

Certification for Sustainable Tourism in Kenya and wider Africa

Naut Kusters
European Centre for Eco and Agro Tourism

Kigali, October 29, 2019



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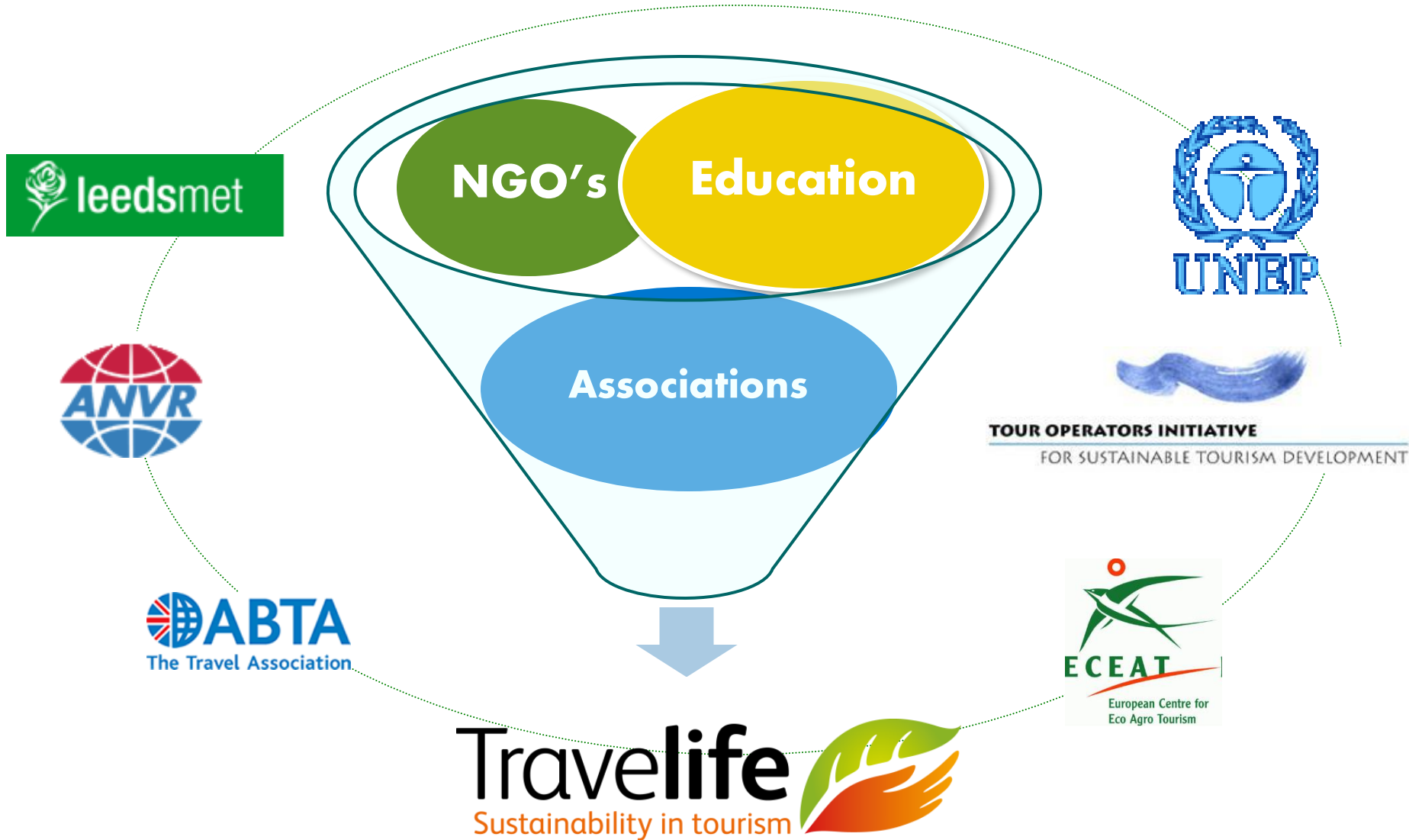
- I. Tour operators sustainability tools
- II. Green Tour Kenya project
- III. African outreach



