



TOUR OPERATOR INITIATIVE

FOR SUSTAINABLE TOURISM DEVELOPMENT

ACTIVITY REPORT 2003

INTEGRATING SUSTAINABILITY INTO TOUR OPERATORS' SUPPLY CHAIN SYSTEMS

**A handbook on integrating
sustainability into tour operators' supply
chains.**

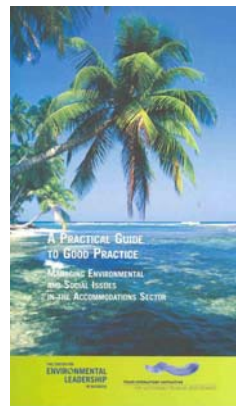
This handbook is one of the achievements of the TOI's Supply Chain Working Group (SCWG), facilitated by the Center for Environmental Leadership in Business, that aimed at developing common solutions for the integration of sustainability into the complex supply chain of tour operators. The member companies of the TOI shared a great wealth of experience and ideas on how to effectively and efficiently integrate sustainability into their suppliers' selection and contracting procedures, and agreed to summarise it into a 'handbook'.

In the handbook a common methodology for tour operators addressing the integration of economic, environmental and social sustainability criteria into their selection and contracting policies is presented in details.

A Practical Guide to Good Practice: Managing Environmental and Social Issues in the Accommodations Sector.

Jointly developed with Conservation International, the guide provides accommodation suppliers with information on energy management, water use management, wastewater management, waste management, chemical use, purchasing, contributions to biodiversity and nature conservation, contributions to community development, social issues in the workplace, and environmental management systems. The guide also provides a list of sources of further information on these topics.

More than 30,000 copies of the guide have been disseminated by the members of the TOI to their contracted hotels worldwide. The guide has been translated into French, Spanish, Turkish and Portuguese.



Marine recreation purchasing criteria.

Environmental and social criteria have been developed to support tour operators (and other 'bulk' purchasers such as hoteliers and cruise lines) to identify responsible marine recreation providers. The checklist is complemented by a practical guide to good practice, supporting marine recreation providers with information to better understand the issues addressed in the checklist and how best to respond to the issues.

The complete assessment checklist contains 14 core questions for all marine recreation providers and supplemental questions to ask marine recreation providers of snorkeling/diving/snuba; interactive wildlife trips; recreational fishing.

This initiative was developed in partnership with the Center for Environmental Leadership in Business and CORAL.

Tour Operators' Initiative Secretariat
C/o United Nations Environment Programme – Division of Technology, Industry and Economics
Tour Mirabeau, 39-43 André Citroën, 75739 Paris – Cedex 15, France
Tel: +33-1-44371450 – Fax: +33-1-44371474
Email: unep.tie@unep.fr – URL: <http://www.uneptie.org> – <http://www.toinitiative.org>





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CO-OPERATION WITH DESTINATIONS

Side (Turkey).

A waste separation scheme is now in place in Side and a new landfill area at 30 km from Side has been identified. This will replace the dumping site in the Side sand dune area, located near an archeological site and the hotel zone. This long waited solution to the solid waste problem in Side was presented by the Mayor, Mr Abdulkadir Ucar, as the first result of the international partnership between the Tour Operators' Initiative, the Side Tourism Association (TUDER), and the Municipality of Side. The plans received the support of the Minister of Culture and Tourism, Mr Erkan Mumcu.

Training sessions on solid waste management and waste separation techniques, organised with technical input and background material from UNEP, were also held in April 2003 for:

- Managers and staff at hotels, apartment hotels and pensions.
- Side Municipality sanitation workers, sanitation manager and presidents.
- Members of the Garment Association, and of the Bar and Restaurant Association.



Bayahibe/PuntaCana/Bavaro (Dominican Republic).

A Sustainable Tourism Round Table was convened in Punta Cana on 3-4 December 2003, in collaboration with the Bayahibe-La Romana Hotel Association and the Punta Cana Group. The Round Table was also made possible thanks to the financial and technical contribution of the German Technical Cooperation (GTZ). A key role was also played by Conservation International's Center for Environmental Leadership in Business.

After two days discussions, the participants committed to an **Agenda for Action**, that include:

- the establishment of a 'Garbage free' zone,
- improved management of the marine excursions to Isla Saona in Parque del Este,
- a process for greater community involvement,
- the support by tour operators of a promotional program for the hoteliers in Bayahibe that implement social and environmental programs.

