SUSTAINABILITY STANDARDS FOR THE TOURISM SUB SECTOR

AUGUST, 2022
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FOREWORD

UNWTO’s long-term forecasts predict that tourism destinations in developing economies will grow at double the rate of those in advanced economies. Indeed, according to the Travel and Tourism Competitiveness Index of the World Economic Forum (WEF), advanced countries are by far the most competitive, while developing countries have not yet managed to fully exploit their tourism potentials and are still far from incorporating sustainable concepts.

Sustainable Tourism is a complicated and complex set of activities. It is complex because there are many people and organizations working, sometimes independently, toward the corresponding goal. It is complicated because there are many activities that must be undertaken. Even so, the benefits of sustainable tourism in destination communities are great. Sustainable tourism is a set of activities designed to increase the benefits and reduce the negative impacts of tourism. As destination communities grapple with tourism, the good and the bad guidance on how to implement sustainable tourism has never been more important.

Sustainability is often perceived as a cost rather than an investment, and the key issue for the creation of sustainable models is the awareness that sustainability can enhance tourism destination competitiveness and hence the adoption of a sustainable model can eventually boost economic growth and play a role in poverty reduction in the developing countries like Kenya.

If managed sustainably, tourism is an effective development tool because when tourism’s environmental, social, and economic and other constraints are addressed, tourism energizes economies. With the full knowledge that tourism is a complex sector with tentacles into a myriad of other economic activities, all of which require careful management, countries with tourism assets are fully justified to be considered as sustainable development pillars that can facilitate development and empowerment.
<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
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<tr>
<td>GSTC</td>
<td>Global Sustainable Tourism Council</td>
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<td>WEF</td>
<td>World Economic Forum</td>
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<td>UNWTO</td>
<td>United Nation World Tourism Organization.</td>
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<td>ILO</td>
<td>International Labour Organization.</td>
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<td>GHG</td>
<td>Greenhouse Gases</td>
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**REVISION OF THE STANDARD**

In order to keep abreast of progress in the sector, TRA Standards shall be regularly reviewed. Suggestions for improvements to published standards, addressed to the Director General, Tourism Regulatory Authority, are welcome.
PART I: PRELIMINARY

1. Short Title
This Standard may be cited as the Tourism Regulatory Authority “Tourism Sector Sustainability Standard”.

2. Scope
The standard describes requirements and guidelines for tourism operators, tourism destination and other related activities under classes C to G as defined under schedule 9 of the Tourism Act 2011, to aid in making informed decisions on sustainable management of a destination.

Purpose
To harmonize the varying operations and practices of tourism services, so as to sustainably enhance the quality of products and services provision in the sector.

3. Nominal references
In developing this standard, reference was made to the following:

2) Tourism act 2011.
4) Sustainable Tourism for Destinations: Insights from the GSTC Destination Criteria for Sustainable Tourism.
5) GSTC Industry Criteria VERSION 3, 21 DECEMBER 2016 WITH Suggested Performance Indicators for Tour Operators.
6) Eco Mark Africa, draft Eco -labelling standard for Tourism version.
8) OSHA ACT 2007
9) Sustainable waste Management Act 2022.
10) WIBA ACT 2007 revised 2012
4. **Definition of Terms**

**A carbon footprint** - is the total amount of greenhouse gases including carbon dioxide and methane that are generated by our actions.

**Assimilative capacity** is the ability for pollutants to be absorbed by an environment without detrimental effects to the environment or those who use of it.

**Biodiversity** The variability among living organisms from all sources including, inter alia, terrestrial, marine and other aquatic ecosystems and the ecological complexes of which they are part; this includes diversity within species, between species and of ecosystems.

**Carbon Offsetting** - A compensatory measure made by the operator for carbon emissions, usually through sponsoring activities or projects which increase carbon dioxide absorption, such as tree planting.

**Ecosystem** An organizational unit consisting of an aggregation of plants, animals including humans and micro-organisms, along with the non-living components of the environment.

