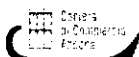


Smjernice za odgovorni turizam



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Prijedlog
za raspravu
pri definiranju programa
certifikacije za proizvode
eko turizma

Smjernice za odgovorni turizam

Prijedlog za raspravu pri definiranju programa
certifikacije za proizvode eko turizma
Regija Marche – Italija

**Projekta Loakalni Pol i Integrirano Uparavljanje Obala
Talijanski Zacon n. 84/2001**

Ovaj dokument su izvršile: Rodolfina Bucci (SVIM Razvoj Marke SPA); Laura Carletti (SVIM Razvoj Marke); Anna Rita delle Vergini (Privremena Komora Ankona); Paolo Rtoni (Regija Marke); Carmela Somelli (SVIM Razvoj Marke SPA).

Zahvaljuje se Odjel za Međunarodne i Evropske Odnose, Teritorijalno Suradivanje i Delegacija Bruksela- Regija Marke, Privremena Komora iz Ankone, Organizacija Deža iz Dubrovnika, Udruženje za Poduzetništvo i Radi iz Mostara i EkoZadar organizacija iz Zadra.



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1. Uvod

Turizam je najveća svjetska industrija- zapošljava 200 milijuna ljudi – koja integrira širok raspon ekonomskih aktivnosti a mnoga istraživanja predviđaju njegov neprestan rast. Usprkos utjecaju terorističkih napada, broj međunarodnih turističkih dolazaka u 2002. godini prešao je brojku od 700 milijuna, po prvi put u povijesti. Svjetska turistička organizacija predviđa da će do 2004. godine broj međunarodnih turista doseći 760 milijuna te nastaviti rasti do 1,56 biliona do 2020. godine. Turizam se smatra važnim izvorom ekonomskog bogatstva (brojnim malim otočkim gospodarstvima turizam predstavlja važan dio godišnjeg prihoda) što je svjetski fenomen koji uključuje ljude koji sve više putuju na velike udaljenosti; opće je prihvaćeno da turizam iznimno doprinosi socio-ekonomskom razvoju kao i kulturnoj razmjeni.

Kroz turizam u prilici smo da putujemo i upoznajemo druge kulture, a njegov razvoj može pomoći pri uspostavi bližih veza i miru među ljudima. S druge strane, turizam je ambivalentan fenomen upravo zbog mogućnosti da doprinosi socio-ekonomskim i kulturnim dostignućima dok u isto vrijeme doprinosi i osiromašenju okoliša i gubitku lokalnih identiteta.

2. Održivi razvoj i odgovorni turizam

Održivi razvoj je koncept koji je broj jedan međunarodnog razvoja. Principi koji čine održivi razvoj prisutni su stoljećima ali tek je 1987. godine termin „održivi razvoj“ doživio međunarodno priznanje i počeo se službeno koristiti (odgovorni turizam, meki turizam, minimalni utjecaji turizma i alternativni turizam su riječi koje se koriste sa sličnim značenjem). 1987. godine definicija održivog razvoja Burntland – ove komisije bila je *„Razvoj koji ide u susret trenutnim potrebama bez ugrožavanja mogućnosti budućih generacija da ostvare svoje potrebe. Vodi ka menadžmentu koji koristi sve resurse na način da se ekonomske, socijalne i estetske potrebe ispunjavaju a u isto vrijeme očuva kulturni integritet, osnovni ekološki procesi i biološka raznolikost.“* (*Naša zajednička budućnost, 1987.*)

Od prve definicije održivog turizma koncept je nastavio privlačiti sve više pažnje i popularnosti te je počeo predstavljati puno više od osnovne definicije. Održivi razvoj može imati puno značenja ovisno o kontekstu u kojem se upotrebljava.

U kontekstu međunarodnog razvoja, održivi razvoj podrazumijeva kompleksnu korelaciju između:

- **socijalnih**
- **ekonomskih**
- **i okolišnih**

aspekata razvoja neophodnih za dugoročnu održivost.

Ovo je primjenjivo u razvoju i menadžmentu u odgovornom turizmu, u svim formama turizma i svim tipovima destinacija, uključujući masovni turizam te ostale segmente turizma.

Ideja održivosti – i njena tri stupa ekonomski, okolišni i socijalni – sada se uzima u obzir pri donošenju odluka u mnogim područjima. Za turizam, kao i za druge industrije, implementacija održivog razvoja ovisi o tome kako će kompanije prihvatiti svoju socijalnu i ekološku odgovornost prema društvu te unijeti promjene u svoju poslovnu praksu kako bi poboljšali svoju održivost.

Ova obaveza ugrađena je u princip korporativne socijalne odgovornosti koja daje smjernice za održive aktivnosti u poslovanju. Svjetsko poslovno vijeće za održivi razvoj definira korporativnu socijalnu odgovornost kao obavezu u poslovanju da bi se doprinijelo održivom ekonomskom razvoju, radu s zaposlenicima, njihovim obiteljima, lokalnoj zajednici i društvu uopće, te poboljšala kvaliteta njihovih života.



Odgovorni turizam trebao bi:

- a) **Optimalno koristiti prirodne resurse koji su važan element u razvoju turizma**, održavati neophodne ekološke procese te pomoći u očuvanju prirodnog nasljeđa i bio raznolikosti.
- b) **Poštovati socio- kulturnu lokalnu autentičnost**, očuvati njihovo kulturno nasljeđe i tradicionalne vrijednosti te doprinijeti boljem među kulturalnom razumijevanju i toleranciji.
- c) **Osigurati vidljive dugoročne ekonomske aktivnosti**, omogućiti socioekonomsku dobrobit svim dionicima te je podjednako raspodijeliti, uključujući mogućnost zapošljavanja, zarade i socijalnih usluga lokalnim zajednicama te s tim doprinijeti smanjenju siromaštva.

Razvoj odgovornog turizma zahtjeva aktivno sudjelovanje svih važnih dionika kao i jako političko vodstvo koje može osigurati sudjelovanje većeg broja dionika te doprinijeti donošenju odluka putem konsenzusa. Održivi turizam je proces koji traje te zahtjeva neprestano nadgledanje utjecaja pri čemu predlaže potrebne preventivne ili korektivne mjere kad god je to potrebno. Također bi trebao održavati visok nivo zadovoljstva i doživljaja kod turista te u isto vrijeme povećati njihovu svijest o problemima održivosti i promovirati principe održivog turizma.

„ *Razvoj turizma treba se bazirati na održivosti, što znači da dugoročno mora biti ekološki podnošljiv, ekonomski isplativ kao i etički i socijalno prihvatljiv za lokalne zajednice.*“ (poglavlje za održivi turizam, svjetska konferencija u Lanzarote-u , 1995.)

Društvo nezavisnih Tour Operatora predložilo je niz smjernica za održivi turizam koje su slične kao i principi koje je identificirala Martha Honey (Eko turizam i održivi razvoj. Tko posjeduje Raj?, Martha Honey, Washington, D.C., Island Press, 1999.):

- **Zaštiti okoliš** – floru, faunu i pejzaž
- **Poštovati lokalnu kulturu** – tradiciju, religiju i kulturno nasljeđe
- **Doprinijeti lokalnim zajednicama** – ekonomski i socijalno
- **Zaštiti prirodne resurse** – od ureda do destinacija
- **Minimalizirati zagađenje** – buka, odlaganje otpada i pretrpanost turistima

Proizvodi odgovornog turizma su oni proizvodi koji funkcioniraju u harmoniji s lokalnim okolišem, zajednicom i kulturom tako da ovi postaju korisnici a ne žrtve razvoja turizma.

U mnogim zemljama u kojima je turizam važan dio godišnjeg prihoda vrlo je važno sačuvati karakteristike koje čine taj turistički proizvod. Principi održivosti i odgovornog turizma primjenjuju se od kad je u ekonomski aspekt uključena kvaliteta okoliša i lokalnih zajednica. Sigurnost ovih komponenti osnova je preživljavanju ekonomskih aktivnosti. Načela unaprjeđenja održivog turizma mogu pomoći lokalnim vlastima da organiziraju svoje aktivnosti na jedan cjeloviti način. Sve je više turista koji zahtijevaju odgovorni turizam stoga dobra primjena principa održivog turizma dobra je praksa za promociju dotične zemlje.



3. Specifičnosti odgovornog turizma

Odgovorni turizam:

- Je **informativan**; ne samo da putnici uče o destinaciji u koju dolaze oni uče i kako pomoći da ta destinacija sačuva svoju osobitost dok u isto vrijeme produbljuju svoje iskustvo putovanja. Domaćini uče da uobičajeno i svakodnevno može biti zanimljivo i vrijedno posjetiteljima
- **Podržava cjelovitost prostora**: posjetioци traže obrte koji naglašavaju specifičnosti destinacije kroz arhitekturu, kuhinju, kulturno nasljeđe, estetiku i ekologiju. Prihodi od turizma na taj način podižu vrijednost te imovine u očima lokalnog stanovništva.
- **Čini dobrobit lokalnom stanovništvu**; putničke agencije čine sve da bi zaposlile i obučile lokalno stanovništvo, kupuju lokalne proizvode i koriste lokalne usluge.
- **Čuva resurse**; putnici koji su ekološki osviješteni preferiraju obrte koji nemaju veliki negativan utjecaj na okoliš
- **Poštuje lokalnu kulturu i tradiciju**; strani posjetitelji posjećuju i uče o lokalnim osobitostima te poznaju nekoliko ljubaznih riječi na lokalnom jeziku. Lokalno stanovništvo uči kako se nositi sa očekivanjima stranaca koja su možda drugačija od njihovih.
- **Ne zloupotrebljava svoje proizvode**; dionici predviđaju preopterećenja u razvoju te donose limite i koriste tehnike upravljanja koje sprječavaju preopterećenja. Obrti se udružuju u očuvanju prirodnih staništa, kulturno povijernih znamenitosti i lokalne kulture.
- **Teži kvaliteti, ne kvantiteti**; Lokalne zajednice mjere uspjeh turizma ne po broju turista već po dužini boravka, potrošenom novcu i kvaliteti doživljaja.
- **Znači predivna putovanja**; zadovoljni posjetioци kući odnose nova znanja te preporučuju prijateljima da posjete isto mjesto – što omogućava kontinuirane posjetitelje za tu destinaciju.

4. Pokazatelji u razvoju odgovornog turizma

Da bi popravili štete od masovnog turizma lokalne vlasti i država imaju dokumente i poglavlja te su prihvatili inicijative za ozakonjene principa održivog razvoja koji su ratificirani od strane prve konferencije ujedinjenih naroda u Rio de Janeiro-u, 1992. neki od važnih svjetskih dokumenata koji govore o konceptu održivog turizma su:

- Deklaracija o svjetskom turizmu u Manili, 1980.
- Komisija Bruntland korištena u izvještaju „Naša zajednička budućnost“ iz 1987.
- Agenda 21 za putovanje i turizam prihvaćena od strane svjetskog vijeća za putovanja i turizam, svjetske turističke organizacije i vijeća zemalja 1991.
- Svjetski samit – UNEP, Rio de Janeiro, 1992.
- Ugovor o održivom turizmu, 1995. (zajedno s UNEP, UNESCO, EU)
- Berlinska deklaracija, 1997.
- Globalni etički kod u turizmu , svjetska turistička organizacija, 1999.
- Carta di Rimini za održivi turizam, 2001.
- Mohonk sporazum: prijedlog za međunarodni program certificiranja u održivom turizmu i eko turizmu, 2000.
- Svjetski samit o održivom razvoju, Johannesburg, 2002.

