



TECHNICAL REPORT N° 29

Environmental Codes of Conduct for Tourism

'Business and Industry, including transnational corporations, should be encouraged to adopt and report on the implementation of codes of conduct promoting best environmental practice'

CHAPTER 30. AGENDA 21

ENVIRONMENTAL CODES OF CONDUCT FOR TOURISM



UNEP

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This is the 29th publication in a Technical Report Series which aims to meet the needs of a wide range of government officials, industry managers and environmental protection associations by providing information on the issues and methods of environmental management relevant to various industrial sectors.

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FOREWORD

Tourism is an industry that depends largely on the environment for its continued well-being. It is also an industry that has a significant impact on the environment—both the physical environment and the social environment which comprises the host communities in tourist destinations.

With the growing importance of this sector, there is also increasing concern from governments, the general public and from the industry itself about the effects of tourism on the environment. All these groups are well aware that there have been rapid declines in tourist levels in some areas where industry has already had damaging effects on the environment.

A wide range of instruments can be used to put the tourism industry on the path to sustainability. Regulations, of course, are—and will remain—essential for defining the legal framework within which the private sector should operate and for establishing minimum standards and processes. Economic instruments are also being increasingly used by governments to address environmental issues. However, voluntary proactive approaches are certainly the best way of ensuring long-term commitments and improvements. This applies particularly to an industry such as tourism, which is composed of a great many small and medium-sized firms, and which has a vested interest in not degrading the environment.

In late 1992, the Industry and Environment Office of the United Nations Environment Programme (UNEP/IE) undertook a survey of the global state of

voluntary environmental codes of conduct in the tourism industry. A year later, a workshop was held to discuss the results of the survey and the findings to which it gave rise. The International Institute for Peace through Tourism assisted in this endeavour.

The purpose of this publication is to make available to governments, industry and other stakeholders a summary of what is currently known about these codes, and to provide those who wish to frame new codes with some guidance as to how this is best done. As our conclusions and recommendations show, it is extremely important that those who frame codes recognize that implementation, monitoring and reporting on codes is just as important as penning the words which the codes comprise. We hope this publication will also help countries and organizations develop such follow-up programmes.

THE NEED FOR ENVIRONMENTAL CODES OF CONDUCT FOR TOURISM

The United Nations Conference on Environment and Development, the Earth Summit held in Rio during 3–14 June 1992, marked an important stage in the development of environmental concern among most of the world's industries. Agenda 21, the programme of action agreed upon at the Conference, established the development, adoption and implementation of Codes of Conduct by industries as a main priority for reaching the goals of sustainable development. Chapter 30, 'Strengthening the role of business and industry', states:

'Business and Industry, including transnational corporations, should be encouraged to adopt and report on the implementation of codes of conduct promoting best environmental practice, such as the International Chamber of Commerce's Business Charter on Sustainable Development and the chemical industry's responsible care initiative.'

THE DEVELOPMENT OF CODES OF CONDUCT

The International Chamber of Commerce (ICC) was one of the first international organizations to establish a general Code of Conduct for all industries and businesses. The ICC Business Charter (see pages 4 and 5) was first published in April 1991. It has been widely distributed, adopted by many organizations, large and small, and served as a basis for the preparation of codes specific to the travel and tourism industry, such as the one prepared by The World Travel & Tourism Council (WTTC, see page 6)

Voluntary codes of conduct are sets of guidelines which industries draw up as a guide to how they should operate. They are not enforced, nor are they enforceable. However, experience shows that where such codes exist, it is important that steps be taken to implement them, and that attempts then be made to monitor the degree of implementation. These issues are the subject of separate chapters in this publication.

Industry finds voluntary codes to be an attractive alternative to enforced regulation, and indeed often proposes such codes in an effort to pre-empt regulation. Voluntary codes seem likely to play a particularly effective role in relation to the environment. Many voluntary

codes of conduct form part of a larger package of plans and policies which detail a particular industry's environmental stance.

Voluntary codes have become important in the tourist industry. Not only have governments prepared codes for their tourism industry but the industry has prepared a number of codes for itself. In addition, codes now exist in many countries for both host communities and for tourists themselves.

TOURISM AND THE ENVIRONMENT

Tourism is a major world industry. According to World Tourism Organization (WTO) statistics, international tourist arrivals reached 500 million for the first time in 1993, an increase of 3.8 per cent over 1992. In the same year, international tourism receipts totalled US\$324 million (an increase of 9.3 per cent over 1992). Tourism makes an important contribution to gross national product in many countries and provides much needed foreign exchange. The World Travel & Tourism Council (WTTC) estimates that travel and tourism accounted for 10.1 per cent of global gross domestic product in 1994. It is also an industry with considerable growth potential. Furthermore, since the industry's core product is the environment, it is not surprising that the environmental impact of travel and tourism, underestimated in the past, is now receiving more and more serious attention from governments, industry and conservationists. Voluntary environmental codes of conduct appear increasingly to be a valuable tool for raising awareness in the tourism industry about environmental issues and for promoting self-regulation.

The 1980 Manila Declaration of the World Tourism Organization (WTO) challenged the industry with a concept of tourism that emphasizes the social, cultural, environmental, economic, educational and political values of tourism.

'The protection, enhancement and improvement of various components of man's environment are among the fundamental conditions for the harmonious development of tourism. Similarly, rational management of tourism may contribute to a large

INTERNATIONAL CHAMBER OF COMMERCE: BUSINESS CHARTER FOR SUSTAINABLE DEVELOPMENT



FOREWORD

There is widespread recognition today that environmental protection must be among the highest priorities of every business.

In its milestone 1987 report *Our Common Future*, the World Commission on Environment and Development (Brundtland Commission) emphasized the importance of environmental protection in the pursuit of sustainable development.

To help business around the world improve its environmental performance, the International Chamber of Commerce established a task force of business representatives to create this Business Charter for Sustainable Development. It comprises 16 principles for environmental management which, for business, is a vitally important aspect of sustainable development.

This Charter will assist enterprises in fulfilling their commitment to environmental stewardship in a comprehensive fashion. It was formally launched in April 1991 at the Second World Industry Conference on Environmental Management.

INTRODUCTION

Sustainable development involves meeting the needs of the present without

compromising the ability of future generations to meet their own needs.

Economic growth provides the conditions in which protection of the environment can best be achieved, and environmental protection, in balance with other human goals, is necessary to achieve growth that is sustainable.

In turn, versatile, dynamic, responsive and profitable businesses are required as the driving force for sustainable economic development and for providing managerial, technical and financial resources to contribute to the resolution of environmental challenges.

Market economies, characterised by entrepreneurial initiatives, are essential to achieving this.

Business thus shares the view that there should be a common goal, not a conflict, between economic development and environmental protection, both now and for future generations.

Making market forces work in this way to protect and improve the quality of the environment—with the help of performance-based standards and judicious use of economic instruments in a harmonious regulatory framework—is one of the greatest challenges that the world faces in the next decade.

The 1987 report of the World Commission on Environment and Development, *Our Common Future*, expresses the same challenge and calls on the coopera-

tion of business in tackling it. To this end, business leaders have launched actions in their individual enterprises as well as through sectoral and cross-sectoral associations.

In order that more businesses join this effort and that their environmental performance continues to improve, the International Chamber of Commerce hereby calls upon enterprises and their associations to use the following Principles as a basis for pursuing such improvement and to express publicly their support for them.

Individual programmes developed to implement these Principles will reflect the wide diversity among enterprises in size and function.

The objective is that the widest range of enterprises commit themselves to improving their environmental performance in accordance with these Principles, to having in place management practices to effect such improvement, to measuring their progress, and to reporting this progress as appropriate internally and externally.

PRINCIPLES FOR ENVIRONMENTAL MANAGEMENT

1. CORPORATE PRIORITY

To recognize environmental management as among the highest corporate priorities and as a key determinant to sustainable development; to establish policies, programmes and practices for conducting operations in an environmentally sound manner.

extent to protecting and developing the physical environment and the cultural heritage as well as improving the quality of life ... tourism brings people closer together and creates an awareness of the diversity of ways of life, traditions and aspirations.'

Manila Declaration

In 1985 a Tourism Bill of Rights was adopted by WTO at its general assembly in Sofia, Bulgaria. It acknowledges the rights of individuals to rest and leisure.

The rights of tourists and host populations are set out along with reciprocal obligations to respect each other in their enjoyment of these rights. The bill also addresses the obligations of states to develop policies aimed at promoting harmonious development of domestic and international tourism. This Bill of Rights was an historic voluntary code of conduct for the tourism industry and, although it is not specifically concerned with the environment, it is included as an appendix for this reason.

The industry itself has recognized and acknowledged

7. INTEGRATED MANAGEMENT

To continue to improve corporate policies, programmes and environmental performance, taking into account technical developments, scientific understanding, consumer needs and community expectations, with legal regulations as a starting point; and to apply the same environment criteria internationally.

8. EMPLOYEE EDUCATION

To educate, train and motivate employees to conduct their activities in an environmentally responsible manner.

9. PRIOR ASSESSMENT

To assess environmental impacts before starting a new activity or project and before decommissioning a facility or leaving a site.

10. PRODUCTS AND SERVICES

To develop and provide products or services that have no undue environmental impact and are safe in their intended use, that are efficient in their consumption of energy and natural resources, and that can be recycled, reused, or disposed of safely.

11. CUSTOMER ADVICE

To advise, and where relevant, educate customers, distributors and the public in the safe use, transportation, storage, and disposal of products provided; and apply similar considerations to the provisions of services.

8. FACILITIES AND OPERATIONS

To develop, design and operate facilities and conduct activities taking into consideration the efficient use of energy and materials, the sustainable use of renewable resources, the minimization of adverse environmental impact and waste generation, and the safe and responsible disposal of residual wastes.

9. RESEARCH

To conduct or support research on the environmental impacts of raw materials, products, processes, emissions and wastes associated with the enterprise and on the means of minimizing such adverse impacts.

10. PRECAUTIONARY APPROACH

To modify the manufacture, marketing or use of products or services or the conduct of activities, consistent with scientific and technical understanding, to prevent serious or irreversible environmental degradation.

11. CONTRACTORS AND SUPPLIERS

To promote the adoption of these principles by contractors acting on behalf of the enterprise, encouraging and, where appropriate, requiring improvements in their practices to make them consistent with those of the enterprise; and to encourage the wider adoption of these principles by suppliers.

12. EMERGENCY PREPAREDNESS

To develop and maintain, where significant hazards exist, emergency prepared-

ness plans in conjunction with the emergency services, relevant authorities and the local community, recognizing potential transboundary impacts.

13. TRANSFER OF TECHNOLOGY

To contribute to the transfer of environmentally sound technology and management methods throughout the industrial and public sectors.

14. CONTRIBUTING TO THE COMMON EFFORT

To contribute to the development of public policy and to business, governmental, and intergovernmental programmes and educational initiatives that will enhance environmental awareness and protection.

15. OPENNESS TO CONCERNS

To foster openness and dialogue with employees and the public, anticipating and responding to their concerns about the potential hazards and impacts of operations, products, wastes or services, including those of transboundary or global significance.

16. COMPLIANCE AND REPORTING

To measure environmental performance; to conduct regular environmental audits and assessments of compliance with company requirements, legal requirements and these principles; and periodically, to provide appropriate information to the Board of Directors, shareholders, employees, the authorities and the public.

the vital relationship between tourism and the environment for many years. The World Travel & Tourism Council, for example, has issued a set of definitive guidelines which stress a number of key issues such as the importance of self-regulation, the need for monitoring, and the encouragement of education and research. It has also set up a research centre with a specific brief to examine the environmental practices of the travel and tourism industry in response to these guidelines. Similarly, the Pacific Asia Travel Association (PATA) has consistently sup-

ported the improvement of the natural, social and cultural environment since its inception more than 40 years ago through conferences such as PATA 73 in Kyoto, and PATA 91 in Bali. The PATA code is on page 18.

Agenda 21 recognizes the considerable role that tourism can play in bringing about environmental improvement. Attempts have been made to use the tourism industry in this way. The Ecotourism Society (TES), for example, an international, non-profit organization, was created specifically to find the resources and build up the

THE WORLD TRAVEL & TOURISM COUNCIL'S ENVIRONMENTAL GUIDELINES



Travel & Tourism is the world's largest industry. A clean, healthy environment is essential to further growth. The World Travel & Tourism Council (WTTC) is working with governments, industry and international organizations to promote environmentally compatible growth, improve industry practices through education and information, and track Travel & Tourism environment implementation programs. The WTTC commends these guidelines to companies and governments to take them into account in policy formulation.

TRAVEL & TOURISM COMPANIES SHOULD STATE THEIR COMMITMENT TO ENVIRONMENTALLY COMPATIBLE DEVELOPMENT

The WTTC recommends a proactive approach for Travel & Tourism companies. This includes conducting Environmental Impact Assessments for all new projects and conducting regular Environmental Audits for all on-going activities, leading to the development of environmental improvement programs.

TARGETS FOR IMPROVEMENTS SHOULD BE ESTABLISHED AND MONITORED

Wherever possible, specific goals should be developed and communicated for environmental improvement programs, including cost/benefit assessments. Results should be reviewed and assessed

regularly by senior management.

THE ENVIRONMENTAL COMMITMENT SHOULD BE COMPANY WIDE

These environment programs should carry the full support of the Board of Directors, should be an integral part of management practices, and should be communicated to all personnel, who should be encouraged to participate in the process. Such programs should also be communicated to the public.

EDUCATION AND RESEARCH INTO IMPROVED ENVIRONMENTAL PROGRAMS SHOULD BE ENCOURAGED

Company training and research programs should incorporate environmental issues.

TRAVEL & TOURISM COMPANIES SHOULD SEEK TO IMPLEMENT SOUND ENVIRONMENT PRINCIPLES THROUGH SELF-REGULATION, RECOGNIZING THAT NATIONAL AND INTERNATIONAL REGULATION MAY BE INEVITABLE AND THAT PREPARATION IS VITAL

Travel & Tourism companies should take a pro-active approach, by translating the conclusions of Environment Impact Assessment and Audits into management policies. They should cooperate with other companies and the public sector in the advancement of environmental improvement.

ENVIRONMENTAL IMPROVEMENT PROGRAMS SHOULD BE SYSTEMATIC AND COMPREHENSIVE

They should aim to:

- ❖ Identify and continue to reduce environmental impact, paying particular attention to new projects.
- ❖ Pay due regard to environmental concerns in design, planning, construction and implementation.
- ❖ Be sensitive to conservation of environmentally protected or threatened areas, species and scenic aesthetics, achieving landscape enhancement where possible.
- ❖ Practice energy conservation.
- ❖ Reduce and recycle waste.
- ❖ Practice fresh-water management and control sewage disposal.
- ❖ Control and diminish air emissions and pollutants.
- ❖ Monitor, control and reduce noise levels.
- ❖ Control and reduce environmentally unfriendly products, such as asbestos, CFCs, pesticides and toxic, corrosive, infectious, explosive or flammable materials.
- ❖ Respect and support historic or religious objects and sites.
- ❖ Exercise due regard for the interests of local populations, including their history, traditions and culture and future development.
- ❖ Consider environmental issues as a key factor in the overall development of Travel & Tourism destinations.

expertise needed to make tourism a viable tool for conservation and sustainable development. It serves tour operators, conservation professionals, park managers, government officials, lodge owners, consultants and other professionals striving to implement ecotourism projects worldwide, and has published *Ecotourism Guidelines For Nature Tour Operators* (see box on page 7).

THE UNEP INDUSTRY AND ENVIRONMENT SURVEY

The United Nations Environment Programme's Industry and Environment centre (UNEP/IE) conducted a survey on environmental codes of conduct for tourism among countries and international associations in late 1992. The purpose of the survey was to:

- ❖ identify existing codes of conduct at the national and

international level, and activities being undertaken to implement them; and

- ❖ identify actions that can be taken at the international level in support of the development and implementation of voluntary codes of conduct.

The International Institute for Peace through Tourism (IIPT) assisted UNEP/IE in this initiative. The survey showed a growing interest among both countries and international associations in developing voluntary codes of conduct and a desire to learn more about existing codes and examples of good practice. It also showed that the development of environmental codes of conduct for tourism is still in its infancy, with most codes having been developed only within the past two years or so.

The survey enabled UNEP to identify the main codes produced to date. However, UNEP does not claim that its survey was exhaustive, and further codes have been developed since the survey was completed. The 30 or so codes reproduced here are only a sample of those in existence. They have been included to illustrate certain key


points about the development of codes. Neither the order in which they appear, nor the exclusion of codes from this publication, should be interpreted as significant.

The survey showed that the one resource on which the tourism industry can thrive and grow is the environment—protecting the environment is thus essential to the survival of tourism in many regions of the world; as much is apparent from the decline of tourism in areas where the environment has already been damaged.

The survey also showed that consumers are increasingly looking for more environmentally-responsible products and services. Governments, industry and individual firms are aware that improved practices have to be developed, and that codes of conduct are one of the best means of promoting such practices, particularly in an industry that is comprised mainly of a large number of small and medium-sized firms. All these firms have to be involved if the industry as a whole is to move towards sustainable development, and codes of conduct are one of the best means of unifying the industry's efforts to protect the environment on which its future business largely depends.

ECOTOURISM GUIDELINES

For Nature Tour Operators



THE ECOTOURISM SOCIETY

with local cultures and with native animals and plants.

Prevention of environmental impacts
Minimize visitor impacts on the environment by offering literature, briefings, leading by example, and taking corrective actions.

Prevention of cultural impacts
Minimize traveller impacts on local cultures by offering literature, briefings, leading by example, and taking corrective actions.

MONITORING PROGRAMS

Prevention of accumulated impacts of tourism
Use adequate leadership, and maintain small enough groups to ensure minimum group impact on destinations. Avoid areas that are undermanaged and overvisited.

MANAGEMENT PROGRAMS

Prevention of nature tour company impacts
Ensure managers, staff and contract employees know and participate in all aspects of company policy to prevent impacts on the environment and local cultures.

Training
Give managers, staff and contract employees access to programs that will upgrade their ability to communicate with and manage clients in sensitive natural and cultural settings.

Conservation contribution programs
Be a contributor to the conservation of the regions being visited.

Local employment and jobs programs
Provide competitive, local employment in all aspects of business operations.

LOCAL ACCOMMODATIONS CHECKLIST
Offer site-sensitive accommodations that are not wasteful of local resources or destructive to the environment that provide ample opportunity for learning about the environment and sensitive interchange with local communities.

PREDEPARTURE PROGRAMS

Visitor information and education
Prepare travellers to minimize their negative impacts while visiting sensitive environments and cultures before departure.

GUIDING PROGRAMS

General principles of guiding tours
Prepare travellers for each encounter

PREAMBLE TO THE CANADIAN CODE OF ETHICS AND GUIDELINES

The Tourism Industry Association of Canada (TIAC) recognizes that the conservation of our natural, cultural, historic and aesthetic resources; the protection of our environment; and a continued welcoming spirit among our enterprises, employees and within our host communities, are essential conditions for high quality tourism.

