Sustainability coaching
kick-off session

14-04-2021
Anne de Jong
Agenda

1. Sustainability in tourism
2. The purpose and power of certification schemes
3. Introduction Travelife for Tour Operators
4. Aim of the GreenTour coaching sessions
5. How to become Travelife Partner
6. Reporting tips
7. Make the most of the sessions
8. Next steps
About Anne de Jong

- Account manager & coach Africa for Travelife for Tour Operators
- Co-founder the Good Tourism Institute
- Sustainability consultant & owner Fair Sayari
- Africa coordinator for Green Destinations
About Mercy Onyango

- GreenTour Kenya Project Manager at Ecotourism Kenya.
  - Coordinates the on-boarding into the sustainability certification program;
  - Responsible for the community enterprise development programs at EK

- Trained Travelife for Tour Operators auditor and advisor
Session instructions

• Keep your microphone on mute
• Ask your questions in the chat
  • During the session
  • During the Q&A

Aim of today’s session:
Introduce the Travelife system and the coaching program that will help you achieve Travelife Partner status.
1. Sustainability in tourism
Sustainable tourism defined

Definition World Tourism Organisation (1995)

“Sustainable tourism meets the needs of present tourists and host regions whole protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems”

Basically, it’s a way of working that considers and benefits local communities, local heritage and nature, without compromising the ability of companies to make a profit – all this to ensure a healthy environment for future generations.
Why practice sustainability?

- Conservation of the destination and wildlife;
- Preserve local culture and support local communities;
- Good for the local economy;
- Reduces costs;
- Increases profit;
- Human capital (employee satisfaction);
- Corporate and brand image;
- Because it’s a good thing to do;
- Creating a futureproof tourism industry.
The market is already there:

- Sustainable products have a higher “market value”;
- Sustainability goes hand in hand with high quality;
- Tourists will feel better if they know their pleasure does not harm local people and the environment;
- Provides tourists the opportunity to make donations to and support projects they have visited;
- Provides tourists with authentic and interactive excursions;
- It is a smart way to create more income from tourism and improve relations with local communities.
Tour operators and sustainability

The reason why tour operators are important:

- Central point between client and tourism destination
- Makes decisions on behalf of (potential) clients
- Influences the choices of clients
- Can influence practices of suppliers (market power)
- They are in the position to make a positive contribution

→ Tour operators have corporate responsibility!
Sustainability in times of Covid-19

**Visible impact of tourism**

Positive impact
- Wildlife moved back into urban areas
- Himalaya visible again after 30 years
- Natural areas recovered quickly

Negative impact
- Dependency on tourism
- Increase in poaching
- Loss of income
# Sustainability in times of Covid-19

## The positive and negative effects of tourism

Tourism is a sensitive industry that can bring both benefits as problems to a destination. Below overview shows the positive and negative impact tourism can create on a destination. If done right, tourism is in the position to create a better life for everyone at the destination.

### Positive impact
- Builds destinations’ image and brand
- Economic growth contributor
- Increased employment
- Training opportunities for locals
- Increased local spending
- Preservation of local culture
- Conservation of environment
- Protection of wild animals
- Developed infrastructure and facilities
- Greater demand for local food & crafts
- Cross-cultural interactions
- Environmental-friendly experiences

### Negative impact
- Overtourism and overcrowding
- Leakage to western companies
- Seasonal and poorly paid jobs
- Dependency of tourism
- Local prices increase
- Loss & exploitation of cultural identity
- Damage to environment
- Exploitation of wild animals
- Increased carbon emissions
- Commercialisation of culture
- Culture clashes
- Increased (plastic) pollution

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**Negative impact**
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- Loss of income
2. Purpose of certification schemes
Certification – Key elements

- Voluntary procedure
- Well-defined standards and criteria
- Minimum compliance with national legislation
- Conformation to additional standards and criteria
- Written declaration of compliance (certificate)
- Business / product / process / service or management system
- Award with marketable logo for products and services
Standards for tour operators

The reason why there are sustainability standards for tour operators:

- To provide clarity for the suppliers
- To provide clarity for inbound tour operators
- To have a level playing field
- To inspire committed tour operators
- To enable a dialogue with sustainability
- To structure sustainable tourism development
- To avoid greenwashing
- To justify (potential) difference in price
Certification benefits

For tour operators:

- Provides guidelines and directions for tour operators
- Certification procedures are educational
- Recognizes leadership and social responsibility
- Validates sustainable best practices
- Supports the implementation of CSR policies
- Provides an independent guarantee and credibility
- Market and image advantages
Certification benefits

