Ecotourism Kenya Eco-rating Certification Scheme

ECOTOURISM STANDARD FOR TOURISM ACCOMMODATION

FACILITIES

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ABBREVIATIONS AND ACRONYMS

CFC	Chlorofluorocarbon
CSR	Corporate Social Responsibility
EIA	Environmental Impact Assessment
EK	Ecotourism Kenya
EMCA	Environment Management and Co-ordination Act
EMP	Environmental Management Plan
EMS	Environmental Management System
LED	Light Emitting Diode
MSDS	Material Safety Data Sheets
NEMA	National Environment Management Authority
OSHA	Occupational Safety and Health Act

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PREAMBLE

According to the International Ecotourism Society (TIES), ecotourism is defined as, 'Responsible travel to natural areas that conserves the environment and improves the well-being of local people'. (TIES, 1990)

At Ecotourism Kenya, we define Ecotourism as equitable sharing of benefits accrued from tourism with local communities while supporting nature conservation values for sustainable tourism development.

Ecotourism Kenya is guided by the following principles:

Vision: To be a leader in the knowledge and practice of ecotourism

Mission: To effectively link tourism, communities and conservation for sustainable tourism development in Kenya

Goal: To promote tourism practices that will conserve Kenya's natural environment and improve livelihoods of associated communities.

Ecotourism Kenya policy is to ensure incorporation of sound environmental and social practices in new and existing tourism enterprises. It seeks to increase recognition of environmental and social issues in the development of tourism in Kenya and in all work that it undertakes. Towards this end, Ecotourism Kenya intends to remain at the forefront in the implementation of environmental best practices in tourism development, and to promote socially responsible practices applicable to the tourism industry.

Guiding Principles in Ecotourism

1. Encourage travel to natural areas
2. Minimize impact of tourism activities on natural attractions
3. Recognize and build awareness about local conservation values and their importance to society
4. Provide direct benefits and empowerment for local people at destinations without retrogression on environmental, cultural or local living standards.
5. Respect for local people, their customs and culture
6. Support sustainable development of local economies through direct involvement and participatory decision-making of the local people.

The Eco-rating Certification Scheme;

The Eco-rating Certification Scheme is a sustainable tourism certification program that aims to promote responsible tourism in Kenya. The program was launched in 2002 by Ecotourism Kenya in cooperation with tourism stakeholders in Kenya with a prime focus of recognizing best practices in business practices, conservation, community and cultural performance by tourism accommodation facilities. The accommodation facilities that apply and meet the criteria set are awarded Bronze, Silver or Gold certification based on their performance.

This criterion has been aligned to the Global Sustainable Tourism Criteria (GSTC) formed under the umbrella of the United Nations (UN) but is adapted to suit Kenya's local context.

Under the Eco-rating Certification Scheme, a systematic procedure is followed. This seeks to assess a tourism accommodation facility performance in promoting sustainable business practices, conservation, community engagement and enhancing cultural performance.

Through the Eco-rating certification scheme, Ecotourism Kenya aims to promote these best practices in accommodation facilities within the tourism industry by:

a. Increasing awareness of environmentally and socially sound business practices (educational/ change of attitude towards environmental governance and social responsibility).

b. Enhancing the socio-economic development of the local communities where these facilities are located (developmental).

c. Increasing contribution of tourism to community development (developmental).

d. Enhancing contribution of tourism practices to conservation of the natural resources upon which tourism is dependent (conservation).

e. Improving destination image, hence attracting more potential tourists (marketing advantage).

The Eco-rating Certification Scheme is designed for all tourist accommodation facilities that want to incorporate best practices to enhance sustainable tourism practices in their business. These facilities include: Hotels, Lodges, Camps, Bush homes / Home-stays and Bandas.

Standard application

Practical standards are applied to the greatest extent unless for a specific situation where the standard is not applicable but is justifiable. For ease of application, the standard contains generic, mandatory and desirable indicators. The mandatory indicators **MUST** be met by all tourism accommodation establishments seeking to be certified under this standard. There may be some variability in meeting the desirable Indicators depending on the specific tourism product, and the local regulatory, environmental, social, economic and cultural conditions of a facility.

