

Travelife for Tour operators

CSR training, management and
award scheme



GSTC Recognised sustainability standard

GSTC Accredited auditing and certification procedures

EMAS and ISO 14001 compatible management system

ISO 26000 CSR themes integrated



Supported by the global travel industry



“The phase of pioneering is already over, we need to convince the entire industry to become more sustainable, and that is why we support strongly the Travelife initiative. It is a very recommendable one as it will expand the application of good practices throughout the industry in Europe. We are pleased to see already the commitment of tour operator associations from the UK, The Netherlands, Belgium, Germany and Italy”

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Eugenio Yunis UN-WTO at Travelife launch event - ITB Berlin, March 7, 2007

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1. Tour Operators and Sustainability

Tour operators and travel agencies play a central role in the tourism industry. As intermediates between tourists and tourism businesses, they influence the choice of consumers, practices of suppliers and the development of destinations. This unique position enables travel companies to make an important contribution to sustainable development and the protection of the environmental and cultural resources of tourist destinations.

Key operating areas where travel companies can integrate sustainability practices are:

- **Internal management** (e.g. resources management, office supplies and social policies).
- **Product development and management**, by planning tours and selecting holiday package components that minimise environmental, economic and social impacts.
- **Contracting with suppliers**, by integrating sustainability principles into the selection criteria and service agreements of suppliers.
- **Relations with destinations**, by supporting destination stakeholders' efforts to address sustainability issues, and financially contributing to conservation and development projects.
- **Customer relations**, by providing information on the environmental and social aspects of the product offer, responsible behaviour (e.g. code of conducts) and sustainability issues in destinations.

Travel associations have an important role to support and co-ordinate their members' activities towards sustainability.

A common **international approach** can save costs, duplication of efforts and confusion within the supply chain. It creates a level playing field, clear standards and expectations and will avoid 'greenwashing' and a negative image for the sector at large. In order to reach such common approach, committed trade associations in co-operation with leading NGO's and universities in sustainable tourism took the initiative to develop a common sustainability system making use of and integrating existing experiences and tools.

During a common project (2004-2007) an integrated set of instruments and tools were developed and tested by a broad European partnership including: ANVR (NL), ABTA (UK), ECEAT (NL), Leeds University and UNEP. Financial support was provided by the European Union LIFE programme. In 2007 the **Travelife** system was launched at the ITB Berlin.



2. Travelife

Travelife is the leading training, management and certification initiative for tourism companies committed to reaching sustainability.

Operating your business in a socially and environmentally friendly manner makes good business sense! Both consumer and business demand for sustainable products is growing and the public wants to know how you manage your business. Companies ready to get to work on sustainability will therefore score better on customer satisfaction, staff motivation and business efficiency with positive effects for their competitive advantage. Sustainability management is all about commitment and consistent sustainable business practices. This includes your products, how you monitor and manage your impacts, and how you support your suppliers on their road to sustainability.

The Travelife initiative is based on the central role of tour operators and travel agents in the tourism supply chain. Their unique position between suppliers and buyers enables them to influence consumer demand, procurement policies and the development of destinations. This allows them to contribute significantly to sustainable development and environmental and cultural protection in destinations. Travelife aims to offer companies the knowledge, solutions and tools to implement positive change within their businesses and their supply chain. Travelife offers two separate but interrelated sustainability systems, aimed at travel companies and accommodations:

Travelife for Tour Operators and Travel Agencies

The Travelife system for Tour operators provides online training and practical tools for sustainability planning, management and reporting. The training and tools are suitable for companies of any size and cover all management fields of the travel business including office operations, supply chain, destinations and consumers. Upon compliance with the Travelife standard for Tour operators and Travel agencies, the travel company can obtain the "Travelife Partner" or 'Travelife Certified' status.

The Travelife management requirements comply with ISO 14001 and EMAS III standards. The performance requirements include the full set of ISO 26000 and OECD Corporate Social Responsibility guidelines which include labour conditions, human rights, environment, biodiversity and fair business practices. Travelife works closely with the industry to introduce and promote the scheme. Already more than 25 national travel associations promote Travelife among their members. Travelife for tour operators is managed by ECEAT, a not-for-profit organisation based in The Netherlands.



Travelife for Hotels and Accommodations

Operated by ABTA, the British Travel Association, this system helps hotels and accommodations manage their social and environmental impacts and communicate their sustainability achievements to customers. Using a simple online checklist, hotel managers can check their sustainability performance, get feedback and monitor their progress. By complying with the requirements of the sustainability criteria, Hotels will receive a Travelife Bronze, Silver or Gold award, allowing them to proudly display their award status on their websites, stationery and in their properties. To date nearly 17,000 accommodations worldwide have registered with the Travelife Sustainability System, 1,500 have completed an independent audit and more than 1.000 have achieved a Travelife award.

Already more than 200 tour operators including TUI, Thomas Cook and Kuoni use Travelife to monitor their contracted hotels and accommodations. Via the websites and brochures of participating tour operators, consumers can view and book a Travelife-awarded property. This Travelife system is managed by Travelife Ltd., a company under ownership of ABTA, the UK travel association.



Tour operators supporting Travelife

Travelife has been established with the support of leading tour operators and travel associations and is supported by a growing number of tour operators including very large (10.000+ staff members) and very small operators (3 staff members). Some of the leading brands working with Travelife include the following.

Major Tour operators supporting Travelife



2.1 Travelife Principles

The Travelife methodology and tools are developed in close consultation with the business sector, taking into account recent developments and lessons learned in other sectors: Travelife has been designed according to the following principles:

- **Transparent, comparable and accountable:** one uniform system for travel companies consisting of one common set of standards and implementation process, ensuring consistency and comparability of audits and allowing sector wide benchmarking.
- **Sector wide :** applicable to both small and (very) large companies and covering all types of travel companies including inbound, outbound and retail travel companies.
- **International:** global availability of online tools in multiple languages.
- **Development oriented:** a step by step approach to help companies and their suppliers implement the Travelife standard gradually.
- **Knowledge-based:** Travelife integrates learning to develop knowledge and skills for travel companies, accommodations, activity and excursion providers and consumers.
- **Supply chain oriented:** taking into account the supply chain of travel companies including transport, accommodation and excursion providers. Offering easy tools to evaluate, manage, share and communicate supplier performances.
- **Efficient:** a common database of suppliers creates efficiencies and avoids duplicating audits. Data are shared between participants.
- **Unified communication:** sector-wide logos and messages for communication in travel companies' promotion materials.
- **Realistic and practical:** criteria and actions based on what travel companies (can) do.
- **Triple bottom line:** integration of the full set of sustainability issues: environmental, social and economic.
- **State of the art:** integration of major global standards and guidelines: EMAS III (including tourism sector reference document), ISO 14001, ISO 26001, Global Reporting Initiative, OECD standard for multinational companies.
- **Recognised:** certification standard for tour operators recognised by the Global Sustainable Tourism Council (GSTC) on the basis of the GSTC criteria.
- **Collaborative:** Travelife enables involvement of relevant stakeholders and destinations. The standards are supported by and developed with businesses, NGOs and governments.
- **Not for profit:** Travelife runs on a cost basis, all income will be used to manage and improve the system and tools.

2.2 Trade associations

A growing number of national travel associations promote Travelife among their members

Travelife is supported by ECTAA, the umbrella organisation of national travel agent and tour operator associations within the EU. Also a growing number of non-European associations have signed a partnership agreement and are promoting sustainability among their members. Travelife has become the common sector wide and internationally supported system, used throughout the industry. This creates a critical mass, establishes a 'level playing field' and avoids confusion within the supply chain and among consumers.