For consumers:

- Provides an ethical choice
- Adds value to the customer
- Focuses on learning, inspiring and raises awareness
- Makes sustainable tourism easier and accessible
Certification benefits

For governments:

- Supports social and environmental policy goals
- Raises industry performance
- Shows what is technically possible and economically viable
- Gives a positive green image to the country
3. Travelife for Tour Operators
Background story of Travelife

Combining early experiences:

- TOI, Tour Operators Initiative / UNEP
  *Sustainability manuals and tools (2000)*

- ANVR, Dutch Tour operator association
  *Environmental management system (2003)*

- FTO / ABTA, UK Travel associations
  *Health and safety system (2004)*

- Individual tour operators
  *Environmental checklists (2000)*
Mission and vision of Travelife

- Using the ‘blank page’ situation
- Having combined experiences of industries, NGO’s, governments and TOs
- Integrating existing experiences
- Focusing on all aspects of sustainability
- Being hands on and practical with a focus on learning
- Creating one common international and cross supply-chain standard
- Enabling associations to work and develop with their members
- Accessible for small and large companies
Travelife
Sustainability in tourism

Tour operators & Travel agents
- Training
- Management tools
- Certification
- Marketing support

(managed by ECEAT)

Hotels & Accommodations
- Training
- Management tools
- Certification
- Marketing support

(managed by ABTA)
Step-by-step approach
Step 1. Travelife Engaged

- Online training and exam for the sustainability coordinator
- Guidance on improving the sustainability performance
- Action planning tool for further development
- Self-evaluation and reporting tool

!! No recognition for companies yet !!
Step 2. Travelife Partner

- All features of Step 1
- Reporting tool and self evaluation
- Sustainability Partner standards (nationally adapted)
- Compliance check through a desk audit
- Travelife Partner recognition and logo
Step 3. Travelife Certified

- All features of step 1 and 2
- GSTC approved sustainability standards
- On-site audit to confirm compliance
- Use of Travelife Certified logo
- International promotion for excellent sustainability achievements
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<tr>
<th>Theme</th>
<th>Total criteria</th>
<th>Voluntary criteria</th>
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<tbody>
<tr>
<td>1. Sustainability management and legal compliance</td>
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<td>2. Social policy &amp; human rights</td>
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<td>3. Environment &amp; community relations</td>
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<td>4. Transport</td>
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<td>5. Accommodation</td>
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<td>6. Partner agencies</td>
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<td>7. Excursions</td>
<td>17</td>
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<td>8. Tour leaders, local reps. &amp; guides</td>
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<td>9. Destinations</td>
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<td>10. Customer Communication &amp; protection</td>
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The Travelife criteria

Tour Operator
- Internal management
  (office and retail operations)

Customer
- Communication
- Protection

Management control

Supply Chain
- Transport
- Accommodation
- Excursion

Destination
- Community
- Biodiversity
- Resources
Travelife support tools

- Online learning platform
- Online reporting system
- Specific guidance for Kenya
- Action planning tool
- Best practices
Online learning platform

Learning platform

I. Training
The training is divided in different sections, which are also reflected in the exam:
- **Challenges:** introduction to the most relevant impacts of a travel agency,
- **Solutions:** tips, measures and solutions from the travel agent perspective.
- **Quiz:** when you’ve read the theme you can do the trial-exam to test your knowledge.
- **Exam:** when you’ve read all themes you can do the final exam. Once you score over 80% you will be awarded with a personal diploma.

II. More information
The background information will help to draft an action plan, divided in the following sections:
- **Best Practices:** Examples of companies that have executed the indicated solutions. For each solution there are some ‘Best Practices’
- **Instruments:** Documents with more information and practical tips
- **Further information:** Links to relevant organisations

You can browse through the themes regularly because the contents are updated continuously. Moreover, you can send us your own ‘best practices’, and if you developed a practical tool yourself we’d also be delighted to hear more about it.