I. Tour operators sustainability tools



EU supported Project 2004 - 2007



Tour operators

Training
Management tools
Certification
Market access

(managed by ECEAT)



Hotels

Training
Management tools
Certification
Marketing access

(managed by ABTA)



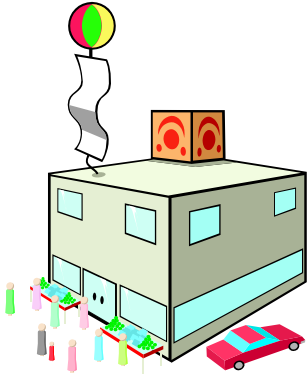
40+ committed travel associations



1000+ Tour operators from 100+ countries



Tour operators responsibilities



Tour Operator →
▪ *Internal management*
(office and retail operations)

md@aslanadventuretours.com

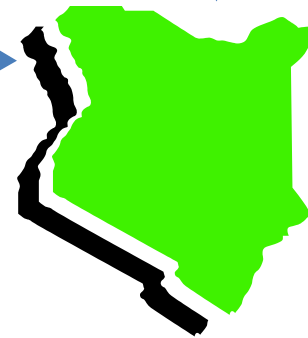
Management system



Customer
▪ *Communication*
▪ *Protection*



Supply Chain →
▪ *Transport*
▪ *Accommodation*
▪ *Excursion*



Destination
▪ *Community*
▪ *Biodiversity*
▪ *Resources*

Standards integrated

- **UNEP – Tour operators initiative** – Management manuals
- **GRI** - Global Reporting Initiative
- **ISO 14001** – Environmental management
- **EMAS III** - Eco Management and Audit System
- **GSTC** - Global Sustainable Tourism Criteria
- **UN Global Compact** – 10 principles
- **OECD** - Guidelines for multinational companies
- **ISO 26000** - CSR Guidelines and principles



OECD Guidelines for
Multinational
Enterprises

RECOMMENDATIONS FOR
RESPONSIBLE BUSINESS CONDUCT
IN A GLOBAL CONTEXT



ISO26000



Your road towards sustainability



CHASE THE MARKET





**Travelife
Engaged**

**Travelife
Partner**

**Travelife
Certified**

Compliance criteria

Management field		
1. Sustainability management and legal compliance	15	29
2. Social policy & human rights	14	20
3. Environment & community relations	18	45
4. Transport	2	3
5. Accommodation	8	13
6. Partner agencies	3	7
7. Excursions	5	8
8. Tour leaders, local reps. & guides	4	7
9. Destinations	3	5
10. Customer Communication & protection	12	21
	84	171

Process towards Certification



1. Capacity building and implementation



2. Reporting (online)



3. Desktop assessment



4. Onsite audit



5. Award of certification

All support tools online



Login

English

Select language

- Home
- Tools
- Certification
- Membership
- About Travelife

TOUR OPERATORS & TRAVEL AGENTS

WELCOME

Welcome to Travelife for Tour Operators & Travel Agencies

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

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

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

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

Travelife for Tour operators

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



AWARDED COMPANIES



SUSTOUR



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

Learning platform

Online Courses

TRAVELIFE HOME > ONLINE COURSES > INTERNAL ENVIRONMENTAL MANAGEMENT

VIRTUAL OFFICE

Internal environmental r ▾

Internal environmental management

Completed 1 from 7

Start Final Exam

Environmental impacts inside a travel agency can be reduced considerably. These measures are not only favourable for the environment, but they also lead to considerable financial savings and highly motivated employees who will closely follow the measures and results, and will feel a high level of engagement with their company.

Environmental management contains measures that will improve the office sustainability. The learning platform deals with the topics Purchasing, Energy, Paper, Water and Waste. Moreover, it discusses the CO2 compensation options and Internal Communication.

On the right you see different topics regarding 'Environmental Management'. Every theme contains two sections: a training text with exam questions, and further information.

