

# **PAN Parks business partners**

## **Quicksan of environmental assessment systems for the tourism industry**

**Ingrid Roerhorst, February 2000**

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## Preface

*"Tourism operators cover a broad spectrum. Tourism agencies, for example, may be owned by local individuals, national groups, international enterprises or any combination of the three. Or they may be public- or government-owned. They may hold several concessions in connection with protected areas. At the other extreme, a tourism operator may simply be an unregistered driver who earns some extra income by transporting a few visitors to and around a protected area, every now and then.*

*Tourism operators can also be categorized according to whether they are profit or non-profit-oriented. They can then be subdivided further according to their level of involvement with national concern and issues (Ziffer, 1989). Within the profit sector, four basic groupings of tourism operators can be described:*

- \* Opportunistic: these suppliers are simply 'selling nature', having identified a new, lucrative market, and are generally unaware of or unconcerned about environmental or cultural impacts*
- \* Sensitive: this group is aware of host country concerns and consequently designs low-impact trips. However, profit continues to be their main motivation*
- \* Constructive: these operators donate a portion of their revenue to local environmental or community causes*
- \* Proactive: this group comprises those tour operators who play a decisive role in conserving and improving the areas they visit, for example, by initiating projects with non-profit affiliates; a substantial part of their profit is put into preservation funds."*

(Source: 'Tourism, ecotourism, and protected areas' - The World Conservation Union (IUCN), Protected Areas Programme, by: Héctor Ceballos-Lascurain, 1996)

The above mentioned variety of tourism operators is exemplary for the entire tourism industry. Therefore a proper environmental assessment system to select the right business partners for PAN Parks is vital.

But there is an additional reason for a proper environmental assessment system. According to Australian Bureau of Tourism Research *"it appears that consumers are receptive to the use of environmental codes and standards by business. Research undertaken in 1995 revealed that around five in ten people would be willing to pay more for their holiday or business trip to ensure the tour business or hotel were committed to environmental protection."*

A proper environmental assessment system for PAN Parks can therefore work two ways:

- \* as a tool for protection of the park; and*
- \* as a tool for communication with tourists.*

Variety, unfortunately, is also the common denominator of environmental assessment systems for the tourism industry. Great differences exist in:

- \* the characteristics of the system and the value given to its criteria;
- \* the geographical scope;
- \* the process for certification and monitoring.

In the tourism industry environmental assessment systems have become highly popular. At the same time various new environmental assessment systems for the tourism industry are being developed, leading to increased competition. This also has a negative effect; instead of helping tourists to make a responsible choice, the large number of assessment systems merely confuses them.

There is an urgent need for coordination, harmonisation and integration of the different systems. To achieve this, the set up of a Tourism Stewardship Council has been suggested.

PAN Parks is a new, innovative concept aiming *"to introduce a marriage between nature conservation and tourism at a European scale to the benefit of both"* (see appendix 1). This can only be achieved by independent verification. Unfortunately no coordinated, harmonious and integrated assessment system to do just that, exists. So PAN Parks is forced to find its way in the complex range of environmental assessment systems for the tourism industry.

## **This report**

This report is a quickscan of existing environmental assessment systems for the tourism industry. It is an attempt to identify which of these systems can be useful for PAN Parks. As such this report will serve as input to internal discussions within PAN Parks about how to deal with partnerships and certification.

Chapter 1 gives a short summary of existing environmental assessment systems for the tourism industry which can be useful for PAN Parks. More detailed information about those systems can be found in appendices 3-13.

Chapter 2 describes the WWF 'Commercial Procedures Manual' on how to deal with sponsors.

Chapter 3 gives conclusions and recommendations on how to deal with the various environmental assessment systems.

Appendix 2 gives an overview of environmental assessment systems for the tourism industry which are considered to be not directly useful for PAN Parks.

# 1. Environmental assessment systems for the tourism industry

## 1.1 Short summary of environmental assessment systems which can be useful for PAN Parks

This paragraph summarizes environmental assessment systems which can be useful for PAN Parks. It is based on information from various websites and reports. Where necessary, additional information was collected via (e-)mail and phonecalls.

### GREEN GLOBE 21 certification program

Assessment system:	GREEN GLOBE 21 certification program
Promoter:	World Travel & Tourism Council (WTTC): Green Globe owns the Green Globe standard and has licensed SGS to undertake certification activities.
Type of promoter:	Green Globe has recently become a for-profit organisation, deriving revenues from membership fees, sale of documentation, royalties on certification activities and its destinations programme.
Monitoring:	Independent: the GREEN GLOBE 21 standard is audited and monitored by SGS International Certification Services. Membership is renewable each year, but can be denied for lack of active commitment or implementation.
Identifiable for tourists:	GREEN GLOBE 21 logo
Status:	In 1996, Green Globe joined forces with SGS to create a certification programme based on the demonstration of year on year improvement in performance in certain key areas. Marketing activities concentrated on hotels in 1998, and in 1999 the programme was expanded to take attractions into account. Interest in the programme is growing with serious enquiries from some of the major chains of hotels and tour operators. Most recently, strong interest has been shown by a major world-wide cruise ship operator and also by a company offering river cruising holidays on the Nile.
Number of participants:	SGS has issued 7 Green Globe certificates to businesses in the accommodation sector, with 3 more assessments due in the UK. Another 15 or so hotels have signed up to the programme in a wide range of countries.
Target group:	GREEN GLOBE 21 is currently available to accommodations and visitor attractions, and most recently now includes cruise ships. Future plans include the roll out of the programme to tour operators and travel agents, restaurants, car hire companies, transport companies, airports and government agencies.

	Gareth Phillips, SGS International: <i>"the system could also be used to certify parks."</i>
Region:	Worldwide
Costs for participants:	Fees for entry into GREEN GLOBE 21 range from US\$ 350 (small companies) to US\$ 15,000 (multinational travel chains). For communities the basic costs for the first phase is US\$ 50,000. The cost of independent certification is based on size and complexity of the company. All GREEN GLOBE 21 fees are adaptable to reflect local economic conditions.
Remarks:	<ul style="list-style-type: none"> <li>- According to Green Globe two commercial companies offering an independent certification service is enough to make anyone suspicious. In recognition of this fact, Green Globe is considering establishing a certification council made up of a range of academics, environmental and social NGOs and industry representatives who will oversee the certification activities and ensure that they remain both credible and transparent.</li> <li>- The standard is currently undergoing a revision which will make it easier for the business manager and staff to read and understand. Currently, the layout and content of the standard is similar to ISO 14001, which does not help to emphasise the differences between Green Globe and ISO 14001. The new revision drops the ISO 14001 layout and terminology and aims to clearly explain what the standard requires.</li> </ul>
See also:	Appendix 3
Relevance to PAN Parks:	<p>Pro's: operational, 3rd party monitoring, identifiable, all relevant target groups</p> <p>Con's: expensive</p>

## European Charter for Sustainable Tourism in Protected Areas

Assessment system:	<p>European Charter for Sustainable Tourism in Protected Areas: certification-award program.</p> <p>The Charter consists of four parts:</p> <p>Part 1. A Charter for protected areas.</p> <p>Part 2. A Charter for tourism businesses in protected areas.</p> <p>Part 3. A Charter for tour operators and transport companies.</p> <p>Part 4. A Communications policy.</p>
Promoter:	Federation of Nature and National Parks of Europe (EUROPARC), Germany
Type of promoter:	Non-governmental organization
Monitoring:	<p>Participation in the charter is both voluntary and contractual.</p> <p>Each signatory commits itself to define and implement a strategy for sustainable tourism development. This strategy shall address the principles of sustainable tourism in protected areas and constitute the framework of an</p>



action covering all the themes presented in the section corresponding to each signatory. This action plan will be presented on a standard form, that will include a description of the current situation, of the constraints, main objectives for development and improved, criteria and tools to evaluate the strategy.

This form represents the contractual part of the charter. It will be used by a technical committee to evaluate the quality of the project, before signing the charter, and ultimately to evaluate the results of the strategy.

Identifiable for tourists:	Label or trademark
Status:	The charter has recently been completed, tested in 10 selected protected areas in the European Union countries and is now ready for subscribing.
Number of participants:	?
Target group:	Tourism in protected areas
Region:	Europe
Costs for participants:	?
Remarks:	The basic idea is a charter for Sustainable Tourism in Parks and to certify sites on the basis of that charter. A European ecolabel award will also be conferred on those who are certified under the charter. The charter is the result of hands-on experimentation in sustainable tourism carried out in ten pilot parks and is recognised and agreed at the national and European levels by associations and federations of tourism, transport and communications industries and individually by the tourism businesses and those who are responsible for the management of protected areas. It aims to strengthen the link between tourism businesses and the managers of protected areas and to raise public awareness of sustainable tourism.
See also:	Appendix 4 and 5
Relevance to PAN Parks:	Pro's: monitoring, identifiable, all relevant target groups Con's: not operational

## **TUI Environmental Criteria**

Assessment system:	TUI Environmental Criteria
Promoter:	Touristik Union International (TUI), Germany
Type of promoter:	Private
Monitoring:	By TUI: <ul style="list-style-type: none"> <li>- destinations: local TUI staff uses the TUI Environmental criteria for destinations as checklist and sends a report to TUI Germany;</li> <li>- accommodations: contractual agreement for hotels, clubs and holiday apartments to fill in the yearly TUI Environmental Checklist. TUI</li> </ul>

	collects the checklist but doesn't independently verify. If the checklist is not returned, sanctions will be enforced by TUI;
	- transportation: TUI checklist Carriers and Environmental acceptability (status not clear).
Identifiable for tourists:	No labels, but some information is given in TUI brochures.
Status:	All information sent to TUI via checklists is collected but no standards have been set yet.
Number of participants:	All companies belonging to the TUI group
Target group:	Destinations, accommodations, transportation
Region:	Worldwide
Costs for participants:	No costs
Remarks:	TUI is a tour operator based in Germany. It places a very strong emphasis on the need to preserve the environment in its operations. TUI is the largest tour operator in Europe, and the first in the world that has specific environmental management integrated into its business procedures. The effect of this environmental management goes beyond TUI itself and covers all companies belonging to the TUI group. TUI recently merged with the Dutch Travel Unie. The ambition of this new combination is to develop a certification system on the bases of the TUI criteria.
See also:	Appendix 6
Relevance to PAN Parks:	Pro's: operational, monitoring, all relevant target groups Con's: not identifiable, set up only for TUI destinations

## ECOTEL Certification Program

Assessment system:	ECOTEL Certification Program
Promoter:	HVS Eco Services, USA
Type of promoter:	Private
Monitoring:	By HVS Eco Services: the ECOTEL certification requires an inspection of the hotel to earn a certified status. Hotels that make it can be a member for 2 years, but must agree to re-inspections any time in those two years. These inspections may be unannounced and can be performed secretly.
Identifiable for tourists:	ECOTEL logo
Status:	Operational since 1994
Number of participants:	ECOTEL has 39 members (over 1000 hotels have applied for the ECOTEL certification).
Target group:	Hotels

Region:	Worldwide (members in 8 countries, but applicants from over 40 nations)
Costs for participants:	Certification costs from US\$10,000 to US\$25,000 US (costs can be lower than that for smaller inns that have evidently strong environmental efforts, like eco-lodges).
Remarks:	<ul style="list-style-type: none"> <li>- C. Balfe, HVS: <i>"We think that it may be one of the most challenging inspections in the hotel business, because our criteria are based more on people than equipment. Changing light bulbs is a lot easier than changing attitudes, but we think that the latter is more important for a hotel that wants to claim itself a leader in environmental responsibility."</i></li> <li>- C. Balfe, HVS: <i>"We only want to recognize the best programs out there - hence the low percentage of applicants who actually become members. Additionally, we make our criteria more numerous and harder every 2 years to keep pace with changes in what makes a hotel a leader. We hope to have one to three certified hotels in every major marketplace."</i></li> <li>- Aside from its ECOTEL certification program, HVS Eco Services currently is in the process of designing environmental management programs for the US National Parks and hotel and resort operators in US National Parks.</li> </ul>
See also:	Appendix 7
Relevance to PAN Parks:	Pro's: operational, monitoring, identifiable Con's: expensive

## The Tourfor Award

Assessment system:	The Tourfor Award (part of the TOURFOR project)
Promoter:	Buckinghamshire Chilterns University College, United Kingdom
Type of promoter:	<p>The Tourfor team is drawn from 3 institutions:</p> <ul style="list-style-type: none"> <li>- Buckinghamshire Chilterns University College, UK;</li> <li>- Estação Florestal Nacional, Portugal;</li> <li>- North Karelia Polytechnic, Finland.</li> </ul> <p>The project is co-ordinated by the United Kingdom partner, which has considerable experience in successful management of other European projects.</p> <p>The project is undertaken in partnership with the European Union Life Programme.</p>
Monitoring:	<p>Every two years the site will be visited by a verifier from the verifying organisation. The main part of the verification process will be a desk review of the EMS site reports. The verifier may require a visit to the site. The verifier then reports on the status of the site's management to the awarding body, who assesses this and accordingly grants or refuses to grant the award to the site.</p>

	A site can hold the award for up to two years. After this period the site has to reapply for the award and will be verified again.
Identifiable for tourists:	The award will be easily recognised and understood by EU citizens.
Status:	The TOURFOR project ran from February 1997 to January 2000. 1999 was the consolidation year for finalising and disseminating project outcomes. A press and PR event took place in London on 20th January 2000. This showcased the outcomes of the project and launched the two main books resulting from the project.
Number of participants:	-
Target group:	Forest sites with an identifiable boundary. A site may contain other natural areas as well as woodland. The site may also be a collection of forests and woods adjoining each other.
Region:	Europe
Costs for participants:	Estimated costs for a site to apply for the award are between 300 to 800 UK pounds.
Remarks:	<ul style="list-style-type: none"> <li>- The award is based on a pass-fail measure. If a site implements an EMS, fulfilling the requirements and criteria it will gain the award. The award will entail a certificate and other emblems and permission to use the award in promoting the site. The award however, is for the management of the site and cannot therefore be attached to products exported from the site.</li> <li>- Tourfor has a high degree of compatibility with other systems. Other standards gained for specific aspects or part of the site's operations such as timber production standards or BS 9000, ISO 14001, EMAS etc. will be recognised in Tourfor.</li> <li>- Xavier Font, TOURFOR Project Officer: <i>"It would be a good idea to think about common ground between TOURFOR and PAN Parks. When looking at the EMS structure you will probably see where the PAN Parks criteria fit best, I guess in policy, and maybe the two projects could be merged into one proposal. We think that Tourfor needs to expand to include non-forested areas, but at the moment we lack the funding to continue with the project (it ends on 31 Jan!!)".</i></li> </ul>
Relevance to PAN Parks:	<p>Pro's: monitoring, identifiable, affordable</p> <p>Con's: not operational, focused on forests</p>

## Standards and Criteria for ECEAT Campsites and Accommodations

Assessment system:	Standards and Criteria for ECEAT Campsites and Accommodations
Promoter:	European Centre for Eco Agro Tourism (ECEAT), the Netherlands
Type of promoter:	Non-governmental organization

Monitoring:	By ECEAT: national coordinators check once a year if the most important criteria are fulfilled. An international quality control supervisor is sought to monitor the work of the national coordinators.
Identifiable for tourists:	ECEAT logo
Status:	Operational since 1996. <ul style="list-style-type: none"> <li>- Presently a pilot is taken place in Poland and the Czech Republic with a new 'quality system'. It is expected that this new system will not be operational in all ECEAT member countries before early 2001.</li> <li>- Presently ECEAT national coordinators are collecting information (a.o. environmental friendliness) on all member accommodations. Early 2001 this information will become available on the internet.</li> </ul>
Number of participants:	By the end of 1999 over 1400 organic farms, eco-pensions and ecocampings in 20 countries had joint the ECEAT-network.
Target group:	Campsites and accommodations (small scale).
Region:	Europe
Costs for participants:	" 75-125 Dutch guilders per year
Remarks:	<ul style="list-style-type: none"> <li>- The main principle of ECEAT is that profits derived from tourism contribute greatly to the improvement of the local environmental and social situation.</li> <li>- January 2000 ECEAT and others (probably: Green Suitcase, ECOTRANS, Blue Swallow and Green Key) will submit a proposal to the European Union. Its aim is to prepare a guide for sustainable, small scale accommodations in Europe, fulfilling yet to be defined minimum criteria for sustainability.</li> </ul>
See also:	Appendix 8
Relevance to PAN Parks:	Pro's: affordable, operational, monitoring, identifiable Con's:

### **Environmental Management Charter for Caravan, Camping and Holiday Parks**

Assessment system:	Environmental Management Charter for Caravan, Camping and Holiday Parks: guidance send out to the industry
Promoter:	European Federation of Camping Site Organisations (EFCO), United Kingdom
Type of promoter:	Industry association
Monitoring:	No monitoring, only guidance: <i>"Review your park business in the light of the guidelines. Set targets for environmental improvements and monitor your progress. This should be an on-going process - not a one-off activity"</i> .
Identifiable for tourists:	No

Status: Operational since 1992  
 Number of participants: -  
 Target group: Caravan, camping and holiday parks  
 Region: Europe  
 Costs for participants: No costs involved.  
 Remarks: -  
 See also: Appendix 9  
 Relevance to PAN Parks: Pro's: no costs involved, operational  
 Con's: no monitoring, not identifiable

### **IYHF Environmental Charter and implementation guidelines**

Assessment system: IYHF Environmental Charter and implementation guidelines  
 Promoter: European Union Federation of Youth Hostel Associations (EUFED), Belgium  
 Type of promoter: Industry association  
 Monitoring: Each association is to give detailed progress reports on compliance with environmental standards in their annual reports  
 Identifiable for tourists: ?  
 Status: 1998: *"It is the intention of the IYHF that all hostels should be in a position to comply with the minimum standards of the charter before the end of 1998. At this point the IYHF will encourage the publishing of environmental standards along with the IYHF Hostel Standards and Common Practices"*.  
 Number of participants: ?  
 Target group: Hostels  
 Region: Worldwide (?)  
 Costs for participants: ?  
 Remarks: -  
 See also: Appendix 10  
 Relevance to PAN Parks: Pro's:  
 Con's: no monitoring

## Green Hotels Environmental Guidelines

Assessment system:	Green Hotels Environmental Guidelines
Promoter:	'Green' Hotels Association, USA
Type of promoter:	Private
Monitoring:	No monitoring: <i>"committed to encouraging, promoting and supporting ecological consciousness in the hospitality industry"</i> .
Identifiable for tourists:	As a 'Green' Hotel via pole and front desk flags
Status:	Operational
Number of participants:	Over 150
Target group:	Hotels
Region:	Welcome worldwide membership. Approximately 75% of the members are in the United States. International properties are located in Canada, Mexico, Costa Rica, Guyana, Germany and eleven islands in the Caribbean.
Costs for participants:	Cost of membership for hotels is US\$1 per guestroom per year, with a minimum of US\$50 and a maximum of US\$500.
Remarks:	<ul style="list-style-type: none"> <li>- 10% of profits donated to environmental causes</li> <li>- 'Guidelines and Ideas' only available with membership</li> <li>- A lot of members in US National Parks</li> </ul>
See also:	Appendix 11
Relevance to PAN Parks:	Pro's: operational, affordable, identifiable Con's: no monitoring

## International Hotels Environment Initiative (IHEI)

Assessment system:	International Hotels Environment Initiative (IHEI): charity programme developed by the international hotel industry for the benefit of all hotels and the environment. Aim is to promote the benefits of environmental management as an integral part of running a successful, efficient hotel business.
Promoter:	The Prince of Wales Business Leaders Forum (PWBLF), United Kingdom
Type of promoter:	Industry association
Monitoring:	No monitoring: IHEI keeps hotels informed about global environmental trends and provides hotel-specific guidance to assist hoteliers in tackling emerging issues.
Identifiable for tourists:	?
Status:	Operational since 1992.

