Certification Systems for Sustainable Tourism

USAID Tourism Training Course
Arusha, February 2006

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Environment & Natural Resources
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Objectives

- What are certification systems for sustainable tourism?
- Why certification and internal control systems are important to tourism?
- How certification can be used within the USAID project cycle?

Tourism 'Certification' Basics

- Verify management system conformity
- Do not simply address "ecofriendliness"
- Are business integration systems
- Voluntary and 2nd or 3rd party audited
- May be a viable tool for USAID programming

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Major Drivers for Verification

- Supply Chain Consolidation
- Unfavorable Media Coverage
- Changing Consumer Values
- Security & Safety Concerns

Cost Remains the Primary Destination Driver

Table 1: For the last overseas holiday that you booked (whether via a tour company or independently), how important were the following criteria in determining your choice?

	Importance rating %			
	High	*Mid*	*Low*	*None*
Affordable cost	82	12	3	3
Good weather	78	14	5	3
Guaranteed a good hotel with facilities	71	15	8	4
Good information is available on the social, economic and political situation of the country and local area to be visited	42	30	23	3
There is a significant opportunity for interaction with the local people	37	37	23	3
Trip has been specifically designed to cause as little damage as possible to the environment	32	34	27	5
Company has ethical policies	27	34	30	7
Used the company before	26	30	38	5

Goodwin & Francis. 2003. Centre Responsible Tourism

Quality Determines Service Provider Choice

Table 7: Importance of range of factors in choice of holiday company

	2000 %			2002 %		
	Very important	*Fairly important*	*Combined*	*Very important*	*Fairly important*	*Combined*
Quality of accommodation in the hotel/apartment	73	24	97	74	23	97
Reputation of the holiday company to resolve your problems overseas	71	23	94	74	21	95
Quality of the reps in resort	45	36	81	44	35	79
Provision of social and environmental information in tour operator's brochures	33	45	78	35	40	75
Reputation of the holiday company on environmental issues	29	41	70	27	38	65

Goodwin & Francis. 2003. Centre Responsible Tourism

Moving from door hangers...

DOUBLETREE
HOTELS · SUITES · RESORTS · CLUBS
1-800-222-TREE

To Our Valued Guests:

The staff and management is very pleased to participate in improving and maintaining the well being of people and ecosystems through our EarthCARE campaign.

You too can help by your participation. Please place paper items in the blue recycling bin below this counter. Your room attendant will take care of recycling these items for you.

Other ways the facility supports sustainability is with:

- Purchasing recycled paper products
- Reduced energy waste
- Reduced water consumption
- Purchasing products Eco-friendly
- Recycling plastic, glass, aluminum, steel and paper

We gratefully thank you for helping us do our part to sustain a healthy and productive future.

ear Guest,

lease help us preserve the
nvironment by hanging up
y towels you intend to re-use.
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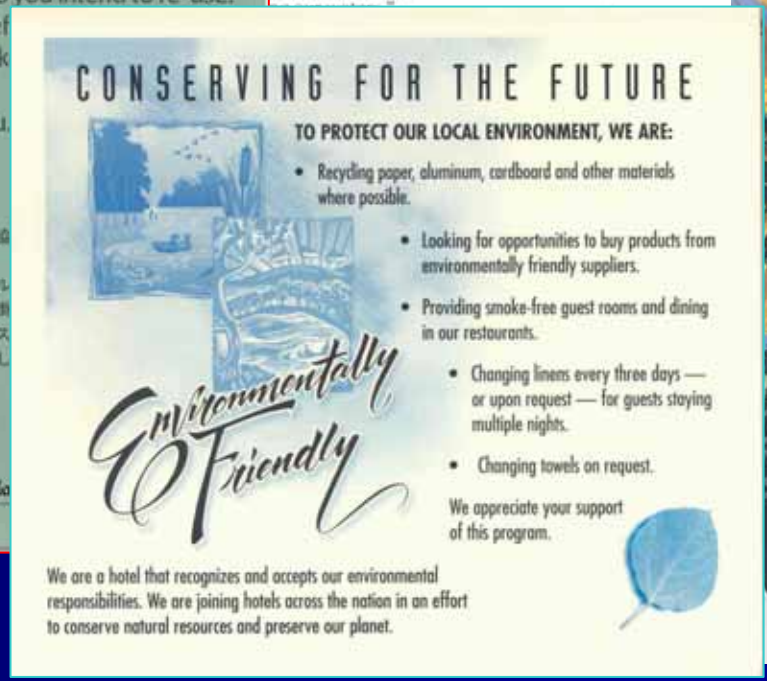
en bask