You can chose a topic to begin with the training now.





Erneuerbare Energie und Bezugsquellen

Prüfen Sie, ob Oekostrom für das Reisebüro verfügbar wäre. Sie senken dadurch dramatisch den CO₂-Fußabdruck. Heute kostet erneuerbare Energie nur minimal mehr als „normaler Strom“. Mit ihrem Stromsparen holen Sie mögliche Mehrkosten leicht rein. »



Learning platform

Online Courses

Internal environmental management

TRAVELIFE HOME > ONLINE COURSES > INTERNAL ENVIRONMENTAL MANAGEMENT > PURCHASE > QUIZ

VIRTUAL OFFICE

Internal environmenta ▾

Purchase

? Issues

! Solutions

✓ Criteria

▶ Quiz

👍 Best practices

⚙️ Tools

📄 Further information

Quiz

Which label indicates most sustainability?

Question 5 from 9



Correct



Correct



Incorrect



Right answer

Class room trainings

- Two day - Introduction course for tour operators
- Trainings in 4 continents and 40+ countries
- 1.500 tour operators participated



Learning platform

VIDEO SEMINAR

Sustainability for Tour Operators



1.1 What is sustainable tourism



1.2 Tourism Impacts



1.3-1.4 The benefits of sustainability



2.1 Role and responsibility of tour operators



2.2 (1) Responsibilities as a tour operators



2.2 (2) Responsibilities as a tour operators

CHRIS THOMPSON 

AGENDA 

OBJECTIVES 

DAY 1 - PDF 

DAY 2 - PDF 

Carbon management for tour operators

CARMACAL

Calculates the carbon footprint of complete holiday & travel packages

High level of detail:

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

Easy to use

Databases always up-to-date

Sound base for carbon management

Developed in co-operation with tour operators

Usable everywhere in the world

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

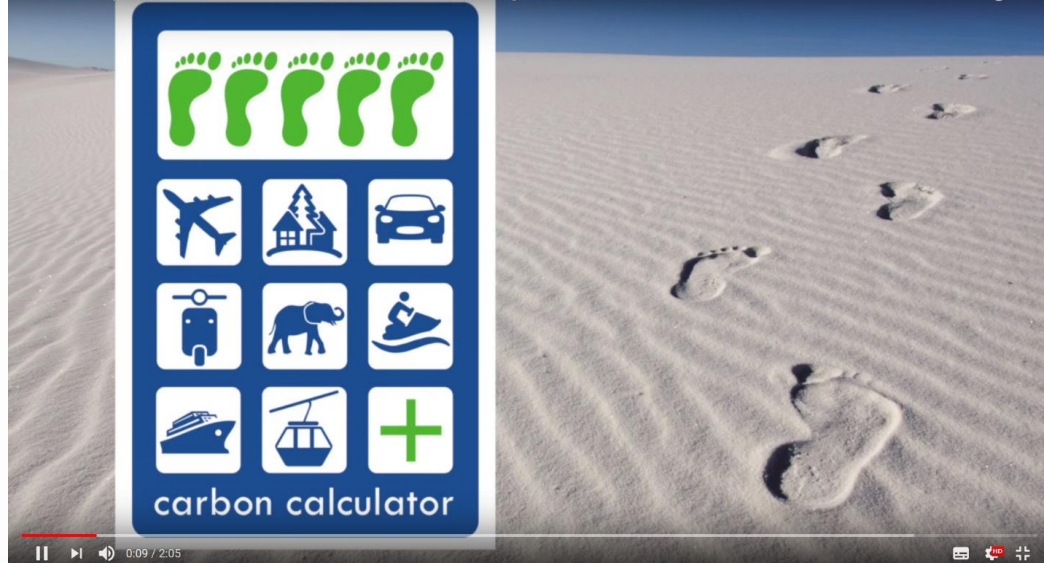


TOURISM for TOMORROW
WINNER 2016



2017 Winner UNWTO Award for Innovation in Research and Technology

CARMACAL; quotes on the use of this carbon calculator for travel packages



CARMATOP Calculator

1 General information

2 Transport

3 Accommodation

Location (optional)

potsdam arc

- arcona Hotel am Havelufer in Potsdam, Zeppelinstraße, Potsdam, Germany
- Archiv, Leipziger Straße, Potsdam, Germany
- Potsdam Architekten, Domstraße, Potsdam, Germany
- Potsdam Road, North York, ON, Canada
- Potsdam Road, Cape Town, South Africa