Number of participants:	IHEI represents more than 8,000 hotels around the world.
Target group:	Hotels
Region:	Worldwide
Costs for participants:	Non-profit initiative.
Remarks:	<ul style="list-style-type: none"> <li>- The IHEI is governed by an International Council of hotel corporation chief executives who meet annually, usually convened by HRH The Prince of Wales, to review strategic direction of the IHEI. Each chief executive appoints a senior representative to the IHEI Executive Committee. This meets twice yearly to advise on specific IHEI projects and progress strategy.</li> <li>- IHEI Council members include: Accor, Bass Hotels &amp; Resorts Worldwide, Forte Hotels, Hilton International, Mandarin Oriental Hotel Group, Marco Polo Hotels, Marriott International Inc., Radisson SAS Hotels Worldwide, Scandic Hotels AB, Starwood Hotels &amp; Resorts Worldwide Inc., The Taj Group of Hotels and Touristik Union International.</li> <li>- Core funding comes principally from the International Council. Sponsorship is also sought from government agencies and private funding in order to extend the delivery of IHEI's programmes, and to enable development of management tools and their subsidised distribution.</li> <li>- The IHEI has an extensive network of other supporters and partners including: <ul style="list-style-type: none"> <li>* national and international trade associations;</li> <li>* international agencies working to promote sustainable development;</li> <li>* businesses who are not members but who sponsor and partner IHEI activities;</li> <li>* a database of hotel contacts who are regularly updated on IHEI progress.</li> </ul> </li> <li>- Publications: <ul style="list-style-type: none"> <li>* Environmental Action Pack for Hotels</li> <li>* Environmental Management for Hotels - The industry guide to best practice</li> </ul> </li> </ul>
See also:	Appendix 12
Relevance to PAN Parks:	Pro's: operational Con's: no monitoring



## 1.2 International standards & eco-audits

The following is for information as international standards form the basis of many certification procedures. Therefore international standards can also be used as a tool to have an independent organization set up an environmental assessment system for the tourism industry especially for PAN Parks.

### ISO 14000 series

The International Organization for Standardization has developed environmental management standards known as the 'ISO 14000 Series'.

The structure of the ISO 14000 Series is as follows:

- \* Environmental Management Systems (EMS);
- \* Environmental Auditing and Related Environmental Investigations (EA);
- \* Environmental Labeling (EL);
- \* Environmental Performance Evaluation (EPE);
- \* Life Cycle Assessment (LCA);
- \* Terms and Definitions (T&D).

Generally, the standard used for certification is ISO 14001 Environmental Management Systems.

### EMS

An Environmental Management System (EMS) is just another part of a company's management system. Its objective is to reduce the environmental impact of an organisation, by defining an environmental policy. The final aim of the policy must be sustainable development, from a business standpoint, by reducing negative impacts on a local, regional and even global scale. An Environmental Management System should include all aspects of the company that are related to compliance with environmental policy: the organisational structure, planning of activities, responsibilities, practices, procedures, processes and resources.

It is not extremely complicated to implement an EMS. However, it does require a methodology and strict adherence to a series of steps. Thus building it on solid foundations and ensuring that it is suitably adapted to the real situation of the company concerned.

An EMS can be started up internally, by a company's own staff, or externally, by consultants. The latter route is the most usual. Especially if the objective is to win some kind of external certificate (e.g. an eco-label scheme).

Maintaining an EMS requires periodic audits to be done to monitor the progress of the system and update Objectives and Targets. Normally this is done every one to three years. Other key aspects of EMS are training and communication policies, vital for involving employees and the co-operation of suppliers and customers.

### **Eco-Audits and Evaluations**

Environmental or 'Eco' audits are an increasingly popular component of certification processes. They can be used at the outset of the certification process to provide an assessment of the applicant's environmental performance and/or as a condition for renewal. Some companies have decided to have eco-audits on a regular basis. Eco-audits are also integral to the EMS process described above. These audits and evaluations are based on pre-established standards and are carried out by a third-party.

## 2. Sponsors: guidelines for licensing agreements

PAN Parks should ensure that it is not associated with companies that have a bad track record on environmental or social issues. WWF has guidelines for licensing agreements which could be relevant to PAN Parks.

### **WWF's 'Commercial Procedures Manual'**

WWF's Commercial Procedures Manual essentially outlines:

- different ways of cooperating with industry (e.g. licences, promotions, sponsorships);
- correct use of WWF's trademarks;
- guidelines for working with business and industry.

### Business Advisory Group (BAG)

#### *Objectives*

The WWF Business Advisory Group (BAG) has the function of advising on and approving or disapproving all national and multinational cooperations which involve corporations or products in 'sensitive' product categories as defined in the Commercial Procedures Manual.

This applies to all proposals which involve the use of WWF's trademark in the public domain, in connection with a company's product/services. Also included are cases where a company's name is linked with WWF through the use of their logo and/or name on items produced by WWF (e.g. annual reports etc.) and paid for (in whole or part) by the company.

#### *Other responsibilities*

The BAG has voting rights and approval authority in the following areas:

- a. developing guidelines on business sectors and product categories
- b. compiling and amending the list of sensitive products and product categories
- c. giving advice and comments on cooperations involving sensitive products and product categories.

In recent years BAG developed from a obligatory to a more advisory body.

### **3. Conclusions and recommendations**

#### **Assessment systems which can be useful for PAN Parks**

It is advisable to first investigate whether one of the systems that cover the entire or a broad part of the tourism industry can be useful for PAN Parks:

- GREEN GLOBE 21 certification program;
- European Charter for Sustainable Tourism in Protected Areas;
- TUI Environmental Criteria;
- The Tourfor Award.

Other systems may be useful, but only focus on one or a few segments of the tourism industry. In a later stage, if the bigger systems prove not to be useful for PAN Parks, these systems may deserve a closer investigation:

- ECOTEL Certification Program;
- Standards and Criteria for ECEAT Campsites and Accommodations.

Some systems may be interesting but lack monitoring:

- Environmental Charter for Caravan, Camping and Holiday Parks;
- Green Hotels Environmental guidelines.

Not enough information was provided for this report to judge the usefulness for PAN Parks of the following systems:

- IYHF Environmental Charter and implementation guidelines;
- International Hotels Environment Initiative (IHEI).

#### **Environmental Management System (EMS)**

An EMS forms the basis of many certification procedures. Therefore it can be used by PAN Parks as a tool to have an independent organization set up an environmental assessment system for the tourism industry.

#### **Assessment systems not directly useful for PAN Parks**

Appendix 2 lists environmental assessment systems for the tourism industry which are not directly useful for PAN Parks. Some of these systems however could serve as an example, should PAN Parks need to set up its own environmental assessment system, e.g.:

- The Panda Gîte in France, promoted by Gîtes de France & WWF France & Federation of French Nature Reserves;
- Environmental Partnership: 22 environmental points, promoted by WWF Denmark and Best Western Hotels Denmark.

## **Sponsors**

It seems useful to have a thorough look at WWF's 'Commercial Procedures Manual' (for sponsors), to see if it can be useful for and adapted to the PAN Parks project.

Pan Parks could consider setting up a Business Advisory Group as mentioned in the WWF manual. It is advisable to set it up as an advisory body for all PAN Parks business partners, and not only for sponsors.

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Hans Geluk, ECEAT

Gareth Phillips, SGS International

Kike Olsder, Travel Unie Nederland

Christopher Balfe, HVS International

Harri Karjalainen, WWF International

Bernd Rëth, Ökologischer Tourismus in Europa e.V.

Xavier Font, TOURFOR Project Officer, Buckinghamshire Chilterns University College

Ros Pritchard, European Federation of Camping site Organisations

Andrej Sovinc, IUCN 'Parks for Life' European Coordinator

### The Internet:

\* ECoNETT: <http://195.212.4.4/>

- \* TUI: <http://www.tui-environment.com>
- \* The Ecotourism Society: <http://www.ecotourism.org>
- \* HVS International: <http://www.hvs-intl.com/eco.htm#ecotel> cert
- \* International Scientific Council for Island Development:  
<http://www.insula.org/tourism/tools.htm>
- \* Green Hotels Association: <http://www.greenhotels.com>
- \* TOURFOR: <http://www.tourfor.com>
- \* The Prince of Wales Business Leaders Forum: <http://www.oneworld.org/pwblf>

## Background PAN Parks

*By: Harri Karjalainen, WWF International, December 1999*

### **PAN Parks - A Synergy between Nature Conservation and Tourism in Europe's Protected Areas**

The Idea. Two years ago, WWF and the Dutch Leisure Company Molecaten Group came up with the PAN Parks idea. The idea is simple and exciting: to introduce a marriage between nature conservation and tourism at a European scale to the benefit of both. PAN Parks aims to change tourism from a threat into an opportunity by building partnerships with nature conservation organisations, travel agencies, the business community, and other interest groups on local, national and international level.

PAN Parks aims to provide a nature conservation based response to the growing market of nature-oriented tourism by creating a quality brand, which stands for:

- \* an expanding network of well-managed protected areas with high conservation value;
- \* areas, which are widely known by Europeans as natural capitals of our continent, which they know and are proud of;
- \* must see' sites for tourists and wildlife lovers. They stand for responsible high quality nature-based experiences for visitors;
- \* wider public and political support for the protected areas through changing attitudes and growing economic value of protected areas;
- \* new income for parks and, in particular, new jobs for people in rural areas.

The idea generated a lot of enthusiasm. As a result, the PAN Parks process is now well underway. Although there are not yet any real PAN Parks, and the concept is still being worked out in details, there are seven protected areas now on board from six countries in Europe - Abruzzo in Italy, Bialoweza and Biebrza in Poland, Dadia in Greece, Duna-Drava in Hungary, Slovensky Raj in Slovakia and Sumava in Czech Republic. These parks have signed a letter of intent, as a declaration of their willingness to take part in the PAN Parks initiative and to co-operate as pilot areas.

Our starting point is to develop the concept carefully and in an open manner. We are not in it for a quick and easy success as these don't exist. We are however in it for a change of the balance of power: now powers aiming to destroy our natural heritage often win - we aim to change this.

PAN Parks organization established. At present many organisations and individuals play a role in PAN Parks initiative. WWF is still the driving force of the project, but at the same time is only one of several PAN Parks partners.



The recently launched logo of PAN Parks would be owned by the European PAN Parks Management Organisation. PAN Parks Supervisory Board sets the overall policy for the organisation. They consult an Advisory Board on all policy decisions. The Supervisory Board, for example, approves PAN Parks Verification Principles and Criteria, and that way controls the use of PAN Parks logo. It also accredits independent organisations, which task is to carry out verification of potential PAN Parks on the ground.

PAN Parks Management Organization has an executive role. The task includes fundraising for the PAN Parks network, communication of the project and co-operation with protected areas. Protected area managers and local interest groups are encouraged to establish local PAN Parks working groups, who in collaboration with Pan Parks management organisation, develop and implement sustainable tourism development strategies.

Verification - quality guaranteed. Many natural areas face the risk of too many tourists. By becoming a PAN Parks the risk is real that extra people are attracted. But that on the other hand it is the only way to ensure that areas are prepared in time. Otherwise the process might be totally uncontrolled and run by those who seek quick and easy money.

The PAN Parks will introduce a reliable 'trademark', which guarantees quality for tourism and nature. Since the tourism market is highly competitive and since nature oriented tourists are usually very demanding, only a high quality offer, including unique nature based experiences, will be successful. The use of the PAN Parks trademark is restricted to parks and companies that fulfil the PAN Parks Verification Principles and Criteria. Parks and associated business partners that wish to use PAN Parks registered trademark and logo must undergo verification by an independent (possibly local) certification organisation, under recognised standards.

P&C are under development . The Principles and Criteria form the core of the PAN Parks project. The process of developing principles and criteria and the verification system is open to all interested parties. All are asked to provide their input to ensure that all of us are satisfied with the outcome.

The P&C process started in autumn 1998. On the basis of comments received for earlier drafts the 3rd draft has been drafted and is currently being distributed for comments. In the period December 1999 to February 2000 the P&C will be tested at a larger scale: 20 Protected areas in Europe are participating in a self-assessment. We expect the first, independently verified PAN Parks some time during year 2000.

There are 6 Principles for PAN Parks; they cover relevant environmental, social, economic and cultural aspects. Principles from 1-3 cover criteria and indicators for the Protected Area and its management body. Hence, it is the protected area that becomes the actual PAN Park.

Principle 4 sets criteria for a sustainable tourism development strategy. In this case, it is the strategy, developed by Park managers and relevant interest groups in the region, which will be evaluated. Principle 4 is a cornerstone, safeguarding that tourism supports nature conservation and is not introduced in sensitive areas. Equally important is to ensure that nature-oriented tourism will bring long-term income and jobs to local communities surrounding the protected area.

Principle 5 covers criteria and indicators for commercial partners. It includes tourism, accommodation and other commercial partners who engage actively in the implementation of

the sustainable tourism strategy and get in return the right to use the PAN Parks logo in their marketing.

Principle 6 is for the sponsors. They support PAN Parks principles and criteria and actively engage themselves to reach goals of the project, by for example committing themselves to generate funds for PAN Parks network. They get in return the Pan Parks logo which symbolises their extra efforts for nature conservation.

PAN Parks stand in the first place for well protected ecosystems that guarantee a high quality, nature based touristic experience. Parks that do meet the strict selection criteria can become candidate members. A star rating system should also include the option to strive for a continuous upgrading. Thus, the largest parks with high quality management can become 'Golden PAN Parks'.

Funding. To improve the management is only possible if there are resources available. The role of the PAN Parks organization is a facilitating one, providing the candidate members with effective support, in the form of consultancy and training, but also assisting in soliciting funds, subsidies and donations.

PAN Parks' wish is to strengthen and diverse the financial basis of the protected areas. PAN Park as a quality standard will attract government and EU to channel more money for protected areas and their management. But the main challenge is to get private sector on large scale on board to finance protected areas. PAN Parks logo holders will pay a proportion of their revenues for the protected area. A PAN Fund is being established, intended to attract capital from private investors and banks, to be granted as soft loans to protected areas willing to join PAN parks.

## Appendix 2

**Table of environmental assessment systems for the tourism industry which are not directly useful for PAN Parks.**

System of assessment	Promoter	Region	Target group	Reason not useful for PAN Parks
Charter for Sustainable Tourism Development	Tourism Concern & WWF/UK	Worldwide	Travel and tourism industry	System too general: <i>"aims to influence the policies and programmes adopted by the travel &amp; tourism industry worldwide"</i>
The Green Evaluation Programme	The Ecotourism Society (TES), USA	Worldwide	Tour operators	No standards
IH & RA Environmental Award	International Hotel and Restaurant Association, France	Worldwide	Hotels	Annual Award given under a different motto each year (e.g. 1991: Energy Savers; 1993 Pollution Solutions; 1995 Green Hotelier)
Global Code of Ethics for Tourism	World Travel Organisation (WTO)	Worldwide	Tourism industry	System too general: <i>"aim is to establish a synthesis of the various documents, codes and declarations of the same kind or with comparable aspirations published over the years, to complement them with new considerations reflecting the development of our societies and thus to serve as a frame of reference for the stakeholders in world tourism at the dawn of the next century and millennium"</i>
British Airways Tourism for Tomorrow	British Airways	Worldwide	Tour operators, individual	Award not very useful as selection

Awards			hotels and chains, national parks and heritage sites, other activities associated with tourism	criteria: <i>"by selecting projects as role models showing best practice in their field, others are encouraged to follow suit and consider the environment in the everyday running of their tourism business"</i>
Ten Point Declaration of Good Environmental Practice	World Travel Market	Worldwide	Tourism industry	System too general
Code of Practice for Ecotourism Operators and National Ecotourism Accreditation Program	Ecotourism Association of Australia	Australia	Tourism industry	Wrong region
Principles for the Tourism Industry	National Tourism Industry Association	New Zealand	Tourism industry	Wrong region
Guidance for those Organizing and Conducting Tourism and Non-governmental Activities in the Antarctic	International Association of Antarctica Tour Operators (IAATO)	Antarctic	Tourism industry	Wrong region
Linking tourism and conservation in the Arctic: code of conduct	WWF	Arctic	Tour operators	Wrong region
Code for Environmentally Responsible Tourism (Green Leaf)	Pacific Asia Travel Association (PATA)	Asia Pacific	Tourism industry	Wrong region
Environment Programme	East Japan Railway Company	Japan	Tourism industry	Wrong region
Eco Tourism Manifesto	Africa Travel Association	Africa	Tourism industry	Wrong region