Performance indicators

The performance indicators are designed to provide guidance in measuring compliance with the Ecotourism Kenya Eco-rating Certification Standard for tourism accommodation facilities. The indicators are neither all inclusive nor are they intended to be the definitive set. They are meant to provide a guideline, sample standard for users.

Therefore, the indicators highlighted in this document do not represent a complete or the obligatory list, but serve as examples to illustrate the dimensions of the standard criteria.
This set of indicators shall be updated from time to time, as need arises. If you would like to suggest new indicators to be included or any other improvements, please send your suggestions to ecorating@ecotourismkenya.org

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GLOSSARY

Animal baiting or Wildlife feeding; Humans giving food materials to wild animals or putting out food stuff for wildlife to trap or entice them for recreational or better viewing or for any other purpose.

Criterion: a standard, rule, or test on which a judgment or decision can be made.

Environmental Conservation: Refers to activities that aim to preserve, protect, maintain, restore, enhance or sustainably use the natural environment to ensure that it meets the needs of the present and future generations.

Sustainability Management System (SMS): is a systematic, planned and documented management system to govern a facility's environmental, cultural, social-economic, health & safety and quality programs in terms of monitoring, use and guidelines for conservation of environmental resources.

Environmental Policies: refers to the commitment of a facility or organization to the laws, regulations and principles concerning environmental issues and sustainability.

Grey water: wastewater that does not contain sewage or faecal contamination and can be reused for irrigation after simple filtration.

Impact: environmental/biophysical, social, cultural, financial, and economic changes that occur as a result of the activities of the tourism operation.

Invasive alien species: a species occurring in an area outside of its historically known natural range as a result of intentional, unintentional or accidental dispersal by human activities, but not an indigenous species that has extended its natural distribution range by natural means of migration or dispersal without human intervention.

Local community: people living in the immediate area potentially affected socially, economically, or environmentally by a tourism project.