Evropska ekološka načela doprinose razvoju odgovornosti u turizmu sa svojim direktivama, volonterskim alatima i bazičnim pretpostavkama kao što su:

- **SEA**, Strateška procjena stanja okoliša; ova direktiva omogućava da postoji procjena utjecaja na okoliš regionalnih i lokalnih planova i programa tijekom njihove pripreme te prije njihova prihvaćanja.
- **VISIT**, volonterska inicijativa za održivost u turizmu LIFE 2001. / 2004.; ova inicijativa je prvi europski vodič za putovanja s ocjenom kvalitete stanja u okolišu te je dizajnirana da demonstrira kako europske eko marke mogu surađivati te pomaknuti turističko tržište prema održivosti.
- **Europska povelja o održivom turizmu u zaštićenim područjima**; odnosi se na svjetske i europske prioritete, kao što je izneseno u preporukama Agende 21 koja je prihvaćena na svjetskom samitu u Rio 1992., i od strane EU u njenom šestom programu zaštite okoliša i strategiji za održivi razvoj.

a) Ugovor o održivom turizmu Lanzarote 1995.

Na svjetskoj konferenciji o održivom turizmu, koja se održala u Lanzaritu (Kanarski otoci, Španjolska 1995.) prihvaćeno je poglavlje o održivom turizmu. Ovo poglavlje pristupa turizmu s globalnom metodologijom i zahtjeva od međunarodne zajednice i svih vlada, te svih onih koji donose odluke na polju turizma, javna i privatna društva čije su aktivnosti vezane za turizam, da prihvate **18 principa** koje turizam čine odgovornim i održivim.



1. **Razvoj turizma treba se bazirati na održivosti**, što znači da dugoročno mora biti ekološki podnošljiv, ekonomski isplativ te etički i sociološki prihvatljiv za lokalne zajednice. Održivi razvoj je proces koji uključuje globalno korištenje resursa da bi se osigurala njihova isplativost te tako omogućilo našem prirodnom i kulturnom kapitalu, uključujući i zaštićena područja da budu sačuvana kao snažan instrument razvoja turizma te da može i treba aktivno sudjelovati u strategiji održivog razvoja.
2. **Turizam bi trebao doprinijeti održivom razvoju** te biti integriran prirodnom, kulturnom i socijalnom okolinom; mora poštovati osjetljivu ravnotežu koja karaktizira mnoge turističke destinacije, osobito male otoke te ekološki osjetljiva područja. Turizam bi trebao osigurati prihvatljiv razvoj u odnosu na svoj utjecaj na prirodne resurse, bioraznolikost te kapacitet destinacije.
3. **Turizam mora uzeti u obzir svoj utjecaj na kulturno nasljeđe i tradicionalne elemente**, aktivnosti i dinamiku svake lokalne zajednice. Važnu ulogu u formulaciji strategije turizma, osobito u zemljama u razvoju, mora imati priznavanje lokalnih faktora te potpora identitetu, kulturi i interesima lokalne zajednice.
4. Aktivan doprinos turizma održivom razvoju podrazumijeva **solidarnost, obostrano poštovanje i sudjelovanje svih aktera**, javnih i privatnih koji su uključeni u proces, te se mora bazirati na efikasnim mehanizmima suradnje na svim nivoima: lokalni, nacionalni, regionalni i međunarodni.
5. Očuvanje zaštita i poštovanje prirodne i kulturne baštine mogu pomoći pri uspostavi suradnje. Ovaj pristup podrazumijeva da svi koji su odgovorni moraju **prihvatiti izazov kulturnih, tehnoloških i profesionalnih inovacija** te se posebno potruditi kreirati i implementirati instrumente integrirajućeg planiranja i vođenja.
6. **Uvesti kriterije kvalitete** kako za očuvanje destinacije tako i za kapacitete koji će zadovoljiti turiste. Ovi kriteriji trebaju se donijeti u suradnji sa lokalnom zajednicom te sukladno s principima održivog razvoja.
7. Da bi sudjelovao u održivom razvoju turizam se mora bazirati na raznim mogućnostima koje nudi lokalno gospodarstvo. Treba biti **potpuno integrirano i pozitivno doprinositi razvoju lokalnog gospodarstva**.
8. Sve opcije razvoja turizma moraju doprinositi **poboljšanju kvalitete života svih ljudi** te mora utjecati na socio-kulturno obogaćivanje svake pojedine destinacije.
9. Vlade i lokalne vlasti, u suradnji sa nevladinim organizacijama i lokalnim zajednicama, trebale bi **težiti integriranju i planiranju turizma** kroz održivi razvoj.



10. Obzirom na ekonomsku i socijalnu koheziju među ljudima u svijetu kao osnovni princip održivog razvoja vrlo je važno da **mjere koje se promoviraju omogućuju podjednaku distribuciju dobara i tereta turizma**. Ovo se odnosi na promjenu uzorka trošenja te uvođenje metode vrednovanja koja omogućava da se troškovi očuvanja okoliša internaliziraju. Vlade i međunarodne organizacije trebale bi dati prioritet i jačati direktnu i indirektnu pomoć projektima u turizmu koji doprinose očuvanju kvalitete okoliša.
11. Prostorima koji su **ekološki i kulturno osjetljivi**, sada i u budućnosti, treba **dati prioritet** u smislu financijske i tehničke pomoći za razvoj održivog turizma.
12. **Promocija alternativnih formi turizma** koja je sukladna s principima održivog razvoja, zajedno s osnaživanjem raznolikosti predstavlja garanciju stabilnosti kratkoročno i dugoročno.
13. Vlade, industrije, vlasti te nevladine organizacije trebale bi **promovirati i sudjelovati u osnivanju otvorenih mreža** za istraživanje, distribuiranje informacija i prenošenje znanja o turizmu i tehnikama održivog turizma.
14. **Politika održivog turizma** zahtjeva potporu i promociju ekološko kompatibilnih sistema upravljanja turizmom, feasibility studije za transformaciju sektora kao i implementaciju pilot projekata te razvoj međunarodnih programa suradnje.
15. **Putničke agencije** zajedno s udrugama čije su aktivnosti vezane uz turizam, trebali bi sastaviti posebne okvire za pozitivne i preventivne aktivnosti koje trebaju osigurati razvoj održivog turizma te uspostaviti programe koji podržavaju implementaciju takvih praksi. Trebali bi također nadgledati postignuća te izvještavati o rezultatima i razmjenjivati iskustva.
16. Posebnu pažnju treba obratiti na **ulogu turizma u utjecaju na okoliš obzirom na sredstva prijevoza**, te razvoju gospodarskih instrumenata koji doprinose smanjenju upotrebe neobnovljivih izvora energije dok s druge strane ohrabruju recikliranje i smanjuju utjecaj na zaštićena područja.
17. Prihvatanje i **implementacija koda ponašanja** u skladu s održivošću od strane glavnih aktera vezanih uz turizam, osobito industrija. Vrlo je važno da turizam bude održiv. Ovakvi kodovi ponašanja mogu biti efektivan instrument u razvoju aktivnosti odgovornog turizma.
18. Sve potrebne mjere trebale bi se uvesti u svrhu **informiranja i podizanja svijesti svih uključenih u industriju turizma**, na lokalnom, nacionalnom, regionalnom i međunarodnom nivou, a s obzirom na ciljeve konferencije u Lanzarote-u.



b) sporazum u Mohonk-u: prijedlog međunarodnog programa certifikacije za održivi turizam i eko turizam

Sporazum iz Mohonk-a sadrži set općih principa i elemenata koji bi trebali biti dijelom svakog programa certifikacije eko turizma i održivog turizma. Ovaj okvir jednoglasno je prihvaćen kroz zaključke međunarodne radionice koju je vodio institut za istraživanja politika uz potporu fondacije Ford. Radionica je održana u planinskoj kući u Mohonku, New Paltz, u New Yorku 17. do 19. 11. 2006.

Sudionici radionice zaključili su da programi certifikacije u turizmu trebaju doradu kako bi se mogli prilagoditi specifičnim geografskim područjima turističke industrije, ali isto tako su se složili da ih trebaju slijediti opće komponente u koje se treba uklopiti svaki program certifikacije eko turizma i održivog turizma.

-Opći okvir certifikacije-

Osnovna shema

Razvoj programa certifikacije trebao bi uključivati uključenost svih dionika i svih sektora (uključujući predstavnike lokalnih zajednica, turističkih agencija, nevladinih organizacija, vlade i dr.).

- Ova shema trebala bi omogućiti dobrobit pružateljima usluga u turizmu kao i dati mogućnost izbora turistima
- Omogućiti dobrobit lokalnim zajednicama kao i očuvanje istih
- Postaviti minimalne standarde a u isto vrijeme ohrabrivati i nagrađivati primjere dobre prakse
- Postojanje mogućnosti povlačenja certifikacije u slučaju neusuglašenosti
- Trebalo bi uspostaviti kontrolu postojećih certifikata u smislu njihovog prikladnog korištenja, isteka datuma valjanosti kao i u slučaju gubitka dokumenta/certifikata
- Trebalo bi uključiti provizije za tehničku pomoć
- Trebala bi biti dizajnirana na način da potiče kontinuirano usavršavanje- same certifikacije kao i proizvoda/kompanija koje se certificiraju

Kriteriji

- Trebali bi omogućiti i postaviti mehanizme koji idu u susret postavljenim ciljevima
- Trebali bi ići u susret i po mogućnosti redovito napredovati u kvaliteti usluge
- Globalno obuhvatiti primjere dobre prakse upravljanja okolišno, socijalno i gospodarski
- Treba ga prilagoditi da prepozna lokalne/regionalne ekološke, socijalne i ekonomske uvjete kao i inicijative lokalne zajednice za održivi razvoj
- Kriteriji bi se trebali periodično revidirati
- U osnovi bi se trebao bazirati na izvođenju te uključivati elemente upravljanja okolišem, ekonomijom i društvom

Integritet

- Program certifikacije trebao bi biti transparentan te uključivati mogućnost ulaganja žalbi



- Tijelo koje izdaje certifikacije trebalo bi biti nezavisno od svih zainteresiranih strana kao i od tehničke pomoći te tijela koja donose ocijene o samom certifikatu (administrativne strukture tehničke pomoći, procjene i revizije trebale bi izbjegavati sukob interesa)
- Reviziju bi trebali obavljati ovlašteni revizori
- Trebala bi sadržavati mehanizme koji konzumentima i lokalnoj zajednici omogućuju povrat informacija

-Kriteriji održivog turizma-

Održivi turizam teži minimaliziranju ekološkog i socio-kulturnog utjecaja dok u isto vrijeme omogućava ekonomsku dobit lokalnim zajednicama odnosno zemlji domaćinu. Kriteriji koji se koriste za definiranje održivog turizma, kroz svaku shemu certifikacije, trebali bi zadovoljavati minimalne standarde u odnosu na sljedeće aspekte:

Opće

- Izvode se studije utjecaja na okoliš te donose prostorni planovi dok se u isto vrijeme vodi računa o socijalnim, kulturnim, ekološkim i ekonomskim utjecajima
- Obaveza turističkih poslovnih subjekata u odgovornom upravljanju okolišem
- Usavršavanje stručnog kadra, edukacija, odgovornost, znanje i podizanje svijesti o upravljanju okolišem te o društvenim i kulturnim promjenama i osobitostima
- Uspostavljanje mehanizama izvještavanja i nadgledanja
- Odgovoran marketing koji se temelji na realnim očekivanjima
- Uspostaviti mehanizme povrata informacija od korisnika

Socijalni/Kulturni

- Utjecaj na socijalne strukture, kulturu i ekonomiju (na lokalnom i nacionalnom nivou)
- Primjereni procesi pristupa/kupnje i posredovanja u vezi zemljišta
- Mjere koje osiguravaju integritet socijalne strukture lokalne zajednice
- Mehanizmi koji osiguravaju da se prepoznaju prava i težnje lokalnih i/ili domaćih stanovnika

Ekološki

- Primjerena lokacija
- Očuvanje bioraznolikosti i integritet eko sistema
- Utjecaj na sam položaj, pejzaž i mogućnost rehabilitacije
- Upravljanje odvodnim kanalima (oborinske vode)
- Održivost energetske izvora kao i njihova minimalna upotreba
- Održivost opskrbe vodom kao i njena minimalna upotreba
- Održivo gospodarenje otpadnim vodama
- Kvalitetan zrak i redukcija buke (uključujući emisiju stakleničkih plinova)
- Smanjivanje otpada i održivost njegovog odlaganja
- Vizualan utjecaj
- Održivost materijala i zaliha (reciklirani materijali, proizvedeni na tom području, proizvodi s certifikatom i itd...)
- Minimalni utjecaj aktivnosti na okoliš



Ekonomski

- Potreba za uvođenjem etike u poslovanje
- Mehanizmi koji osiguravaju da ugovori o radu i industrijske procedure nisu eksploatirajuće i ujedno su u skladu sa lokalnim zakonima i međunarodnim standardima rada (ovisno o tome koji su standardi viši)
- Mehanizmi koji osiguravaju minimalan negativan ekonomski utjecaj na lokalne zajednice te po mogućnosti da donose značajne ekonomske dobrobiti lokalne zajednice

5. Turizam: utjecaj i dobrobiti

Ovo poglavlje daje pregled ekonomskih, ekoloških i socijalnih utjecaja turizma i kratko govori o dobrobitima održivog poslovanja.

Positivan ekonomski utjecaj turizma često se navodi kao nešto što donosi dobrobit isključivo turističkoj destinaciji, dok se negativni ekološki i socijalni utjecaj smatra troškom. U stvarnosti, ekonomski, ekološki i socijalni utjecaj u isto vrijeme može biti pozitivan i negativan te je izazov razvoja održivog turizma upravo osiguravanje dobrobiti na svim područjima.

• *Ekonomski-utjecaj*

Razvoj turizma u nekoj zemlji ili regiji često se smatra mogućnošću smanjenja siromaštva kroz zaradu i zapošljavanje. S druge strane, ukoliko se turizam ne razvija i vodi odgovorno, uzimajući u obzir lokalne potrebe, stvarna ekonomska dobit dugoročno može biti manja od očekivanog. Osnovna stavka zbog koje lokalno stanovništvo ne uspijeva izvući dobrobit iz turizma je kad se dobra i usluge korištene u turizmu proizvode i kupuju izvan zemlje ili regije. Također, ulaganje vlade u turističku infrastrukturu, kao što su ceste, aerodromi ili bolnice, može značiti da je manje sredstava predviđeno za osnovne usluge za lokalno stanovništvo. Drugi potencijalni troškovi uključuju sanaciju zagađenja zraka i vode nastale turističkim aktivnostima, gubici uzrokovani bolestima koje su povezane s zagađenjem, te povećanje troškova života lokalnog stanovništva uzrokovane elitnim turizmom.

Iako tour operatori mogu doprinijeti povećanju ekonomske održivosti turizma neke destinacije na način da dizajniraju svoje ponude tako da omoguće maksimalnu lokalnu, regionalnu i nacionalnu ekonomsku dobit. Općenito, pozitivan ekonomski utjecaj može se svesti na tri kategorije: direktan, indirektan i potaknut.

Direktna korist znači potrošnja turista na samoj destinaciji na hranu, suvenire, ekskurzije, napojnice i itd..To također znači novac koji je uplaćen od strane tour operatora lokalnim snabdjevačima, uključujući hotele te lokalne transportne kompanije. Dakako, ukoliko je hotel u vlasništvu stranaca, takva direktna dobit je smanjenja, obzirom da će dio novca napustiti zemlju. Direktna lokalna ekonomska dobit može se povećati tako da se kreiraju turistički paketi koji uključuju samo lokalne dobavljače.

Indirektna dobit znači zaradu i zapošljavanje koji proizlaze iz pruženih usluga turistima.

Na primjer, ukoliko hoteli kupuju hranu to može omogućiti zaposlenje i prihode za lokalne poljoprivrednike ili tvornice. Većim korištenjem lokalnih proizvoda mogu se povećati ovi indirektni utjecaji što znači da destinacija treba manje turista da bi ostvarila istu ekonomsku dobit. Konačno potaknuta dobit proizlazi iz veće kupovne moći zaposlenika i njihovih obitelji kao rezultat većeg zapošljavanja u turizmu. Veća mogućnost ove vrste dobrobiti proizlazi iz većih sredina s raznolikim gospodarstvom; na malom otoku gdje je turizam glavna grana industrije, zaposlenici mogu imati vrlo malu mogućnost potrošiti svoju plaću na proizvode iz lokalne sredine. Ekonomska dobit se ponekad može potaknuti u mjestu koje je dosta udaljeno od same turističke destinacije: npr, zaposlenici kruzera često svoje plaće šalju nazad u svoju domovinu.



- *Utjecaj na okoliš*

Turizam može imati širok raspon negativnog utjecaja na okoliš koji je ponekad nepovratan. U najekstremnijim slučajevima, dugoročna degradacija okoliša uništila je vizure koje uopće privlače turiste na neko mjesto, vodeći tour operatori i njihovi klijenti stoga odustaju od takve destinacije i okreću se novoj, očuvanoj.

Utjecaj turizma na okoliš proizlazi iz dizajna i konstrukcije turističkih objekata kao što su aerodromi, hoteli i ceste; od svakodnevnog funkcioniranja ovih objekata; kao i ponašanja turista. U ovoj prvoj fazi, dizajna i konstrukcije, leži najveći potencijal nanošenja štete i dugoročnog utjecaja, kao i značajna mogućnost da se osigura razvoj održivog turizma. U ovoj fazi, vlada determinira vrstu i nivo turizma koji će se razviti na nekoj destinaciji, kroz donošenje turističkih prostornih planova te izdavanja dozvola za objekte na tom području. Ukoliko se dobro ne planira položaj i konstrukcija turističkih objekata može degradirati pejzaž te dovesti do osiromašenja bio raznolikosti tako što će se uništiti prirodna staništa kao i obalno područje, šume, koraljni grebeni i drugi eko sistemi. Sam dizajn turističkog objekta može pomoći svom dugoročno utjecaju, ovisno o količini vode i energije potrebne za funkcioniranje objekta do toga koliko će se proizvesti otpada i kako će se taj otpad zbrinuti. Ukoliko se slijede principi prigodnog dizajniranja mogu se reducirati ovi dugoročni utjecaji. Obzirom na direktan lokalni utjecaj na destinaciju, turizam također donosi i globalni utjecaj kroz emisiju karbon dioksida iz aviona i drugih formi prijevoza koji utječu na klimatske promjene.

Iako turizam može dovesti do troška u odnosu na okolinu, također može biti izbor dobrobiti za okolinu. Na primjer, zarad od turizma može doprinijeti financiranju zaštićenih prirodnih područja te povećati njihovu ekonomsku važnost za samu zemlju ili regiju. Turizam može podupirati očuvanje šuma i koraljnih grebena kroz njihovu promociju u svrhu rekreacije umjesto potrošačkih ekonomskih aktivnosti poput ribarenja ili šumarstva. Tour operatori mogu utjecati na donošenje zakonskih akata koji teže očuvanju prirodnih resursa, kao i na ponašanje turista kad posjećuju prirodna područja. Povećan interes turista za neko područje također može donijeti dobrobiti okolišu kroz povećanje svijesti lokalnog stanovništva o okolišnim temama te im kroz to pomoći da shvate ekonomsku vrijednost ukoliko se ta prirodna područja sačuvaju.

- *Socio-kulturni utjecaj*

Negativna socio-kulturna komponenta razvoja turizma na lokalnu zajednicu nije uvijek odmah vidljiva. Kao prvo prisutnost turista s različitim kulturnim karakteristikama ili tradicijama i njihova veća kupovna moć mogu dovesti do konflikta i osjećaja nelagode. Ne primjereno pokazivanje bogatstva, fotografiranje lokalnih ljudi bez njihove dozvole te izazovna odjeća, osobito u veoma religioznim područjima, su primjeri ponašanja koje bi lokalno stanovništvo moglo smatrati uvredljivim (iako se domaćini mogu izvana doimati pristojni). Iako održivost može generirati neke trenutne poslovne prednosti, u smislu smanjenja troškova i poboljšanim odnosom s zaposlenicima i lokalnom zajednicom, mnoge dobrobiti, i za individualne kompanije i za društvo, su dugoročne. Nadalje, nisu sve dobrobiti opipljive, i neke se ne mogu tako lako mjeriti, te je ponekad ulaganja u održivost teže opravdati.



a) Dobrobiti odgovornog poslovanja

Ključne **poslovne dobrobiti** za tour operatore koji se ponašaju odgovorno uključuju:

- **Porast prihoda.** Ukoliko je vidljivo da posluju na održivim osnovama to može pomoći povećanju prihoda kroz osiguranje lojalnosti svojih korisnika kao i privlačenje novih, što rezultira povećanim tržištem.
- **Ušteda.** Djelovanje na principu održivosti može pomoći smanjenju operativnih troškova te poboljšati opću produktivnost i djelotvornost kroz smanjenje upotrebe resursa, smanjenjem proizvodnje otpada kao i izbjegavanje nepotrebnih globa.
- **Pristup kapitalu.** Kako okolišni i socijalni kriteriji postaju standardni dio u procjeni rizika, tour operatori koji djeluju na principima održivosti imaju veću mogućnost privlačenja kapitala od strane banaka i investitora.
- **Ljudski resursi.** Veća je mogućnost da se zaposlenici osjećaju ponosno što rade za poslodavce koji svoju odgovornost prema društvu shvaćaju ozbiljno. Tour operatori poznati po svojoj politici održivosti imaju veći kapacitet privlačenja i zadržavanja vještih i talentiranih zaposlenika, te tako povećavajući svoju mogućnost za inovacijom i tržišnom konkurentnošću.
- **Vrijednost brenda i reputacija.** Reputacija o održivom poslovanju dodaje vrijednost brendu tour operatora i jača njihove pozicije na tržištu, čineći ih manje podložnima kratkoročnim ekonomskim i tržišnim promjenama.
- **Očuvanje destinacije.** Djelujući na održiv način pomaže u stvaranju turističke destinacije ugodnijim mjestom za posjećivanje i život. Osiguravajući dugoročnu kvalitetu destinacije također se osigurava isplativost u poslovanju.
- **Poboljšana usluga.** Održivo upravljanje čini turističke objekte sigurnijima i zdravijima kako za zaposlenike tako i za posjetioce, dok u isto vrijeme podupire lokalnu zajednicu i jača njihovu ekonomsku dobrobit kao i moral zaposlenika. Sve to rezultira poboljšanom uslugom te tako i većim zadovoljstvom posjetioaca.
- **Upravljanje rizikom i licenca za rad.** Tour operatori mogu smanjiti svoju odgovornost kroz usaglašavanje i upoznavanje s „štetnim“ zakonima u odnosu na svoje poslovanje. Na primjer, vjerojatnost gubitka od štete nanesene njihovoj reputaciji može biti smanjena kroz demonstriranje proaktivnog stava prema održivosti destinacije i kvaliteti proizvoda, što se može iskoristiti kao obrana u bilo kakvoj parnici.