Code of conduct: Things Businesses can do	Travel Industry Association of America	USA	Tourism industry	Wrong region
AUDUBON Cooperative Sanctuary System (ACSS)	Audubon International	USA (worldwide?)	Corporate and business properties, nursing homes, retirement communities, homeowner's associations, cemeteries, yacht clubs, hotels or resorts etc.	Only a very limited part of the target group is focused on the tourism industry
Ecotourism Guidelines	Alaska Wilderness Recreation and Tourism Association	Alaska	Tourism industry	Wrong region
Green Suitcase	Ökologischer Tourismus in Europa e.V., Germany	Europe	Accommodations, tourism areas, tour operators	Not operational due to lack of money. German ministry for the environment is now looking into making Green Suitcase operational or developing an entire new certification system.
Hotel recognition	ANWB	Europe	Hotels	No specific environmental elements in this system
European Prize for Tourism & the Environment	European Commission	Europe	Tourism areas, regions & destinations	Wrong target group
Environmental Guidelines	European Tour Operators Association (ETOA)	Europe	Tour operators	Members are almost exclusively committed to bring tourists into cities and other cultural sites in Europe
Committed to Green	European Golf Association, Ecology Unit	Europe	Golf courses	Wrong target group
European Blue Flag Program	Foundation for Environmental Education in Europe (FEEE)	UK/Europe	Marinas and beaches	Wrong target group

Seaside Award	Tidy Britain Group	UK/Europe	Marina and beaches	Wrong target group
Principles for Tourism in National Parks	Countryside Commission/English Tourist Board	UK	Tourism industry in national parks	Region too limited
David Bellamy Award	Mr. D. Bellamy, British Hotel and Home Parks Association	UK	Holiday parks camp sites	Region too limited
Principles for Tourism in the National Parks of Wales	Countryside Council for Wales, UK	Wales, UK	Tourism industry	Region too limited
Green Tourism Business Scheme	Scottish Tourist Board	Scotland	Accommodations	Region too limited
Scandic Environment Program	The Natural Step (TNS)	Scandinavia	Accommodations	Region too limited
Green Key	HORESTA (Danish Hotel, Restaurant & Tourism Employers Association)	Denmark	Accommodations	Region too limited
Environmental Partnership: 22 environmental points	WWF Denmark & Best Western Hotels Denmark	Denmark	Hotels	Region too limited
Swedish Environment and Tourism Prize	Gemeinde Laholm	Sweden	Tourism industry	Region too limited
Green Key Indicators	Swedish Hotel and Restaurant Association	Sweden	Hotels and restaurants	Region too limited
Environmental Management System in Hotels and Restaurants	Kuopio Camping	Finland	Hotels and restaurants	Region too limited
Tourism Prize	Toerisme en Recreatie/AVN	Netherlands	Tourism industry	Region too limited
Milieubarometer	RECRON	Netherlands	Tourism industry	Region too limited

National Award for Environmentally-friendly Tourism Resorts	Deutscher Fremdenverkehrsverband	Germany	Tourism resorts	Region too limited
Code of Conduct	DEHOGA, Deutscher Hotel- und Gaststättenverband	Germany	Accommodations and restaurants	Region too limited
Environmental Squirrel	Allgemeiner Deutscher Automobil-Club e.V.	Germany	Catering, accommodations and gas stations	Region too limited
Diploma Environmentally-friendly Holiday Facilities, Holiday Parks & Centres	Allgemeiner Deutscher Automobil Club	Germany	Holiday facilities, holiday parks and centres	Region too limited
Kleinwalsertal Valley Environmental Award	Walser Umweltdistel	Germany and Austria	Accommodations	Region too limited
EcoLabel für Luxemburger Tourismusbetriebe	Stiftung Oeko-Fonds, Umweltberatung, Luxembourg	Luxembourg	Hotels, campings, holiday homes	Region too limited
Tyrolean Environmental Seal of Quality	Tirol Werbung and Sudirol Werbung	Austria and Italy	Accommodations and catering	Region too limited
Eco-Tourism Prize	Landesverband für Tourismus in Oberösterreich	Austria	Accommodations, gastronomy, farm holidays and private commercial accommodations	Region too limited
Austrian Ecolabel for Tourism	Ministries of Economic Affairs and Environment	Austria	Accommodations and catering	Region too limited
Steps Towards an Environmental Concerned Policy	SSR Reisen	Switzerland	Tourism industry	Region too limited

Guide for obtaining a certificate: Biosphere Hotels	ASOLAN-Asociación Insular de Empresas y Apartamentos de Lanzarote	Spain	Hotels	Region too limited
Hotel Eco-auditing	Greotel (linked to TUI)	Greece	Hotels	Region too limited
The Panda Gîte	Gîtes de France & WWF France & Federation of French Nature Reserves	France	Accommodations in parks	Region too limited



### GREEN GLOBE 21 Standard

#### Introduction

Green Globe, linked to the World Travel & Tourism Council (WTTC) through a strategic alliance, is a company specialising in developing environmental management and awareness for the Travel & Tourism industry. Green Globe's prime objective is to provide a high value, practical means, through which all Travel & Tourism companies and organisations can undertake improvements in environmental performance.

Agenda 21, which arose from the 1992 Rio Earth Summit and has the support of 182 Governments, lays out a blueprint for sustainable development in the 21st Century. The linkages between Agenda 21 and the Travel & Tourism Sector are described in 'Agenda 21 for the Travel & Tourism Industry: Towards Environmentally Sustainable Development (WTTC, World Tourism Organization and Earth Council).'

Green Globe have prepared a standard, based on Agenda 21, to provide a framework for demonstration of commitment to the environment and 'year on year' improvement in the key areas where Travel and Tourism can, and does, have significant environmental and social impacts. The standard also allows for the establishment of an independent certification programme, with third party verification of conformance with the requirements of the standard.

The Green Globe standard covers:

- \* The Green Globe Management System. The minimum requirements of the management system must be installed to deliver 'year on year' improvement in performance.
- \* The requirement for a process of on-going stakeholder consultation.
- \* Minimum performance requirements in the areas of:
  - waste minimisation, re-use and recycling;
  - energy efficiency, conservation and management;
  - management of fresh water resources;
  - waste water management;
  - environmentally and socially sensitive purchasing policy;
  - social and cultural development.

Due to the many varied activities associated with the Travel & Tourism industry, additional performance areas having significant social or environmental impacts may be identified. These additional performance areas will be identified by each organisation through individual assessments and

stakeholder consultation. Additional performance areas for Travel & Tourism companies highlighted in Agenda 21 include:

- \* the storage and use of hazardous substances
- \* transport
- \* land-use planning and management
- \* sustainable design
- \* air quality protection
- \* noise control
- \* partnership for sustainable development

Organisations seeking certification against the Green Globe standard are required to: implement the Green Globe Management System, including the preparation of documentation where specified and where appropriate; undertake stakeholder consultation; and demonstrate continual improvement in the six key performance areas and in any of the additional performance areas where their activities cause significant impacts. Where organisations fail to meet targets, assessors will examine the management system to establish why failures have occurred and raise correction action requests to strengthen the management system.

Note: Application Guidelines are available for each sector of the Travel & Tourism industry. The guidelines, to be used in conjunction with the standard, are designed to assist organisations reach the requirements of their particular sector.

## **GREEN GLOBE MANAGEMENT SYSTEM REQUIREMENTS**

### **1. Green Globe Policy**

- 1.1 Is appropriate to the location, scale and nature of its activities, products and services.
- 1.2 Includes a commitment to comply with relevant legislation and regulations in the key performance areas and in any additional performance areas where impacts are identified as significant.
- 1.3 Includes commitment to 'year on year' improvement in environmental and social performance in the six key and in any additional areas where impacts are identified as significant.
- 1.4 Provides a framework for setting targets and reviewing performance against them.
- 1.5 Is documented and communicated to all employees.
- 1.6 Is made available to stakeholders, relevant authorities and the public.

## 2. Regulatory Framework

The organisation shall operate within a regulatory framework which:

- 2.1 Demonstrates the organisation's commitment to comply with relevant legislation and regulations in the key performance areas and in any additional performance areas where impacts are identified as significant.
- 2.2 Where organisations fail to comply with legal and regulatory requirements, they shall implement an auditable programme to come into compliance over a period of time acceptable to the relevant authority.
- 2.3 Maintains an up to date register of relevant legislation and regulations affecting its operations (refer to 2.1).
- 2.4 Maintains records of relevant external inspections by official bodies (refer to 2.1).

## 3. Green Globe Management System

The organisation shall:

- 3.1 Develop, implement and maintain a Green Globe Management System appropriate to the location, scale and nature of its activities, products and services.
- 3.2 Nominate a management representative to be responsible for the implementation of the Green Globe Management System and reporting of progress against targets on a regular basis.
- 3.3 Maintain all documented and electronic information pertinent to the realisation of the Green Globe policy in a manner which determines that:
  - a) current documents / data are readily available to those who may need access to them, and
  - b) obsolete documents / data cannot be inadvertently used.
- 3.4 Assess its activities, products and services to determine the nature and extent of any significant environmental and social impacts in the additional performance areas. Documented stakeholder consultation shall form part of this assessment.
- 3.5 With reference to baseline performance (see 5.1, 6.1, 7.1 & 8.1), establish documented targets to reduce negative and where

appropriate increase positive impacts in the key performance areas (refer to 5.4, 6.4, 7.7 & 8.2) and in any additional performance areas where impacts are identified as significant (refer to 3.4). The targets shall take into account the Green Globe Policy, and the location, nature and scale of the organisation's activities, products and services.

- 3.6 Establish and implement mechanisms to achieve its targets. Where appropriate, these may include documented programmes and procedures and the allocation of responsibilities.
- 3.7 Identify any activities deemed critical to fulfilling the Green Globe Policy. Such activities shall be implemented in accordance with documented procedures by appropriately trained staff.
- 3.8 Monitor performance against targets and relevant legislation and regulations and review and document progress accordingly, on a regular basis.
- 3.9 the organisation shall take appropriate steps to correct situations which do not conform with the policy and targets, and prevent their reoccurrence.
- 3.10 Retain appropriate records demonstrating conformance with the requirements of this standard for a specified period of time.
- 3.11 Retain appropriate records in the six key performance areas and on request supply these to Green Globe for confidential intra-industry bench marking.
- 3.12 Assess the possible environmental and social impacts of planned, accidental and emergency situations and develop reasonable and responsible plans to:
  - a) minimise the likelihood of such impacts, and
  - b) mitigate resulting impacts which may occur.
- 3.13 Regularly undertake a senior management review to determine the adequacy and effectiveness of the organisation's policy and management system in fulfilling the requirements of this Green Globe standard. The findings of this review shall be recorded and any necessary actions implemented in an appropriate manner.

## **Stakeholder consultation requirements**

### **4. Consultation Process**

The organisation shall:

- 4.1 Develop and implement appropriate procedures for on-going stakeholder consultation including:
  - a) communicate its policy, targets and performance to stakeholders.
  - b) develop and implement appropriate procedures for receiving and responding to stakeholder concerns and complaints.
  - c) maintain appropriate records of stakeholder communications and consultations.

## **Key performance areas**

### 5. Waste minimisation, reuse and recycling

The organisation shall:

- 5.1 Undertake a detailed assessment of the amount, source and content of waste produced.
- 5.2 Determine that minimising waste is a key consideration in goods and service purchasing decisions.
- 5.3 Identify, and where possible implement, opportunities to reduce, reuse and recycle waste.
- 5.4 Set targets and implement appropriate programmes in accordance with the Green Globe Policy for reducing the amount of waste produced per unit of business activity.

### 6. Energy efficiency, conservation and management

The organisation shall:

- 6.1 Undertake a detailed assessment of all energy use.
- 6.2 Determine that energy efficiency is a key consideration in goods and service purchasing decisions, and in the design and construction of new buildings and facilities.
- 6.3 Identify, and where possible utilise renewable sources of energy.
- 6.4 Set targets and implement appropriate programmes in accordance with the Green Globe Policy for reducing the amount of energy utilised per unit of business activity.

### 7. Management of fresh water resources

The organisation shall:

- 7.1 Undertake a detailed assessment of all fresh water use, including water drawn from piped supplies, bore holes and surface waters.
- 7.2 Determine that its fresh water requirements do not adversely affect the water supplies of neighbouring communities.
- 7.3 Minimise wastage of fresh water by undertaking regular maintenance checks and where practical, installing water saving devices.
- 7.4 Determine that fresh water efficiency is a key consideration in goods and service purchasing decisions, and in the design and construction of new buildings and facilities.
- 7.5 Reduce fresh water demand by identifying, and where possible utilising technology for recycling of waste water and rainwater.
- 7.6 Avoid the use of products containing potentially hazardous or residual substances which may remain in the environment or end up in aquatic (including salt water) ecosystems.
- 7.7 Set targets and implement appropriate programmes in accordance with the Green Globe Policy for reducing the amount of fresh water utilised per unit of business activity.

8. Waste water management

The organisation shall:

- 8.1 Undertake a detailed assessment of all waste water production appropriate to the level of legislative and regulatory compliance required.
- 8.2 Set targets and implement appropriate programmes in accordance with the Green Globe Policy for improving the quality of waste water produced per unit of business.

9. Environmentally and socially sensitive purchasing policy

The organisation shall:

- 9.1 Develop and implement a purchasing policy which gives preference to goods and services with lower environmental and social impacts.

- 9.2 Ensure that the policy is taken into consideration when purchasing goods and services.
- 9.3 Communicate its policy to all suppliers of goods and services.

10. Social and cultural development

The organisation shall:

- 10.1 Develop and implement an employment policy which includes a commitment giving preference to persons living in nearby communities, for both construction and operational activities.
- 10.2 Assist in the provision of training, career planning and placement opportunities to employees from nearby communities.
- 10.3 Purchase products and services from local businesses and artisans wherever practical and ethical.
- 10.4 Participate in local environmental and social activities and assist local organisations that are working on environmental and social problems.
- 10.5 Be familiar with the management policies of natural areas which customers may visit (e.g. parks, national parks, biospheres and reserves). The organisation shall comply with these policies, explain them to customers and take steps to contribute positively to the management of the resources.
- 10.6 Inform its customers about sensitive local customs and ways of life, important environmental issues including the sale of products containing rare, threatened and endangered species, and how best to contribute to the local economy.
- 10.7 Take appropriate steps to determine that neither prostitution nor drug dealing take place on its premises.

**GLOSSARY**

Additional performance areas: the storage and use of hazardous substances; transport; land-use planning and management; sustainable design; air quality protection; noise control; and partnerships for sustainable development.

Appropriately trained staff: staff who are proficient on the basis of appropriate education, training and or experience.

Environment: The physical and biological resources of the planet, on which human communities depend for their survival.

Impacts: social or environmental effects resulting from the key and additional performance areas.

Key performance areas: energy consumption, fresh water use, production of solid waste, production of liquid waste, purchasing of goods and services, social and cultural development.

Regular: not less than once per year.

Significant impact: an impact may be judged as significant under any of the following criteria: legal compliance; financial performance; stakeholder concern; best practice; risk management.

Social and cultural development: mutually beneficial interaction with social groups and cultural events or issues.

Stakeholders: parties who have an interest in the environmental and social performance of the organisation including: individuals and organisations within neighbouring communities; environmental and social non-government organisations; government departments responsible for legislative compliance; employees and customers.

Unit of business activity: units of business activity will vary both within and between sectors. Appropriate units of business activity might include guest nights, number of visitors, passenger kilometres or business turnover.

(Source: Gareth Phillips, SGS)



## **GREEN GLOBE Certification Programme - origin and development**

### **Origin of the standard**

Green Globe has its roots firmly embedded in Agenda 21. Following the Rio Earth Summit in 1992, representatives of the World Travel and Tourism Council (WTTC - the industry body representing the global travel and tourism trade), the United Nations Environment Programme (UNEP) and Maurice Strong of the Earth Council (organisers of the Rio Earth Summit) sat down to look at how Agenda 21 could be applied to the travel and tourism (T&T) sector.

It was clear to all involved that Travel & Tourism has marked positive and negative impacts in both environmental and social terms. The result of the meeting was a document entitled 'Agenda 21 and the Travel and Tourism Sector' which highlights specific areas where the industry has serious negative impacts (such as electricity and water consumption, production of waste water and solid waste, and social and cultural development). The document goes on to introduce an ISO 14001 type management system encouraging the industry to set objectives and targets in order to improve performance.

Some time after the initial meeting, Green Globe was established as a membership organisation to promote improved performance in the sector. In 1996, Green Globe joined forces with SGS to create a certification programme based on the demonstration of year on year improvement in performance in certain key areas.

### **Will Green Globe make the world a better place?**

Actually, it will make the world a better place. Travel and tourism is predicted to become the biggest business sector in the world by the year 2000.

Arguments aside, it is a big business. Many of the activities associated with T&T are resource intensive (both construction and operation), and generate waste products and emissions. Sadly, there are also many examples where tourism has had negative impacts on either or both the ecology and the landscape of the locality and the social fabric of the indigenous population - beautiful beaches and friendly locals 'here today, gone tomorrow.' With the increased popularity of 'cruising', and some passenger ships offering visits to previously inaccessible areas, the cruise industry contributes to this situation.

The thrust of the Green Globe standard is to encourage participants to deliver year on year reductions in negative environmental and social impacts. There are many activities which the sector can undertake which will contribute to the ultimate goal of sustainable tourism.

If our grandchildren can experience holidays in the same places that we go to now, Green Globe will almost certainly have contributed.

### Who is involved?

Green Globe has recently become a for-profit organisation, deriving revenues from membership fees, sale of documentation, royalties on certification activities and its Destinations programme. Green Globe owns the Green Globe standard and has licensed SGS to undertake certification activities.

With its world-wide offices, SGS is ideally placed to offer cost effective Green Globe certification in even the remotest corners of the earth.

However, two commercial companies offering an independent certification service is enough to make anyone suspicious. In recognition of this fact, Green Globe is considering establishing a certification council made up of a range of academics, environmental and social NGOs and industry representatives who will oversee the certification activities and ensure that they remain both credible and transparent.

### Who has shown interest to date?

To date, SGS has issued 7 Green Globe certificates to businesses in the accommodation sector, with 3 more assessments due in the UK in early May. Four hotels in Jamaica are certified, one in Mauritius and two in Manchester, UK. There are another 15 or so hotels that have signed up to the programme and paid a deposit in a wide range of countries including those above plus Sri Lanka, Australia, Egypt, Mexico, and Israel. The Sandals chain of hotels offering a range of all-inclusive holidays in the Caribbean has registered their interest in the programme.

Marketing activities concentrated on hotels in 1998, and in 1999 the programme was expanded to take attractions into account. With the help of 'Marketing Manchester', six attractions in Greater Manchester have signed up and are currently working on the development and implementation of their Green Globe management.

Interest in the programme is growing with serious enquiries from some of the major chains of hotels and tour operators. Most recently, strong interest has been shown by a major world-wide cruise ship operator and also by a company offering river cruising holidays on the Nile.

