

**CSR- Corporate Social Responsibility in tourism**



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## TourCert and ISO 26000

A comparative overview of the TourCert CSR- system and other certification systems for tour operators on basis of ISO 26000

Initiator

**EED**  
Tourism Watch - Bonn




Adaptation

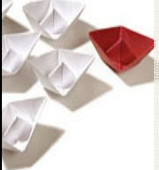
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**Outline**



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## Introduction and objectives



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With this comparative study we aim at increasing the transparency of criteria, evaluation methods and potential effects of existing CSR certifications in touristic enterprises.

The outcome puts less emphasis on finding which system fits “best” but rather highlights the specific strengths and weaknesses of each system in order to learn from each other and ease the collaboration of the different sustainability labels and systems and help them to improve their quality.

Due to responsibility towards customers and the public, we hope for multiplying effects in the tourism industry and more sustainability in tourism.

## Development prospects of CSR- certifications



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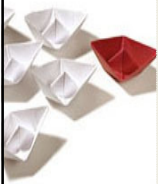


- Ability of measuring a company's performance in aspects of sustainability becomes more and more important
- Necessity of finding significant indicators and reliable information
- Plurality of evaluation and certification methods leads to diffuse and arbitrary definitions of terms
- Causing confusion of customers and the public
- Competing evaluation systems mean additional efforts and limited potentials to act
- Harmonization with significant and comparable data will optimize the impact of CSR

## Why ISO 26000 as sub structure?



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- With the issue of ISO 26000 in November 2010, the first globally valid definition of 'social responsibility' was given
- The process is described as the most complex in ISO history (ISO - International Organization for Standardization)
- It was elaborated by more than 400 experts from 99 countries in a stakeholder dialogue over five years
- Among them were representatives of businesses, consumers, labours, inter- or non-governmental organizations of North and South
- Guideline for social responsibility of companies and other organizations (,SR' – Social Responsibility)
- ISO 26000 is not a management standard to be certified
- Due to its extensive demand some phrases stay very vague
- Dynamic approach and inclusion of suppliers
  - But: Requirements should not rest only on the weakest link of the supply chain!
- Prospects to establish a global and consistent standard
  - Increasing dynamics, core subjects and issues to know and audit



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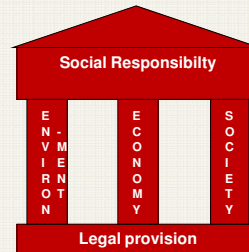
## Definition of CSR

## CSR-Definition TourCert



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*CSR describes the contribution a company makes to sustainable development by going beyond legal provisions and by integrating social and environmental responsibility into its **core business**.*



→ No single good deeds but a corporate culture and strategic orientation



## ISO 26000 Definition



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*“The essential characteristic of social responsibility is the willingness of an organization to **incorporate social and environmental considerations** in its decision-making and be **accountable** for the impacts of its decisions and activities on society and the environment.*

*This implies both **transparent and ethical behaviour** that contributes to **sustainable development**, is in compliance with **applicable law** and is consistent with **international norms** of behaviour.*

*... is **integrated throughout the organization**, is practised in its relationships and takes into account the interests of **stakeholders**.”*

