TOURISM AND THE MILLENNIUM DEVELOPMENT GOALS

SUSTAINABLE - COMPETITIVE - RESPONSIBLE
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ABOUT THE WORLD TOURISM ORGANIZATION

The World Tourism Organization (UNWTO) is a specialized agency of the United Nations that serves as a global forum for tourism policy issues. Its Members include 154 countries and 7 territories as well as 403 Affiliate Members from the public and private sectors. UNWTO’s mission is to promote and develop tourism as a significant means of fostering economic development, trade and international peace and understanding.

For more information, please visit www.UNWTO.org

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The recent global economic crisis has placed additional pressure on the achievement of the Millennium Development Goals (MDGs) by the year 2015. With only five years remaining to the deadline, we must strengthen our efforts to build a more responsible tourism industry which supports the MDGs.

Tourism can make a significant contribution to address economic, climate and poverty imperatives. Tourism represents up to 45% of the exports of services of developing countries and is often one of the few entry possibilities into the job market. It is also one the most viable and sustainable economic development options given its significant impact on related areas of economic activity.

As the United Nations specialised agency for tourism, the World Tourism Organization (UNWTO) is committed to working with the private sector to catalyse actions in support of the MDGs. To help advance Corporate Social Responsibility (CSR) within the sector, UNWTO is pleased to be partnering with the UN Global Compact, a unique policy platform and the world’s largest voluntary corporate citizenship initiative.

The policies, initiatives and success stories highlighted in this publication demonstrate that CSR drives competitiveness and sustainability. Collectively, we must lead by example and ensure that the tourism industry maximises its contribution to economic growth and development by embracing our commitment to CSR and the MDGs.

Taleb Rifai
Secretary-General
World Tourism Organization (UNWTO)

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Future advances in global integration, sustainable development and, ultimately, peace, will depend on our ability to collectively address the world’s most pressing challenges. Accelerating corporate sustainability and responsibility is an urgent task at a time when crises – from financial market breakdowns to environmental degradation – are increasingly global and connected. The stakes could not be higher. Putting long-term sustainability, comprehensive risk management and ethics at the top of the corporate agenda must be a priority for business everywhere.

Early on, tourism businesses in the UN Global Compact have taken a leadership role, particularly in the areas of environment and poverty alleviation. However, corporate responsibility in the tourism sector still deserves much more attention and action across all levels. The Global Compact welcomes the World Tourism Organization’s commitment to fostering greater engagement by the sector on environmental, social and governance issues.

I encourage all tourism businesses to demonstrate leadership and responsibility by joining the Global Compact’s network of over 8,000 signatories in 135 countries, collectively working towards a more sustainable and inclusive global economy.

Georg Kell
Executive Director
UN Global Compact Office
WHAT ARE THE UN MILLENNIUM DEVELOPMENT GOALS?

THE MILLENNIUM DEVELOPMENT GOALS (MDGs) ARE THE MOST BROADLY SUPPORTED, COMPREHENSIVE AND SPECIFIC DEVELOPMENT GOALS THE WORLD HAS EVER AGREED UPON.

These eight time-bound goals provide concrete, numerical benchmarks for tackling extreme poverty in its many dimensions. They include goals and targets on income poverty, hunger, maternal and child mortality, disease, inadequate shelter, gender inequality, environmental degradation and the Global Partnership for Development.

Adopted by world leaders in the year 2000 and set to be achieved by 2015, the MDGs are both global and local, tailored by each country to suit specific development needs. They provide a framework for the entire international community to work together towards a common end – making sure that human development reaches everyone, everywhere. If these goals are achieved, world poverty will be cut by half, tens of millions of lives will be saved, and billions more people will have the opportunity to benefit from the global economy.

WHAT IS CSR?

Corporate Social Responsibility (CSR) refers to a form of self-regulation whereby organizations take responsibility for their impact on society and the environment. It is a commitment to behave ethically and contribute to economic development while improving the quality of life of employees, the local community and the environment.
TOURISM AND THE MILLENNIUM DEVELOPMENT GOALS

AS THE UNITED NATIONS SPECIALISED AGENCY FOR TOURISM, UNWTO IS COMMITTED TO FOSTERING THE SECTOR’S CONTRIBUTION TO THE MDGs BY PROMOTING THE DEVELOPMENT OF RESPONSIBLE, SUSTAINABLE AND UNIVERSALLY ACCESSIBLE TOURISM.

Tourism, one of the world’s top job creators and a lead export sector, especially for developing countries, can play a significant role in the achievement of MDGs 1 - eradication of poverty, MDG 3 - gender equality, MDG 7 - environmental sustainability and MDG 8 - global partnerships for development.

Responsible and sustainable tourism allows destinations and companies to minimize the negative impacts of tourism on the environment and on cultural heritage while maximizing its economic and social benefits.

UNWTO is committed to driving Corporate Global Citizenship in tourism by acting as a central platform for partnerships, entrepreneurship and governance. Tourism stakeholders play a key role in developing environmental, cultural and social awareness and contributing to the sector’s capacity to promote sustainable and responsible development.

UNWTO is working closely with the UN Global Compact to ensure that corporate citizenship is mainstreamed throughout the sector and that tourism companies can be leaders in facing the challenges of our time.

SUPPORT THE GLOBAL CODE OF ETHICS FOR TOURISM

The Global Code of Ethics for Tourism is a framework for the responsible and sustainable development of world tourism. The Global Code of Ethics for Tourism is intended to be a living document. Read it. Circulate it widely. Participate in its implementation. Only with your cooperation can we safeguard the future of the tourism industry and expand the sector’s contribution to economic prosperity, development, peace and understanding among all the nations of the world.

The Global Code of Ethics is available in all UNWTO official languages and many other languages provided by our Member States.

MORE INFORMATION >>>

DOWNLOAD THE GLOBAL CODE OF ETHICS (ENGLISH VERSION)
RAISE YOUR COMPANY’S CSR PROFILE BY ENGAGING WITH UNWTO:

- Integrate the Global Code of Ethics for Tourism into your business management strategy
- Develop your environmental policies in line with the principles of the Davos Declaration
- Support a ST-EP project
- Utilise Hotel Energy Solutions tools
- Help us Protect Children in Tourism
- Join the Tour Operators Initiative (TOI)

DID YOU KNOW THAT TOURISM:

- Provides around 6 to 7% of the world’s jobs and millions more indirectly via the multiplier effect in other sectors?
- Accounts for 30% of the world’s exports of services (US$ 1 trillion a year) and 45% of the total export of services in developing countries?

The UNWTO strongly believes that the tourism industry has a moral obligation and a special responsibility to combat child labour, sexual exploitation and trafficking of children. The Protect Children Campaign was launched at the World Travel Market - London in 2008 and enjoys broad support from national tourism administrations, other UN agencies as well as tourism industry partners and civil society. It is estimated that around 218 million children are engaged in labour world wide, while millions are especially vulnerable to exploitation and abuse (ILO, 2008).