**Environment** Natural surroundings in which an organisation operates, including air, water, land, natural resources, flora, fauna, people, outer space and their interrelationships

**Greywater** refers to domestic wastewater generated in households or office buildings from streams without fecal contamination.

**Hazardous substances** any chemical, plant, animal or microorganism which by reason of any of its physical, chemical, reactive, toxic, flammable, explosive or corrosive characteristics causes danger or is likely to cause danger to health or environment, whether alone or when in contact with other wastes or substances.
Operator- An individual or organisation responsible for ensuring that the production system and the products meet the requirements of this standard

Sustainability- Meeting the needs of the present without compromising the ability of future generations to meet their own needs.

PART II: REQUIREMENTS.

5. Legal Requirements.

Principle

Conforms to legal requirements and any other relevant applicable laws.

Criteria

Be in compliance with all applicable local, national and international legislation and regulations including among others, health, safety, labor and environmental aspects.

Indicators

Tourism operators shall be

1) Aware of, and in compliance with, laws relating to land use and activities in the local area.

2) Aware of, and compliance with, non-statutory area management plans and guidance.

3) In compliance with all relevant international, regional national or local legislation and regulations including, among others, health, safety, labour, and environmental aspects as well as applicable international conventions.

4) Legally registered in accordance with applicable requirements, and have approved records of registration.

5) In possession of a mechanism for ensuring compliance with legal or regulatory requirements.
6. General Requirements

6.1 Economic guidelines

Principle

The economic, social and cultural wellbeing of the communities in which tourism takes place

Criteria

Tourism Operator shall have a monetary income contribution to the improvement of living conditions, to social security and stability of communities.

Indicators

Tourism operators shall

1) Assess economic impacts before developing tourism.
2) Maximize local economic benefits by increasing linkages and reducing leakages.
3) Ensure communities are involved in and benefit from tourism.
4) Assist with local marketing and product development.
5) Promote equitable business and pay fair prices.
6) Purchase local goods and services which helps in improving livelihoods of the local communities.

6.2 Health, Safety and Security

Principle

Tourism Operations shall ensure safety and security in all operations

Criteria

The Tourism Operators shall ensure efficient risk assessment to identify the likelihood of risks related to the operations.
**Indicators**

Tourism operators shall

1) Ensure the wellbeing of visitors in the destination.
2) Have policies to address crime.
3) Have policies on safety and hygiene standards.
4) Have Occupational health and safety rules for their businesses.
5) Ensure elimination of any types of exploitation of anyone and to any vulnerable populations particularly commercial sexual workers, youth, women and minority groups.
6) Keep Records of safety operation review and measures taken to ensure the comfort, wellbeing of guests, employees and the surrounding community.
7) Show evidence of identification and application of remedial action to minimize the occurrence of immediate risk.
8) Ensure the security of the Tourism Operation and to be reviewed constantly.
9) Ensure appropriate measures are taken to cater for the wellbeing of guests, employees and surrounding communities.
10) Put in place, a programme with the ultimate goal of identifying, minimizing and eliminating security risks.
11) Have a documented detailed rapid security policy and response strategy.
12) Have an emergency rescue and personal safety measures.
13) Make available a documented evidence of sensitization and security drills to employees.
14) Make a Report and record all security incidents to management and relevant authorities.
15) Have a program to ensure the safety needs of both visitors and residents by developing systems that monitor, prevent, publicly report, and respond to any crime, safety and health hazards.
6.3 Biohazardous substances

Principle

The use of harmful substances is minimized, and substituted non harmful products or processes. And proper management of chemicals including all storage, use, handling, and disposal.

Criteria

The Tourism operators to implements practices to minimize pollution from ozone depleting substances, and air, water and soil contaminants.

Indicators

Tourism operators shall

1) Ensure an inventory of harmful substances has been done and material safety data sheets (MSDS) are held.
2) Ensure action has been taken to source more environmentally friendly alternatives.
3) Ensure Chemicals, especially those in bulk amounts, are stored and handled in accordance with appropriate standards.
4) Ensure Visitors are informed in advance to avoid use of personal toiletries and other substances which may be considered harmful to the local environment.