National travel associations that embrace Travelife

| Country | Travel Association |
|-----------------------|--------------------|
| Austria | ÖVT |
| Bulgaria | ABTTA |
| Brazil | BRAZTOA |
| Croatia | UHPA |
| Czech Republic | ACCKA |
| Cyprus | ACTA |
| France | SETO |
| Germany | ASR |
| Greece | HATTA & SETE |
| Italy | FIAVET |
| Kyrgyzstan | KATO |
| Latvia | ALTA |
| Nepal | TAAN |
| Netherlands | ANVR |
| Poland | PIT |
| Sweden | SRF |
| Tajikistan | TATO |
| Turkey | ALTSO |
| United Kingdom | ABTA |

Signing of partnership between Braztoa and Travelife



Signing of MoU between European (ANVR, ABTA, ASR) and Thai (ATTA, TEATA) travel associations

International travel associations that embrace Travelife

In addition to a growing number of national travel associations also regional associations are supporting Travelife, including ECTAA the European umbrella association of national travel associations and PATA, the Pacific Asia Travel Association. Travelife has in Partnership with PATA established an Asian working group of to Travelife committed tour operators working on common regional standards (e.g. for different types of excursions) and training materials (e.g. for guides). Asian Travelife members will be invited to join this working group (meeting two times per year in Bangkok) and will directly profit from it's developed tools.



3. Travelife Tools

Travelife offers an integrated set of tools to guide you towards sustainability:

- A state-of-the-art **training package** including online training modules, practical examples, and examination leading to a personal certificate.
- A sustainability **management system** based on international standards including 6 steps: engagement, baseline assessment, policy statement, action plan & implementation, monitoring & reporting and communication.
- An online **action planning** tool to help you turn engagement into concrete steps and responsibilities.
- Online **reporting and benchmarking** tool to report your sustainability policy to your association, communicate your efforts externally and compare your sustainability achievements with those of your colleagues;
- **Company certification** based on international sustainability standards..
- **B2B matchmaking** services to link Travelife-Partner companies with each other and with sustainable suppliers worldwide.
- An online **Hotel Sustainability System** to assess the sustainability performance of hotels and promote well-performing hotels to your customers;
- A coordinated **Destination approach** as methodology to work in partnership with other travel companies, NGOs and local stakeholders towards more sustainable destinations.
- A state of the art award winning **Carbon Calculator** for travel packages including international and local transport, accommodation and activities in one single tool.



Travelife
Sustainability in tourism

Home Tools Certification Membership About Travelife

TOUR OPERATORS & TRAVEL AGENTS

WELCOME

Welcome to Travelife for Tour Operators & Travel Agencies

Travelife is a leading training, management and certification initiative for tourism companies committed to reach sustainability.

Operating your business in a socially and environmentally friendly manner makes good business sense! Both consumer and business demand for responsible products is growing and the public wants to know how you manage your business.

Companies ready to get to work towards sustainability will therefore score better on customer satisfaction, staff motivation and business efficiency with positive effects for their competitive advantage.

Sustainability management is all about commitment and consistent sustainable business practices. This includes your products, how you monitor and manage your impacts, and how you support your suppliers on their road to sustainability.

Travelife for Tour operators

Travelife is a fair and affordable system which helps tour operators and travel agencies to manage and improve social and environmental impacts by complying with sustainability criteria. Ultimately, when a company meets the requirements, it will receive a Travelife award.

Log in English Select language

- Ελληνικά
- Čeština
- Dansk
- Deutsch
- English
- English (ABTA)
- Español
- Français
- Hrvatski
- Italiano
- Latviešu
- Nederlands
- Polska
- Português
- Русский
- Srpski
- Suomeksi
- Swedish
- Türkçe
- Українська

market
November 2014 - London
AWARDED COMPANIES

European Union
Lifelong Learning Programme
SUSTOUR

3.1 Training

The Travelife Training provides you with the knowledge and skills to effectively introduce sustainability in your company.

The courses is based on the practical experiences of front-runner European travel companies and leading educational institutes. One of the basic Travelife requirements is the training and personal certification of the appointed company sustainability co-ordinator. The course and examination are also open to other staff, students and other interested professionals.

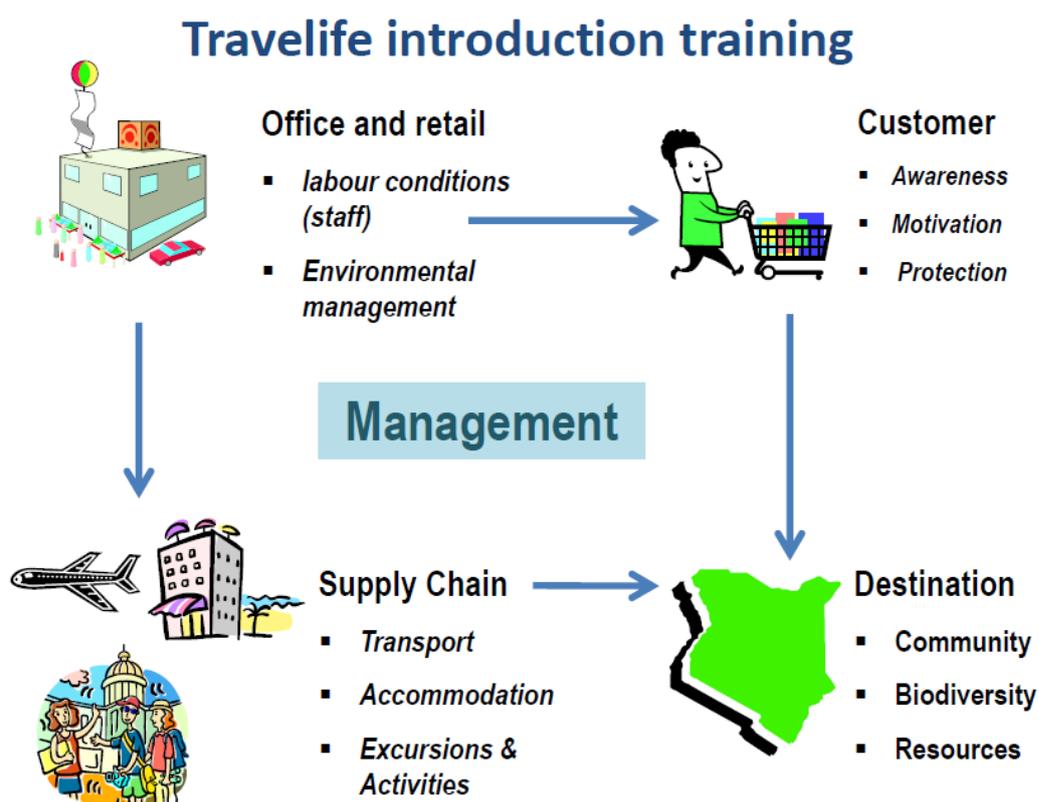
The training is available in several languages and has been tailored to different countries and types of travel companies such as tour operators (incoming & outgoing) and retail travel agencies.

Training content

During the training you will learn:

- How to make and implement a sustainability mission statement, policy and action plan;
- How to improve your internal sustainability management (e.g. how to 'green' your office and how to treat employees fairly);
- About the sustainability impacts of your accommodation, transport and excursion providers;
- Actions you can take to improve sustainability of your suppliers;
- How to positively motivate your customers to make more sustainable choices during their holidays.

