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FOR GOOD

Sustainability Map and Voluntary Standards for Sustainable Tourism

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Tourism: Facts and Figures

- International tourist arrivals have increased from 25 million globally in 1950, to 1.18 billion in 2016. They are expected to reach 1.8 billion by 2030.
- Travel and tourism represents approximately 10% of total global Gross Domestic Product (GDP) in 2016 (if it include tourism related business (e.g. catering, cleaning))
- The global travel and tourism industry creates approximately 11% of the world's employment (direct & indirect) in 2016.

Environmental impacts related to tourism

- 10,000 people arrive in the Mayan Riviera every day – a destination where there is still no proper recycling
- Although the Bellagio hotel in Las Vegas recycles its water – it still uses 12 million liters of water per year in a water scarce region
- The average person in the UK uses approximately 150 liters of water per day – 3 times that of a local village in Asia
- The Western world (with 17% of the worlds' population) currently consumes 52% of total global energy
- A species of animal or plant life disappears at a rate of one every three minutes

Sustainable Tourism – what is it?

- minimizes negative social, economic and environmental impacts
- generates greater economic benefits for local people and enhances the well-being of host communities
- improves working conditions and access to the industry
- involves local people in decisions that affect their lives and life chances
- makes positive contributions to the conservation of natural and cultural heritage embracing diversity
- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues
- provides access for physically challenged people
- is culturally sensitive, encourages respect between tourists and hosts, and builds local pride and confidence