PART III: DESIGN AND LAYOUT REQUIREMENTS

7. Infrastructural development

Principle

Comply with zoning requirements and laws related to protected and sensitive areas and to heritage considerations.
Criteria

Tourism operator Compliance with laws relating to land use and activities in the local area.

Indicators

Tourism operators shall

1) Undertake comprehensive Environmental, social, and economic impact assessment before development is approved
2) Ensure sustainable Land use practices are maintained
3) Ensure design and construction of buildings meet community established aesthetic standards
4) Undertake Building and development policies and strategies to protect natural and cultural resources.
5) Ensure site selection, design and access have taken account of visual amenity, landscape, cultural and natural heritage.
6) Ensure the architecture, design and construction of buildings and infrastructure are sustainable.
7) Ensure the communities land rights and zoning requirements are respected when deciding on the property site.

7.1 Visitor Management

Principle

Control of visitor volumes and activities to minimize their negative impacts.

Criteria

Sustainable management of visitor control which includes managing the volume of visitors and their activities.

Indicators

Tourism destinations or operator shall

1) Ensure to have control of the volume of visitors and their activities.
2) Limit tourism numbers and spread visitation to balance the needs of the local economy, local community, cultural heritage and the environment.

3) Highlight the need for visitor control at cultural and natural sites.

4) Ensure visitor control at cultural sites that takes into account the characteristics, capacity, and sensitivity of the site and reduces adverse impacts.

5) Look for travel attraction sites that are less known to spread out visitors to ease pressure on the available resources.

6) Ensure Visitor flows and impact on cultural sites are monitored, recorded and remedial action taken where necessary.

7.2 Natural Sites

Principle

Preservation of local sites.

Criteria

The Tourism operators shall follow appropriate guidelines for the management and promotion of visits to natural sites in order to minimize adverse impacts and maximize visitor fulfilment.

Indicators

Tourism operators shall

1) Be aware of, and comply with, existing guidelines for tourist visits to natural sites when conducting visits and informing guests.

2) Engage with local conservation bodies to establish and identify issues concerning visits to particular sites.

3) Participates in and supports training and use of local guides in natural sites.

4) Consider the capacity and fragility of natural sites, and the levels of pressure on them, in determining the size, frequency and timing of group visits.
5) Encourage Feedback from local communities and from visitors and act as necessary.

6) Ensure Protection of Natural Sites and Sensitive Environments.

7.3 Impact and integrity.

Principle

Compliance with zoning requirements and laws related to protected and sensitive areas and to heritage considerations.

Criteria

Tourism operators needs to take account of the capacity and integrity of the natural and cultural surroundings.

Indicators

Tourism operators shall

1) Ensure Site selection, design and access have taken account of the protection of biologically sensitive areas and the assimilative capacity of ecosystems.

2) Ensure the integrity of archaeological, cultural heritage, and sacred sites has been preserved.

3) Ensure the integrity and connectivity of natural sites and protected areas has been preserved.

4) Ensure Threatened or protected species have not been displaced and impact on all wildlife habitats has been minimized and mitigated.

5) Ensure Water courses, catchments, wetlands have not been altered and run-off is reduced.

7.4 Land, water and property Rights

Principle

Complies with local communal and indigenous rights.
Criteria

Adopt a mechanism that respects local communal and indigenous rights, including their free, prior and informed consent of the community and does not require involuntary resettlements

Indicators

Tourism operators shall

1) Ensure On sites owned and operated by the operator or over which they have direct influence or control, land ownership and tenure rights are documented.

2) Ensure user and access rights for key resources, including land and water, are documented where applicable.

3) Ensure there is documentary evidence of communication, consultation and engagement with local and indigenous communities.

4) Ensure Evidence of free, prior and informed consent of local communities is documented, where relevant showing no involuntary resettlement or land acquisition.