6. Od načela do prakse: primjeri dobre prakse

Svjetska briga za razvoj odgovornog turizma već je dovela do generiranja primjera dobre prakse.

- Ekološki program centralne Amerike PROARCA/APM

Zaštićena područja i komponenta ekološkog programa centralne Amerike (PROARCA/APM) je trogodišnji program koji bio je počeo 2001. godine da bi konsolidirao biološki koridor centralne Amerike kroz jačanje menadžmenta zaštićenih parkova na tom području, i kroz širenje proizvodnje i pristupa tržištu za ekološki prihvatljive proizvode i usluge. Centralna Američka komisija za okoliš i razvoj, čiji članovi su ministri okoliša Gvatemale, Belizea, El Salvadora, Hondurasa, Nikaragve, Kosta Rike i Paname vodili su projekt uz financijsku pomoć Američke agencije za međunarodni razvoj (USAID). Inicijativu su implementirali Nature Conservancy, World Wildlife Fund (WWF) i Rainforest Alliance.



- Lokalna Agenda 21, Calvia

Općina Calvia na Malorci, Španjolska, patila je od ekološke i razvojne degradacije 70-ih i 80-ih godina prošlog stoljeća, zbog velikih ulaganja u masovni turizam. Da bi obnovila zajednicu trebalo je unijeti radikalne promjene.

- Nagrada Turizam Sutrašnjice

Ovaj program nagrada prepoznaje i ohrabruje održivi turizam. Nagrada Turizma Sutrašnjice daje se izabranim primjerima i projektima dobre prakse te na taj način postavlja više nivoa i izazov je ostalima da dostignu takav nivo. Originalnu je nagradu uspostavila federacija tour operatora da bi ohrabrila sve strane i sektore turističke industrije da štite okoliš. Britanski avio prijevoz preuzeo je sponzorstvo 1992. godine te tako obuhvatio sve aspekte održivog turizma. Veliki i mali tour operatori, mali hoteli kao i lanci hotela, nacionalni parkovi i prostori s očuvanom kulturnom baštinom samo su neke od aktivnosti koje su uključene u program nagrada Turizam Sutrašnjice. Link web. Stranice: www.britishairways.com/tourism.

7. Zašto smjernice za odgovorni turizam?

Sve više važna strategija koja ohrabruje održivu proizvodnju dobara i usluga predstavljena je kroz programe certificiranja. Svjetski samit 1992. godine fokusirao je globalnu pažnju na napore da razvoj dobije svoju odgovornu formu, tržišni režimi koji su nastajali nametnuli su ograničenje na mogućnost vlada da postave ekološke i socijalne standarde za poslovanje. Inicijative certificacije proizašle su iz **nevladinih, tržišno orijentiranih inicijativa** u svrhu promocije održivosti kroz ohrabrivanje potrošnje dobara i usluga od kompanija koje prihvaćaju visoke socijalne i ekološke standarde u svojoj proizvodnji. Od svjetskog samita, programi certificacije kreirani su da definiraju i mjere održivost u raznim industrijama.

Glavni programi certificacije u turizmu:

- Zeleni Planet 21 (Globalni certifikat)
- Plava Zastava (Globalni certifikat)
- Zeleno poslovanje u turizmu (Škotski certifikat)
- Program akreditiranja prirode i eko turizma (certifikat Australije)
- Certifikat za održivi turizam (Costa Rica)
- Mreža certificiranja održivog turizma Amerika vođenih u Brazilu
- Listopad 23, 2003

1997. godine Berlinska deklaracija o bioraznolikosti i održivom turizmu uzima u obzir da održiva forma turizma donosi dobit i za lokalnu zajednicu, tako naglašavajući ciljeve ugovora iz Lanzarotea, uz napomenu da bi svi dionici u turizmu trebali surađivati na lokalnom, nacionalnom i međunarodnom nivou kako bi postigli zajedničko razumijevanje termina održivi turizam.

Priznajući ove prioritete i ciljajući na doprinosu razvoju odgovornog turizma, **Regia Marche** donosi **Smjernice za Odgovorni Turizam**.

Ove smjernice izvedene su iz projekta Lokalni centri razvoja i integrirano upravljanje obalnim područjem, koji je promovirala Regia Marche u suradnji sa Sviluppo Marche, regionalnom razvojnom agencijom, a sufinanciralo ga je talijansko Ministarstvo vanjskih poslova kroz nacionalni zakon 21.03. 2001., n.84.

Projekt uključuje partnere u obalnim županijama u Hrvatskoj i Bosni i Hercegovini. To su Zadar i Dubrovnik u Hrvatskoj, te kanton Mostar u BiH. Cilj projekta je potpora održivom razvoju lokalnih zajednica kroz lokalne centre razvoja koji dijele svoje iskustvo i dobru praksu te djeluju u partnerstvu u svrhu integriranog upravljanja obalnim područjem.



Da bi se identificirale zajedničke linije upravljanja trebalo je napraviti specifičnu analizu uključenih područja. Za svako od ta područja projektni tim je omogućio:

- Detaljnu analizu turističkih mogućnosti (smještaj, infrastrukture, transport, ljudski resursi itd.)
- Analiza okoliša (prirodne karakteristike, geografske osobitosti i itd.)
- Analiza prirodnih i kulturnih resursa
- SWOT analiza da bi se identificirale snage, slabosti, mogućnosti i prijetnje

Ove smjernice, započete s projektom Lokalni centri razvoja, imaju za cilj omogućiti alate za analizu korisne da bi se ostvarila panel diskusija u svrhu : kreiranje programa certifikacije za eko turističke proizvode. Da bi ostvario ovaj cilj i kreirao instrumente koji se mogu primijeniti u sve vrste poslova u turizmu, veoma je važno sudjelovanje svih lokalnih aktera.

Zajednički program certifikacije može biti koristan i od pomoći lokalnim turističkim djelatnostima da usaglase svoje proizvode s principima odgovornog turizma, koje je ratificirala međunarodna zajednica, što u isto vrijeme može biti značajan instrument očuvanja okoliša i kulturnog naslijeđa lokalnih zajednica.

8. Principi odgovornog turizma

Međunarodna zajednica, kroz istraživanja i primjere dobre prakse, priznala je indikatore za sva tri aspekta razvoja održivog turizma – **ekološki, ekonomski i socijalni**.

Obzirom na ova tri aspekta tablica niže pokazuje indikatore koje smo ovdje nazvali kriteriji:

Tri aspekta	Kriteriji
• Ekonomska održivost	1. <i>Planiranje djelovanja i upravljanje poslovanjem</i> 2. <i>Poslovna etika</i> 3. <i>Odgovorni marketing</i> 4. <i>Zadovoljstvo potrošača</i>
• Ekološka održivost	5. <i>Fokus na prirodna područja</i> 6. <i>Upravljanje okolišem</i> 7. <i>Interpretacija i edukacija</i> 8. <i>Doprinos očuvanju okoliša</i>
• Socijalna održivost	9. <i>Rad s lokalnim zajednicama</i> 10. <i>Poštovanje i osjetljivost prema lokalnoj kulturi</i>

• Ekonomska održivost

1. *Planiranje djelovanja i upravljanje poslovanjem*

Svako dobro upravljanje poslovanjem i planiranje djelovanja osnova su ekonomske održivosti, što zajedno s ekološkom i socijalnom održivošću omogućuje osnovu za pristup temeljem na tri aspekta.

2. *Poslovna etika*

U poslovanju je prihvaćena i slijedi se etički pristup.

3. *Odgovorni marketing*

Marketing je ispravan i vodi ka realističnim očekivanjima. Marketing eko turizma omogućava potrošačima točnu i odgovornu informaciju o tome što očekivati o proizvoda i kako poštovati prirodne i kulturne osobitosti područja koje posjećuju .

4. *Zadovoljstvo potrošača*

Eko turizam konstantno ide u korak s očekivanjima potrošača. Zadovoljstvo potrošača postignuto je kad iskustvo nadilazi realna očekivanja samih potrošača. Stoga djelatnosti u eko turizmu prate i djeluju na osnovi povrata informacija od potrošača.



- **Ekološka održivost**

5. *Fokus na prirodna područja*

Eko turizam se fokusira na direktan i osoban doživljaj prirode. Proizlazi iz i oslanja se na korištenje prirodnog okoliša. Sadržava fokus na svoja biološke, fizičke i kulturne osobine.

6. *Upravljanje okolišem*

Eko turizam predstavlja primjer dobre prakse za ekološki održiv turizam. Aktivnosti u eko turizmu ne bi trebale osiromašivati prirodni okoliš, već ih treba razviti i upravljati s njima na način da se očuva i naglasi prirodan i kulturni okoliš, kroz priznavanje i primjenu ekološki održive prakse.

7. *Interpretacija i edukacija*

Eko turizam donosi mogućnost doživljavanja prirode na način koji vodi njenom većem razumijevanju, poštovanju i uživanju u njoj. Proizvodi eko turizma privlače potrošače koji žele veću interakciju s prirodnim okolišem i, u raznim oblicima, razviti svoje znanje, svijest, poštovanje i uživanje u prirodnom okolišu. Eko turistički operatori omogućavaju dostojan nivo interpretacije o prirodnom i kulturnom nasljeđu područja koje se posjećuje, kroz zapošljavanje kvalificiranog kadra i davanje točnih informacija prije i tijekom posjeta.

Nivo i tip interpretacije se planira, te kreira i isporučuje na način da udovolji zahtjevima, potrebama i očekivanjima potrošača, te uključuje širok raspon interpretacija, osobne i opće.

8. *Doprinos očuvanju okoliša*

Eko turizam pozitivno doprinosi očuvanju prirodnih područja. Uključuje aktivno sudjelovanje u očuvanju i naglašavanju prirodnih područja koja se posjećuju. Osobito, eko turistički proizvodi donose konstruktivne doprinose upravljanju i očuvanju prirodnih područja. Ovi doprinosi mogu uključivati nabavku materijalne, financijske ili in-kind pomoći.

- **Socijalna održivost**

9. *Rad s lokalnim zajednicama*

Eko turizam je na neki način poticaj lokalnoj zajednici. U mnogim situacijama lokalna zajednica je integralni dio eko turističkog proizvoda. Dobrobiti eko turizma trebale bi se proširiti u lokalnu zajednicu. Na primjer, zapošljavanje lokalnih turističkih vodiča, korištenje lokalnih usluga i lokalnih objekata.

