

38th UN/CEFACT Forum

Geneva, Switzerland

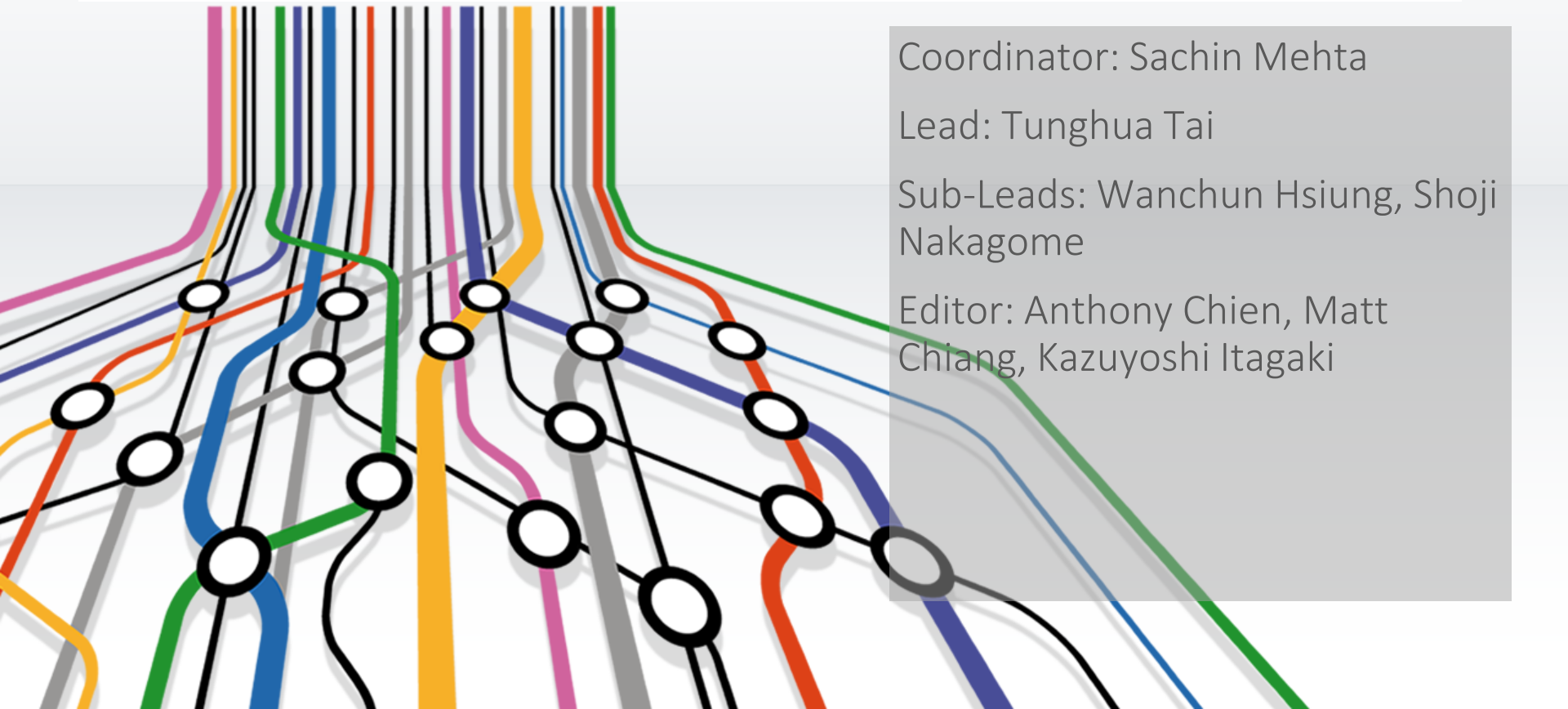
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SUGGESTED WAY FORWARD FOR UN/CEFACT : Building Business Standards for Sustainable Tourism



Classifying business areas of travel industry and UNSDGs

Wanchun Hsiung

RELATED BUSINESS STANDARDS FOR SUSTAINABLE TOURISM

GSTC

GSTC Criteria 4 pillars- [Sustainable management](#), [Socioeconomic impacts](#), [Cultural impacts](#); and [Environmental impacts](#).

Include two sets:

- Destination Criteria: public policy-makers and destination managers (the latest version is released in 2019)
- Industry Criteria: hotels and tour operators (the latest version is released in 2016).

ISO/TC 228

- Responsible for developing internationally accepted standards services offered by [tourism service providers](#), including [related activities](#), [touristic destinations](#) and the [requirements of facilities and equipment](#).
- Published standards from diving, yacht, beach operation to sustainability management system for accommodation establishments and so on.

ISO 21401:2018

Sustainability management system for accommodation establishments

- Specifies [environmental, social and economic requirements](#) to implement a sustainability management system in accommodation establishments in the tourism sector.
- 4 [Annexes](#) A, B and C refer to each of the three dimensions of sustainability (environmental, social and economic) and Annex D provides examples of sustainability practices.

UN/CEFACT's

Green Paper on Sustainable Tourism 2019

- New trend in tourism called [Experience Programs\(Eps\)](#) focused on local areas or regions within countries.
- Form of cultural, medical, sports, nature, arts, community-based etc.
- Examples of Eps showed [positive impact](#) on local economies and work with local region to become more sustainable.

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1. Tour Agency







- Tour Agency help tourist in planning and booking reservations for their itinerary, accommodation, and transportation to and from the destination.
- The sustainability focus of tour agency can involve the sustainable concepts into the itinerary planning in a way to improve the welfare of local people, minimize negative environment impacts, and help to conserve heritage cultures and all kinds of habitats in a long run.

