

COMPENDIUM OF BEST PRACTICES

A brief report on sustainable
tourism practices



TOURISME

OTHER EXAMPLES
OF GOOD
PRACTICES

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



Co-funded by the COSME programme
of the European Union



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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.



OTHER EXAMPLES OF GOOD PRACTICES



Previous sections pointed out various practices (technological and non-technological) that tourism organizations may undertake for energy conservation, water conservation, waste management and more. This last section brings additional practices that couldn't be easily classified elsewhere.

OTHER EXAMPLES OF GOOD PRACTICES



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While many of the previously described and presented practices can easily be categorised according to the field of environmental management they are aiming at, many of existing practices require a combination of several or require complementary actions. For instance, separating organic waste, though a waste management practice but to produce biogas a tourism

organization might have to collaborate with a biogas plant. If a hotel wants to recycle bed mattresses, a waste management initiative, but this hotel cannot do this task alone and therefore it will have to collaborate with a partner having relevant expertise. However, some practices could not be purely (directly) classified into previously mentioned categories and so they are

separately listed in this section. For instance, appointing a specific team, training employees, and giving compensation to employees are purely related to the policy of the organization and are not directly related to energy conservation, water conservation, waste management, and so on.

Tourism sector activities:



Hotels and Similar Accommodations



Other reservation service and related activities



Holiday and other short-stay accommodation



Travel agencies and tour operators

Formulation of a sustainability policy



**Description
of the
initiative:**

A very important step towards sustainability for an organization is the formulation of a policy or management plan. A sustainable management plan:

- Can guide decision-making, management, and the daily operations of the business.
- Can develop the business considering the environmental, socio-cultural, quality, and health & safety issues.
- Demonstrates management commitment to comply with environmental laws and other regulations.
- Develops a monitoring and audit program to ensure compliance.
- Outlines mitigation measures to minimize the impact of the business activities on the surrounding environment.
- Presents mitigation strategies and actions for the control of pollution, waste minimization, and resource conservation by effectively practicing sustainable practices.

It is worth mentioning that a concise policy (or mission statement) can help hotels navigate difficult

times. As is true with many sectors of the world economy, 2009 was the worst year for the hospitality industry. Meeting planners and business travelers moved to online conferences whenever possible and overnight vacations became a luxury for many people. Despite these financial problems, hotels and their investors understand the importance of developing a sustainable product and have been investing in green technologies. The hospitality industry is currently facing difficult times due to the Coronavirus pandemic. Nevertheless, hotels with a sustainability policy and/or management plan may sustain their business.

More info:

[Environmental Leader](#)

[Sofitel Dubai](#)





Appointing an internal green team

Tourism sector activities:



Hotels and Similar Accommodations

Description of the initiative:

Green teams can be invaluable during the initial phase of a sustainability programme being implemented at any hotel or other similar enterprise. Green teams can also provide continuous momentum that is necessary to create an enduring culture of sustainability.

A green team is usually responsible for coordinating environmental audits for water, waste, energy, carbon emissions, and purchasing and monitoring of performance against established goals. The key to the success of a green team is ensuring that there is representation from all levels of seniority. The team will hugely benefit from the enthusiasm and fresh ideas of junior staff members who are closely attached to the hotel's working practices, but it must be balanced by senior staff members who have the authority to ensure that proposed initiatives are effectively implemented. A green team should have a reach that extends throughout the entire hotel. Most importantly there should be representatives from different departments such as Facilities, Housekeeping, Purchasing, Catering,

and Front of House. This will make sure that the whole spectrum of the hotel's operations is considered. Senior management must stand behind the actions of a green team. This means more than just agreeing on a budget for their activities.

The Hotel Villa Magna in Madrid (Spain) established a green team, made up of all the heads of departments and hotel managers, to ensure that each department carries out its sustainability tasks. The General Director and the Operations Director lead and supervise the team, which meets once a month to continue promoting green initiatives.

Ilala Lodge Hotel (Zimbabwe) appointed a green team that has been successfully nurturing the seeds of environmental sustainability at their hotel.

More info:

[Green Steps](#)

[Hotel Villa Magna](#)

[Ilala Lodge](#)





Policy to encourage sustainable travelling

Tourism sector activities:



Travel agencies and tour operators

Description of the initiative:

Tourism has global impacts through the carbon dioxide emissions of aeroplanes and other forms of transportation that contribute to human-induced climate change. It is estimated that tourism contributes about 5.3% of global greenhouse gas emissions, 90% of which is due to transport.

Travel agencies and tour operators can play an important role in boosting sustainable tourism development. A good approach is to do choice editing before offering travel packages to clients. It is important not to offer flight packages where convenient alternatives exist.

Studiosus, a German tour operator that specialises in educational holidays, aims to decrease energy use for transportation by three percent per passenger on its tours. The company's measures to achieve this goal include increasing the use of trains and buses for their European holidays, using more non-stop flights and promoting local transport at its destinations. In addition, Studiosus has a 'Stop the Engine' campaign for bus companies to encourage tour buses to turn off their engines while waiting for passengers, rather than leaving them to idle.

A good example to implement the above-mentioned practice can be found in Germany, where tour operators must comply with a specific criteria to be a member of the Forum Anders Reisen (an association). According to such mandatory criteria, no flights are offered up to 700 km and flights are offered between 700 km to 2000km only if the client stays in the destination for more than 8 days.

More info:

[EU Joint Research Centre](#)

[One Planet Network](#)



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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



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