Accordingly, the Association has joined with the National Round Table of the Environment and the Economy to initiate a dialogue on 'Sustainable Tourism'. The dialogue has resulted in a Code of Ethics and a set of Recommended Guidelines for the industry:

We believe that a commitment to

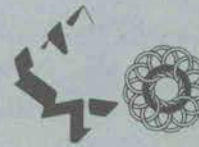
these principles and practices will achieve the following:

- ❖ enhance Canada's image as a destination and our ability to compete in the rapidly expanding world markets for tourism;
- ❖ ensure our capacity to provide quality tourism products and services in both the short and long term;
- ❖ attract tourists who increasingly are seeking environmentally responsible tourism experiences;
- ❖ provide a source of motivation, and team spirit for staff at all levels;
- ❖ improve the quality of life within our host communities; and

- ❖ reduce costs through more efficient practices for energy conservation, water conservation and waste reduction.

The tourism industry acknowledges its responsibility to help protect the environment and conserve resources, and will cooperate with other industry sectors and governments at all levels towards this end.

We ask for your support in achieving these objectives.



Tourism Industry Association of Canada

National Round Table on the Environment and the Economy

THE OBJECTIVES OF VOLUNTARY CODES OF CONDUCT FOR TOURISM

The objectives of voluntary codes of conduct are to:

- ❖ serve as a catalyst for dialogue between government agencies, industry sectors, community interests, environmental and cultural NGOs and other stakeholders in tourism development;
- ❖ create an awareness within industry and governments of the importance of sound environmental policies and management, and encourage them to promote a quality environment and therefore a sustainable industry;
- ❖ heighten awareness among international and domestic visitors of the importance of appropriate behaviour with respect to both the natural and cultural environment they experience;
- ❖ to sensitize host populations to the importance of environmental protection and the host-guest relationship; and
- ❖ to encourage cooperation among industry sectors, government agencies, host communities and NGOs to achieve the goals listed above.

THE BENEFITS OF VOLUNTARY CODES OF CONDUCT FOR TOURISM

The benefits of successfully implementing voluntary codes of conduct include:

- ❖ improvements in the natural environment and in the sustainability of the tourist industry, strengthening the industry's long-term future;
- ❖ an improved image for the tourist destinations covered by the code, giving them a competitive edge over other destinations;
- ❖ improvements in the quality of tourism products and services in both the short and long term;
- ❖ political support which help to extract funding and assistance for new tourism products;
- ❖ an ability to attract tourists who are seeking environmentally-responsible forms of tourism;
- ❖ improved motivation and team spirit for those working in the tourism industry;
- ❖ improved company image;
- ❖ reduced costs as a result of more efficient practices for energy conservation, water conservation and waste reduction;
- ❖ support for local economy and infrastructure which may catalyse further tourism development; and
- ❖ improved quality of life for the host communities.

These benefits are itemized in more detail in the preamble to the *Canadian Code of Ethics and Guidelines* which is reproduced in the box above.

THE PURPOSE OF THIS DOCUMENT

This publication is produced in order to:

- ❖ review existing codes of conduct at the national and international level which relate to the industry as a whole and to key sectors of the industry;
- ❖ to review codes related to tourists and to host populations;
- ❖ suggest the main areas to be covered in developing codes of conduct for the industry and provide examples of clauses from existing codes which cover these areas; and
- ❖ provide examples of programmes and initiatives carried out by governments, industry associations, companies and NGOs in support of sustainable tourism practices.

UNEP/IE organized a workshop in Paris, in December 1993, as a follow-up to the survey on codes of conduct mentioned above. Senior representatives from governments, tourist boards, industry associations and NGOs participated.

The workshop reviewed an earlier draft of this document, suggesting valuable ways of improving and adding to it which have been included in this version.

ENVIRONMENTAL CODES OF CONDUCT FOR THE TOURISM INDUSTRY

The UNEP/IE survey indicates that government organizations such as national tourist boards, industry associations and non-governmental organizations are the principle developers of environmental codes for the tourism industry. However, the codes vary greatly in coverage and content: there are national, regional and international industry codes, as well as codes that focus on specific sectors of the industry and on specific sites. The codes tend also to focus on a few specific themes that are common to many of them. There is also considerable variation in the status, responsibility and resources of the organizations that have developed codes.

A discussion of industry codes therefore needs to consider both the origin and the scope of codes. This chapter deals in turn with:

- ❖ government organizations such as national tourist boards;
- ❖ industry association codes, at national, regional and international levels;
- ❖ sector-specific codes;
- ❖ site-specific codes; and
- ❖ codes by non-governmental organizations (NGOs).

This is followed by a discussion of the contents of the code, which deals with the themes found in many of the codes:

- ❖ overall environmental commitment;
- ❖ recognizing overall responsibility;
- ❖ taking the environment into account in planning and development;
- ❖ environmentally-sound management practices;
- ❖ cooperation with other sectors; and
- ❖ public awareness.

THE ORIGINS OF THE CODES

GOVERNMENT ORGANIZATIONS

Government organization codes have a national focus, and address the development and management of sus-

tainable tourism without specific relevance to the different sectors that comprise the industry.

With the primary intention of initiating a nation-wide dialogue on sustainable tourism, for example, the Tourism Industry Association of Canada joined forces with the National Round Table of the Environment and Economy to produce a Code of Ethics and Guidelines for the Tourism Industry (see page 12). The guidelines were then formulated in greater detail for five key sectors of the tourism industry, one of which was for ministries of tourism at national and provincial level.

The English Tourist Board has published *Principles for Balanced Development*, which has since been followed by a number of sustainable tourism development initiatives which are discussed later in this publication.

In cooperation with a number of government and non-government bodies, the Finnish Tourist Board developed and published *Sustainable Tourism—the Challenge for the 1990s* for Finnish Tourism. This contains an introduction to environmentally-sustainable tourism, and outlines key principles together with information on practical measures on how they could be implemented. The text of the last two items is reproduced on pages 14–15.

In some cases, governments have worked together to frame codes for areas which lie outside strict national jurisdiction. Thus the Antarctic Treaty Consultative Meetings, which are responsible for managing the 1961 Antarctic Treaty and implementing its Environmental Protocol, adopted in April 1994 a recommendation with two sets of guidelines for Antarctic tourism, one for the tourism industry and another for tourists (see pages 26 and 40).

INDUSTRY ASSOCIATIONS

National level

Most industry association codes are focused on cross-sectoral tourism development at the national level.

In Australia and New Zealand, national tourism industry associations have taken similar initiatives. In Australia, an industry association initiative led to the compilation of the *Code of Environmental Practice for the Australian Tourism Industry* (see page 21), while *Principles*

CANADA'S CODE OF ETHICS AND GUIDELINES FOR THE INDUSTRY

CODE OF ETHICS

The Canadian Tourism Industry recognizes that the long-term sustainability of tourism in Canada depends on delivering a high quality product and a continuing welcoming spirit among our employees and within our host communities. It depends as well on the wise use and conservation of our natural resources; the protection and enhancement of our environment; and the preservation of our cultural, historic and aesthetic resources. Accordingly, in our policies, plans decisions and actions, we will:

1. Commit to excellence in the quality of tourism and hospitality experiences provided to our clients through a motivated and caring staff.
2. Encourage an appreciation of, and respect for, our natural, cultural and aesthetic heritage among our clients, staff, and stakeholders, and within our communities.
3. Respect the values and aspirations of our host communities and strive to provide services and facilities in a manner which contributes to community identity, pride, aesthetics and the quality of life of residents.
4. Strive to achieve tourism development in a manner which harmonizes economic objectives with the protection and enhancement of our natural, cultural and aesthetic heritage.
5. Be efficient in the use of all natural resources, manage waste in an environmentally responsible manner, and strive to eliminate or minimize pollution in all its forms.
6. Cooperate with our colleagues within the tourism industry and other industries, towards the goal of sustainable

development and an improved quality of life for all Canadians.

7. Support tourists in their quest for a greater understanding and appreciation of nature and their neighbours in the global village. Work with and through national and international organizations in helping to build a better world through tourism.

GUIDELINES

1. Bring economic objectives into harmony with conservation of resources and environmental, social, cultural and aesthetic values in the formulation of vision statements, mission statements, policies, plans, and the decision-making process.
2. Provide tourists with a high quality experience which contributes to a heightened appreciation of our natural and cultural heritage. Facilitate as possible, meaningful contact between hosts and guests and respond to the special travel needs of diverse population segments including youth, mature citizens and the disabled.
3. Offer tourism products and services that are consistent with community values and the surrounding environment. Reinforce and enhance landscape character, sense of place, community identity, and benefits flowing to the community as a result of tourism.
4. Design, develop and market tourism products, facilities and infrastructure in a manner which balances economic objectives with the maintenance and enhancement of ecological systems, cultural resources and aesthetic resources. Achieve tourism development and marketing within a context of integrated planning.

5. Protect and enhance our natural, historic, cultural and aesthetic resources as a legacy for present and future generations. Encourage the establishment of parks, wilderness reserves, and protected areas.

6. Practice and encourage the conservation and efficient use of natural resources including energy and water.

7. Practice and encourage environmentally sound waste and materials management including reduction, reuse, and recycling. Minimize and strive to eliminate release of any pollutant which causes environmental damage to air, water, land, flora or wildlife.

8. Reinforce environmental and cultural awareness through marketing initiatives.

9. Encourage tourism research and education which gives emphasis to ethics, heritage, preservation and the host community; and the necessary knowledge base to ensure the economic, social, cultural and environmental sustainability of tourism.

10. Foster greater public awareness of the economic, social, cultural and environmental significance of tourism.

11. Act with a spirit of cooperation within the industry and related sectors to protect and enhance the environment, conserve resources, achieve balanced development and improve the quality of life in host communities.

12. Embrace the concept of 'One World' and collaborate with other nations and international bodies in the development of a socially, environmentally and economically responsible tourism industry.

for *Environmentally Responsible Tourism* (see page 16) were developed and published in New Zealand.

A different approach has been taken, however, by the Travel Industry Association of America. This has addressed environment issues not through a code but through a publication called *Tourism and the Environment*. In the sub-section entitled 'Things businesses can do' (see box on page 17), travel and tourism companies are told how they can develop and maintain environmentally-responsible operations. Information and practical advice are provided on the greening of corporate philosophies and internal management strategies, compliance with legislation, communication with grassroots groups and environmental organizations, and operational guidelines on waste management, the improvement and protection of air quality, and energy conservation are provided.

Regional level

Regional codes developed by industry associations outline principles for sustainable tourism development, applicable to the all sectors of the industry. The codes tend also to serve as a tool to guide the activities of the organization itself, as well as its members.

Industry association codes on a regional basis are best exemplified by PATA's *Code for Environmental Responsible Tourism in the Pacific Asian Region*. This code includes environmental guidelines and addresses the education of tourists and the establishment of environmental policies and guidelines for various sectors of the industry.

The PATA code (see page 18) has served as a basis for many sustainable development efforts in the Asia Pacific region. The Tourism Authority of Thailand, for example, has launched a country-wide tourism development programme based on this code.

Still on a regional level, the *Ecotourism Manifesto* of the Africa Travel Association (page 24), and the European Tourism Action Group's Policy Statement are of interest. Though these are not codes of conduct in a traditional sense, they serve as guidelines on environmentally-responsible tourism to the organization and to its members.

International level

When considering internationally-focused industry codes, the ICC's *Business Charter for Sustainable Development*, though not specifically concerned with tourism, has been widely accepted, and has been used as the basis for the development of many environment codes including the WTTC's environmental guidelines. Based upon the Charter, the Global Environmental Management Initiative (GEMI) has developed an Environmental Self-Assessment Programme which is being used to help enterprises improve their environmental performance.

More relevant to tourism, the WTTC's *Environmental Guidelines* (see page 6) are intended to help companies and governments engaged in policy formulation. These guidelines were used as a base for the development of the GREEN GLOBE environment management and awareness programme. WTTC also asks member

CHARTER FOR ENVIRONMENTAL ACTION IN THE INTERNATIONAL HOTEL AND CATERING INDUSTRY (International Hotels Environment Initiative)

Recognizing the urgent need to support moral and ethical conviction with practical action, we in the hotel industry have established the International Hotel Environment Initiative to foster the continual upgrading of environmental performance in the industry worldwide.

With the cooperation and active participation of individual companies, hotels and related organizations the Initiative, which will be coordinated by The Prince of Wales Business Leaders Forum, will endeavour to:

❖ provide practical guidance for the in-

dustry on how to improve environmental performance and how this contributes to successful business operations;

❖ develop practical environmental manuals and guidelines;

❖ recommend systems for monitoring improvements in environmental performance and for environmental audits;

❖ encourage the observance of the highest possible standards of environment, not only directly within the industry but also with suppliers and local authorities;

❖ promote the integration of training in environmental management among hotel and catering schools;

❖ collaborate with appropriate national and international organizations to ensure the widest possible awareness and observance of the initiative and the practice it promotes.

❖ exchange information widely and highlight examples of good practice in the industry.

THE PRINCE OF WALES
BUSINESS LEADERS
FORUM

SUSTAINABLE TOURISM: THE CHALLENGE OF THE 1990s FOR FINNISH TOURISM

KEY PRINCIPLES

The following is a brief summary of the key principles of sustainable tourism together with practical measures. An overall approach should be taken in this respect. Simply replacing disposable tooth mugs with washable mugs, for instance, does not make an enterprise environmentally friendly. On the other hand, measures which may seem small can have a significant effect if they are widespread enough.

- ❖ In making new and additional investments in the tourism field, environmental viewpoints should be taken into consideration from the start. In determining the location of tourist spots, enterprises and authorities should cooperate to find alternatives which place the least possible burden on the environment. Thought should be given to the future, and solutions should be of a long-term nature.
- ❖ Local traditions should be taken into account in construction. Architecture should be in harmony with the environment and landscape. Tourist spots should be designed so that they

follow local customs and support the preservation of local building culture. Construction materials and technical solutions should be environmentally friendly. This includes the use of wood as a building material, the avoidance of plastic, the proper disposal of wastewater and the use of ground filters and composting toilets.

- ❖ Attention should be paid to landscape management. Care should be taken to preserve traditional landscapes and the diversity of nature and to see that old farming culture and nature blend in with one another. In planning and taking care of yards and gardens, the aim should be a natural approach. Asphalt surfaces should be avoided, and space should be saved for plants.
- ❖ Traffic noise and other problems caused by traffic should be reduced as much as possible. The distance from traffic arteries should be taken into account when tourist investments are planned.

❖ Tourist enterprises should make use of local products and services as much as possible. In addition to labour, they should use local agricultural and handicrafts products as well as guide and programme services. Naturally grown foodstuffs should be given preference.

❖ The attitudes of staff in the tourism field should be influenced through training and information. Personnel should act in accordance with the principles of sustainable tourism in every aspect of their work. They should also be trained to guide customers in this respect.

❖ Sustainable tourism includes the use of public transport as far as possible. Necessary transfers should be arranged in the form of group transport.

❖ Forms of exercise which are based on the use of muscle power should be given preference. Hiking, biking and canoeing are examples of environmentally friendly exercise, as are horseback riding, carriage rides, dogsledding and reindeer driving.

❖ In nature areas, visitors should stick to



companies to 'sign up' for implementation of the guidelines.

The Charter of Ethics for Tourism and the Environment of the AIT/FIA (page 22) is concerned mainly with the development of tourism in harmony with the natural and human environment of the host destination.

SECTOR-SPECIFIC CODES

Sector-specific codes have been formulated by both industry organizations and NGOs.

The International Hotels Environment Initiative (IHEI), for example, was founded in collaboration with 11 of the world's leading hotel chains and the Prince of Wales Business Leader's Forum. The Initiative's *Charter for Environmental Action in the International Hotel and Catering Industry* outlines a number of activities that are being implemented to promote environmental practices

in the hotel industry. These are described in the box on page 13.

In a related area, a survey conducted in 1989 revealed that hostellers have a keen interest in environmental issues. These results, together with the fact that educating youth about the environment is a part of Hostelling International's mission, prompted the International Youth Hostels Federation to develop and adopt an Environmental Charter in 1992 (see page 25). This was followed by the development of guidelines to help National Associations to implement the Charter.

Recognizing the need for an integrated approach to environmental issues and the importance of maintaining the environment as a renewable resource, the European Tour Operators Association formed an environmental working group which led to its *Environmental Guidelines for Tour Operators*. These guidelines outline areas where both the tour operator and the visitor can help

trails. Nature programmes should be designed so that they use existing trails and routes. The goal of guided nature trips should be to improve tourists' knowledge of the environment and awareness of nature.

- ❖ In marketing tourist products, customers should be given correct information based on fact regarding their quality and environmental properties. Customers who appreciate sustainable tourist products are also an environmentally aware target group who expect the promised level in this respect as well.

SUSTAINABLE MEASURES

ON THE PART OF TOURIST ENTERPRISES:

Water

- ❖ regular checks of water consumption and use of regulating equipment on faucets and showers
- ❖ regulation of toilet water consumption, use of composting toilets when possible
- ❖ use of grey wastewater for watering and toilet rinsing
- ❖ careful cleaning of wastewater, draining in the ground so as to avoid the

pollution of waterways

- ❖ changing of linen and towels only when necessary
- ❖ use of environmentally friendly detergents
- ❖ discontinuation of the use of chemical disinfectants, chemical cleansing agents for pipes, softeners, toilet fresheners and other unnecessary chemicals

Energy

- ❖ location and design of new buildings so as to save energy
- ❖ experimental use of alternative forms of energy (sun, wind)
- ❖ constant checking of heating and improvement of heat insulation, including sealing of windows
- ❖ use of equipment to regulate lighting and heating
- ❖ use of thermostats in radiators
- ❖ recovery of waste heat with the help of heat exchangers
- ❖ avoidance of direct electric heating and electric sauna heaters
- ❖ use of energy-saving electrical appliances, light bulbs etc.
- ❖ use of wood heating where appropriate
- ❖ avoidance of electric hand dryers etc.

- ❖ reduction of indirect energy consumption by offering locally raised natural products, especially vegetables

Waste

- ❖ use of natural materials
- ❖ use of recycled paper (toilet paper, stationery, brochures etc.) and economy in the use of paper
- ❖ avoidance of the use of environmentally harmful products in offices
- ❖ use of bulk packages and refillable packages
- ❖ avoidance of disposable plates, table cloths, toilet articles, tooth mugs, etc.
- ❖ avoidance of canned drinks and drinks in unrecyclable plastic bottles in favour of refillable glass bottles
- ❖ giving of preference to durable equipment which has a long service life and can be repaired
- ❖ sorting of paper and board, glass, compostable waste and special waste
- ❖ sending of lubricants, oil and other problem waste to enterprises qualified to dispose them
- ❖ composing and utilization of organic waste
- ❖ removal of waste from nature.

protect the environment and emphasize the need for increased cooperation between tour operators, visitors, local residents and local authorities.

Guidelines for ecotourism and nature tourism are numerous and focus on specific destinations or activities. In the United States, for example, the Ecotourism Society has formulated *Guidelines for Nature Tour Operators* (see page 7) which outline predeparture, guiding, monitoring and management programmes aimed at minimizing the environmental impacts of the tour.

SITE-SPECIFIC GUIDELINES

The UNEP survey revealed a number of site-specific industry codes. The National Parks Service of the United States, for example, sets out guidelines in regard to sustainable development and design, in a publication entitled *20-20 Sustainable Design*. This publication stresses the

importance of designing parks to reflect their environmental setting; to maintain and encourage biodiversity; to construct and retrofit facilities using energy-efficient materials and building techniques; to operate and maintain facilities to promote their sustainability; and to illustrate and promote conservation principles and practices through sustainable design and ecologically-sensitive use.