Local: The area immediately around the site of business operations and can vary depending on the density of the location.
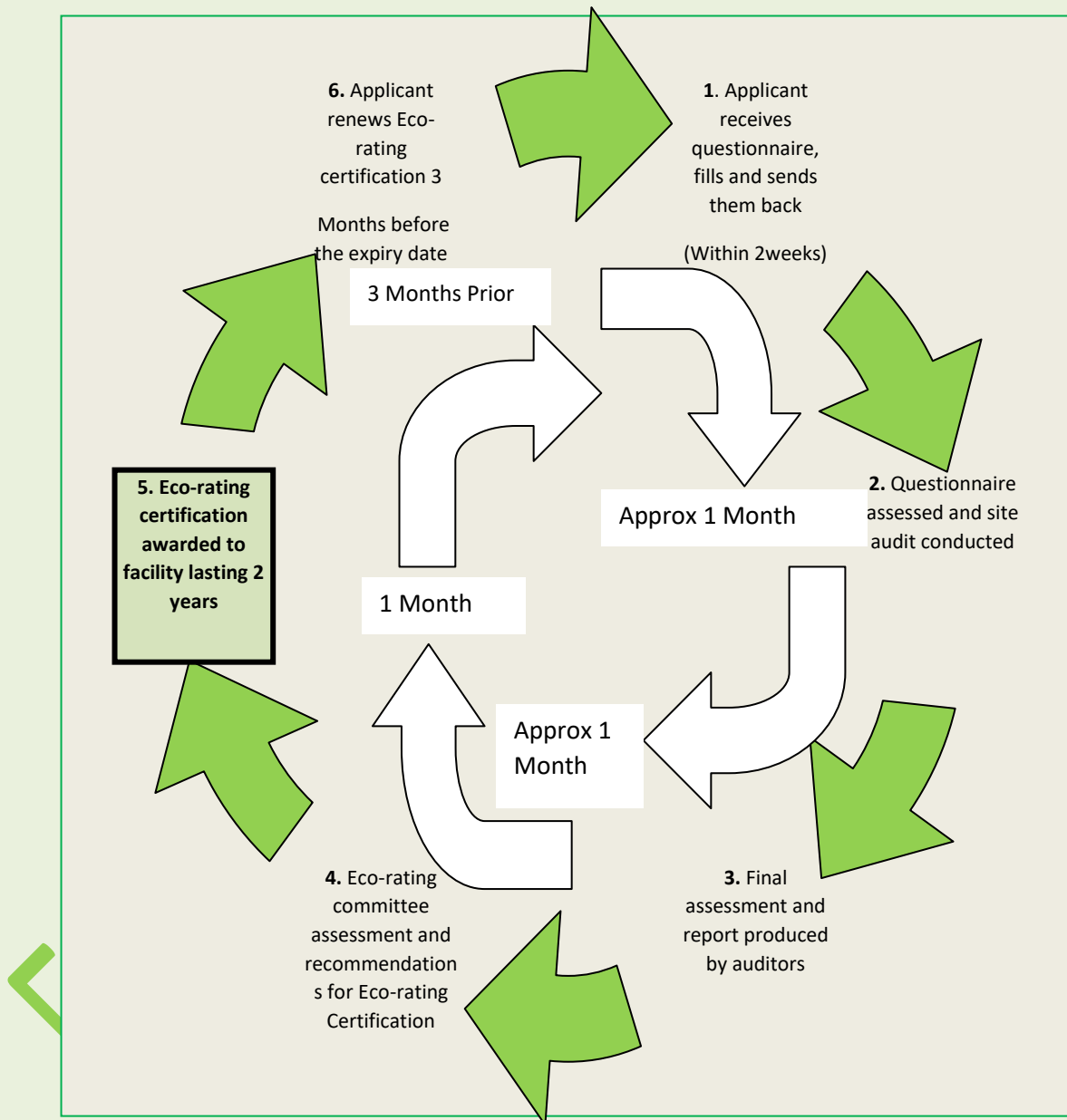
Pollution: Refers to introduction of contaminants into the environment, mainly in the form of chemical substances, gases, noise, heat and light.

Protected areas: refers to land which is legally protected by the government under law such as parks, reserves or wetlands etc.

Solid Waste Management: refers to all methods applied when handling waste from the point of generation, storage, transportation to offsite areas as well as final disposal/ handling-recycling, reuse etc.

Environmental flow: refers to the quantity, timing and quality of water flows required to sustain freshwater and aquatic ecosystems and the human livelihoods that depend on these ecosystems.

ECO-RATING CERTIFICATION CYCLE

6. Applicant renews Eco-rating certification 3

Months before the expiry date

3 Months Prior

1. Applicant receives questionnaire, fills and sends them back

(Within 2weeks)

Approx 1 Month

2. Questionnaire assessed and site audit conducted

5. Eco-rating certification awarded to facility lasting 2 years

1 Month

Approx 1 Month

4. Eco-rating committee assessment and recommendations for Eco-rating Certification

3. Final assessment and report produced by auditors

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ECOTOURISM KENYA ECO-RATING CERTIFICATION SCHEME

STANDARDS TABLE

	Criteria	Indicators	Mandatory	Desired
1	**CONSERVATION**			
	1.1 Legal requirements Compliance with all applicable local and international regulations	• Evidence on compliance of relevant local and international legal requirements including annual environmental audit or an environmental risk assessment and cultural impact assessment • An EIA or Initial environmental audit is done prior to construction and renovations of buildings or infrastructure • Compliance with relevant business permits and licenses	✔ ✔ ✔	
	1.2 Environmental Criteria *1.2.1 Environmental/ Sustainability policies* Clear written sustainability/environmental policy formulated through a participatory process. Should show responsive and conclusive address to responsible resource use, environmental conservation, cultural issues, social economic investment, health & safety and quality issues	• Clear written sustainability/environmental policy • Show responsive and conclusive address to responsible resource use, environmental conservation, cultural issues, socio-economic investment, health & safety and quality issues • Evidence of proper communication, translation/implementation of policies into action • Evidence of an SMS appropriate to nature, scale and scope of the business, and current EMP with clarity and specificity of plan (goals, targets, etc) and execution (allocation of responsibility, clear timeframes etc)	✔ ✔ ✔ EMP✔	SMS ✔