5) Ensure establishments of property rights are acknowledged

PART IV: OPERATIONAL REQUIREMENTS

8. Environmental Guidelines

Principle

Comply with all applicable laws of the country and international treaties and agreements which are in relevance environmental management.

Criteria

Tourism operator shall comply with all relevant international, regional national or local legislation and regulations in the management of health, safety and environmental aspects.
Indicators

Tourism operators shall

1) Reduce environmental impacts when developing tourism.
2) Ensure sustainable use of natural resources.
3) Ensure Conservation and protection of biodiversity.
4) Practice energy conservation
5) Ensure Reduction in use of fossil fuel
6) Ensure Increasing usage of renewable energy
7) Encourage wastewater reduction and recycling
8) Encourage use of water conservation
9) Monitor wastewater management system including maintenance and monitoring of discharge
10) Minimize light and noise pollution.

9. Social and Cultural Heritage

9.1 Social compliance

Principle

Support of the social wellbeing of the local communities

Criteria

The tourism operator shall have a monetary income contribution to the improvement of living conditions, to social security and stability of communities.

Indicators

Tourism operators shall

1) Involve local communities in planning and decision making.
2) Assess social impacts of tourism activities on the culture and lives of the local communities.
3) Respect social and cultural diversity.
4) Be sensitive to the host culture.
5) Ensure the social and environmental issues are well-integrated with the
diverse natural resource base and the local socio-economic activities.
6) Have a documented operational plan clearly outlining opportunities and
benefits for the local communities
7) Sensitize clients on the social and environmental sustainability
management system through effective methods.

9.2 Cultural Heritage

Principle

Protection of the cultural heritage

Criteria

The Tourism operators shall follow international and national good practice
and locally agreed guidance for the management and promotion of visits to
indigenous communities and culturally or historically sensitive sites

Indicators

Tourism operators shall
1) Ensure Rehabilitation and conservation of cultural assets
2) Provide Guidelines for visitors at heritage sites and events
3) Provide Code of conduct and practices for tour operators and guides at
   heritage sites and events
2) Ensure Proper training of operators and guides.
3) Ensure Cultural and Heritage Performance Measures.
4) Have systems in place to monitor key sociocultural indicators.
5) Evaluate and indicate level of vulnerability of cultural assets, artefacts and
   heritage.
6) Monitor to ensure the presentation, replication and interpretation of
culture ceremonies and traditions are respectful, appropriate, authentic,
accepted and approved by local and indigenous communities
7) Ensure Protection of cultural assets including built heritage and cultural landscapes
8) Have policies to govern the sale or display of archaeological artefacts.

9.3 Accessibility and Inclusion

Principle
Tourism operators should have laws, policies and regulations in place that ensures accessibility and inclusion.

Criteria
Provide access and information for persons with special needs, where appropriate.

Indicators
Tourism operators shall:
1) Ensure Access to tourist sites and facilities for individuals with disabilities and others with specific access requirements.
2) Ensure Public access by local community members.
3) Eliminate Exploitation and Discrimination.
4) Have Equal employment opportunities for all, including women, youth, minorities and other vulnerable populations
5) Have Fair wages for all, including women, youth, minorities and other vulnerable populations
6) Provide access and additional initiatives in relation to people with special needs where appropriate.

10. Environmental and Social plan.

Principle
Tourism operations shall ensure that there is a social and environmental plan in place and an effective implementation mechanism through a social and environmental management system.
Criteria

The destination/operator shall have a social and environmental plan according to the size, capacity and complexity of its operations.

Indicators

Tourism operators shall

1) Have a social and environmental plan according to the size, capacity and complexity of its operations that contain the necessary policies, programmes and procedures.
2) Have a social and environmental plan well-integrated with the diverse natural resource base and the local socio-economic activities.
3) Periodically review the implementation of its social and environmental plans at management meetings.
4) Make publicly available a summary of the primary elements of the social and environmental management system within the business.
5) Have all information on the social and environmental sustainability management system made accessible to the staff and the general public.
6) Sensitize its clients on the social and environmental sustainability management system through effective methods.
7) Establish, document and implement procedures on social and environmental management of its operations which shall be reviewed at least annually.