The National Parks Board of South Africa addresses the question of responsible tourism in its mission statement and list of key objectives. Among other things, the Board

- ❖ endorses the principles of The World Conservation Union (IUCN), the World Wide Fund for Nature (WWF) and the United Nations Environment Programme (UNEP);
- ❖ commits itself to executing the resolutions that resulted from UNCED in 1992 in Rio de Janeiro;
- ❖ supports the guidelines of the World Conservation Strategy;

NEW ZEALAND: PRINCIPLES FOR THE TOURISM INDUSTRY

PROTECTION AND DEVELOPMENT

1. To manage existing natural and cultural areas associated with tourist development and use in such a way that they are protected and enhanced;

2. To recognize that every environment has limits of acceptable change which in some areas may be considerable but which in other areas may be small or zero;

3. To encourage the relevant agencies to identify areas worthy of special protection and determine carrying capacities for sensitive areas;

4. To adopt general conservation policies and to minimize adverse environmental impacts;

ASSESSMENT AND MONITORING

5. To ensure that environmental assessment becomes an integral step in the consideration of any site as a tourist development;

6. To ensure that community attitudes and feelings are incorporated from the earliest stages of planning for a tourist development;

7. To encourage the review of current environmental management practices throughout the tourist industry and the modification of these practices where necessary;

8. To ensure that an on-going responsibility for environmental care and protection and community concerns is adopted.

LIAISON

9. To co-operate with relevant local, regional and national authorities and communities in order to integrate environmental requirements into resource management;

10. To ensure that those involved in the tourist industry contribute to discussions on environmental planning and manage-

ment issues as they affect tourism;

11. To provide the opportunity for the wider community to be involved in discussions and consultations on tourism and environmental management issues.

EDUCATION AND INFORMATION

12. To promote and to reward environmentally responsible tourist organisations and businesses;

13. To foster in both management and staff, environmental awareness and conservation principles;

14. To enhance visitor's appreciation and understanding of the natural environment through the provision of accurate interpretation and information;

15. To encourage an understanding of the Maori lifestyle, customs, beliefs and traditions as they relate to the environment.

- ❖ commits itself to international, national and local co-operation;
- ❖ acknowledges the need for the use of natural resources in wilderness areas for the recreation and spiritual inspiration of all South Africans;
- ❖ commits itself to the non-consumptive use and management of wilderness areas; and
- ❖ commits itself to the conservation and judicious usage of the natural, historical and cultural heritage of South Africa.

As already mentioned, the Antarctic Treaty Consultative Meetings have recently adopted a recommendation covering two aspects of tourism in the Antarctic. These are *Guidance for those Organizing and Conducting Tourism and Non-governmental Activities in the Antarctic and Guidance for Visitors to the Antarctic* (see pages 26 and 40). The International Association of Antarctic Tour Operators has also developed its own *Guidelines of Conduct for Antarctic Tour Operators*.

NON-GOVERNMENT ORGANIZATIONS

Minimizing the environmental impacts of tourism is increasingly considered a global priority. As a result, several NGOs have implemented green tourism programmes. For example, WWF and Tourism Concern have jointly published *Beyond the Green Horizon*, in which are included *Principles for Sustainable Tourism*. ICOMOS has adopted a *Charter for Cultural Tourism* which was followed by a further publication, *Basis for Action*, which calls for the integration of cultural assets in social and economic planning, and the joint efforts of tourism bodies and bodies concerned with natural and cultural heritage to protect the cultural patrimony which is the very basis of international tourism. IUCN has developed sustainable tourism strategies and The Ecotourism Society has developed *Guidelines for Nature Tour Operators*. As with codes, these aim to catalyse and strengthen efforts to promote environmentally-responsible tourism.

TRAVEL INDUSTRY ASSOCIATION OF AMERICA: THINGS BUSINESSES CAN DO



The following is an extract from a longer document, which covers many more points.

CORPORATE PHILOSOPHIES

U.S. businesses, particularly travel companies, must adopt environmental philosophies and supporting policies and strategies. 'Green' travel companies should:

- ❖ Adopt or reaffirm an ethic of environmental stewardship and a commitment to achieving greater harmony between human activities and nature.
- ❖ Pay attention to the 'double bottom line' by placing equal value on ecological and fiscal considerations.
- ❖ Adopt the '3Rs' of environmental consciousness: reduce, reuse, and recycle.
- ❖ View investment in environmental research and development as a marketing expense that will generate mid-to-long-term results.
- ❖ See environmentalism as an opportunity, rather than a threat, and recognize that, while environmental initiatives' costs may appear high in the short term, they will bring a long-term return on investment in the survival of the planet, in quality of life, and in marketing and economic rewards.
- ❖ Attempt to produce goods and services that do not harm the environment, and adopt processes and procedures that are kind to the environment. For example, 'green' companies manufacture products using the least possible amount of energy and producing the fewest possible number of toxic by-products.
- ❖ Perform detailed environmental risk assessments of operations, auditing not only environmental compliance but also anticipating environmental issues certain operations may raise in the future.

- ❖ Cooperate with others in the same industry areas to present united fronts and influence the technical details of impending legislation.
- ❖ Publish a transnational corporate environmental policy statement emphasizing sustainable growth, environmental protection, responsible resource use, worker safety and accident prevention.
- ❖ Review strategic planning, resource acquisition plans, and operating procedures to align them with the corporate environmental policy statement. Reduce natural resource use and minimize waste.
- ❖ Prepare environmental assessments of all major upcoming investment and operating decisions.
- ❖ Report publicly enterprises' most hazardous products, processes and toxic emissions.
- ❖ Institute research and development to reduce or eliminate industrial products and processes that generate 'greenhouse' gases.
- ❖ Inform joint venture partners and subcontractors about corporate environmental policies.
- ❖ Disseminate criteria for environmental policy to other firms in relevant trade associations and local businesses and affiliated companies.
- ❖ Within associations, adopt a 'responsible care initiative,' a code of management practices that are conditions of membership, such as the U.S. Chemical Manufacturers Association has done.

INTERNAL MANAGEMENT STRATEGIES

- ❖ Review and modify corporate structures, lines of responsibility and internal reporting mechanisms to reflect the sustainable development policy. Encourage overseas affiliates to modify procedures, to reflect local ecological and social realities.

- ❖ Create a corporate 'green' culture--fundamental corporate values, tones and examples that the CEO's, boards of directors and senior executives set.
- ❖ Promote environmental awareness and involvement among employees. Involve all staff in these corporate cultures to develop internal cadres of environmentalists who propose pollution reduction ideas.
- ❖ Change companies' management approaches, evaluating programs and employees not just in terms of 'the bottom line,' but also in view of longer-term results.
- ❖ Create employee incentive, career development and training programs that include an environmental component.
- ❖ Create in-house seminars to educate employees on environmental issues.
- ❖ Establish management systems that mitigate environmental risks and communicate environmental responsibility internally.
- ❖ Appoint board members who have the environmental expertise to provide guidance and leadership. Create environmental committees to advise company officers on environmental issues. And be prepared to act on both board and environmental committee recommendations whenever possible.
- ❖ Educate staff on how sustainable development affects their firms and how they can utilize these criteria in their specific tasks.

REGULATORY AND LEGISLATIVE RESPONSES

- ❖ Understand current regulations and stay abreast of the rapidly evolving regulatory environment.
- ❖ Take initiatives to safeguard the environment. Anticipate state and federal environmental legislation and changes in public opinion, and adjust to higher standards before they go into effect.

PATA CODE FOR ENVIRONMENTALLY RESPONSIBLE TOURISM

The Pacific Asia Region's natural, social and cultural environment is a unique and finite resource. This environment is a key asset for the tourism industry. In order to plan for a sustainable future for the region and for the tourism industry, the Pacific Asia Travel Association recognizes the need for an environmental ethic amongst all those involved in tourism.

In this code environmentally responsible tourism means tourism which:

- ❖ recognizes the necessity to ensure a sustainable future;
- ❖ meets the needs of the tourism industry today; and
- ❖ does not compromise the ability of this and future generations to conserve the environment.



The Pacific Asia Travel Association hereby ratifies the code and in so doing adopts the following philosophy and responsibilities as the environmental ethic guiding action by its members:

PHILOSOPHY

- ❖ Recognition that all forms and all aspects of tourism have an impact upon the environment.
- ❖ Acceptance that tourism should be environmentally responsible.
- ❖ Acknowledgement that to be environmentally responsible the tourism industry should ensure that the impact of tourism does not adversely affect the environment;
- ❖ Acceptance that both tourism and conservation can be valid and complementary uses of the environment.
- ❖ Recognition that every part of the environment has limits beyond which development should not take place.
- ❖ Recognition of the need to foster a greater understanding of the inter-relationship between tourism and the environment.

DEFINITIONS

Environment: means all aspects of the surroundings of human beings both cultural, natural and man-made, whether affecting human beings as individuals or in social groupings. Environmental has the corresponding meaning.

Conservation: means the management of human use of the environment to yield the greatest sustainable benefit to present generations while maintaining its potential to meet the needs and aspirations of future generations.

Development: means the modification of the environment to whatever degree and the application of human, financial, living and non-living resources to satisfy human needs and improve the quality of human life.

The PATA Code urges Associations and Chapter Members and their industry partners to:

1. Adopt the necessary practices to con-

THE CONTENT OF THE CODES

The UNEP/IE survey identified several issues which are common to most industry codes:

- ❖ overall environmental commitment;
- ❖ recognizing overall responsibility;
- ❖ taking the environment into account in planning and development;
- ❖ environmentally-sound management practices;
- ❖ cooperation with other sectors; and
- ❖ public awareness.

OVERALL ENVIRONMENTAL COMMITMENT

Most codes make an overall commitment to the environment. Some of the most common points made are:

- ❖ that tourism development must consider all aspects of the human and natural environment;
- ❖ that tourism development should be sustainable;
- ❖ that the industry should be supportive of local and national planning bodies;

- ❖ that environmentally-responsible tourism organizations should be rewarded; and
- ❖ that the environment should be interpreted to include not only ecosystems but also people and their communities.

These points are stressed, for example, in the publications of AIT/FIA, PATA, the English Tourist Board, and the country codes of Australia, New Zealand, Canada and Finland.

The WTTC's *Environmental Guidelines*, addressing both governments and travel and tourism companies, explicitly recommends that 'travel and tourism companies should state their commitment to environmentally compatible growth'.

The ICOMOS *Charter on Cultural Tourism* declares that its primary aim is to 'respect and protect the authenticity and diversity of cultural values'.

The WWF and Tourism Concern *Principles for Sustainable Tourism* state that 'conservation and sustainable

serve the environment, including the use of renewable resources in a sustainable manner and the conservation of non-renewable resources.

2. Contribute to the conservation of any habitat of flora and fauna, and of any site whether natural or cultural, which may be affected by tourism.

3. Encourage relevant authorities to identify areas worthy of conservation and to determine the level of development if any which would ensure those areas are conserved.

4. Ensure that community attitudes, cultural values, and concerns, including local customs and beliefs, are taken into account in the planning of all tourism related projects.

5. Ensure that environmental assessment becomes an integral step in the consideration of any site for a tourism project.

6. Comply with all international conventions in relation to the environment.

7. Comply with all national, state and local laws in relation to the environment.

8. Encourage those involved in tourism to comply with local, regional and national planning policies and to participate in the planning process.

9. Provide the opportunity for the wider community to take part in discussions and consultations on tourism planning issues insofar as they affect the tourism industry and the community.

10. Acknowledge responsibility for the environmental impacts of all tourism related projects and activities and undertake all necessary responsible, remedial and corrective actions.

11. Encourage regular environmental audits of practices throughout the tourism industry and to encourage necessary changes to those practices.

12. Foster environmentally responsible practices including waste management, recycling and energy use.

13. Foster in both management and staff, of all tourism related projects and activities, an awareness of environmental and conservation principles.

14. Support the inclusion of professional conservation principles in tourism education, training and planning.

15. Encourage an understanding by all those involved in tourism of each community's customs, cultural values, beliefs and traditions and how they relate to the environment.

16. Enhance the appreciation and understanding by tourists of the environment through the provision of accurate information and appropriate interpretation ; and

17. Establish detailed environmental policies and/or guidelines for the various sectors of the tourism industry.

use of resources—natural, social and cultural—is crucial and makes long-term business sense?.

RECOGNIZING OVERALL RESPONSIBILITY

Many codes stress that the industry should accept responsibility for the environmental impact of tourism development, and that it should undertake corrective action where necessary.

The ICC *Business Charter* advocates that environment management should be recognized as one of the highest corporate priorities and as a key determinant to sustainable tourism.

The country codes of Australia, Canada and New Zealand, as well as those of PATA and WTTC, remark that the industry as a whole should accept environmental responsibility, and PATA goes on to stress the importance of complying with local and international legislation because legislation is one of the the fundamental starting points of environmentally-responsible practices.

The WTTC guidelines also advocate self-regulation in environmental practices.

TAKING THE ENVIRONMENT INTO ACCOUNT IN PLANNING AND DEVELOPMENT

Since tourism should be developed as a self-sustaining activity, the industry must be integrated with other land-use policies. This may involve a number of activities, including:

- ❖ recognizing that every part of the environment has limits beyond which development should not take place, particularly in sensitive areas;
- ❖ taking into account land-use planning and environmental constraints for the siting of facilities;
- ❖ integrating tourism development with the human values of the host destination and encouraging the participation of host communities in decision-making processes;
- ❖ incorporating sustainability concepts into design and construction; and

WWF/TOURISM CONCERN PRINCIPLES FOR SUSTAINABLE TOURISM

1. USING RESOURCES SUSTAINABLY

The conservation and sustainable use of resources—natural, social and cultural—is crucial and makes long-term business sense.

2. REDUCING OVER-CONSUMPTION AND WASTE

Reduction of over-consumption and waste avoids the costs of restoring long-term environmental damage and contributes to the quality of tourism.

3. MAINTAINING DIVERSITY

Maintaining and promoting natural, social and cultural diversity is essential for long-term sustainable tourism, and creates a resilient base for the industry.

4. INTEGRATING TOURISM INTO PLANNING

Tourism development which is integrated into a national and local strategic planning framework and which undertakes environmental impact assessments, increases the long-term viability of tourism.

5. SUPPORTING LOCAL ECONOMIES

Tourism that supports a wide range of local economic activities and which takes environmental costs and values into account, both protects those economies and avoids environmental damage.

6. INVOLVING LOCAL COMMUNITIES

The full involvement of local communities in the tourism sector not only benefits them and the environment in general but also improves the quality of tourism experience.

7. CONSULTING STAKEHOLDERS AND THE PUBLIC

Consultation between the tourism industry and local communities, organisations and institutions is essential if they are to work alongside each other and resolve potential conflicts of interest.

8. TRAINING STAFF

Staff training which integrates sustainable tourism into work practices, along with recruitment of local personnel at all

levels, improves the quality of the tourism product.

9. MARKETING TOURISM RESPONSIBLY

Marketing that provides tourists with full and responsible information increases respect for the natural, social and cultural environments of destination areas and enhances customer satisfaction.

10. UNDERTAKING RESEARCH

On-going research and monitoring by the industry using effective data collection and analysis is essential to help solve problems and to bring benefits to destinations, the industry and consumers.



- ❖ integrating these considerations into a full environmental impact assessment, and monitoring implementation after development.

These issues are mentioned in the publications of the ICC, AIT/FIA, PATA, WTTC, ETB, and the country codes of Australia, Canada, Finland, Mauritius and New Zealand.

ENVIRONMENTALLY-SOUND MANAGEMENT PRACTICES

Management functions include:

- ❖ minimizing the negative impacts of tourism by carrying out environment audits or using other techniques to assess and improve on water and energy conservation, waste minimization and recycling (cited in the codes of WTTC, PATA, ETB, all country codes, the Ecotourism Society Guidelines, the WWF/Tourism Concern principles, and the Travel Industry Association of America publication);
- ❖ ensuring positive visitor experience by effective visitor management, control and education, cited in the country codes of Australia, Canada, Finland and New Zealand, the TES guidelines, and the European Tour Operators guidelines;
- ❖ providing environmental training for staff, and motivating them effectively, cited in the country codes of Australia, Canada, Finland and New Zealand as well as in the codes of WTTC and IHEI, and in the WWF/Tourism Concern principles;
- ❖ monitoring and reporting of environmental performance, cited in the ICC charter, the guidelines of the WTTC and TES, the IUCN's sustainable development strategies and the WWF/Tourism Concern principles;
- ❖ continuous improvement of environmental performance, cited in the ICC charter and the guidelines of the WTTC; and
- ❖ managing tourism enterprises so that they support the local economy (mentioned in the Finnish Code and the WWF/Tourism Concern principles).

COOPERATION WITH OTHER SECTORS

Many codes, charters and strategies stress the importance of effective cooperation and communication between the public and private sectors as well as the need to exchange information and experience between and within sectors. These issues are cited in the country codes of Australia, Canada and Finland as well as the codes of WTTC, PATA,

AIT/FIA, IIPT, ETAG and ETB, the cultural tourism charter of ICOMOS, the IUCN's sustainable development strategies, and the WWF/Tourism Concern principles.

The International Hotels Environment Initiative collaborates with appropriate national and international organizations to ensure the widest possible awareness and observance of the initiative and the practice it promotes.

AUSTRALIA: CODE OF ENVIRONMENTAL PRACTICE

Because Australia's unique resources are key assets to the tourism industry, the Australian Tourism Industry Association affirms the following code:

PHILOSOPHY

- ❖ To recognize tourism as a legitimate and valuable resource utilization.
- ❖ To recognize both development and conservation as important and valuable expressions of human utilization of the environment.
- ❖ To work towards an improved understanding of the allocation process of land and other resources and establish uniform environmental policy guidelines for the tourism industry.
- ❖ To support local, regional and national planning concepts and participate in the associated processes.
- ❖ To work towards the highest level of professionalism in the industry.

ASSESSMENT

- ❖ To develop an appreciation of the land and an understanding of its capabilities to support alternative uses in order to establish a basis for environmentally sustainable activities.
- ❖ To ensure assessment processes recognize individual and cumulative implications of each activity.
- ❖ To establish and apply methods to enhance beneficial and minimise adverse effects on the environment.
- ❖ To assess from actual and potential effects on the environment from individual tourist development and use which may positively or negatively af-

fect aspects of the environment.

PROTECTION

In co-operation with relevant agencies help:

- ❖ To review private sector tourism infrastructure environmental management and modify such management where necessary.
- ❖ To contribute towards protection and management of those irreplaceable segments of the natural and created environment on which the industry relies and to review and modify protection management activities where necessary.
- ❖ To protect and preserve existing habitat flora and fauna and natural and cultural areas of local, national or international significance directly related to and involved with tourism development and use.

RESPONSIBILITY

- ❖ To accept responsibility for the enterprise related environmental impacts of tourism development, operation and use and to undertake responsible corrective and remedial action where necessary.
- ❖ To ensure that natural ecosystems are not used beyond their sustainable capability by the activities of the tourism industry.
- ❖ To take account, where appropriate of environmental policies and codes of environmental practice in developing tourism proposals, including the incorporation of such policies and codes in contract documents.