	<p>1.4 Grant access to all men and women to basic tourist services. In addition, tourists are allowed to have equal rights and services in natural resources, economic resources and tourism resources</p> <p>1.5 Develop travel itinerary that take into account climate change issues and economic, social and environmental disasters in tourist areas.</p>
	<p>3.3 In response to various infectious diseases, travel agencies should strive to foreseen the epidemic situation in the region and ensure the safety and security of travelers in the region</p> <p>3.5 Remind tourists of drug abuse and excessive alcohol intake according to local policy.</p> <p>3.6 Strive to ensure the safety of all passengers during transportation based on past traffic accident cases and causes</p> <p>3.8 Help all travelers to prevent and obtain adequate health care plan at an affordable cost</p> <p>3.9 Make travel itinerary to avoid hazardous chemicals and various types of pollution</p>
	<p>4.4 Increase the proportion of young people and adults with technical and professional skills required for sustainable tourism practices</p> <p>4.7 Educate employees and tourists with knowledge and skills for sustainable tourism to facilitate cultural diversity and sustainable cultural development</p>
	<p>8.6 Travel agencies can provide a certain percentage of employment opportunities and training for young people.</p> <p>8.7 Prepare a set of audit documents of DMC in assist of tour agency during the itinerary planning process to confirm whether there is any illegal employment of child labor or job opportunities for people at all society and economic status were provided.</p>
	<p>11.4 Respect the traditional culture and the privacy of local residents and communities.</p> <p>11.6 Travel on a sustainable transportation system.</p>
	<p>12.2 Provide E-tourism brochure to reduce paper waste and through technology and artificial intelligence, like cloud systems and data analysis to better understand visitors' preferences.</p> <p>12.5 Travel agency should encourage travelers to bring their own environmentally friendly tableware or straws during the trip.</p> <p>12.6 Arrange travel choices according to sustainability factors such as sustainable affiliate or self-report of sustainability hotel properties, food-beverages services, and transport company</p>
	<p>14.1 Do not arrange tourism activities that will affect marine resources and ecology</p>
	<p>15.1 Promote green tourism that can reduce environmental pollution and resource consumption such as environmentally friendly and low-carbon emission tour.</p> <p>15.2 Promote responsible tourism practices by arranging leave no trace tours.</p>

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2. Accommodation








- Accommodation buildings require a significant amount of energy resources to operate and provide appropriate service for visitors regardless the size of the entities.
- Companies in this sector are strongly suggested to implement energy management system to reduce environmental impacts and to improve their reputations with visitors, who are increasingly concerned about environmental sustainability.
- The sustainability focus of accommodation can be water management, energy management, labor practice, climate change adaption and ecological impacts.

	6.1 Have plans for Water risk assessment. 6.3 Do sewage treatment. 6.4 Use water-saving equipment to minimize water consumption. Ex: Use water-saving shower head and toilet. 6.4 Set goals for reducing water consumption and has regular checking records.
	7.2 Favor the use of renewable sources, furthermore, the share of renewable energy in total energy supply is monitored and managed. Ex: solar panels on the roof. 7.3 Use the air circulation equipment to ensure the air is not excessively ventilated, and excessive energy is used for cooling. 7.3 Use equipment and practices to minimize energy use, ex: Use LED lights to reduce power consumption and purchase "Energy Star" appliances wherever possible.
	8.5 Everyone can get equal pay for equal work and protecting the rights of disabled to work. 8.8 Protecting the rights of labor, child labor and women in industries and promoting a safe working environment.
	12.2 Buy organic, fair trade, eco-friendly toiletries and in room products. 12.5 Provide recycling bins in public areas. Ex: lobby and poolside. 12.5 Donate leftover guest amenities, old furniture, and appliances to charities. 12.5 Buy previously used or recycled-content products whenever possible.
	13.1 Have climate risk management plan and regularly monitor the negative impact of climate change, ex: the flood, typhoon, and drought where the lodging facility located. 13.3 Carbon Footprint per tourist/night is monitored and managed during their stay. 13.3 Take action to avoid and reduce significant annual emissions from all sources controlled by the lodging facility.
	14.1 Wastewater and solid waste are disposed of to a municipal or government approved treatment system, ex: island resort never dumped waste directly on the beachside to reduce marine pollution.
	15.2 Preserve and cultivate of local planting tree species, strengthening green landscaping and plant maintenance operations. 15.4 Ensure the conservation of mountain ecosystems and increase ecological diversity. 15.5 Being aware of, and mitigates, activity with potential to disturb wildlife and habitats around the property.

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3. Transportation

- Transport service in the tourism industry carry visitors to and from destination, majorly rely on fuel transport vehicles ex: cars, tour bus, inland railway, aircraft, ferry and cruise. As a result of its heavy reliance on hydrocarbon fuels, the industry generates a significant amount of carbon dioxide (CO₂) emissions and is thus subject to compliance costs and risks associated with climate change mitigation policies.
- The sustainability focus of transportation can be fuel management in sustainable tourism planning, includes increasing fuel efficiency through vehicle and carrier design as well as and incorporating alternative and sustainable fuels.