hank you.

Radisson

For Our Environment's Sake

agine the tons of towels which are unnecessarily washe
dwide, you can picture the enormous quantities of wa



CONSERVING FOR THE FUTURE

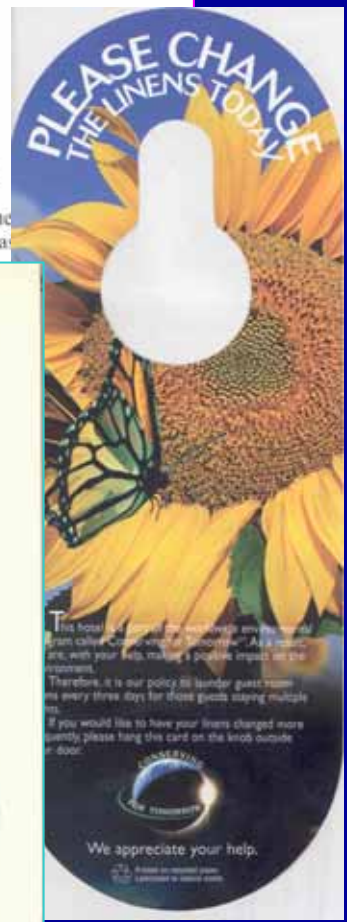
TO PROTECT OUR LOCAL ENVIRONMENT, WE ARE:

- Recycling paper, aluminum, cardboard and other materials where possible.
- Looking for opportunities to buy products from environmentally friendly suppliers.
- Providing smoke-free guest rooms and dining in our restaurants.
- Changing linens every three days — or upon request — for guests staying multiple nights.
- Changing towels on request.

Environmentally Friendly

We appreciate your support of this program.

We are a hotel that recognizes and accepts our environmental responsibilities. We are joining hotels across the nation in an effort to conserve natural resources and preserve our planet.



PLEASE CHANGE THE LINENS TODAY

We appreciate your help.