## **Motivation for achieving Green Globe certification**

There is always a bottom line argument for improved environmental and social performance, and it is a convincing one.

Nevertheless, there are many other benefits of which certification participants are aware:

- \* A public demonstration of commitment to the environment
- \* Independent verification of environmental and social quality

- \* Identification and management of social and environmental risks
- \* Motivation of staff
- \* Opportunities to capture new markets and retain existing markets
- \* Ability to meet customers' environmental and social purchasing policies
- \* Progression towards long term sustainability

## **The certification process**

The certification process involves 5 steps:

**Registration:** The organisation registers with Green Globe, paying a fee (registration is free to Green Globe members). In return, the organisation receives a financial proposal from SGS and it is entitled to a free 'health check' from Green Globe. A health check is a desk-based evaluation of its current performance. The financial proposal covers the cost of the main assessment for certification and is based on the data provided in the registration form. Actual costs are determined by the size of the organisation and by the nature of the environmental and social impacts associated with its activities. Minimum time guidelines for properties of specific sizes have been established and are used by SGS in the preparation of the proposal. Local daily rates are applied to the number of person days required to complete the assessment.

**Statement of Intent:** If the organisation accepts the financial proposal, it then pays a deposit. In return for this deposit, it receives a 'Statement of Intent' which states that the organisation is committed to undergoing its main assessment against the Green Globe standard within 6 months of issue. The Statement of Intent is designed for public display.

**Gap closure:** During the 6 month life of the Statement of Intent the organisation can develop and implement their Green Globe management system. This may involve collection and application of appropriate documentation, training and consultancy.

To assist in this stage, Green Globe is preparing guidelines for the interpretation of the Green Globe standard in each part of the T&T sector, while Green Team Leader and Green Globe consultants' courses are available from SGS.

**Main Assessment:** At any time within the 6 month lifetime of the Statement of Intent, the organisation may apply for their main assessment. SGS Assessors will visit the site to study the development and implementation of appropriate management system tools (such as verbal or written procedures, training, monitoring etc.), to collect data on baseline performance in key areas (e.g. energy and water consumption and waste production), to establish the nature of programmes designed to improve performance, and to verify that such programmes are being effectively implemented. Where there is a failure to meet the requirements of the standard, a Corrective Action Request (CAR)

will be raised. A MAJOR CAR delays the recommendation for certification. A MAJOR CAR must be closed out within a period of 4 weeks before certification can be recommended. MINOR CARs are closed out during the annual re-assessment.

Annual Re-assessment: The certificate is valid for 5 years subject to annual re-assessment to confirm that the organisation is delivering year on year improvements in performance. Current performance will be compared against baseline performance and objectives and targets. If the organisation fails to meet targets, assessors will scrutinise the management system in order to establish why such a failure occurred, raising further CARs if appropriate.

## **Evolution of the standard**

The standard is currently undergoing a revision which will make it easier for the business manager and staff to read and understand. Currently, the layout and content of the standard is similar to ISO 14001, which does not help to emphasise the differences between Green Globe and ISO 14001. The new revision drops the ISO 14001 layout and terminology and aims to clearly explain what the standard requires. It makes stakeholder consultation explicit and offers guidance on the definition of 'significant' environmental or social impacts. It talks about year on year improvement, rather than continuous or continual improvement and defines 'regular' as once per year.

Further revisions of the standard will take place as performance levels within the sector change. The standard currently focuses on 6 key areas which must be targeted for year on year improvement:

- \* Waste minimisation, re-use and recycling
- \* Energy efficiency, conservation and management
- \* Management of fresh water resources
- \* Waste water management
- \* Environmentally and socially sensitive purchasing policy
- \* Social and cultural development

In future, these key areas may expand to take more impacts into account and enable businesses to continue to reduce their environmental impacts despite reaching a performance plateau in particular areas.

## **Future plans**

Green Globe is currently available to accommodation and visitor attractions, and most recently now includes cruise ships. Future plans include the roll out of the programme to tour operators and travel agents (who can address the standard through their purchasing policies), restaurants, car hire companies, transport companies, airports and government agencies.

Consultancy courses and Green Team Leader courses are available in many countries. Guidelines on the interpretation of the standard in each part of the T&T sector are under preparation.

*Based on a paper by Frank Miller and Gareth Phillips and published in Quality World earlier 1999.*

(Note: This is an article which was published earlier in the year 1999 and gives a brief overview of the programme. There have been some changes and the Statement of Intent is no longer issued. Once organisations join, they are committed to seeking certification within 12 months.)

(Source: Gareth Phillips, SGS)

## Appendix 4

### **European Charter for Sustainable Tourism in Protected Areas**

#### **Background**

This Charter has been developed by a group representing the protected areas, the tourist; industry and their partners. It has evolved from previous discussions initiated by the Federation of Nature and National Park of Europe (FNNPE) in 1991, leading to the publication of the report 'Loving Them to Death?'

This charter is in line with the world-wide and European priorities as expressed in the recommendations of Agenda 21 adopted at the Rio Conference, and by the European Union 5th Action Programme for sustainable development. It is listed among the priority projects adopted by the World Conservation Union (IUCN) in its action programme for European Protected areas 'Parks for life'. It also responds to the appeal issued by the 1995 World Conference on Sustainable Tourism held in Lanzarote recommending the urgent establishment of action programmes for sustainable development in the tourism sector. This Charter pursues the principles stated by the World Charters for Sustainable Tourism as formulated by the Conference.

#### **Introduction**

This charter reflects the wishes of authorities responsible for protected areas and of tourism industry representatives to support and encourage sustainable tourism development in protected areas.

Its purpose is to act as a standard and guideline helping each signatory to develop High quality, sustainable tourism, defined as: 'any form of development or management of tourist activities ensuring the long-term protection and preservation of natural, cultural and social resources and contributing in a positive and equitable manner to the economic growth and well being of individuals living in, working in or visiting the protected areas'.

We believe that the pursuit of such a balance between conservation objectives and social, cultural and economic development is the best approach for the long-term viability of tourism which itself depends heavily upon the quality of the environment, as well as for the conservation of protected areas.

To implement these aims, the charter is designed to initiate local action programmes based on a strong partnership between the authorities responsible for the protected areas, the tourism industry and the local community, by fostering an integrated and strategic approach to tourism.

The European Charter for sustainable tourism in protected areas is aimed at:

- \* organisations responsible for managing protected areas (nature and national parks or any other protected areas where public access is permitted and is compatible with conservation objectives);
- \* the tourism industry at the destination (hotels, restaurants, travel agencies, tour guides, etc.);
- \* tour-operators and transport companies.

The charter consists of 5 sections:

- \* the principles of sustainable tourism in protected areas to which each signatory agrees;
- \* the section for protected areas - This commits the authorities responsible for the protected areas to define a strategy for sustainable tourism development for their area and a concrete action plan, in partnership with the tourism industry and the local population;
- \* the section for the tourism industry within the protected areas - This commits tourism businesses to define a strategy and a precise action plan to manage their activities in a sustainable manner. This strategy must conform to the strategy for their protected area in which the business operate;
- \* the section for tour operators and transport companies- This commits the signatories to conduct their operators in protected areas in a responsible manner. Signatories may be involved with several protected areas;
- \* the section for the media - This gives recommendation on how the media should report activities in protected areas appropriately, in a responsible manner.

Participation in the Charter is both voluntary and contractual.

Each signatory commits itself to define and implement a strategy for sustainable tourism development. This strategy shall address the principles of sustainable tourism in protected areas and constitute the framework of an action covering all the themes presented in the section corresponding to each signatory.

This action plan will be presented on a standard form, that will include a description of the current situation, of the constraints, main objectives for development and improved, criteria and tools to evaluate the strategy.

This form represents the contractual part of the charter. It will be used by a technical committee to evaluate the quality of the project, before signing the Charter, and ultimately to evaluate the results of the strategy.

This plan must not consist of a simple declaration of intent but must propose precise measures for sustainable tourism development in protected areas.

## **I Principles of sustainable tourism development in protected areas**

Nature and national parks and other protected areas of Europe are regions of natural and landscape value, as well as great tourism potential. They represent the most beautiful mountains, coastal and wetland areas which more and more people are keen to discover during their holidays. The promoters of this charter recognise that if sustainable tourism is to succeed in these areas it will require the fulfilment of visitor satisfaction, the realisation of benefits for the local community and the proper integration of tourism and environmental conservation policies.

To implement sustainable tourism in protected areas the signatories of this charter, agree to the following principles.

### 1. Integrated approach towards tourism management

Tourism development in protected areas shall take into account the limitations of the capacity of the natural, social and cultural environment to accommodate visitors. To this end, the impact of tourist activities on protected areas shall be regularly planned, managed and assessed to take account of environmental, economic and social needs.

### 2. Preservation of resources and reduction of waste

Tourism in protected areas shall be managed in such a way as to minimise as possible the use of natural resources (water, energy), to reduce the production of tourism-related waste and to promote the use of sustainable forms of transport.

### 3. Sharing the task of conservation and enhancement of the heritage

Tourism in protected areas shall new development opportunities appropriate to the environment and the local character such as the conversion of abandoned buildings. Where appropriate, schemes should be defined to encourage those who benefit from tourism to participate on a voluntary basis in the reconversion or the enhancement of the natural and cultural heritage.

### 4. Involvement of the local community

The local community shall be involved in the decision making process for sustainable tourism development, and in the management of certain



tourist activities. The development of tourism should guaranty as many benefits as possible.

5. Support to the local economy

Tourism in protected areas shall contribute to the local economy by promoting local jobs and using local products or skills. Special care should be taken so that a balance is maintained between the benefits arising from tourism and other sectors which play a key role in maintaining the environment. Tourism may offer additional activities for some traditional economic sectors.

6. Development of an appropriate and quality tourism products

Activities shall be based on the intrinsic qualities of the area, encouraging appreciation and enjoyment of its natural and cultural heritage and only requiring a development at an appropriate scale.

7. Education and interpretation

Tourist products or facilities in protected areas should aim to offer education and interpretation, in particular for the benefit of young people and schoolchildren, to encourage people to understand and learn more about protected areas.

8. Sensitive marketing and promotion

Marketing and promotional actions in protected areas shall help increase visitors' awareness of environmental protection and encourage respect for local tradition and customs. Marketing and promotional messages shall highlight the authentic values and assets of the territory, and assist the visitor management by encouraging the public to visit the protected areas in the off-season.

## **II Section for the Protected area**

Authorities responsible for Protected areas believe that "sustainable development is not the antithesis of conservation, the two are complementary". In fact, sustainable tourism development can be of great value for conservation, by generating necessary funds.

On the other hand poorly managed tourism can also cause great damage to protected areas. The World Conservation Union, in its report "Parks for Life" stressed the fact that the pressures from tourism are growing rapidly and that numbers of tourists are expected to grow at an annual rate of 3-4.5 % over the next 10 years. But above all, protected areas are becoming increasingly popular as destinations.

In this context, careful and efficient planning, management and rigorous monitoring should be needed in order to guarantee that tourism development in protected areas is successful and does indeed respect the natural, cultural and social environment of the area.

All these recommendations are for the mutual long-term benefit of the protected areas, the tourism industry, the local communities and the visitors.

### Undertaking

As signatory of the Charter, the authority of the protected area undertakes to:

- \* accept and abide by the common principles for sustainable tourism in protected areas as presented in Section 1;
- \* prepare a strategy for sustainable tourism development in the protected area. The strategy adopted will set the objectives for tourism development in the area. It will define goals relating to conservation and enhancement of its heritage, to economic and social growth, and to visitor management;
- \* prepare an action programme which reflects the strategy. The action programme will outline the measures to be implemented in terms of environmental protection and tourist management. It will specify the nature of tourism to be developed, its location, the images and values on which tourism is based, the target clientele. It will also set out a framework of marketing, promotion, communication and potential partnership to be developed. A monitoring scheme should ensure that action can be taken immediately if measures have negative effects.

This strategy will be drawn up as follows:

#### Assessment

The sustainable tourism strategy will be based on an assessment of tourism and the environment undertaken jointly with the partners and designed to determine the locally approach to sustainable tourism.

The assessment will address the following:

- \* an analysis of the needs and constraints of the area, taking into account the objectives of conservation and improving the quality of life of the population;
- \* an audit of assets of the area including natural and cultural features along with their tourist uses and potential;
- \* an identification of values and assets of the area.
- \* a qualitative assessment of the tourism resources (strengths and weaknesses);

- \* Knowledge of visitors profiles, of their expectations and of tourism market trends.

This assessment will provide the opportunity to highlight points of potential tourist interest. It will be conducted using a multidisciplinary approach, taking into account the short, medium and long term impacts of tourism development on the natural, cultural, social, economic and psychological environments.

#### Consultation and involvement of the partners

This strategy will be formulated and implemented in partnership with representatives from the tourism industry, as well as representatives from other economic sectors, the local authorities and the local population of the area.

It is recommended that public consultation meetings be organised so tourism development is in keeping with the needs of the local inhabitants. The aim of this consultation is to seek a common vision and quality for the area.

#### Contents of the strategy of the protected area

This strategy should set objectives for each of the following themes of sustainable tourism:

- Protection and enhancement of the heritage
- Environmental management and prevention of nuisances

Specific measures should be developed to ensure tourism activities remain within the carrying capacity and agreed limits of acceptable change of the natural, cultural and social environment of the area.

#### Conservation and enhancement of local heritage

Schemes should be devised to channel some benefits brought by tourism to the conservation, maintenance and enhancement of the natural and cultural heritage. Voluntary subscription schemes may be devised in order to involve visitors, tourist business and other tourism partners in this task.

#### Management of tourism

##### *Visitor management*

The development of tourism resources in protected should be based on a marketing approach. The expectations both of visitors and potential visitors should therefore be analyzed in order to adapt the tourism services to these expectations while contributing to the fulfilment of conservation objectives. Based on this principle, tourism products and

activities should be developed in accordance with the expectations of clearly identified target markets.

#### *Management of tourism flows*

Measures to manage tourism flows in space and should be considered in order to guarantee the preservation of the natural, cultural and social environment as well as to preserve the quality of the tourist experience. At the same time these measures will increase the economic impact of the tourist activity in the area.

#### *Traffic Management*

The reduction of traffic by private vehicles should constitute one of the priorities of the tourism strategy of the protected area. Promotion should be carried out to encourage the use of public transport, cycling and walking both for access to the protected area with within its boundaries.

#### Management and control of tourism facilities

Recommendations should be given to ensure the appropriate design and management of facilities in the protected area. In the case of new renovation of existing buildings rather than to the construction of new ones. The use of local materials and consideration of architectural traditions should be encouraged.

#### Development of a specific tourism product "Protected areas"

The Protected area's tourism product should foster environmental awareness, discovery and interpretation of the area's natural and cultural heritage. These activities should have a minimum impact on the natural and cultural environment.

#### Sensitive marketing and promotion

The marketing and promotion strategy of the protected area should help increase visitors awareness of the authentic values of the area and of the objectives of sustainable tourism development. It should help the signatories of the charter, by officially endorsing, the protected areas and tourism business, to derive benefit from their commitment.

#### Education and interpretation

##### *Raising awareness of visitors*

Specific programmes and facilities should be designed for the environmental education and interpretation for visitor, local population, especially for young people and schoolchildren.

### Information

#### *Public information*

A good quality information should be made available to the visitors and the local community especially regarding the tourist offering, the exceptional assets and sensitivity of the natural environment. The public should also be kept informed of the objectives of conservation and sustainable development.

### Social and economic development

#### *Support to the local economy*

The protected by area's strategy should encourage tourism-related initiatives involving various sectors of the local economy so that tourism has a positive impact on the local economy Better environmental management may also mean greater efficiency.

#### *Preservation and improvement of the quality of life of the local population*

The improvement of quality of life for the local community should be a priority project in the strategy for sustainable tourism development of the protected areas. This should be fostered by the promotion of local jobs the involvement of the local population in decision-marketing, and by encouraging exchanges and contacts between visitors and the local population.

#### *Spreading the benefits*

The area's tourism strategy should include measures to spread the benefits of tourism across as wide a range of people as possible. Within the idea of sustainable development, the protected areas should take into account the needs of the areas and population located outside their boundaries. Measures should be taken to avoid any elitism.

### Organisation of tourism

#### *Cooperation with the partners from the tourism sector*

The manager of the protected area should seek close cooperation with the tourism industry. This should be essential for the implementation of the sustainable tourism development strategy in protected areas.

### *Networking*

The area's tourism strategy should encourage cooperation among tourism businesses in order to foster joint discussions and actions as a prerequisite for sustainable development. Networking between tourism partners can contribute to improving tourist flows. It can furthermore improve the efficiency of promotional activities initiated by tourist businesses.

The action plan of this protected area will cover all those themes.

#### **A. The tourism business benefits of participating in the Charter**

The tourism business signatory of the charter will benefit from the following business benefits from participating in a programme of sustainable development:

- \* a positive image for the business;
- \* the opportunity to respond to consumer interest for a better quality and care of the environment;
- \* the long term viability of the business by protecting the environment on which the capital of the tourist enterprise depends;
- \* cost savings by the reduction of water and energy consumption and waste production;
- \* contacts with the other social and economic partners who contribute to the enhancement of the quality of visitor satisfaction to the entire region;
- \* new commercial opportunities from the networking of the key players involved in tourism in the area;
- \* increased staff morale through participation in a positive programme of environmental protection;
- \* and most importantly, the guarantee of the quality of the environment on which the tourist product is based.

#### **B. The tourist manager signatory to the Charter also benefits from the following advantages**

##### At the European level

- \* Advice and guidance including training seminars for implementing environmental management systems.
- \* Use in promotional material of a European label which signifies commitment to a programme of sustainable tourism development in the protected areas for ensuring quality products.
- \* Publication of a brochure for distribution at the European level detailing the tourism businesses and the protected areas participating in the Charter.

- \* The opportunity to work within a network of businesses at the European level in this way to benefit from the opportunities to share ideas and information.

#### From their protected area

- \* Help from the officers of the protected area for the drafting of European grants.
- \* Aid for identifying new commercial opportunities via the market studies conducted by the technical services of the protected area.
- \* Advice from the officers of protected area to design new activities which are compatible with the sensitivity of the environment.
- \* The provision of information concerning tourism in the protected area in order to be able to adapt the product to suit the demand of the visitors and to take advantage of new commercial opportunities.
- \* Educational material produced by the technical services of the protected area.