10.1 Community support

Principle

Support to local communities

Criteria

The Tourism operator shall actively support initiatives for local infrastructure and social community development which address wellbeing of the community.
**Indicator**

Tourism operators and destinations shall

1) Encourage and facilitate support for local communities and sustainable initiatives through the local tourism enterprises.
2) Encourage tourism businesses to support local social and environmental issues.
3) Encourage and activate avenues for visitors to address local issues.
4) Support initiatives with local communities in areas where it is particularly active.
5) Ensure the level and nature of contributions made to schemes in the local communities is recorded.

**10.2 Workforce Development**

**Principle**

Skills development within the local communities

**Criteria**

Tourism operators must encourage and support career opportunities and training possibilities within their tourism sector for the local community

**Indicators**

Tourism operators shall

1) Provide training and skill courses to enable locals to pursue career opportunities.
2) Ensure equal opportunity for all including women, young people, minorities and people with disabilities
3) Provide safe and secure working conditions
4) Provide decent and fair living for all staff where applicable
5) Ensure Destination management, monitoring, training, and support.
10.3 Local Business Support and fair trade

**Principle**

A core principle of sustainable tourism is retaining the revenue within the local economy. Programs should promote the purchases of local products based on fair trade principles.

**Criteria**

The Tourism operators actively supports initiatives for local infrastructure and social community development.

**Indicators**

Tourism operators and destinations shall

1) Retain the revenue within the local economy as much as possible.
2) Promote the purchases of local products based on fair trade principles
3) Encourage and assist local tourism enterprises and visitors to purchase goods and services locally
4) Provide advice and financial guidance to local tourism enterprises for pricing and marketing.
5) Ensure Assessments are done before making purchases to ascertain if they are necessary and that goods purchased are reusable and produced sustainably.
6) Encourage reduction of paper use to a minimum and Electronic versions of published materials in preference over printing.
7) Ensure all suppliers are informed about the organization’s sustainability policy and encouraged to follow it.

11. Transportation

**Principle**

The tourism operator seeks to reduce transportation requirements and actively encourages the use of cleaner and more resource efficient alternatives mode of transport.
**Criteria**

Adopt a mechanism in use of efficient and alternative mode of transport in its own operations including that of customer’s employees and suppliers

**Indicators**

Tourism operator and/ destination shall

1) Ensure the cleanest and most resource efficient transport options are used in the provision of tour programs and excursions.
2) Ensure Information is provided and promoted to customers on alternative (climate friendly) transport options, where available.
3) Ensure Alternative transport options (e.g. bike rental, car sharing, pick-ups) for guests and staff are provided or facilitated.
4) Ensure Markets are accessible and more sustainable transport options are favored.
5) Ensure Local suppliers are favored and daily operations seek to minimize transport use.
6) Encourage the adoption of Low Impact Transport.
7) Put in place an effective and eco-friendly transport system.

12. **Environmental Resource Management Programs**

12.1 **Pollution management.**

**Principle**

Significant greenhouse gas emissions from all sources controlled by tourism operators are identified, calculated where possible and procedure implemented to avoid or to minimize them.

**Criteria**

Tourism Operations shall reduce pollution and greenhouse gas (GHG) emissions from all sources within its areas of the Operation.
**Indicators**

Tourism operators and/destination shall

1) Ensure total direct and indirect greenhouse gas emissions from the organization’s operations and those over which it has direct influence or control are monitored and managed.

2) Ensure Carbon Footprint per tourist/night is monitored, measured and managed.

3) Ensure actions are taken to avoid and reduce significant annual emissions from all sources controlled by the organization.

4) Ensure actions are taken to encourage suppliers of products and services to avoid and reduce significant annual emissions.

5) Ensure identification and implementation of Carbon offsets using recognized offsetting schemes where practical.

6) Put in place measures to control greenhouse gas emissions from all its operations and take appropriate steps to reduce and offset them as a way to achieve climate neutrality.