« Back

CARMATOP Calculator

1 General information

2 Transport

Transport

1

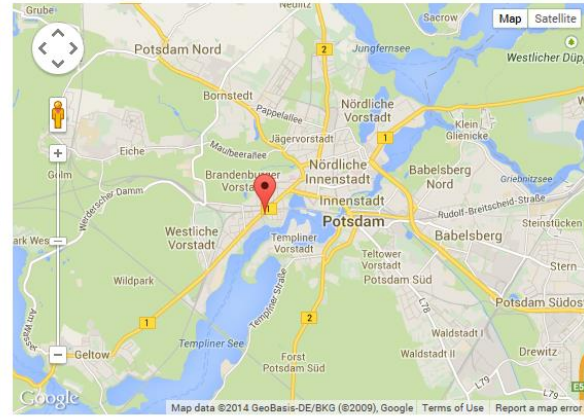
Rail (passenger)

Local transport

Map

Location

Schillerplatz 8, 14471 Potsdam, Germany



Close

Save

Add Segment

CARMATOP Calculator

Day 1

Day 2

Day 3

1 Local transport

2 Accommodation

3 Activities

Activities (optional)

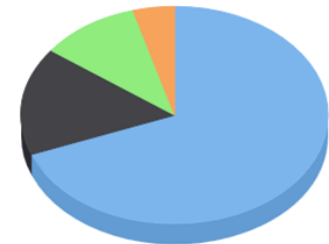
- Whale watch trip (motorised)
- Skiing - Snowboarding
- Motorised boat trip
- Golf (1 round)
- Airboat trip
- Snowscooter trip
- Quad - Buggy tour

« Back

Carbon overview

Save

Carbon Footprint




Transport Local Transport Accommodation Activity Highcharts.com

Planning and reporting tool

De Buck Travel

 Planning and reporting

 Action plans

 Sustainability report

 Remarks report

 Audit report

 Guidance report

 Overview

Travelife Certified

0. Company characteristics

1. Sustainability Management & Legal compliance

2. Internal management: social policy & human rights

3. Internal Management: environment and community relations

4. Partner agencies

5. Transport

6. Accommodations

7. Activities

8. Tour leaders, local representatives and guides

9. Destinations

10. Customer communication and protection

Status


This report is **editable**

Audit report **released**



View

All subthemes **hidden**

Available languages 

Progress

Reporting progress **hidden**

Audit progress **hidden**

Remarks

Coach questions **shown**

Internal remarks **hidden**



Planning and reporting tool

1. Sustainability Management & Legal compliance

Engagement of company

Action



1.1 Sustainability coordinator ✓ ✓ ● ● ●

1.2 Management integration ✓ ✓ ● ● ●

1.3 Committed resources ✓ ✓ ● ● ●

1.4 Mission statement ✓ ✓ ● ● ●

1.5 Trained sustainability co-ordinator / team ✓ ✓ ● ● ●

1.6 Trained key staff ✓ — ● ● ●

1.7 Additional training Management ✓ — ● ● ●

Theme overview



1.1 Sustainability coordinator

A sustainability / CSR coordinator is appointed and his/her role and activities are defined (corporate level).

Reporting

Guidance

Remarks

Action plan

Best practices

Reporting

Yes No

Please include the name of the sustainability coordinator

Edit ↶ ↷ Formats ↵ ✂ 🗑️ **B** *I* [List icons] [Link icon] [Image icon]

Gert Dewulf, Director

Please upload a file with the job specification. For larger companies (>15 staff members) it is required to have a formal job description available which should be uploaded (as it should be an internal formal document)



Verantwoordelijkheden bij DBT V2016-03-08 Partim-DTO.docx

File manager

Add below a description of the job specification in case of a non formal job description (from smaller company < 15 staff members)

Mr. Taleb Rifai,
UNWTO
Hands out
“**Travelife Certified**”
award to TUI-UK.