To provide you with inspiration and insight, the training is enriched with more than 200 best practice examples of what other companies have already done successfully.



Travelife **Lernplattform** **GTA**

HOME - UMWELTMANAGEMENT VIRTUAL OFFICE Umweltsmanagement

Umweltsmanagement

In den eigenen Bürogebäuden eines Reiseunternehmens können die Umweltauswirkungen erheblich reduziert werden. Entsprechende Maßnahmen schützen nicht nur die Umwelt, sondern führen auch zu finanziellen Ersparnissen und der Sensibilisierung und Motivation der Mitarbeiter, da Maßnahmen und Erfolge direkt am Arbeitsplatz stattfinden. Umweltsmanagement befasst sich mit möglichen Maßnahmen, die zur Steigerung der Nachhaltigkeit in Ihren Bürogebäuden und internen Abläufen beitragen. Die Lernplattform beschäftigt sich mit Einkauf (nicht touristische Leistungen), Energie, Papier, Wasser und Abfall. Zudem werden Maßnahmen zur CO2-Reduzierung und die interne Kommunikation diskutiert.

Rechts auf der Seite finden Sie die verschiedenen Themeneinheiten die zum Modul 'Umweltsmanagement' gehören.

Jede Themeneinheit besteht aus zwei miteinander verbundenen Einheiten; einer Trainingseinheit mit Quiz und weiterführende Zusatz-Informationen

Bitte wählen Sie eine Themeneinheit aus, um das Training zu beginnen.

Abschlussprüfung
Nachdem Sie alle Module (einschließlich Quiz) abgeschlossen haben, können Sie die Abschlussprüfung beginnen.

EINKAUF



ENERGIE



DRUCKSACHEN



ABFALL



WASSER



MOBILITÄT



TRAINING





Personal certification

The training leads to an online exam and provides successful candidates with a personal Travelife certificate. You will be able to prepare yourself for the exam with 'informal' exams in order to test your knowledge. After you have passed the exam, you will get access to the action planning and reporting tools.



Destination trainings

In addition to online trainings Travelife provides on a regular basis classroom trainings in key destinations. Meanwhile more than 40 trainings have been provided in 30 countries.



Sustainability for Tour operators training, May 2011, Nairobi - Kenya

Sustainability for Tour operators training, October 2012, Bangkok



Kathmandu, Nepal 2013



Krakow Poland, 2014



3.2 Management & reporting

The Travelife management system supports the effective integration of sustainability in 6 steps:

1. Engage your company, including the appointment of a Sustainability-coordinator;
2. A basic evaluation of sustainable aspects in your company;
3. Development and implementation of a sustainability policy;
4. Develop and implement an action plan;
5. Monitoring of the action plan;
6. Reporting on sustainability activities and achievements.



The management system is in line with international standards and guidelines such as EMAS III (the European Eco Management and Audit Scheme, the ISO 14001 environmental management system and the international ISO 26000 guidelines for Corporate Social Responsibility.

Action Planning

The Travelife action planning tool is an easy online tool to support the planning (who, what, when) and implementation of concrete actions.

You can formulate your goals, engage the right people and create a time-plan. After completion you have a clear overview of your road towards sustainability. The action plan can be downloaded as a PDF.

While the tool provides a wide range of measures you are able to select actions that match your business activities and type of suppliers. Over 200 measures are grouped under different themes, such as:

- Internal management;

- Supply Chain management (accommodation, transport, activities);
- Destinations;
- Customer Communication.

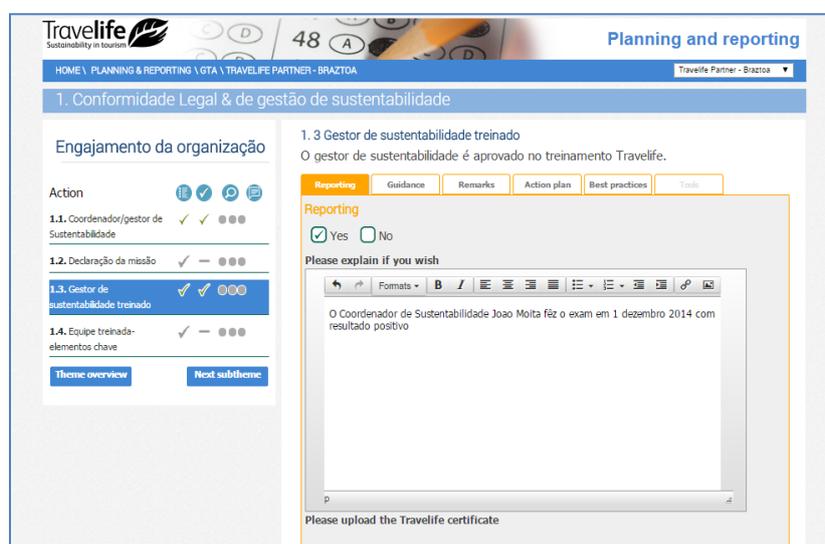
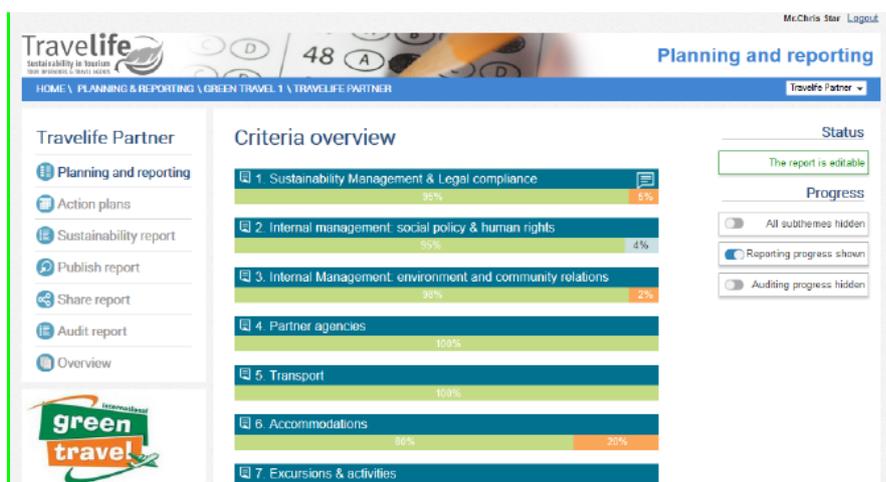
The measures are suitable for small as well as (very) large companies and are based on what other travel companies have already implemented successfully. To inspire you concrete examples are provided of how other companies have achieved the suggested actions and measures.

