment/ecolabel/pdf/tourism/lifefinalssummary.pdf>
- **Green Globe 21:** <http://www.greenglobe.org/>
- Green Key: <http://www.green-key.org/>
- Green Tourism Business Scheme: <http://www.green-business.co.uk/>
- Hague Declaration on Tourism (1989): <http://www.world-tourism.org/sustainb/Hague.pdf>
- Horizons, Saskatchewan: <http://www.ecotourism.sk.ca/>
- IH & RA Environmental Award: <http://www.ih-ra.com/awards/>
- **IHEI, WWF & Biffaward Benchmarking Criteria:** <http://www.benchmarkhotel.com/>
- Imaginative Traveller Environmental policy: <http://www.imaginative-traveller.com/planet/guidelines.htm>
- International Environmental Award: http://www.eco-tour.org/info/w_10067_en.html
- International Hotel Association Environmental Action Pack: <http://www.uneptie.org/pc/tourism/library/actionpack.htm>
- **International Hotels and Environment Initiative (IHEI) Charter for Environmental Action in the Hotel and Catering Industry:** <http://www.ihei.org/HOTELIER/hotelier.nsf/content/i1e2.html>

- **KLM Royal Dutch Airlines Corporate Environmental Care System:** http://www.klm-engineering-maintenance.com/purchasing_window/environment.htm
- **Manila Declaration on World Tourism (1980):** http://www.eco-tour.org/info/w_10195_de.html
- **National Ecotourism Accreditation Programme (NEAP):** <http://www.ecotourism.org.au/neap.cfm>
- **Pacific Asia Travel Association Green Leaf Scheme:** <http://www.pata.org>
- PAN Parks: <http://panparks.apd.hu/>
- Quality Tourism Project for the Caribbean: http://www.carec.org/projects/hotels/qtc_project.htm
- Qualmark: <http://www.qualmark.co.nz/>
- SFS Ecolabelling: http://www.texma.org/Cost-Action_628/nordic_ecolabel_english.pdf
- Smart Voyager Certification Programme: <http://www.rainforest-alliance.org/programs/sv/>
- South African Imvelo Awards: www.fedhasa.co.za
- **Sustainable Tourism Stewardship Council (STSC):** <http://www.rainforest-alliance.org/programs/sv/stsc.html>
- **The South African Department of Environmental Affairs and Tourism, Responsible Tourism Guidelines (2002):** <http://www.environment.gov.za/>
- **Tour Operator's Initiative (TOI) and Global Reporting Initiative (GRI), Sector Supplement to the GRI 2002 Sustainability Reporting Guidelines:** <http://www.globalreporting.org/GRIGuidelines/Sector/Tour/TourOperators.pdf>
- **TUI Environmental and Socio-economic policy :** http://www.tui.com/en/konzern/env_management/index.html
- **UK Association of Independent Tour Operators (AITO) Responsible Tourism Guidelines:** <http://www.aito.co.uk/v2home/responsibletourism.html>
- **UK Federation of Tour Operators Preferred Codes of Practice:** <http://www.fto.co.uk/>
- **UN Commission on Sustainable Development: Decision 7/3 on tourism and sustainable development (1999):** <http://www.un.org/esa/sustdev/tour2.htm#dec>
- **UNEP Principles for Implementation of Sustainable Tourism, (2001):** http://www.uneptie.org/pc/tourism/policy/about_principles.htm
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- WTO Global code of ethics for tourism, (1999): <http://www.world-tourism.org/projects/ethics/principles.html>
- WTTC Environmental Guidelines (1998): <http://www.wttc.org/Publications.htm> (only available in printed format – contact enquiries@wttc.org for a copy).