	3.6 Implement safety management plan to decrease the injury from transportation accidents, ex: tour bus, airline and cruise line 3.9 Significantly reduce air and water pollution from cars and all transportation systems 3.a Strengthen the implementation of the World Health Organization Framework Convention on Tobacco Control as appropriate, ex: non-smoking transportation through the journey
	6.3 Take cruise pollution into account including sewage or black water, gray water, oily bilge water, ballast water, solid waste, and hazardous waste.
	7.2 Significantly expand and apply the proportion of renewable energy from the energy system to transportation 7.3 Avoid transporting tourist in highly polluting, outdated vehicles. Adopt green, low-carbon emission environment-friendly transportation vehicles 7.3 Double the energy efficiency by enabling clean energy supply for transportation ex: solar powerboat 7.b Collaborate with Smart City network to facilitate information exchange in increasing energy efficiency monitoring and management
	11.2 Public and private transport should enable safe, affordable and easy-to-use sustainable transportation for all the needs of women, children, persons with disabilities and the elderly tourists, (e.g. MM Mobility Management Scheme) 12.4 Implements practices to minimize pollution from noise, light, runoff, erosion, ozone-depleting substances, and air, water and soil contaminants on all tour related transportation, ex: cruise line, tour bus, railway, airline and etc.. 12.c Efforts to rationalize fossil fuel inefficient subsidies and accelerate the transition to efficient clean energy for massive tour transportation
	13.3 Direct and indirect greenhouse gas emissions are monitored and managed especially aircraft and cruise line.
	14.1 Wastewater and solid waste are disposed through a municipal or government approved treatment system, ex: cruise line never dumped wastewater directly into the ocean to reduce marine pollution
	15.2 Reduce usage of fossil fuel vehicles to the natural habitats to lower the impacts or damage to forests and soils.

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4. Food/Restaurant

- The food and restaurant sector is an important element associated with the tourism experience, since eating primarily local food can be an initiating part toward the immersing traditional travel experience program, as it provides entertainment and cultural context in exciting ways.
- Food can play an important role in determining an individual's motivation to visit a particular destination. The sustainability planning in the restaurant this sector could focus on the connection as a mediator between local food culture and tourists, communicating with each of them being mindful to focus on local sustainability.

	3.9 Providing or encourage the source of organic food ingredients to avoid illnesses caused by chemical contamination. 3.5 Signs or guideline posted on menu for harmful use of alcohol. 3.a Strictly reinforce the non-smoking environment inner space and surrounding area.
	6.3 Collect rainwater or recycled used water in activities where the use of drinking water is not required (e.g. flushing, washing). 6.3 Take action to build the wastewater system to reduce sewer water pollution and avoiding wastewater dumping. 6.4 Initiated water saving plan such as lower pressure of kitchen faucets, washbasins, and the restrooms, and automatic activation of kitchen sinks or tap water. 6.4 Have goals to reduced water consumption and monitor periodically. 6.4 Have goals for the rational use of water such as the water use limit per activity (e.g. 10liters each meal>>great).
	7.2 Percentage of use renewable energy (wind, solar or photovoltaic). 7.3 Adopt efficiency energy management, has smart energy meters and documentation for the assessment for energy conservation.
	8.5 Handicapped people are hired without any discrimination at Cashier Area or for any other suitable jobs. (people with disabilities, jobless....etc.) . 8.6 Create Job opportunities in the restaurant to youth and aged people for equal pay for work of equal value. 8.8 Take actions to protect labor rights and promote a safe and secure working environment (safety and labor right check regularly).
	12.3 Assess the food waste during food preparation and distribution. 12.3 Train employees to avoid food waste during all stages of meal production, from the receipt of food to distribution. 12.5 Adopt strategies to minimize the use of disposables materials as much as possible, and documented in the records. 12.5 Adopt strategies to reduce the use of plastic in the distribution of meals. 12.5 Return packaging boxes for suppliers to reuse. 12.5 Use lamps, accessories or furniture made from recovered or recycled material.
	14.4 Stop providing meals made from endangered marine animals and plants. 14.b Purchase seafood ingredients from sustainable supply chain or local fish farms.
	15.7 Stop providing meals made from endangered animals and plants on land. 15.7 Purchase meat ingredients from sustainable supply chain or local farms.

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5. Destination

- A destination is more than a place with heritage resources (cultural and natural), infrastructures and services that attract tourists; it also serves the local residents and governments on the basis of economic growth.
- Destinations are subject to a wide variety of economic, social, and environmental changes over time and in highly different stages of development through out each country across the globe. Managing sustainable tourism should be a long-term scope and undertake a strategic plan for the community, city and the nation who is taking tourism seriously.

	1.4 Employ local residents to develop, maintain and protect tourism resources and increase employment opportunities for local residents.
	2.3 Increase the market and high added value of land and local production resources, work on equal access to employment opportunities and double income. 2.4 Sustain ecosystems, adapt to climate change, extreme weather events, droughts, floods and other disasters improve responsiveness and promote sustainable food production systems. 2.c Ability to obtain timely market information, such as food stocks, in response to emergencies and disasters.
	3.3 Passengers should be reminded to protect themselves during an epidemic. 3.4 Promote LOHAS travels to advance the quality of life of the elderly. 3.6 Thoroughly implement the prevention of traffic accidents during travel, educate tourists about tourism safety protection matters to reduce the occurrence of tourism accidents
	4.4 Address aging and declining populations in tourist areas, and reward sustainable tourism vocational skills and entrepreneurship to increase the proportion of youth and adults with the necessary skills for sustainable tourism.
	6.2 Assist the establishment of public-use sewage and sanitation facilities to maintain the hygiene for all and advocate for reducing open defecation in the communities. 6.3 Encourage travelers to bring their own environmentally friendly water bottles and not buy overly packaged items, so as to reduce regional tourist waste dumping and pollution from toxic chemicals.
	7.3 Avoid long-distance travel by vehicles and encourage in-depth tours in the local area. 7.3 Increase the use of electric vehicle or transportation such as electric tour bus or railway system, to reduce carbon emissions to and from the destination.
	8.5 Non-discrimination of destination tourism hiring and wage provided, including men and women, young people and persons with disabilities, and provide equal pay for equal work. 8.9 Promote sustainable tourism that creates job opportunities, promotes local culture awareness and economic development.