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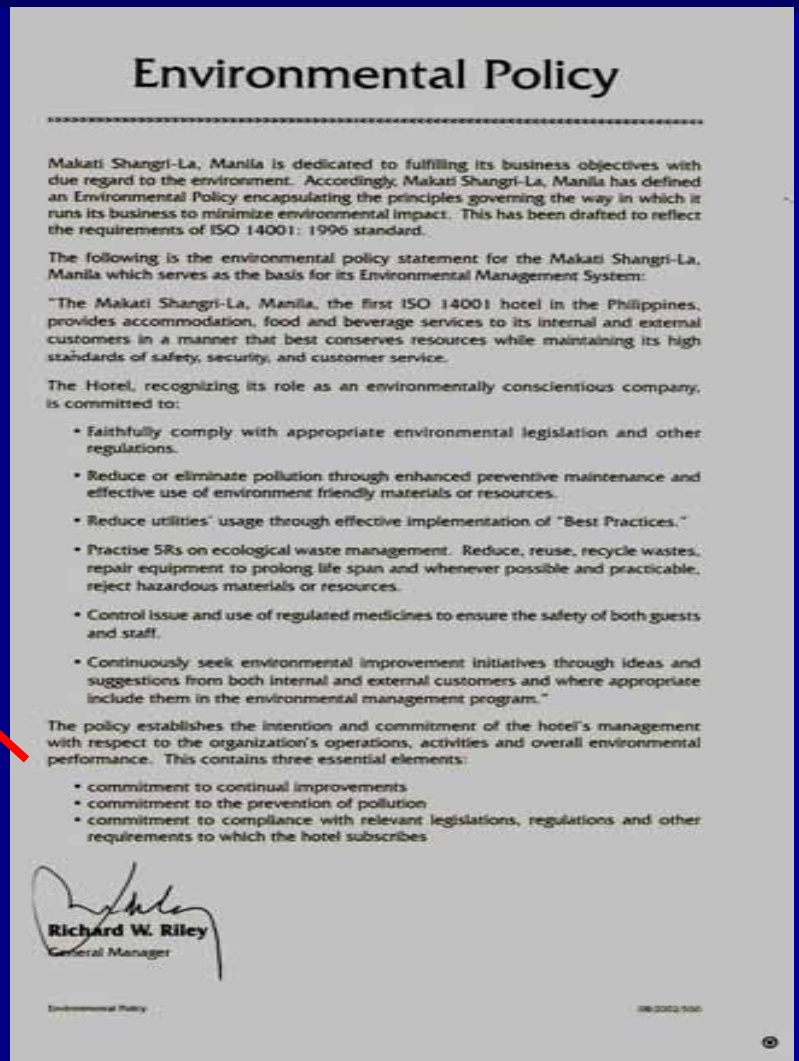
… to proactive policies & programs

"Our policy establishes or intention & commitment to three essential elements:

- Commitment to continual improvement
- Commitment to prevention of pollution
- Commitment to compliance with legislation & regulations"

Richard W. Riley
General Manager
Makati Shangri-La
Manila



Environmental Policy

Makati Shangri-La, Manila is dedicated to fulfilling its business objectives with due regard to the environment. Accordingly, Makati Shangri-La, Manila has defined an Environmental Policy encapsulating the principles governing the way in which it runs its business to minimize environmental impact. This has been drafted to reflect the requirements of ISO 14001: 1996 standard.

The following is the environmental policy statement for the Makati Shangri-La, Manila which serves as the basis for its Environmental Management System:

"The Makati Shangri-La, Manila, the first ISO 14001 hotel in the Philippines, provides accommodation, food and beverage services to its internal and external customers in a manner that best conserves resources while maintaining its high standards of safety, security, and customer service.

The Hotel, recognizing its role as an environmentally conscientious company, is committed to:

- Faithfully comply with appropriate environmental legislation and other regulations.
- Reduce or eliminate pollution through enhanced preventive maintenance and effective use of environment friendly materials or resources.
- Reduce utilities' usage through effective implementation of "Best Practices."
- Practise 5Rs on ecological waste management. Reduce, reuse, recycle wastes, repair equipment to prolong life span and whenever possible and practicable, reject hazardous materials or resources.
- Control issue and use of regulated medicines to ensure the safety of both guests and staff.
- Continuously seek environmental improvement initiatives through ideas and suggestions from both internal and external customers and where appropriate include them in the environmental management program."

The policy establishes the intention and commitment of the hotel's management with respect to the organization's operations, activities and overall environmental performance. This contains three essential elements:

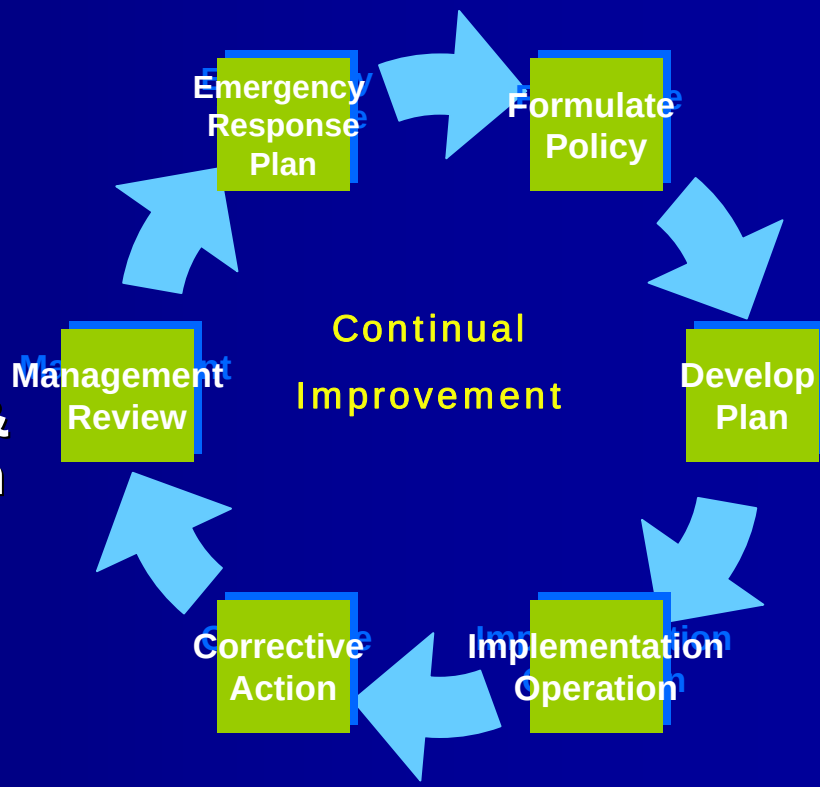
- commitment to continual improvements
- commitment to the prevention of pollution
- commitment to compliance with relevant legislations, regulations and other requirements to which the hotel subscribes

Richard W. Riley
General Manager

Environmental Policy

Essential Ingredients of a Management System

- Written policy appropriate for the operator
- State objectives, targets, and programs
- Establish written procedures & training to implement the plan
- Monitor performance of EH&S system
- Continually review, evaluate, and improve system



Certification May Enhance Transparency Across Chain

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Tourism Value Chain

- Property owners
- Concessionaires
- Food Providers
- Public Parks
- Suppliers
- In-Bound Operators
- Communities
- Local Governments
- Travel Agents
- Airlines

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Certification Benefits to Operators

- Gain & retain in-bound clients
- Increase revenue and market share
- Reduce operating costs
- Protect the core assets of the business
- Enhance brand value and reputation

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Verification Systems Can Enhance Staff Performance

- Improves working environment for staff
- Increases involvement improves motivation & loyalty
- Improves staff retention and reduced turnover costs
- Pinpoints training needs

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Verification may build brand value, reputation & differentiation

- Ranking among the most admired companies
- Positive media coverage and industry recognition
- Value of active commitment from customers

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Three Similarities in Certification Schemes

- Standards against which properties & products are measured
- Audit program to determine conformance with the standard
- Accreditation infrastructure which establishes who can audit

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Three Major Differences in Standards

- Process versus actual performance
- Labeling infrastructure (B2B versus B2C)
- International & regional or national standards

Industry, Sustainable Tourism or Ecotourism

Criteria *Standard*	Auditor Credentials	Enviro	Social	Economic
ISO 14001	Strict	✗	✗	✗
Green Globe 21	Strict	✓	✓	✓
ECOTEL	Strict	✓	✗	✗
CST	Government& NGOs	✓	✓	✓
NEAP	Variable	✓	✓	✓
Blue Flag	Government& NGOs	✓	✓ ✗	✗

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Standards: How do they compare?