10. *Poštovanje i osjetljivost prema lokalnoj kulturi*

Eko turizam je osjetljiv obzirom na vrijednost implementacije i uključuje različite kulture, osobito na urođeničku kulturu. Iako je fokus eko turizma prije svega na prirodnim osobitostima nekog područja, mnoga ova područja imaju značajnu kulturnu vrijednost, osobito urođeničku vrijednost. Stoga, ekoturizam bi trebao obuhvatiti i kulturne aspekte područja koje se posjećuje.

9. Turisti i njihova odgovornost

Putovanja i turizam trebalo bi planirati i ostvariti kao sredstvo individualnog i kolektivnog ispunjenja. Kad se ostvaruje s otvorenim umom postaje nezamjenjiv faktor u samoedukaciji, razvoju tolerancije te učenju o različitostima među ljudima, kulturama i njihovoj raznolikosti. Svi mi imamo ulogu u stvaranju odgovornog turizma i putovanja. Vlada, poslovni subjekti i lokalne zajednice moraju napraviti sve što mogu, ali kao gost turist može poduprijeti njihovu inicijativu na mnogo načina i tako dati svoj doprinos.

Svjetska turistička organizacija donijela je globalni etički kod za turizam; taj etički kod uključuje čitav niz principa čija je svrha voditi dionike kroz turistički razvoj: nacionalne i lokalne vlasti, lokalne zajednice, turističku industriju i njene profesionalce, ali isto tako i posjetitelje, kako domaće tako i međunarodne.

Kod je donošen kroz rezoluciju UNWTO glavne skupštine na sastanku u Istanbulu 1997. godine. Tijekom sljedeće dvije godine osnovan je poseban odbor za pripremu globalnog etičkog koda, te je nacrt dokumenta pripremljen od strane glavnog tajnika i savjetnika za pravna pitanja UNWTO-u u konzultaciji s UNWTO poslovnim vijećem, UNWTO regionalnom komisijom i UNWTO izvršnim vijećem.

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Annex I
Certification Scheme Overall
Marche Region, IT

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Certification Scheme Overall Framework

Introduction

Starting by criteria, Marche Region provide a Certification Scheme Overall useful to start a discussion in order to elaborate a shared certification programme, based on good knowledge of needs and opportunities of the interested areas. The ten macro criteria identified are detailed in more stringent micro criteria helpful to have a beginning overall scheme. The scheme will be **implemented, evaluated and agreed** by participants at discussion.

ECONOMIC SUSTAINABILITY

1. Business management and operation planning

1.1 Business Plan

A business Plan help set out a vision for the ecotourism business and facilitates sound future decision making.

The ecotourism business has a current Business Plan that include.

	Tick
<p>a. A description of the back ground of the business, the people who run it and the community in which it exists.</p> <p>Thinks to think about:</p> <ul style="list-style-type: none"> - When was it established? - Who are the directors/owners? - What is theirs background? - How has the business changed overtime? - What factors have significantly contributed to the progress of your business? 	
<p>b. Objectives of your business.</p> <p>Identify short and medium term objectives - the think the business wants to achieve immediately and the thinks to work towards.</p>	

Please add any other useful elements to fulfill this criteria.



ECONOMIC SUSTAINABILITY

1. Business management and operation planning

1.2 Marketing plan

A Marketing Plan helps the ecotourism business identify where its visitors are coming from and how to best access and communicate with these visitors.

The business has a current Marketing Plan that includes some of the following measures:	Tick
<ul style="list-style-type: none"> a. Market research and Competitive Positioning b. Identification of Target Markets c. Marketing objectives d. Marketing strategies e. f. 	

Please add any other useful elements to fulfill this criteria.

1.3 Human resources

Effectives management policies for staff , combining with staff training, will result in more motivated and loyal staff.

The business has documented policies and procedures in place for the management of people that include some of the following measures:	Tick
<ul style="list-style-type: none"> a. Roles and responsibilities documented in Job description. b. Staff Rosters and organization chart c. Recruitment, induction and Appraisal Systems d. Training and ongoing professional development programs e. Personnel records f. Communication system with staff g. Appropriate workplace Behaviour policy h. i. 	

Please add any other useful elements to fulfill this criteria.



ECONOMIC SUSTAINABILITY

1. Business management and operation planning

1.4 Customer service

Established customer service standards set by ecotourism business lead to greater customer satisfaction and consistency of service.

The business has documented Customer Service in place that includes some of the following measures:	Tick
a. Details of Service Delivery and Customer Standards for staff b. Customer greeting procedure c. Customer complain management and feedback process d. Bookings, Confirmations and Cancellations policy e. f.	

Please add any other useful elements to fulfill this criteria.

ECONOMIC SUSTAINABILITY

2. Business Ethics

2.1 Business code of ethic

the Business:

- Accepts a commitment to best practise ecological sustainability, natural area management, and the provision of quality ecotourism experience;
- Works through ecotourism to protect and preserve the natural and cultural heritage of the lands;
- Values the social, cultural and natural heritage of the lands;
- Values cultural and natural integrity and authenticity in business;
- Will eliminate any practice that is unacceptably damaging the environment, heritage or culture;
- Will eliminate any practice that could be damaging to trade or customers or to the dignity of ecotourism industry;
- Acknowledges its responsibilities in meeting the reasonable expectations of all customers to the best of its ability. Customers include any individual or business wishing to use or receive the goods or services of the business;
- Shall endeavour to treat all customer equally
- Reserves the right to change its goods and services to meet the expectations of its customers;
- Is responsible for all its advertising and promotional activities, which accurately reflect the activities of the business;
- Will inform direct customers of all the terms and conditions of the contact including the terms of payment and any cancellation conditions.
- Will take all reasonable measures to ensure that all plan, equipment and products are in good working order.
- Will where possible inform customers of pertinent facts concerning other tours, transportation accommodation or other tourist services available to our customer; and
- Will adhere to industry codes of practice where they apply.

Please add any other useful elements to fulfill this criteria.



ECONOMIC SUSTAINABILITY

3. Responsible Marketing

3. Responsible Marketing

Ecotourism marketing provides customers with an accurate and responsible depiction of what to expect from the product and how to respect the natural and cultural environment visited.

a. Marketing materials include advertisements, brochures, fact sheets, websites, editorials etc.:	Tick
<p>Some of the following elements are reflected in the most widely used marketing materials:</p> <ul style="list-style-type: none"> ▪ The characteristics that describe the area been visited ▪ Formally recognised value that make the area special ▪ Principal activities undertaken by customers ▪ Interpretive services and/or facilities provided ▪ The number of customers in a typical group experiencing the product ▪ Capacity of transportation of accommodation used ▪ General travel ethics addressing minimal impact behaviour for natural areas ▪ General travel ethics addressing minimal impact behaviour for natural areas for mixing with host and local community ▪ Equipment, clothing and personal supplies suitable to the area being visited; and ▪ Qualification of special events, irregular activities and natural phenomena. ▪ 	

Please add any other useful elements to fulfill this criteria.



ECONOMIC SUSTAINABILITY

4. Customers Satisfaction

4. Customer Satisfaction

Customer Satisfaction is achieved when the experience offered consistently meet or exceed the realistic expectations of the customers. Ecotourism operations monitor and act upon customer feedback

a. Informal feedback on customer satisfaction is sought via some of the following measures:	Tick
<ul style="list-style-type: none">▪ Observations of customers;▪ Discussions with customers▪ Visitors book or feedback form▪ Regular review of operations;▪ Review of articles by visiting journalist; and▪ Reviewing and responding to letters and telephone calls from customers	

Please add any other useful elements to fulfill this criteria.

ENVIRONMENTAL SUSTAINABILITY

5. Natural Area Focus

5. Natural Area Focus

Ecotourism occurs in and relies on the use of the natural environment. It includes a focus on its biological, physical and cultural features.

a. Product information, operational records and customer feedback demonstrate that some of the following measures are satisfied :	Tick
<ul style="list-style-type: none"> ▪ The majority's of each customers activities time is spent within a natural area focus; ▪ The prime focus of the product is presentation of the natural values of the local area ▪ The product helps customers to directly and personally experience nature and do so without causing damage; and ▪ If it is in a "rural" area, the applicant must justify how the product has a natural area focus in the supporting information space below ▪ ▪ 	

Please add any other useful elements to fulfill this criteria.



ENVIRONMENTAL SUSTAINABILITY

6. Environmental Management

6.1 Operational environmental management

All operations have considered their environmental aspect and the management of such are documented

a. Environmental management procedures are documented and shall include some of the following measures:	Tick
<ul style="list-style-type: none"> ▪ The environmental (include cultural) characteristic requiring management and protection; ▪ The nature of the business and potential for environmental harm from planned, accidental and emergency situations. ▪ A monitoring process for key aspects for environmental risk ▪ Staff training requirements to ensure the capabilities to implement the environmental response ▪ A mechanism to maintain best practices ecological sustainability, and undertake continual improvement toward set targets of others aspects not currently at best practices. ▪ ▪ 	

Please add any other useful elements to fulfill this criteria.



ENVIRONMENTAL SUSTAINABILITY

6. Environmental Management

6.2 Location

Operations are only undertaken in locations where tourism is an appropriate use and impacts are minimised.

	Tick
<p>a. Sites location should satisfy some of the following measures:</p> <ul style="list-style-type: none"> ▪ have been selected following consideration of alternative locations and alternative uses of the site. ▪ be away from areas of high conservation values (or at least be where the use will not threaten the conservation value); ▪ preferably use previously disturbed sites rather than undisturbed sites; ▪ involve the rehabilitation of natural processes on the site; ▪ avoid culturally sensitive sites (unless the activity involves appropriate presentation of cultural values or conservation of cultural heritage); ▪ be endorsed by traditional custodians (including native title holders); ▪ minimise adverse effects on local communities; ▪ minimise adverse effects on other visitors to the natural area; and ▪ avoid unnecessary development/disturbance within protected areas. ▪ ▪ 	

Please add any other useful elements to fulfill this criteria.



6. Environmental Management

6.3 Construction methods and materials

Construction had maximised the use of renewable and recycled materials and has involved practice to minimize environmental impacts

<p>a. Some of the following measures have been undertaken to minimise the environmental impact of the construction and renovation of facilities;</p> <ul style="list-style-type: none"> ▪ minimising excavation and disturbance to groundcover; ▪ in heritage precincts, using appropriate (may be traditional) construction techniques; ▪ using locally sourced building materials to the greatest possible extent (except where local sourcing may increase impacts); ▪ using recycled building materials; ▪ residual pesticides (such as for termite control under buildings) are not used; ▪ using sustainable building materials; ▪ regularly cleaning and checking vehicles for soil likely to carry weeds or diseases onto or off the site; ▪ ensuring soil or gravel sources are free from weeds and known diseases; or ▪ using renewable energy for power during construction; ▪ ▪ 	Tick
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Please add any other useful elements to fulfill this criteria.



6. Environmental Management

6.4 Site disturbance, landscaping and rehabilitation

The ecotourism operation involves minimal disturbance, any areas disturbed are rehabilitated to restore ecological processes.