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	10.2 Take care of the economic weakness in the industry, strengthen employability, promote salary growth, and continuously improve income distribution.
	11.4 Promote local tours and activities to protect and safeguard cultural and natural heritage. 11.b Develop comprehensive disaster risk management at all levels in the region for climate change mitigation · adaptation and resilience for sustainable development.
	12.5 Promote to live in a green and sustainable hotel. 12.8 Raise awareness of people in tourist areas about sustainable lifestyles and quality of life in harmony with nature.
	13.3 Give education on climate change mitigation, adaptation and reduce gas emission in all tourist areas.
	14.1 Reduce marine pollution events and activities at all kinds, such as call for sunscreen-ban for water sports activities in the tourism area. 14.c Strengthen conservation education events and experience tours on topics of sustainable use of marine resource.
	15.4 Promote education tours to raise awareness of the conservation of mountain ecosystems and increase ecological diversity. 15.7 Educate tourists against poaching and trafficking in conservation animals and plants on land.

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7. Shopping








- Tourist visits destination outside their place of residence to shop for goods is considered to be a determining factor for travel decision and prime motivation in some cases. This sector is also in representing a significant source of income for national economies both directly and through the many linkages to other sectors in the economy according to UNWTO.
- Shopping stations such as souvenirs stops have become the intermediary role of local producers and tourists, thus the sustainability can focus on delivering local characteristics to tourists through authentic layout of local products, advocating local consumption in contributing to local economy growth.

	6.5 Make sure the shop is located in an area with good drainage system and implements a shunt processing system for drinking water and sewage treatment.
	7.3 Install energy saving management system (such as IoT sensors) for lighting devices, air-conditioning equipment, cleaning supplies, etc.
	12.5 No more plastic shopping bags are provided by the shop/shopping mall. 12.5 No more merchandise with plastic packaging materials are displayed and sold in the shop/shopping mall. 12.8 The IoT and other types of innovative digital technologies are implemented to increase the awareness of sustainability and efficiency of customer relationship management. 12.b Encourage the merchandise of the shop or shopping complex are purchased from local suppliers or made by the local citizens.
	14.4 Stop selling products in the shop/shopping complex made from endangered marine animals and plants.
	15.5 Stop selling products in the shop/shopping complex made from endangered animals and plants on land.

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8. Entertainment

- Entertainment in the tourism industry is comprised business that operate entertainment, travel, and leisure facilities and provide related service to visitors globally. Business like theme parks, ski resorts, sports stadiums, golf course and other venues no matter indoors or outdoors can be highly varied in scales and also services provided to millions of visitors annually.
- The growth of entertainment industries over the years has resulted in over exploitation of natural resources, water, land or air. The sustainability focus can be action taken counteract the impact on the use of natural resources, infrastructure, and socio cultural well being of communities.

	3.6 Implement corrective actions in response to the serious fatalities and injuries while entering, riding or interacting with any of the facilities and features therein. 3.6 Conduct routine inspection of risk plan to assuring facility safety such as the amusement park rides, ski slopes as well as venues where large crowds of people may be present, such as indoor water parks, sports and concert venues. 3.a Creating smoke-free facilities (ex: casinos) to attract more non-smoking tourists and prevent the employees exposed to secondhand smoke related to respiratory illness.
	6.4 Reduce artificial snow making in skiing resorts, such as snow cannons which heavily rely on water during snow making.
	7.3 Large outdoor (sports venues) and indoor entertainment facilities (casinos) that may consume a significant amount of energy for heating, ventilation, air-conditioning (HVAC), and lighting, which indirectly leads to the release of greenhouse gas (GHG) emissions, are advised to implement energy management system to reduce environmental impacts and to improve energy efficiency. 7.3 Install energy saving management system (such as IoT sensors) for lighting devices, air-conditioning equipment, cleaning supplies, etc.
	8.8 Protect labor rights and promote safe and secure working environments for all worker in theme parks, casino, and cruise ship in the tourism related entertainment industry to reduce low-wage environment, and long-hour work duties.
	12.4 Promote less energy-intensive golf course to reduce water, pesticide, fertilizer and fossil fuel use to minimize the adverse impact on human health and environment.
	13.3 Take actions to reduce significant annual emissions from all diesel generators in the highly demand entertainment industry to run power supply which produce high levels of air pollution.
	15.2 Limited skiing resort growth and expansion around the environment fragile natural habitats. 15.2 Encourage habitat restoration, reseeded of exposed runs in the skiing industry to attract skiers support sustainable development.



Travel businesses evaluating their own performance based on UNSDGs

Kazuyoshi Itagaki

Self-evaluation of sustainable tourism by Japan ST working group

1. Abstract

The 6 levels evaluation system is adopted to assess the achievement of SDGs business standards and goals.

This makes the achievement of business operators evaluated easier by themselves.

It is useful for the travelers to rate the travel products, the destination services and their own behaviors.

It is expected that the evaluation system will function well.