DON’T LET CHILD ABUSE TRAVEL!
JOIN THE CAMPAIGN:

- Promote awareness by utilising the campaign tools
- Inform your media contacts about the campaign
- Celebrate 20 November - Universal Children’s Day
- Tell us what your business is doing to support this important cause

MORE INFORMATION AT www.UNWTO.org/protectchildren >>>

Don’t let child abuse travel!
END POVERTY 2015
WE CAN MAKE IT HAPPEN!

The Millennium Campaign was established by Secretary-General Kofi Annan in late 2002 as an interagency initiative of the UN to build and maintain political will for realising the MDGs. The Campaign aims to enable citizens and their organisations to hold governments accountable at local, national and international levels for the achievement of the MDGs.

In developed countries, where the UN Millennium Campaign had its initial emphasis, the focus is on Goal 8, i.e. increasing aid quantity and quality, debt cancellation, and creating trade opportunities that will help developing countries achieve and sustain the MDGs.

In developing countries, particularly in Sub-Saharan Africa, and the Asia-Pacific region, the Campaign’s thrust is on aligning national policies, plans and budgets with MDG achievement. Improving governance, fighting corruption, and ensuring that basic services reach the poor and excluded, particularly women, are seen as the underlying determinants of MDG performance.

Go to www.endpoverty2015.org to learn more and www.standagainstpoverty.org to get involved.
RECOGNIZING THAT SOLUTIONS TO THE MOST FUNDAMENTAL CHALLENGES FACING SOCIETY REQUIRE EXTRAORDINARY COLLABORATION, THE UNITED NATIONS ENTERED THE CORPORATE RESPONSIBILITY REALM IN 2000 BY LAUNCHING THE UNITED NATIONS GLOBAL COMPACT.

The Global Compact is a call to companies everywhere to voluntarily align their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption. By doing so, business, as a primary agent driving employment and wealth creation, can help ensure that markets advance in ways that benefit economies and societies everywhere.

Today, the Global Compact is largest corporate responsibility initiative in the world -- with over 8,000 signatories in 135 countries and more than 90 local networks. With the overarching mission of helping to build a more sustainable and inclusive global economy, the Global Compact pursues two complementary objectives:

- Mainstreaming the Ten Principles in business activities around the world
- Catalyzing actions in support of broader UN goals, including the Millennium Development Goals (MDGs)

Endorsed by chief executives, the Global Compact is a unique leadership platform for advancing corporate commitments in the environmental, social and governance realms through the development, implementation, and disclosure of responsible policies and practices. With a unique constellation of stakeholders – bringing companies together with governments, civil society, labour, the United Nations, and other key interests – the Global Compact offers a wide spectrum of specialized workstreams, management tools and resources. The initiative is global and local; private and public; voluntary yet accountable. For more information, visit www.unglobalcompact.org.

BUSINESS.UN.ORG
Partnering for a better world
For the first time, a single-entry web interface is available to match the capacities and resources of the private sector with the needs of the UN System. The UN recognizes that business is a critical partner in addressing global challenges. And for companies willing to make a difference, the UN has the means and reach to help sustain these efforts on a global scale.

When future crises/emergencies occur, this new site will help the UN to more effectively harness public and private resources to meet the needs of those affected.

The new platform gives companies of all regions, all sizes and sectors an opportunity to engage with the UN, thus forming a truly global partnership.

To find out more, visit www.business.un.org
Sustainability is a growing concern for businesses and communities alike. Tourism is a fast-growing industry and must be managed sustainably to ensure maximum benefits and minimum negative impacts on local communities, their economies and the environment. By bringing corporate social responsibility (CSR) to the forefront of business strategies, a number of private stakeholders in tourism are proactively addressing this need.

Increased dedication to CSR is of vital importance in ensuring the tourism industry addresses the Millennium Development Goals by setting ground for the development of a greener, more competitive and sustainable tourism industry. Considering the growing importance of CSR in tourism as a vehicle for sustainability, UNWTO, as a leading international agency in tourism, initiated a study of CSR practices among leading companies in the sector of international tourism. This study aims to increase awareness on the value of CSR by analysing the impacts of CSR actions currently being implemented in the sector. Ultimately the findings of the study should give a new perspective for advancing CSR in tourism and stimulate change by promoting corporate citizenship and stronger partnerships.

ABOUT THE STUDY
The study examines 20 companies which were selected based on their active involvement in CSR. The study aims to evaluate how these companies contribute to the achievement of the MDGs by:

- Investing in the conservation and sustainability of the environment;
- Stimulating local economic growth by engaging local distributors in supply chains;
- Supporting the growth and prosperity of local communities, culture, crafts, etc.;
- Driving responsible travel behavior via direct contact with consumers and through marketing/PR campaigns.

50 different CSR actions were identified and analysed as implemented by the following 20 companies:

**10 Hotels**
Accor, Banyan Tree, Barceló Hotels & Resorts, Club Mediterranée, Marriot, NH Hoteles, Paradores, Scandic Hotels, Sol Melía Hotels & Resorts, and Starwood Hotels & Resorts.

**5 Airlines**
Air France, Air India, Copa Airlines, Lufthansa Group and Iberia.

**5 Tour Operators**
Freeway Brasil, Kuoni, Thomas Cook Group, TUI AG and Transat.

Many of these companies are Affiliate Members of UNWTO and/or participate in the Global Compact.

1 At the time of publishing these preliminary findings, the study was based solely on desk research, ie public information available online in communications, reports, etc.
ALL CSR ACTIONS IDENTIFIED IN THIS STUDY WERE ANALYSED ACCORDING TO FOUR TYPES OF IMPACT:

i) Environmental impact: sustainability of natural or physical surroundings, production and consumption patterns, including preservation of ecosystems, biodiversity and atmosphere.

ii) Social impact: positive influence on communities in terms of their organization and quality of social services, eg. health, poverty & social inclusion, education & personal development, culture, diversity, and human rights.

iii) Economic impact: generate economic growth and sustainability of local community, eg. professional development, employment, labor conditions & contracting, investment, enterprise stimulation, purchase, and trade.

iv) Multifaceted impact: combine varying degrees of environmental, social, and economic impact.

The impact of the 50 type of actions being implemented by the companies studied were predominately environmental (35%), social (28%), multifaceted (21%), and economic (16%).

FIGURE 1. AREAS OF IMPACT OF CSR ACTIONS*

* Based on a study of CSR actions being implemented by 20 major tourism companies

CSR ACTIONS WITH ENVIRONMENTAL IMPACT (35% OF ALL ACTIONS)
The study shows that one third of all CSR actions with environmental impact were related to the conservation of wildlife and ecosystems (29%), while other common actions included saving measures and use of new technologies relating to energy (21%), water (11%) and recycling (16%). These areas of action are popular as they offer direct return on investment (ROI), eg. implementing energy efficiency and renewable energies helps cut operational costs as well as contributing to the preservation of the destination's natural resources. Guidance on this is also readily available through international certifications and norms and standards such as the International Organization for Standardization (ISO) or Green Globe International.