	Criteria	Indicators	Mandatory	Desired
	1.2.2 **Environmental conservation** Undertaking activities aimed to preserve, protect, maintain, restore, enhance or sustainably use the natural environment to ensure it meets the needs of present and future generations	• Support of biodiversity conservation, including supporting natural protected areas and areas of high biodiversity value.	✓	
		• Demonstrate knowledge of the location of all protected areas and areas of high biodiversity value within the proximity of the facility's operations	✓	
		• Demonstrative and effective action in mitigating negative effects of the facility and protecting the natural environment around it.		✓
		• Relevant involvement/partnership(s) with environmental conservation organizations or research agencies to protect natural environment. e.g. Tree planting activities, marine conservation etc	✓	
		• Active involvement of staff and guests in practical activities geared towards environmental conservation and sustainability.	✓	
		• Retaining indigenous species/No introduction of invasive/alien species during construction, landscaping, and operation of the facility	✓	
		• Deterrence from practices that may alter the behavior of natural environment/species e.g. animal baiting, holding of captive wildlife. This should be in compliance with Wildlife (Conservation and Management) Act 2013	✓	
		• Protection of wildlife species i.e. species are not harvested, consumed, displayed, sold or traded. This should be in compliance with Wildlife (Conservation and Management) Act 2013	✓	
		• Interactions with wildlife take into account cumulative impacts, do not cause negative	✓	

	Criteria	Indicators	Mandatory	Desired
		impacts on the viability and behavior of wildlife populations		
	1.2.3 **Waste water management** Presence of effective/adequate and suitable waste water management system that demonstrates concern for the environment	• Presence of effective/adequate waste water management system e.g. grey water from the kitchen should flow through grease-traps, use of septic tanks for black water, enzyme bio-digesters for optimal sludge digestion etc	✓	
		• Evidence of regular effluent testing with existing parameters and compliance with the relevant legislation requirements	✓	
		• Presence of significant innovation, research or investment on measures to reduce/minimize, recycle or reuse grey and black water		✓
	1.2.4 **Solid waste management** Existence of an effective integrated solid waste management system based on the waste hierarchy for all categories of waste generated by the business operation	• Compliance with the existing legislation and law on waste management	✓	
		• Presence of an effective solid waste management plan with measures to avoid, reduce/minimize, re-use, and recycle solid waste	✓	
		• Monitoring and recording of waste types and amounts disposed and recycled with a quantitative goal of minimize non-reusable and non-recyclable waste	✓	
		• Effective separation of waste at source e.g. clear labeling (plastic waste, glass waste, metallic waste, organic waste etc)	✓	
		• Suitable management of solid waste e.g. using		✓

Criteria	Indicators	Mandatory	Desired
	organic waste for pig rearing or compositing organic waste for manure etc.		
	• No open-air burning of any category of solid waste	✓	
	• Presence of an incinerator constructed in line with the relevant legal specifications		✓
	• All waste storage needs to be well contained within appropriate structures, with a solid floor to prevent leakage and soil contamination	✓	
	• Presence of significant innovation, research or investment on measures to reduce/minimize, recycle or reuse solid waste		✓
1.2.5 Pollution The business has an effective management plan that implements practices to minimize pollution from chemicals, light, heat, air, noise and ozone-depleting compounds/gases and contaminants	• Effective and specified mitigation measures for each of the potential pollutants and appropriate handling and storage procedures to avoid accidental pollution	✓	
	• **Chemical pollution:** All fuels used for either vehicles, generators or boats are appropriately stored within a concrete bound area	✓	
	• **Noise Pollution**: Use of sound proof devices e.g. mufflers on generators, and compliance with relevant legal requirement	✓	
	• **Light Pollution**: Installation of light sensors, laminated lights, avoiding lighting that extends off- site or into the night sky etc	✓	
	• **Air Pollution**: Use of CFC free emission equipments or minimizing use of ozone-depleting compounds	✓	
	• Where applicable, reduce emissions from the wider group of GHGs	✓	
	• There are measures or plans in place to offset	✓	