2. Concept of evaluation of business standard achievement level

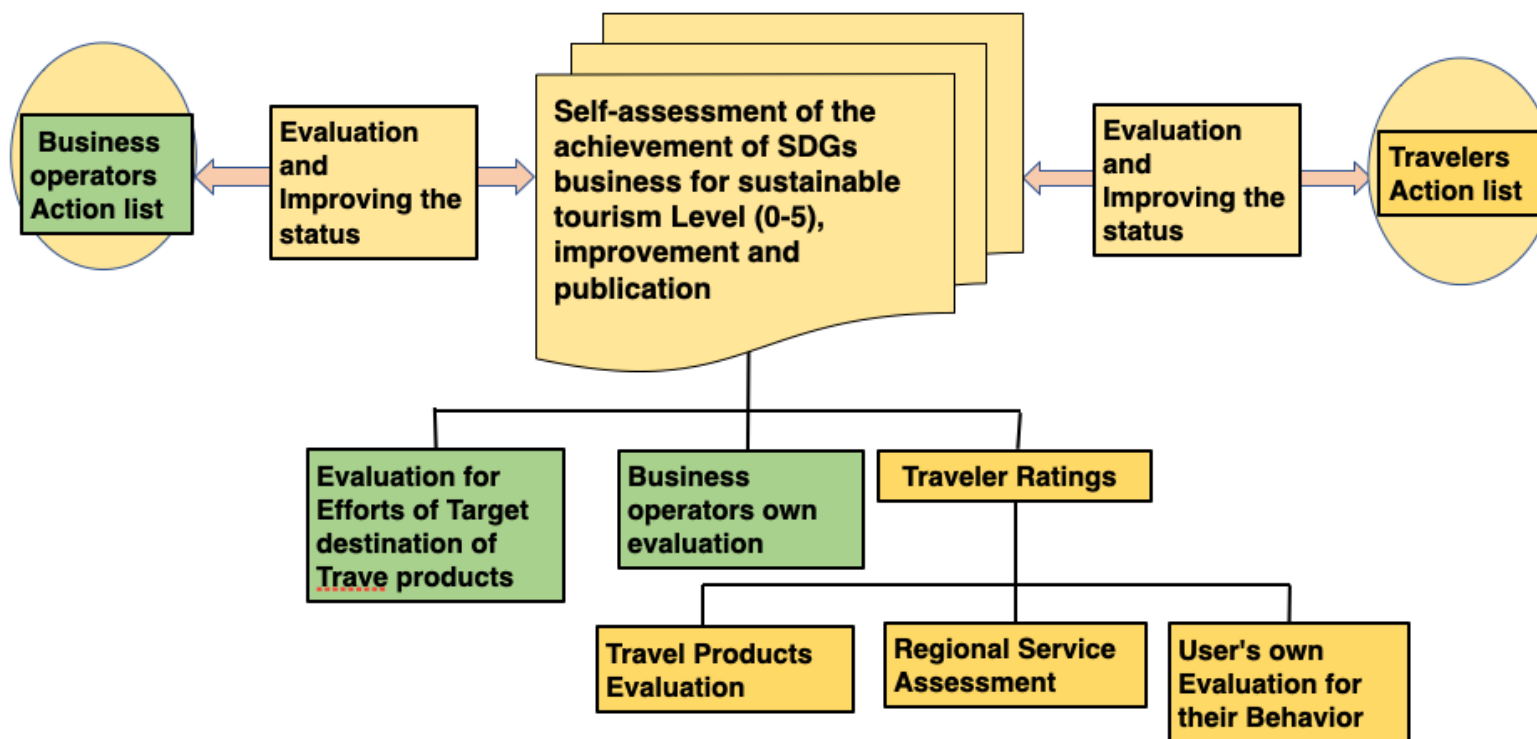


Figure 1 Evaluation method for leveling the business standards achievement

Concept of evaluation criteria in 6 levels _1

Evaluation level of SDGs assessment

Level 0 : Not concerned

Level 1 : Immature understanding of goals and actions to take

Level 2 : Actions taken, but insufficient organizational efforts

Level 3 : Organizational efforts gradually effective

Level 4 : Target performance steadily improving

Level 5 : Target implemented optimally

4. Concept of evaluation criteria in 6 levels _2

How to calculate the achievement evaluation level of business standard implementation results

	"Travelers" Results of evaluation of business standards for sustainable tourism (examples for explanation)					Business standards achievement evaluation value	Improvement measures
	1.4	3.5	3.6	3.9	3.a		
Level 0 - Not concerned	○					0 %	
Level 1 - Immature understanding of goals and actions to take			○			10 %	
Level 2 - Actions taken, but insufficient organizational efforts		○				20 %	
Level 3 - Organizational efforts gradually effective				○		30 %	
Level 4 - Target performance steadily improving					○	40 %	
Level 5 - Target implemented optimally						0 %	
SDGs Percent Complete by Business Standard	0%	20%	10%	30%	40%	Σ Achievement rate for each level ÷ Business standard number (5 cases) = 20%	

Achievement evaluation level calculation example for implementation of SDGs business standards in the table on the left

Level 0x1= 0%

Level 1x1=10%

Level 2x1=20%

Level 3x1=30%

Level 4x1=40%

Level 5x0= 0%

(Calculated value): Σ each level achievement rate ÷ goal and target number to be evaluated (5 cases) = 20% ... Achievement rate

The numerical value (weight = 1) in the left table is a value weighted for each level, and currently weight = 1.