- ❖ To co-operate with relevant authorities and communities, in order to integrate environmental requirements into tourism management and land use processes.

INFORMATION

- ❖ To incorporate environmental policies and codes of environmental practice within tourism training programs.
- ❖ To ensure all involved in tourism both directly and indirectly, have the opportunity to develop a sound knowledge of the natural resources and environmental principles associated with a sustainable tourism industry.
- ❖ To support the inclusion of conservation principles in education, training and planning for tourism.
- ❖ To enhance visitor's appreciation and understanding of their surroundings within the conservation objectives for the area.

PUBLIC INTEREST

- ❖ To consider the value of other legitimate developments and utilizations and respect those values in making decisions for tourism development and utilisation.
- ❖ To participate in and facilitate positive discussions on tourism related land utilization issues.



Australian
Tourism Industry
Association

The European Tourism Action Group spells out the issues involved in some detail:

'Government and industry partnership is also required.

- ❖ *Private sector investment is crucial, but successful action depends on a close partnership between the public and private sectors to meet market needs yet respect environmental considerations.*
- ❖ *The industry in Europe is increasingly aware of the importance of such partnerships and has expressed willingness to play an active role, but the machinery for consultation and cooperation in the wide field of tourism is lacking too, and too often, government policies are uncoordinated.*
- ❖ *Improved public/private sector cooperation, rather than regulatory measures are needed to ensure that environmental programs are effective and comprehensive, especially in developing new tourist regions.*

International cooperation may be necessary to preserve public health and safety, and the conservation

and preservation of natural resources.

- ❖ *Where this is necessary, it should be done in consultation with industry.'*

PUBLIC AWARENESS

Increasing public awareness of the importance of environmentally and culturally responsible tourism is cited as an important issue in many codes. PATA, for example, encourages its members to celebrate the UN Environment Day in June every year as a means of increasing public awareness of the importance of environmentally-sound forms of tourism. The AIT/FIA code is more specific:

- ❖ *Mass media, schools and colleges should implement appropriate educational programs at all levels, supported by visits to sites in order to enforce this code for tourism and environment. Such programs should encompass both scientific and humanistic matters related to tourism and*

ALLIANCE INTERNATIONALE DE TOURISME/FEDERATION INTERNATIONALE DE L'AUTOMOBILE: CHARTER OF ETHICS FOR TOURISM AND THE ENVIRONMENT

1. Tourism and human values of the host country

Full respect must be paid to the cultural and spiritual environment of the hosts in the country visited, and all direct or indirect implications of the conservation of its heritage and traditions.

There are societies who do not want to be visited by tourists and others, where visits produce negative reactions, shock and disequilibrium. A list of such special cases should be drawn up, and international tourism should be strongly requested to respect these wishes of these protected societies.

In any case, the host country is entitled to respect of its lifestyle, of its moral and psychological sensibilities. Any form of intrusion by tourists disturbing the local environment—such as noise, showy behaviour and pollution—or destructive activities must be banned. Contrasts in economic status between tourists and hosts should not be emphasized by inappropriate behaviour.

2. Tourism and health

Tourist organisations should advise their customers of any necessary health requirements prior to visiting a country, as well as any specific health risks in particular tourist destinations. Illnesses can be brought back from foreign countries but can also be brought into the host country with tourism.

The precautions and rules of hygiene used in the host countries should be known to the visitor.

3. Tourism and protection of biological environment (fauna and flora)

The environment of fauna or floral species which are locally fragile, rare or close to extinction should be the object of scrupulous respect, in order to save the existence of such populations and

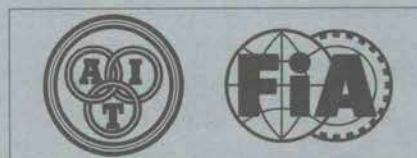
their habitats as much as possible, to inhibit damages and to allow a regeneration of territories and waters subtracted from them by tourism.

These precautions should also apply to animal life of all kinds and birds of all ecosystems in all continents, for animals in all waters and also for animals dwelling in caves. Forests, coastlines, fresh and brackish waters should be observed with special diligence.

It is urgent to carry out studies for the inventory of all fragile zones and to communicate the result to the organizations responsible for tourism.

Tourists should respect international rules established by treaties protecting fauna and flora such as:

- ❖ the Ramsar treaty (2.2.1971) about wetlands of international concern.
- ❖ the treaty of Washington (3 March 1973) concerning the possession, transport and trading of threatened species or part of their bodies.
- ❖ the treaty of Berne (19 September



the natural and cultural heritage.

- ❖ *At the level of higher education, professional schools and research departments in universities should unite their efforts to achieve a better understanding of the impact of tourism and a better grasp of improving the planning and behaviour of mass tourism.²*

Canada's *Guidelines for the Industry* stress that it should 'Foster greater public awareness of the economic, social, cultural, and environmental significance of tourism'. A public awareness programme is recognized as an important part of the Code of Conduct, and details are developed for five separate audiences. That for national and local Ministries of Tourism includes these points:

- ❖ *Promote public and industry awareness of the economic, social, cultural and environmental significance of tourism.*
- ❖ *Encourage efforts within schools and the commu-*

nity to bring increased awareness to the concept of sustainable development and the potential contribution of tourism towards this end.

- ❖ *Include Codes of Ethics of Tourists and for Industry in literature.*
- ❖ *Collaborate with industry in identifying and publicizing success stories.*

Some of the smaller but tourist-intensive countries also devote considerable effort to increasing public awareness of the issues involved. The Finnish code was given wide media attention in an effort to raise public awareness about the environmental impact of tourism and related environmental issues. Similarly, the Tourism Development Authority in Trinidad and Tobago works closely with all agencies and departments (especially the Forestry Department and the Institute of Marine Affairs) to create public awareness of and sensitivity to environmental matters. This is achieved through such activities as poster and essay competitions, seminars and workshops, and publishing articles in magazines and newspapers.

1979) about fauna, flora and natural environment in Europe.

These texts, as well as local regional regulations, should be made available to tourists.

4. Tourism and protection of cultural heritage

Monuments and sites, protected or not by guards or fences, must be fully respected as well as the laws prohibiting illegal use of prospective or detecting devices, the trading of antiquities or their clandestine excavation.

Special attention should be paid to prevent inscriptions and graffiti on monuments, sites, trees, etc. Moreover, the aesthetic milieu of monuments and sites must be observed carefully and protected against advertising for tourists.

5. Tourism, waste disposal and fires

Tourists must avoid leaving waste and litter or any refuse which cause a deterioration in the quality of the environment. They should be particularly careful to avoid any risk of forest fires.

Tourists should be educated to avoid the waste of objects of all kinds currently abandoned and scattered everywhere; they should be aware that beside the disgusting the litter produces, it also contributes to pollute the environment and, in certain cases, may also start fires. Pieces of broken glass may act as lenses, humid piles of organic matter left by tourists may ferment, produce heat and burn.

6. Tourism and education

Mass media, schools and colleges should implement appropriate educational programs at all levels, supported by visits to sites in order to enforce this code for tourism and environment. Such programs should encompass both scientific and humanistic matters related to tourism and the natural and cultural heritage.

At the level of higher education, professional schools and research departments in universities should unite their efforts to achieve a better understanding of the impact of tourism and a better

grasp of improving the planning and behaviour of mass tourism.

7. Promoting alternative solutions and careful planning

Natural parks with marked itineraries should be promoted, as well as new resorts with planned capacity, as alternatives to unplanned careless and overcrowded invasion of free nature, while the limits of carrying capacity require new ways of presentation and measures of conservation of sites and heritage without depriving the tourist public of its legitimate pleasures.

Alternative routes uniting less known sites and monuments are encouraged in many countries for tourists who wish a deeper and a more personal insight.

The responsible authorities have the obligation to organize carefully the quantity of visitors and schedules for fragile sites with limited capacity, they must clearly instruct the tourist in order to convey a proper cultural message and also to avoid damage to the natural and cultural heritage.

ADDITIONAL CODES OF CONDUCT FOR THE TOURISM INDUSTRY

ENGLAND: PRINCIPLES FOR BALANCED DEVELOPMENT



- ❖ The environment has an intrinsic value which outweighs its value as a tourism asset. Its enjoyment by future generations and its long term survival must not be prejudiced by short term considerations.
- ❖ Tourism should be recognised as a positive activity with the potential to benefit the community and the place as well as the visitor.
- ❖ The relationship between tourism and the environment must be managed so that it is sustainable in the long term. Tourism must not be allowed to damage the resource, prejudice its future enjoyment or bring unacceptable impacts.
- ❖ Tourism activities and developments should respect the scale, nature and character of the place in which they are sited.
- ❖ In any location, harmony must be sought between the needs of the visitor, the place and the host community.
- ❖ In a dynamic world some change is inevitable and change can often be beneficial. Adaptation to change, however, should not be at the expense of any of these principles.
- ❖ The tourism industry, local authorities and environmental agencies all have a duty to respect the above principles and to work together to achieve their practical realization.

THE AFRICA TRAVEL ASSOCIATION: ECOTOURISM MANIFESTO

OUR MEMBER COUNTRIES PLEDGE TO ESTABLISH

the machinery for protection of the ecology, natural resources and wildlife.

TO ENHANCE

the quality of the tourist visit by easing the entry and exit formalities.

TO CREATE

good infrastructure assuring easy access and to use trained personnel to highlight each country's unique appeal

TO ESTABLISH

rigid codes of quality for accommodation and services, making sure the local tourist economy does not overshadow the attraction.

TO WORK

with transportation companies to make travel safe, comfortable and convenient.

THE TRAVEL INDUSTRY PLEDGES TO PREPARE

the visitor by providing detailed information on the culture

TO PROVIDE

clients with opportunities to participate in ecological and environmental programs

TO ADHERE

to a strict code of truth in advertising by accurately describing facilities and costs.

THE VISITORS SHOULD BE ENCOURAGED TO RESPECT

the land and water, not only to avoid damaging, abusing or littering, but to contribute to the preservation and protection of these resources.

TO ENJOY

the wildlife in its natural habitat and refrain from harassment of these magnificent creatures.

TO HONOR

the sensitivities, customs and culture of the people they are visiting and observe local rules of etiquette and behaviour.

TO SHARE

and exchange cross-culture ideas and to keep an open attitude to local values.

TO CONTINUE

this habit of caring and concern upon returning home, by not supporting industries that harm ecosystems and the environment.



THE INTERNATIONAL YOUTH HOSTELS FEDERATION ENVIRONMENTAL CHARTER



HOSTELLING INTERNATIONAL

INTRODUCTORY INFORMATION

A survey conducted in 1989 revealed that hostellers have a keen interest in environmental issues. These results, together with the fact that educating youth about the environment is a part of Hostelling International's mission, prompted the IYHF to develop and adopt an Environmental Charter in 1992. This was followed by the development of guidelines to help National Associations to implement the Charter. In July 1994, a work plan, based on the guidelines, was submitted to the IYHF International Conference for approval.

THE CHARTER

The Charter encourages environmental awareness and good practice amongst its members, making specific reference to the following:

- ❖ the responsible consumption of resources;
- ❖ waste minimization,
- ❖ recycling;
- ❖ the control and reduction of pollution;
- ❖ energy conservation;
- ❖ encouraging the use of public transport;
- ❖ conservation and protection; and
- ❖ providing opportunities for environmental education.

THE WORK PLAN

The work plan has been formulated to provide suggestions for the implementation of the Charter, and has been drawn up within a flexible framework that allows each national association to modify the plan to suit the needs of individual hostels.

Section 1: Implementation by National Associations

Practical guidelines and checklists are provided for the implementation and monitoring of the charter at the level of national associations. The main topics covered are:

- ❖ the incorporation of the charter into national governing policies;
- ❖ assigning the responsibility for implementing the charter;
- ❖ developing a work plan;
- ❖ developing support for hostel managers; and
- ❖ monitoring and reporting.

Section 2 Implementation by Issues Area

This section lists minimum standards and advanced activities for each issue area in the charter.

The minimum standards establish basic levels of environmental practices which help the hostels to set achievable objectives and indicate which area or operation needs the most urgent attention.

The advanced standards are targeted at the facilities where minimum standards are already in operation. In this manner, recognition of the progress made, and incentives for further improvement, are provided simultaneously.

Case studies demonstrating good environmental practices are provided for both the preliminary and advanced levels. These represent facilities of varying sizes in urban and rural locations. Information on the direct results of the activity along with its cost effectiveness is also made available.

Section two deals mainly with consumption, recycling, pollution, energy conservation, transport, and nature conservation and protection.

FURTHER IMPLEMENTATION

The IYHF plans to provide:

- ❖ advice on work plan development;
- ❖ training on implementing environmental standards;
- ❖ promotional of environmental awareness through the youth hostel experience; and
- ❖ a case study library to facilitate the exchange of experiences.

It is the intention of the Federation that all hostels should be in a position to comply with the minimum standards of the Environment Charter implementation work plan before the end of 1998. At this point the Federation will encourage the publishing of environmental standards along with the IYHF Hostel Standards and Common Practices.

Additionally each association is to give detailed progress reports on compliance with environmental standards in their annual reports.

GUIDANCE FOR THOSE ORGANIZING AND CONDUCTING TOURISM AND NON-GOVERNMENTAL ACTIVITIES IN THE ANTARCTIC

Attachment to Recommendation XVIII-I adopted at the ATCM, Kyoto, Japan, April 1994

Antarctica is the largest wilderness area on earth, unaffected by large scale human activities. Accordingly, this unique and pristine environment has been afforded special protection. Furthermore, it is physically remote, inhospitable, unpredictable and potentially dangerous. All activities in the Antarctic Treaty Area, therefore, should be planned and conducted with both environmental protection and safety in mind.

Activities in the Antarctic are subject to the Antarctic Treaty of 1959 and associated legal instruments, referred to collectively as the Antarctic Treaty system. These include the Convention for the Conservation of Antarctic Seals (CCAS) (1972), the Convention on the Conservation of Antarctic Marine Living Resources (CCAMLR) (1980) and the Recommendations and other measures adopted by the Antarctic Treaty Consultative Parties under the Antarctic Treaty.

In 1991, the Consultative Parties to the Antarctic Treaty adopted the Protocol on Environmental Protection to the Antarctic Treaty. This Protocol sets out environmental principles, procedures and obligations for the comprehensive protection of the Antarctic environment, and its dependent and associated ecosystems. The Consultative Parties have agreed that, pending its entry into force, as far as possible and in accordance with their legal systems, that the provisions of the Protocol should be applied as appropriate.

The Environmental Protocol designates Antarctica as a natural reserve devoted to peace and science, and applies to both governmental and non-govern-

mental activities in the Antarctic Treaty Area. The Protocol seeks to ensure that human activities, including tourism, do not have adverse impacts on the Antarctic environment, nor on its scientific and aesthetic values.

The Protocol states, as a matter of principle, that all activities are to be planned and conducted on the basis of information sufficient to evaluate their possible impact on the Antarctic environment and its associated ecosystems, and on the value of Antarctica for the conduct of scientific research. Organisers should be aware that the Environmental Protocol requires that "activities shall be modified, suspended or cancelled if they result in or threaten to result in impacts upon the Antarctic environment or dependent or associated ecosystems".

Those responsible for organising and conducting tourism and non-governmental activities must comply fully with national laws and regulations which implement the Antarctic Treaty system, as well as other national laws and regulations implementing international agreements on environmental protection, pollution, and safety that relate to the Antarctic Treaty Area. They should also abide by the requirements imposed on organisers and operators under the Protocol on Environmental Protection and its Annexes, in so far as they have not yet been implemented in national law.

KEY OBLIGATIONS ON ORGANISERS AND OPERATORS

1 Provide prior notification of, and reports on, their activities to the compe-

tent authorities of the appropriate Party or Parties.

- 2 Conduct an assessment of the potential environmental impacts of their planned activities.
- 3 Provide for effective response to environmental emergencies, especially with regard to marine pollution.
- 4 Ensure self-sufficiency and safe operations.
- 5 Respect scientific research and the Antarctic environment, including restrictions regarding protected areas, and the protection of flora and fauna.
- 6 Prevent the disposal and discharge of prohibited waste.

PROCEDURES TO BE FOLLOWED BY ORGANISERS AND OPERATORS

A. When planning to go to the Antarctica Organisers and operators should:

- 1 Notify the competent national authorities of the appropriate Party or Parties of details of their planned activities with sufficient time to enable the Party(ies) to comply with their information exchange obligations under Article VII(5) of the Antarctic Treaty. The information to be provided is listed in Attachment A.
- 2 Conduct an environmental assessment in accordance with such procedures as may have been established in national law to give effect to Annex I of the Protocol, including, if appropriate, how potential impacts will be monitored.
- 3 Obtain timely permission from the national authorities responsible for any stations they propose to visit.

- 4 Provide information to assist in the preparation of: contingency response plans in accordance with Article 15 of the Protocol; waste management plans in accordance with Annex III of the Protocol; and marine pollution contingency plans in accordance with Annex IV of the Protocol.
 - 5 Ensure that expedition leaders and passengers are aware of the location and special regimes which apply to Specially Protected Areas and Sites of Special Scientific Interest (and on entry into force of the Protocol, Antarctic Specially Protected Areas and Antarctic Specially Managed Areas) and of Historic Sites and Monuments and, in particular, relevant management plans.
 - 6 Obtain a permit, where required by national law, from the competent national authority of the appropriate Party or Parties, should they have a reason to enter such areas, or a monitoring site (CEM Site) designated under CCAMLR.
 - 7 Ensure that activities are fully self-sufficient and do not require assistance from Parties unless arrangements for it have been agreed in advance.
 - 8 Ensure that they employ experienced and trained personnel, including a sufficient number of guides.
 - 9 Arrange to use equipment, vehicles, vessels, and aircraft appropriate to Antarctic operations.
 - 10 Be fully conversant with applicable communications, navigation, air traffic control and emergency procedures.
 - 11 Obtain the best available maps and hydrographic charts, recognising that many areas are not fully or accurately surveyed.
 - 12 Consider the question of insurance (subject to requirements of national law).
 - 13 Design and conduct information and education programmes to ensure that all personnel and visitors are aware of relevant provisions of the Antarctic Treaty system.
 - 14 Provide visitors with a copy of the Guidance for Visitors to the Antarctic.
- B. WHEN IN THE ANTARCTIC TREATY AREA
Organisers and operators should:
- 1 Comply with all requirements of the Antarctic Treaty system, and relevant national laws, and ensure that visitors are aware of requirements that are relevant to them.
 - 2 Reconfirm arrangements to visit stations 24-72 hours before their arrival and ensure that visitors are aware of any conditions or restrictions established by the station.
 - 3 Ensure that visitors are supervised by a sufficient number of guides who have adequate experience and training in Antarctic conditions and knowledge of the Antarctic Treaty system requirements.
 - 4 Monitor environment impacts of their activities, if appropriate, and advise the competent national authorities of the appropriate Party or Parties of any adverse or cumulative impacts resulting from an activity, but which were not foreseen by their environmental impact assessment.
 - 5 Operate ships, yachts, small boats, aircraft, hovercraft, and all other means of transport safely and according to appropriate procedures, including those set out in the Antarctic Flight Information Manual (AFIM).
 - 6 Dispose of waste materials in accordance with Annex V of the Protocol. These annexes prohibit, among other things, the discharge of plastics, oil and noxious substances into the Antarctic Treaty Area; regulate the discharge of sewage and food waste; and require the removal of most waste from the area.
 - 7 Co-operate fully with observers designated by Consultative Parties to conduct inspections of stations, ships, aircraft and equipment under Article VII of the Antarctic Treaty, and those to be designated under Article 14 of the Environmental Protocol.
 - 8 Co-operate in monitoring programs undertaken in accordance with Article 3(2)(d) of the Protocol.
 - 9 Maintain a careful and complete record of their activities conducted.
- C) ON COMPLETION OF THE ACTIVITIES
Within three months of the end of the activity, organisers and operators should report on the conduct of it to the appropriate national authority in accordance with national laws and procedures. Reports should include the name, details and state of registration of each vessel or aircraft used and the name of their captain or commander; actual itinerary; the number of visitors engaged in the activity; places, dates and purposes of landings and the number of visitors landed on each occasion; any meteorological observations made, including those made as part of the World Meteorological Organisation (WMO) Voluntary Observing Ships Scheme; any significant changes in activities and their impacts from those predicted before the visit was conducted; and action taken in case of emergency.