#### Undertaking

In return, the tourism business signatory to the charter commits the company to:

- \* accept and respect the principles of sustainable tourism in protected areas;
- \* work in close partnership with the authority of the protected area to contribute to the sustainable tourism development of the area;
- \* design and implement a sustainable development tourism strategy and action programme in cooperation with the authority responsible for the protected area and in compliance with its objectives.

#### Contents of the strategy of the company

This strategy should set objectives for each of the following themes of sustainable tourism:

- \* protection and enhancement of the heritage;
- \* respect the environment:
  - e.g.
    - Develop activities compatible with the conservation aims of the protected area. To this end, the company should ensure that, the proposed activities should have a minimum negative impact upon the environment.

The company should seek the advice of officers of the protected areas when designing new activities so that they should be in compliance with the aims of sustainable tourism development.
- \* respect the scale and the local architectural style when carrying out extension, renovation or refurbishment of buildings;
- \* preserve natural resources:
  - e.g.

- Implement a programme of reduction of energy and water consumption and waste generation.
- Whenever possible favour, the purchase of recycled, recyclable or reusable products.
- \* help solve and present pollution-related problems:
  - e.g.
    - Treat pollution problems at source by using preferentially products which because of their components and packaging are less environmentally damaging.
    - Establish a sorting and recycling programme for waste. Ensure that the reception building are correctly equipped for dealing with waste water.
    - Maintain air quality by encouraging customers to use means of transport which do not harm the environment. Reduce the air pollution risks by checking that refrigerators and air conditioning systems are maintained in proper working order.
- \* participate in the maintenance of the natural heritage:
  - e.g.
    - Participate in the maintenance of natural sites, in the immediate surroundings of reception buildings or in the places where the company?s tourist activity is based.
    - Help the technical services of the protected area in their mission to monitor the natural areas, by keeping them informed of any changes observed by company employees or visitors during their visits in the protected area.
- \* training staff in sustainable tourism development practices:
  - e.g.
    - Make available to staff information on sustainable tourism and encourage participation in any training seminars organised by the protected area.
    - Train staff to respect the principles of sustainable development expressed, especially concerning the preservation of natural resources (water, air, soil) and their attitude in choosing environmentally benign products in terms of production, packaging, reuse, etc.. in order to guarantee implementation of the commitment taken in signing the Charter.

### Management of tourism

- \* Participate in the monitoring of the strategy of sustainable tourism development:
  - e.g.
    - Participate in any meeting organised by the protected area for the implementation and monitoring of the sustainable tourism development.
    - Communicate regularly but confidentially appropriate statistics on the company's activity to ensure that the best strategic and



commercial decision in the protected area may be made regarding sustainable development.

- \* Offer high quality tourist activities based on the discovery and appreciation of the natural and cultural heritage of the protected area:  
e.g.
  - Develop a quality product meeting the needs of the clientele targeted by the protected area. This product should favour the discovery and understanding of and respect for natural and cultural heritage.
  - Acquire a knowledge of the local heritage in order to provide visitors with the best advice by taking part in any training courses on this subject. In addition make available to customers a complete range of documentation relating to the protected area (tourist guides, maps etc.).
  - Make available to staff manuals and information on the natural and cultural heritage of the protected area.
- \* Communicate the authentic values of the protected area:  
e.g.
  - Emphasise in all promotional literature the genuine values of the protected area and especially the fragile nature of the area.

#### Education and interpretation

- \* Help and encourage visitor understanding and taking care of the natural and cultural heritage:  
i.e.:
  - Include an educational element in the activities offered in order to help visitors understand and enjoy the natural and cultural heritage of the area, and to explain the behaviour to adopt and to encourage the people to change their habits to respect the environment.

#### Information

- \* Encourage visitor awareness of the benefits of sustainable tourism development.
- \* Inform the visitors about the measures being undertaken by the protected area and its partners.
- \* Make visitors aware of the leading role played by the protected areas in the sustainable development of their regions and its communities.

#### Economic and social development

- \* Respect and contribute to improving the quality of life of the inhabitants of the protected area:  
e.g.
  - Encourage visitors to respect the way of life the inhabitants of the protected area, taking care not to cause any disturbance. Pay special

attention to noise, blockage of roads by visitors' cars as well as to any other behaviour that might upset the local residents.

- Encourage guests to use public transport in order to ensure its viability.
- Promote the development of cultural events organised by the inhabitants of the protected area.
- Encourage a local purchasing policy in order to help the local economy. Promote those local products and traditions which encourage environmental sensitivity.

#### Organisation of tourism

\* Work in partnership with the other tourism businesses of the protected area:

e.g.

- Draw attention of guests of the other protected areas and other tourist businesses adhering to the Charter.
- Refer guests to other tourist businesses participating in the charter which may be able to meet specific needs not offered by the company itself.

All those themes would be covertly the strategy and the action of the tourist businesses participating in the Charter.

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### **Sustainable Tourism Charter for Protected Areas and PAN Parks Two initiatives**

European Community DG XI Seminar  
Sustainable Tourism and Natura 2000  
Lisboa, Portugal, 9-11 December 1999-12-12

Summary of the presentation at the Workshop 3.3 (Developing and implementing guidelines and recommendations for sustainable tourism in protected areas)

*By: Andrej Sovinc, IUCN 'Parks for Life' European Coordinator*

#### **1. Introduction**

'Parks for Life: Action for Protected Areas in Europe', the first ever action plan for protected areas in Europe was prepared by the IUCN, together with the EUROPARC Federation, WWF, BirdLife International and WCMC in cooperation with around 200 contributors from all around Europe. Its aim is simple: 'An adequate, effective and well-managed network of Protected Areas in Europe'.

In the following, short comparison and analysis of two initiatives on sustainable tourism and protected areas in Europe, but supported and promoted by the 'Parks for Life' will be presented. These are 'The Sustainable Tourism Charter for Protected Areas' (in the following: 'The Charter'), an initiative which emerged from the previous work of the EUROPARC Federation which resulted in the report 'Loving them to Death?' and implemented by the Federation des Parcs Regionaux Natural de France under the auspices of the EUROPARC and more recent WWF initiative 'PAN Parks'. The presentation will be based on summarising the main points from the two initiatives and the points raised might sometimes be simplified.

The preparation of the Charter was listed as one of the 'Parks for Life' Priority Projects and the IUCN/World Commission on Protected Areas (WCPA) was represented at the Steering Group for this project. 'Parks for Life' was engaged also in the process of establishment of the PAN Parks process (an ongoing cooperation) from its early stages as the PAN Parks

concept is foreseen as a 'recognisable network of well-managed protected natural areas which welcome visitors and avoid potentially conflicting activities'. This viewpoint clearly indicate the links with the above mentioned overall aim of the 'Parks for Life'.

## **2. Some of the similar or identical principles in both initiatives**

Both the Charter and PAN Parks initiatives:

1. Provide concepts for encouraging and managing tourism in protected areas in harmony with suitable management of natural resources and for the socio-economic benefits of stakeholders.
2. Built on their concepts on partnerships between protected areas, tourism and other businesses and local population, supporting conservation and socio-economic development through tourism activities.
3. Aim to develop a 'quality brand' for partners involved in the process (protected area and business) which must undergo an independent certification process. (At this point it should be noted that several 'labels' for tourism industry already exist and the Council of Europe's 'European Diploma' concept for well-managed protected areas already exists (needs some updating)).
4. Require the preparation of the strategy for conservation and sustainable tourism development for the area concerned.
5. Involve a 'testing phase' which is demonstrated by the existing process of '10 Pilot Parks' in the Charter and a self-assessment process foreseen for PAN Parks.
6. Aim to involve mainly larger protected areas, such as National and Regional Parks, with bigger tourism ambitions and higher potentials for the conservation of species, habitats and landscapes. The PAN Parks concept, in principle, defines the minimum size of protected area to be involved (25.000 ha).

## **3. Complementary points of both initiatives**

1. Although both initiatives aim to become Pan-European, the Charter (at present) is designed for the EU Member States only (and therefore needs some adaptations for the CEE countries). The PAN Parks initiative started in the CEE National Parks (at present there is only one National Park from the EU Member States involved). This initiative originated in so-called 'forest' parks.
2. The Charter requires all participatory parties in the process of development a Conservation and Sustainable Tourism Development Plan (that is Protected Area, Tourism Business and Tour Operators) to prepare separate Action Plans for their sectors. The PAN Parks promotes the establishment of a joint independent executive

organization to define a widely supported plan for conservation and touristic development of PAN Park.

#### **4. Main conceptual differences between the two initiatives**

1. The PAN Parks aims to include only well-managed protected areas, especially those with outstanding conservation values ('must-to-see' sites in the country; an 'exclusive club', therefore), while the Charter's concept sets no such pre-conditions.
2. PAN Parks strives to become a new organization to be managed by a European management organization (supported by the Supervisory and Advisory Boards and Certifying Organization), while the Charter means only a strategic approach and a widely used tool to sustainable tourism development and conservation in protected areas.

#### **5. General conclusions and recommendations**

1. It can be concluded that both initiatives provide an effective guidelines for developing and managing tourism in protected areas which could be applied (after some amendments) to various types of protected area networks, including international designations, IUCN Protected Area categories classification at the national level and also the Natura 2000 sites.
2. Both initiatives are mutually dependent; the Charter (at present) needs a good marketing and communication strategy, where WWF's PAN Parks concept should be supporting the use of the Charter principles to be applied in not so well-managed protected areas to become potential future candidates for PAN Parks). On the other hand, the PAN Parks concept could make advantage of using the already existing principles and criteria for partners to be involved in the process of creation of the conservation and sustainable tourism strategy for protected areas.

#### **6. Proposed concrete actions**

1. The preparation of a three-step based process for conservation orientated concepts of sustainable tourism in protected areas and its effective promotion (also by the European Commission), which should include:
  - a) STEP 1 - Conceptual basis: there is a need for updating and re-printing the EUROPARC Federation's 'Loving then to Death?' Report which provide general principles and guidelines for planning and managing tourism activities in protected areas.

- b) STEP 2 - Technical (general) basis for site management: to make use of existing initiatives (the Charter, the PAN Parks, others?), which provide concrete recommendations for site-management.
  - c) STEP 3 \* Detailed recommendations in a form of a separate sets of guidelines for different conceptual questions:
    - The Pan-European scale: the need for adjusting the existing initiatives (especially the Charter) to the needs and opportunities of CEE countries.
    - Different sizes of protected areas: as both the Charter, the PAN Parks and other initiatives include mainly larger sites it is essential to examine also the aspect of tourism for smaller sites which provide opportunities for more specific types of tourism activities (smaller sites \* more sensitive, more fragile). EUROSITE and other organizations (i.e. RSPB) should be involved in this phase, together with other partners.
    - Different types of ecosystems and habitats: study of case study examples of sustainable tourism developments for a particular habitat types of protected areas, i.e. particularities of tourism in wetland protected areas, in marine protected areas, in forest parks, in mountains etc.
2. STEP 2 and STEP 2 from the previous point should be essentially supported by the establishment of the 'Sustainable Tourism Service' to help implement and monitor the efforts for sustainable tourism and conservation plans in protected areas. The 'Service' should be made available to tourism organizations, local authorities and people as well as protected area managers. The tasks of such a body should be:
- provision of advice ('problem-solving team') to make the collective experience of handling tourism in protected areas,
  - training service for sustainable tourism,
  - preparation of updated guidelines for planning and managing sustainable tourism in protected areas
- The first task of such a body (could be in a form of a project) should be in assessing the needs and problems of the Pilot Parks in the testing phase of the Charter (and perhaps also to contribute to the self-assessment process of the PAN Parks involved in the initiative) and to provide solutions and proposals to overcome the problems.
3. Recommendation to the EC DG XI should be to assist in the preparation of an effective communication strategy for existing initiatives on Sustainable Tourism in protected areas.

## **Appendix 6**

### **Touristik Union International (TUI)**

#### **Better environment - better business**

### **Tourism and Environmental Compatibility, as Practised by a Tour Operator**

#### **Background**

An unspoiled environment is an essential prerequisite for a pleasant holiday. Touristik Union International (TUI) recognised the fact many years ago. Holiday regions and resort hotels cannot remain successful in the long term without clean beaches, clean water and unspoiled landscape. Experience with algal slime, forest degradation, oil tanker accidents, traffic chaos and stratospheric ozone depletion has left a legacy of the perils of neglect.

Changing values and customer expectations show that traditional ideas of what constitutes quality are outdated. Today, environmental compatibility, or to be more precise, minimum pollution, is very high on the list of holiday essentials. Tour operators wishing to survive need to offer unspoiled landscape and nature.

The objectives pursued fall under the two main headings: "ecological" and "economic". According to TUI, they require a three-stage programme i.e. short, medium (to the year 2000) and long-term (to 2005/2010).

#### **Ecological Objectives**

With ecological objectives, the short-term aim must be to reduce pollution. Selling a resort where rubbish and sewage are ignored is nowadays almost impossible. Yet the effect of discrimination or a boycott is extremely limited.

The medium-term aim is to promote conservation, and to prevent pollution at source. In the long term, positive pro-active improvement of the environment needs to be added to the list.

## **Economic Objectives**

In the short term, these are confined to quality assurance, product optimisation and securing acceptable commercial returns. In the medium term, a more adventurous policy of risk and opportunity/innovations management will be required. The long term economic objectives need to be to secure the group's own future.

## **Reducing Pollution**

The first common aim for destination and tour operators is to reduce environmental pollution. Taking a very simple, practical example: over just a two-week period the presentation of hundreds of thousands of canvas bags to TUI clients rendered millions of plastic bags superfluous, reducing litter and emissions of dangerous gases when burnt.

TUI has also changed in the way it has used paper for brochures, thus reducing the amount of waste water required for their production by 90%. (assessed on an AOX basis, being the international unit of measurement for organic chlorine compounds).

## **Simple and feasible techniques**

TUI is trying to learn from nature with various pilot projects. Biological water treatment plants, mussels at testing stations for water quality and alternative regenerative energy sources may all prove useful initial steps towards feasible solutions for pollution problems.

Intelligent beach cleaning technology ("beach tech"), waste disposal management (the "Thermoselect" process) and measures to save water and energy are also part of the process of remedying the shortfall between aspiration and achievement. TUI Project Managers responsible for new resorts are carrying out applied basic research in this area.

As a result of contacts with large German industrial corporations, TUI is also continually searching for opportunities for transferring knowledge.

## **Acceptance by Destinations**

Today, newcomers among the holiday destinations, whether Bulgaria or Costa Rica, are already competing to see which can offer the best quality of environment or the greatest environmental awareness. Traditional holiday destinations for German holiday makers, such as the Balearic Islands, the Canaries or Tunisia are finally offering solutions for sewage treatment and waste disposal problems, something often requiring heavy investment.



Regions such as Carinthia, Bavaria or Denmark, having started years ago to protect their forests, lakes, mountains and holiday areas with far-reaching infrastructure, today continue to attract millions of highly satisfied holiday makers every year.

### **Re-thinking among the customers?**

Tour operators, holiday regions and hoteliers are already playing their part in many areas. The customer must play his/her part as well. Each year the customer has enjoyed reduced package prices, even more exotic holidays to far afield places, and ever more thrilling diversions such as bungee jumping, speed cruising and spacelab tours. The task of persuading these hedonistic citizens of the leisure era to save water and energy and to avoid discarding litter, even during the most relaxed weeks of their year is difficult, but it needn't be impossible. Sensible information on the ecology of destination areas and the environment in resorts is required. Publication of analyses of sea water and beach quality is one practical example. Another is publicity for new national parks, cycle tracks or footpaths.

### **Measuring Success and Costs**

Environmental efforts and associated resources will be subjected to cost-benefit analysis, an ever-present element in today's corporate climate. Important environmental initiatives such as Eco-labelling and Eco-auditing facilitate this, and TUI is incorporating both.

TUI conclude that there are therefore four main aspects to the drive for sustainable tourist development:

- \* reducing pollution by all means and by low-cost activities
- \* establishing financial and technical feasibility at destinations
- \* stimulating environmental awareness and client satisfaction amongst holiday makers through environmental quality
- \* securing a measurable return on investment.

## **Criteria for better environmental conditions at destinations**

### **Holiday-Making and Environmental Compatibility**

General Information for Customers on Touristik Union International's Environmental Policy

Touristik Union International (TUI): Working for better environmental conditions at destinations

An intact environment is the basis for a good holiday. TUI has acknowledged this responsibility for many years and has been taking appropriate action. The task is tackled with great care, and TUI analyses the state of its destinations and prepares an environmental evaluation.

This process starts with the monitoring of bathing water and beach quality, encompasses checks on sewage treatment plants and waste disposal sites, and goes much further than simple energy- and water-saving measures in the hotels, to name but a few points.

Nature conservation, animal welfare, species preservation, re-forestation and the use of renewable sources of energy are also important issues.

### **TUI Destination Criteria**

- \* Bathing water and beach quality
- \* Water supply and water-saving measures
- \* Waste water disposal and utilisation
- \* Solid waste disposal, recycling and prevention
- \* Energy supply and energy-saving measures
- \* Traffic, air, noise and climate
- \* Landscape and built environment
- \* Nature conservation, species preservation and animal welfare
- \* Environmental information and offers
- \* Environmental policy and activities.

The extensive information collected by TUI in destinations all around the world is then entered into the TUI Environmental Database, and used in the company's planning and catalogues. Keeping customers informed is considered very important.

Our contract hotels are also monitored annually on the basis of a comprehensive environmental compatibility checklist (TUI Environmental Checklist for Hotels, Clubs, Holiday Apartments).

## **TUI Hotel Criteria**

- \* Wastewater treatment
- \* Solid waste disposal, recycling and prevention
- \* Water supply and water-saving measures
- \* Energy supply and energy-saving measures
- \* Environmentally oriented hotel management (focus on food, cleanliness and hygiene)
- \* Quality of bathing waters and beaches in the vicinity of the hotel
- \* Noise protection in and around the hotel
- \* Hotel gardens and grounds
- \* Building materials and architecture
- \* Environmental information and offers available at the hotel
- \* Location and immediate surroundings of the hotel.

With regard to "environmental actions", it is vital to be particularly sensitive to local concerns. In order to allay problems such as a malfunctioning sewage plant or unauthorised dumping of rubbish, a lot of work must be put into convincing people of the necessity of taking action. Tourist officials, local authority representatives, local politicians and hoteliers are brought together at "round table" meetings in order to find joint solutions. In seminars with hotel partners, suggestions are made to give support for environmentally sound hotel management.