CSR ACTIONS WITH SOCIAL IMPACT (28% OF ALL ACTIONS)
Health services; investment in hospitals and medical R&D; medical care and training and information programs accounted for 33% of the CSR actions with social impact. Other common actions included: poverty alleviation (13%), education (13%), culture (11%) and combating sex tourism (10%).

CSR ACTIONS WITH ECONOMIC IMPACT (16%)
Local enterprise investment, supplier contracting and recruitment are perceived to generate a more direct and indirect economic benefit for local communities. Developing local supply chains opens the opportunity to create indirect jobs in the areas of agriculture, fishing, handicraft and these actions comprised up to 50% of the CSR actions with economic impact.

CSR ACTIONS WITH MULTIFACETED IMPACT (21%)
The largest percentage of CSR actions with multifaceted impact related to customer involvement in CSR objectives (39%), employees and staff (24%) and supplier involvement (14%).

Please see the accompanying graph for a list of all 50 CSR actions identified in this study.
50 CSR actions implemented by 20 tourism companies in relation to UN MDGs

This graph shows the 50 CSR actions identified for the purpose of the preliminary UNWTO study on CSR in tourism conducted on 20 tourism companies. The actions are illustrated by percentage of use (ratio showing how many companies out of 20 are engaging), type of impact (environmental, social, economic, multifaceted), scope (water, energy, local recruitment, etc.), and areas of engagement (internal management, host community support, suppliers' relations, customer service, stakeholders' involvement).
HOW ARE COMPANIES IMPLEMENTING CORPORATE SOCIAL RESPONSIBILITY IN TOURISM?

Based on the research conducted thus far on the 20 companies, the following were identified as the most common areas of engagement in CSR:

i) **Internal Management**
Activities essential to core operations of business, eg. norms and standards, resource management, professional development, security and health, etc.

ii) **Host Community Support Practices**
Intended to preserve, assist and strengthen local communities, eg. wildlife and landscape preservation, pollution reduction, recycling & waste storing, offsetting activities, awareness campaigns on social issues, etc.

iii) **Supplier Relations**
Activities related to purchasing and trade relations, responsible consumption, eg. promoting local supply chains, fair trade, green purchasing, etc.

iv) **Customer Service**
Enhancing the consumer’s experience and protecting rights by implementing policies and staff training relating to ethical behaviour, health, security, etc.

v) **Stakeholder Involvement**
Activities encouraging collaboration and participation between customers, staff, host community, and suppliers.

**FIGURE 2. AREAS OF ENGAGEMENT IN CSR ACTIONS**

* Based on a study of CSR actions being implemented by 20 major tourism companies

**Internal Management** was found to be the most common area of engagement in CSR with 40% of the total actions being implemented collectively by the 20 companies being based in this area. Research suggests that tourism companies focus on Internal Management because it offers an obvious return on investment (ROI), with direct benefits to the local community and environment. Internal Management is often one of the first CSR actions companies implement to be adopted by companies when they align their businesses with standards or certification, eg. International Organization for Standardization (ISO) or Green Globe International.

**Host Community Support** was another common area of engagement (34%) and these types of CSR activities are probably attractive because they contribute to the environmental conservation, the maintenance of cultural heritage and poverty alleviation which enhance the attractiveness of a destination and thus stimulate business. Moreover, it can be relatively simple for companies to invest in this area; while some may be more active by working closely with the host communities, others may contribute via financial donations to a cause or by providing in-kind support to a campaign.
HOW YOUR BUSINESS CAN CONTRIBUTE TO THE MDGs!
We have identified a number of actions that your business can take to contribute to the achievement of each of the Millennium Development Goals, while enhancing your competitiveness.

Learn how tourism companies are successfully implementing CSR, click here.

<table>
<thead>
<tr>
<th>MDG 1: ERADICATE EXTREME POVERTY &amp; HUNGER</th>
<th>MDG 2: ACHIEVE UNIVERSAL PRIMARY EDUCATION</th>
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<tbody>
<tr>
<td>Local recruitment, local enterprise investment, local supply purchase, fair-trade, poverty awareness campaigns, in-kind funds, staff participation in humanitarian projects (i.e. orphanage funding, free flights for NGO, dispatching aid, etc.)</td>
<td>Funding for schools, offering teachers-grants, delivering school supplies &amp; computers, in-company technical &amp; language training, scholarships &amp; mentorships programmes for staff &amp; local community, information programmes for customers, suppliers, etc.</td>
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<tr>
<th>MDG 3: PROMOTE GENDER EQUALITY &amp; EMPOWER WOMEN</th>
<th>MDG 4: REDUCE CHILD MORTALITY</th>
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<tr>
<td>Scholarship programmes for managerial coaching, professional mobility workshops, family support structures for working mothers (i.e. in-company childcare programs, flexible hours for working mothers), technical training &amp; craft learning for women local communities, etc.</td>
<td>Social investment in health facilities, free medical check-ups in-company &amp; community, nutrition advice &amp; programmes, free dispatch of medical equipment &amp; staff, free transfer of children in medical need, medical personnel &amp; equipment, etc.</td>
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<th>MDG 5: IMPROVE MATERNAL HEALTH</th>
<th>MDG 6: COMBAT HIV / AIDS, MALARIA &amp; OTHER DISEASES</th>
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<tr>
<td>Free screenings &amp; medical care, free supply of maternity-related complements, education programmes, investment in research &amp; development, funding of health facilities, childcare facilities in-company, etc.</td>
<td>In-company prevention training &amp; awareness raising activities, host community education workshops (i.e. use of mosquito nets), free medical check-ups, social inclusion programs, flights for medical staff, investment in R&amp;D, etc.</td>
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<th>MDG 7: ENSURE ENVIRONMENTAL SUSTAINABILITY</th>
<th>MDG 8: DEVELOP A GLOBAL PARTNERSHIP FOR DEVELOPMENT</th>
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<tr>
<td>Compliance to advanced norms &amp; standards (i.e. ISO 14001, Green Globe Certificate), resource efficiency, renewable energies, recycling &amp; eco-materials, wildlife &amp; ecosystem preservation actions (i.e. offsetting, monitoring, clean-ups, etc.)</td>
<td>Collaboration between public and private sectors, independent associations &amp; NGOs to provide funding and assistance to host communities, enhance staff capacities, clients’ wellbeing &amp; engage consumers.</td>
</tr>
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LOOKING AHEAD: FUTURE RESEARCH AND TOURPACT.GC

RESEARCH ON THE 20 COMPANIES THUS FAR HAS SHOWN THAT ENVIRONMENTAL CONCERNS ARE A KEY FOCUS FOR CSR ACTIONS.

Many CSR actions that are directed at environmental sustainability also create return on investment for the companies via the saving of resources such as water and energy. Accreditation or standards systems are a simple way for companies to begin to engage in CSR and provide useful guidelines for companies wishing to manage their operations more sustainably.

The companies surveyed in this report are making a difference to their local communities, often by providing funding to the local health and education sectors, which helps contribute to the health and wellbeing of local people and visitors alike. There is much potential in tourism to further develop its local impact by relooking at supply chains and investing in local purchasing.