ENVIRONMENTAL CODES OF CONDUCT FOR HOST COMMUNITIES

Host communities have a major role to play in the development and maintenance of sustainable tourism. Host-guest relationships and their associated conflicts are well documented but have received little practical attention. Codes for host communities, when thoughtfully developed and implemented, can be a useful tool to address issues such as:

- ❖ the role of the local population in tourism development;
- ❖ safeguarding local cultures and tradition;
- ❖ educating the local population on the importance of maintaining a balance between conservation and preservation, and economic development; and
- ❖ providing quality tourist products and experiences.

Codes for host communities have not yet been extensively developed but address four major issues: the social norms and practices of the host community, the cul-

tural norms and practices of the host community, the economic development of the destination, and the protection and preservation of the environment.

The codes used to illustrate these issues in this chapter are the *Tourism Codes of Ethics for Mauritians* which was developed by the Bishops of Mauritius with the assistance of tourism professionals, and *We, the responsible host population*, created by the working group Tourism with Insight and Understanding, based in Germany.

The Mauritian code tends to concentrate on the cultural and social aspects of the local population. It exhorts the local Mauritian population to greet tourists with a smile, to keep their roads and houses clean and orderly, and to offer examples of their local music, art and cuisine. At the same time, it stresses, Mauritians should not forget their culture in an attempt to influence tourists. 'Do not allow our spiritual rituals to be regard-

THE MAURITIAN CODE OF ETHICS FOR TOURISM: FOR MAURITIANS



- ❖ Open your door to the tourist who comes to visit you. He is different from you: learn to know him.
- ❖ Be open and generous. Bring the tourist things to discover. Share the values of your country with him.
- ❖ Keep your houses, gardens, roads and footpaths tidy for the tourist.
- ❖ Respect property and orderliness wherever you go ... the tourist will go there too.
- ❖ Have pride in the multi-cultural island in which we live; introduce visitors to your music, that of your heart and of your roots, your original and personal art and your family cooking, which comes from your customs.
- ❖ Be yourself and be simple; don't imitate other cultures and thus lose your identity.
- ❖ Do not regard tourists as people to be exploited; tourists do not visit us to suffer but to find joy.
- ❖ Whatever you do for the tourist, do it well, with all your intelligence. Reject mediocrity.
- ❖ Do not allow our spiritual rituals to be regarded as folk lore fit simply for filming. Teach our visitors respect for our sacred places.
- ❖ Whoever goes home with nostalgia for the smile of welcome, for kindness and sincerity, will come back with friends.

'WE, THE RESPONSIBLE HOST POPULATION' Germany, tourism with insight and understanding

1. Tourism should supplement our economy appropriately. We know however, that it also represents a danger to our culture and our environment. We therefore want to supervise and control its development so that our country may be preserved as a viable economic, social and natural environment.
2. By independent decision making in tourism development we mean that the host population should decide on and participate in all matters relevant to the development of their region: tourist development by, with and for the local population. We encourage many forms of community participation in decision making, without neglecting the interests of minorities.
3. The tourism development we aim for is economically productive, socially responsible and environment-conscious. We are prepared to cease pursuing further development where it leads to an intolerable burden for our population and environment. We want to avoid the pitfalls of economic imperatives.
4. We determine the tourism development targets in our areas in a binding way, limiting them to what is desirable and not what is feasible. We adhere to this policy and are prepared to put up with the bottlenecks that may arise from doing so.
5. We want to keep control over our land. We pursue an active planning and land use policy. We limit our new construction by carefully considered zoning policies. We decline to sell land to non-locals. We promote and encourage the utilization of the existing buildings and infrastructure.
6. Our infrastructural development policies are based on restraint. We are therefore careful in building new or extending the existing infrastructure (especially roads, parking lots, airports, water supply and sewage systems) and tourist transport facilities (aerial cableways, ski-lifts) and strictly observe the set development targets.
7. We want to protect nature and the landscape effectively. In addition to careful land management and conservative infrastructure development, we create large nature reserves in order to preserve particularly valuable ecosystems. We ensure the participation of environmentalists and nature experts in all planning and construction activities.
8. We want to counter the danger of one-sided economic development and over-dependence on the tourist trade. We support the strengthening of agriculture and small-scale trade as well as their partnership with tourism. We strive for a qualitative improvement of jobs in tourism. We also continually explore all possibilities for the creation of new jobs outside the tourist trade.
9. One of our principles in tourism development is to observe and foster the natural and cultural characteristics of our region. We expect our guests to be prepared to accept this principle. We want our local culture to remain independent and alive. We protect and promote our architecture, our handicrafts, our language, our customs and our cuisine.
10. We shall provide information for all concerned: the local population, the tourist trade, politicians and tourists, and try to win their support for socially responsible and environmentally conscious behaviour. We shall use all tourism marketing tools and general information channels to promote our concept.

ed as folklore fit simply for filming,' it says: 'Teach our visitors respect for our sacred places'.

The German example has been developed as a broader code which stresses the importance of community participation in the sustainable development of tourism. The full text of the German example is reproduced above. 'One of our principles in tourism development,' says *We, the host population*, 'is to observe and foster the natural and cultural characteristics of our region. We expect our guests to be prepared to accept this principle. We want our local culture to remain independent and alive. We protect and promote our architecture, our handicrafts,

our language, our customs and our cuisine.'

The code is also careful to allot tourism its appropriate place in development priorities. 'We want to counter the danger of one-sided economic development and over-dependence on the tourist trade. We support the strengthening of agriculture and small-scale trade as well as their partnership with tourism. We strive for a qualitative improvement of jobs in tourism. We also continually explore all possibilities for the creation of new jobs outside the tourist trade.'

ENVIRONMENTAL CODES OF CONDUCT FOR TOURISTS

The primary reason for producing tourist codes is to persuade tourists to play an active and positive role in helping protect the environment and engage sympathetically with their host communities. They also help promote the concept of sustainable consumption, as stressed in Agenda 21. Codes for tourists can also be used:

- ❖ as a means of informing tour operators and travel agents about the additional information on environmental issues that can be provided to tourists;
- ❖ as a means of highlighting to tour operators and travel agents the issues that need to be addressed when developing 'greener' tour packages; and

- ❖ as a valuable tool in the preparation of training programmes for tour guides.

Tourist codes are widely used and are often site-specific. They have been developed by many different institutions, including ministries of tourism, national tourist commissions, tourist boards, industry associations, non-governmental organizations, the management of tourist attractions, resorts and sites, and educational and community organizations.

The UNEP survey identified three different kinds of codes for tourists:

AMERICAN SOCIETY OF TRAVEL AGENTS: TEN COMMANDMENTS ON ECO-TOURISM, IN ASSOCIATION WITH CLUB MED

Thank you for booking your travel with us. Whether you're travelling on business, pleasure or a bit of both, all the citizens of the world, current and future, would be grateful if you would respect the ten commandments of world travel:

1. Respect the frailty of the earth. Realize that unless all are willing to help in its preservation, unique and beautiful destinations may not be here for future generations to enjoy.
2. Leave only footprints. Take only photographs. No graffiti! No litter! Do not take away "souvenirs" from historical sites and natural areas.
3. To make your travels more meaningful, educate yourself about the geography, customs, manners and cultures of the region you visit. Take time to listen to the people. Encourage local conservation efforts.
4. Respect the privacy and dignity of others. Inquire before photographing people.
5. Do not buy products made from endangered plants or animals, such as ivory, tortoise shell, animal skins and feathers. Read "Know Before You Go", the U.S. Customs list of products which cannot be imported.
6. Always follow designated trails. Do not disturb animals, plants or their natural habitats.
7. Learn about and support conservation-oriented programs and organizations working to preserve the environment.
8. Whenever possible, walk or utilize environmentally-sound methods of transportation. Encourage drivers of public vehicles to stop engines when parked.
9. Patronize those (hotels, airlines, resorts, cruise lines, tour operators and suppliers) who advance energy and environmental conservation; water and air quality/recycling; safe management of waste and toxic materials; noise abatement; community involvement; and which provide experienced, well-trained staff dedicated to strong principles of conservation.
10. Ask your ASTA travel agent to identify those organizations which subscribe to ASTA Environmental Guidelines for air, land and sea travel. ASTA has recommended that these organizations adopt their own environmental codes to cover special sites and ecosystems.





THE HIMALAYAN TOURIST CODE

prepared by Tourism Concern

By following these simple guidelines, you can help preserve the unique environment and ancient cultures of the Himalayas.

Protect the natural environment

- ❖ Limit deforestation—make no open fires and discourage others from doing so on your behalf. Where water is heated by scarce firewood, use as little as possible. When possible choose accommodation that uses kerosene or fuel efficient wood stoves.
- ❖ Remove litter, burn or bury paper and carry out all non-degradable litter. Graffiti are permanent examples of environmental pollution.
- ❖ Keep local water clean and avoid using pollutants such as detergents in streams or springs. If no toilet facilities are available, make sure you are

at least 30 meters away from water sources, and bury or cover wastes.

- ❖ Plants should be left to flourish in their natural environment—taking cuttings, seeds and roots is illegal in many parts of the Himalaya.
- ❖ Help your guides and porters to follow conservation measures.

The Himalayas may change you—please do not change them

As a guest, respect local traditions, protect local cultures, maintain local pride.

- ❖ When taking photographs, respect privacy—ask permission and use restraint.
- ❖ Respect Holy places—preserve what you have come to see, never touch or remove religious objects. Shoes should be removed when visiting temples.

- ❖ Giving to children encourages begging. A donation to a project, health centre or school is a more constructive way to help.
- ❖ You will be accepted and welcomed if you follow local customs. Use only your right hand for eating and greeting. Do not share cutlery or cups, etc. It is polite to use both hands when giving or receiving.
- ❖ Respect for local etiquette earns you respect—loose, light weight clothes are preferable to revealing shorts, skimpy tops and tight fitting action wear. Hand holding or kissing in public are disliked by local people.
- ❖ Observe standard food and bed charges but do not condone overcharging. Remember when you're shopping that the bargains you buy may only be possible because of low income to others.
- ❖ Visitors who value local traditions encourage local pride and maintain local cultures, please help local people gain a realistic view of life in Western Countries.

*Be patient, friendly and sensitive
Remember - you are a guest*

- ❖ codes which serve as general behaviour guidelines;
- ❖ codes which address specialist activities such as sports and other pastimes; and
- ❖ codes which deal with specific sites and cities.

GENERAL BEHAVIOUR GUIDELINES

General behaviour guidelines address both the planning of the trip, and issues which arise at the destination or site.

Planning advice includes:

- ❖ learn as much as possible about your destination;
- ❖ patronize suppliers (such as airlines, tour operators, travel agents and hotels) which demonstrate a commitment to environmental practices;
- ❖ plan vacations and visits during the off-peak season;
- ❖ visit lesser-known destinations.

Destination advice includes:

- ❖ respect local cultures and traditions (many codes ad-

wise discretion when taking photographs and when making gifts);

- ❖ consider the privacy, culture, habits and traditions of host communities;
- ❖ support the local economy by buying local goods and services;
- ❖ contribute to local conservation efforts;
- ❖ conserve and preserve the natural environment, its ecosystems and its wildlife;
- ❖ don't disfigure cultural sites and monuments;
- ❖ use energy and water, and dispose of waste, efficiently;
- ❖ be careful with fire;
- ❖ don't make unnecessary noise; and
- ❖ use only designated roads and paths;

Two examples of general behaviour codes are shown here, one for ASTA's 10 Commandments (page 33) and one for the Himalayan region (above) produced by Tourism Concern in conjunction with people in the area and with the industry.

TRINIDAD AND TOBAGO—GUIDE FOR TURTLE WATCHING

INTRODUCTION

The Leatherback Turtle (*Dermochelys coriacea*) is the largest species of marine turtle, with some individuals weighing up to 728 kilograms and with carapace lengths of approximately 125-185 cm.

These turtles prefer to nest on beaches with coarse sand and are generally found on the North and North-Eastern shores of Trinidad and on the leeward side of Tobago.

The period between March and August (their nesting season) is the best time for Turtle Watching. In Trinidad, three of the more accessible beaches for viewing the Leatherback Turtle while nesting are Matura, Grand Riviere and Fishing Pond.

Generally nesting is observed between the hours of 7:00 p.m. and 5:00 a.m.

A female leatherback deposits between 80–125 white eggs in a nest which is excavated previously with the use of its flippers in the sand. This is an amazing sight!

After an incubation period ranging between 55–70 days, another amazing sight can be witnessed when the hatchlings emerge from the sand and each makes an instinctive dash towards the sea.

Of the sixty per cent that will emerge from the sandy nest, only one or two will ever reach maturity and return to our beaches, from which they originally hatched.

For more detailed information, kindly contact officers of the Wildlife Section, or you may wish to purchase our informative booklet and posters. Help us to protect our wildlife by educating at least one other person about the beautiful event you are about to witness.

Enjoy, but DO NOT destroy!



PRECAUTIONS OBSERVERS SHOULD NOTE TO ENSURE THAT TURTLES ARE NOT HINDERED

Make a minimum of noise—speak softly, no radios.

Use only a minimum amount of artificial lights—only flashlights and turn on only as necessary. When turtles emerge from the sea, there should be absolute silence and no lights should be put on. Turtles turn back to the sea very easily if disturbed at this stage.

A distance of 15 metres should be kept until nest is prepared and the laying process has begun. This is the only time when photographs can be taken.

Observers should approach quietly, with a minimum of lights when laying is in progress. Care must be taken to prevent nests from caving in.

DO NOT handle turtle eggs.

DO NOT attempt to ride on turtle back.

DO NOT use lights when turtles are returning to the sea.

LAW ENFORCEMENT

To give greater protection to these species the Matura Bay and Fishing Pond beaches have been declared as prohibited areas under Section 2 of the Forest Act—Chapter 66:01, and would take effect of 1st March to 31st August annually.

Persons desirous of visiting these beaches must obtain Permits to enter a Prohibited Area, from the Forestry Division offices at San Fernando between the hours of 9:00am and 3:00pm at a cost of:

\$5.00 per adult

\$2.00 per child (under 12)

for single visits.

Seasonal permits can be obtained for the period of 1st March to 31st August at the cost of:

\$50.00 per adult.

READ CONDITIONS OF ALL PERMITS CAREFULLY AND UPHOLD THE LAW TO AID IN CONSERVING THESE MAGNIFICENT WILDLIFE SPECIES.

The way in which guidelines are distributed affects their success. Visitor codes need to be frequently reiterated to be most effective. The most successful codes reach travellers before they leave home.

SPECIFIC TOURIST ACTIVITIES

These codes attempt to educate the tourist on the basic premise: enjoy but don't destroy.

The UNEP survey found that these codes are usually

developed by the authority managing the site where the activity takes place. The Swiss Sports Federation, for example, has developed codes of behaviour for ramblers, skiers, water sports enthusiasts and mountain bikers. The Marine Parks Authority of the Cayman Islands has developed guidelines for divers on the prevention of damage. The Ministry of Environmental and Natural Services of Trinidad and Tobago has developed a guide for turtle watching (see box above).

A few common issues are addressed by most codes:

EXTRACT FROM *WELCOME TO HEIDELBERG*

THE ENVIRONMENTAL PACKAGE

A package that benefits both the pocket and the environment has been put together by the Heidelberg Convention & Visitors Bureau for all convention visitors: the "Convention Environment Ticket", which includes:

- ❖ Rail journey to Heidelberg at substantially reduced fares (including seat reservation).
- ❖ Cut-rate ticket for use on all public transport in the Greater Heidelberg District (Rhine-Neckar transport network; DM 5 per day and person).
- ❖ Overnight accommodation in the hotel of your choice.

Enjoy Heidelberg and its surroundings in a relaxed mood and with no parking worries. You save money, there's no stress, and the city is spared the impact of even more traffic.

For more details on the "Convention Environment Ticket" please contact the Heidelberg Convention & Visitors Bureau.

A WELCOME GUEST ...

... is one who is not only concerned for the environment at home, but away from home too, in his hotel room, for instance. Here are some tips:

- ❖ When you leave your room please switch off the radio, the television and all the lights.
- ❖ During the heating period, you can

save energy when ventilating your room by opening windows wide for a short time only.

- ❖ Take a shower instead of a bath—it is good for your circulation and you use less water; and don't forget to turn off the water while brushing your teeth. Lower water consumption is good news for the hotel and is even better news for the environment.
- ❖ If you're staying for a longer period, a daily change of hand towels is not an absolute necessity. Many hoteliers already operate on this basis, and recognise these signals: if the towels are hanging on the rail, they'll be used again. If they are lying on the floor or in the bathtub, they're to be changed. If this has not been suggested in the place you are staying at, mention it.
- ❖ Most hotels separate useful materials from trash. It's a good idea, therefore, for the guest to place glass, for example, in a separate bag.
- ❖ Incidentally, several hotels in Heidelberg already offer "environmental breakfast buffets", where everything is served fresh and no disposable packaging is used.

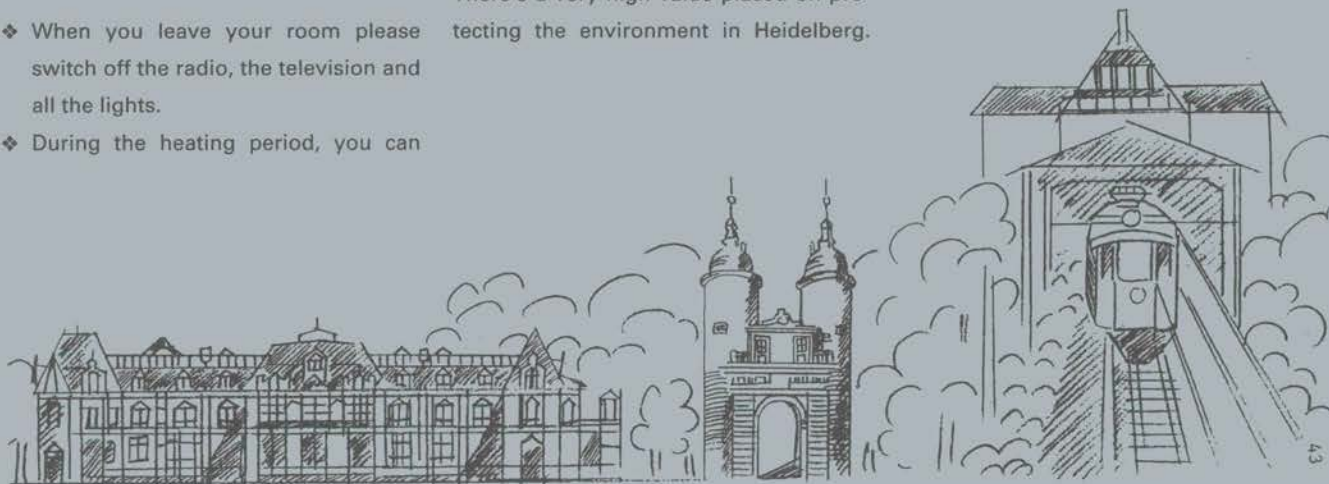
TO BUY OR NOT TO BUY ...?