Participants also proposed the creation of a Co-ordinating Body that will include the Bayahibe-La Romana Hotel Association, the Del Este Hotels Association, the associations of Excursion and local tour operators, the Punta Cana Ecological Foundation, the Bavaro Reef Fund, Ecoparques, the office of the Archbishop of La Altagracia, and the Tour Operators' Initiative. The Co-ordinating Body would oversee the implementation of the agenda and support the continuous communication and co-ordination of actions among all players.

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SUSTAINABILITY REPORTING

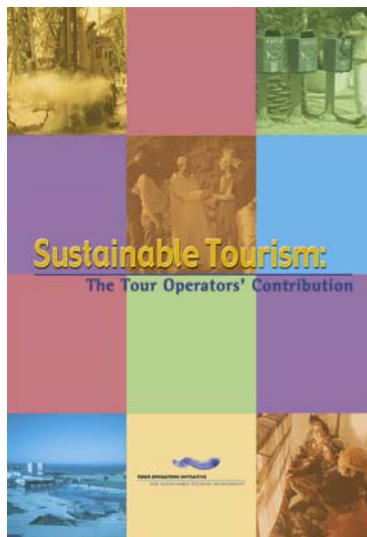
User's manual for the use of sustainability reporting guidelines and indicators.

To support the members' commitment to report on their sustainability performance using the GRI 2002 Sustainability Reporting Guidelines and the "Tour operators' sector supplement", a User's Manual has been developed. The manual provides examples on how to report on the indicators grouped in the five key action areas: internal management, supply chain management, product management and development, customers relations and co-operation with destinations. The Manual builds on the presentation made by key experts invited to a workshop in November 2002 (including Dirk Belau from ILO, Graham Gordon from Tearfund, Keith Richards from ABTA and KPMG experts in system design).

In September 2003, UNEP was invited to present, to the EU Multi Stakeholder Forum on Corporate Social Responsibility, the "Tour Operators' sector supplement" to the GRI 2002 Sustainability Reporting Guidelines, as an example of sectoral's convergence for the development of a common framework to support corporate reporting on sustainability performance. Tom Selanniemi (Aurinkomatkat-Suntours) presented the point of view of the 'user' and Gabriele Guglielmi (Italian trade union) of a direct stakeholder.

SHARING GOOD PRACTICES

Since the launch of the Tour Operators' Initiative in 2000, the TOI Secretariat has been collecting 'good' examples of how the members of the TOI effectively integrate the principles of sustainability into their operations. Thirty-two examples have been now collected in the report *Sustainable Tourism : The Tour Operators' Contribution*.



The examples are grouped into six areas of action:

Integrating Sustainability into Business, Supply Chain Management, Internal Management, Product Management and Development, Customer Relations and Co-operation with Destinations. Each case study offers a brief description of the good practice, a history of its development and implementation, and a description of the benefits of such practices, both for the tour operators and for other stakeholders in the tourism industry, including communities, customers, destinations, staff and suppliers.

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RAISING AWARENESS OF TOUR OPERATORS ON SUSTAINABILITY

To support the tour operators members in building their awareness and in their efforts in communicate on sustainable issues internally and among customers, a number of activities have been developed:

- **10 fact sheets on key sustainability issues** (biodiversity, climate change, water and waste, human right etc).
- An in depth **module on poverty alleviation**, with input from Tourism Concern and Pro Poor Tourism.
- A **report on “Airline sector sustainability”** to support TOI’s members decision making with regards to their relationship with the aviation sector.
- **Information on sun exposure impacts**, produced in collaboration with the World Health Organization. The information includes recommendation on how the various tourism operators can prevent and minimise the risks of sun burns to their clients and 10 key messages that they can disseminate to their clients.

MAJOR MEETINGS

The TOI was present to many event, and in particular organized side events at:

- International Tourisme Bourse (Berlin, March 2003)
- World Park Congress (Durban, September 2003)
- World Travel Market (London, November 2003)

PARTNERSHIPS

The TOI work has been supported in 2003 by:

Conservation International / Center for Business Leadership in Business has financially and technically supported the work of the Tour Operators’ Initiative and in particular of the Supply Chain Management Working Group.

The **German Technical Cooperation** (GTZ, Coordination unit for Latin America and the Caribbean) has signed an agreement with UNEP to work together with the TOI in promoting destinations’ partnerships in Latin America.

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