

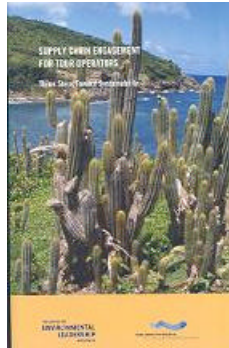


Activity Report 2004

SUPPLY CHAIN MANAGEMENT

Building upon the success of the 'Hotel Guide to Good Practice', released in 2003, the members of the TOI continued to work on tools for integration of environmental, social and economic considerations in the relationship between tour operators and their suppliers. This effort has been possible thanks to the financial and technical support of the Centre for Environmental Leadership in Business at Conservation International.

Supply Chain Management for Tour Operators – Three Steps Toward Sustainability. The Tour Operators' Initiative has developed a methodology for tour operators seeking to integrate economic, environmental and social sustainability criteria in their providers' service agreements. The Guide was developed using a participatory approach, involving TOI's members already working on sustainability with their suppliers. The Guide proposes a three step approach for the integration of sustainability criteria in the selection of suppliers, and is supported by examples and tips.



A Practical Guide to Good Practice: Managing Environmental Impacts in the Marine Recreation Sector. Marine recreation providers are among the key players in the tourism industry. Scuba and snorkelling, wildlife viewing, recreational fishing are activities that are becoming more common for sun and sea lovers travelling to marine destinations. This guide aims at supporting tour operators and cruise lines,

that often include the services of marine recreation providers in their packages, in integrating environmental aspects in their contracting process. The guide provides information, in a simple and direct language, about the impacts on the environment, the rationale for good practice and suggestions on how to reduce the impacts related to boat operation and maintenance and during marine excursions (snorkeling, diving and snuba; seafood consumption and souvenir purchasing; recreational fishing; marine wildlife viewing).



A self-assessment checklist is inserted to promote, among marine recreation providers, the practice of evaluating environmental performance. The guide is available in English and Spanish.

A Practical Guide to Good Practice – Managing Environmental and Social Issues in the Accommodations Sector.

The guide, issued in English in 2003, has been translated into Spanish, French, Arabic, Portuguese (complemented by 'case studies' from Brazilian small properties which are members of the Roteiros de Charme chain), Turkish and Italian. Jointly developed with the Center for Environmental Leadership in Business, the guide provides accommodation suppliers with information on energy, water use, wastewater and solid waste management, chemical use, purchasing, contributions to biodiversity and nature conservation, contributions to community development,



social issues in the workplace, and environmental management systems.



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CO-OPERATION WITH DESTINATIONS

TOI members realize that, if they join forces, they can exercise stronger pressure on local stakeholders to integrate sustainability in local tourism developments. Furthermore, local stakeholders fighting for environmental, social and economic sustainability often need external 'allies' to succeed. TOI has engaged as "one body" in promoting sustainability in many key destinations.

Punta Cana and Bayahibe (Dominican Republic). A meeting with the major actors from the hotel and tour-operating industry as well as local environmental groups was organized at the end of July 2004 in Bayahibe. It was a follow up to the discussions and decisions taken at during a Round Table organized by TOI in December 2003.

The participants agreed to form a permanent co-ordinating body, the "Allianza", to promote sustainable tourism and community participation in the Eastern Region of the Dominican Republic. TOI will have a seat in all meetings as a consultative member. Two local committees, one in Romana-Bayahibe, and one in Bavaro-Punta Cana, will be responsible for implementing and overseeing projects, for identifying local issues and potential partners that are relevant to the alliance's objectives.

Side (Turkey). In August, a delegation of four TOI members visited Side again. The Governor of Manavgat accompanied the TOI members to the new landfill site. The new site is divided in 3 lots and has an expected life of 35 years. It covers approximately 93.000 m². It includes a composting area, a waste separation and compacting area and waste-water (leaking water) treatment, and will replace the existing 10 illegal dumps. The total project will cost 5 million US\$,

which will be covered by the Ministry of Tourism. In addition, the Ministry of Environment has given free use of the land.

The main unresolved issue is the rehabilitation of the illegal dumpsite in Side (in sand dune system, close by to archeological excavations), which was closed as the result of the TOI lobbying actions.

Agadir (Morocco). A small delegation of TOI members met in June with over twenty stakeholders from Agadir (and national authority representatives) to introduce the Tour Operators' Initiative and the role that TOI members could play in supporting Agadir's sustainability and explore the potentials of working together and possible areas of co-operation.

The meetings led to the identification of possible areas of co-operation to address some of the key areas of concern, including the integration of health and safety and environmental criteria in hotel contracts (and promote those hotels that comply with all criteria) and the dissemination of information to tourists on social and environmental aspects of the destination and the local populations, including the Agadiri and Berbers).

