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 world’s 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**

<table>
<thead>
<tr>
<th>Region</th>
<th>2014</th>
<th>Change from 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Average</td>
<td>55%</td>
<td>+10</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>64%</td>
<td>+9</td>
</tr>
<tr>
<td>Latin America</td>
<td>63%</td>
<td>+13</td>
</tr>
<tr>
<td>Middle East/Africa</td>
<td>63%</td>
<td>+10</td>
</tr>
<tr>
<td>North America</td>
<td>42%</td>
<td>+7</td>
</tr>
<tr>
<td>Europe</td>
<td>40%</td>
<td>+8</td>
</tr>
</tbody>
</table>

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
Standards Module – information on requirements and processes of standards

Percentage of indicators covered against all standards

Percentage of requirements for each of the standards broken down per sustainability area, as referenced in the T4SD database.
Network Module – gain visibility and connect to potential clients

Access the global sustainability network and get connected with companies

Connecting businesses along sustainable value chains
Sustainability Map demo: www.sustainabilitymap.org
Thank you!

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