To help companies engage in CSR in tourism, the World Tourism Organization is currently building an innovative framework with the UN Global Compact entitled TOURpact.GC, which will create closer links between the public and private sector, and open opportunities for more job creation, sustainable development, wealth and local economy growth. TOURpact.GC will focus on a number of key priority areas of tourism development and will raise awareness about the value of CSR for tourism competitiveness and sustainability. Future research on CSR in tourism is also planned, particularly in the area of addressing barriers that prevent companies from engaging in CSR.

SEE CSR IN PRACTICE!
Special report on 8 companies successfully implementing CSR in their businesses
CLICK HERE >>>

Download full bibliography of resources used for this study
CLICK HERE >>>

If you are interested in registering for updates on TOURpact.GC and the future research of CSR in tourism by UNWTO, please email: tourpact@UNWTO.org
UNWTO
DRIVING
PARTNERSHIPS

FORMULATED BY THE UNWTO, THE ROADMAP FOR RECOVERY IS A SET OF STRATEGIC GUIDELINES BASED ON THREE INTERLOCKING ACTION AREAS...

...Resilience – Stimulus – Green Economy – designed to support the global economy and the tourism sector.

Addressed to world leaders and decision makers, the Roadmap for Recovery aims to show how the tourism sector can contribute to the ongoing actions in response to the crisis by creating jobs, promoting trade and enhancing development. The Roadmap for Recovery highlights the importance of boosting public-private partnerships to maximise synergies between national, regional and international stakeholders.

JOIN UNWTO AS AN AFFILIATE MEMBER

The private sector is represented in UNWTO by the Affiliate Members and any company, NGO, educational institution or entity involved in tourism-related activities can join. In fact, our 400+ Members include airlines, travel agents, destination promotion boards, hotels and hotel groups, universities, business schools, trade unions, IT companies and centres for environmental & sustainability research.

How can joining as an Affiliate Member help my organization?

• Share world-wide strategic intelligence and cutting-edge research with other Members and benefit from free access to the extensive UNWTO e-library.
• Interact with leading business decision makers and government members.
• Explore partnerships for specific projects and new business opportunities.
• Enjoy industry-wide recognition and exposure for your brand through UNWTO publications.
• Exchange information on ‘best practices’ to help promote accessible, competitive and sustainable tourism.
• Position your organization in the front line of the fight against climate change, poverty and social deprivation.

If you would like any further information about the benefits of being an Affiliate Member and how to join, please visit our website.

MORE INFORMATION >>>
TOURISM IS ONE OF THE MOST Viable AND SUSTAINABLE DEVELOPMENT OPTIONS FOR MANY COUNTRIES AND CAN BE A MAIN SOURCE OF FOREIGN EXCHANGE EARNINGS.

In recognition of this, and to help address the UN Millennium Development Goal 1 to eradicate extreme poverty by 2015, UNWTO created the Sustainable Tourism Eliminating Poverty (ST-EP) initiative, officially launched in 2002. To date, 90 ST-EP projects have been developed in 31 countries.

ST-EP focuses on capacity building and awareness raising, and examples of key activities include:

- facilitating the involvement of local people in tourism development around natural and cultural heritage sites;
- establishing business linkages between poor producers and tourism enterprises;
- providing business and financial services to small, medium and community based tourism enterprises;
- the training of local guides and hotel employees.

ST-EP PROGRAMME

Support from Governments, development agencies and other organizations will enable UNWTO to further expand the ST-EP Programme and help make the tourism sector work for the poor. Individuals, public and private sector organizations, and other entities who would like to explore how they can collaborate in the ST-EP Programme can contact UNWTO at:

st-epprogramme@UNWTO.org

FOR MORE INFORMATION VISIT www.UNWTO.org/step
IN FOCUS:
KONSO COMMUNITY
TOURISM PROJECT
ETHIOPIA

IN RESPONSE TO A REQUEST FROM THE ETHIOPIAN MINISTRY OF CULTURE AND TOURISM, UNWTO, WITH SUPPORT FROM SNV AND THE ST-EP FOUNDATION, LAUNCHED A THREE YEAR ST-EP PROJECT IN THE KONSO DISTRICT, ETHIOPIA IN 2007 TO OPTIMISE LOCAL ECONOMIC IMPACT FROM TOURISM IN THE REGION.

Konso is cultivated in stone terracing unique to Africa and the villages, nestled behind a complex of massive stone walls, contain cultural artefacts only found in Konso. Addressing the specific needs of Konso, the ST-EP project provided training to the local communities on hospitality management, tour guiding and tourism awareness, implemented marketing strategies and developed tourist facilities including a visitor information centre promoting local crafts.

Urmale Chiwle Tiabo is a Tourism Officer of the Konso Special Woreda and discusses the impact that the ST-EP had on Konso:

**Why was the district government interested in executing a ST-EP project in Konso?**

The district government had know-how about tourism but less of an idea on how to shape and direct tourism that would benefit the community. Konso lacked expertise in tourism marketing, development and the conservation of natural and cultural resources which was resulting in poor decision making. There was very little local economic impact from tourism and community members were harassing tourists entering the villages.

**How do you assess the contribution the ST-EP project is making to poverty reduction in Konso?**

The ST-EP project is making very significant contribution towards poverty reduction in Konso. Now many local people are either self employed like local guides or employed by lodges and hotels; or selling products & services to tourists. Most importantly, communities in Konso are getting more share from the tourism revenues. The completed visitor information centre, which is expected to be opened soon, is also envisaged to bring great changes in the tourism activities and the subsequent income from tourism in Konso.
ST-EP PARTNERS


UNWTO ST-EP FOUNDATION

The Government of the Republic of Korea was a pioneer partner in the launching of the ST-EP Programme, by offering an initial contribution of US$ 5 million to host and establish the UNWTO ST-EP Foundation in Seoul. As an international, non-profit organ of the ST-EP Programme, the Foundation works in consultation with UNWTO and in cooperation with national governments, international organizations, development agencies, corporations and individuals, to promote poverty alleviation through sustainable tourism development. The principal role of the UNWTO ST-EP Foundation is to provide essential support for the implementation of the ST-EP Programme, including financial and research channels, developing partnerships, raising awareness of ST-EP, and evaluation of ST-EP projects.

SNV NETHERLANDS DEVELOPMENT ORGANISATION

Since 2004, SNV and UNWTO have a partnership agreement in which both organisations express their ambition to engage into joint action on pro-poor sustainable tourism activities, especially in regions where SNV is active (West Africa, East Africa, Southern Africa, South-East Asia, the Himalayan region, the Andes / Amazon region, the Central American region and the Balkans). SNV has made a € 2.5 million contribution to UNWTO for capacity building activities and the formulation and implementation of 39 ST-EP projects. A large part of these ST-EP projects receive advisory services from SNV advisors, and co-funding from the ST-EP Foundation. SNV has a proven track record in working in various developing countries on sustainable tourism activities. With more than 900 professional advisors, SNV is active in 35 countries worldwide. The cooperation between SNV and UNWTO is founded on a number of strong complementarities between both organisations: SNV’s experience with local organisations, combined with its capacity-strengthening and thematic expertise on pro-poor sustainable tourism, together with UNWTO’s focus on supporting its Member States and National Tourism Administrations through policy and project formulation, as well as developing and sharing expertise through studies, publications and international seminars.