Reporting and benchmarking

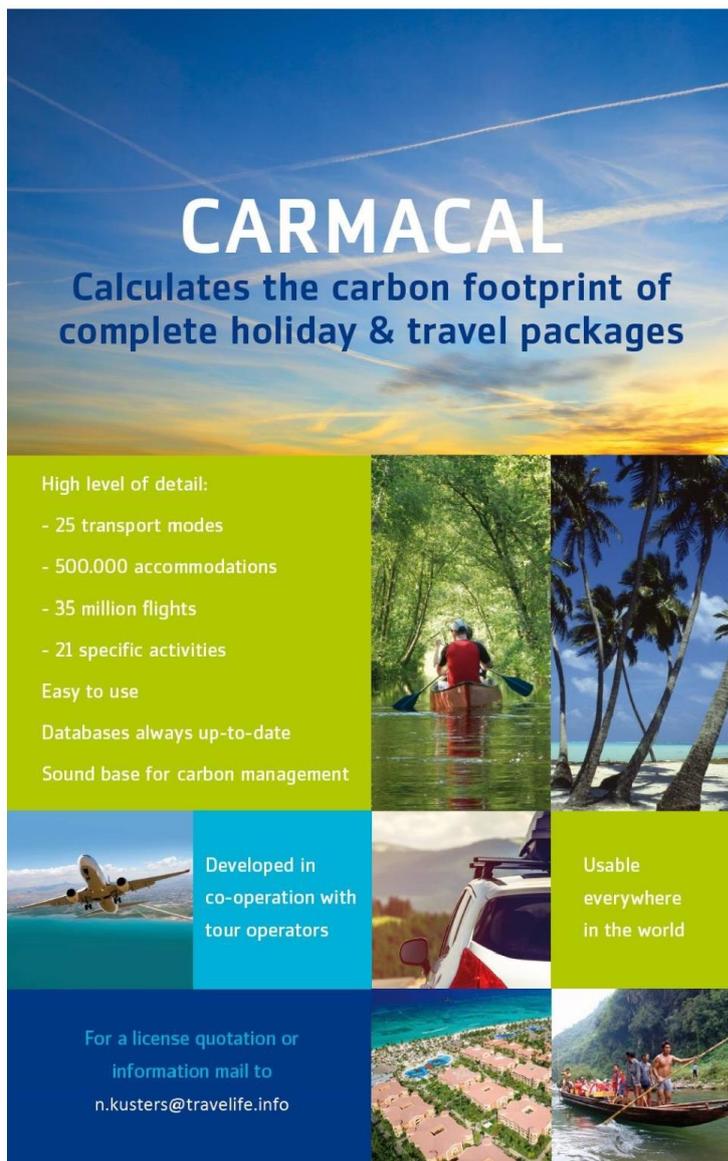
The Travelife reporting tool supports you to evaluate and report on your sustainability achievements.

The online reporting tool provides a clear overview of the most relevant actions and measures and is in line with the action planning tool. Travel companies can create an internal sustainability report, or an external report for their travel association and/or Travelife for recognition. This also provides associations with the possibility to monitor their members' progress and to benchmark their members over time, with each other or with other associations.

The reporting tool supports the communication of your sustainability achievements with a printable PDF report. The reporting standards are in line with the EMAS III tourism sector specific standards, the Global Reporting Initiative tour operator supplement and the Global Sustainable Tourism Criteria (GSTC).



3.3 Carbon management



CARMACAL
Calculates the carbon footprint of complete holiday & travel packages

High level of detail:

- 25 transport modes
- 500.000 accommodations
- 35 million flights
- 21 specific activities

Easy to use
Databases always up-to-date
Sound base for carbon management

Developed in co-operation with tour operators

Usable everywhere in the world

For a license quotation or information mail to
n.kusters@travelife.info



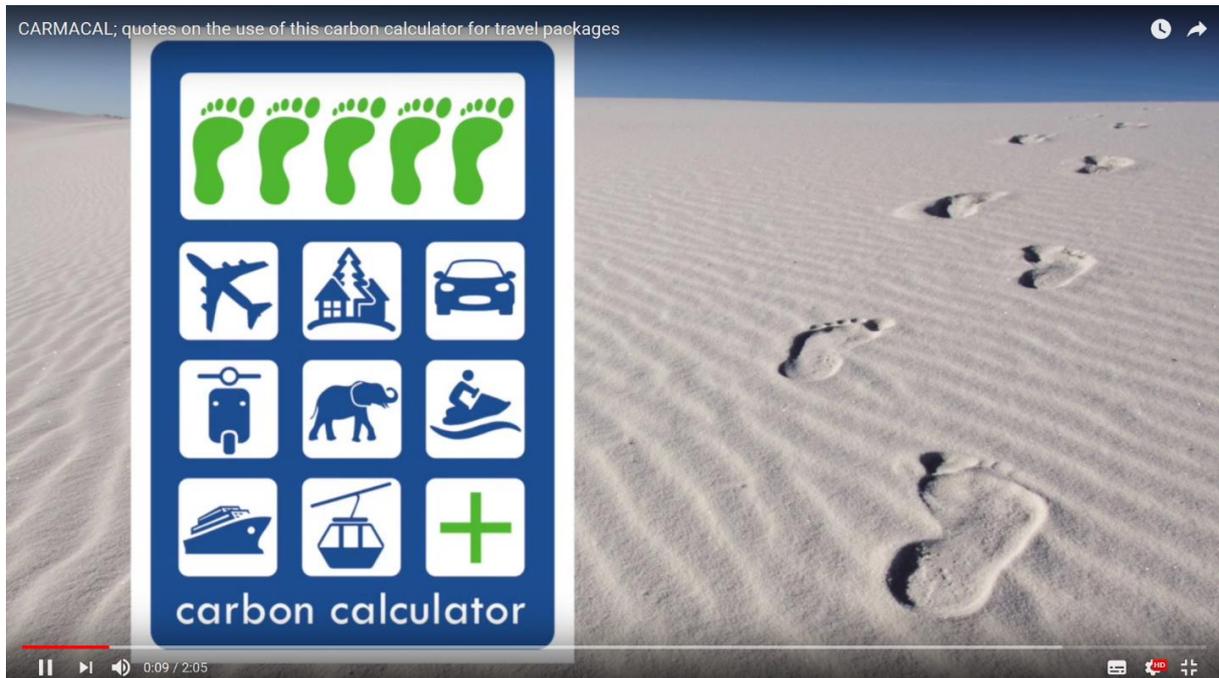
**Winner 2017 UNWTO
Award for Innovation in
Research and Technology**



CARMACAL is a user-friendly application which allows tour operators and other businesses to measure the complete and detailed carbon footprint of their tour packages, enabling the integration of carbon management into their daily operations. See [this short video](#) with tour operator interviews on why the travel sector should use CARMACAL.

For effective integration of CO₂ in tour operator decision making, next to data on turn-over, profit, customers, etcetera, you need a detailed carbon calculator that enables you to combine CO₂ data with volume and financial data. You want to be able to find the accommodations with the lowest emissions, the most efficient airline or flights (on all scheduled flights), to know the emissions for a wide range of transport modes including occupation rate, to assess carbon intensive tourism activities, and be able to find the distance between any two places on the globe easily.

Current calculators fail these requirements, as they mostly do not offer more than one emission factor for accommodations, have only general emission factors for transport modes, and are frequently centered on one element of tourism: either air transport or accommodation.



Unique level of detail

With CARMACAL, tour operators are now able to measure and manage every carbon footprint aspect of their products in detail. The carbon footprint of flights is specified up to the level of airline and type of plane, for all scheduled flights available. CARMACAL differentiates the footprint for 25 modes of transport, 21 emission-intensive activities, and gives exact distance calculations. Accommodation carbon footprints are calculated on an individual basis for some 550,000 accommodations worldwide. For other accommodations, 20 different types with individual emission factors are available

Easy web-based application

Watch this YouTube CARMACAL tutorial to see how the carbon emissions of a tour are calculated.

www.youtube.com/watch?v=RSTbFjGVYI



4. Working with suppliers

The sustainability of your travel company largely depends on the environmental and social impacts of your suppliers.