Recently, TUI's airline partners have spent considerable sums on improving their fleets in accordance with environmental criteria. With its "Holiday Express" and "Tourist Train", Deutsche Bahn ("German Railways") is continually bringing its services into line with ecological requirements. Bus partners are also devoting great attention to the issues of transport and environment.

Together with transport representatives, work is ongoing to improve the environmental compatibility of transport methods on the basis of the following criteria:

## **TUI Transport Criteria**

- \* Energy consumption
- \* Pollutant and noise emissions
- \* Land use and paving over of land
- \* Vehicle/craft maintenance, equipment and track maintenance techniques
- \* Catering and waste recycling and disposal
- \* Environmental information for passengers
- \* Environmental guidelines and reporting
- \* Environmental research and development
- \* Environmental co-operation, integrated transport concepts

\* Specific data: Vehicle/craft type, motor/power unit, age.

In addition to its on-site efforts in the destinations, TUI's consultation with hoteliers and its co-operation with rail, bus and air carriers, environment protection also means reducing the impacts of facilities at home, and training in-house and field staff accordingly. In accordance with its corporate principle of "Commitment to the Protection of our natural Environment", TUI have implemented a reliable system to deal efficiently with the issue of environmental protection with combined forces. A network of committed staff members actively pursuing environmental issues in their fields of work has been set up cutting across all departments of the company.

Co-operation with national and international environmental associations, professional and trade associations, universities and many other bodies is another aspect of daily work. It is sometimes difficult however to push through low-pollution technologies, as these often involve high financial cost.

TUI encourages its customers to travel responsibly and protect the environment. Its hotel folders are full of practical tips, highlighting the correct approach to adopt in order to achieve this.

## **Information**

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(Source: ECoNETT: <http://195.212.4.4/> and TUI: <http://www.tui-environment.com>)

### **ECOTEL Program**

Eco Services is the environmental consulting division of HVS dedicated exclusively to the hospitality industry. The company helps hoteliers develop property-specific environmental programs. These programs successfully lower operating expenses and increase revenues by optimizing energy efficiency and water conservation, and by streamlining solid waste management through recycling, reusing and conserving costly resources.

HVS Eco Services specializes in designing, implementing and monitoring comprehensive environmental programs for both existing and developing hotels. Because each lodging property has different needs and goals that are driven by cost, return on investment, program visibility, guest expectations, employee involvement, community influence, and other factors, HVS Eco Services tailors distinctive programs for each property. Hotels that are able to demonstrate a heightened level of environmental sensitivity are awarded the ECOTEL. This seal is the standard by which lodging facilities can measure their environmental performance and on which environmentally conscious travellers can base their lodging decisions.

### **Evaluation**

HVS Eco Services provides an in-depth, professional environmental assessment of the property's equipment, facilities and operating procedures, and prepares a summary report that identifies problems and opportunities, outlines recommendations and implementation strategies and details a cost-benefit analysis to illustrate the savings. The evaluation includes, but is not limited to, the following:

\* Solid Waste Management

Solid waste reduction, reuse, and recycling strategies will be evaluated; waste disposal service and equipment suppliers will be selected; and the procurement of waste storage facilities will be addressed.

\* Energy Efficiency

A detailed energy audit will be conducted by certified engineers to identify energy and cost-saving tactics, isolate the most viable rebate programs and to establish standard operating procedures.

\* Water Conservation

Conservation and preservation efforts, consumption patterns and rates, and related equipment will be analyzed; standard operating procedures will be established.

\* Project Coordination & Employee Education

On-site program implementation and education seminars will be performed to facilitate program start-up, efficiency and payback.

\* Community Involvement

Relationships between the client hotel and various community organizations will be established.

\* Legislative Review

Federal, state, and local environmental regulations will be addressed to ensure that the property complies with all applicable environmental laws.

\* Special Events

Distinctive, memorable environmental and cultural events such as Earth Day celebrations, charitable fundraisers and guest lectures will be designed and coordinated.

### **Benefits of HVS Eco Services**

- \* Cost savings result from efficient use of energy, water, and solid waste disposal systems.
- \* Typical savings of 40% to 90% on waste hauling bills.
- \* Streamlined operations and increased labor efficiency.
- \* Enriched guest experience by means of unique, innovative environmental program design.
- \* Significant media attention through the ECOTEL Program.
- \* Heightened employee morale.
- \* Minimization of environmental impact.
- \* Penetration of the tourist market that increasingly demands businesses practice environmental responsibility.

- \* Access to environmentally sensitive manufacturers and service providers through the ECOTEL Resource Guide

### **About the ECOTEL Certification**

The ECOTEL Certification is the standard by which lodging facilities can measure their environmental performance and on which environmentally conscious travellers can base their lodging decisions. It is a five-globe rating system that is awarded to hotels that demonstrate a predetermined level of environmental sensitivity and superiority in at least one of the following five areas:

- Solid Waste Management;
- Energy Efficiency;
- Water Conservation;
- Environmental Legislation Compliance & Native Land Preservation;
- Employee Environmental Education & Community Involvement.

### **The ECOTEL Advantage**

Global Marketing Strategy HVS Eco Services continually promotes member hotels both regionally and internationally to enhance the profile of these properties in the marketplace. Promotional efforts may include, but are not limited to, public relations, event sponsorship, media interviews, feature stories, strategic alliances with environment-related organizations, and other forms of exposure. The following is a sampling of the media and professional recognition which have attracted additional market segments and established ECOTEL-Certified properties as leaders in the industry:

The ECOTEL-Certified properties have been promoted internationally through leading media venues such as NBC-TV, CNN Travel Guide, Conde Nast Traveler, USA WEEKEND, NEWSDAY, Successful Meetings, and BRITISH VOGUE.

The ECOTEL Certification Program has also been exhibited globally at leading forums such as:

- \* Caribbean Hotel Association's Annual Conference, Nassau, Bahamas;
- \* American Hotel & Motel Association Annual Conference, Anchorage, Alaska;
- \* World Congress on Coastal & Marine Tourism, Hawaii;
- \* Partners in Responsible Tourism, San Francisco, California;
- \* Caribbean Conference on Sustainable Tourism, sponsored by the United Nations, Dominican Republic;
- \* GastroNord '94 Stockholm, Sweden;
- \* Third World Congress on Tourism for the Environment, Puerto Rico;

- \* International Institute for Peace Through Tourism, Montreal;
- \* First International Ecolodge Forum, St. John, USVI.

## **Membership in the ECOTEL Information**

### \* Exchange Network

In order to ensure that every member of the ECOTEL Collection maintains their competitive advantage, HVS Eco Services has created the Information Exchange Network. Information on program innovations, forthcoming environmental and industry events, and new technologies and services designed to reduce current operating costs while increasing environmental responsibility are just a few benefits of this very popular educational tool.

### \* Environmental and Leadership Awards

Program Winning prestigious awards not only attracts significant media attention and motivates staff members, it establishes a hotel as a leader within the industry and among the travelling public. Our ECOTEL-Certified properties have garnered numerous awards; for example, Miraval and Lapa Rios have both been finalists for the Conde Nast Ecotourism Award (in 1995 and 1997, respectively), and Hyatt Regency Gainey Ranch captured the 1997 Hotel Leadership Award. HVS Eco Services will assist member properties in attaining top environmental and leadership honors by providing your Marketing Department with information on upcoming hospitality and environmental awards. Furthermore, HVS Eco Services will assist the Marketing Department in preparing any award applications and tailoring the property's entries to meet award guidelines.

### \* On-line Marketing

In the past year the Internet has become the hottest marketing tool to reach a broad international audience immediately. Each ECOTEL will receive one complimentary page of advertising in our ECOTEL Internet Directory. Furthermore, each ECOTEL will be able to link to this page so that interested travellers who browse the ECOTEL page can link to the property's own web site, if it has one.

### \* The Coveted ECOTEL Logo

The ECOTEL logo is the recognized environmental rating for the lodging industry by the traveler, media, private and public sectors, and the hospitality industry. Thus, the license to use the ECOTEL Certification and logo in advertising, sales material, and hotel signage provides the subject property with the a very effective sales vehicle with which to reach its target markets.



\* Toll-free Information System

All ECOTEL-Certified hotels will be listed in a toll-free central information system that will direct consumers to these properties. The number is 1-800-FON-4-ECO. This number is published in a variety of international business and vacation publications.

**For more information contact:**

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(Source: [http://www.hvs-intl.com/eco.htm#ecotel cert](http://www.hvs-intl.com/eco.htm#ecotel%20cert))

### **Standards and Criteria for ECEAT Campsites and Accommodations**

The European Centre for Eco Agro Tourism (ECEAT) is a network of independent national and regional groups working towards sustainable rural tourism, integrating in particular the sectors of agriculture, tourism and environment.

#### **Types of accommodation**

Within the ECEAT concept different kinds of accommodations are seen as contributing to a sustainable development, use of the land and tourism and to the protection of nature. The main principle of ECEAT is that profits derived from tourism contribute greatly to the improvement of the local environmental and social situation.

One should realize that it is rather difficult to formulate global criteria for 'responsible' accommodations. What is rather advanced and appropriate to one country might be quite acceptable and normal to another country. Sustainability is a concept which should be defined on a local level. In order to do this an general framework can be very useful:

- \* certified organic farms or farms in conversion;
- \* traditional organic or ecological farms in conversion or environmentally friendly farms;
- \* accommodations in or around a nature reserve or accommodation connected with an environmental organization;
- \* ecological hotels, lodges and campsites;
- \* facilities in a 'sustainable' community, village or region;
- \* accommodations supporting the protection of cultural heritage.

Each section pays attention to different aspects of sustainability. This can be the internal environmental management of the Eco Hotels and campsites or on a more larger scale the 'sustainable' community.

The most common group that is promoted by ECEAT are the organic farms, farms in conversion and the traditional farms.

#### **Standards and criteria for ECEAT accommodations**

Following are the standards and criteria for ECEAT accommodations and campsites for 1997. These are based on the criteria for 1996, an international

literature study, the experience of other organizations offering accommodations and the evaluations of the tourists.

\* Quality and comfort standards

These are the standards which make the tourist feel comfortable without considering the external effects of creating this feeling of comfort:

farm and surroundings:  
sanitary facilities  
rooms  
campsite  
holiday apartments  
meals  
information  
prices and payment  
services and activities  
safety  
children

\* Environmental standards

These standards guarantee that tourism does not lead to an degradation and pollution of the environment, locally as well as globally:

water/waste water  
energy  
waste  
shopping  
building  
transport/traffic

\* Standards for a sustainable use of the land

These standards are unique and guarantee that tourism contributes to sustainable agriculture and forestry and protection of nature in the area:

farming  
animal husbandry  
forestry  
landscape protection and biodiversity

\* Socio-cultural standards

These standards ensure that the activity is in line with the local traditions in the region. Their aim is to let the tourist really experience the culture of the country of his interest. On the other hand these standards guarantee that the

local culture is respected and preserved. They also should guarantee an equal development of all social groups concerned:

women  
local participation  
regional development

\* ECEAT administrative standards

These standards apply to farmers and accommodations connected to ECEAT. IN some countries like Germany, France and Great Britain the operators are only marketed through ECEAT and as such they are affiliated with ECEAT. They do not have to fulfil these criteria.

**Obligatory (minimum) standards:** these must be fulfilled by all ECEAT accommodations and facilities. It is possible that during the first year of participation some of these standards are not yet fulfilled. In this case the host has to promise by means of a contract that these standards will be fulfilled within one year. Until that time the national Coordinator is obliged to mention the non-fulfilled minimum standards in the description of the farm.

**Recommended standards:** these standards increase the performance with regard to the topic in question (for example: comfort and quality or the social situation). These standards are not obligatory.

### **Validity**

The validity of the criteria depends on the kind of accommodation and the country.

### **Implementation and control of the standards**

The criteria must be fulfilled before the first of October 1997 if the farm wants to be mentioned in the 998 guide. If by that time no all of the criteria are met and agreement should be made with the farmer that he works on fulfilling them as soon as possible. The minimum criteria that are not fulfilled have to be mentioned in the booklet. If an accommodation does not meet the criteria in several point, we will have to discuss whether to take it out of the programme.

(Source: 'Standards and criteria for ECEAT campsites and accommodations for 1997', European Centre for Eco Agro Tourism)

## Appendix 9

### **Environmental Management Charter for Caravan, Camping and Holiday Parks**

#### **European Federation of Camping Site Organisations (EFCO)**

Environmental Protection is a Global Issue.

Consumers are becoming increasingly conscious of the many pressures that modern society places upon the earth's fragile environment, and seek evidence of the environmental credentials of their holiday destination.

A duty of care to the environment rests with everybody and the holiday parks industry is committed to a policy of environmental protection.

Where practicable, park owners will be encouraged to adopt broad principles for good environmental management achievable through:

- \* the adoption of environmental management techniques - The implementation of an environmental programme should be a high priority management and a comprehensive programme introduced, covering all aspects of park operation;
- \* the implementation of environmentally sensitive park development schemes - Those persons involved in the design and development of holiday parks should take into account environmental issues at the planning stage and draw on the qualities of the surrounding countryside, local architecture and cultural heritage of the area. New parks should be located and landscaped creatively to complement their surroundings;
- \* the adoption of waste management policies - Policies relating to waste management, energy conservation and pollution control should be adopted wherever practicable;
- \* the provision of training - Park owners should undertake to train staff in order to improve the standard of service and quality of facilities provided and implement an environmental protection programme;
- \* participation in all aspects of environmental protection - Park owners should encourage holiday makers to explore the surrounding countryside, and attractions in an environmentally sensitive way.

Park owners should promote and encourage measures which assist in the awareness and maintenance of the natural environment, through the provision of management schemes aimed at encouraging holiday makers to be environmentally responsible.

Welcoming research into development of new environmental technologies, biodegradable products and energy conservation initiatives.

Ensuring European environmental policies consider the legitimate interests of business and market factors.

### Guidance Notes for the Application of the Charter

Owners and managers of holiday parks can play an important role in improving and protecting the natural environment. By implementing environmental park programmes to minimise waste and save energy, we can create a better and cleaner environment. This is both good ethics and sound business.

## **ENVIRONMENTALLY SENSITIVE PARK DEVELOPMENT**

As well complying with statutory requirements relating to planning and health and safety, consideration should be given to the characteristics of the surrounding landscape, i.e. whether in a coastal or inland location, elevation above sea level and soil type. The main aim is to ensure that the development will be successfully assimilated into the surrounding countryside. Typical measures which may be adopted include the planting of indigenous species to screen and differentiate pitch areas, using local materials for building roads and buildings, and adopting suitable pitch densities to give space and informality of layout.

### **Design**

A formal park layout is often in urban/suburban settings whereas in rural surroundings it may be more appropriate to adopt a "cluster" type layout. Landscaping should be considered an integral part of design of a holiday park.

When landscaping a new park, it is advisable to plant trees/shrubs at the earliest opportunity, using both short-term and long-term growing species. "Annual" plants may be used, but more permanent shrubs avoid consistent renewal, and give "structure" to the landscaping. Trees and shrubs should be chosen and arranged to reflect the surrounding countryside.

The most successful landscaping schemes contain a relatively limited range of plant species and colour. Subtle differences in forms - plant shape and leaf type; variety in height and seasonal blooms; life span; ability to blend with landscaping such as paving, gravel etc.; area plants will cover when fully grown are all important factors to consider.

Introduce ecological measures on park to safeguard and encourage wildlife. Planting should be given to the design of additional features such as land

drainage, water controls, fire prevention measure etc. in an environmentally sensitive way.

### **Park Buildings**

Building materials should ideally complement local building traditions in terms of colour and texture, and in remote areas, reflect the surrounding landscape setting.

The impact of buildings in rural settings can often be minimised and the settings enhanced if features such as walls, hedges and footpaths are included.

The design of storage building etc. should be considered carefully.

Often unused farm or other buildings can be transformed in to clubhouses, sanitation facilities or indoor recreational areas.

For economic and aesthetic reasons, attention should be paid to the materials to be used for surfacing park footpaths, roads and car parks.

Refuse disposal facilities should be suitably screened and located to allow easy access. Water points, fire points etc. should be suitably sighted and maintained and may be constructed from local materials, such as stone.

Appropriate park lighting should be installed. Unnecessary illumination spillage on the surroundings to the park should be avoided, especially in rural areas.

## **WASTE MANAGEMENT**

### **Refuse**

Where appropriate, one of the first measures in any environmental park programme should be the sorting of waste items, for disposal. Provide adequate and clearly defined waste disposal areas, discussing with your waste collection agency the need for separation of items such as glass, plastic, biodegradable or special clinical waste.

Parks can play an active role in making visitors aware of the schemes for waste disposal, including composting, so that they can take the message home with them.

Install litter recycling equipment on the park where practicable - for various items such as batteries, aluminium cans, paper, computer material, which can then be returned to the appropriate companies.

Where possible use compactors to reduce the volume of bulky waste such as cardboard packing, cartons and drinks cans to ease storage, segregation and re-use.

### **Recycling**

Attention should be given to utilising products and materials that are capable of being recycled. Choose goods and packaging which reduce the total amount of waste. Also appliances which have recyclable elements incorporated in their content should be considered.

Where possible, support the progressive introduction in accommodation units of construction materials which can be readily recycled (as are already introduced in the automobile industry).

### **Composting**

Re-use trimmings and surplus plant material by shredding and composting such things as tree and shrub pruning, grass clippings, and of season annual and other plant materials (even waste newsprint can be shredded and incorporated in composting). The composted material can then be re-used with beneficial effect as a soil fertility improver or as a mulch, both helping to reduce maintenance.

### **Sewage Treatment**

Sewage treatment systems should provide an acceptable effluent quality. Where appropriate, seek professional advice regarding the installation of new or upgraded treatment plants. Pay particular attention to the disposal of chemical toilet effluent.

## **ENVIRONMENTAL AWARENESS**

Careful attention should be paid to the customers well-being, whilst encouraging visitors to be environmentally aware - especially with regard to the disposal of waste and litter, both on and off the park. A simple "Welcome" leaflet could be produced for distribution to guests, explaining the aims of the park's environmental programme and how visitors can help to make the programme reality.

Other initiatives may be introduced to assist in raising awareness of environmental issues:

- \* consider information cards in caravan accommodation asking guests to help conserve water/energy etc.;
- \* consider production of publicity items for purchase by visitors e.g. "Green" Sweat-shirts, "Save a Tree" bags and environmental diaries;
- \* consider organising events with an environmental theme.