List of evaluation level table of business standard for sustainable tourism

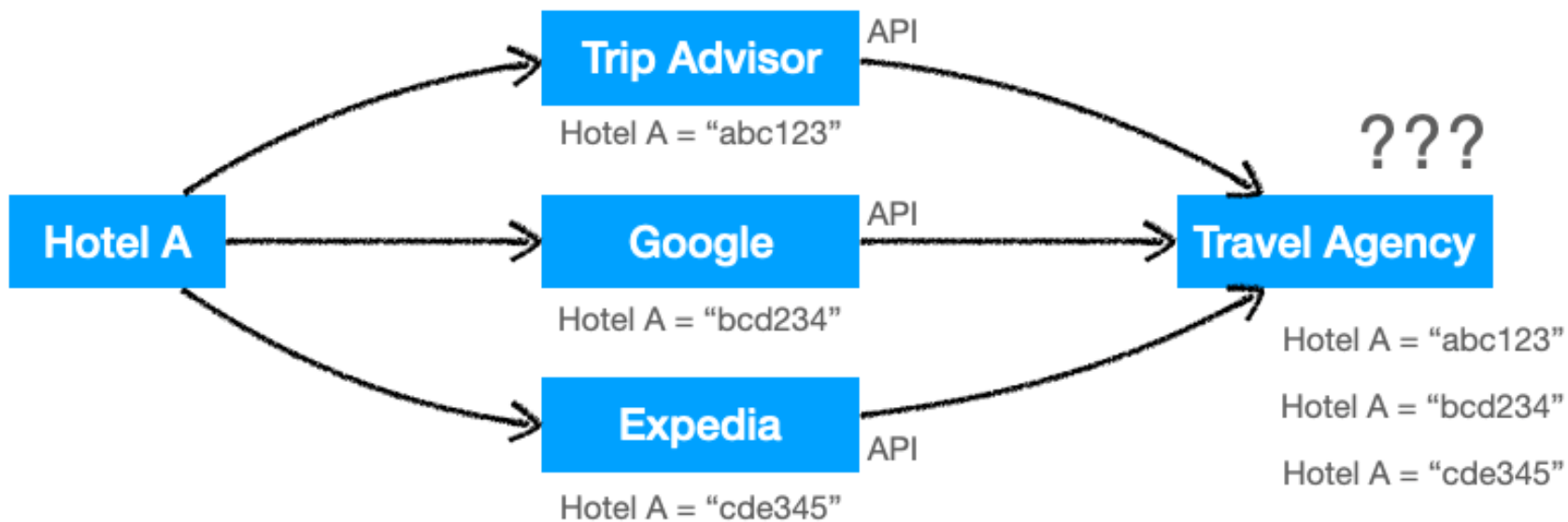
SDGs Goals and Targets Business Standards Achievement level	"Travelers" Results of evaluation of business standards for sustainable tourism (examples for explanation)						
	1.4	3.5	3.6	3.9	3.a	Business standards achievement evaluation value	Improvement measures
Level 0 -Not concerned	○					0 %	
Level 1- Immature understanding of goals and actions to take			○			10 %	
Level 2 - Actions taken, but insufficient organizational efforts		○				20 %	
Level 3 · Organizational efforts gradually effective				○		30 %	
Level 4 · Target performance steadily improving					○	40 %	
Level 5 - Target implemented optimally						0 %	
SDGs Percent Completed by Business Standard	0%	20%	10%	30%	40%	Σ Achievement rate for each level ÷ Business standard number (5 cases) = 20%	



Future milestones to goal

Tunghua Tai

Centralized Unique ID Challenge



Concept of evaluation criteria in 6 levels _1

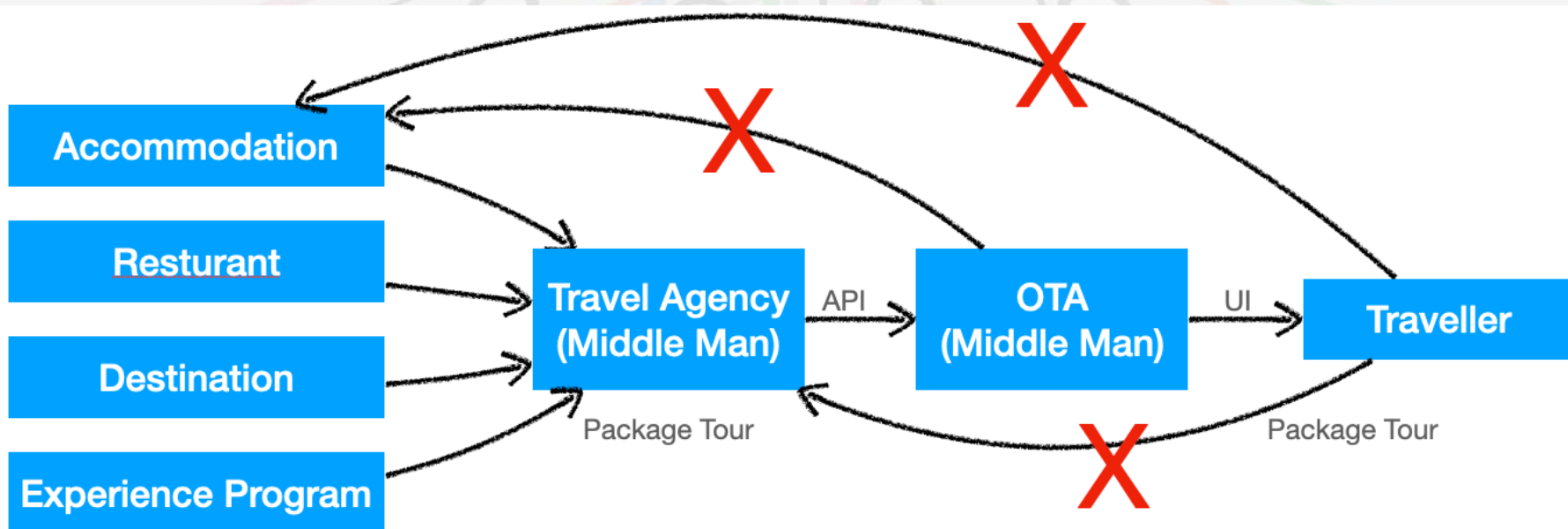
Green Valley Restaurant
4.2 ★★★★★ (276) · \$\$
餐廳 · 7V4P+PPJ
營業中 · 結束營業時間：23:55 · +962 7 8644 3285
"Support the Jordan economy eat and tip ..."

Restaurants and Gardens Green Valley
4.0 ★★★★★ (1,901) · \$\$
餐廳 · 7V4P+PJJ
24小時營業 · +962 7 7743 0848
"The BEST restaurant in Jordan. Amazing and tasty food. We ordered ..."