Criteria> Standard	Legal Compliance	Published Policy	Staff Training	Targeted Action	Public Disclosure
ISO 14001	Commitment to comply	Yes	Yes	Not Required	Not Complete
Green Globe 21	Compliance	Yes	Yes	Yes	Evolving
ECOTEL	Water Regs	No	Yes	Limited	No
CST	Yes	Yes	Yes	Yes	Yes
NEAP	Yes	Yes	Yes	Yes	Yes
Blue Flag	With water	No	Yes	Yes	Yes

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The ABC's of Green Globe 21

- **A**ffiliated Properties: 124
- **B**enchmarked Properties: 73
- **B**enchmarking Properties: 138
- **C**ertified Properties: 116

GG21: 4 Types of Certification

- Property ('Company')
- Destination ('Community')
- Ecotourism ('Attractions')
- Ecolodge ('Construction')

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GG21 Key Performance Areas

1. Greenhouse gas emissions
2. Energy efficiency, conservation and management
3. Management of freshwater resources
4. Ecosystem conservation and management
5. Management of social and cultural issues
6. Land use planning and management
7. Air quality protection and noise control
8. Waste water management
9. Waste minimization, reuse and recycling

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Sector Benchmarking Indicators

- Accommodation
- Activity
- Administration Office
- Aerial Cableway
- Airlines
- Airports
- Attraction
- Car Hire
- Communities
- Convention Centre
- Cruise Vessels
- Ecotourism
- Exhibition Hall
- Farmstay
- Golf Courses
- Marinas
- Railways
- Restaurants
- Resorts
- Tour Company (Wholesaler)
- Tour Operators
- Trailer, Holiday, Caravan Park
- Travel Concessionaires
- Vineyards
- Visitor Centres

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Benchmarking Concept

- Requires detailed information across key areas
- Variable from product type and certification system
- Identifies key gaps in coverage or inadequate performance

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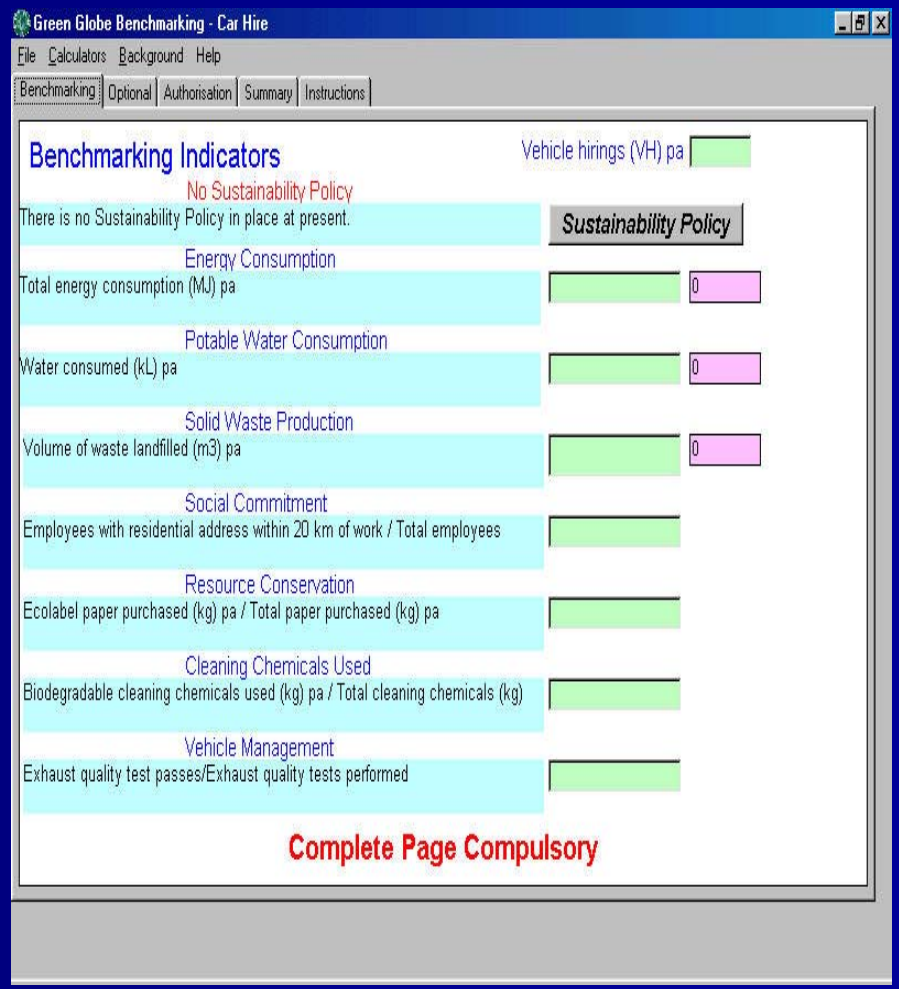
Standard Elements: GG21