## **COMMUNITY**

Visitors should be encouraged to respect the privacy of local residents and the natural and cultural environment of the surrounding area.

Consider supporting local traditional festivals, fetes and the area's cultural heritage. Co-operation with local business can lead to strong mutual and reciprocal support. If the park has facilities which may be occasionally used by the local community, this should be encouraged. The opportunity for the local community to enjoy the facilities of the park, will assist in raising the holiday park's profile.

Park owners are encouraged to established strong links with the local community by buying or promoting local products and services wherever appropriate. Take the initiative towards purchasing locally produced food. Produce that is transported for long distances may be of poorer quality and have necessitated greater fuel consumption. Advice to guests about locally produced goods, "pick your own" facilities, farm shops and recipe dishes would be useful service, strengthening the role of tourism as a positive economic factor in the area.

The range of goods available in park shops and kiosks should be chosen according to environmental considerations, and the park restaurant might incorporate organic dishes to encourage consumer purchase of such items. The increasing polarity of local cultures, customs and natural world, may be capitalised on by selling local handicraft products or by advising guests about excursions to local craftsmen and women.

## **MAINTENANCE & OPERATIONS**

### **Cleaning Materials**

Biodegradable, phosphate free products and appliances should be used, wherever possible. Cleaning products and toiletries which use recycled paper and other suitable materials should be utilised. Often several cleaning products, containing harsh ingredients, may be replaced with one all purpose biodegradable cleaner and environmentally friendly soap.

### **Disposable Products**

The use of "disposable" products should be eliminated or minimised.

## **Refrigerators**

Use refrigerators that are CFI free - suppliers and manufacturers may be contacted for guidance on this. Carry out physical checks on the chillier consider tubes to ensure their efficient operation.

## **Vehicles and Machinery**

Use, where appropriate, vehicles and machinery powered by unleaded petrol or electricity. For equipment like lawnmowers, tractors etc., there are opportunities to switch over to environmentally friendly fuels like ethanol, rape seed oil etc.

## **Chemicals**

Park owners should exercise care in the selection of products such as fertilisers, herbicides, weed killers and insect control substances.

## **NATURAL RESOURCES & ENERGY CONSERVATION**

Seek advise from existing suppliers about new methods of energy conservation and investigate modern methods of energy supply.

### **Energy**

Ensure park buildings and accommodation units have sufficient levels of thermal insulation and install double glazed windows where appropriate.

For central heating systems, attention should be given to insulating boilers, tanks and pipes. Gas fired boilers reduce sulphur pollution and provide greater efficiency and a cleaner environment. Boilers should be cleaned and inspected regularly and all valves checked regularly to ensure their efficient operation. Similar provisions apply to air conditioning units.

Care to reduce atmospheric pollution should also be exercised. Investigate energy efficient sources of heating such as solar panels, heat pumps, windmills or alternative technology solutions, for use in swimming pools etc.

Use electricity/gas appliances with low energy consumption operation where possible. The use of dry type electrical transformers is encouraged to reduce pollution, where appropriate.

Information about energy conservation matters should be given to guests as a matter of course.

Install electrical timer switches and controls on light switches and fans, where appropriate, to save resources.

Park staff should be vigilant in switching off equipment when not in use, keeping gas appliances turned down to the lowest possible heat when not in use and checking all equipment is turned off at the end of the day.

External lighting may be automatically controlled, through the use of PIR (passive infer-red) and photo electric cell to ensure greater efficiencies. Energy saving lamps may be used, such as low voltage bulbs and mini fluorescent tubes. Non mercury lamps should be purchased to reduce pollution.

The role of motor vehicles is coming under increasingly hard scrutiny in environmental studies. Guests should be encouraged to use public transport, cycling etc. while staying at the park.

A special log book to record energy consumption on the park may be introduced, to assist in monitoring target levels.

Employees may be rewarded when they achieve regular, and ongoing saving rates. It is recommended that park staff have energy conservation check lists for their respective departments to assist with this.

## **Water**

Also careful scrutiny of water use has to be an essential ingredient of any environmental programme, with the possibility of introducing:

- \* low noise, limited-flush toilets;
- \* general water savers/flow restricters and shower heads of greater efficiency;
- \* control of dripping taps etc.;
- \* use of overflow and backwash water from swimming pools to irrigate the park lawns;
- \* feasibility of storing and using surface or rainwater, provided this does not conflict with any regulatory requirements;
- \* only use laundry/dish washing machines on full load.

The initial financial outlay of incorporating the above measures is justified in economic and environmental terms.

Information about importance of water management and energy conservation should be given to guests as a matter of course.

## **ENVIRONMENTAL AUDIT**

Review your park business in the light of the above guidelines. Set targets for environmental improvements and monitor your progress.

This should be an on-going process - not a one-off activity.

(As agreed at EFCO General Meeting, Stockholm, March 1996)

## **INFORMATION**

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(Source: ECoNETT: <http://195.212.4.4/>)

### **IYHF Environmental Charter and Implementation Guidelines**

#### **European Union Federation of Youth Hostel Associations (EUFED)**

The rationale for this charter is firstly that an international survey showed that Youth Hostel users have a keen interest in environmental issues and secondly that educating youth about the environment is part of the Hostelling International's mission. The Environmental Charter was adopted at the 1992 biennial Conference of the International Youth Hostel Federation (IYHF). The guidelines were meant to help national Associations to implement the Charter and were adopted at the 1994 Conference.

The Charter covers the following areas.

#### **Consumption**

Management and purchasing policies to avoid and minimize waste, facilitate recycling and minimize the use of materials harmful to the environment will be adopted. Water consumption will be reduced through measures to minimize water waste.

#### **Recycling**

Associations will commit themselves to use recycled or partially recycled products wherever feasible. They will also commit to recycling as many resources as possible, such as paper, glass, metal, plastic and organic materials, and develop the necessary changes in operations to implement comprehensive recycling practices. Where there are no available recycling facilities, emphasis will be placed on avoiding and minimizing waste.

#### **Pollution**

As the largest single source of pollution from the operation of hostels is disposal of waste, pollution will be minimized through the use of efficient and environmentally acceptable methods of waste reduction and disposal.

## **Energy Conservation**

Associations will monitor energy consumption and seek to minimize energy usage in its hostels and operations. IYHF will seek to encourage use of renewable energy resources and promote projects to this end where possible.

## **Transport**

Associations will encourage use of available public transport and supply full information on public transport at all youth hostels. Alternatively, car sharing will be encouraged and hostellers using cars will be encouraged to discover surrounding areas by public transport, bicycle, or on foot.

## **Nature**

Environmental concerns will be taken into consideration when caring for hostel grounds. For hostels located in or near a specially designated nature area, Associations will encourage support and protection of those areas.

## **Environmental Education**

Activities and displays promoting the importance of adopting environmental practices, changing personal habits, and emphasizing the individual's ability to influence change positively will be a featured part of the hostel experience. Associations will consider making suitable youth hostels into special environmental study centres where possible.

The tools used are checklists and case studies.

It is the responsibility of each Association to ensure the Charter's implementation. As the Environmental Charter is part of the Assured Standards Scheme, each Association will need to have implemented the Charter by 1998. Progress will be monitored by the IYHF. EUFED serves as a platform for its Member Associations to exchange experiences with the Charter's implementation.

The problems encountered can be summarised as:

- \* lack of funds for making the necessary investments;
- \* the need of customised practical tools adapted to the national or regional context;
- \* a solution that works for one Youth Hostel Association does not necessarily work for another Association. Therefore, it is not possible to transfer a model that was successful in one country to another country.

A number of national Associations have booked remarkable achievements, such as:

- \* the development of a network of Youth Hostels as environmental study centres and other educational programmes;
- \* the development of eco-audit type of tools;
- \* the development of environmental tourism programme.

Within EUFED, best practices are disseminated via its publications or meetings.

## **Information**

European Union Federation of Youth Hostel Associations (EUFED)  
Rue de la montagne 36  
1000 Brussels  
Belgium  
Tel: + 32 2 502 80 66  
Fax: + 32 2 502 55 78

## **European Union Federation of Youth Hostel Associations (EUFED)**

European Union Federation of Youth Hostel Associations represents most of the Youth Hostel Associations in the European Union. It was set up in 1987 in order to:

1. promote and develop the interests of Youth Hostels and to increase understanding and support for them within the EC institutions;
2. increase the level of co-operation between the Member Associations;
3. encourage all opportunities of relations between the EC and the rest of the world with regard to Youth Hostels and youth tourism.

It specialises in:

- \* youth and social tourism;
- \* environmental affairs;
- \* training;
- \* youth information.

Examples of some of its achievements are:

- \* development of a training programme (with the support of the EU FORCE and LEONARDO programmes);
- \* organisation of seminars on VAT, the environment, training and consumer affairs (up-coming);
- \* publication of handbook Europe within your reach;

\* information service: EUFED Newslink, EUFED VISTA.

The EUFED network consists of:

AIG - Italy  
An Oige - Ireland  
PdJ - Portugal  
CAJL - Luxembourg  
DJH - Germany  
FUAJ - France  
ÖJHR - Austria  
LAJ - Belgium (Wallonia)  
NJHC - The Netherlands  
REAJ - Spain  
SYHA - Scotland  
VJHC - Belgium (Flanders)  
YHA E&W - England & Wales  
SJH - Switzerland (Associate Member)

EUFED is a member of the European Tourism Action Group (ETAG), the European Youth Forum, ECOTRANS and an associate member of the European Environmental Bureau (EEB).

### **Books/reports**

1. Environmental Handbook, DJH, Mr Bernd Dohn/Mr Bernd Lampe, DJH, Bismarckstrasse 8, D - 32756 Detmold, tel.: + 49 5231 740152.
2. Report of EUFED Green Seminar (held 8-10 October 1996).

(Source: ECoNETT: <http://195.212.4.4/>)



## Appendix 11

### 'Green' Hotels Association

#### What are 'green' hotels?

'Green' Hotels are properties whose management is committed to instituting programs to help Save Our Planet!

#### Who we are:

'Green' Hotels Association's purpose is to bring together hotels interested in environmental issues. From adding 'Drinking water served on request only' to the menu to installing new HVAC systems, and with every measure in between, 'Green' Hotels Association encourages, promotes and supports the 'greening' of the lodging industry.

#### How we help:

Hotel managers, chief engineers and executive housekeepers do not have the time to search out all the water- and energy-saving ideas that apply to the hospitality industry. So 'Green' Hotels Association is devoting itself to that purpose. On joining, members receive a comprehensive list of suggestions and ideas on how to reduce the hotel's impact on our environment.

'Green' Hotels Association offers a TOWEL RACK HANGER and a SHEET CHANGING CARD which ask our guests to consider using their linens more than once. These gentle reminders, now found in thousands of hotel guest bathrooms, can save 5% on utilities and at least 70% of guests will probably participate.

From B&Bs; to Submarines: Chains from Aston to Wyndham are purchasing. All three Saunders' Boston hotels are using the towel and sheet cards, along with many other independents. B&Bs;, inns, motels, hotels, city and state parks, military installations, elegant hotels, resorts, business hotels, condos, apartments and even a submarine company have all purchased. The Kentucky Department of Parks bought in '93 and is now using our towel and sheet cards in all 15 Kentucky State Resorts. Manor Care has made our linen cards regulation for the 60+ properties they own.

The 'GREEN' CATALOG: 'Green' Hotels Association researched energy and water-saving products, and chose the best of the choices for hotels for our CATALOG OF ENVIRONMENTAL PRODUCTS FOR THE LODGING INDUSTRY. The catalog contains such water-saving devices as a toilet-tank fill diverter, which saves about 3/4 gallon of water per flush, is invisible to the

guest, does not affect the flush in any way, and costs less than \$1! Hair and skin care dispensers save money and offer guests shampoo and soap at the push of a button. The guestroom recycler basket is a beautiful, sturdy open-diamond pattern, and is designed for long service.

## **Membership**

We urge all hoteliers interested in our environment to take advantage of 'GREEN' HOTELS ASSOCIATION MEMBERSHIP immediately. Benefits to hotels include our 'Membership Conservation Guidelines and Ideas', a bi-monthly newsletter packed with practical, smart ideas, heavy media publicity, this Internet listing and public identification as a 'Green' Hotel via pole and front desk flags. Hotels can join for as little as \$50! We welcome worldwide membership. For further information contact us today!

## **Information**

'Green' Hotels Association  
P.O. Box 420212  
Houston, TX 77424-0212  
USA  
Tel: 713/789-8889  
Fax: 713/789-9786

Committed to encouraging, promoting and supporting ecological consciousness in the hospitality industry.  
10% of Profits Donated to Environmental Causes

## **Ways hotels are helping**

- \* Meeting and banquet facilities are using pourers for sugar, pitchers for cream and small serving dishes for butter and jellies.
- \* A Toronto hotel is recycling stained tablecloths into napkins, chef's aprons and neckties.
- \* Bicycles are being loaned or rented to guests.
- \* Coins or chips are being used for car parking and coat checking instead of paper tickets.
- \* Hotels are making cloth laundry bags from retired sheets.
- \* Mowed landscaping is being replaced by ground cover. Lawnmowers are used less, so air pollution and noise are reduced.
- \* A Florida hotel bought a mulcher to chop up their garden clippings and create their own mulch. The mulcher paid for itself in three months.
- \* A Wisconsin B&B has installed beautiful blue floor tile made from recycled automobile windshields.
- \* Chief engineers have found that toilet tank fill diverters in older toilets save about 3/4 of a gallon of water per flush.

- \* A Pennsylvania property has a 400' garden and produces organically-grown vegetables for its restaurant.
- \* Restaurants and bars in hotels are using daylight exclusively for as much of each day as possible.
- \* Solar energy is lighting signage and heating water for hotels in tropical areas.

### **Ways You Can Help**

- \* Share seeds and plant cuttings with friends and neighbors to make our Earth greener!
- \* If you can't use cloth diapers all the time, use them when you can-when you're at home or at least on weekends.
- \* Buy or make some inexpensive cloth napkins to use instead of sending thousands of paper napkins to the dump each year.
- \* When you see a streetlight burning during the daytime, report it to the local light company. Keep calling until the repair is made.
- \* Rarely do we need to use the amount of detergent recommended. Use about half or two-thirds of a measure, and then adjust with each load.
- \* Don't throw anything out of your car windows, and don't let any of your passengers throw anything out either. Keep our countryside clean and beautiful.
- \* Install dimmers on light switches and save electricity. We don't always need full lighting.
- \* Use of pesticides and all lawn and garden chemicals should be kept to the absolute minimum necessary. The detrimental effects of these chemicals are multiplied as they are washed by rainwater into our sewers and then into our waterways.
- \* Direct rainwater downspouts into gardens rather than into the street so that plantings can benefit.
- \* Turn off the lights and TV, and close the drapes when you leave your hotel room.

### **MEMBERSHIP CONSERVATION GUIDELINES AND IDEAS**

Following are some of "Green" Hotels Association's guidelines and ideas for saving water and energy and reducing solid waste in "Green" guestrooms:

#### **GUESTROOMS:**

- "No smoking" room
- No extra charge for "green" rooms
- Low-flow sink aerators, toggle aerators
- Low-flow showerhead (2.5 to 3.0 gpm)
- 1.6 gpm toilet or toilet adaptations
- Fluorescent lighting - thinner off-white vinyl-backed lampshades
- Bulk dispensers for amenities (no small plastic bottles)

- Amenities - 100% natural, biodegradable, vegetable-oil base, dye-free, natural scents or scent-free
- Paper products - recycled, biodegradable, unbleached, natural scents or unscented, dye-free, paper packaging - use brown paper towels only
- Cleaning products - non-toxic, phosphate-free, biodegradable, natural scents or unscented, dye-free, concentrated
- Baking soda to clean sinks, tubs and toilets
- Pumice stone removes toilet bowl hard water deposits without damage
- Hot water - 125-130 degrees F (52-55 degrees C)
- Linens changed between guests or on request only (towels on floor or in tub)
- 100% cotton linens, undyed, unbleached
- Extra blankets - room can be kept colder on winter nights if guests prefer
- Laundry detergents - non-toxic, phosphate-free, biodegradable, unscented, dye-free, chlorine-free, concentrated, liquid, recycled packaging
- Recycling notice for guest involvement
- Glass water glasses, no paper covers
- Ceiling fans, reversible
- Cloth laundry bags (retired sheets), Baskets to return clean laundry
- No styrofoam usage
- Pest Control - cleanliness, preventatives, natural, non-toxic, not on a program
- Ozone generators must be used carefully, i. e., the correct time period for the space
- Air cleaners with carbon filters
- Occupancy sensors to control lights, AC/heat, TV
- Key switches to control power supply to AC/heat
- Live potted plants keep air healthier
- Require dry cleaners to recycle hangers, plastic film and related materials
- Newly purchased furnishings of non-hardwoods

## **MEMBERSHIP**

- \* **PARTNER:** Hotels committed to conserving water and energy and reducing solid waste. \$1 per guestroom per year; minimum \$50/year; maximum \$500/year.
- \* **ALLY:** Vendors offering approved environmental products and services. Sales under \$1 million - \$150/year, Sales over \$1 million - \$250/year.
- \* **EDUCATOR:** Faculty and public employees interested in "green" programs in the hospitality industry. Faculty and Public Employees \$50/year.
- \* **ENVIRONMENTALIST:** Organizations and associations interested in Earth-saving ideas and wishing to support "Green" Hotels Association members. Organizations/Associations: Up to 50 employees - \$150/year; 51+ employees - \$300/year.
- \* **FREE** to members - A Comprehensive list of **CONSERVATION GUIDELINES AND IDEAS - WE GUARANTEE** you will **SAVE MORE MONEY** than the membership costs by implementing these ideas
- \* **MONEY-SAVING** environmental products and services offered
- \* **CO-OP BUYING** of ecological products
- \* **SHARED INFORMATION** regarding money-saving, Earth-saving ideas

- \* BI-MONTHLY NEWSLETTER packed with greening information brings YOU smart, new ideas
- \* PUBLIC RELATIONS BENEFITS from protecting YOUR environment attracts new guests to YOUR doors
- \* Active pursuit of all GUESTROOM, RESTAURANT, MEETING AND CONVENTION BUSINESS for "Green" Hotels from all environmentally-active organizations, businesses and individuals
- \* "GREEN" HOTELS ASSOCIATION FLAGS for pole and front desk announce YOUR awareness
- \* GUESTS ARE PERSUADED to come to your property by YOUR strong concern for our planet
- \* PRAISE becomes dollars via return visits from ecologically-aware guests for YOUR awareness
- \* REFERRAL of all members to meeting and convention planners, business travellers, tourists, tour guides, environmental groups and organizations
- \* INTERNET listings, ads and connections of all member properties reach out to travellers worldwide at <http://www.greenhotels.com>. The FREE Internet listing alone is worth the cost of membership!