Criteria	Indicators	Mandatory	Desired
	remaining greenhouse gas emissions		
	• The facility encourages its suppliers, guests and staff on less vehicle transport use e.g. through carpooling on game drives, fewer trips for supplies, etc. to reduce on greenhouse gas emissions		✓
	• **Heat Pollution**: Use of equipments that generate less thermal heat, insulation of thermal equipments, installation of cooling equipments/measures etc		✓
1.2.6 **Resource management** **(a) Water** Water sources are indicated and conservation measures adapted to enable sustainable use. Water consumption is effectively monitored.	• Evidence of a water management plan	✓	
	• Water source is sustainable and does not adversely affect environmental flows	✓	
	• Water use monitoring e.g. metering, sub-metering and recording the consumption based on bed occupancy, visitors' number, etc.	✓	
	• Suitable water conservation measures e.g. use of water efficient equipment and technology (dual toilet system, adjusting single toilet flush cistern, water lift/push taps, sensors, low filter shower heads etc)	✓	
	• Evidence of recycling, reuse and reduced/minimized water usage		✓
	• Water harvesting e.g. rainwater, storm water etc		✓
	• Significant innovation, research and/or investment on water conservation measures	✓	
	• Use of visual aids e.g. (posters, notices, brochures etc) and Oral/Audio means e.g. (briefings, meetings, etc) to promote and sensitize staff and guests on water conservation	✓	

	Criteria	Indicators	Mandatory	Desired
	(b) Energy Energy sources are indicated and conservation measures adapted to enable sustainable use. Energy consumption is effectively monitored.	• Evidence of an energy management plan	✓	
		• Energy monitoring e.g. metering, sub-metering and recording the consumption based on bed occupancy, visitors' number, etc.	✓	
		• Suitable energy conservation measures e.g. use of energy efficient equipment and technology (energy saving bulbs, LED bulbs, sensors,)	✓	
		• Use of alternative sources of energy/renewable or sustainable energy e.g. solar power, wind energy, bio-fuels, charcoal briquettes for heating etc		✓
		• Significant innovation, research and/or investment on energy conservation measures		✓
		• Use of visual aids e.g. (posters, notices, brochures etc) and Oral/Audio means e.g. (briefings, meetings, etc) to promote and sensitize staff and guests on energy conservation	✓	
1.2.7	**Visitor education** Existence of communication channels to equip visitors with information on responsible tourism guidelines, local culture and local environment.	• Effective communication channels e.g. Use of visual aids e.g. (posters, notices, brochures, room information sheets etc) and Oral/Audio means e.g. (briefings, meetings, etc) to inform visitors on responsible tourism.	✓	
		• Demonstration of creativity and/or innovation in visitor education on responsible tourism.		✓