There's a very high value placed on protecting the environment in Heidelberg.

The city has an approach that concentrates primarily on the avoidance of waste, and then on recycling and disposal. This is the reason why several things are no longer to be found in the shopping bags of environmentally-conscious consumers: elaborately packed products, non-returnable bottles, or battery-driven devices. Alternatives abound—articles bearing the "blue angel", and thus identified as environmentally-compatible, returnable bottles and rechargeable batteries. And the plastic bag has now given way to the cloth bag or the traditional shopping basket.

You'll take care that your camera always has fully charged batteries. But when they finally go flat, you should return them to a camera shop for recycling. There are containers located in all local state schools, by the way, offering a safe way to dispose of all your used batteries. And you'll find special containers throughout the city for glass and for paper and in which no other waste is to be placed.

But "to buy or not to buy?" that is the question each of must ask when filling that shopping basket.



-
- ❖ avoid disturbing wildlife and damaging ecosystems;
 - ❖ dispose of waste properly;
 - ❖ respect the practices of the local community; and
 - ❖ respect local legislation.

SITE-SPECIFIC CODES

Site-specific codes address the behaviour of tourists at specific locations, for example the *Guidelines of Conduct for Antarctica Visitors*, developed by the International Association of Antarctic Tour Operators; the Anapurna Conservation Area (Nepal) Project's code of conduct, developed by the operators of the project; and the code for visitors developed by the Convention and Visitors Bureau and Environment Protection Office of the City of Heidelberg, Germany (see box opposite).

These codes combine guidelines which are location-oriented as well as those of a more general nature:

- ❖ dispose of waste carefully;
- ❖ protect the natural and cultural environment;
- ❖ use energy efficiently;
- ❖ pay a fair price for goods and services—haggling over tiny sums usually results in an unfair return and generates ill feeling;
- ❖ do not give money, sweets or other items to begging children—there are other ways to help them.

Codes for cities, such as the Heidelberg visitors code, make special mention of the following elements:

- ❖ environmentally-sensitive means of transport;
- ❖ purchase eco-labelled products; and
- ❖ avoid buying elaborately packaged products, non-re-

turnable bottles and battery-driven devices—use returnable bottles and rechargeable batteries.

CONCLUSIONS

Some codes of conduct have not been well received by tourists, and efforts should be made to ensure that codes of conduct create a positive impact on tourists. They should carry a positive message, and be precise and functional. It is vital that all codes are prepared in consultation with both potential tourists and with host populations.

Though most codes address international tourists, the importance of domestic tourists should not be overlooked. In most countries the volume and importance of domestic tourism heavily outweighs that of international tourism. It is thus of vital importance that codes address these visitors, especially young people. Finally, it should be stressed that a wide range of media be used to distribute codes.

ADDITIONAL CODES OF CONDUCT FOR TOURISTS

The following six pages include a number of additional codes of conduct for tourists.

ENGLISH TOURIST BOARD: 20 TIPS FOR VISITORS



- ◆ Always remember you are the guest: show consideration for residents and their environment. Respect local laws and customs.
- ◆ Leave beaches, parks and public places as you would like to find them.
- ◆ Put litter in a bin or take it home: don't expect others to clean up after you.
- ◆ Keep noise levels down, especially at night or in quiet places like in churches and the countryside.
- ◆ Show respect for nature: keep to proper footpaths, don't feed wildlife and don't pick flowers or shrubs.
- ◆ Remember that many people find smoking offensive, and careless smokers may cause countryside fires.
- ◆ Don't carve your initials on trees and historic monuments or spoil them with graffiti.
- ◆ Complain if you have just cause, but do it politely.
- ◆ Don't argue with staff who seek to enforce rules: they are only doing their jobs.
- ◆ Avoid the temptation to touch valuable objects such as paintings, tapestries and vases.
- ◆ Keep an eye on your children to see

AMERICAN AUTOMOBILE ASSOCIATION: ENVIRONMENTAL TIPS FOR WORLD TRIPS

Every journey can widen your perception of the world ... but every step leaves a footprint.

Wilderness preserves, city centres, ecologically sensitive areas, man-made historic sites ... they are all part of our environment. And they are all endangered.

The care you take as a traveller will help determine what is left for future generations. Remember, our planet is fragile. And your actions have consequences.

How, then do you see the world yet care for the world? How do you balance the adventure of travel with a sense of obligation?

The travel tips in this brochure won't make a lot of difference in the way you live your life. But following them could have a positive impact on the environment and your quality of life.

- ◆ Experience the day-to-day life of the people around you. Visit a variety of public places, not just monuments and tourist spots.
- ◆ Practice a few phrases in the language of your host country. People will ap-

preciate your efforts.

- ◆ Behave with respect if you visit a religious or holy place. Proper dress might mean removing your shoes or covering your head and shoulders.
- ◆ Respect the privacy of others. Not every person and event is a subject for your camera or recorder. Ask permission to photograph or videotape.
- ◆ Respect the rules. Do not insist on privileges or exceptions, such as special operating hours or access to restricted areas.

SIGHTSEE AND SHOP

WITH SENSITIVITY

- ◆ Be energy conscious. Turn off lights and adjust thermostats when you leave your hotel room.
- ◆ Schedule sightseeing with an eye toward traffic congestion. Keep in mind some cities, such as Rome and Florence, ban private vehicles during peak traffic hours.
- ◆ Enjoy visits to monuments and natural points of interest, but leave them as you found them for future generations to enjoy.
- ◆ Seek out historical sites off the beaten

path, such as specialized museums and preserved homes.

- ◆ Use trash receptacles. If there isn't one, carry litter until you can dispose of it properly.
- ◆ Help the local economy by shopping at small, private businesses as well as airport or hotel gift shops.
- ◆ Refuse to buy items made from endangered animals or plants, including: reptile skins and leathers, ivory, coral, furs of spotted cats or marine mammals, orchids and cacti. Don't purchase exotic pets such as parrots or snakes.
- ◆ Bring a canvas tote bag with you when you shop to minimize the need for paper and plastic packaging.

WIDEN YOUR HORIZONS RESPONSIBLY

Whatever mode of transportation you choose for side trips, travelling smart is a three-step process: prepare, take care and be aware.

- ◆ Fly into the best "hub" destination you can. Choosing the right home base will make day-tripping easier.
- ◆ Visit lesser known destinations or

they don't indulge in destructive or annoying behaviour.

- ❖ If you want to photograph other people, ask them first.
- ❖ Behave towards others as you would wish them to behave towards you: don't push or shove or jump queues.
- ❖ Good manners are always appreciated don't forget to say please and thank you.

- ❖ Dress properly to visit places of worship; remember they are not holiday playgrounds.

- ❖ Wear suitable footwear to visit historic buildings: high-heeled shoes can cause a lot of damage.

- ❖ Be enterprising: visit parts of the country off the usual tourist trail.

- ❖ If you live in Britain, try to visit our popular attractions in off-peak peri-

ods; you will enjoy them much more.

- ❖ Use public transport whenever possible. If you take your car, park in a designated space, not just where you please.

- ❖ Help the local economy: buy locally grown or made goods wherever possible.

travel off-season. Your "discoveries" will be less crowded and less expensive.

- ❖ Use mass transit when you tour urban centres. Train and bus travel reduce pollution and cut travel costs.

- ❖ Take a walking tour or rent a bike. Some scenery is just too good to view through a windshield!

- ❖ Observe posted speed limits and local laws when you do get behind the wheel.

- ❖ Stick to designated roads if you drive. Off-road motoring is both risky and potentially damaging to the environment.

- ❖ Try not to travel during rush hour as stop-and-go traffic consumes more fuel and adds to air pollution.

- ❖ Visit environmentally fragile areas in groups of 10 or fewer and always with an experienced guide.

KEEP WATERWAYS AND BEACHES SPARKLING

When you visit a beach or river, leave the smallest possible footprint—environmentally speaking.

- ❖ Put safety first. Locate the lifeguard or ranger station.

- ❖ Study the site so you understand

recreational opportunities and risks. Most public waterways and wetland areas offer educational pamphlets, tours or displays.

- ❖ Leave sea oats and wild flowers where they're growing to protect the ecosystem. Don't take other plants, rocks, fossils or artifacts as souvenirs.

- ❖ Enjoy wildlife and their habitats from a distance of at least 30 feet.

- ❖ Don't get between a marine mammal and the water's edge.

- ❖ Don't feed wildlife—it could endanger you both.

- ❖ Tread lightly near fragile nesting areas, plants and where erosion is a concern.

- ❖ Don't dump anything from a boat. Use marine and sewage pump-out stations.

- ❖ Dispose of fishing nets, rings from beverage six-packs and other plastics with special care. This debris can kill marine life and shore birds.

- ❖ Use biodegradable soap, shampoo and insect repellent. Check labels before you purchase.

BE AWARE AND CARE

- ❖ Protect yourself and your belongings. Leave valuables at home, locked in the trunk of your car, or in the hotel's

safe deposit box.

- ❖ Be flexible. Change the hours you eat and sleep to match the tempo of the place you're visiting.

- ❖ Be considerate about noise. Keep the volume down—on the radio, television, and your voice.

- ❖ Support organizations that give something back to the area. Many nature preserves, botanical gardens and wildlife watching organizations donate to conservation and preservation efforts.

ETHICS CODE FOR WORLD TRAVELLERS

Whether your destination is a national park or another continent, you can practice responsible world travel skill by:

- ❖ Learning the local language, geography, and beliefs.

- ❖ Conserving resources, including clean air and water.

- ❖ Respecting local laws and customs.

- ❖ Treading lightly at ancient ruins and historical sites to preserve history for future generations.

- ❖ Protecting wildlife and plants, especially in parks, wilderness areas and reserves.

GUIDANCE FOR VISITORS TO THE ANTARCTIC

Attachment to Recommendation XVIII-I adopted at the ATCM, Kyoto, Japan, April 1994

Activities in the Antarctic are governed by the Antarctic Treaty of 1959 and associated agreements, referred to collectively as the Antarctic Treaty system. The Treaty established Antarctica as a zone of peace and science.

In 1991, the Antarctic Treaty Consultative Parties adopted the Protocol on Environmental Protection to the Antarctic Treaty, which designates the Antarctic as a natural reserve. The Protocol sets out environmental principles, procedures and obligations for the comprehensive protection of the Antarctic environment, and its dependent and associated ecosystems. The Consultative Parties have agreed that, pending its entry into force, as far as possible and in accordance with their legal system, the provisions of the Protocol should be applied as appropriate.

The Environmental Protocol applies to tourism and non-governmental activities as well as governmental activities in the Antarctic Treaty Area. It is intended to ensure that these activities do not have adverse impacts on the Antarctic environment, or on its scientific and aesthetic values.

This *Guidance for Visitors to the Antarctic* is intended to ensure that all visitors are aware of, and are therefore able to comply with, the Treaty and the Protocol. Visitors are, of course bound by national laws and regulations applicable to activities in the Antarctic.

PROTECT ANTARCTIC WILDLIFE

Taking or harmful interference with Antarctic wildlife is prohibited except in accordance with a permit issued by a national authority.

- 1 Do not use aircraft, vessels, small boats, or other means of transport in ways that disturb wildlife, either at sea or on land.

- 2 Do not feed, touch, or handle birds or seals, or approach or photograph them in ways that cause them to alter their behaviour. Special care is needed when animals are breeding or moulting.
- 3 Do not damage plants, for example by walking, driving, or landing on extensive moss beds or lichen-covered scree slopes.
- 4 Do not use guns or explosives. Keep noise to the minimum to avoid frightening wildlife.
- 5 Do not bring non-native plants or animals into the Antarctic (e.g. live poultry, pet dogs and cats, house plants).

RESPECT PROTECTED AREAS

A variety of areas in the Antarctic have been afforded special protection because of their particular ecological, scientific, historic or other values. Entry into certain areas may be prohibited except in accordance with a permit issued by an appropriate national authority. Activities in and

EUROPEAN TOUR OPERATORS ASSOCIATION: GUIDELINES FOR THE VISITOR

- ❖ Respect the privacy of residents
- ❖ Be aware of the customs and cultures of the region you are visiting
- ❖ Support the local economy wherever possible by buying local produce
- ❖ Preserve the environment: do not harm historical sites and natural areas
- ❖ Leave no waste
- ❖ Use local transport wherever possible

SAVE OUR PLANET'S GUIDELINES FOR LOW-IMPACT VACATIONS

- ❖ Plan your entire trip carefully.
- ❖ Save energy when leaving home for a trip by turning off lights, lowering heating temperatures in winter and turning off air conditioning in summer.
- ❖ Rediscover the leisure of walking, hiking, and bicycling during your vacations.
- ❖ Observe the posted speed limits.
- ❖ Minimize your impact on tourist attractions.

near designated Historic Sites and Monuments and certain other areas may be subject to special restrictions.

- 1 Know the locations of areas that have been afforded special protection and any restrictions regarding entry and activities that can be carried out in and near them.
- 2 Observe applicable restrictions.
- 3 Do not damage, remove or destroy Historic Sites or Monuments, or any artifacts associated with them.

RESPECT SCIENTIFIC RESEARCH

Do not interfere with scientific research, facilities or equipment.

- 1 Obtain permission before visiting Antarctic science and logistic support facilities; reconfirm arrangements 24–72 hours before arriving; and comply strictly with the rules regarding such visits.
- 2 Do not interfere with, or remove, scientific equipment or marker posts, and do not disturb experimental study sites, field camps, or supplies.

BE SAFE

Be prepared for severe and changeable weather. Ensure that your equipment and clothing meet Antarctic standards. Remember that the Antarctic environment is inhospitable, unpredictable and potentially dangerous.

- 1 Know your capabilities, the dangers posed by the Antarctic environment, and act accordingly. Plan activities with safety in mind at all times.
- 2 Keep a safe distance from all wildlife, both on land and at sea.
- 3 Take note of, and act on, the advice and instructions from your leaders; do not stray from your group.
- 4 Do not walk onto glaciers or large snow fields without proper equipment and experience; there is a real danger of falling into hidden crevasses.
- 5 Do not expect a rescue service; self-sufficiency is increased and risks reduced by sound planning, quality equipment, and trained personnel.
- 6 Do not enter emergency refuges (except in emergencies). If you use equipment or food from a refuge, in-

form the nearest research station or national authority once the emergency is over.

- 7 Respect any smoking restrictions, particularly around buildings, and take great care to safeguard against the danger of fire. This is a real hazard in the dry environment of Antarctica.

KEEP ANTARCTICA PRISTINE

Antarctica remains relatively pristine, and has not yet been subjected to large scale human perturbations. It is the largest wilderness area on earth. Please keep it that way.

- 1 Do not dispose of litter or garbage on land. Open burning is prohibited.
- 2 Do not disturb or pollute lakes or streams. Any material discarded at sea must be disposed of properly.
- 3 Do not paint or engrave names or graffiti on rocks or buildings.
- 4 Do not collect or take away biological or geological specimens or man-made artifacts as a souvenir, including rocks, bones, eggs, fossils, and parts or contents of buildings.

CREDO OF THE PEACEFUL TRAVELLER

Grateful for the opportunity to travel and to experience the world and because peace begins with the individual, I affirm my personal responsibility and commitment to:

- ❖ Journey with an open mind and gentle heart.
- ❖ Accept with grace and gratitude the diversity I encounter.
- ❖ Revere and protect the natural environment which sustains all life.
- ❖ Appreciate all the cultures I discover
- ❖ Respect and thank my hosts for their welcome.
- ❖ Offer my hand in friendship to everyone I meet.
- ❖ Support travel services that share these views and act upon them and, by my spirit, words and actions
- ❖ Encourage others to travel the world in peace.

*The IIPT First Global Conference:
Tourism—A Vital Force for Peace
Vancouver, British Columbia, Canada
27 October 1988*

ICOMOS—CHARTER OF CULTURAL TOURISM: adopted by ICOMOS, November, 1976

I. BASIC POSITION

1. Tourism is an irreversible social, human, economic and cultural fact. Its influence in the sphere of monuments and sites is particularly important and can but increase because of the known conditions of the activity's development.

2. Looked at in the perspective of the next twenty-five years, in the context of the phenomena of expansion which may have heavy consequences and which confront the human race, tourism appears to be one of the phenomena likely to exert a most significant influence on Man's environment in general and on monuments and sites in particular. In order to remain bearable, this influence must be carefully studied, and at all levels be the object of a concerted and effective policy. Without claiming to meet this need in all its aspects, the present approach which is limited to cultural tourism constitutes, it is believed, a positive element in the global solution which is required.

3. Cultural tourism is that form of tourism whose object is, among other aims, the discovery of monuments and sites. It exerts on these last a very positive effect insofar as it contributes—to satisfy its own ends—to their maintenance and protection. This form of tourism justifies in fact the efforts which said maintenance and protection demand of the human community because of the socio-cultural and economic benefits which they bestow on all the populations concerned.

4. Whatever, however, may be its motivations and the ensuing benefits, cultural tourism cannot be considered separately from the negative, despoiling or destructive effects which the massive and uncontrolled use of monuments and sites entails. The respect of the latter, just like the elementary wish to maintain them in a state fit to allow them to play their role as elements of tourist attraction and of cultural education, implies the definition and implementation of acceptable standards.

In any case, with the future in mind, it

is the respect of the world, cultural and natural heritage which must take precedence over any other considerations however justified these may be from a social, political or economic point of view.

Such respect cannot be ensured solely by policies regarding the siting of equipment and of guidance of the tourist movement based on the limitations of use and of density which may not be disregarded without impunity.

Additionally one must condemn any siting of tourist equipment or services in contradiction with the prime preoccupation due to the respect we owe to the existing cultural heritage.

II. BASIS FOR ACTION

Resting on the foregoing,

❖ the bodies representing tourism, on one the hand, and the protection of the natural and monumental heritage, on the other, deeply convinced that the protection and promotion of the natural and cultural heritage for the benefit of the many cannot be en-

'WELCOME TO AUSTRALIA': AUSTRALIAN TOURIST COMMISSION

Australia has a proud history of National Parks. We were the first country in the world to proclaim a "National Park". Royal National Park in Sydney in 1879.