(Source: <http://www.greenhotels.com>)

## Appendix 12

### **International Hotels Environment Initiative (IHEI)**

#### **Introduction**

The International Hotels Environment Initiative (IHEI) is a charity programme developed by the international hotel industry for the benefit of all hotels and the environment. Our aim is to promote the benefits of environmental management as an integral part of running a successful, efficient hotel business.

Focusing exclusively on hotels, IHEI keeps them informed about global environmental trends and provides hotel-specific guidance to assist hoteliers in tackling emerging issues.

The IHEI is unique in that it is international, hotel-specific and non-profit. It was created in 1992, when a group of chief executives of twelve multi-national hotel companies joined forces to promote continuous improvement in environmental performance by the hotel industry world wide. Through this initiative, hotels pool resources and experience to produce self-help tools for use by the wider industry.

The IHEI is a programme of The Prince of Wales Business Leaders Forum (PWBLF) of which HRH The Prince of Wales is President. IHEI now represents more than 8,000 hotels around the world and over one million hotel rooms! The *raison d'être* is evident:

The hotel sector is uniquely placed to provide the impetus for change in business behaviour within tourism, because of its multiplier effect - on guests, staff and suppliers as well as the central role that hotels play within local communities. The IHEI, as a business-to-business campaign, works closely with a core group of influential hotel champions and hotel associations as a catalyst, demonstrating that environmental best practice can be of enormous benefit to hotels.

#### **Governance - IHEI Finance and Support**

The IHEI is governed by an International Council of hotel corporation chief executives who meet annually, usually convened by HRH The Prince of Wales, to review strategic direction of the IHEI. Each chief executive appoints a senior representative to the IHEI Executive Committee. This meets twice yearly to advise on specific IHEI projects and progress strategy.

IHEI Council members include: Accor, Bass Hotels & Resorts Worldwide, Forte Hotels, Hilton International, Mandarin Oriental Hotel Group, Marco Polo Hotels, Marriott International Inc., Radisson SAS Hotels Worldwide, Scandic Hotels AB, Starwood Hotels & Resorts Worldwide Inc., The Taj Group of Hotels and Touristik Union International.

Core funding comes principally from the International Council. Sponsorship is also sought from government agencies and private funding in order to extend the delivery of IHEI's programmes, and to enable development of management tools and their subsidised distribution.

The IHEI has an extensive network of other supporters and partners including:

- \* national and international trade associations;
- \* international agencies working to promote sustainable development;
- \* businesses who are not members but who sponsor and partner IHEI activities;
- \* a database of hotel contacts who are regularly updated on IHEI progress.

### **Our Global Mission**

To encourage the continuous improvement of environmental performance by the hotel industry worldwide.

IHEI's key objectives are:

- \* To raise environmental awareness in the hotel industry and to promote good practice internationally, working with governments, non-governmental organisations, hotel associations, tourism bodies and hotels.
- \* To facilitate access to environmental information to help small, medium and large hotels to implement their environmental programmes.
- \* To position the hotel sector as a leader on the environment within the tourism industry.
- \* To work with partners who can help to multiply the reach and impact of the Initiative.

The challenge now lies ahead, the World Tourism Organisation has forecast that international arrivals will top 700 million by the year 2000 and one billion by the year 2010. If the tourism industry is to prosper in a healthy environment it will require the re-doubling of our efforts and the involvement of every organisation and individual with a stake in the future. Whether you are a hotelier, a supplier, a commercial partner, a government agency - in fact if your organisation is connected to the hotel industry in any way - there is a role for you in the IHEI.

## **Issues**

Environmental Issues of Global Concern and Potential Implications for the Hotel Industry

- \* Global Warming and the Greenhouse Effect
- \* Ozone Layer Depletion
- \* Acid Rain
- \* Deforestation, Desertification, and Degradation of Land Resources
- \* Pollution and Depletion of Water Resources

## **Events**

The IHEI works through international events to promote its mission globally - 'to encourage the continual improvement in environmental performance by the international hotel industry'.

This may be in a speaking capacity, through exhibitions or the display and distribution of IHEI information and tools at environmental and travel and tourism events.

## **Press**

The IHEI works with their global PR team, developed from representatives of their member hotels and corporate partners to promote the IHEI's mission and activities through a high profile, international, media campaign.

## **Charter for Environmental Action in the International Hotel Industry**

Recognising the urgent need to support moral and ethical conviction with practical action we, in the hotel industry, have established the International Hotels Environment Initiative to foster the continual upgrading of environmental performance in the industry worldwide.

With the co-operation and active participation of individual companies, hotels and related organisations the Initiative, which will be co-ordinated by The Prince of Wales Business Leaders Forum, will endeavour to:

- \* provide practical guidance for the industry on how to improve environmental performance and how this contributes to successful business operations;
- \* develop practical environmental manuals and guidelines;
- \* recommend systems for monitoring improvements in environmental performance and for environmental audits;



- \* encourage the observance of the highest possible standards of environmental management, not only directly within the industry but also with suppliers and local authorities;
- \* promote the integration of training in environmental management among hotel schools;
- \* collaborate with appropriate national and international organisations to ensure the widest possible awareness and observance of the Initiative and the practice it promotes;
- \* exchange information widely and highlight examples of good practice in the industry.

### **Areas of Activities**

Raising awareness - to promote the ideas, philosophy, practice and benefits of good environmental practice and demonstrate the role hoteliers can play through brokering speakers to international events; presentations to key industry gatherings; through a high profile media campaign targeting trade, environmental and business media.

Facilitating access to environmental information by developing a stable of hotel-specific, environmental management tools; by signposting organisations who can help.

Collaborating with partners Hotel Associations, Suppliers, Corporate Partners, Government Agencies, Non-Governmental Organisations to achieve a wider reach and impact at the national level; eg platforms at industry seminars, assisting with the development of local and national environmental programmes, maximising distribution of materials.

Through all its activities, the IHEI reinforces the role of International Council members as leaders of environmental improvement and uses their weight and status to mobilise and lead others.

### **Six Good Reasons For Going Green**

#### **1. Cost Savings Through Efficiency**

Any business that maximises efficiency and reduces waste will be more cost effective. We can show real examples that demonstrate that the steps taken to make more efficient use of energy and water and other resources usually have a rapid pay back and make a net gain for the hotel.

A very simple example is the laundry department at the Inter-Continental in Sydney discovered they could get their whites just as white by washing at 60EC as at 90EC. This saved them \$24,000 in one year alone.

## 2. Anticipating Market Pressure

As consumers become increasingly aware of environmental issues and as more companies begin to develop environmental policies - environmental performance is increasingly a factor in the selection of hotels that they stay in.

## 3. Attracting and Keeping Dedicated Staff

Hotels are very labour intensive industry with an important part of their product being the people providing the service. Staff can be very motivated by environmental issues and they associate responsible companies with dynamic, forward-looking management.

A recent survey carried out by The Prince of Wales Business Leaders Forum into the opinions of business students, of which 40% were from Europe, showed that students placed more importance on companies having a good environmental reputation than on starting salary. (Educating tomorrow's global business leaders, AIESEC/PWBLF, 1996)

## 4. Improving Brand and Corporate Image

Association of a hotel's name and logo with events, publications and press stories that are clearly focused on benefitting the environment can only enhance corporate reputation and help with bridge-building in the communities in which hotels operate.

## 5. Minimising Risk

Increasingly, merchant banks consider environmental performance before granting loans. There are also many examples where tourism's very capital, the natural and/or cultural environment, has deteriorated to a point at which it ceases to attract visitors. Often the damage is irreversible. This is a risk we cannot afford to take!

## 6. Legal Requirements

The tourism industry is probably more aware than any of the inevitable increase in environmental regulation at a national and international level. Through mobilising one sector of business and taking a lead on self-regulation, the hotel industry can prepare in advance and avoid expensive remedial measures. It can also position itself as leading the field on responsible environmental practice and maybe even help to shape new legislation.

## **Practical Help and Educational Material**

- \* Environmental Action Pack for Hotels
- \* Going Green Makes Cent\$
- \* Striving for Excellence
- \* Environmental Management for Hotels - The Industry Guide to Best Practice
- \* Environmental Management for Hotels - A Student Handbook
- \* Green Hotelier Magazine

The International Hotels Environment Initiative (IHEI) supplies the global hotel industry with environmental information, through the production of specialised tools and other materials that can help hotels take action.

The tools detail how hotels can become more environmentally friendly - giving them a good starting point and tips on how to motivate and encourage employee support to engage in their own environment programmes. All the tools have been designed to make implementing environmental programme as fun & easy as possible.

## **Who is Involved**

- \* Hotels

The International Hotels Environment Initiative has established an impressive network of partner hotels around the world, supported by a steering group of International Council Members from the top international chains. These include:

Accor  
Hilton International  
Scandic Hotels AB  
Bass Hotels & Resorts Worldwide  
Scandic Hotels AB  
Starwood Hotels & Resorts Worldwide Inc.  
Touristik Union International  
Mandarin Oriental Hotel Group  
Marco Polo Hotels  
Forte Hotels  
Marriott International Inc.  
Radisson SAS Hotels Worldwide  
The Taj Group of Hotels

Through IHEI these groups work with the international hotel industry - 'to encourage continuous improvement in environmental performance across the global hotel industry.'

\* Hotel Associations

IHEI's mission is to promote environmental management as an integral part of running a successful business in all hotels whatever their size. The vast majority of all hotels (over 80%) are small and medium enterprises who lack the resources and expertise to tackle environmental problems head on and for the most part, are in need of more specific guidance on environmental issues than their larger counterparts. Small hotels have been turning to their hotel associations for this guidance and as these enquiries have increased so hotel associations worldwide have begun to address environmental issues specific both to their members and regionally.

In an effort to further maximise impact and share its knowledge and expertise more effectively with the hotel industry, IHEI is working with these interested national hotel associations - Affiliates - to help them to play a leading role in 'greening' the hotel industry and to meet the needs of their members.

National hotel associations already have communication channels in place to effectively disseminate environmental information to small and medium size hotels. As practical environmental information is passed down, smaller hotels benefit from cost savings resulting from effective environmental programmes. IHEI welcomes its new affiliates the British Hospitality Association and the Caribbean Hotel Association CAST (Caribbean Action for Sustainable Tourism) programme.

The Affiliate programme promotes the development of effective partnerships between hotel associations world-wide who have made a commitment to achieving improvements in environmental performance. It also offers them the opportunity to exchange environmental information and knowledge on implementing effective solutions to environmental problems. Hotel associations can also provide benefits to their members by adapting existing IHEI environmental management tools to suit their local conditions and translating them into their national languages.

The Affiliate Membership programme is managed by an Affiliate Council which comprises representatives of hotel associations and environmental groups world-wide. The Council meets annually to review achievements over the last year and set priorities for the Affiliate programme in the coming year.

The IHEI Affiliate Members are offered a unique opportunity to play a major part in the global hotel industry environmental initiative and to establish the hotel industry as a leader in working towards sustainability.

#### \* Corporate Partners

To extend and maximise the impact of our initiatives and to gain strategic input from other influencers within the global hotel industry, IHEI has developed a Corporate Partner programme.

The role of Corporate Partners is to work alongside the International Council and assist in the creation and implementation of IHEI's strategy and by this process contribute to moving the global hotel industry towards environmentally sustainable development.

Corporate Partners include internationally recognised and respected commercial organisations working in and integral to the global hotel industry in advisory, consultancy and supply/service capacities.

IHEI has scope to involve up to five Corporate Partners that can represent a range of industry sectors from Finance to Legal and Consultancy to IT and hotel specific services. Corporate Partners will be exclusive in that there will be only one representative from each sector. This will not preclude competitive organisations from associating with individual projects and initiatives as sponsors or supporters.

Corporate Partners are invited to contribute to any or all of IHEI's programmes such as:

- Siting and Design;
- Development of practical tools;
- Suppliers' Programme;
- Benchmarking and Measurement.

By providing specialist advice and information on the following specific areas:

- evaluation and measurement of the success of programmes and initiatives;
- communication strategy;
  
- evidence, statistics and examples to support the Business Case for environmental management;
- information and research on industry management, sustainability, environmental trends.

Also, Corporate Partners are encouraged to promote and develop policies and business practices that show their commitment to IHEI's core objectives. This could be achieved in several ways, depending on the industry sector and could range from the 'greening' of their business travel policy, to adopting environmental criteria in their purchasing policy.

#### \* Suppliers to the Hotel Industry

The suppliers' programme was launched at Hotelympia '98 - the idea behind the new programme is to involve suppliers to the hotel industry in helping hotels to green their purchasing practices.

## 1 - Register

The first stage of the programme will be to create a 'Register of Industry Suppliers' who have an environmental policy and can show that their products currently meet the best available environmental standards, or who are willing to improve current specifications to reduce impact on the environment. The Register will be made available to hotel buyers through:

- a fully automated register on a database/CD Rom., developed with the services of Expert Hotel Technology
- Green Hotelier magazine -a quarterly publication that is the focal point for information, education and debate about hotel environmental issues.
- directly through IHEI to the corporate Vice President's responsible for purchasing in each of IHEI's member hotel groups (We call this group our Purchasing Advisory Group)
- It will also be publicised through our international media and events campaign.

## 2 - Guidelines

The second stage of the programme will be to develop the 'Best Environmental Specifications'. With the participation of registered suppliers, trade associations and the Purchasing Advisory Group (PAG) recruited from their member hotels, IHEI will work to produce environmental specifications for products or product groups. These will be accompanied by a list of "questions to ask when buying " and will be published quarterly in pull out sections of Green Hotelier Magazine.

## 3 - Buyers Guide

Ultimately, and this is the final stage of the programme, these will be compiled to form a comprehensive 'Buyers Guide' which we will make available to the industry at large. It will contain a listing of all registered suppliers, guidelines for environmental purchasing of product categories, and profiles of products.

The first guidelines will be published by the end of Summer in Green Hotelier.

- \* Government Bodies
- \* Development Agencies
- \* Non-Governmental Organisations
- \* Anyone with an interest in hotels and the environment.

(Source: <http://www.oneworld.org/pwblf/ihei>)

## **IHEI - Publications**

### **Action Pack for Hotels**

The 'Action Pack for Hotels' is an excellent best practice manual because it is simple and comprehensible. It is conceived as a simple guide for taking the first steps in environmental management in a tourist accommodation establishment. Written by the United Nations Environment Programme, IHA and IHEI, the manual enables you to start tackling environmental matters in key departments of a hotel. Energy, solid waste, water, effluents and emissions, suppliers and contractors, are the different areas of environmental action proposed by the guide. The best thing about the guide are the initial questionnaires that are very useful for identifying the strong and the weak points of the hotel's interaction with the environment and for planning actions by departments, setting targets and objectives. Its main virtue is that it can be used by the staff themselves, as no specific environmental training is necessary for putting it into practice. It is structured into successive steps to be taken in the process. First of all, a 'green health check' is done on the hotel, which gives you an idea of the environmental trajectory of the hotel and to establish first priorities. It offers a series of model targets and actions for each department, which can be adapted to each establishment in particular.

Once the first assessment is done, the 'Action Pack' offers an environmental action plan, which can be easily implemented in any average establishment. Once again, it is broken down into departments and it provides a whole repertoire of best practices, along with one table for setting targets and objectives and another for day-to-day tasks and for environmental management achievements.

#### Environmental Action Pack for Hotels

- \* A user-friendly guide for all hotel staff.
- \* Useful for small and large hotels.
- \* Helps develop practical and effective environmental programmes.
- \* Produced by the International Hotels Environment Initiative (IHEI), the International Hotel Association (IHA), and the United Nations Environment Programme - Industry and Environment (UNEP -IE).
- \* Supported by the European Commission and Diversey Corporation.

### **Environmental Management for Hotels (the industry guide to best practice, 1993)**

'Environmental Management for Hotels' is a more technical and complex guide, also drawn up by IHEI. This does require specific training in order to put it into practice. It is presented as a best practice guide for the hotel trade and, unlike the 'Action Pack', it is not divided into Hotel Departments. It is

divided according to the environmental impact an establishment may have. Rather than recipes for action, the guide explains different kinds of environmental problems, their impact, best practices for avoiding, reducing or eliminating impact and a selection of real cases that have been successful. This system enables us to study the general characteristics of each problem, its impact on the tourist industry and appropriate measures to be taken to deal with it.

'Environmental Management for Hotels' is a manual that requires a certain amount of experience in environmental management, as it analyses all potential problem areas in detail. Not just water, energy, waste, effluents and emissions, which are the most common ones, it also goes into detail on matters such as purchasing policies, fuel storage, internal air quality, asbestos problems, toxic and hazardous waste, noise, PCB's, pesticides and herbicides.

This manual also pays special attention to analyzing the cost of the proposed environmental management measures, especially the rate of return on the necessary investment. The manual considers searching for alternatives in matters like energy supply and waste management, that require investment by the establishment and, therefore, there is a need for funding.

Its main use lies in the fact that it enables you to gain detailed information about most environmental management related issues in a hotel and to generate the basic tools you will need to deal with them. Many of the recommendations, however, can not be implemented by the establishment on its own, as they require support from outside consultants and suppliers.

### Environmental Management for Hotels - The Guide

The second edition is fully up-to-date:

- \* the terminology and approach are in line with new international standards for environmental management;
- \* new sections include: implementing an environmental policy and managing an audit of performance, laundry and cleaning;
- \* new chapter on refurbishment and landscaping;
- \* additional examples of hotels which have successfully taken environmental action have been added and earlier cases updated.

### User Friendly

Environmental Management for Hotels is written in an accessible style, with mini cases and checklists featured throughout, and it is presented as a loose-leaf ringbinder. Alternatively, ensuring users can opt for the shrinkwrapped edition to insert in their binders.

For environmentally conscious hotel-keepers/hotel-suppliers  
Aimed primarily at managers in all fields of the hospitality industry with a non-technical background, this manual will be an essential reference source. It



can also be used as a blueprint for developing an environmental policy, or improving on one already in place.

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