	Criteria	Indicators	Mandatory	Desired
	1.3 Architectural design The architectural design should blend in with the natural environment/surrounding or local culture and should cause minimal disturbance to the natural landscape	• The facility site should respect the natural and cultural heritage of the surroundings • Designs/colors/size that blend with the natural environment/surrounding or local culture • Use of locally available construction materials in design • Use of sustainably sourced materials. • Minimal or No vegetation clearing • Buildings are designed in such a manner as to allow for maximum utilization of natural light /ventilations e.g. translucent roofing • Where appropriate, the design puts in consideration access for persons with special needs or the management has provisions for persons with special needs	✓ ✓ ✓ ✓ ✓	 ✓ ✓
	1.4 Chemical use Evidence of concern for the environment with regard to chemical choice, usage and storage	• Evidence of organic or biodegradable chemicals • Presence of Material Safety Data Sheets (MSDS) on all the chemicals purchased. • Demonstration of acceptable handling and storage of chemicals • Compliance with relevant legislation on chemicals storage and handling	✓ ✓ ✓ ✓	
2.0	**COMMUNITY**			
	2.1 Legal requirements Compliance with all applicable local and international regulations	• Evidence on compliance of relevant legal requirements on community engagement, contracts, land leases, employment and statutory contributions of workers	✓	

Criteria	Indicators	Mandatory	Desired
2.2 Employment policy A clear employment policy with regard to local communities from within the facility operational areas should in place indicating what percentage and cadres of staff should be from the local communities	• Policy statement in place (documented) • Evidence of the policy implementation indicating the % of staff in the facility drawn from the local area • Demonstrate effort towards providing equal opportunities for employment to local residents	✓ ✓ ✓	
2.3 Community empowerment Facility should have a clear plan on how they intend to lift up the welfare of the local community such as providing internship to students from the local area.	• Community empowerment plan/statement is in place and made public. • Community empowerment initiatives in place such as internships, bursaries/scholarships, community enterprises. • Facility has a program that helps employees from the local communities (*especially but not only those that are marginalized and therefore generally have low levels of education*) to improve their skills/levels of education. (*This should have gender inbuilt into it; where culture is not a limiting factor*). *While circumstances may vary from one location to the other, what a facility decides to do should be based on the needs of the particular local community and there must be a clear program of engagement and support that stipulates what should be done.*	✓ ✓ ✓	

Criteria	Indicators	Mandatory	Desired
2.4 Facility Promotes/supports sale or use of goods and services from the local community. Products should be sustainable i.e. avoid products from endangered species, illegal/forbidden souvenirs such as ivory, wildlife harvesting, etc.	• Evidence of support to local entrepreneurship (***This could be through promoting access to markets at the facility or linking local communities to markets elsewhere***); providing capacity building for product development improvement, provision of inputs and skills in business among others. • Type of monetary and other benefits accruing to the local community as a result of support provided. • Evidence of services sought locally by Facility. ***Each Facility should clearly document the kind of support that they provide to the communities they deal with.***	✓ ✓ ✓	
2.5 For facilities in communally owned and privately owned lands, formal and legally binding agreements that clearly stipulate rights and obligations of the parties concerned are in place.	• Legally binding agreements which clearly stipulate rights and obligations and over what period • Evidence that systems for review of the binding agreements in relation to the fulfillment of the these rights and obligations are in place and being fulfilled • Acquisition of property, land and water rights is done in compliance with local, communal and indigenous rights including their free, prior and informed consent • Acquisition of property, land and water rights does not cause forced or unwilling resettlement of inhabitants. • Facility respects the intellectual property rights of the local communities	✓ ✓ ✓ ✓ ✓	

Criteria	Indicators	Mandatory	Desired
2.6 Facility supports the development of socio economic infrastructure of the communities around it in conjunction with the local government agencies/NGOs etc	• A clear program of support to community projects such as water, health clinics, schools, roads among others. • Documented and verifiable records of such support which should also include the monetary contributions to such activities. *Note: Some of these programs can be expensive to implement and therefore the facility owners may not be expected to implement such initiatives on their own. In other circumstances, facility owners may step in to help where such projects have stalled. What a facility does should be based in the local circumstances and needs but this need to be carefully identified in collaboration with the local leaders and agreed upon.*	✓ ✓	
2.7 Local communities access to livelihoods and essential services. The activities conducted by the facility do not adversely affect local access to livelihoods and essential resources such as water, energy, healthcare, sanitation, transport or housing.	• Rights of access to livelihoods and essential services are not hindered by the business e.g. water & energy resources, sanitation, food, transport, housing, historical or cultural sites, etc. • Compliance with existing legislations on access to livelihoods and essential services.	✓ ✓	