Green Valley Restaurant
Nasser Mahmood
照片 · 3月 2021

Restaurants and Gardens Green...
Thane P
照片 · 11月 2021

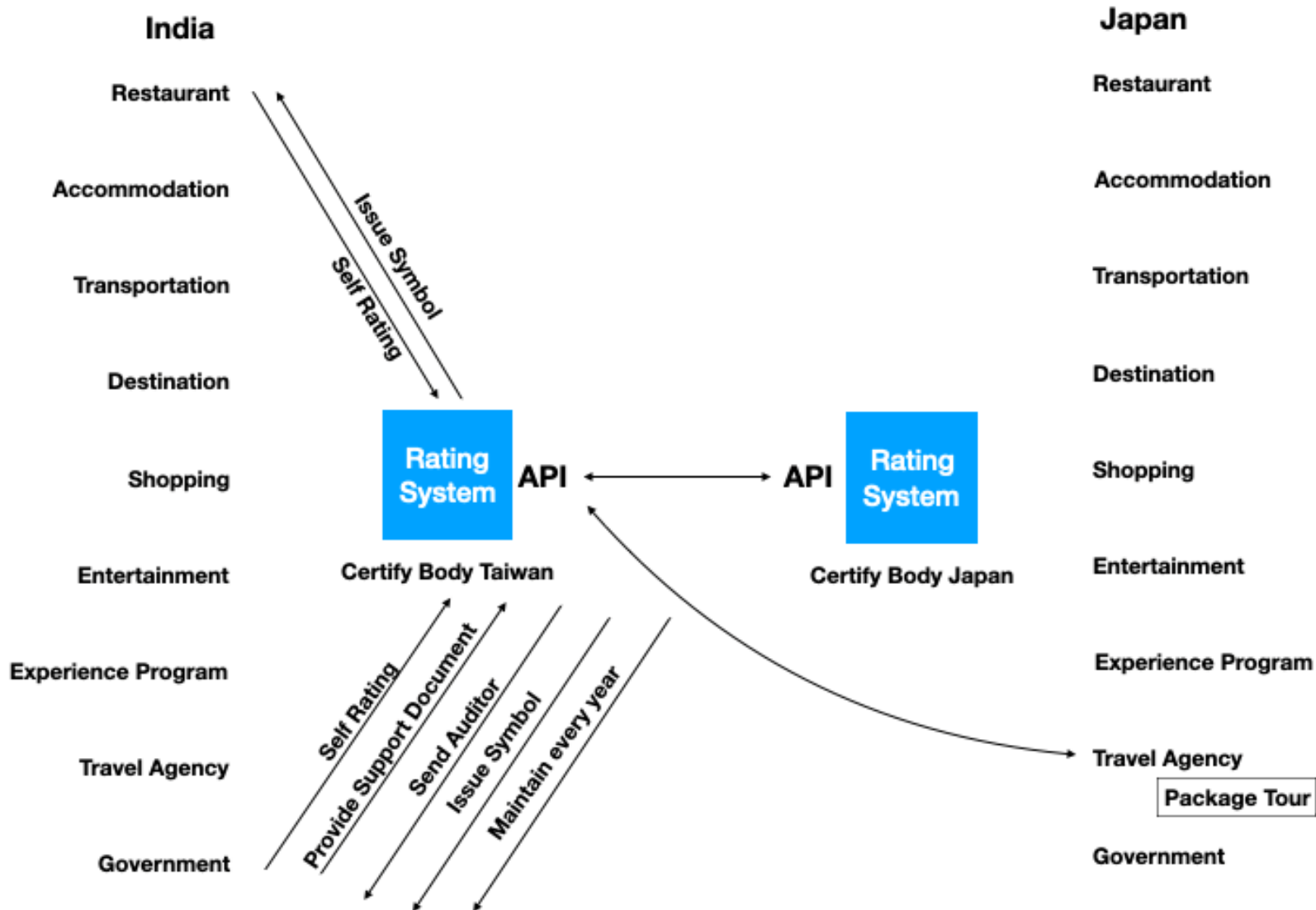
Multi Layer Packaging Travel Product Challenge



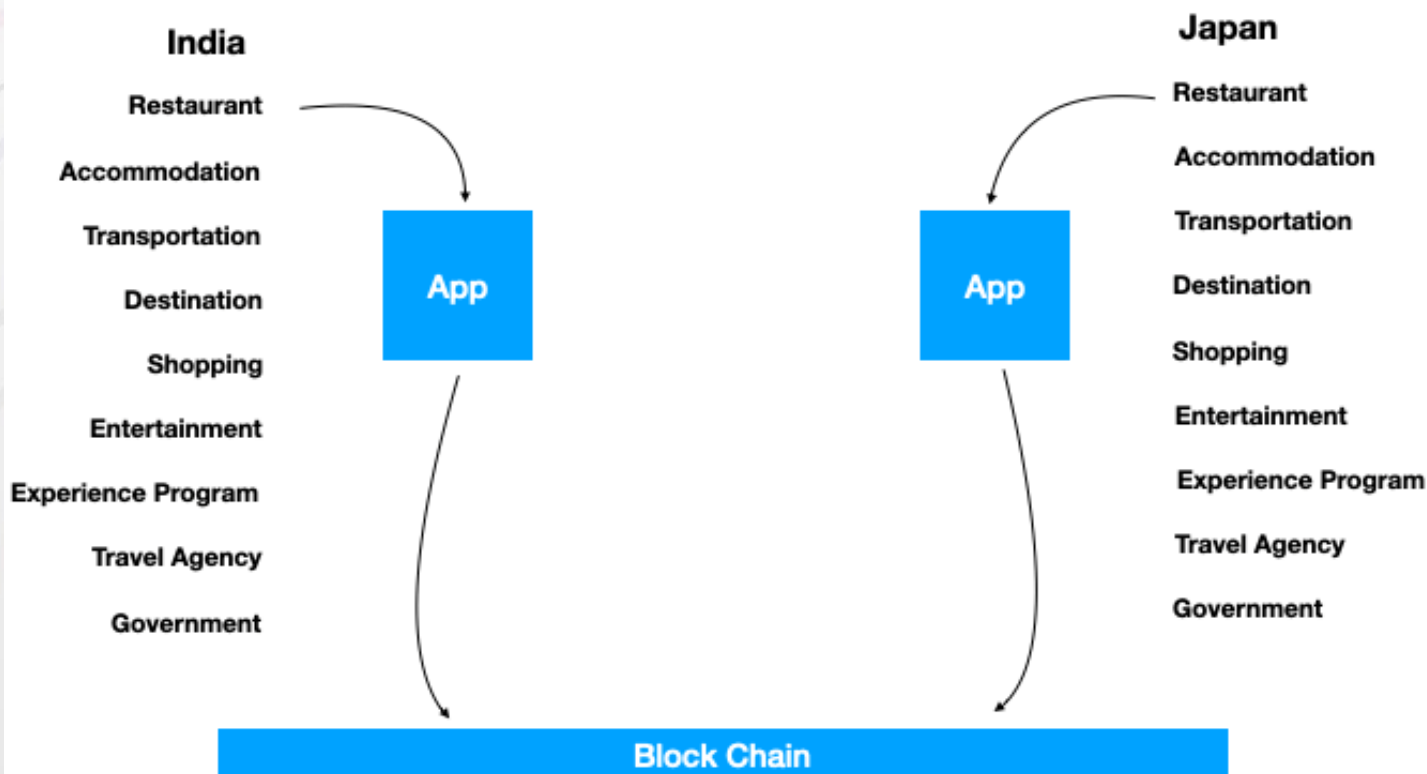
Consolidated Sustainable Tourism Data for Package Tour