7) Put in place mechanisms to determine, monitor and record types and amount of GHG emissions released in the air from its operations.

8) Encourage its customers, employees and suppliers to reduce transportation-related greenhouse gas emissions.

9) Put in place measures to reduce GHG emissions and eliminate Ozone Depleting Substances as part of an overall environmental plan, to control and minimize their effects.

10) Ensure all employees are sensitized on measures to control and manage GHG emissions and Ozone Depleting Substances.

11) Maintain vehicles and machinery on a regular basis to minimize unnecessary emissions.
12.2 Energy Management.

**Principle**
Tourism Operations shall ensure conservation and efficient use of energy

**Criteria**
Energy consumption is measured by type and steps are taken to minimize overall consumption, and efforts made to increase its use of renewable energy.

**Indicators**
Tourism operators and/ destinations shall

1) Have an energy management plan aimed at energy conservation, utilization of renewable energy and reduction of dependency on non-renewable sources.
2) Have in place a documented energy policy providing guidelines on energy use and conservation.
3) Have in place clear records for energy consumption levels and cost implications.
4) Apply energy saving methods including appliances, machines and lighting systems.
5) Put in place measures to decrease overall consumption of energy.
6) Quantify the contribution of renewable energy to the overall energy consumption demonstrating a significant shift from dependence on non-renewable sources.
7) Ensure energy used in the organization’s operations and those over which it has direct influence or control is monitored and managed.
8) Ensure Renewable sources are favoured and the share of renewable energy in total energy supply is monitored and managed.
9) Ensure Goals for reducing energy consumption are in place.
10) Ensure Staff and guests are given guidance on minimizing energy use.
12.3 Solid waste management

Principle

Tourism Operations shall ensure responsible management of Waste, including food waste, is measured, mechanisms are in place to reduce waste.

Criteria

The Tourism operator shall have an integrated Solid waste management plan aimed at reducing waste generation in accordance with existing laws.

Indicators

Tourism operators and/destinations shall

1) Be aware of waste management arrangements in the main destinations visited, and seeks to influence their improvement where necessary and practicable.
2) Ensure solid waste management plan is in place for the organization’s operations and those over which it has direct influence or control.
3) Ensure solid waste management plan includes actions to reduce, separate and reuse or recycle food waste where applicable.
4) Ensure any residual waste disposal has no adverse effect on the local population or the environment.
5) Ensure Waste disposal is to a government run or approved facility and there is evidence that the facility has no negative impact on the environment or local population.
6) Ensure Solid waste disposed is measured by type and goals are in place to minimize non-diverted solid waste.
7) Ensure guidance is given to customers, staff and suppliers of products and services on minimizing waste.
12.4 Water Management

Principle

Tourism Operations shall ensure effective and efficient use of water

Criteria

Adopt a system where Water risk is assessed, water consumption is measured by type, Water sourcing is sustainable and does not adversely affect environmental flows.

Indicators

Tourism operators and/ destination shall

1) Have in place a documented water management policy.
2) Measure water consumption, indicate sources and adopt measures to decrease overall consumption.
3) Identify the main and alternative sources of water supply for different uses.
4) Put in place a mechanism for harvesting rain water and recycling water to supplement the available water sources.
5) Put in place mechanisms to measure and monitor water use to ensure efficient utilization of water resources.
6) Ensure Wastewater, especially gray water, is treated effectively and reused where possible.
7) Develop and implement a waste water management plan detailing a description of analysis, control, recycle and disposal systems in accordance with existing regulations.
8) Put in place appropriate technology for waste water treatment.
9) Ensure there is awareness of wastewater treatment arrangements in the main destinations visited, and seeks to influence their improvement where necessary and practicable and in guideline with all existing regulations.
12.5 Biodiversity, ecosystems and landscape conservation.

**Principle**

Tourism Operators shall ensure the conservation of biodiversity and primary ecosystems in accordance with the Convention on Biological Diversity.

**Criteria**

The Tourism operators shall support and contributes to biodiversity conservation, including through appropriate management of its own property.