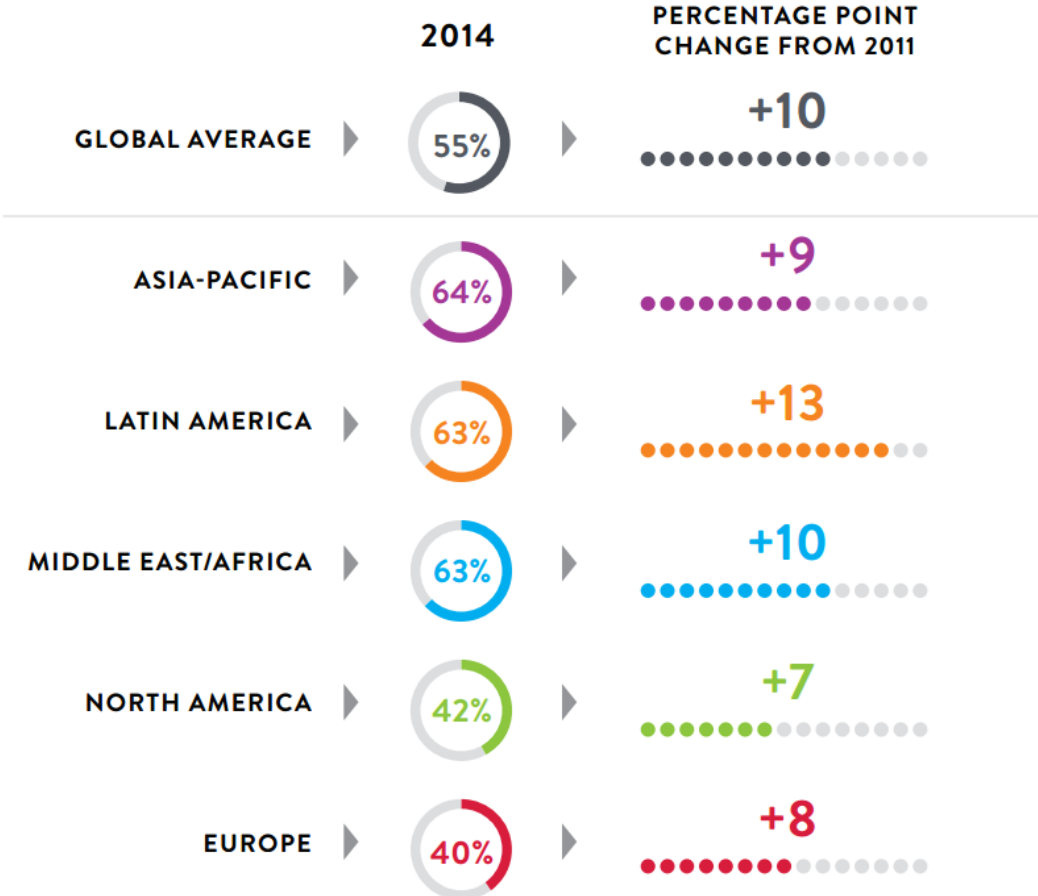
Concept of VSS

Voluntary sustainability standards, or often called ***private standards***, are “specifying requirements that producers, traders, manufacturers, retailers or service providers may be asked to meet, relating to a wide range of sustainability metrics, including respect for basic human rights, worker health and safety, the environmental impacts of production, community relations, land use planning and others.”



Consumers' perspective

PERCENT WILLING TO PAY EXTRA FOR PRODUCTS AND SERVICES FROM COMPANIES COMMITTED TO POSITIVE SOCIAL AND ENVIRONMENTAL IMPACT



Source: Nielsen «Doing well by doing good», 2014

Topics that can be addressed by tourism standards

- Energy efficiency and conservation
- Water and waste management
- Greenhouse gas emissions
- Labour practices
- Human rights
- Community relations
- Ecosystem conservation
- Cultural impacts
- Health and safety
- Fair Business practices
- Customer protection
- Animal Welfare

Sustainability Map: www.sustainabilitymap.org

The screenshot shows the homepage of the Sustainability Map website. At the top left is the ITC logo. The main header reads "SUSTAINABILITY MAP" with the subtitle "YOUR ROADMAP TO SUSTAINABLE CONSUMPTION, PRODUCTION AND TRADE". A navigation bar includes links for STANDARDS, NETWORK, TRENDS (marked as BETA), COMMUNITY, and ABOUT. On the right, there are language options (EN) and a LOGIN button. The central content area features the text "Your roadmap to sustainable consumption, production and trade" and a "Get Started" button. To the right is a circular graphic of the 17 Sustainable Development Goals (SDGs). Below this are four icons representing different user groups: Business, Public Sector, Consumers, and Standard setting organizations.