To fully achieve your sustainability goals you can support your suppliers with incentives for good practices, communicating why your company has chosen to set certain standards and by demonstrating the value of sustainability management.

The tourism supply chain is complex and consists of many different suppliers including transport, accommodation and activities, each delivering a small part of the holiday product. An individual approach of each supplier would cost much time and resources. To motivate and evaluate suppliers it is more effective to work jointly with other travel companies by communicating unified standards and by sharing evaluation and audit results.

Travelife facilitates such a common approach by offering a range of training, communication, evaluation and information sharing instruments. They allow you to effectively approach and motivate suppliers towards sustainability. These are already available for accommodations and international business partners.

As a tour operator you will have to separately subscribe to the "Travelife for accommodations" tool. For more information please download the following brochure.

4.1 Partner agencies

International business partners play a key role in making your supply chain more sustainable. Outbound operators are crucial in product design and in communicating about sustainability and sustainable products towards the consumer. Inbound operators are key in local product development (matching supply & demand) and communicating sustainability throughout the local supply chain. Outbound and inbound operators need each other's engagement and commitment in order to create a more sustainable supply chain.

Training and reporting

Travelife offers online sustainability tools to engage and evaluate your international business partners. For example, they can take part in a Travelife training and report on basic sustainability requirements. Incoming operators can provide access to their sustainability report towards their international business partners.

In a growing number of destinations Travelife also offers local support programmes including 'on-site' training opportunities. As Travelife member you will be well in advance on upcoming programmes in order to invite your local business partners.

Information portal

Outbound tour operators are able to source already committed inbound business partners through the Travelife online match making tool.



The screenshot shows the Travelife website interface. At the top, there is a navigation menu with 'Home', 'Tools', 'Certification', 'Membership', and 'About Travelife'. Below this is a sub-menu with 'Certification', 'Standard and Criteria', and 'Awarded companies'. The main heading is 'AWARDED COMPANIES'. Below the heading, there is a text block: 'Looking for a tour operator or travel agent with proven commitment towards sustainability? Following an actual overview of Travelife Partner and Travelife Certified companies.' A dropdown menu is set to 'Nepal'. Below this, there are several logos and company names: 'Travelife CERTIFIED Excellence in sustainability', 'Social Tours', 'Travelife PARTNER Committed to sustainability', '3 Sisters Adventure Trekking P. Ltd.', 'Tembas Nepal Trek & Expedition Pvt. Ltd.', 'EXPLORE HIMALAYA TRAVEL & ADVENTURE', and 'Firante Treks & Expeditions'.

4.2 Hotels

A. Travelife for Hotels

The Travelife sustainability system for hotels provides support, advice and tools to help (your) accommodations to improve their sustainability performance and cash-flow.

The Travelife Sustainability System for Hotels and accommodations supports travel companies that are committed to working in partnership with their suppliers. Through a web-based facility you can evaluate and compare the sustainability performance of your hotels, thereby avoiding the need to collect data and audit hotels individually.

Through the online system hotel managers can check their sustainability performance, get feedback and monitor progress. By complying with the requirements of social and environmental criteria hotels will receive a Travelife Bronze, Silver or Gold award, based on an independent inspection, allowing them to proudly display their award status on their websites, stationery and in their properties.

Hotels benefit directly from cost savings and gain a competitive advantage by marketing their business as Travelife awarded in the tour operator brochures and websites.

Benefits for tour operators

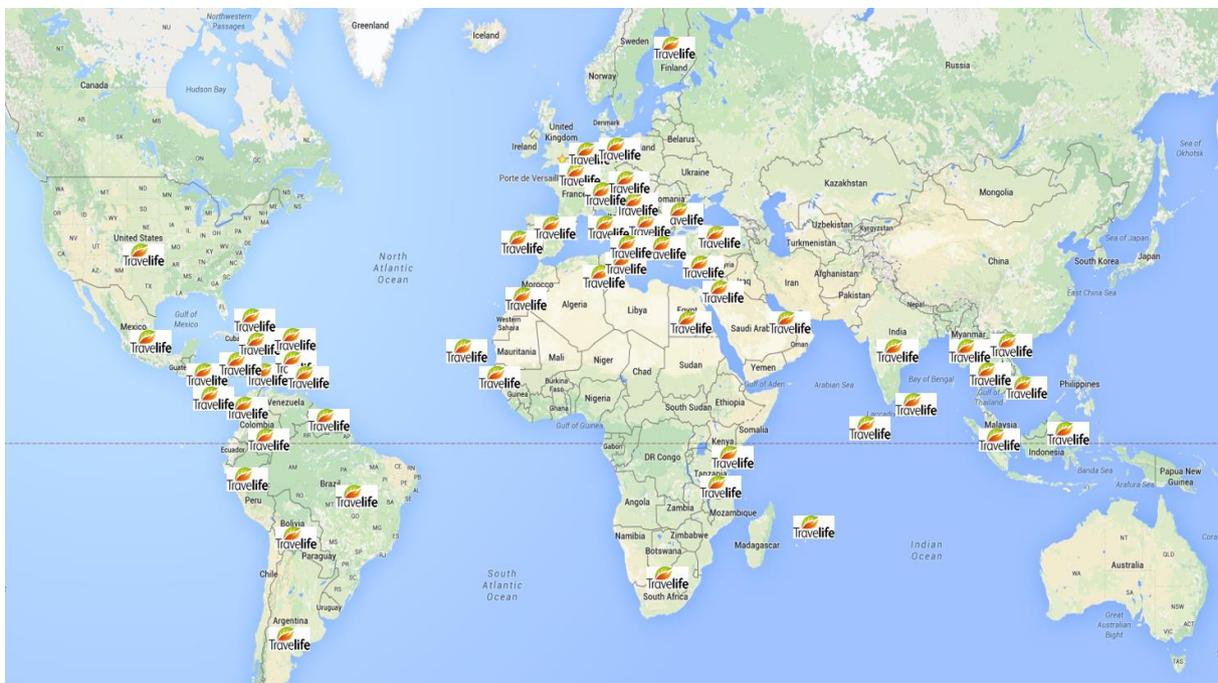
- You can motivate and encourage your accommodations to engage in sustainability through the Travelife for Hotels and Accommodations website;
- The tools are available in many languages, and can be applied for your global operations;

- You can evaluate and compare the sustainability performance of your accommodation suppliers;
- You can offer your customers a sustainable choice by indicating the Travelife Award in your promotional materials;
- Certified hotels can be promoted to consumers via the Travelife collection, a platform featuring all Travelife awarded hotels. Consumers will be linked to your book platform in case you offer the hotel.