Some of the following measures have been undertaken to involves minimal disturbance:	Tick
▪ Development and ongoing use of the site(s) has involved minimal clearing of native vegetation and has avoided disruption to wildlife movement and breeding patterns.	
▪ Development and ongoing use of the site(s) has involved minimal disturbance to cultural heritage.	
▪ Landscaping of the site reflects the character of the surrounding natural environment or another natural system which is the focus of the product (e.g., a development in an old quarry in the Wet Tropics with landscaping reflecting the nearby rainforest environment).	
▪ Where clearing has occurred, it has not affected the viability of local populations of rare or threatened species of flora and fauna.	
▪ There are no declared weeds on site, or if there are, there is a documented and government approved weed control program on site. (Check with your relevant local government or state agency for a list of declared weeds).	
▪ No residual pesticides or herbicides are used.	
▪	
▪	

Please add any other useful elements to fulfill this criteria.

6. Environmental Management

6.5 Drainage, soil and water management

Site drainage reflects the natural site topography and the ecotourism operation does not cause soil loss, water and/or air contamination, or impacts either on or off site such as erosion and sediment pollution to downslope lands and waterways..

Some of the following measures have been undertaken to Drainage, soil and water management:	Tick
<ul style="list-style-type: none"> ▪ Development has avoided extreme land shaping and surface modifications. Drainage follows essentially natural paths and concentration of overland flow is avoided. ▪ Erosion on site is not evident or measures are being taken to stabilise and rehabilitate existing eroded areas. ▪ Development and ongoing use of the site(s) have involved minimal clearing of native vegetation, and where vegetation clearing has occurred, erosion and sediment control practices have been implemented (i.e., stabilisation using biodegradable blankets, geoweb, bonded fibre matrix, mulch, hydromulch, etc.) ▪ Appropriate fencing, shrubs or barriers are used to restrict pedestrian and vehicular traffic to defined and stabilised areas. ▪ ▪ 	

Please add any other useful elements to fulfil this criteria.



6. Environmental Management

6.6 Visual Impact

Ecotourism operations are not visually dominant.

	Tick
<p>a. In the design of ecotourism product some of the following consideration are applied to land based products and two to water based product:</p> <ul style="list-style-type: none"> ▪ building forms are compatible with the landscape; ▪ height of buildings and structures are below tree lines or screened by topographic features; ▪ roads and tracks are screened by vegetation or topographic features or are designed to minimise visual impacts (i.e., curvilinear design); ▪ car parks are designed and landscaped to minimise the visual impacts; ▪ colour and reflectivity of surfaces are compatible with the landscape; or ▪ native vegetation has been retained or included in landscaping to screen facilities. ▪ ▪ 	

Please add any other useful elements to fulfill this criteria.



ENVIRONMENTAL SUSTAINABILITY

6. Environmental Management

6.7 Light

Where natural lighting is inadequate, lighting is minimised to that required to increase the visibility of signs and displays and to provide for safety and security.

	Tick
<p>a. Some of the following measures have been undertaken to minimise illumination around the site:</p> <ul style="list-style-type: none"> ▪ external lighting is kept to that necessary for orientation, security and safety (e.g., low wattage footlights are used for paths and tracks); ▪ illuminated signage is only used for emergency exits; ▪ no spotlights point above the horizontal (excluding uplighting within buildings); ▪ incandescent floodlights are not used in public areas; ▪ compact fluorescent bulbs are used wherever possible; ▪ natural light provides all necessary illumination to all areas of buildings during daylight hours; ▪ pathways, corridors and external areas are lit by movement sensor switches with lightsoff at most times; ▪ customers are provided with personal portable lights to avoid fixed lighting outside. ▪ ▪ 	

Please add any other useful elements to fulfill this criteria.

ENVIRONMENTAL SUSTAINABILITY

6. Environmental Management

6.8 Water supply and conservation

Ecotourism operations involve minimal use of an ecologically sustainable supply of water.

	Tick
<p>a. Some of the following water conservation measures have been implemented:</p> <ul style="list-style-type: none"> ▪ small sinks (less than five litres); ▪ tap aerators; ▪ low flow showerheads; ▪ grey water reuse; ▪ reuse of treated sewage effluent; ▪ rainwater/stormwater collection; ▪ dual/low flush toilets; ▪ composting toilets or carry out/removal of waste; ▪ showers only (not baths) provided in all ensembles; ▪ automatic turn-off taps (e.g., spring loaded); ▪ low water gardens (e.g., locally occurring native plants, drip water systems); ▪ no wash down of large areas (sweep/vacuum instead); ▪ water use limiting measures (e.g., the “bucket shower”); ▪ guests given a water budget for personal use (e.g., bush huts with small tank for water supply); ▪ guests are encouraged to reuse cloth towels before laundering; or ▪ written advice provided to customers to minimise water usage. ▪ ▪ 	

Please add any other useful elements to fulfill this criteria.

ENVIRONMENTAL SUSTAINABILITY

6. Environmental Management

6.9 Waste water

Sewage and effluent is minimised and has no significant environmental impact.

Some of the following waste water management measures have been implemented	Tick
<ul style="list-style-type: none"> ▪ Wastewater receives at least secondary treatment or is composted. Where this is not practical the method of wastewater treatment is justifiable and the ongoing impacts on ground and surface waters have been assessed and are judged to be sustainable ▪ Public toilet facilities that have sustainable wastewater treatment are used where available (see (a) for explanation). ▪ All onsite waste water treatment has breakdown alarms, approved emergency bypass facilities and an ongoing water operations manual which is administered by a trained operator. ▪ Free disposal in remote areas is only used where there is no wastewater treatment available and minimal impact practices are implemented. ▪ ▪ 	

Please add any other useful elements to fulfill this criteria.



ENVIRONMENTAL SUSTAINABILITY

6. Environmental Management

6.10 Waste minimisation and management

The Waste minimisation policy of reduce, reuse and recycle underpins the operations of the product.

	Tick
<p>a. Some of the following measures have been undertaken:</p> <ul style="list-style-type: none"> ▪ avoid over packaged goods; ▪ disposable items (eg utensils and containers etc) are not used; ▪ food and materials are purchased in bulk; ▪ small portion packaging is not used (e.g., soaps, jams, margarine etc.); ▪ both staff and customers are encouraged to participate in recycling programs; ▪ all litter encountered is collected and removed; ▪ all promotional material is printed on recycled and/or unbleached paper; ▪ existing and potential customers are actively encouraged to pass publications to others for reuse; ▪ composting or organic kitchen waste; ▪ assistance has been provided in the establishment of local recycling infrastructure; ▪ a policy to purchase recycled or reused products has been documented and is being implemented. ▪ ▪ 	

Please add any other useful elements to fulfill this criteria.

ENVIRONMENTAL SUSTAINABILITY

6. Environmental Management

6.11 Energy use and minimisation: buildings

Ecotourism facilities involve minimal use of energy.

	Tick
<p>a. Energy use in buildings is minimised by implementing some of the following measures:</p> <ul style="list-style-type: none"> ▪ minimal use of air conditioning with natural ventilation provided as an alternative; ▪ only natural lighting is used during daylight hours; ▪ roofs with low heat absorption are used in hot climates; ▪ building aspect, colour, texture and design maximises solar heating during winter and minimises solar heating during summer (or in hot climates); ▪ minimal stores kept in cool rooms/refrigeration (depending on access to supplies); ▪ heating in cooler climates restricted to living and sleeping areas with utility rooms etc. able to be isolated; ▪ peak electrical loads are actively managed (e.g., compressors); ▪ key tag switches and automatic controls (e.g., timers, movement sensors) are used; ▪ energy efficient equipment has been selected (e.g., 5 star fridges etc); ▪ heat-flow through windows is minimised by using double-glazed windows as well as curtains and blinds in cold climates; ▪ a trained staff member is given responsibility to minimise energy use and costs; ▪ heat is recovered from equipment (e.g., waste heat from diesel generator is used to heat hot water); ▪ energy use for individual guest rooms is metered. ▪ ▪ 	

Please add any other useful elements to fulfill this criteria.



ENVIRONMENTAL SUSTAINABILITY

6. Environmental Management

6.12 Energy use and minimisation: transport

Ecotourism transport involve minimal use of energy.

	Tick
<p>Transport energy use is minimised to the greatest extent possible through some of the following measures:</p> <ul style="list-style-type: none"> ▪ tours and support vehicle routes and schedules are planned to minimise the distances travelled (including avoiding congested areas and peak hour traffic); ▪ customers are encouraged to use fuel efficient transport (e.g., courtesy transfer service provided, providing public transport information and providing bicycles for sightseeing); ▪ relevant staff have undertaken training in fuel-efficient driving; ▪ staff are actively encouraged to walk, ride or use public transport to get to work (where applicable); ▪ all vehicles are regularly serviced and maintained; ▪ fuel efficient options are used when selecting and/or purchasing vehicles (i.e., diesel rather than petrol, two wheel drive vehicles instead of four wheel drives where appropriate); or ▪ vehicles are set up and operated for fuel efficiency (i.e., use of air deflectors, aerodynamic fairings, tarpaulins etc); ▪ electric vehicles are used. ▪ ▪ 	

Please add any other useful elements to fulfill this criteria.



ENVIRONMENTAL SUSTAINABILITY

7. Interpretation and Education

7.1 Interpretive services

Customers are given access to interpretive opportunities through a number of techniques

	Tick
<p>Customers have the opportunity to learn about the natural and cultural heritage of the environment they are visiting. The operator must provide some interpretive opportunities from the following:</p> <p>Personal interpretation</p> <ul style="list-style-type: none"> ▪ Each transport-based tour has no more than 50 customers per guide. ▪ Each non-vehicle based tour has no more than 20customers per guide ▪ Informative interaction with a guide (including specialist activities/tours such as birdwatching, snorkelling, bushwalking, spotlighting, etc.) ▪ Talks or lectures by specialists. ▪ Theatre performances. ▪ Other interpretive activities (games, treasure hunts, puppet shows, quizzes, role-plays, craft activities etc.) – please provide details in comments column. ▪ ▪ <p>Non-personal interpretation</p> <ul style="list-style-type: none"> ▪ Pre-tour materials (e.g., briefing sheets, brochures, reading lists etc.) ▪ Displays/interpretive signage. ▪ Interpretive brochures. ▪ Audio-visuals (e.g., video, slide shows, CD-ROM). ▪ Reference materials (e.g., library of books, newsletters and other publications). ▪ Self-guiding trails (e.g., with interpretive signage and/or specialist self-guiding interpretive brochure, etc.) ▪ For accommodation and attractions, the facilitation of access to interpretive opportunities provided by outside contractors (e.g., through discounted prices for commercial interpretive activities, an in-room booking line, etc. - i.e., a greater degree of service is provided than just a stand-alone brochure rack). ▪ ▪ 	

Please add any other useful elements to fulfill this criteria.

ENVIRONMENTAL SUSTAINABILITY

7. Interpretation and Education

7.2 Content of interpretation and educational information

Content used for interpretive materials and activities has been checked for its accuracy by reference to credible sources, and its relevant to both the site and the audience.