Chairperson of the UNWTO ST-EP Foundation Board of Directors

Dho Young-shim speaking to the former UN Secretary-General Kofi Annan and current UN Secretary-General Ban Ki-moon
GOVERNMENT OF ITALY

The Ministry of Foreign Affairs of the Italian Government has made a voluntary contribution of €2 million to UNWTO for activities under the ST-EP Programme, that would be allocated especially for ST-EP projects in Central America and West Africa. Through the Italian Association for Responsible Tourism, the Italian authorities have identified several Italian NGOs that can implement ST-EP projects in the field and approved proposals submitted by these NGOs for ST-EP projects in Benin, Burkina Faso, Ghana, Mali, Niger, Senegal, Guatemala and Nicaragua. The Italian NGOs have a long and successful working history in development cooperation in these countries, and are using their experience and field structure to achieve tangible impacts in the ST-EP projects. UNWTO is overseeing the implementation of the projects and providing the NGOs with background information on Sustainable Tourism and Poverty Elimination and detailed advice on specific project components.

TOGETHER WE CAN MAKE THE TOURISM SECTOR WORK FOR THE POOR

The generous financial and in-kind support of many partners from the public sector, private sector and civil society has been essential to make the ST-EP Programme a success. To plan and execute ST-EP activities, UNWTO established partnerships with the Governments of the Republic of Korea, Italy, France, Macao S.A.R. and the Flemish Government, as well as with the Netherlands Development Organisation SNV, the Korean International Cooperation Agency KOICA, the Spanish Agency for International Cooperation for Development AECID, Tsingtao Breweries Ltd. (China), the Netherlands Committee of the World Conservation Union (IUCN-NL) and the Ramsar Swiss Fund for Africa. Alongside these partnerships, UNWTO is also collaborating with a wide range of government agencies, development organizations, educational and private sector entities that are making financial and technical contributions to individual ST-EP projects and other ST-EP activities.
Tours to the sacred crocodile pond in Bazoulé, Burkina Faso, will be organized by members of the Tourism and Development Association ATDB.

Tubing adventures in the River Chixoy are organized by the Tourism Committee of the Community of Chicamán in Quiché, Guatemala (www.guatetubing.com).

The community-based tourism association RENITURAL has chosen the brand "simply extraordinary" to promote their products (www.turismoruralnicaragua.com).

REDTURC is the community-based tourism network of the Lake Titicaca whose members offer a wide range of tourism experiences in different locations such as Uros, Taquile, Amantani, Ccotos or Llachón (www.visittiticaca.com).

A recipe book containing traditional and innovative dishes from Bahía de Tela in the Northern Coast of Honduras has been published to promote the local gastronomic initiatives of the Garifuna community.

Interesting ecotourism activities are being offered by different community associations in the Malian region of Siby et Pays Mandé (www.sibymande.org). Pictured here is the Cooperative An Ka Yelen which organizes rock climbing tours.

The Savannaland Tourism Destination (www.savannaland.com) was promoted at the Accra International Conference Centre within the Framework of the World Tourism Day 2009. The stand, which presented much diversity in culture, historic and ecological wealth, was awarded the best stand plaque by the events organizer and the Minister of Tourism.

Touring and enjoying local traditional dances is part of the activities of the Responsible Tourism Programme in Saint Louis and Louga, Senegal.

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The community-run Saha Forest Camp offers cozy accommodation within the Anjozorobe-Angavo reserve near Antananarivo, Madagascar (www.sahaforestcamp.mg). Boat and medicinal plant tours and visits to Canhane village and Limpopo National Park can be organized by the local guides of Covane Community Lodge in the province of Gaza, Mozambique.

The new Pangani Tourism Information Centre of Tanzania provides opportunities to community members to organize guided tours, sell handicrafts, and promote local culture (www.panganitourism.com).

The Viengxay Visitor Centre organizes bike tours to the legendary Viengxay Caves in Lao PDR (www.visit-viengxay.com).

The Great Himalaya Trail connects the main tourist trekking destinations with less visited trekking areas like Humla and Dolpa, providing opportunities for local communities to become part of mainstream trekking in Nepal (www.thegreathimalayatrail.org).

The Olowaru camp provides accommodation for volunteers undertaking a wildlife monitoring research in Loitokotok, Kenya, and employs 300 community members in handicraft making and other support activities.

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S WORLDWIDE projects in 31 countries

Beneficiary countries

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The portfolio includes 90 ST-EP projects in 31 countries by the Beneficiary countries.

FACING THE CLIMATE CHALLENGE

CLIMATE CHANGE IS ONE OF THE MOST SERIOUS THREATS TO SOCIETY, THE ECONOMY AND THE ENVIRONMENT.

UNWTO estimates that tourism currently accounts for approximately 5% of global CO2 emissions. By 2035, under a ‘business as usual’ scenario, emissions from tourism are projected to increase by 130%. Changing climate and weather patterns are already changing travel demand and tourist flows, and this in turn is impacting tourism businesses, host communities and other related sectors such as agriculture, handicrafts and construction.

The UNWTO has been working for many years to raise awareness on climate issues and position tourism at the forefront of the fight against climate change. The Davos Process, established in 2007 by UNWTO, UNEP, the World Meteorological Organization and with support from the World Economic Forum, calls for the sector to:

- mitigate greenhouse gases, especially those derived from transport and accommodation activities;
- adapt tourism businesses and activities to changing climate conditions;
- apply existing and new technologies to improve energy efficiency;
- secure financial resources to assist region and countries in need.

Environmental responsibility also makes economic sense – increased efficiency means greater profits and reassurance of long-term sustainability for investors. In addition, demand for responsible business is increasing as consumers are more conscious of the environmental implications of travelling. With the growing popularity of social media networks, consumers are becoming more selective with their travel choices and companies that disregard their environmental responsibility risk negative publicity across an audience of millions.

Climate change is a challenge requiring the participation and support of all tourism stakeholders – it is only through effective collaboration that the tourism sector will drive a global response to climate change.

TOURISM VULNERABILITY ‘HOTSPOTS’
TOUR OPERATORS’ INITIATIVE FOR SUSTAINABLE TOURISM DEVELOPMENT (TOI)

Since 2000, the Tour Operators’ Initiative for Sustainable Development (TOI) has been promoting sustainable tourism by encouraging tour operating businesses to design and conduct environmentally, economically, and socially sustainable tours that are critical to:

• improve the quality of the tourism experience at the local level;
• safeguard destinations;
• safeguard the future of tourism business.

TOI promotes the sustainability of destinations by optimising tour operators' capacity to:

• implement environmental management strategies in destinations;
• influence tourism development and destinations’ lifecycles;
• provide a long-term vision for the competitiveness and attractiveness of destinations;
• encourage responsible travel choices and behaviours to consumers.