**Indicators**

Tourism operators and/ destination shall

1. Demonstrates awareness of natural protected areas and areas of high biodiversity value in the areas visited.
2. Provide and record monetary support for biodiversity conservation in its main areas of operation/visited.
3. Provide and record in-kind or other support for biodiversity conservation in its main areas of operation/visited.
4. Ensure Properties owned or operated by the operator and those over which it has direct influence or control are actively managed to support biodiversity conservation.
5. Be aware of, and mitigate, activity with potential to disturb wildlife and habitats.
6. Ensure Compensation is made where any disturbance has occurred.
7. Ensure Action is taken to encourage visitors to support biodiversity conservation.
8. Ensure Engagement with local conservation NGOs in its main areas of operation/visited.
9. Ensure Wildlife species are only harvested from the wild, consumed, displayed, sold, or internationally traded, as part of a regulated activity that ensures that their utilization is sustainable.
10. Maintain an up to date inventory of the primary flora and fauna, and their composition/dominance.
11) Shall document and implement policies and procedures on regulating harvesting, utilization and marketing of wildlife species.
12) Take measures to prevent illegal harvesting, display, sale and other unauthorized activities within the management area.
13) Put in place a procedure for monitoring of illegal or unauthorized harvesting of wildlife.
14) Contribute to the support of biodiversity conservation, including supporting natural protected areas and areas of high biodiversity value.
15) Identify and integrate the national strategies, plans or programs for the conservation and sustainable use of biological diversity in their daily programs or operations.
16) Have in place records of biodiversity hot spots/rich ecosystem areas and their status within its area of operation.
17) Have in place a mechanism to detect, prevent and report any unauthorized human activity in the conservation area.

12.6 Invasive species

Principle

The Tourism operators takes measures to avoid the introduction of invasive species.

Criteria

The tourism operator shall adopt appropriate elimination measures and management to eliminate of its invasive species.

Indicators

Tourism operators and destination shall

1) Ensure Properties owned or operated by the organization and those over which it has direct influence or control are monitored for presence of any invasive species.
2) Ensure Action is taken to ensure invasive species are not introduced or spread.
3) Ensure a program is in place to eradicate and control invasive species.
4) Protect Biodiversity, reduce species exploitation and encourage animal welfare.
5) Develop modalities of collaborating with local communities and/or authorities in identifying, eliminating any introduction of invasive alien species.
6) Ensure use of native species for landscaping and restoration, and take measures to avoid the introduction of invasive alien species.
7) Have a documented plan for preventing, monitoring, controlling and removing invasive species and any subsequent actions taken to control and remove them.

12.7 Wildlife Areas and interactions

Principle

Controlled wildlife interactions

Criteria

Interactions with free roaming wildlife, taking into account cumulative impacts, are non-invasive and responsibly managed to avoid adverse effects on the animals concerned and on the viability and behavior of populations in the wild.

Indicators

Tourism operators and destination shall

1) Be aware of, and complies with, existing local, national and international regulations and guidelines concerning wildlife interactions and align with international laws and standards.

2) Be engaged with the development and implementation of local codes and guidelines for wildlife interactions as required, based on advice of wildlife experts.
3) Ensure that all service providers and sites visited comply with existing local, national and international regulations and guidelines concerning wildlife interactions.

4) Ensure direct interactions, in particular feeding, is not permitted, unless specifically sanctioned by internationally accepted standards or by independent wildlife expert advice.

5) Ensure Measures are taken to minimize disturbance to wildlife.

6) Ensure Impacts on wildlife wellbeing are regularly monitored and addressed.

7) Ensure programmes and activities do not adversely interrupt or interfere with wildlife habitats or their migratory routes.

13. **Staff Management.**

**Principle**

Inclusive and participatory engagement of staff sustainability policy and management practices.

**Criteria**

Staff are engaged with development and implementation of the sustainability management system in all its operation.

**Indicators**

Tourism operators and/ destinations shall

1) Have regular involvements and Evidence of staff involvement on sustainability management.