**Important!**
Each module must be concluded by an exam. Thus you can test your knowledge and read the ‘test’ when not answered correctly. The ‘trial exam’ can be done an unlimited number of times, until you answer them all correct and a green tick appears. When all themes are concluded you can do the final exam, awarded with the personal Travelife diploma.
Available courses

1. Basic training
   1. The Sustainability Management Training
   2. Tour Operators & Sustainability training
2. Internal environmental management
3. Staff engagement
4. Animal welfare
5. Guides & sustainability
6. Child protection training
7. Leading the way! – guide training
8. Covid-19 Resilient training

Tip: Register your staff members in the Travelife system as well to provide them with free access to our online courses.
This is to certify that

Anne de Jong

has successfully completed the Travelife Sustainability Management training course for tour operators and travel agents. All requirements have been met to earn the title of

Travelife Sustainability Manager

Issue date: 06 June, 2017
Certificate number: 003010
Website: www.travelife.info

Naut Kusters,
General Manager
Online reporting system

Travelife Partner - Kenya

1.4 Collaboration

The company is actively involved in external forums and working groups which are supportive to sustainability in tourism.

Social cooperation

Action

1.4 Collaboration

1.5 Exchange of experiences

1.6 Donations

Theme overview
Specific guidance for Kenya

Examples in Kenya include Kenya Association of Tour Operators (KATO), Ecotourism Kenya, Travelife.

Sustainability is an expanding process. To remain updated on developments and market opportunities, it is recommended to join a network. Within this network of fellow travel professionals, you can discuss sustainability related issues and gain practical knowledge. Bundling this knowledge leads to synergy and gives you more power to reach results.
# Action planning tool

## Add new task

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<td>Title</td>
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### Staff selected

- Responsible

### Select staff member

- David Gakuru
- Verah Njambi

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[Action plan] [Best practices] [How to audit]
Best practices

Working groups - Hotelplan (Switzerland) & TUI Group
Hotelplan is member of the Tour Operators’ Initiative for Sustainable Tourism Development (TOI) and participated to various workshops. Hotelplan actively collaborates with the working group Environment and Social Affaires from the Swiss Federation for travel agents (FSA).

International Networks - SNP natuurreizen (NL)
SNP is a member of ATTA (Adventure Tourism Trade Association), an international trade association for adventure tourism. Sustainability is an obvious starting point for virtually all 800 members of ATTA.

Responsible Tourism Partnership - Let’s Go Travel Uganda
We have been playing an integral part in joint Responsible Tourism Partnership and the International Institute for Environment and Development Initiative funded by the Darwin Initiative that looks at how to improve the lives of the people who live in and around Bwindi Impenetrable Forest National Park through tourism. This Responsible Tourism Initiative built on previous research that was carried out by Darwin Initiative that concluded there was a negative association between Bwindi Impenetrable National Park and the local people who lived in and around the park.
4. GreenTour coaching sessions
GreenTour Program

- Offers you **free** Engaged+ status for 2021
- Offers your free Partner level for 2021
- Offers you 50% discount on Travelife Certified

- In addition to the individual coaching, specific group coaching sessions to achieve Travelife Partner.

Those that have not participated in a sustainability training yet will be invited in the coming weeks. If you would like to join as a refresher, you’re welcome to do so.
5. How to become Travelife Partner
To do:

- Commit to becoming a (more) sustainable tour operator
- Participate in the coaching sessions
- Pass both basic trainings
- Complete the Travelife Partner report for 100%
- Receive 100% approval by your coach in the desk-audit
- Be awarded Travelife Partner
6. Reporting tips
Sustainability reporting tips

- Be specific and as elaborate as possible in your answers
- Include examples of practices in your answers
- Refer to policies and additional documents in your answers
- Upload proof (e.g., contracts, policies, photos, notes of meetings)
- Give reasons and an explanation for non-compliance
- Be consistent in your answers
- Always remember the auditor will only base his report on your answers
7. Make the most of the sessions
Tips:

• Actively participate in the online coaching sessions
• Ask questions during the sessions in the chat
• Complete your homework between the coaching sessions
• Ask your coach for additional support if you have questions
8. Next steps
## Planning

| 0 and 1 | **Company Characteristics; Sustainability Management & Legal Compliance.**  
This two topics introduce your company, tells more about your company's basic information and products, services, personnel and public communication channels and approaches. They further provide a baseline assessment to you company's policy, action plans, M&E and external reporting approach. | 28<sup>th</sup> Apr 2021 | Virtual | [https://bit.ly/3chL4db](https://bit.ly/3chL4db)  
10.00am - 11.30am |
| 2 | **Internal Management: Social Policy & Human Rights.**  
This criteria addresses your social policy, human rights, training and education. | 12<sup>th</sup> May 2021 | Virtual | [https://bit.ly/3IPpQg8](https://bit.ly/3IPpQg8)  
11.00am - 12.30pm |
| 3A | **Internal Management: procurement, paper, energy and water.**  
10.00am - 11.30am |
Questions?