TOI is a forum for research and information exchange, capacity building, technical support and communication. The Initiative is voluntary, non-profit and fully supported by the United Nations Environment Programme (UNEP), the United Nations Educational, Scientific and Cultural Organization (UNESCO) and UNWTO which currently hosts TOI’s Secretariat.

In Side, Turkey, TOI played an integral role in bringing the Turkish government, local municipalities and stakeholders together to develop, implement and finance a project designed to improve the city’s waste management and wastewater treatment. Illegal dumps located in close proximity to Side’s Roman ruins, the city’s major tourist attraction (pictured), were closed and a new site opened, including a composting area, a waste separation and compacting area and wastewater (leaking water) treatment.

To learn more about the benefits of joining TOI visit: www.toinitiative.org/

DOWNLOAD UNWTO CLIMATE RESOURCES:

• The Davos Declaration
• Climate Change and Tourism, Responding to Global Challenges
• From Davos to Copenhagen and Beyond: Advancing Tourism’s Response to Climate Change
• WCC3 Tourism White Paper: Weather and Climate Information for Tourism
• Hotel Energy Solutions
**What is Hotel Energy Solutions?**

Hotel Energy Solutions (HES) is an initiative designed to deliver information, technical support and training to help small and medium-sized hotels across the 27 European Union countries to increase their use of energy efficiency and renewable energy.

**What are the targets?**

**Within participating hotels, the Hotel Energy Solutions Project aims to achieve:**
- 20% increase in energy efficiency
- 10% increase in usage of renewable energy technologies

**How does it work?**

The Hotel Energy Solutions Project will undertake three key functions:
- Develop a toolkit and supporting materials to assist SME hotels to plan for and invest in energy efficiency (EE) and renewable energy (RE) technologies;
- Test the toolkit in hotels – and use the lessons learned to improve the tools;
- Disseminate and promote the toolkit to hotels – highlighting practical solutions for increased use of energy efficiency (EE) and renewable energy (RE) technologies in SME hotels across the European Union, alongside tools enabling SME hotels to benchmark their energy performance and prioritise the most cost-effective investments for improving their energy performance.

**Who is behind it?**

Hotel Energy Solutions is a European Commission co-funded initiative which brings together key organisations in the fields of tourism and energy technologies: the World Tourism Organization which is coordinating the project, the United Nations Environment Program, the International Hotel and Restaurant Association, the European Renewable Energy Council and the French Environment and Energy Management Agency.

**Why is it needed?**

While the hotel sector is one of the tourism industry’s largest drivers of employment and economic revenue, it is also one of the most energy intensive. The EU Action Plan for Energy identifies the tertiary sector, including hotels, as having the potential to achieve 30% savings on energy use by 2020 – higher than savings from households (27%), transport (26%) and the manufacturing industry (25%).

Almost half of the world’s hotels are located in Europe, and 9 out of 10 of these are small and medium-sized (SME) hotels. Currently, the SME hotel sector’s use of energy efficiency and renewable energy technologies is far below its real potential, and the majority of hotel’s are relying on older, less efficient equipment.

**Did you know...?**

- Small and simple investments in energy saving measures can decrease a hotel’s energy consumption up to 30-40%. Larger hotel chains have saved millions of Euros by implementing sustainability programmes.
- A small & medium enterprise hotel can save up to 3-5% of its energy usage just by lowering its heating temperature in wintertime from 20 degrees to 18. In Germany, this would equate to an annual saving of about €3,000 (approximately US$3,600).
What’s in it for me?

Hotel Energy Solutions is free and open to all hotels, destinations and energy technology suppliers in the European Union:

• Increase the sustainability and competitiveness of your hotel by using the HES toolkit
• Demonstrate your hotel’s commitment to the environment
• Participate in major HES conferences, tourism industry fairs and events
• Benefit from networking with leaders in the industry of tourism and energy efficiency/renewable energies
• Enhance the appeal of your destination to today’s environmentally conscious consumer
• Help stimulate research, innovation and the development of new products in hospitality and energy

How do I join?

Signing up for Hotel Energy Solutions is easy – simply visit www.hotelenergysolutions.net, register and we will be in contact with opportunities relevant to your needs.

In Focus

Relais & Châteaux

Jaume Tàpies is the President International of, Relais & Châteaux, and member of the Hotel Energy Solutions End User Advisory Group.

‘Relais & Châteaux is an exclusive collection of 475 of the finest hotels and gourmet restaurants in 57 countries. Established in France in 1954, the Association’s mission is to spread its unique art de vivre across the globe by selecting outstanding properties with a truly unique character.

Relais & Châteaux is committed to environmental concerns and has developed a programme in partnership with Primagaz which involves developing energy balances for each hotel, as well as identifying areas for improvement in energy technologies and efficiency and determining ROI.

We are delighted to be involved in Hotel Energy Solutions – for the very first time I have the feeling that there is a very precise, global work being taken on sustainable hotel energy needs and solutions.’

Boutique hotel Stadthalle - The world’s first urban zero-energy-balance-hotel
The International Labour Organization (ILO) is a tripartite organization that brings together representatives of governments, employers and workers with equal voting rights. This unique arrangement gives the ILO an edge in incorporating 'real world' knowledge about employment and work.

Over the last nine decades – the ILO was established in 1919 – the Organization has defined the standards that have become a reference point for many dimensions of work and enterprises. It plays a major role in defining economic and social policy; most labour codes in the world are inspired by ILO values, principles and standards.

The Decent Work Agenda expresses the mandate of the ILO in the reality of the 21st century. Decent work is a universal aspiration valid for all workers, women and men, in both formal and informal economies; in wage employment or working on their own account; in the fields, factories and offices; in their home or in the community.

The challenges loom large. Before the global economic crisis, there was already a crisis of massive global poverty, rising informality and precarious work. Faced with the prospect of a prolonged global increase in unemployment, poverty and inequality and the continuing collapse of enterprises, the ILO’s International Labour Conference adopted a Global Jobs Pact in June 2009 designed to guide national and international policies aimed at stimulating economic recovery, generating jobs and providing protection to working people and their families.

Beyond its tripartite constituency, including governments, employers’ and workers’ organizations worldwide, the ILO seeks partnerships with companies and foundations that share its core values and respect internationally recognized principles with respect to labour, human rights, the environment and corruption. In developing the partnership, guidance and policy advice will be offered by the ILO to bring your company into line with recognized decent work principles.

Based on a cooperation agreement between ILO and UNWTO from 2008 the UN agencies develop joint activities on HIV/AIDS, Child Labour, migrant workers and other sector and workplace related issues. As a follow up ILO and UNWTO issued a statement on Employment and Tourism which not only refers to the Global Jobs Pact but also to the potential of tourism on job creation, development and all elements of decent work.
PUTTING CSR INTO PRACTICE

CORPORATE SOCIAL RESPONSIBILITY (CSR) ADDS VALUE AND DIVERSITY TO BUSINESS. THE FOLLOWING EXAMPLES DEMONSTRATE HOW BOTH BIG AND SMALL COMPANIES IN TOURISM ARE MAKING A REAL DIFFERENCE TO THE LOCAL COMMUNITIES AND ENVIRONMENT IN WHICH THEY OPERATE.