- Environment & Social Sustainability Policy
- Legislative Framework
- Environmental & Social Sustainability Performance
- Environmental Management System
- Consultation & Communication



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Costs of 3rd Party Verification Systems

- 80-90% of total cost in implementation
- Increasing local implementation capacity key
- Maintaining certification quality basic
- Integrating Quality, Food Safety, and Environmental systems fundamental

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Cost Considerations

Micro Company – (Single operation, less than five employees)	**US $225**
Small Enterprise - (Essentially single operations, 5 to 49 employees)	**US $450**
Single Company – (Companies with a single operation, greater than 50 employees)	**US $1,100**
Large Diversified Company – (Multi site operation, wide and diverse activities)	**On application**

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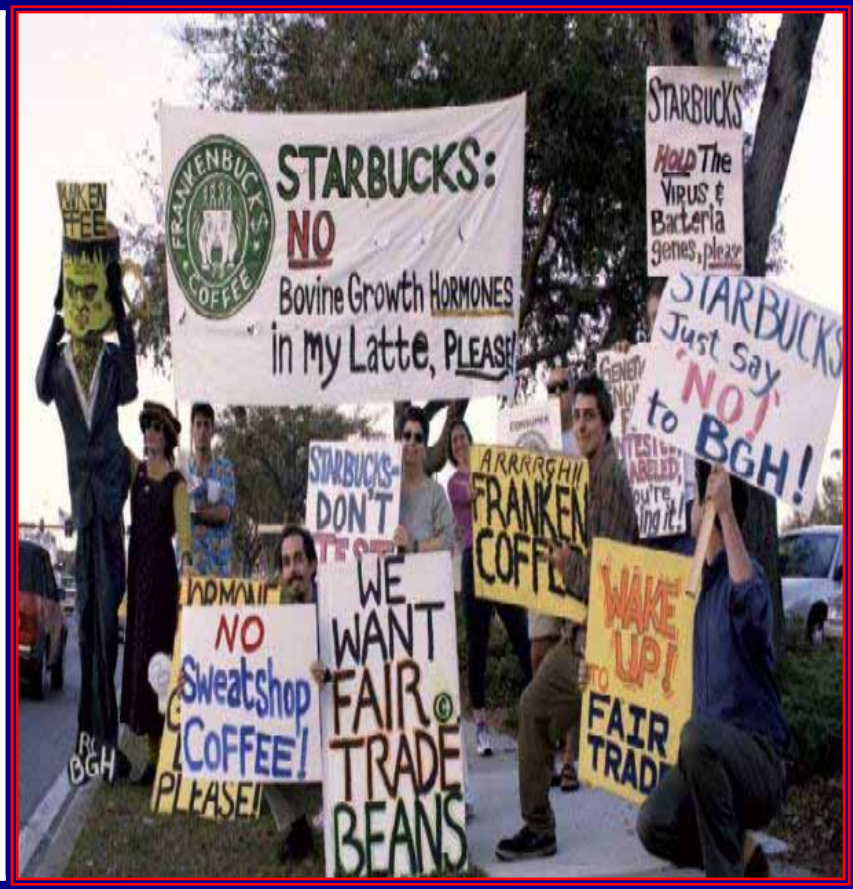
Other Certification Systems

Quality	Michelin, Crystal, AAA, Leading Hotels
Food Safety	HACCP, ISO 22000, CODEX, Organic (EU, USNOP etc.)
Social	SA 8000, GG21, FairTrade/RSA, ISO 26000 (draft)
Labor, H&S	SA 8000, OHSAS 18001



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Hazard Analysis & Critcal Control Points (HACCP) - Food Hygiene