Travelife awarded Hotels

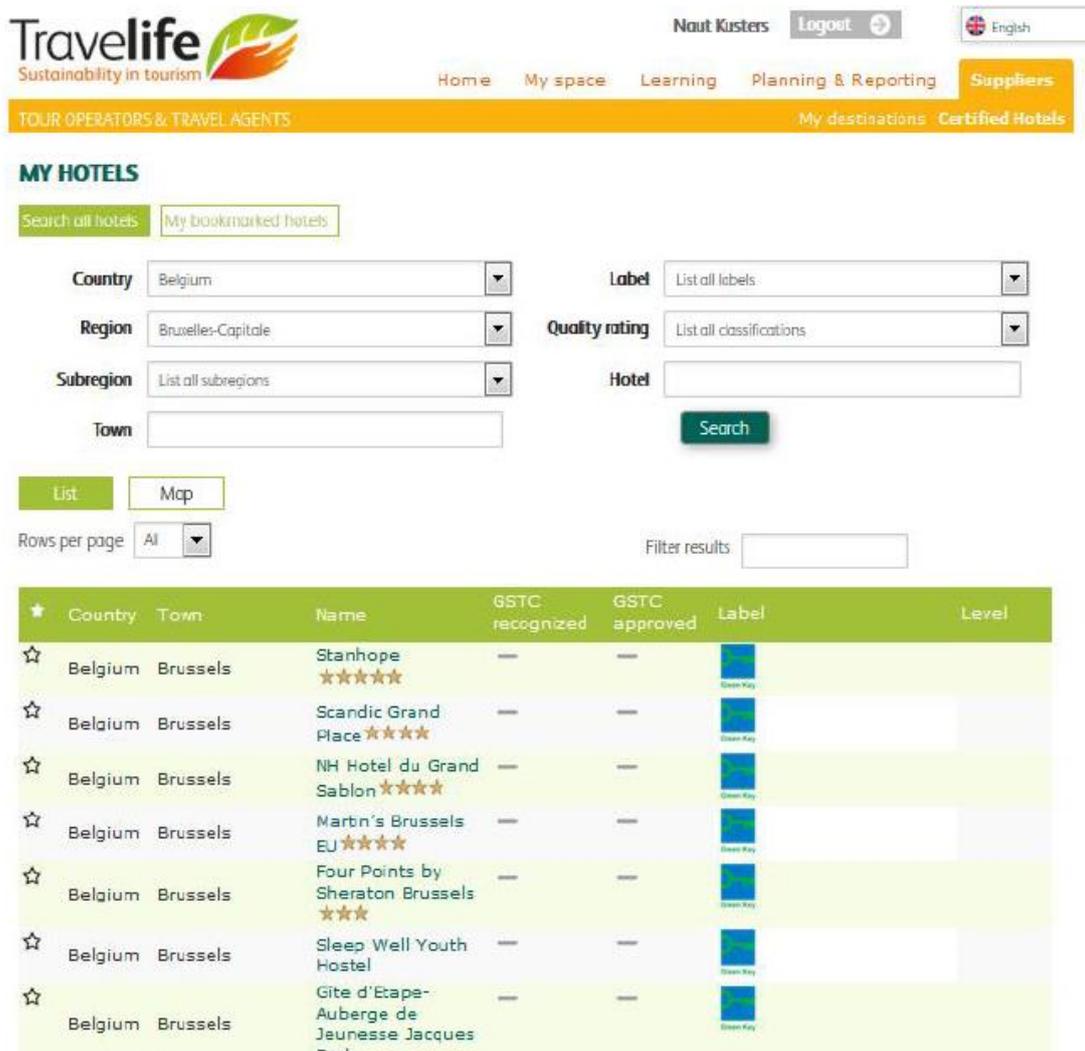
Contracting already Travelife certified hotels is an easy way to make your supply chain more sustainable.

The Travelife Collection provides you with an up-to-date overview of Travelife certified hotels. It includes hotels from destinations worldwide with relevant details on facilities and services.



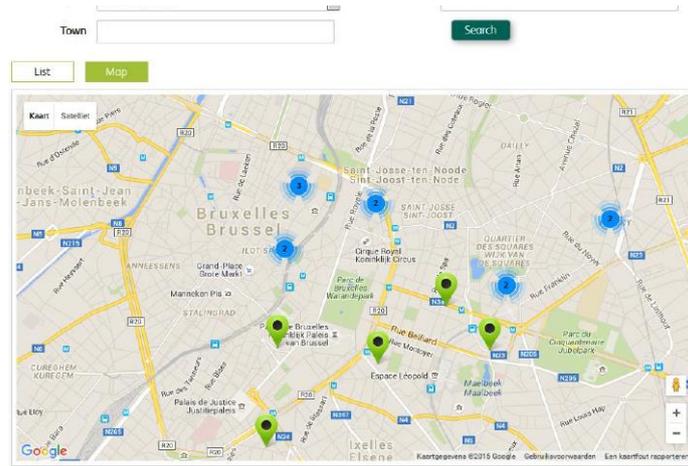
B. Global Overview of Certified Accommodations

To support tour operators in sourcing already in sustainability certified hotels Travelife for Tour operators has established a database with more than 6.000 certified hotels globally available. They can be searched through online and linked to internal management systems of OTA's and other marketing parties.



The screenshot shows the Travelife website interface for searching hotels. The page is titled "MY HOTELS" and includes a search bar with "Search all hotels" and "My bookmarked hotels" options. Below the search bar are several filters: Country (Belgium), Region (Bruxelles-Capitale), Subregion (List all subregions), and Town. There are also filters for Label (List all labels), Quality rating (List all classifications), and Hotel. A "Search" button is located below the filters. Below the search filters are options for "List" and "Map", and a "Rows per page" dropdown set to "All". A "Filter results" input field is also present.

| ★ | Country | Town | Name | GSTC recognized | GSTC approved | Label | Level |
|---|---------|----------|--|-----------------|---------------|--|-------|
| ☆ | Belgium | Brussels | Stanhope ★★★★★ | --- | --- |  | |
| ☆ | Belgium | Brussels | Scandic Grand Place ★★★★★ | --- | --- |  | |
| ☆ | Belgium | Brussels | NH Hotel du Grand Sablon ★★★★★ | --- | --- |  | |
| ☆ | Belgium | Brussels | Martin's Brussels EU ★★★★★ | --- | --- |  | |
| ☆ | Belgium | Brussels | Four Points by Sheraton Brussels ★★★★★ | --- | --- |  | |
| ☆ | Belgium | Brussels | Sleep Well Youth Hostel | --- | --- |  | |
| ☆ | Belgium | Brussels | Gite d'Etape- Auberge de Jeunesse Jacques B... | --- | --- |  | |



4.3 Excursions and activities



Travelife has developed a growing number of excursion standards in close partnership with expert organisations, such as standards for animal activities, visiting local ethnic communities, marine activities, mountain activities, etc.

Tour operators are able to evaluate their excursion providers on the basis of these standards through the Travelife online reporting system. Excursion providers can share their performance and commitments with their partners if they wish to do so.

4.4 Destinations

Travelife supports a coordinated approach between international tour operators and destinations aiming to improve sustainability within destinations.

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A collaborative initiative of tour operators, local governments and accommodations can be a very effective approach towards more sustainable destinations. Experience shows that 20-30 % of hotels are interested in becoming certified if it is recognised and rewarded by tour operators.

Travelife Destination initiatives are currently taking place in Italy, Austria, Turkey, Egypt, Thailand, Kenya, Dominican Republic and Brazil. In each destination a local Travelife co-ordinator is appointed to motivate and support local tourism suppliers (incoming operators, hotels, excursion providers) towards sustainability. At the same time participating outbound tour operators inform their partners in the destinations about the available support and upcoming training events. As a tour operator you can sign up as participant for one or more destinations. Associations can support the destination approach by actively informing and engaging their members or to take responsibility for the co-ordination of one or more destinations.

Global overview of sustainable destinations

In partnership with Green Destinations Travelife has established a data-base of more than 1.000 destinations with their sustainability credentials. From each destination more than 80 indicators are collected. Destinations are rated and benchmarked on the basis of 10 key themes. Travelife members have access to this information. This will help them to consider sustainability criteria in the selection of destinations and to support destinations their efforts towards improvements.