	Tick
<p>a. The accuracy of information provided to customers is verified by reference to some of the following sources:</p> <ul style="list-style-type: none"> ▪ reference books or publications; ▪ professional persons (scientists, natural area managers, sociologists, anthropologists, academics etc.); ▪ knowledgeable local people who have a high level of recognition ▪ scholarly films and television documentary; ▪ recognised training courses and/or training materials ▪ ▪ 	

Please add any other useful elements to fulfill this criteria.

ENVIRONMENTAL SUSTAINABILITY

7. Interpretation and Education

7.3 Staff training, awareness and understanding

Guides and other key staff in contact with customers are able to provide accurate information and interpretation.

	Tick
<p>a. All customer service staff have to attending induction training and participated in ongoing in house training that include information some of the following measures:</p> <ul style="list-style-type: none"> ▪ the natural and conservation values of the area; ▪ the environmental management issues in the area; ▪ the principles of ecotourism and how they are adopted by the products; ▪ practices that staff are to follow as part of their duties to minimise adverse impacts; ▪ appropriate customers communication and behaviour. ▪ ▪ 	

Please add any other useful elements to fulfil this criteria.



ENVIRONMENTAL SUSTAINABILITY

8. Contribution to conservation

8.1 Conservation initiatives

Operators of ecotourism products provide constructive contributions to the management of natural areas visited.

	Tick
<p>Some of the following have been undertaken by the operator in the region used for the product during the past year:</p> <ul style="list-style-type: none"> ▪ removal of customers' litter or rubbish; ▪ physical, financial or in-kind assistance has been provided for the rehabilitation of areas ▪ subject to negative visitor impacts; ▪ physical, financial or in-kind assistance has been provided for reduction of feral animals; ▪ physical, financial or in-kind assistance has been provided for reduction of weed infestations; ▪ physical, financial or in-kind assistance has been provided for the development of facilities that reduce visitor impact (e.g., boardwalks); ▪ physical, financial or in-kind assistance has been provided for the maintenance of facilities that reduce visitor impact; ▪ donation of funds or equipment have been made to undertake one of the above. ▪ ▪ 	
<p>Some of the following has been undertaken in the past year:</p> <ul style="list-style-type: none"> ▪ input to the development of relevant planning and policy initiatives for managing the natural area used by the operator; ▪ assistance with monitoring environmental impacts on sites being visited; ▪ assistance with research on visitor impacts on sites being visited; or ▪ assistance with training programs on conservation practices for staff. ▪ ▪ 	

Please add any other useful elements to fulfil this criteria.



SOCIAL SUSTAINABILITY

9. Working with local communities

9.1 Provision of local benefits

Ecotourism generates constructive ongoing contributions to local communities.

Some of the following measures have been satisfied:	Tick
<ul style="list-style-type: none"> ▪ Local residents are employed in some aspect of the operation. ▪ services (e.g., repairs and maintenance) are purchased locally. ▪ products (e.g., foodstuffs) are purchased locally. ▪ Materials and services needed for construction and maintenance are bought from local sources (assuming that they are available and of equivalent environmental performance standards to sources typically available elsewhere). ▪ ▪ 	

Please add any other useful elements to fulfill this criteria.



SOCIAL SUSTAINABILITY

9. Working with local communities

9.2 Community involvement

Operators of ecotourism products are involved in the local community beyond what is required to run the business

	Tick
<p>a. Within the past year, some of the following has been given to one or more local residents:</p> <ul style="list-style-type: none"> ▪ access to free training for local residents that will improve their chances of gaining more highly skilled work; ▪ work experience for one or more students residing in the local area; ▪ access to office equipment to assist with job applications; ▪ advice on job applications or interviews; ▪ mentoring service for career development. ▪ ▪ 	
<p>b. Within the past year, a representative of the operation has undertaken some of the following in relation to a local community issue or initiative:</p> <ul style="list-style-type: none"> ▪ attended a meeting; ▪ attended a workshop or seminar; ▪ written a letter or submission. ▪ ▪ 	

Please add any other useful elements to fulfill this criteria.



SOCIAL SUSTAINABILITY

10. Cultural respect and sensibility

10 Cultural respect and sensibility

All Ecotourism operators should consult with and involve indigenous communities in the delivery of the product.

Some of the following measures have been satisfied:	Tick
<ul style="list-style-type: none"> ▪ Customers are provided with accurate information and/or interpretation that provides the potential for better understanding and appreciation of the Indigenous heritage, culture and people of the area visited. ▪ Guides and front-line staff responsible for delivering the product have been briefed about how to respect and show sensitivity to indigenous culture and heritage. ▪ Guides and front-line staff responsible for delivering the product have been trained to minimise group impacts on local cultures in culturally sensitive areas. ▪ Customers are provided with information or guidelines on minimal impact behaviour in culturally sensitive areas. ▪ The product does not involve a site with restricted access due to cultural sensitivity. ▪ ▪ 	

Please add any other useful elements to fulfill this criteria.



Annex III

GLOBAL CODE OF ETHICS FOR TOURISM

adopted by resolution A/RES/406(XIII) at
the thirteenth WTO General Assembly
(Santiago, Chile, 27 September -
1 October 1999).

PREAMBLE

We, Members of the World Tourism

Organization (WTO), representatives of the world tourism industry, delegates of States, territories, enterprises, institutions and bodies that are gathered for the General Assembly at Santiago, Chile on this first day of October 1999,

Reasserting the aims set out in Article

3 of the Statutes of the World Tourism Organization, and aware of the "decisive and central" role of this Organization, as recognized by the General Assembly of the United Nations, in promoting and developing tourism with a view to contributing to economic development, international understanding, peace, prosperity and universal respect for, and observance of, human rights and fundamental freedoms for all without distinction as to race, sex, language or religion,

Firmly believing that, through the

direct, spontaneous and non-mediatized contacts it engenders between men and women of different cultures and lifestyles, tourism represents a vital force for peace and a factor of friendship and understanding among the peoples of the world,

In keeping with the rationale of reconciling environmental protection, economic development and the fight against poverty in a sustainable manner, as formulated by the United Nations in 1992 at the "Earth Summit" of Rio de Janeiro and expressed in Agenda 21, adopted on that occasion,

Taking into account the swift and continued growth, both past and foreseeable, of the tourism activity, whether for leisure, business, culture, religious or health purposes, and its powerful effects, both positive and negative, on the environment, the economy and the society of both generating and receiving countries, on local communities and indigenous peoples, as well as on international relations and trade,

Aiming to promote responsible, sustainable and universally accessible tourism in the framework of the right of all persons to use their free time for leisure pursuits or travel with respect for the choices of society of all peoples,

But convinced that the world tourism industry as a whole has much to gain by operating in an environment that favours the market economy, private enterprise and free trade and that serves to optimize its beneficial effects on the creation of wealth and employment,

Also firmly convinced that, provided a number of principles and a certain number of rules are observed, responsible and sustainable tourism is by no means incompatible with the growing liberalization of the conditions governing trade in services and under whose aegis the enterprises of

this sector operate and that it is possible to reconcile in this sector economy and ecology, environment and development, openness to international trade and protection of social and cultural identities,

Considering that, with such an approach, all the stakeholders in tourism development – national, regional and local administrations, enterprises, business associations, workers in the sector, non-governmental organizations and bodies of all kinds belonging to the tourism industry, as well as host communities, the media and the tourists themselves, have different albeit interdependent responsibilities in the individual and societal development of tourism and that the formulation of their individual rights and duties will contribute to meeting this aim,

Committed, in keeping with the aims pursued by the World Tourism Organization itself since adopting resolution 364(XII) at its General Assembly of 1997 (Istanbul), to promote a genuine partnership between the public and private stakeholders in tourism development, and wishing to see a partnership and cooperation of the same kind extend, in an open and balanced way, to the relations between generating and receiving countries and their respective tourism industries,

Following up on the Manila Declarations of 1980 on World Tourism and of 1997 on the Social Impact of Tourism, as well as on the Tourism Bill of Rights and the Tourist Code adopted at Sofia in 1985 under the aegis of WTO,

But believing that these instruments should be complemented by a set of interdependent principles for their interpretation and application on which the stakeholders in tourism development should model their conduct at the dawn of the twenty-first century,

Using, for the purposes of this instrument, the definitions and classifications applicable to travel, and especially the concepts of “visitor”, “tourist” and “tourism”, as adopted by the Ottawa International Conference, held from 24 to 28 June 1991 and approved, in 1993, by the United Nations Statistical Commission at its twentyseventh session,

Referring in particular to the following instruments:

affirm the right to tourism and the freedom of tourist movements, state our wish to promote an equitable, responsible and sustainable world tourism order, whose benefits will be shared by all sectors of society in the context of an open and liberalized international economy, and solemnly adopt to these ends the principles of the *Global Code of Ethics for Tourism*.

- Universal Declaration of Human Rights of 10 December 1948;
- International Covenant on Economic, Social and Cultural Rights of 16 December 1966;
- International Covenant on Civil and Political Rights of 16 December 1966;
- Warsaw Convention on Air Transport of 12 October 1929;
- Chicago Convention on International Civil Aviation of 7 December 1944, and the Tokyo, The Hague and Montreal Conventions in relation there to;
- Convention on Customs Facilities for Tourism of 4 July 1954 and related Protocol;
- Convention concerning the Protection of the World Cultural and Natural Heritage of 23 November 1972;
- Manila Declaration on World Tourism of 10 October 1980;
- Resolution of the Sixth General Assembly of WTO (Sofia) adopting the Tourism Bill of Rights and Tourist Code of 26 September 1985;
- Convention on the Rights of the Child of 20 November 1989;



- Resolution of the Ninth General Assembly of WTO (Buenos Aires) concerning in particular travel facilitation and the safety and security of tourists of 4 October 1991;
- Rio Declaration on the Environment and Development of 13 June 1992;
- General Agreement on Trade in Services of 15 April 1994;
- Convention on Biodiversity of 6 January 1995;
- Resolution of the Eleventh General Assembly of WTO (Cairo) on the prevention of organized sex tourism of 22 October 1995;
- Stockholm Declaration of 28 August 1996 against the Commercial Sexual Exploitation of Children;
- Manila Declaration on the Social Impact of Tourism of 22 May 1997;
- Conventions and recommendations adopted by the International Labour Organization in the area of collective conventions, prohibition of forced labour and child labour, defence of the rights of indigenous peoples, and equal treatment and non-discrimination in the work place;

[Article 1] Tourism's contribution to mutual understanding and respect between peoples and societies

1. The understanding and promotion of the ethical values common to humanity, with an attitude of tolerance and respect for the diversity of religious, philosophical and moral beliefs, are both the foundation and the consequence of responsible tourism; stakeholders in tourism development and tourists themselves should observe the social and cultural traditions and practices of all peoples, including those of minorities and indigenous peoples and to recognize their worth;
2. Tourism activities should be conducted in harmony with the attributes and traditions of the host regions and countries and in respect for their laws, practices and customs;
3. The host communities, on the one hand, and local professionals, on the other, should acquaint themselves with and respect the tourists who visit them and find out about their lifestyles, tastes and expectations; the education and training imparted to professionals contribute to a hospitable welcome;
4. It is the task of the public authorities to provide protection for tourists and visitors and their belongings; they must pay particular attention to the safety of foreign tourists owing to the particular vulnerability they may have; they should facilitate the introduction of specific means of information, prevention, security, insurance and assistance consistent with their needs; any attacks, assaults, kidnappings or threats against tourists or workers in the tourism industry, as well as the wilful destruction of tourism facilities or of elements of cultural or natural heritage should be severely condemned and punished in accordance with their respective national laws;
5. When travelling, tourists and visitors should not commit any criminal act or any act considered criminal by the laws of the country visited and abstain from any conduct felt to be offensive or injurious by the local populations, or likely to damage the local environment;



they should refrain from all trafficking in illicit drugs, arms, antiques, protected species and products and substances that are dangerous or prohibited by national regulations;