More than 50 million years of isolated evolution has made the Great South Land (as it was known in Cook's days) a country of contrasts. Our koala, kangaroo, platypus, wombat and echidna are but a few of the 140 native marsupials which join with an equally unique collection of trees and plants to make up the Australian "Bush". For Australians, the Bush is anything outside a city—from rolling farmlands to luxuriant rainforests and the sparse mallee scrub of the Great Outback.

The global significance of Australia's natural treasures has been recognised by the declaration of nine world heritage areas covering such distinct features as the Great Barrier Reef, Uluru (Ayers Rock), the Queensland rainforests and the ancient, mist shrouded peaks of south-west Tasmania.

VISITOR GUIDELINES

FOR THE PROTECTION OF

AUSTRALIA'S ENVIRONMENT AND HERITAGE
Australia is a beautiful and ancient land hosting a remarkable diversity of unusual plants, animals and landscapes.

We ask you to help us establish a harmony between people and the natural

environment so that fragile habitats and places of cultural importance are conserved for future generations. Please observe the following.

AUSTRALIA'S NATIVE PLANTS AND ANIMALS, CULTURAL SITES AND LANDSCAPES

- ❖ Photograph but do not remove or mark any feature of the natural environment and cultural sites.
- ❖ Be careful not to drop any non-native seeds, fruit or plants within the natural environment.
- ❖ Move quietly and carefully as noise can disturb native birds, animals and reptiles.

sured unless it be in an orderly fashion, i.e. by integrating cultural assets in to the social and economic objectives which are part of planning the resources of the states, regions and local communities,

- ❖ acknowledge with the greatest interest the measures which each of them states it is prepared to take in its own sphere of influence as expressed in the appendices to the present Declaration,
- ❖ appeal to the will of the states to ensure the fast and energetic implementation of the International Convention for the Protection of the World Cultural and Natural Heritage adopted on 16 November 1972 and of the Nairobi Recommendation,
- ❖ trust that the World Tourist Organization fulfilling its aims and UNESCO, in the framework of the Convention mentioned above, shall exert all efforts in cooperation with the signatory bodies and all others who in future may rally to ensure the implementation of the policy which the signatory

bodies have defined as the only one able to protect Mankind against the effects of tourism's anarchical growth which would result in the denial of its own objectives.

They express the wish that the states by the means of their administrative structures, shall adopt all appropriate measures to facilitate the information and training of persons travelling for tourist purposes inside and out of their country of origin.

Conscious of the acute need which prevails now to change the attitude of the public at large towards the phenomena, they express the wish that from school age onwards children and adolescents be educated to understand and respect the monuments, the sites and the cultural heritage and that all written, spoken or visual information media should thereby efficaciously contributing to effective universal understanding.

Unanimous in their concern for the protection of the cultural patrimony

which is the very basis of international tourism, they undertake to help in the fight initiated on all fronts against the destruction of said heritage by all known sources of pollution; and they appeal to the architects and scientific experts of the whole world so that the most advanced resources of modern technology be used for the protection of monuments.

They recommend that the specialists who shall be called upon to conceive and implement the tourist use of the cultural and natural heritage should receive training adapted to the multi-faceted nature of the problem, and should be associated from the outset in the programming and performance of the development and tourist equipment plans.

They solemnly declare that their action is to respect and protect the authenticity and diversity of the cultural values in developing regions and countries as in industrialized nations since the fate of Mankind's cultural heritage is of the very same nature everywhere in the face of tourism's likely expansion.

TRAVELLING TIPS

- ❖ Observe all signs and information boards—which are there to ensure your safety and enjoyment.
- ❖ Seek advice on road conditions, walking tracks, equipment and extremes of climate before setting out.
- ❖ Where possible keep to defined roads and tracks and avoid fragile areas such as wetlands, alpine zones or vegetated sand dunes.
- ❖ Observe local fire restrictions and be careful with cigarette butts and matches.
- ❖ Detour around areas being rehabilitated or where scientific research is occurring.
- ❖ Experience the natural environment by walking, canoeing or bicycling, and generally minimizing motorised transport.

LITTER AND POLLUTION

- ❖ Place litter in receptacles or carry it with you back to base.
- ❖ Water is scarce in this arid country so practice conservation and avoid pollution.
- ❖ If toilets are unavailable, bury waste away from water.
- ❖ Respect you fellow traveller' right to peaceful enjoyment of our beautiful environment.

THE PRIVACY OF OTHERS

- ❖ Permission may be required to visit some cultural sites.
- ❖ Seek permission before photographing other people.
- ❖ Consider the privacy, cultural heritage, habits and traditions of host communities.

- ❖ Respect your fellow travellers' rights to peaceful enjoyment of our beautiful environment.

ENCOURAGE OTHERS TO PROTECT OUR ENVIRONMENT

- ❖ Seek advice and co-operation of your tour guides and other tourism personnel in following these guidelines on how to protect Australia's unique and natural environment.

By following these guidelines, you will actively help to preserve Australia's unique environment for the pleasure for future Australians and our visitors.

We are proud to share our country. Please visit us again.

IMPLEMENTATION OF ENVIRONMENTAL CODES OF CONDUCT FOR TOURISM

Codes of conduct must be implemented if their potential benefits are to be realized. In most industries, including tourism, codes are often poorly implemented.

If real changes are to be made, the organizations that develop codes must take responsibility for implementing them. Since codes are usually developed by governments and industry associations as part of an overall environment policy, implementation is rarely directly only to the codes but is part of a larger process.

This chapter provides examples of the tools and the programmes which both the public and the private sectors have found useful in implementation.

MAKING A START

The implementation process is best begun by appointing a working group or task force to plan and carry out implementation of the code. Indeed, working groups of this kind, comprising all the various stakeholders, are often used to prepare the code in the first place, and this makes implementation easier. In the United Kingdom, for example, the Secretary of State for Employment commissioned a task force to investigate environmental conflicts related to tourism, and to identify the retroactive action that had taken place. The work of the task force, which concentrated largely on the practical aspects of visitor management, was published and subsequently triggered off many other initiatives. In Finland, a working group of government representatives, including members of the Finnish Tourist Board, were made responsible for the development and dissemination of the environmental code for tourism. This group has now been expanded to include industry representatives, and will spearhead the implementation of the code.

METHODS OF IMPLEMENTATION

A number of tools can be used to support the implementation of the codes. These tools, which are used by government, non-government and industry organizations alike, are listed below.

- ❖ dissemination and publicity campaigns;

- ❖ publications;
- ❖ seminars and conferences;
- ❖ pilot projects;
- ❖ awards;
- ❖ education and training; and
- ❖ technical assistance.

These tools will prove more effective when they are combined in an integrated package. Examples of such packages are given in the boxes to this chapter, which deal separately with packages designed by national organizations, tourism associations and non-governmental organizations.

DISSEMINATION AND PUBLICITY CAMPAIGNS

The first, and most important, step in implementation is to let people know of the existence of the code. Attention should be directed at both the industry and the general public. This can be done through announcements in the national and local press, on radio and television, and by the production of videos, brochures and books (see publications, below). Special lectures can be arranged in schools, universities and industries. A particularly effective means of raising public awareness is the use of awards and the donation of insignia for special achievements.

The World Travel & Tourism Council, for example, launched a campaign of this kind called GREEN GLOBE. This combined a global awareness programme with an environmental management programme aimed at all organizations within the industry. Its aims were to increase environmental responsiveness throughout the industry, obtain participation from all sectors, emphasize that good environmental practice is good business, demonstrate the commitment of the industry through the use of the GREEN GLOBE logo, and highlight examples of best practice and outstanding progress.

WWF is an organization which has the raising of public awareness of environmental issues as one of its main goals. To do this it produces many public service an-

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INTEGRATED PACKAGES: NATIONAL ORGANIZATIONS

COSTA RICA

The Costa Rican Tourist Bureau, in coordination with the Ministry of Natural Resources, Mining, and Energy, and the National Parks Service, prepared general management plans for the country's protected regions. These studies are being carried out by the University of Costa Rica.

To ensure that communities near the protected areas receive real benefits from tourism, a Tourism Micro-Business organization was founded with representation from a number of tourism sectors. The organization supports training and educational programmes on tourism and the environment for young people in these communities.

ENGLAND

The Country Code has been implemented with the production of publications, government-appointed task forces, seminars and workshops, and pilot projects.

The English Tourist Board (ETB), together with the Countryside Commission and the Rural Development Commission, has published *The Green Light*, which provides guidelines for the development, management, and marketing of sustainable tourism. This was followed in September 1993 by a National Demonstration Project which produced an environmental audit kit for tourism businesses.

The ETB has also focused on tourism issues in sensitive areas with the publication *Tourism in National Parks—A Guide to Good Practice* and a green tourism award. Following a seminar on Tourism and the Environment in August 1990, the Secretary of State for Employment commissioned a task force to examine the environmental difficulties and challenges surrounding the development and management of tourism, and what counteractive measures are currently in practice. The work of the Task Force is published in *Tourism and the Environment—Maintaining a Balance*. This document discusses

tourism development and management, presents ways of tackling problems, and recommends solutions. Subsequently, several seminars were held to stimulate local action. Several pilot projects were also launched to demonstrate techniques of environmentally-responsible tourism.

FINLAND

Codes of conduct were originally developed by the Finnish Tourist Board (FTB), together with a working group which was chaired by the FTB and included representatives from the Finish Rural Tourism Group, the Ministry of Environment, the National Board of Water and the Environment, the Finnish Municipal Association, the Association of Rural Centres, and the Finnish Association for Nature Protection. A publicity campaign accompanied the dissemination of the code.

In 1993 this group was enlarged to include industry representatives, and four sub-groups were formed: hotels and restaurants, travel agencies, rural tourism and the public sector. In this context, the Association of Finnish Travel Agents has published a leaflet called *Green Ideas for your Trip*.

Meanwhile, the Ministry of Environment has received a number of project proposals from the private sector. These proposals will be examined with a view to mounting pilot projects as examples of good sustainable tourism practice.

SCOTLAND

The Tourism and Environment Initiative of the Scottish Tourist Board (STB) has published two brochures.

The first, *Guidelines for the Development of Tourism Management Programmes*, seeks to encourage the development of environmentally-sensitive tourism. The implementation of these guidelines is spearheaded by a task force which comprises representatives of the STB, Scottish Heritage and other organi-

zations. Help will be provided by government bodies, but the STB hopes that the major responsibility and commitment will come from local bodies. Private sector involvement will also be encouraged.

Pilot projects for the implementation of the guidelines have been established at Callanish, Loch Ness, Trossachs, Loch Doon, St Andrews and Kilmartin. Other sectoral initiatives are being investigated for caravans, footpaths coastal erosion and tourist routes.

The second publication, *Going Green*, seeks to encourage environmentally sound practices in the tourism industry. This publication is intended to make people think about what they can do to ensure that their tourism enterprise treats the environment in a sensitive manner.

THAILAND

The Tourism Authority of Thailand (TAT) is carrying out an Environmental Awareness Programme (EAP) for tourism promoters and developers. A handbook has been produced on the development of different tourist destinations such as temples, caves, mountains, waterfalls, reservoirs and coastal areas. These guidelines are intended to minimize conflicts between tourism development and the environment.

Training programmes and lectures on tourism and conservation are provided for civil servants, private sector employees, students and other interested parties. Through the Annual Training Programme for 200 Youth Leaders, the TAT launches a high-profile publicity campaign designed to raise public awareness of environmental issues related to tourism.

Other functions of the EAP include environment research and impact studies, budgetary support for sustainable tourism and conservation efforts, and the establishment of the Foundation for the Protection of the Environment and Tourism.

INTEGRATED PACKAGES: INDUSTRIAL BODIES

THE INTERNATIONAL CHAMBER OF COMMERCE

The ICC Business Charter for Sustainable Development, now translated into 24 languages, has the support of 1 200 companies around the world. To help its members implement the Charter, the ICC has developed a number of tools including a guide to effective environmental auditing, a question-and-answer leaflet explaining the charter, and a quarterly bulletin. The Global Environment Management Initiative (GEMI) has published the *Environmental Self-Assessment Program* to help business assess their progress.

The ICC and UNEP have formed an Advisory Panel to promote partnership and cooperation in support of the charter.

PACIFIC ASIA TRAVEL ASSOCIATION

PATA set up a task force comprising travel, tourism and related industry specialists to analyse destinations, products and services, and make recommendations on how they could be improved. It has also created the PATA Foundation, a non-profit organization which awards scholarships and grants, including the Duncan Sandys Scholarships which are UK-based, custom-made programmes for managers from the Pacific Asian region; and the EDIT Scholarships, which provide funding for an executive development course at the School of Travel and Industry Management at the University of Hawaii.

PATA sponsors workshops and conferences to raise awareness and highlight the importance of sustainable tourism. Train-the-trainer workshops are conducted to teach management, marketing, communication and planning skills.

In 1994, PATA launched its Green Leaf programme which offered companies the opportunity to affirm their support for the PATA code. Participating companies received stickers, logos for use on stationery, and a certificate.

WORLD TRAVEL & TOURISM COUNCIL

The World Travel & Tourism Environment Research Centre was established by the WTTC to create an academic centre for travel and tourism environmental issues, and databases of industry and government action. The rationale is to ensure that programs can be analysed objectively and best practice identified. The WTTC environmental guidelines were used as a framework for analysing corporate practices in 1992 and 1993. The databases were started with information collected through questionnaires addressed to members of the WTTC.

The centre publishes an annual review, which includes a state of the art of environmental Travel & Tourism worldwide, as well as bi-annual newsletters.

In 1994, the WTTC launched an environmental management improvement and public awareness programme, named GREEN GLOBE, which provides participating companies with continuous support, education and training, information on best practices, and access to a global environment database.

Participating companies can display the GREEN GLOBE logo to acknowledge their commitment to environmental best practice. They are also eligible for the GREEN GLOBE Achievements awards.

THE INTERNATIONAL HOTELS ENVIRONMENT INITIATIVE

The IHEI has published *Environmental Management for Hotels—the industry guide to best practice* and established its first regional chapter, the Asia Pacific Hotels Environment, intended to promote environmental awareness and action in hotels in Asia. With UNEP/IE and the IHA, it has also prepared an environmental toolkit for small and medium-sized hotels.

AMERICAN SOCIETY OF TRAVEL AGENTS

ASTA and the *Smithsonian* magazine jointly sponsor annual awards for indi-

viduals, companies or countries that have shown extraordinary efforts to preserve the environment while furthering responsible travel and tourism. The awards are announced at ASTA's annual world congress.

THE INTERNATIONAL YOUTH HOSTELS FEDERATION

The IYHF has developed guidelines and a work plan to help national associations implement its 1992 Environmental Charter. Guidelines and check lists are provided for national associations which include advice on:

- ❖ incorporating the charter in national policies;
- ❖ responsibility for implementation;
- ❖ developing a work plan;
- ❖ supporting hostel managers; and
- ❖ monitoring and reporting.

The work plan also lists minimum standards and advanced activities for each of the issue areas with which the charter deals. These are

- ❖ consumption of resources;
- ❖ waste minimization;
- ❖ recycling;
- ❖ control and reduction of pollution;
- ❖ encouraging use of public transport;
- ❖ energy conservation;
- ❖ conservation and protection; and
- ❖ environmental education.

AUSTRALIAN TOURISM

INDUSTRY ASSOCIATION (ATIA)

Building on its Code of Environmental Practice, ATIA has developed guidelines for specific sectors, the first called *Environmental Guidelines for Tourist Developments* (1993). An annual Tourism Scholarship Programme is organized jointly with the WTTC. ATIA participated in the development of the Australian National Ecotourism Strategy, and is now serving on the steering committee for the development of the National Accreditation Scheme.

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nouncements, video news releases and documentary films, some of which deal with travel and transport issues. Other organizations that have used publicity campaigns as part of their implementation process are the ICC, PATA (with its Gold Awards) and ASTA. The Tourist Authority of Thailand has also launched a publicity campaign to raise environmental awareness amongst local populations. Dissemination of the Finnish codes was supported by a publicity campaign and the Tourism Development Authority of Trinidad and Tobago aims to create public awareness of environment matters through the national press and by launching national competitions.

Publication of codes of conduct is not in itself a sufficient means of implementing codes, though a well written code that is published and then widely disseminated will be partially implemented. Additional techniques, however, are nearly always required.

PUBLICATIONS

Publications are one of the main ways of supporting the implementation of codes. Examples include:

- ❖ *The Green Light*, published by the English Tourist Board, the Countryside Commission and the Rural Development Board in the United Kingdom;
- ❖ *Tourism in National Parks* published by the English Tourist Board;
- ❖ the findings of the Task Force commissioned by the UK Secretary of State for Employment were published in *Tourism and the Environment—Maintaining a Balance*;
- ❖ the Environment Initiative of the Scottish Tourist Board has published *Guidelines for the Development of Tourism*, and *Going Green*;
- ❖ the Tourism Authority of Thailand has produced a handbook on the development of different types of tourist destination;
- ❖ the WTTC/WTTERC produces reports, occasional publications and newsletters.
- ❖ the International Hotels Environment Initiative (IHEI) has published a manual called *Environmental Management in the Hotel Industry—an Industry Guide to Best Practice*;
- ❖ based on the ICC Charter, the Global Environment Management Initiative (GEMI) published in 1992 the *Environmental Self-Assessment Program* which is intended to provide helpful ideas for assessing and developing management programmes and improving

environmental quality performance; and

- ❖ the International Conference on Monuments and Sites (ICOMOS) has produced a publication called *Management of Tourism in World Heritage Sites*.

SEMINARS AND CONFERENCES

Seminars and conferences are a popular means of implementing codes of conduct. The tourism development authority of Trinidad and Tobago, for example, organizes seminars and workshops to increase environmental awareness of the local population. PATA sponsors workshops and conferences to raise awareness and highlight the importance of sustainable tourism. Train-the-trainer workshops are conducted throughout the region to teach essential research, management, marketing, communication and planning skills.

Other organizations that seek to implement their codes in this way include the English Tourist Board, the Scottish Tourist Board, the Ecotourism Society, ICOMOS, the World Wide Fund for Nature (WWF) and the World Conservation Union.

PILOT PROJECTS

Pilot projects are usually used to demonstrate, test and put into practice development and management strategies. They are often the final step in the implementation process.

In an effort to demonstrate the issues highlighted in nation's ethics and environmental code of conduct, the Costa Rican Tourist Bureau has, in coordination with the Ministry of Natural Resources, Mining and Energy, and the National Parks Service, developed General Management Plans for protected regions in the country. In the United Kingdom, following publication of the *Green Light* by the English Tourist Board, the Countryside Commission and the Rural Development Board, a national demonstration project was initiated. This resulted in the production of an environmental kit for small and medium-sized tourism businesses. Also in the United Kingdom, following the publication of the findings of the task force commissioned by the Secretary of State for Employment, several seminars were held to stimulate action on a local level. This was followed by pilot projects to explore and further demonstrate techniques of environmental management and responsible tourism. Pilot projects have also been set up in Scotland.

INTEGRATED PACKAGES: NON-GOVERNMENTAL ORGANIZATIONS

A number of international organizations are involved in the implementation of concepts and guidelines related to sustainable development. While not all those described below deal specifically with transport and tourism, their experience in implementing environmental codes is relevant to the tourist and transport industry.