MY DESTINATIONS

Europe Belgium

List Map

Show 10 entries

Search:

| Destination * | Green Destinations Rating | Wildlife | Landscape | Nature | Safe bathing | Clean air | Culture & Tradition | Visitor reviews | Safe against crime | Human rights | Green economy | Green policy | Q-score |
|---------------|---------------------------|----------|-----------|--------|--------------|-----------|---------------------|-----------------|--------------------|--------------|---------------|--------------|---------|
| Blankenberge | 4.2 | 6.0 | 5.2 | 4.2 | 4.9 | 8.0 | 3.8 | 7.9 | 7.1 | 7.8 | 5.8 | 1.4 | |
| Bruges | 3.9 | 1.5 | 3.7 | 0.6 | | 6.0 | 8.1 | 8.8 | 7.1 | 7.8 | 5.7 | 0.0 | |
| Brussels | 4.0 | | 3.1 | 1.8 | | 4.0 | 7.8 | 7.9 | 7.1 | 7.8 | 6.3 | 0.0 | |
| De Haan | 4.2 | 6.0 | 5.0 | 6.6 | 2.2 | 8.0 | 1.8 | 8.1 | 7.1 | 7.8 | 5.8 | 1.5 | |
| De Panne | 4.4 | 8.0 | 3.7 | 5.1 | 4.5 | 8.0 | 2.4 | 8.0 | 7.1 | 7.8 | 5.4 | 2.0 | |
| Durbuy | 5.3 | 8.9 | 6.2 | 5.6 | | 8.0 | 5.4 | 8.4 | 7.1 | 7.8 | 5.4 | 2.6 | |
| Knokke-Heist | 4.2 | 8.0 | 4.9 | 3.9 | 4.5 | 8.0 | 2.6 | 8.5 | 7.1 | 7.8 | 5.8 | 1.5 | |
| Koksijde | 4.7 | 8.0 | 4.1 | 5.9 | 4.5 | 8.0 | 3.9 | 7.9 | 7.1 | 7.8 | 5.3 | 2.2 | |
| Middelkerke | 3.8 | 6.0 | 4.1 | 0.9 | 4.5 | 8.0 | 1.4 | 8.2 | 7.1 | 7.8 | 6.2 | 1.7 | |
| Nieuwpoort | 4.2 | 8.0 | 4.1 | 3.6 | 6.0 | 8.0 | 3.4 | 8.5 | 7.1 | 7.8 | 4.7 | 1.8 | |

Showing 1 to 10 of 12 entries

Previous 1 2 Next

MY DESTINATIONS

Select continent Select country

List Map

Kaart Satelliet

Knokke-Heist

| | | | |
|---------------------------|-----|-----------------|-----|
| Green Destinations Rating | 4.2 | Wildlife | 8.0 |
| Landscape | 4.9 | Nature | 3.9 |
| Safe bathing | 4.5 | Clean air | 8.0 |
| Culture & Tradition | 2.6 | Visitor reviews | 8.5 |
| Safe against crime | 7.1 | Human rights | 7.8 |
| Green economy | 5.8 | Green policy | 1.5 |



5. Certification

The Travelife certification programme provides you with a state of the art and affordable certification standard to evaluate, prove and communicate your sustainability achievements.

The Travelife certification programme follows a three-stage approach.

Stage 1: Travelife Engaged

In the first stage the company commits itself and introduces the appropriate management procedures. An appointed Sustainability Co-ordinator obtains the personal Travelife certificate and elementary steps and good practices are implemented. During this **'engagement'** stage the company itself is not rewarded yet

Stage 2: Travelife Partner

Based on a sustainability report and compliance with basic requirements assessed by Travelife, the company will reach the **Travelife Partner** status. This status enables the company to communicate its sustainability commitment and achievements with the support of the Travelife Partner logo. The company is now qualified to work step-by-step towards the final stage.



Stage 3: Travelife Certified

In the third stage, the company's compliance with the international Travelife standard for travel companies will be evaluated by an independent auditor based on an on-site assessment. The requirements are stronger than the basic requirements of the Travelife Partner stage. Successfully completing the third stage will be awarded with the **Travelife Certified** status.

With your Travelife Certified award logo you can communicate your excellence in sustainability to your clients and other stakeholders.



5.1 International standard

The Travelife Certified standard offers you a 'one-stop-shop'. The standard integrates both management and performance criteria and is based on leading international sustainability and CSR standards and guidelines:

| | |
|-----------------------|--|
| UN-WTO | Tour operators' Initiative supply chain management manuals |
| EMAS III | The EU Eco Management and Audit Scheme |
| ISO 14001 | Environmental management |
| GRI | Global Reporting Initiative, tour operator supplement |
| GSTC | Global Sustainable Tourism Criteria |
| OECD | Guidelines for multinational enterprises |
| ISO 26000 | Corporate Social Responsibility Guidelines and principles |
| Global Compact | The UN Global Compact principles |



As shown in below overview, Travelife combines system characteristics of these leading standards and adds a number of unique features to them.

Recognition

The Travelife Certified standard for tour operators and travel agents is recognised as aligned with the *Global Sustainable Tourism Criteria for hotels and tour operators* by the Global Sustainable Tourism Council (GSTC). This means that standard includes globally agreed minimum elements to ensure sustainability. www.gstcouncil.org

System Characteristics

| Elements | ISO 14001 | EMAS III | ILO | GRI | OECD | GSTC | ISO 26000 | Travelife Sustainability in tourism  |
|--------------------------------------|-----------|----------|-----|-----|------|------|-----------|---|
| Management system / governance | √ | √ | | √ | √ | √ | √ | √ |
| Legal compliance | √ | √ | | | √ | √ | √ | √ |
| Key indicators | √ | √ | | | | √ | | √ |
| Mandatory performance based criteria | | | √ | | √ | √ | | √ |
| Best practices | | √ | | | | √ | | √ |
| Stakeholder involvement | | | | | | | √ | √ |
| Supply chain based | | | | | √ | | √ | √ |
| Tourism sector specific | | √ | | √ | | √ | | √ |
| Certification / recognition | √ | √ | | | | √ | | √ |

Unique Travelife Characteristics

| Features | Travelife Sustainability in tourism  | ISO 14001 | EMAS | ILO | GRI | OECD | GSTC | ISO 26000 |
|--|---|-----------|------|-----|-----|------|------|-----------|
| Capacity building and training | √ | - | - | - | - | - | - | - |
| Common sector wide reporting standard | √ | - | - | - | - | - | - | - |
| Online reporting and auditing tool | √ | - | - | - | - | - | - | - |
| Implementation support tools | √ | - | - | - | - | - | - | - |
| Sector wide benchmarking | √ | - | - | - | - | - | - | - |
| Common sector specific suppliers standards | √ | - | - | - | - | - | - | - |
| Common sharing of suppliers data | √ | - | - | - | - | - | - | - |
| B2B Market access program | √ | - | - | - | - | - | - | - |
| Compliance with best - economically viable - practices | √ | - | - | - | - | - | - | - |

5.2 CSR themes

The standard helps travel companies to manage a comprehensive range of themes and issues including as well the sector specific sustainability themes (based on GSTC) as well as general Corporate Social Responsibility themes (based on ISO 26000):