	Criteria	Indicators	Mandatory	Desired
3.0	**CULTURE**			
	3.1 Legal requirements Compliance with all applicable local and international regulations	• Evidence on compliance of relevant legal requirements • Compliance with relevant business permits and licenses	✓ ✓	
	3.2. Preservation/protection of local sites that are important with regard to the culture, history of the local communities around the facility including any archeological sites	• Facilities aware and/or have documented any cultural, historical and/or archeological sites in the neighborhood of their facilities. • Evidence of efforts being made to preserve, protect and/or improve such sites • Facility does not deny local communities access to local historical, archeological, cultural or spiritual sites	✓ ✓ ✓	
	3.3 Architectural design Facility designs, architecture and art incorporate local culture	• Evidence that architectural designs and art in the facility have integrated local culture and that as much as possible, they use locally available construction materials.	✓	
	3.4 Socio- cultural (culture) Facility promotes local culture among its customers and has developed materials that adequately inform and communicate this to the clients	• Simple informational materials that clearly communicate the local culture to the visitors. • Code of conduct to be followed by the visitors when interacting with local communities; the code of conduct is developed with the consent of and in collaboration with the affected community • Evidence of efforts that the facility has made to help develop and/or improve culture such as establishment of Manyatta's, curio shops/exhibitions of local arts and crafts,	✓ ✓ ✓	

Criteria	Indicators	Mandatory	Desired
	presentations on local culture etc.		
4.0 BUSINESS PRACTICE			
4.1 Legal Requirements Compliance with all applicable local and international regulations	• Evidence on compliance of relevant legal requirements • Compliance with relevant business permits and licenses	✓ ✓	
4.2 Procurement/Purchasing and supplies The business has a purchasing policy that favours goods produced sustainably, stimulates growth of local micro-economies and reduces negative environmental impacts. Where possible, harmful products are substituted by non-toxic products. This applies to all products including building materials, goods, food and consumables	• **A clear procurement policy / strategy/ plan** e.g. highlighting on sustainable purchasing, environmental considerations/ measures and social/community welfare considerations. • **Environmental considerations** e.g. re-usable crates, cartons instead of disposable plastics, minimum or no use of polythene bags for packaging, procuring goods in bulk where necessary etc. • The purchase and use of disposable and consumable goods is measured • **Sustainable purchasing** e.g. ensuring curios are made from sustainable sources like dead wood etc • **Social/community welfare considerations** e.g. procuring from the locality where possible.	✓ ✓ ✓ ✓ ✓	

Criteria	Indicators	Mandatory	Desired
4.3 Health and Safety Presence of effective/adequate and suitable health and safety management plan that demonstrates concern for a safe environment both to staff and guests.	• Presence of an adequate and effective emergency procedures / plan • Compliance with relevant legislation on health and safety e.g. OSHA 2007 etc • Adequate training of staff on health, safety and emergency response e.g. training on first aid, fire fighting skills etc • Effective firefighting equipment e.g. duly serviced and strategically placed fire extinguishers, well marked fire exits, fire assembly points, regular fire drills etc • Use of precautionary and safety signage in appropriate areas e.g. No smoking, Out of bounds, highly flammable etc • Presence of effective and adequate health and safety measures both to guests and staff	✓ ✓ ✓ ✓ ✓ ✓	
4.4 Economic Criteria **4.4.1 Employment and remuneration** There should be existence of evidence that employees are respected, are paid at least a sustainable wage and local residents/disadvantaged groups are given equal opportunity for employment	• A clear employment policy • Considering members of the local community by giving priority on available employment opportunities, including in management positions and offering internships / hands on experience to students from the local area • Affirmative action e.g. capacity building to support disadvantaged groups in the local area e.g. gender consideration aspects in recruitment of staff • Ensuring staff remuneration is in accordance with or above the stated union rates or in accordance with a collectively-bargained	 ✓ ✓ ✓	✓