*Guidance on social responsibility (ISO 26000:2010, 3.3.1)*

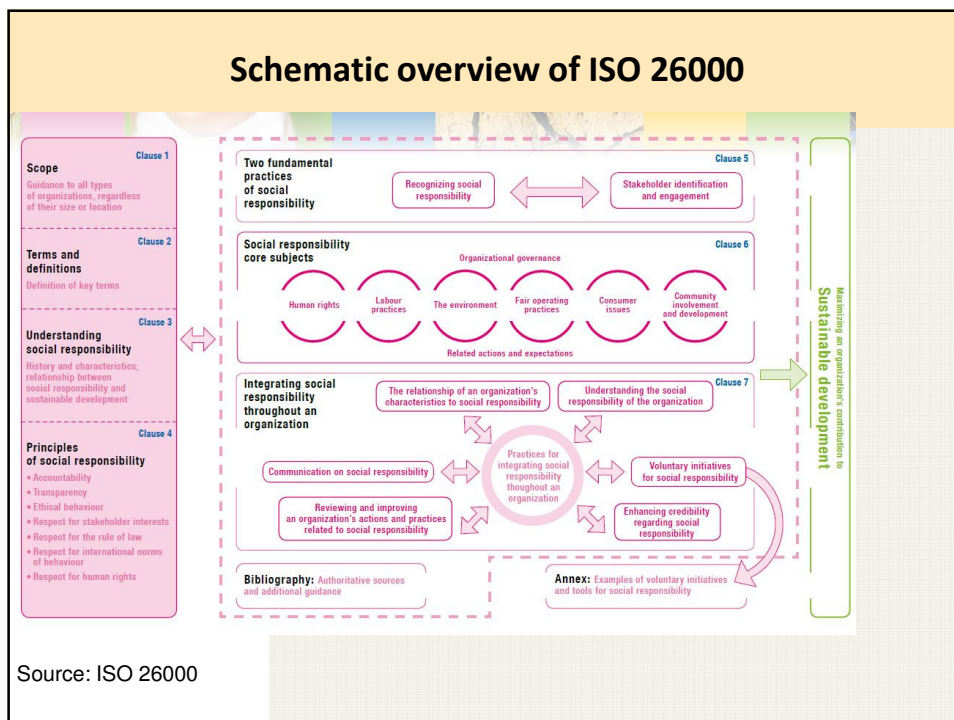




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# ISO 26000 – an overview



Source: ISO 26000

## 7 core subjects of ISO 26000



## Core subjects and issues of ISO 26000



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### 4. Core subject: The environment

- Issue 1: Prevention of pollution
- Issue 2: Sustainable resource use
- Issue 3: Climate change mitigation and adaptation
- Issue 4: Protection of the environment, biodiversity and restoration of natural habitats

### 5. Core subject: Fair operating practices

- Issue 1: Anti-corruption
- Issue 2: Responsible political involvement
- Issue 3: Fair competition
- Issue 4: Promoting social responsibility in the value chain
- Issue 5: Respect of property rights

## Core subjects and issues of ISO 26000



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### 6. Core subject: Consumer issues

- Issue 1: Fair marketing, factual and unbiased information and fair contractual practices
- Issue 2: Protecting consumers' health and safety
- Issue 3: Sustainable consumption
- Issue 4: Consumer service, support, and complaint and dispute resolution
- Issue 5: Consumer data protection and privacy
- Issue 6: Access to essential services
- Issue 7: Education and awareness

### 7. Core subject: Community involvement and development

- Issue 1: Community involvement
- Issue 2: Education and culture
- Issue 3: Employment creation and skills development
- Issue 4: Technology development and access
- Issue 5: Wealth and income creation
- Issue 6: Health
- Issue 7: Social investment

## Comparison of the criteria of different sustainability standards and certification systems for tour operators




## Sustainability Standards for Tour Operators

- **TourCert**  
Reporting standard for SME - October 2010
- **Green Globe –**  
Green Globe Certification Standard – July 2010 Tour Operators and the Travel Industry
- **Travelife**  
Travelife Training - Sustainable Tourism Enterprise

Further reference systems:

- GSTC – Global Sustainability Tourism Criteria
- GRI – Global Reporting Initiative (G3)