SOL MELIÁ: THE WORLD’S FIRST “BIOSPHERE HOTEL COMPANY”

Sol Meliá of Spain is the third largest chain in Europe, and with more than 300 hotels in 30 countries has a workforce of over 35,000 employees.

In 2009, Sol Meliá became the first hotel company in the world to be certified as a “Biosphere Hotel Company” by the Responsible Tourism Institute (RTI), a private institution supported by UNESCO. The certification is included in the strategic sustainability project that aims to integrate and implement Sustainable Development principles and values in the business and involve stakeholders. It aims to internalise commitment, create an institutional framework and make sustainable development a cohesive and fundamental part of Sol Meliá. The value of the certification by the RTI basically lies in its “broad scope” given that it includes company-wide social, environmental and cultural requirements, and applies all of those requirements to the relationship with all of its stakeholders. Sol Meliá currently operates 15 Biosphere Hotels, 8 Hotels that have been awarded Green Globe certification, 7 with ISO 14.001 certification and 4 more with EMAS certification.

Sol Meliá is a UNWTO Affiliate Member and participates in the Global Compact.

www.solmelia.com

PHILIPS

sense and simplicity

PHILIPS: PROVIDING EDUCATION ON SUSTAINABILITY AND HEALTH

Royal Philips Electronics of the Netherlands is a diversified health and well-being company, focused on improving people’s lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of “sense and simplicity”.

Philips is committed to enhancing the sustainability of the hospitality industry by enabling hotels to offer differentiated guest experiences. With around 40% of a hotel’s energy consumption going on lighting alone, Philips solutions support hotels in their efforts to lessen their environmental impact, as well as the economic benefits they can enjoy from switching to new, more efficient technologies such as LED lighting. Philips cites education as one of its important sustainability activities and has launched the SimplyHealthy@Schools global initiative designed to improve children’s knowledge of healthy living by paying special attention to air, light, water and oral hygiene, as well as exercise and caring for the environment. Philips also helps underprivileged schools upgrade their lighting in order to improve learning conditions and help schools save energy.

Philips is a UNWTO Affiliate Member and is actively involved in the Hotel Energy Solutions initiative.

www.philips.com/hospitalitysolutions
PROMOTING SUSTAINABILITY IN THE AVIATION INDUSTRY

IBERIA: ENVIRONMENTAL RESPONSIBILITY AND LOWERING CO2 EMISSIONS

Iberia is Spain’s largest air transport group and the 4th largest in Europe and is a founding member of OneWorld, the alliance of airlines which together serve 700 destinations around the globe.

Iberia:

- Contributes to the European SESAR programme (Single European Sky ATM Research Programme), which aims to achieve a modern management system for European air space, to reduce air traffic congestion in Europe and mitigate its impact on the environment.
- Participates in the European RETACDA Project (Reduction of Emissions in Terminal Areas using Continuous Descent Approach) to reduce emissions by using the Continuous Descent Approach (CDA) when landing. This reduces noise by 4-6 decibels and saves between 300 and 480 kg of CO2 per aircraft.
- Has formally expressed interest in participating in the IAGOS research project from 2011 which consists of fitting long-distance aircraft with scientific instruments to analyse the chemical atmospheric composition (H2O, O3, CO, CO2, NOx), assessing air quality.

Iberia is a UNWTO Affiliate Member and participates in the Global Compact.

www.iberia.com

Lufthansa: Advancing Sustainability through Technology

The Lufthansa Group of Germany is an international concern with 118,000 employees, 722 aircraft on routes to 274 destinations and consists of more than 400 subsidiaries and affiliates.

In recognition that technological innovation is one of the major levers for the aviation industry to reduce environmental impact through cutting CO2 emissions, Lufthansa invests over 13 billion Euros in 146 new aircraft. Lufthansa Technik has also developed a new method for washing engines quickly and effectively entitled “Cyclean Engine Wash”, which reduces dirt accumulation thus enhances engine efficiency, and can lower CO2 emissions by between 0.5 and 0.75% depending on the aircraft.

In other words, Lufthansa saves with this procedure more than 80,000 litres fuel every day. Cyclean Engine Wash process also saves valuable resources such as water and energy, and can be completed in one hour, as opposed to the average six hours.

Lufthansa participates in the Global Compact.

www.lufthansa.com
SERENA HOTELS GROUP MANAGING DIRECTOR MR. MAHMUD JANMOHAMMED DISCUSSES THE VALUE OF CSR FOR BUSINESS, SOCIETY AND THE ENVIRONMENT.

Serena Hotels Group comprises 32 luxury resorts, safari lodges and hotels, located in East Africa (Kenya, Tanzania, Rwanda, Uganda and Mozambique) and Southern Asia (Pakistan, Afghanistan and Tajikistan). The Group is owned and managed by the Aga Khan Fund for Economic Development (AKFED) Tourism Promotion Services, which seeks to develop tourism potential in selected areas in the developing world, particularly in under-served regions.

How important is CSR to the Serena Hotels?
CSR is extremely important to Serena Hotels. The economic, environmental and social benefits resulting from our corporate social responsibility programmes are difficult to dispute. Our various CSR programmes give us a competitive edge in the marketplace, license to operate and boost staff morale.

What type of CSR activities are you currently implementing?
We believe in taking a holistic approach to CSR. It encapsulates the responsibility that is owed to the natural environment which sustains us, the local communities that support us, the overall well being of our employees and finally the degree to which we contribute to the economic health of the countries in which we operate. Our activities include turtle and butterfly conservation programmes, reforestation programmes, energy conservation, proper management of waste, employee wellness programmes and community development programmes.

Do you think your commitment to CSR significantly increases your competitiveness as a hotel?
Absolutely. Today’s discerning traveller is committed to ensuring that the hotels he/she stays in contribute towards preserving both the eco system and the culture of the destination of their choice; we have been vigorous in implementing a broad spectrum of eco-practices over the past 2 decades.

What do you think are the main challenges preventing businesses from investing in CSR?
A general lack of understanding of what CSR really is and how beneficial it can be for a company in the long term. If you look at Serena’s case our CSR programmes are not just limited to philanthropy and compliance but also about how we handle our responsibilities in the work place, the marketplace, the sure holistic issues; such as how we manage our economic, social and environmental impact apply chain, the community and the realm of public policy. We believe in measuring our success, not just by the financial bottom line, but also by how much the company has contributed towards local economic development, environmental conservation and the maintenance of social justice.

www.serenahotels.com
A SOLUTION FOR POVERTY REDUCTION

THE ITC TOURISM-LED POVERTY REDUCTION PROGRAMME

The International Trade Centre (ITC), a joint agency of the World Trade Organization (WTO) and the UN, is the development partner of small exporters. Our mandate of achieving “export impact for good” is very much in harmony with ITC’s newly launched Tourism-led Poverty Reduction Programme (TPRP); an innovative trade promotion initiative that aims to link the local communities to promising tourism value chains, harnessing their entrepreneurial capacities and generating income and employment for the poor.