Symbol System





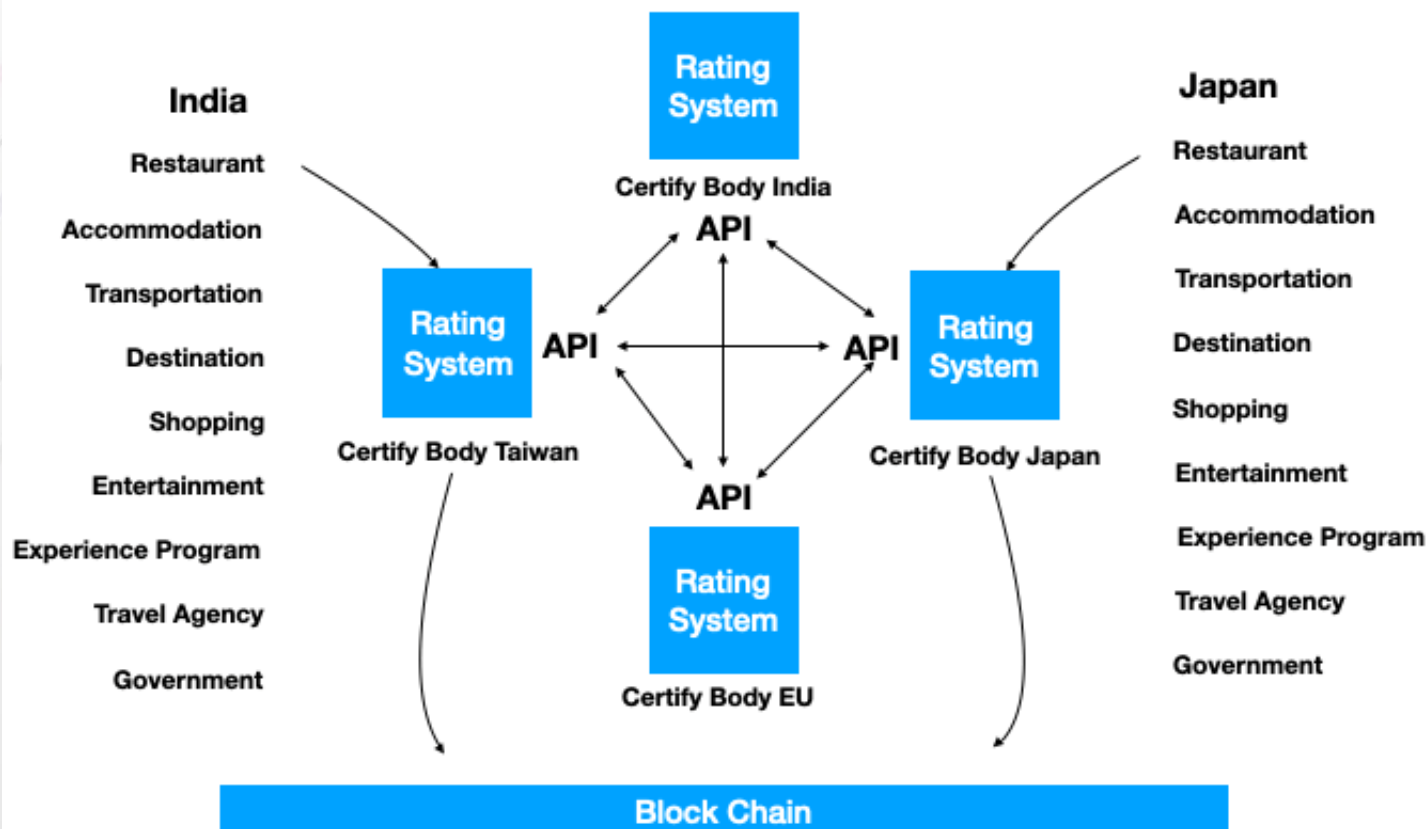
Sustainable Tourism and BlockChain



Problem: False data in, False data out.

For currency, no one will wire false money to the other.

Sustainable Tourism and BlockChain



**API: a) Way too many connections.
 b) Certify body might go bankrupt, data lost.**