Itacare (Brasil). In November 2004, a small delegation of TOI members organized exploratory meetings with leaders of the local tourism industry (including hoteliers, local NGOs, local municipality officials, representatives of the Secretary of Tourism, incoming tour operators and agencies, recreation providers, and local guide association leaders) to gain an overview of the local tourism situation, in order to plan a TOI's "Sustainable Tourism" roundtable.



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RESEARCH PAPERS

The objectives of TOI research papers are to explore specific issues of interest to the TOI members, share ideas on particular tools or approaches, and explore opportunities for future activities.

National tour operator's initiatives for sustainable tourism. This paper provides an overview of the actions taken by 10 tour operators' associations to support their members in adopting sustainable practices. The paper also provides recommendations on how to initiate national 'initiatives', based on the experienced gained by these associations.

Internal communication strategies and tools to promote sustainability within tour operators' companies. This paper aims at sharing ideas and experiences among tourism companies on how to set up a successful internal communication strategy and action plan in support of a company's programme for sustainable development. The paper analyses the different audiences within a company and the possible tools (visual, electronic, paper-based and others).

SPREADING THE WORD ON SUSTAINABILITY

TOI is a vehicle to promote sustainable development within the tourism industry. In 2004, the Tour Operators' Initiative organized the following events:

- International Tourism Bourse (ITB), Special Sessions on "The tour operators' contribution to sustainable development" and "Building Partnerships with Destinations: from the Mediterranean to the Caribbean", Berlin (Germany), 13-14 March

- White Water 2 Blue Water Partnership Conference, Workshop on "Tour operators for sustainable destinations: building partnership between tour operators and local stakeholders in Caribbean destinations", Miami (USA), 21-26 March
- GreenHotel Conference, Special Session on "Tour Operators' strategies for integrating environmental and social criteria in their supply chain", Montego Bay (Jamaica), 23 July
- Training for the Jordan Inbound Tour Operators' Association on "Corporate social responsibility for tour operators", Amman (Jordan), 5 August
- TOI/WWF Workshop on "Joining forces for Sustainable Tourism in Marine destinations", Antalya (Turkey), 25-27 October
- World Travel Market, Special Session on "Good governance and sustainability", London (UK), 10 November
- "Tourism, Seas and Environment", sponsored by LTU Touristik, Arona, Tenerife (Canary Islands), 16 December

KEY NOTE PRESENTATIONS ON TOI

In addition, key-note presentations on the Tour Operators' Initiative were delivered at the following events:

- Reisen Pavillon, Hanover, 5-7 February
- Global Peace Forum, Barcelona, June
- Aalborg + 10, Aalborg, 9-11 June
- WWF Policy Workshop, Sal, Capo Verde, 27-30 September
- World Tourism Forum for Peace and Sustainable Development, Salvador de Bahia, 1-6 December

TOI STANDS

- Borsa Internazionale del Turismo – hosted by Ventaglio – Milan
- International Tourism Bourse – hosted by World Tourism Organization – Berlin
- Adventure Sports Fair – hosted by Freeway Brazil - Sao Paulo



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The Tour Operators' Initiative: joining forces for a common future

The Tour Operators' Initiative is a network that brings together tour operators who have recognized the urgency of incorporating sustainable development principles into their operations.

TOI is voluntary, non-profit, and open to all tour operators, regardless of their size and geographical location. Members of the Initiative are moving towards sustainable tourism by committing themselves to integrating sustainability into their business practices, and by working together to promote and disseminate methods and practices compatible with sustainable development.

Members of TOI include inbound and outbound operators of all specialties and from all regions of the world.

Members of the TOI include:

Accor Tours (France)
Atlas Voyages (Morocco)
Aurinkomatkat-Suntours (Finland)
DiscoveryInitiatives (UK)
Dynamic Tours (Morocco)
Exodus (UK)
First Choice (UK and Ireland)
FreeWay Brazil (Brazil)
Hotelplan (Switzerland)
KEL 12 (Italy)
LTU-Touristik (Germany)
Premier Tours (USA)
Sahara Tours International (Morocco)
Settemari (Italy)
Studiosus (Germany)
Thomas Cook (France)
Travel Walji's (Pakistan)
TUI Group (Germany)
VASCO Travel (Turkey)
Ventaglio (Italy)

TOI provides a neutral platform for sharing and refining ideas on strategies and actions, as well as a mechanism for acting together. Being a TOI member network also gives the opportunity to participate in technical meetings and workshops, exchange information and learn from each other.

International support

The Initiative was developed with the support of the United Nations Environment Programme (UNEP), the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the World Tourism Organization (WTO/OMT). These organizations are still full members of the Initiative, and actively support it by providing guidance and technical advice.

Working together

Together, TOI members are taking action in three key areas:

- *Supply chain management*, to develop a common approach and tools for assessing suppliers.
- *Co-operation with destinations*, to exert a positive influence and speak with a collective voice on the actions of all partners, tourist boards, customers, suppliers, governments, and developers.
- *Sustainability reporting*, to develop and test reporting guidelines and performance indicators on sustainable development.

For more information on TOI:

www.toinitiative.org

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