Travelife 
CERTIFIED
Excellence in sustainability


**world
travel
market**
3 - 6 November 2014 • London

Official
Partner



II. Green Tour Kenya



Kenya Tour operator trainings 2011 and 2013

ECO
tourism

Sustainability Training for Tours Operators



Held @ **Gracia Gardens** Hotel Nairobi - Kenya ON 25 - 26 May 2011

Sustainability for Tour Operators Training Seminar

September 2013, Safari Park Hotel Nairobi - Kenya



Travelife 
Sustainability in tourism



Partnership agreement (2015)

- Travelife for TO's
- Kenya Association of Tour operators
- Ecotourism Kenya



KATO 2015 General Assembly





Greening the EU – Kenya and wider African tourism supply chain by a business led approach, involving European buyers, Kenyan tour operators and their suppliers (2018-2021)





EU tour operators



**Kenya
tour operators**



Customers



Supply Chain

- *Transport*
- *Accommodation*
- *Activities*



Destination

- *Community*
- *Biodiversity*
- *Resources*



Kenya Tour operators



Kenya standards and implementation tools

- Kenya minimum sustainability criteria (Travelife Partner)
- Kenya guidance for each of the 100 criteria (labor law, availability of sustainable alternatives, etc.)
- Collection of 100+ best Kenya best practices



Kenya Tour operators

Training of auditors and advisors

- 3-day TO's training (18 participants)
- 5-day hotel auditor training (15 participants)
- Also tourism vocational schools invited



Kenya Tour operators

Training and capacity building

GREEN
TOUR *kenya*

- Training of 120+ tour operators
- First session of class room trainings in November 2018
- Kenya coaches support the companies
- Coaching classes, in-house coaching, online coaching



Kenya Tour operators

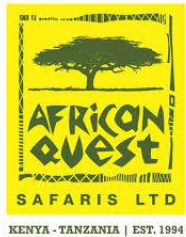
Audit and Certification of 75+ TO's

- Reporting on achievements and compliance
- Audits conducted by trained auditors under responsibility of Ecotourism Kenya



Kenya Tour operators

Awarded tour operators



Timeless Tours & Travels

"You'll note the difference..."



Kenya Tour operators

Kenya first Travelife Certified companies

Lets Go Travel and Twiga Tours



The FUN people to safari with!



Lets Go Travel

UNIGLOBE

Sustainability Certificate

Travelife
CERTIFIED
Excellence in sustainability

This is to certify that

Twiga Car Hire & Tours Ltd

Ngong Road 09, 00606 Nairobi, Kenya

is in compliance with the Travelife Certified standard for Tour operators and Travel agents. The Travelife standard has integrated the EMAS III environmental management and tourism sector specific requirements, the ISO 26000 Social Responsibility guidance and themes, the Global Reporting Initiative Tour operator sector supplement, the OECD Guidelines for Multinational Enterprises and the Global Sustainable Tourism Council (GSTC) Industry Criteria. The Travelife auditing and certification procedures are GSTC Accredited.

All management and performance requirements are met and exceeded to earn the title of

Travelife Certified

Issue date: 09 November, 2018
Valid until: 09 November, 2020
Certificate number: HR0120
Website: www.travelife.info

A.H.H. Kusters
Travelife for Tour Operators
Manager



Suppliers of Kenyan TO's

2. Standards and suppliers assessment

- National hotel, guides and drivers associations
- Common sustainability standards for suppliers
- Common suppliers database linked to TO's
- Training and assessment of 800+ suppliers



Suppliers of Kenyan TO's



Certification of accommodations

- By Ecotourism Kenya
- Ecorating certification for accommodations
- 30 additional accommodations to become certified