- 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

CSR Themes

| Theme | ISO 14001 | EMAS III | ILO | GRI | GSTC | OECD | ISO 26000 | Travelife  |
|-------------------------|-----------|----------|-----|-----|------|------|-----------|---|
| Environment | √ | √ | | √ | √ | √ | √ | √ |
| Labour practices | | | √ | √ | √ | √ | √ | √ |
| Community relations | | | | √ | √ | √ | √ | √ |
| Cultural impact | | | | √ | √ | √ | √ | √ |
| Biodiversity | | | | √ | √ | √ | √ | √ |
| Fair business practices | | | | | | √ | √ | √ |
| Health and Safety | | | | √ | √ | √ | √ | √ |
| Customer protection | | | | | | √ | √ | √ |
| Human Rights | | | | | | √ | √ | √ |

- Customer protection
- Animal welfare

5.3 Reporting fields

The 233 Travelife criteria and measures include the relevant management areas of a travel company.

| Management area | Criteria theme |
|------------------------------|--|
| General operations | <ul style="list-style-type: none"> • Sustainability Management • Legal requirements, • Fair business practices |
| Office and retail operations | <ul style="list-style-type: none"> • Labour practices and human rights (office and retail) |
| | <ul style="list-style-type: none"> • Environment (office and retail) <ul style="list-style-type: none"> ○ Procurement ○ Water ○ Energy ○ Waste ○ Training and awareness raising |
| Supply Chain Management | <ul style="list-style-type: none"> • Transport • Accommodations • Excursions and activities • Local partners and representatives • Guides & group leaders |
| Destinations | <ul style="list-style-type: none"> • Destinations |
| Customers | <ul style="list-style-type: none"> • Awareness raising and motivation • Customer rights |

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Each theme is represented by a number of voluntary and mandatory criteria:

| Theme | Total criteria | Voluntary criteria | Obligatory criteria |
|---|----------------|--------------------|---------------------|
| 1. Sustainability management and legal compliance | 33 | 3 | 30 |
| 2. Social policy & human rights | 24 | 4 | 20 |
| 3. Environment & community relations | 65 | 20 | 45 |
| 4. Partner agencies | 15 | 8 | 7 |
| 5. Transport | 10 | 7 | 3 |
| 6. Accommodation | 18 | 5 | 13 |
| 7. Excursions | 17 | 9 | 8 |
| 8. Tour leaders, local reps. & guides | 10 | 3 | 7 |
| 9. Destinations | 11 | 6 | 5 |
| 10. Customer Communication & protection | 30 | 9 | 21 |
| Total | 233 | 74 | 159 |

Three types of mandatory criteria are distinguished:

- Criteria related to compliance with legal and industry regulations
- Management criteria (require implementation of specific management measures and processes including training and capacity building)
- Performance criteria (require minimum sustainability performance from the company)

| Theme | Criteria type | | |
|---|---------------------------------|---------------------|----------------------|
| | Legal and industry requirements | Management criteria | Performance criteria |
| 1. Sustainability management and legal compliance | 4 | 18 | 8 |
| 2. Social policy & human rights | 13 | 2 | 5 |
| 3. Environment & community relations | 9 | 9 | 27 |
| 4. Partner agencies | 3 | 1 | 3 |
| 5. Transport | 0 | 0 | 3 |
| 6. Accommodation | 1 | 2 | 10 |
| 7. Excursions | 1 | 1 | 6 |
| 8. Tour leaders, local reps. & guides | 2 | 0 | 5 |
| 9. Destinations | 2 | 0 | 3 |
| 10. Customer Communication & protection | 3 | 0 | 18 |
| Total | 38 | 33 | 88 |

6. Participation strategy

Travelife offers travel companies a 3-stage approach towards sustainability linked to different membership packages: **1) Travelife Engaged; 2) Travelife Partner; 3) Travelife Certified**

Stage 1. Travelife Engaged

During the engagement stage the sustainability coordinator learns about the relevance of sustainability for the company. He will learn about the concrete steps to take. He can evaluate the company based on the Travelife best practices and create his own improvement plan. He will also be able to link up with Travelife-Partner and - Certified companies and establish new business relations.

Included in the package

- Access to the Travelife Training and exam for a sustainability co-ordinator.
- Access to the Travelife best practices and tools.
- Guidance on improving the company sustainability performance.
- Travelife action planning tool.
- Travelife reporting tool for internal reporting.
- Travelife self-evaluation tool indicating its present status.
- Access to Travelife partner and certified companies.

Stage 2. Travelife Partner

During the implementation phase the sustainability coordinator establishes the basic management principles of the company: mission statement, policy, action plan. He will also have to implement basic best practices which take little effort but will provide direct and motivating results (quick wins).

After reporting the achievements to Travelife and a desk-audit by the Travelife technical team, the company will receive the **Travelife Partner** status. This provides the ideal starting position to continue step-by-step towards certification.

Included in the package

All benefits of Stage 1 plus:

- Access to the Travelife Training and exam for 10 staff members.
- Use of "Travelife Partner" logo (based on compliance with Travelife basic standards).
- Travelife ISO 14001, EMAS III and ISO 26000 compatible management system.
- Access to the Travelife certification tool to start working step-by-step towards compliance with the certification standard .
- B2B featuring of the company and products to all Travelife Engaged, Partner and Certified companies.

Contribution for the Engaged and Partner level

- Small companies (< 25 full-time employees), 200 Euro per year
- Medium companies (> 25 full-time employees), 300 Euro per year
- Large companies (> 100 full-time employees), 400 Euro per year

Stage 3. Travelife Certified

The Travelife Certified status is the most comprehensive and rigorous of the three stages and provides an international recognition for the companies' excellence in sustainability. Based on compliance with the Travelife certification criteria the company can request for an independent third party assessment. The company will be evaluated during an onsite audit based on international standards. After compliance it will receive **Travelife Certified** status as proof of internationally recognised high sustainability performance.

Included in the package

All benefits of Stage 2 plus:

- 2 yearly on-site company audit to confirm Certified level.
- Use of the internationally recognised "Travelife Certified" logo in all promotional materials and website(s).
- International promotion of the company for its excellent sustainability achievements.

Contribution

The cost of third party certification depends on the size of the company and ranges between € 400 for smaller and € 2.000 per year for larger companies. These costs include the fees for the auditor. Travel and subsistence cost for the auditor are additional and are based on an economic cost basis. Auditors usually come from the country or region where the company is based.

| Company seize | < 5 FTE's* | 5 - 25 FTE's | 25 - 100 FTE's | 100 - 250 FTE's | > 250 FTE's |
|--|---------------|-----------------|-------------------|--------------------|----------------|
| Yearly contribution** | € 400 | € 750 | € 1250 | € 1600 | € 2000 |
| Maximum number of locations and brands*** | 2 | 2 | 2 | 3 | 4 |
| Standard audit man days | 0.5 | 0.75 | 1 | 1.5 | 2 |

* FTE = Full Time Employees (number of full time staff members)

** Excluding travel costs. Selected auditors will as much as possible come from the region. Cost are calculated based on economic travelling.

*** In case the company has more than the mentioned maximum number of locations and / or brands (counted together) more audit days might be required than indicated in the table. Calculations will be done based on international auditing requirements. The yearly fee for an additional auditing day is 520 Euro.



Mr. Taleb Rifai, UNWTO Hands out the “**Travelife Certified**” award to Jane Aston from TUI-UK in the frame of WTM 2014.



Mrs. Janet Salem (UNEP) & Mario Hardy (PATA) hand out the “**Travelife Certified**” award to EXO Travel and Khiri Travel.