

COMPENDIUM OF BEST PRACTICES

A brief report on sustainable
tourism practices

CORPORATE
SOCIAL
RESPONSIBILITY



TOURISME

Improving Sustainability of Tourism SMEs
Through Knowledge Transfer,
International Cooperation and Multi-



Co-funded by the COSME programme
of the European Union



INTRO DUCTION

Supported by the COSME programme of the European Union, this project revolves around the symbolics of windows. Not only they are associated with cars, trains and planes as well as also hotel rooms, but after all they represent opportunities, visions and inspirations- exactly what the TouriSME project wants to bring to SMEs operating in the field of tourism.



Corporate social responsibility (CSR) is a type of international private business self-regulation that aims to contribute to societal goals of a philanthropic, activist, or charitable nature by engaging in or supporting volunteering or ethically-oriented practices. CSR helps an organization be socially accountable—to itself, its stakeholders, and the public. By practicing CSR, organizations can be conscious of the kind of impact they are having on all aspects of society, including economic, social, and environmental.

CORPORATE SOCIAL RESPONSIBILITY



CORPORATE SOCIAL RESPONSIBILITY



Travel agencies
offsetting
carbon
emissions
p. 5

Increasing
emotional well-
being during the
pandemic
p. 7

Food
donation
p. 9

CSR in tourism can be defined as a guiding business policy whereby tourism organizations integrate social and environmental concerns in their own business mission, strategies, and operations as well as in their interaction with their stakeholders. Simply put, CSR is a tourism organization's contribution to sustainable development.

CSR was first implemented in the tourism sector in the late 1990s by international hotel corporations. Today, many hotel chains publish annual CSR reports on their websites including many best practice examples.

In the past few years, travel agencies and tour operators have become increasingly engaged in implementing

CSR measures due to growing consumer awareness and sensibility towards ecologically and socially compliant behavior.

Tourism
sector
activities:



Other reservation
service and related
activities



Travel agencies and
tour operators

Travel agencies offsetting carbon emissions



Description of the initiative:

Travel from airplanes, cars, and other methods is a leading cause of carbon emissions. The aviation industry is responsible for roughly 3% of global carbon emissions, while just a short flight from San Diego to Cancun, for example, emits the same amount of carbon into the atmosphere that it would take 20 trees ten years to absorb.

TripZero (USA), another travel agency, offers free of charge to offset its clients' carbon footprint.

Pangaea Travel Consultants (USA) in partnership with Carbonfund.org (USA) launched a program to provide its clients with 100% carbon natural travel. This program has been offering travelers to offset their carbon footprint and help contribute to the solution. This program was the first of its kind to offset carbon emissions for its clients' travel, start to finish, free of charge. This program includes emissions caused by air travel, hotel stays, cruises, and everything else

GreenHotelWorld, an online travel agency, has partnered with Expedia and myclimate and lists more than 130,000 hotels in 107 countries, with detailed information on how green their practices are to ensure all clients' stays are carbon neutral — by compensating the carbon emissions of the less eco-responsible accommodation options free of charge. GreenHotelWorld guarantees to offset 26.6 kg carbon dioxide per overnight stay booked through their website, which corresponds to the global average energy use per guest per night.

More info:

[CSRWire](#)

[Carbonfund](#)

[Goodwings](#)

[TripZero](#)





Increasing emotional well-being during the pandemic

Tourism sector activities:



Hotels and similar accommodation

Description of the initiative:

The Coronavirus pandemic does not only hit the hospitality industry economically but also has negative effects on the mental health and well-being of the employees within the sector.

The management and employees of the Fiesta Inn Monterrey Fundidora (in México) did brainstorm on how to counteract the decreasing physical and emotional well-being. They found an innovative way to fight the stress and negative influence of the pandemic and so created a personal oasis on the rooftop of the hotel.

Initially, one employee presented the idea of installing a rooftop garden and relaxation area on the 7th floor of the hotel. All employees were then immediately excited about it and started to come up with different possibilities. As a result, the employees of the hotel collectively contributed to the creation of the beautiful oasis. The management was happy to see that all the employees designed the garden with lots of love and hope and with the prospect of being able to welcome back the hotel's guests to a beautiful garden that can then also be enjoyed by them. Besides the sense of ownership and team-spirit that has been generated through the collective construction of the garden, planting new green areas and gardening are additionally beneficial to handling stress during difficult times. To ensure the sustainability of the area, the flower boxes, the furniture, and all other necessary equipment were built from recycled materials, and the area is being lit through LED lighting. The towel basket has, for example, been made out of an old vacuum cleaner. Also, guests can enjoy a wonderful view of the eastern Sierra Madre while sitting down in a wooden swing. Finally, all the herbs and fruits that are harvested in the garden are used to flavor different dishes in the kitchen of the hotel.

More info:

[Green Key](#)





Food donation

Tourism
sector
activities:



Hotels and similar
accommodation



Holiday and other
short-stay
accommodation

Description of the initiative:

The UN estimates that 33% of the world's food is wasted, while this number increases to 40% in the USA which could be sufficient to feed 2 billion people. Uneaten food has dire consequences: decomposing waste releases methane, a potent greenhouse gas. According to the UN, if food waste was its own country, it would be the third-largest emitter of greenhouse gas in the world, after the USA and China. It is worth mentioning that 1 in every 7 people in the world goes to bed hungry and more than 20,000 children under the age of 5 die daily from hunger.

The Stadsvilla Mout in Schiedam (the Netherlands) often donates leftover (uneaten) sandwiches from meetings at the hotel to the construction company next door.

The Hilton in Virginia (USA) announced an innovative food donation initiative to all of its managed hotels across the USA and Canada, representing one of the largest hotel food donation programs to date. It expects to donate nearly 100 tonnes of food over the next year — enough to feed more than 160,000 people — while also diverting millions of pounds of food waste from landfills. The Hilton is doing so by encouraging its 300 managed hotels in the USA and Canada to partner with local food rescue organizations to feed the hungry in their immediate communities. Each hotel will set a food waste diversion and donation goal for 2020 and report their progress so top performers can be recognized each month. Hotel teams will be able to select organizations to work with from a robust directory of food donation and diversion partners from across the country, as well as connect each other to share best practices.

More info:

[EcoWatch](#)

[Hilton](#)

[Fine Hotels and Suits](#)



Authors: Tiberio Daddi, Owais Khan, Nicola Bellini (Sant'Anna School of Advanced Studies)

Contributors: Michelle Perello, Javier López-Murcia, Cira Mendoza (Consulta Europe Projects and Innovation), Lucía Dobarro, Teresa Rodríguez and Pilar Guerra (Instituto Tecnológico de Canarias), Francesco Lembo, Erneszt Kovács (ACR+), Roberto Doneddu, Antonio Agabio (Autonomous Region of Sardinia); Ivana Russiello, Chiara Senfett (Sistemi Informativi Confindustria), Maxime Kayadjanian, Marion Tillet (L'Institut Paris Region), Eleftherios Loizou, Anna Andreou (Nicosia Development Agency)

Design and layout: Erneszt Kovács (ACR+)

Image sources: Freepik, Pixabay, Flickr, Hippopx, Piquesels, Wikimedia Commons, PxHere, URBAN-WASTE, DECISIVE, Ursula Bach

July 2021

www.tourisme-project.eu

info@tourisme-project.eu

This Compendium was based on a much more extensive one, with 100+ examples of good practices coming from across the world, existing in many different sectors and targeting various aspects of environmental management. The detailed Compendium publication can be found [here](#).

The content of this publication represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small and



Co-funded by the COSME programme
of the European Union



Sant'Anna