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USAID Project Options to Improve Food Safety

- Increase awareness through associations
- Provide TA to hotel managers for HACCP system development
- Ensure food safety elements included in national hotel grading schemes
- Strengthen food inspection and permitting programs

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Some USAID Projects Using Certification

- Caribbean Open Trade (COTS)
- Jamaica (EAST)
- Dominican Republic (Competitiveness)
- Egypt (Red Sea)
- Jordan (AMIR 2)
- Philippines (IISE)

Certification Reality Check

- B2B - Not tourist demand driven
- Complements regulatory regimes
- Does not always apply to small properties
- Should Integrate Environment, Social, and Health & Safety aspects

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Absolute Requirements

- Leadership/support from senior management
- Broad employee participation
- Financial/human resources to implement
- Recognition & encouragement

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Using Verification Tools in USAID Project Cycle

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Strategic Planning

- Identify private sector institutional strengths
- Gauge measurable obstacles and opportunities
- Identify policy framework for concessions

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Project Design

- Identify key baseline factors
- Develop results targets
- Clarify critical audiences and clients
- Decide what type of partnership needed

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Project Implementation

- Establish clear measurement targets
- Benchmark environmental & social performance through 3rd party audits
- Identify new opportunities & lingering obstacles

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Monitoring & Evaluation

- Quantify project results
- Benchmark tourism growth or contraction
- Integrate poverty alleviation, economic growth & environment

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Recap of Potential Benefits

- Establishes a verifiable enterprise management system
- Creates a common language for value chain elements
- Improves competitiveness thru cost management & quality control
- Provides incentives & methods to expand economic benefits
- Benchmark & reduce environmental impacts

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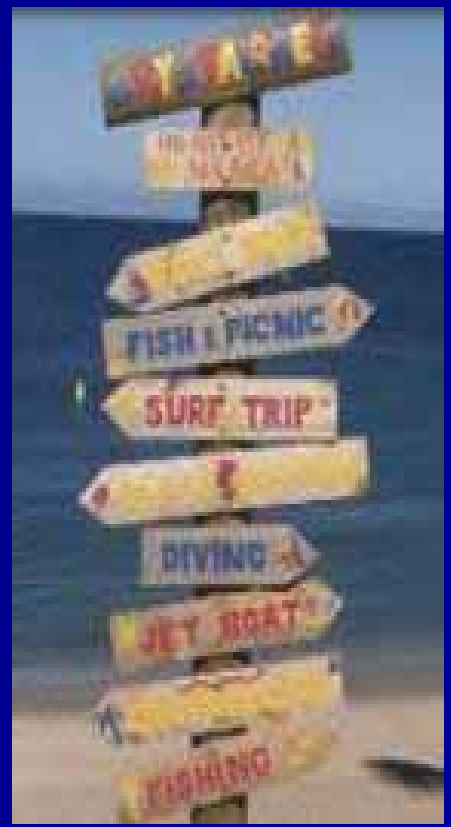
Some Further Direction (?)

- Sustainable Tourism Stewardship Council (STSC):
  - *www.rainforest-alliance.org/programs/sv/stsc.html/*
- Ethical & Responsible Tourism Trends in the UK
  - http://www.responsibletourismpartnership.org/goodwin.pdf
- Tour Operator's Initiative
  - *http://www.toinitiative.org/index.htm*
- Ecotourism Certification/ planeta.com:
  - *www.planeta.com/ecotravel/tour/certification.html*
- Institute for Policy Studies: "Protecting Paradise":
  - *www.ips-dc.org/ecotourism/protectingparadise/*
- Green Globe Asia Pacific:
  - *www.ggasiapacific.com.au/*
- WWF Report on Tourism Certification:
  - *ww.wwf.org.uk/filelibrary/pdf/tcr.pdf*
- Green Globe 21:
  - *www.greenglobe21.com*
- *ECOTEL Certification Services:*
  - *www.hvsecoservices.com/ECOTEL.htm*



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