Criteria	Indicators	Mandatory	Desired
	agreement		
	• Ensuring there is a staff welfare union.	✓	
	• Ensuring employees have the right to annual paid leave in accordance with the legal labour regulations	✓	
	• Provision for paid maternity and sick leave in accordance with the legal labour regulations	✓	
	• Employees have a written contract indicating remuneration, labor conditions and description of duties		✓
	• Wage deductions are only taken from an employee's wage in accordance with labour regulations or if the employee has given written permission.	✓	
4.4.2 Child labor, abuse and human rights There should be clear evidence of no child labour or child abuse practice and respect of basic human rights	• A written policy on; advise against child labour, abuse, child protection from sexual exploitation, forced labour and commitment to human rights	✓	
	• Demonstrate compliance with all national and international labour legislation on child labour, abuse and human rights	✓	
	• The facility adheres to the legal employment age	✓	
	• There is no evidence of child or forced labor	✓	
4.4.3 Staff education and awareness training All staff receive periodic guidance and training regarding their roles and responsibilities with respect to environmental conservation, socio cultural and socio economic aspects and quality issues	• Effective communication channels between the management and the staff e.g. staff committee, team building exercises	✓	
	• Establishing a regular and/or scheduled staff training program e.g. In-house and professional trainings for staff, offering sustainability and conservation trainings, training on quality	✓	

	Criteria	Indicators	Mandatory	Desired
		issues etc. • Staff motivation to enhance their skills and awareness e.g. through reward schemes, promotions etc. • Providing skilled or non-skilled training among the staff, especially from local communities.	✓	✓
	4.4.4 Financial obligations Ensure relevant financial obligations of the business to the other parties are adequately met in a fair, transparent and equitable way including absence of complaints from the relevant business stakeholders	• Ensuring financial obligations of the facility to other parties are adequately met (e.g. park management, the local community, land owners etc) • Fairness, transparency and equitability on the facility's financial obligations (land rates, conservancy and lease fees) including absence of complaints, prompt payment etc • Presence of legal evidence on land ownership or land user rights for the business	✓ ✓ ✓	
	4.5 Monitoring customer/client satisfaction The facility should have a system for capturing guest feedback which should be documented and analyzed and the results taken into account for service improvement or corrective action.	• Facility collects and analyzes data regularly on their customer feedback for service or product improvement.	✓	

	Criteria	Indicators	Mandatory	Desired
	4.6 Fair marketing based on factual and unbiased information All marketing materials referring to the tourism business are accurate and do not make any misleading claims with regards to sustainability.	• Any sustainability claims made by the facility are a true reflection of genuine activities that have taken or are taking place • All promotional materials set realistic expectations for guests and are not deceptive or misleading • Ensure marketing on sustainability efforts is current	✓ ✓ ✓	

LEGAL REQUIREMENTS

Comply with all the relevant Environmental Legislations and policies:

Environmental Management and Co-ordination Act of 1999 (EMCA) regulations and standards including but not limited to;

- ➢ The Environmental (Impact Assessment and Audit) Regulations, 2003
- ➢ Noise and Excessive Vibration Pollution Control Regulations, 2008
- ➢ Waste Management Regulations, 2006
- ➢ Water Quality Regulations, 2006.
- ➢ Biodiversity Regulations, 2006.
- ➢ Controlled Substances Regulations, 2007
- ➢ Wetland Regulations, 2009

Sectoral Laws including but not limited to;

- ➢ Occupational safety and Health Act (OSHA) 2007
- ➢ Water Act 2002
- ➢ Forest Act 2005
- ➢ Wildlife (Conservation and Management) Act 2013
- ➢ Physical Planning Act, 1996
- ➢ County Government Act, 2009
- ➢ Fisheries Act (Cap 378)
- ➢ Land Act 2012
- ➢ Employment Act 2007
- ➢ The National Museums and Heritage Act 2006