6. Tourists and visitors have the responsibility to acquaint themselves, even before their departure, with the characteristics of the countries they are preparing to visit; they must be aware of the health and security risks inherent in any travel outside their usual environment and behave in such a way as to minimize those risks;

[Article 2] Tourism as a vehicle for individual and collective fulfilment

1. Tourism, the activity most frequently associated with rest and relaxation, sport and access to culture and nature, should be planned and practised as a privileged means of individual and collective fulfilment; when practised with a sufficiently open mind, it is an irreplaceable factor of self-education, mutual tolerance and for learning about the legitimate differences between peoples and cultures and their diversity;
2. Tourism activities should respect the equality of men and women; they should promote human rights and, more particularly, the individual rights of the most vulnerable groups, notably children, the elderly, the handicapped, ethnic minorities and indigenous peoples;
3. The exploitation of human beings in any form, particularly sexual, especially when applied to children, conflicts with the fundamental aims of tourism and is the negation of tourism; as such, in accordance with international law, it should be energetically combatted with the cooperation of all the States concerned and penalized without concession by the national legislation of both the countries visited and the countries of the perpetrators of these acts, even when they are carried out abroad;
Travel for purposes of religion, health, education and cultural or linguistic exchanges are particularly beneficial forms of tourism, which deserve encouragement;
4. The introduction into curricula of education about the value of tourist exchanges, their economic, social and cultural benefits, and also their risks, should be encouraged;

[Article 3] Tourism, a factor of sustainable development

1. All the stakeholders in tourism development should safeguard the natural environment with a view to achieving sound, continuous and sustainable economic growth geared to satisfying equitably the needs and aspirations of present and future generations;
2. All forms of tourism development that are conducive to saving rare and precious resources, in particular water and energy, as well as avoiding so far as possible waste production, should be given priority and encouraged by national, regional and local public authorities;



3. The staggering in time and space of tourist and visitor flows, particularly those resulting from paid leave and school holidays, and a more even distribution of holidays should be sought so as to reduce the pressure of tourism activity on the environment and enhance its beneficial impact on the tourism industry and the local economy;
4. Tourism infrastructure should be designed and tourism activities programmed in such a way as to protect the natural heritage composed of ecosystems and biodiversity and to preserve endangered species of wildlife; the stakeholders in tourism development, and especially professionals, should agree to the imposition of limitations or constraints on their activities when these are exercised in particularly sensitive areas: desert, polar or high mountain regions, coastal areas, tropical forests or wetlands, propitious to the creation of nature reserves or protected areas;
5. Nature tourism and ecotourism are recognized as being particularly conducive to enriching and enhancing the standing of tourism, provided they respect the natural heritage and local populations and are in keeping with the carrying capacity of the sites;

[Article 4] Tourism, a user of the cultural heritage of mankind and contributor to its enhancement

1. Tourism resources belong to the common heritage of mankind; the communities in whose territories they are situated have particular rights and obligations to them;
2. Tourism policies and activities should be conducted with respect for the artistic, archaeological and cultural heritage, which they should protect and pass on to future generations; particular care should be devoted to preserving and upgrading monuments, shrines and museums as well as archaeological and historic sites which must be widely open to tourist visits; encouragement should be given to public access to privately-owned cultural property and monuments, with respect for the rights of their owners, as well as to religious buildings, without prejudice to normal needs of worship;
3. Financial resources derived from visits to cultural sites and monuments should, at least in part, be used for the upkeep, safeguard, development and embellishment of this heritage;
4. Tourism activity should be planned in such a way as to allow traditional cultural products, crafts and folklore to survive and flourish, rather than causing them to degenerate and become standardized;



[Article 5] Tourism, a beneficial activity for host countries and communities

1. Local populations should be associated with tourism activities and share equitably in the economic, social and cultural benefits they generate, and particularly in the creation of direct and indirect jobs resulting from them;
2. Tourism policies should be applied in such a way as to help to raise the standard of living of the populations of the regions visited and meet their needs; the planning and architectural approach to and operation of tourism resorts and accommodation should aim to integrate them, to the extent possible, in the local economic and social fabric; where skills are equal, priority should be given to local manpower;
3. Special attention should be paid to the specific problems of coastal areas and island territories and to vulnerable rural or mountain regions, for which tourism often represents a rare opportunity for development in the face of the decline of traditional economic activities;
4. Tourism professionals, particularly investors, governed by the regulations laid down by the public authorities, should carry out studies of the impact of their development projects on the environment and natural surroundings; they should also deliver, with the greatest transparency and objectivity, information on their future programmes and their foreseeable repercussions and foster dialogue on their contents with the populations concerned;

[Article 6] Obligations of stakeholders in tourism development

1. Tourism professionals have an obligation to provide tourists with objective and honest information on their places of destination and on the conditions of travel, hospitality and stays; they should ensure that the contractual clauses proposed to their customers are readily understandable as to the nature, price and quality of the services they commit themselves to providing and the financial compensation payable by them in the event of a unilateral breach of contract on their part;
2. Tourism professionals, insofar as it depends on them, should show concern, in co-operation with the public authorities, for the security and safety, accident prevention, health protection and food safety of those who seek their services; likewise, they should ensure the existence of suitable systems of insurance and assistance; they should accept the reporting obligations prescribed by national regulations and pay fair compensation in the event of failure to observe their contractual obligations
3. Tourism professionals, so far as this depends on them, should contribute to the cultural and spiritual fulfilment of tourists and allow them, during their travels, to practise their religions;



4. The public authorities of the generating States and the host countries, in cooperation with the professionals concerned and their associations, should ensure that the necessary mechanisms are in place for the repatriation of tourists in the event of the bankruptcy of the enterprise that organized their travel;
5. Governments have the right – and the duty - especially in a crisis, to inform their nationals of the difficult circumstances, or even the dangers they may encounter during their travels abroad; it is their responsibility however to issue such information without prejudicing in an unjustified or exaggerated manner the tourism industry of the host countries and the interests of their own operators; the contents of travel advisories should therefore be discussed beforehand with the authorities of the host countries and the professionals concerned; recommendations formulated should be strictly proportionate to the gravity of the situations encountered and confined to the geographical areas where the insecurity has arisen; such advisories should be qualified or cancelled as soon as a return to normality permits;
6. The press, and particularly the specialized travel press and the other media, including modern means of electronic communication, should issue honest and balanced information on events and situations that could influence the flow of tourists; they should also provide accurate and reliable information to the consumers of tourism services; the new communication and electronic commerce technologies should also be developed and used for this purpose; as is the case for the media, they should not in any way promote sex tourism;

[Article 7] Right to tourism

1. The prospect of direct and personal access to the discovery and enjoyment of the planet's resources constitutes a right equally open to all the world's inhabitants; the increasingly extensive participation in national and international tourism should be regarded as one of the best possible expressions of the sustained growth of free time, and obstacles should not be placed in its way;
2. The universal right to tourism must be regarded as the corollary of the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay, guaranteed by Article 24 of the Universal Declaration of Human Rights and Article 7.d of the International Covenant on Economic, Social and Cultural Rights;
3. Social tourism, and in particular associative tourism, which facilitates widespread access to leisure, travel and holidays, should be developed with the support of the public authorities;
4. Family, youth, student and senior tourism and tourism for people with disabilities, should be encouraged and facilitated;



[Article 8] Liberty of tourist movements

1. Tourists and visitors should benefit, in compliance with international law and national legislation, from the liberty to move within their countries and from one State to another, in accordance with Article 13 of the Universal Declaration of Human Rights; they should have access to places of transit and stay and to tourism and cultural sites without being subject to excessive formalities or discrimination;
2. Tourists and visitors should have access to all available forms of communication, internal or external; they should benefit from prompt and easy access to local administrative, legal and health services; they should be free to contact the consular representatives of their countries of origin in compliance with the diplomatic conventions in force;
3. Tourists and visitors should benefit from the same rights as the citizens of the country visited concerning the confidentiality of the personal data and information concerning them, especially when these are stored electronically;
4. Administrative procedures relating to border crossings whether they fall within the competence of States or result from international agreements, such as visas or health and customs formalities, should be adapted, so far as possible, so as to facilitate to the maximum freedom of travel and widespread access to international tourism; agreements between groups of countries to harmonize and simplify these procedures should be encouraged; specific taxes and levies penalizing the tourism industry and undermining its competitiveness should be gradually phased out or corrected;
5. So far as the economic situation of the countries from which they come permits, travellers should have access to allowances of convertible currencies needed for their travels;

[Article 9] Rights of the workers and entrepreneurs in the tourism industry

1. The fundamental rights of salaried and self-employed workers in the tourism industry and related activities, should be guaranteed under the supervision of the national and local administrations, both of their States of origin and of the host countries with particular care, given the specific constraints linked in particular to the seasonality of their activity, the global dimension of their industry and the flexibility often required of them by the nature of their work;
2. Salaried and self-employed workers in the tourism industry and related activities have the right and the duty to acquire appropriate initial and continuous training; they should be given adequate social protection; job insecurity should be limited so far as possible; and a specific status, with particular regard to their social welfare, should be offered to seasonal workers in the sector;



3. Any natural or legal person, provided he, she or it has the necessary abilities and skills, should be entitled to develop a professional activity in the field of tourism under existing national laws; entrepreneurs and investors - especially in the area of small and medium-sized enterprises - should be entitled to free access to the tourism sector with a minimum of legal or administrative restrictions;
4. Exchanges of experience offered to executives and workers, whether salaried or not, from different countries, contributes to foster the development of the world tourism industry; these movements should be facilitated so far as possible in compliance with the applicable national laws and international conventions;
5. As an irreplaceable factor of solidarity in the development and dynamic growth of international exchanges, multinational enterprises of the tourism industry should not exploit the dominant positions they sometimes occupy; they should avoid becoming the vehicles of cultural and social models artificially imposed on the host communities; in exchange for their freedom to invest and trade which should be fully recognized, they should involve themselves in local development, avoiding, by the excessive repatriation of their profits or their induced imports, a reduction of their contribution to the economies in which they are established;
6. Partnership and the establishment of balanced relations between enterprises of generating and receiving countries contribute to the sustainable development of tourism and an equitable distribution of the benefits of its growth;

[Article 10] Implementation of the principles of the Global Code of Ethics for Tourism

1. The public and private stakeholders in tourism development should cooperate in the implementation of these principles and monitor their effective application;
2. The stakeholders in tourism development should recognize the role of international institutions, among which the World Tourism Organization ranks first, and non-governmental organizations with competence in the field of tourism promotion and development, the protection of human rights, the environment or health, with due respect for the general principles of international law;
3. The same stakeholders should demonstrate their intention to refer any disputes concerning the application or interpretation of the Global Code of Ethics for Tourism for conciliation to an impartial third body known as the World Committee on Tourism Ethics.