# Allocation to ISO's 7 core subjects


Allocation

0 - 5%
5 - 10%
10 - 20 %
> 20%

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	TourCert	GreenGlobe	Travellife	GSTC	GRI
Org. Governance	<b>41</b> (19%)	<b>39</b> (17%)	<b>14</b> (10%)	<b>8</b> (9%)	<b>12</b> (15%)
Human Rights	<b>22</b> (10%)	<b>9</b> (4%)	<b>7</b> (5%)	<b>12</b> (14%)	<b>6</b> (8%)
Labour Practices	<b>28</b> (13%)	<b>25</b> (11%)	<b>17</b> (12%)	<b>10</b> (12%)	<b>15</b> (19%)
Environment	<b>73</b> (33%)	<b>120</b> (53%)	<b>53</b> (36%)	<b>33</b> (38%)	<b>29</b> (36%)
Fair Operating Practices	<b>12</b> (5%)	<b>17</b> (7%)	<b>24</b> (16%)	<b>7</b> (8%)	<b>8</b> (10%)
Consumer Issues	<b>30</b> (14%)	<b>14</b> (6%)	<b>23</b> (16%)	<b>8</b> (9%)	<b>9</b> (11%)
Community Involvement	<b>13</b> (6%)	<b>4</b> (2%)	<b>8</b> (5%)	<b>9</b> (10%)	<b>1</b> (1%)
Total number of indicators	<b>219</b>	<b>228</b>	<b>146</b>	<b>87</b>	<b>80</b>

Comments on the rating	
 <b>TourCert</b> Gesellschaft für Zertifizierung im Tourismus	Number of criteria and indicators reviewed:
	<ul style="list-style-type: none"> <li>• TourCert: 219</li> <li>• Green Globe: 228</li> <li>• Travelife: 146</li> <li>• GRI : 80</li> <li>• GSTC: 87</li> </ul>
	<ul style="list-style-type: none"> <li>• This quantitative rating does not reflect qualitative aspects of the certification systems or standards.</li> <li>• All criteria/ indicators/ aspects were attributed to the core subjects of ISO 26000 and equally weighted (factor 1).</li> </ul>

## Comments on the rating



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Examples for qualitative aspects of the systems are:

- **Travelife:** 16 of 146 criteria/ indicators are mandatory; 50 must be reported to the ANVR (Dutch association of tour operators)
- **GRI:** 49 criteria/ indicators are mandatory, 31 optional
- **Green Globe:** 65 criteria/ indicators are mandatory, 163 optional
- Furthermore there are differences in the methodology of data collection:  
**Green Globe and Travelife** request only Yes/ No answers  
**GRI and TourCert** require a composition of descriptive, quantitative and qualitative indicators.



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## Evaluation of the CSR- impact within the organizations

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The quantitative comparison of indicators on basis of ISO 26000 will be completed by the evaluation of a qualitative comparison of the CSR impact of each system in the organization.

Possible distinctive features are:

- Level of dynamic impact:
  - **Point of time – examination:** There are fixed standards with Yes/ No-ratings (*Static system*)
  - **Period of time- examination:** Evaluation of performance and continuous improvement (*dynamic system, performance oriented*)
- Topic:
  - Environment & Society & Economy
- **Status of Auditors:**
  - Internal Audit/ Self Evaluation (First Party)
  - Supplier's audit/ Partner check; Association-Check (Second Party)
  - Certification audit/ independent auditor (Third Party)

## Evaluation of managerial elements



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	<i>TourCert</i>	<i>Green Globe</i>	<i>Travelife</i>
Commitment & Company policy			
Data collection & Priorisation			
Programme for improvement*			
Responsibilities & Activities			
Level of inclusion of supply chain *			
Internal communication and training			
External communication and marketing			
Controlling & internal management of CSR			
Sustainability report (public)*			
External audit and certification (Third Party)*			
<b>Total</b>			

Rating: 0 -3 Points, corresponds to: not at all- little - medium- strong

\* TourCert suggests to weigh these aspects double  
max points: 42

## Quality criteria of certification systems



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- Independent and scientifically established
  - Development of criteria
  - Certification
- Verification
- Transparency of criteria and process of awarding
- Limitation of certification
- Regular monitoring and penalty in case of violation
- Quality criteria and accreditation of auditors
- Qualification of auditors
- Public registration and support
- Publication of criteria and award procedure

## Conclusion and recommendations






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- There is a common understanding of criteria of orientation towards sustainable tourism and no essential differences in this field
- TourCert shows a very broad and balanced consistency with ISO 26000 and can therefore be described as compatible with ISO 26000
- Differences appear in the approach as well as in the potential effects within the companies
- Mutual learning processes about strengths and weaknesses are necessary and possible

## Imprint

This comparative overview was conducted on the initiative of

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for

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