2) Ensure staff are trained and records kept on sustainability management.

3) Ensure staff training and guidance materials are available in accessible format, including use of minority languages where needed.

4) Have a system in place for staff to give feedback.

5) Staff shall receive periodic guidance and training regarding their roles and responsibilities in its operation and implementations.
6) Ensure records of courses and on-the-job training, with attendance levels, are available.
7) Ensure records of courses and on-the-job training, with attendance levels, are available.
8) Gather information from all stakeholders including suppliers and staff

13.1 Labour and Human Rights

Principle

Conducive working environment

Criteria

All workers shall enjoy basic human rights in accordance with the United Nations’ Universal Declaration of Human Rights and subsequent UN Human Rights treaties.

Indicators

Tourism operators and/ destinations shall

1) Ensure all workers enjoy basic human rights in accordance with the United Nations’ Universal Declaration of Human Rights and subsequent UN Human Rights treaties.
2) Have the human resource policy which include a mechanism for assessing, reporting and addressing incidences of violation of workers’ rights.
3) Grant all workers freedom of association and collective bargaining in accordance with all national and local legislation and ILO Conventions.
4) Have in place a clear employment policy that conforms to ILO standards, National labour laws, outlines employees’ rights and compensating employees fairly.
5) Pay all employees the mutually agreed wage which should be equal to or above the applicable national minimum wage.
6) Effect all statutory deductions from the employee salary/wages as agreed upon in the labour contract.
7) Not use any type of child labour or forced labour in the work place in accordance with provisions ILO Conventions.
8) Ensure that the safety and security of the workers is not compromised at the workplace or through their work.
9) Have in place a comprehensive worker’s insurance and compensation scheme.

13.2 Communication and Information interpretation

Principle
Accurate and informative interpretation.

Criteria
The Tourism operator to provide information about and interpretation of the natural surroundings, local culture, and cultural heritage, as well as an explanation of appropriate behaviour while visiting natural areas and cultural heritage sites.

Indicators
Tourism operators and/ destination shall

1) Ensure Information/interpretation material about the natural and cultural heritage of areas visited is available and provided to customers.
2) Ensure Staff are informed and trained about the natural and cultural heritage of the areas visited.
3) Ensure information is provided to customers about appropriate behavior in the areas visited
4) Have regular reporting mechanism that reflects the pillars sustainability.
5) Have sustainability policies in place
6) Have mechanism to actively monitor impacts of the impacts of sustainability.
7) Communicate regularly with guests and staff to get support on sustainability matters.
8) Ensure there is a guests’ feedback system in place and feedback acted upon.

13.3 Customer experience and promotion.

**Principle**

Provision of quality service

**Criteria**

Customer satisfaction, including aspects of sustainability, is monitored and corrective action taken.

**Indicators**

Tourism operators and destination shall

1) Ensure a customer feedback system is in place, together with analysis of the results.
2) Ensure Negative feedback and responses made are recorded and resolved.
3) Ensure there is evidence of corrective actions taken.
4) Ensure feedback from customers is provided to tourism businesses and destinations contracted/visited.
5) Ensure images used in promotion are of actual experiences offered and places visited by customers.
6) Ensure Marketing about wildlife or cultural events does not promise sightings which cannot be guarantee.
7) Provide Quality customer services experiences


**Principle**
Risk management and crisis response preparedness

**Criteria**

The Tourism operators shall ensure efficient measures to identify like hood of risk related to operation.

**Indicators**

Tourism operators and destination shall

1) Have in place a risk management policy that is communicated to all staff and guests.
2) Identify and mitigate risks.
3) Have Crisis response programs including communication protocols.
4) Have Risks training for stakeholders, including tourism businesses, locals and visitors.
5) Ensure Risk factors including climate change, natural phenomena, and visitor safety have been assessed and addressed.
6) Ensure efficient risk assessment to identify the likelihood of risks related to the operations.
7) Have documented procedures for the identification and categorization of risks related to operations.