TPRP works to reduce poverty by turning leakages into linkages and integrating the poor local communities, particularly women, located close to tourist destinations to existing international tourism value chains. We have not only forged partnerships with development institutions and governmental bodies, but also with internationally renowned hotel chains to help them fulfill their CSR commitment.

Senses, a luxury spa and resort chain and project partner in the Maldives recently:

“one of our core values is to contribute our resources, both financial and human to help better the environment and the community, which we live in. a partnership with itc’s tprp does exactly this by helping local communities improve their business skills, develop jobs for themselves, and offer local products that our guests can enjoy. last but not least, this approach contributes substantially to lowering the carbon footprint.”

Through these projects, capacity of poor communities is not only built through training, but links are developed between the agricultural and handicrafts sectors, and the hotels in need of quality products and services to deliver on their CSR commitment. Inclusive tourism projects are currently run in Benin, Brazil, Lao PDR, Mozambique, and Senegal.

The perfect example of the potential that this approach entails is illustrated by the Brazil project and its work along the 200 kilometres of the Coconut Coast in Bahia. In collaboration with partners like the Group Bank Santander and hoteliers like Iberostar and Fiesta, the project has so far benefitted more than 5000 people who have accessed decent jobs and improved their living conditions.

Based on our experience, we estimate that our tourism related projects have a US$8 impact for US$1 invested. The replication of TPRP projects is generally expected to result in a five-fold increase in the project’s impact in terms of the number of beneficiaries, thus further multiplying potential impact.

For more information on our projects and approach, please visit our website:

DIVERSIFYING BUSINESS BY WORKING WITH LOCAL COMMUNITIES

BANYAN TREE GALLERY: RETAILING WITH A DIFFERENCE

Banyan Tree Holding Limited of Singapore is a manager and developer of premium resorts, hotels, and spas operating in 24 countries.

In line with its corporate responsibility mission ‘embracing the environment, empowering the people,’ Banyan Tree has developed Banyan Tree Gallery, a retail gallery showcasing indigenous local culture and crafts, merchandise, Asian style home furnishing, eco-friendly products, resort apparel, and accessories. Based on a concept of ‘retailing with a difference,’ Banyan Tree Gallery’s business ideals centre around four core values:

• Sustaining Village Development
  Banyan Tree Gallery works closely with village cooperatives and non-profit craft marketing agents to provide gainful employment and help sustain ethnic craft skills;

• Conserving Natural and Cultural Resources
  A range of eco-friendly products are developed via recycling and the use of indigenous natural material;

• Showcasing Ethnic Crafts and Culture
  Retail items are accompanied by a detailed write up of the craft, its origins, and the creator to promote the rich and diverse cultures and heritage of the different communities;

• Educating and Motivating Stakeholders
  Market knowledge such as trends and consumer preferences is shared with cottage craft producers during workshops and visits to enhance the marketability and sustainability of the crafts.

Banyan Tree Holding Ltd. participates in the Global Compact.
www.banyantree.com | www.banyantreegallery.com

ACCOR AND AGRISUD: CONTRIBUTING TO LOCAL ECONOMIC DEVELOPMENT THROUGH LOCAL PURCHASING

Accor of France is a global hotel and services group operating in nearly 100 countries with 150,000 employees. Accor operates 4,100 hotels under the Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6 brands.

Since 2004, Accor has been supporting local economic development in the Siem Reap and Phnom Penh regions of Cambodia in partnership with Agrisud, an NGO dedicated to creating local micro businesses and helping farmers reach local markets. Through purchasing local products from the region’s micro businesses, Accor has contributed to the development of 180 fully operating agricultural micro businesses. The initiative has enabled local farmers to diversify their products and market outlets and generate higher revenues for their families. In 2009, over 215 tons of agricultural products were produced, equating to a turnover of over US $79,000.

Following the success in Cambodia, in 2008 Accor has started implementing a similar initiative with Agrisud in Brazil through its Ibis chain, and is now planning further activity in the Ouarzazte and Zagora regions of Morocco.

ACCOR is a UNWTO Affiliate Member and participates in the Global Compact.
www.accor.com

The Malmaison and Hotel du Vin Group are two UK boutique hotel brands with 1,900 rooms and over 50 restaurants and bars. Tim Gassick, Director of Risk, Health and Safety, discusses how CSR has reshaped this small hotel group’s business philosophy.

How important is CSR to the Malmaison and Hotel du Vin Hotel group?

Despite coming somewhat late to the table in terms of CSR, it is fair to say that we now believe that CSR plays an important role within our business, touching so many different aspects from being environmentally astute to looking after the wellbeing of our employees and the communities in which we are located. We look upon CSR as being able to put something back into charitable groups, allowing us to be seen to be good corporate citizen, helping to reduce our carbon footprint, motivate and ensure the wellbeing of our staff, ensure we are legally compliant as well as being a commercially sound overall business investment.

What type of CSR activities are you currently implementing?

We are installing energy saving lights and water saving devices in all of our hotels and are looking to introduce in-room recycling for our guests. We are continuing our relationship with the Variety Club of Great Britain and the Elizabeth Montgomerie Foundation and hope to beat our 2009 target of raising £100,000 for each charity. In 2010 we have already been able to provide our second Sunshine Variety Club minibus to a school for disabled children in the north east. We hope to build upon our successes on raising internal awareness about CSR and are developing an audit system to check energy is used and monitored more wisely.

Do you think your commitment to CSR significantly increases your competitiveness as a hotel?

At the moment we are unable to critically identify exactly how much CSR increases our competitiveness, however, it goes without saying that to cut energy usage through environmental initiatives will save money off the bottom line and reduce our environmental footprint. Being seen to have an open and honest CSR policy also helps in attracting the right staff, increases their morale and helps in team building. Therefore with the right building blocks in place it helps to translate into good service provided to our guests from people who are proud of what they and their company are doing. This can only help in bringing us advantages in our very competitive marketplace.

You recently co-sponsored a CSR Forum at the Ecole Hôtelière de Lausanne, one of Europe’s most prestigious hospitality schools. What advice about CSR do you give young professionals about to embark on a career in hospitality?

CSR is here to stay and is a long, never ending journey. Our advice would be get involved and take personal responsibility to make a difference, even in the smallest of ways in what they do every day in work or out of work. It is this generation that can really make CSR become part of every day life as the will is now there to make it happen in the industry.

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As the world comes together to celebrate 2010 as the International Year of Biodiversity, World Tourism Day 2010 will take place under the theme of Tourism and Biodiversity (27 September, Guangdong Province, China). The theme provides a unique opportunity to raise public awareness on the importance of biodiversity to tourism and the role of sustainable tourism in the conservation of life on Earth. Official celebrations will be hosted by China, with many other events taking place around the world.