Annex 1: International agreements on tourism

Date	Agreement	Summary
1980	Manila Declaration on World Tourism	The Manila Declaration on World Tourism was agreed in 1980 at the World Tourism Conference, convened by the World Tourism Organization (WTO) with the participation of 107 delegations of states and 91 delegations of observers. The Declaration touches upon all aspects and roles of tourism and considers the responsibility of states for the development and enhancement of tourism in present-day societies as more than a purely economic activity of nations and peoples. It states that ‘tourism does more harm than good to people and to societies in the Third World’. Most importantly, point 18 of the Agreement recognises that ‘The satisfaction of tourism requirements must not be prejudicial to the social and economic interest of the population in tourist areas, to the environment or, above all, to natural resources which are the fundamental attraction of tourism, and historical and cultural sites’.
1985	Tourism Bill of Rights and Tourist Code	The Tourism Bill of Rights and Tourist Code, adopted by WTO members in 1985, established standards of conduct for States, tourism professionals and tourists, on the issue of sexual exploitation. One of the most important elements of this tourism policy document is a call upon States and individuals to prevent any possibility of using tourism to exploit others for the purpose of prostitution. [Calcetas-Santos, 1996 #2]
1989	The Hague Declaration on Tourism	The Hague Declaration on Tourism makes the statement as to the place of tourism in economics and social development. It emphasizes the necessity to formulate and apply policies ‘to promote harmonious development of domestic and international tourism and leisure activities for the benefit of all those who participate in them’. [Ruskin, undated #3]
1990	Action Strategy for Sustainable Tourism Development.	This strategy was developed at the Globe 90 Conference in Canada and was a turning point in the history of sustainable tourism, representing one of the first initiatives to link tourism with sustainable development.
1995	Charter for Sustainable Tourism	The Charter for Sustainable Tourism was developed at the World Conference on Sustainable Tourism, in Lanzarote. The 18-point Charter calls for tourism development to be based on principles of sustainability and to contribute to sustainable development with particular attention paid to the role and the environmental repercussions of transport in tourism, and to the development of economic instruments designed to reduce the use of non-renewable energy and to encourage recycling and minimization of residues in resorts.
1996	Agenda 21 for the Travel and Tourism Industry	The World Tourism Organisation, the World Travel and Tourism Council and the Earth Council produced a report entitled ‘Agenda 21 for the Travel and Tourism Industry: Towards Environmentally Sustainable Development’ which translates Agenda 21 into a programme of action for the industry. It sets out priority areas for travel and tourism companies and for government departments, national tourism authorities and trade organisations within the overall aim of developing a sustainable tourism programme
1997	Malé Declaration on Sustainable Tourism Development	The Malé Declaration identifies the fundamental requirements of sustainable tourism. These include: the promotion of ethics in tourism; the reduction of the consumption of resources and the reduction of waste; the conservation of natural, social and cultural diversity; the integration of tourism planning; the promotion of the local economy and the participation of the local population; the groups of tourists affected and the general public; the development of responsible tourism marketing; the need to assess the impacts of tourism on the natural and cultural heritage; and the special role of the private sector.

1997	The Manila Declaration on the Social Impact of Tourism	The Manila Declaration set out 10 principles of sustainable tourism, including: the greater involvement of communities in the planning, implementation, monitoring and evaluation processes of tourism policies, programmes and projects; the improvement of people's standard of living through tourism; the preservation of the legacy, heritage and integrity of tourism destinations worldwide; the development of appropriate marketing tools for the destination countries; the sensitization of visitors to the culture and behavioural expectations of host communities; and the recognition of the role of human resources development in tourism.
1997	Berlin Declaration	An International Conference of Ministers on Biological Diversity and Tourism agreed the 'Berlin Declaration' which contains both general and specific recommendations for biological diversity and sustainable tourism. The general recommendations are based on compliance with the objectives, principles and obligations of the Convention on Biological Diversity.
1997	Special Session of the United Nations General Assembly (Rio + 5)	The June 1997 UNGASS was an important milestone on the way to developing sustainable forms of tourism. The Final Declaration explicitly refers to the problems of sustainable tourism – particularly in relation to SIDS – and calls upon the Commission on Sustainable Development to establish a work programme on this subject by 1999.
1999	Commission on Sustainable Development Decision 7/3 on tourism and sustainable development.	Decision (7/3) on tourism and sustainable development includes establishment of an international work programme on sustainable tourism development aimed at government and industry including development of LA21s for sustainable tourism, pro-poor tourism strategies, capacity building, indicators development. The implementation of the programme will be reviewed in 2002 as part of the 10-year review of progress achieved since UNCED.
1999	Global Code of Ethics for Tourism	The Global Code of Ethics for Tourism was prepared by the WTO following two years of wide consultation with the industry. The code includes nine articles outlining the 'rules of the game' for destinations, governments, tour operators, developers, travel agents, workers and travellers themselves. The tenth article involves the redress of grievances and marks the first time that a code of this type will have a mechanism for enforcement. It will be based on conciliation through the creation of a World Committee on Tourism Ethics made up of representatives of each region of the world and representatives of each group of stakeholders in the tourism sector- governments, the private sector, labour and non-governmental organizations.
2001	Draft UNEP Principles for the Implementation of sustainable tourism	These principles were developed by UNEP to move the debate on sustainable tourism forward from defining what it is, to putting it into practice. The proposed Principles cover: 'Integration of Tourism into Overall Policy for Sustainable Development', 'Development of Sustainable Tourism', 'Management of Tourism', 'Conditions for Success'.
2001	Draft International Guidelines for Tourism and Biodiversity	The Draft Guidelines for Activities Related to Sustainable Tourism Development in Vulnerable Terrestrial, Marine and Coastal Ecosystems and Habitats of Major Importance for Biological Diversity and Protected Areas were agreed at a Workshop on Biological Diversity and Tourism in the Dominican Republic, as a contribution to the international work programme established at CSD7 in 1999. The Guidelines build on existing codes, guidelines and principles and provide technical guidance to policy- and decision-makers and tourism managers on how to apply the provisions of the CBD in the development and management of tourism.
2002	United Nations International Year of Ecotourism	The IYE is intended to review the ecotourism industry's effect on biodiversity, its potential contribution to sustainable development, its social, economic and environmental impacts, and the degree to which regulatory mechanisms and voluntary programmes are effective in monitoring and controlling those impacts.