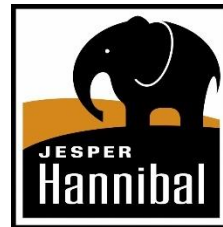
European market integration

GREEN
TOUR *kenya*

- Partnership with 30+ European outbound tour operators
- “sustainable” destination branding and marketing strategy.
- Matchmaking to increase “green & fair” suppliers into the Kenya-EU supply chain (ITB, WTM)
- (social) media campaign to consumers



EU tour operators supporting Green Tour



ENVIRONMENT WATCH

Report any environmental concerns to:

Whatsapp: +254 715 405 542

E-mail: environment@katokenya.org

Date	Time	Location	Nature of incident	Take a picture
------	------	----------	--------------------	----------------



www.katokenya.org



Supporting Responsible Tourism

Suppliers of Kenyan TO's

Market feedback

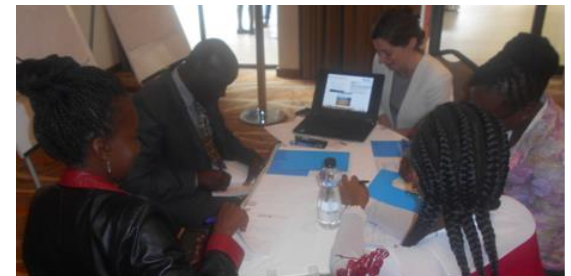
- Kenya Association of Tour operators
- Distributed to all 400 KATO members
- Placed on hundreds of safari cars of KATO members
- Social control for conduct of suppliers (e.g. drivers)



Policy integration

Sustainable Tourism policies

- Kenya sustainable tourism strategy (KTF, KWS)
- African sustainable tourism conference (2021)
- Partnerships and dissemination into 10 African countries



MINISTRY OF TOURISM & WILDLIFE



III. African Outreach



African outreach

Networking with African certification initiatives

- Working with the African sustainable tourism certification alliance
- Local schemes in Namibia, SA, Kenya, Tanzania, Egypt and the Seychelles.



Certification schemes partnerships

- Responsible Tourism **Tanzania**
- Fair Trade Tourism in **South Africa**
- **Seychelles** Sustainable Tourism Label
- **Namibia** Eco Award scheme.

→ Local adaptation and implementation



Tour operator associations

- Association of **Uganda** Tour Operators (AUTO)
- **Madagascar** Tour operator Association (TOPS)
- **Gambian** Tourism Hospitality Institute and Gambian Tourism Board

→ Free access to Travelife tools



African outreach

Green Tour activities

- African auditor and advisors training
- MoU's with tour operator associations
- 2019: trainings in Uganda, Ghana and South Africa
- 2020: trainings in Rwanda, Tanzania, The Gambia and Mauritius.

→ We are happy to work with other African countries



Thank you for your attention



COUNTRY BASELINE ASSESSMENT

Home / Country Baseline Assessment

Asia ▾ Thailand ▾

Show 10 ▾ entries

Search:

Destination ▲	Green Destinations Rating	Wildlife	Landscape	Nature	Safe bathing	Clean air	Culture & Tradition	Visitor reviews	Safe against crime	Human rights	Green economy	Green policy	Q-score
Bangkok	2.2	1.2	2.5	0.0		2.0	4.4	8.3	5.5	3.6	3.2	0.0	
Cha Am	2.8	6.0	5.3	0.0	0.0	8.0	4.3	7.3	5.5	3.6	4.1	1.0	
Jomtien	2.5	3.2	2.5	0.0	0.0	8.0	2.6	7.1	5.5	3.6	4.1	1.5	
Patong Beach Phuket	2.9	4.0	1.3	5.9	0.0	6.0	1.2	8.0	5.5	3.6	2.8	1.5	
Pattaya	2.3	3.2	1.8	0.0	0.0	6.0	2.6	7.4	5.5	3.6	2.8	1.5	

Showing 1 to 5 of 5 entries

Previous

1

Next