ITC | **SUSTAINABILITY MAP**
YOUR ROADMAP TO SUSTAINABLE CONSUMPTION, PRODUCTION AND TRADE

STANDARDS NETWORK TRENDS **BETA** COMMUNITY ABOUT EN LOGIN

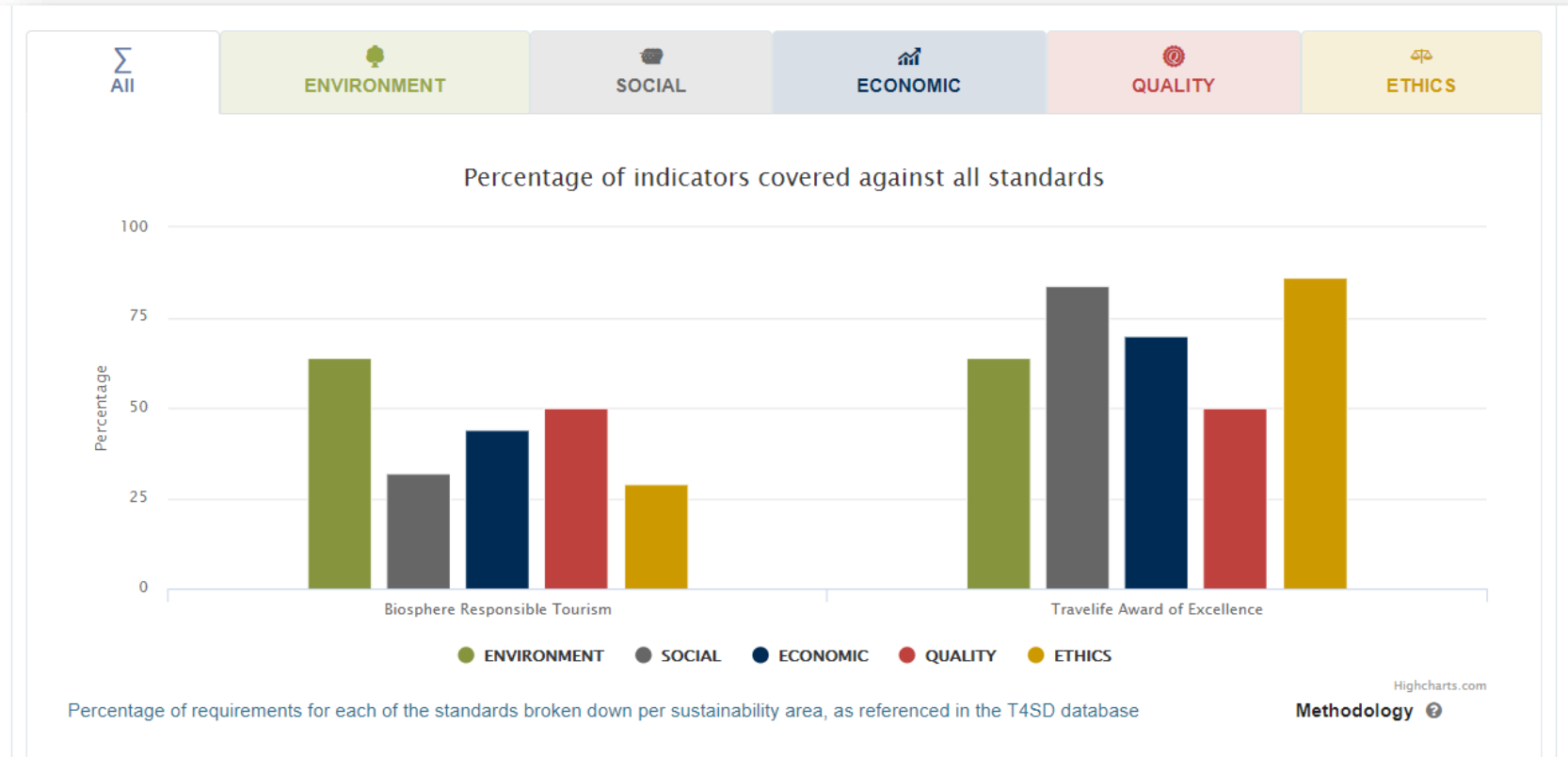
Your roadmap to sustainable consumption, production and trade

[Get Started](#)

1 NO POVERTY	2 ZERO HUNGER	5 GENDER EQUALITY
8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES
12 RESPONSIBLE CONSUMPTION AND PRODUCTION	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS

Business **Public Sector** **Consumers** **Standard setting organizations**

Standards Module – information on requirements and processes of standards



Network Module – gain visibility and connect to potential clients

The screenshot displays the ITC Sustainability Map interface. At the top left is the ITC logo. The main header reads "SUSTAINABILITY MAP" with the subtitle "YOUR ROADMAP TO SUSTAINABLE CONSUMPTION, PRODUCTION AND TRADE". A navigation bar below the header includes links for "STANDARDS", "NETWORK" (which is highlighted), "TRENDS BETA", "COMMUNITY", and "ABOUT". On the right side of the navigation bar, there is a language selector set to "EN" and a help icon. Below the navigation bar, the main content area features the heading "Access the global sustainability network and get connected with companies". Underneath this heading is the text "Connecting businesses along sustainable value chains". To the right of this text are two buttons: a purple "Join the network" button and a green "Create your network" button. Below the text and buttons is a Google Maps interface showing a world map with several location markers. The markers are color-coded: red, blue, and yellow. Some markers have numerical values: 457 (red, South America), 38,342 (red, Africa), 95 (yellow, Asia), and 37 (yellow, Southeast Asia). The Google logo is visible in the bottom left corner of the map, and map data attribution is in the bottom right corner.

Sustainability Map demo:

www.sustainabilitymap.org

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Thank you!

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