INTERNATIONAL COUNCIL FOR MONUMENTS AND SITES

ICOMOS provides development and management advice, opportunities for education, and engages in some promotional activity. It also maintains specialized international committees on a number of topics including cultural tourism, rock art, archeological heritage management, historic towns, and historic gardens and sites.

The council is involved in the development of management techniques for cultural properties and training programmes. It organizes expert missions and sponsors the International Day for Monuments and Sites (April 18).

ICOMOS' many publications include *Management Guidelines for Cultural World Heritage Sites*.

WORLD WIDE FUND FOR NATURE

WWF promotes public awareness of conservation problems and raises funds for the protection of threatened species and environments. It has a number of specific activities related to tourism.

WWF's principles of sustainable tourism development have been recently published in *Beyond the Green Horizon*. This publication discusses each principle, and provides a number of case studies to demonstrate their use.

WWF produces many public service announcements, video news releases and documentary films, some of which deal with travel and transport issues.

THE WORLD CONSERVATION UNION

The IUCN has supported many conservation and sustainable development programmes throughout the world for more than a decade. The IUCN Joint Programme on Strategies for Sustainability consists of two components:

- ❖ the conceptual component, which supports the exchange and analysis of experience concerning the development and implementation of strategies for sustainability; and
- ❖ field services, designed to strengthen local capacities to prepare and implement strategies for sustainability.

The Joint Programme is carried out by:

- ❖ Establishing regional networks of strategy practitioners: during 1992-93 networks were started in Africa, Asia and Latin America, and they are now being set up in the Pacific, Europe, North America and the Caribbean. The formation of these networks begins with regional workshops which are used to share and analyse experience. This experience is then disseminated in the form of guides, regional reviews, and training programmes.
- ❖ Publishing guides on preparing and implementing strategies for sustainability at national and local levels. A guide on the monitoring and evaluation of sustainable development strategies is being prepared. Additional guides are planned on indigenous peoples, environmental education, environmental assessment, economics, participation and communication and environmental law.
- ❖ Synthesizing the lessons learnt from work on strategies, and then distributing the result to practitioners, decision makers, governments and donor agencies.
- ❖ Applying the lessons learnt through field assistance to new and on-going projects; via partnerships with gov-

ernments, NGOs, communities and agencies, IUCN provides short and long-term field assistance in all elements of the development, implementation and monitoring of sustainable strategies.

- ❖ Running a database on strategies. A related database is being developed on the processes and results of strategies.

AWARDS

Awards are a way of both implementing codes and monitoring their effectiveness. As consumer demand for 'greener' tourism increases, awards often prove to be a valuable marketing tool, and method of public disclosure. Examples of organizations which have launched environmental awards include:

- ❖ the Green Tourism Awards scheme (later renamed The Tourism and Environment Award) developed by English Tourist Board;
- ❖ the GREEN GLOBE environmental management, implementation and public awareness programme of the WTTC has an achievement awards programme;
- ❖ the Pacific Area Travel Association (PATA) makes its 'Gold' awards annually; and
- ❖ the American Society of Travel Agents (ASTA)/Smithsonian also makes annual environmental awards.

EDUCATION AND TRAINING

Education and training are essential for all members of the tourism industry if environmental performance is to be improved. Several tourism organizations are now making serious efforts to provide appropriate education and training.

PATA provides education scholarships through the PATA Foundation, and conducts 'train-the-trainer' workshops throughout the Asia Pacific region. PATA was also instrumental in founding the Travel and Industry management school at the University of Hawaii. Training programmes and lectures are also provided by the Tourism Authority of Thailand for government and private sector employees. Training for 200 youth leaders on environment and conservation management is provided on an annual basis.

The WTTC has recently opened its World Travel & Tourism Human Resource Centre (WTTHRC) in Vancouver, Canada. In one of its first projects, WTTHRC will work closely with the WTTTC to develop practical GREEN GLOBE education and training packages on travel, tourism and the environment.

In Costa Rica, the Tourism Micro Business organization was set up as part of the pilot project to demonstrate

the issues highlighted in the country code. This organization supports educational programmes on the environment for young people living near protected areas.

The International Conference on Monuments and Sites (ICOMOS) also provides technical and management training on the conservation and management of monuments and cultural sites.

The World Wide Fund for Nature (WWF) uses educational techniques in its field projects. In Jamaica a project to diversify tourism in one particular area was achieved by a workshop in which participants included all the relevant stakeholders who examined the different tourism scenarios for 'best fit' in terms of level and profile, and then produced a strategy to implement it.

TECHNICAL ASSISTANCE

PATA operates a task force for tourism and related industry specialists to analyse destinations, products, and services, and make recommendations on how they could be improved. The World Travel & Tourism Council provides technical assistance through its GREEN GLOBE project, as does PATA through its Green Leaf programme.

ICOMOS conducts expert missions at the request of international and national organizations and governments. Many NGOs also conduct expert missions at the request of international organizations and governments.

In an industry as fragmented as tourism, research networks play an useful role in catalysing and disseminating information on different approaches to environmental management and examples of best practice. For this reason, The World Travel & Tourism Council (WTTC) established the World Travel & Tourism Environment Research Centre (WTTTC) to create an academic centre for travel and tourism issues, and a database for government and industry action.

MONITORING AND REPORTING

THE IMPORTANCE OF MONITORING AND REPORTING

After making a commitment to put a code into action, it is essential to measure the progress achieved and to share the results. Approval and signature of codes are largely meaningless unless performance against agreed practices can be assessed and reported. The governments and organizations that develop codes and overall environmental policies have an essential role to play in following up the results, aggregating the information and providing a useful information exchange with others, thus leading to further improvements.

The importance of monitoring environmental performances is now widely recognized, particularly in highly environmentally-sensitive sectors. Tools such as environmental audits and total quality management approaches are now acknowledged as essential components of good environmental management in a growing number of sectors. However they are only starting to be developed in most services sectors and in particular in tourism. Codes could play a significant role in accelerating their development.

Monitoring and reporting, though two distinct processes, are in fact one function. However, most industries give much higher priority to monitoring than to reporting.

The reporting of environmental performance is still at a very early stage of development. There is also controversy as to how reporting information should be verified independently by a third party or by other members of the same organization. However, the importance of reporting for sustainable development was stressed in Agenda 21 which states that 'Business and Industry should be encouraged to report annually on their environmental records, as well as on their use of energy and natural resources'. The existence of codes may play a significant role in promoting such practices.

Several codes have stressed the importance of monitoring and reporting:

- ❖ the ICC Business Charter for Sustainable Development, in particular principle 16: 'To measure environmental performance; to conduct regular environmen-

GREEN GLOBE

The World Travel & Tourism Council (WTTC) has launched a global environmental management improvement and public awareness programme, named GREEN GLOBE. Built on the WTTC environmental guidelines, GREEN GLOBE calls for the adoption of positive environmental goals and practices by all sectors and individual organizations of the industry.

The guiding principle behind GREEN GLOBE is on-going environmental management, implementation and improve-

ment. Participating firms are encouraged to develop, implement and improve on their environmental performance.

The participating tourism companies are provided with a range of support services, including:

- ❖ expert advice from Green Flag International and the World Travel & Tourism Environment Research Council (WTERC) on the development, implementation and monitoring of environmental management systems to suit individual needs; and

- ❖ continuous support, education and training, information on best practices, and access to a global environment database.

Provided continuous improvement is demonstrated, participating companies are able to display the GREEN GLOBE logo, which publicly acknowledges their commitment to environmental best practice.



tal audits and assessments of compliance with company requirements, legal requirements and these principles and periodically to provide appropriate information to the Board of Directors, shareholders, employees, the authorities and the public’;

- ❖ the WTTC Guidelines: ‘targets for improvements should be established and monitored’; and
- ❖ the WWF/Tourism Concern *Principles for Sustainable Development* state that ‘on-going research and monitoring by the industry using effective data collection and analysis is essential to help solve problems and to bring benefits to destinations, the industry and consumers’.

THE BENEFITS OF MONITORING AND REPORTING

The ICC Business Charter for Sustainable Development suggests that environmental monitoring offers three major advantages.

- ❖ *The improvement of policy and performance*

Monitoring provides organizations with a means of improving policies, programmes and environmental performance, taking into account the use of new technologies, the application of scientific advance, consumer needs and community expectations.

- ❖ *The promotion of openness*

Openness and dialogue with employees and the public is stimulated by monitoring. Organizations should anticipate and respond to concern about the impacts of their operations on the environment by addressing the concerns of employees, customers, consumers and communities.

- ❖ *The assessment of progress*

Monitoring enables environmental performance to be measured, and leads to the internal and external reporting of this information. Organizations can then assess their progress in attaining environmental objec-

THE GREEN EVALUATION PROGRAMME



The Green Evaluation Programme, designed and developed by the Ecotourism Society (TES), is an environmental assessment programme which was launched in 1994. The programme is designed to monitor the performance of nature tourism companies according to the standards articulated in the Ecotourism guidelines for nature tour operators.

TES believes that as eco-labelling becomes increasingly popular and better executed, the Green Evaluation Programme will prove of great interest to the entire travel industry.

Most nature tour operators work independently of travel agents, either because they are able to market their tours themselves, or because they work with counterparts that can provide this ser-

vice. As a result, no programme exists to educate travel agents on how to select a responsible nature tour for their clients.

TES believes that the Green Evaluation Programme will be useful to travel agents because it provides the background information agents need to select genuine ecotours for their clients. In addition, this programme will bring tourists a deeper understanding of the issues involved in responsible ecotourism.

The programme is based on consumer questionnaires and educational packages, which will be distributed by participating tour operators to their clients in designated countries. Consumers who decide to participate will be asked to answer questions objectively—not according to their level of satisfaction with a tour’s services. For example, travellers will be asked to evaluate the information they receive before the tour, the ability of their guides to prepare them for limiting their impacts in each fragile habitat they visit, and the environmental impacts they can observe while on trails

or in the water. These and many other questions will be included in the questionnaires, which will be returned directly to TES in sealed envelopes.

This process will be carried out over one year so that valid samples can be taken for statistical analysis. Highly negative or positive responses elicited by circumstances that may arise on just one particular tour will be screened out, producing a fairer view of the overall product.

TES does recognize the limitations of consumer evaluation, particularly when dealing with difficult questions of specific environmental and cultural impacts. However, TES decided to use consumers as evaluators because they are the only group that is always present on a wide variety of tours.

Countries designated for evaluation are selected on the basis of requests from governments or the private sector; Ecuador is the first destination to be evaluated, with the participation of the Ecuadorian Ecotourism Association and Clemson University.

tives, and the degree to which this progress complies with legislative requirements.

These principles have been adapted to suit the specific needs of the tourism industry by the industry's leaders, with active support from industry organizations and non-government organizations.

Other benefits of environmental reporting include:

- ❖ an opportunity to inform customers of the environmental efforts being made by companies, and of the environmental sensitivity of its products;
- ❖ improvement of the corporate image; and
- ❖ ability to assess customer awareness and attitudes to codes.

The fact that many businesses in most sectors of the tourism industry are small and medium-sized enterprises makes the existence of codes particularly important for achieving an industry-wide consensus and improving practices.

A number of organizations and industry associations have issued publications to raise awareness on the importance of monitoring and reporting, provide examples of initiatives in the field and furnish practical information on how to monitor and report on environmental performances. These publications make recommendations as to how firms can define and implement their own policies in the field.

These efforts have often addressed industry as a whole, rather than the tourism industry in particular (see References, page 63). They include:

- ❖ *The Environmental Self-Assessment Programme* (based on the ICC's Business Charter for Sustainable Development) published by the Global Environmental Management Initiative (GEMI) in 1992. This publication has been designed to evaluate and improve environmental management and performance over time, with a focus on corporate-level policy, systems, and performance measurement programmes which are relative to the 16 principles of the ICC Charter. GEMI also published, in 1993, a document called *Total Quality Environmental Management* which outlines the methods of applying total quality management to corporate environmental strategies;
- ❖ The 1988 issue of *Industry and Environment* (published by UNEP/IE) devoted to environmental auditing.
- ❖ *Company Environmental Reporting* explaining the need to report, summarizing the ingredients of reporting and providing examples of reporting in various sectors (UNEP/IE, 1994);

- ❖ *The ICC Guide to Effective Environmental Auditing* (1991);
- ❖ *Environmental reporting, a manager's guide*, published in 1994 by the World Industry Council for the Environment (WICE, a global coalition of enterprises initiated in 1993 by the ICC);
- ❖ The Public Environment Reporting Initiative (PERI) comprised of some major US companies also published guidelines on environmental reporting in 1994.

For the travel and tourism sector, special mention should be made of the WITTERC Newsletter *Environment and development*, No. 2, November 1993, devoted to 'The self-regulatory option' which includes an account of British Airways' environment programme. Other publications produced by WITTERC also provide information about the initiatives taken by companies to manage their environmental performance.

For the hotels sector, UNEP/IE, IHEI and the IHA will publish in 1995 the *Environmental Tool-Kit for Small and Medium-Sized Hotels*. This will explain to hotel managers how to develop, implement and maintain an environmental management system and how to monitor environmental performance.

THE MONITORING AND REPORTING PROCESS

Monitoring can be used to:

- ❖ measure the response, and the level of acceptance, of the contents of the codes;
- ❖ measure the extent of implementation of the code—the activities have been initiated as a direct response to the code; and
- ❖ identify the areas where implementation efforts failed or had poor results, and why, and take appropriate measures to reach the goals defined.

Monitoring is an on-going process, which should ideally be begun when the code is disseminated. The Australian Government, for example, integrated ecologically sustainable development strategies into its National Tourism Strategy. Within this framework the Australian Tourism Industry Association adopted similar guidelines, and performs regular monitoring to ascertain the overall response to its code.

The two most important monitoring initiatives in the tourism industry have been made by The World Travel & Tourism Council and the Ecotourism Society.

The WTTC has launched a global environmental

management improvement and public awareness programme, named GREEN GLOBE (see box on page 53). Participating firms are encouraged to develop, implement and, above all, monitor and report on their environmental performance.

The PATA Green Leaf programme provides checklists that will help companies and organizations to assess their environmental practices and the implementation of the PATA code.

The Ecotourism Society (TES) has published ecotourism guidelines for nature tour operators. These cover pre-departure visitor education and information, guiding, management and monitoring programmes. The latter provide guidelines on the prevention of accumulated impacts of tourism on the environment. Also included are recommendations about how services should be delivered, with what objectives, and for whose benefit.

When it disseminated these guidelines, TES launched a continuous monitoring programme to evaluate the general response to, and the level of acceptance of, this effort. Tour operators are encouraged to comment through an evaluation form which is included with the guidelines. The form also provides an opportunity to suggest new ideas on guidelines (see page 54).

Looking further ahead, the next stage, after monitoring and reporting, may be to monitor customer awareness. Only by monitoring what actual tourists think will tourism bodies really be able to understand the likelihood of change. The industry may also eventually be forced to adopt or will decide to promote some form of code enforcement.

CONCLUSIONS AND RECOMMENDATIONS

The case for the tourism industry to develop its voluntary codes of conduct on the environment is overwhelmingly strong. This industry, above all others, depends primarily on conserving and improving the environment which is its main trading asset. Since the industry is composed of a great many small and medium-sized firms, it makes sense for it to opt as far as possible for self-regulation, and voluntary codes are one of the best ways of achieving this.

For this reason, voluntary codes of conduct are likely to grow in importance as the tourism industry increasingly realizes the advantages that self-regulation have to offer over direct government and international controls. Although most codes are relatively recent, more are therefore likely to be produced in the years to come, and a further review of the state of codes in a few years time is likely to be extremely illuminating. However, a warning note should be sounded: too many codes, especially if they carry conflicting messages, could be almost as dangerous as too few—the duplication of codes in some areas could result in confusion rather than purposeful action.

Environmental codes of conduct for the tourism industry serve a number of functions over and above the obvious ones of helping to preserve the environment on which the industry depends, preserving biodiversity and reducing pollution. Codes are also an important means of raising general awareness about the relationship between the industry and the environment, and about the industry's concern for the environment. In addition, some codes have been compiled not for the industry but for the tourists themselves. Such codes are important in helping preserve the environment, particularly in sensitive areas. They also help raise the awareness of tourists that their actions may have environmental implications.

Codes are important to the industry in their own right. Developing succinct and effective codes is an important aid for businesses trying to develop and manage their activities in an environmentally-sound way. In this sense, codes must be placed in their proper context, which is as one tool in the development of sound business policies and strategies. Eventually, codes may need to become, to some degree, enforceable if they are to be-

come primary management tools. The Antarctic Tour Operators, through their association, are already influencing developments in Antarctica since they are determined on expelling any members which do not adhere strictly to the association's code.

Since about 1990 many international and national organizations, tourist organizations and NGOs have produced codes of conduct. Some of them are reproduced in this publication. However, the analysis of the codes assembled during the UNEP/IE survey, and the views of the workshop held later to discuss the survey and this publication, indicate a number of important points about codes.

First, they must be positive, specific and action-oriented. If codes are too vague they have no bite and signatories commit themselves to very little when adopting them. Real change requires real codes, with real objectives.

Although codes must be tailored specifically to the situation they confront, most have several features in common. These are:

- ❖ the need to make an overall commitment to the physical and human environment, to accept responsibility for environmental damage and take corrective action where necessary, and to promote and reward outstanding environmental performance;
- ❖ the need to develop policies and strategies that take account of land-use planning regulations and the need to protect some areas from further development;
- ❖ the need to develop management policies that enhance beneficial and minimize adverse impacts on the environment; and
- ❖ the need to cooperate with other firms, sectors and countries.

It is important that codes are not developed in isolation. All codes should be the result of partnerships, with other businesses, with tourists themselves or with potential host communities, as appropriate.

Secondly, codes are nothing more than words on pa-

per if they are not implemented. It is essential to consider the implementation and monitoring of codes from the very beginning, even at the time when they are being drafted. While many organizations have already prepared codes, far fewer have given serious thought to implementation and monitoring. Those that have, however, have developed interesting packages of measures which comprise:

- ❖ publicity and dissemination campaigns;
- ❖ publications of all types;
- ❖ the provision of expert services to signatories of the code;
- ❖ the provision of networks to improve communication between participants;
- ❖ the organization of conferences and seminars for the exchange of ideas;
- ❖ the provision of awards for outstanding environmental behaviour; and
- ❖ the organization of demonstration projects to set examples for others to follow.

To be most efficient, measures such as publications, seminars and conferences must be practical in orientation and directed at specific audiences.

Finally, there is an important need to monitor, report and evaluate the implementation of codes. Since few codes have been in existence for more than three or four years, there has been little progress in this area to date. Nevertheless, some organizations are monitoring progress, or requiring adherents to the codes to monitor their own performance or to make their own reports on progress. Monitoring and evaluation, just like the production of codes, should incorporate the reactions of people directly affected by the codes.

The most important conclusion of all is simple: an overall management strategy is needed which will integrate all the activities involved—code preparation, implementation, reporting and evaluation.

Because of the importance of the tourism industry in many countries, and of the relationship that exists between the tourism industry and the environment, the business industry is now developing environmental codes with some speed. It is to be hoped that these developments will be able to serve as a model for other industries, an event which will in turn enhance the overall image of the tourist industry.

USEFUL INFORMATION

ABBREVIATIONS

AIT/FIA	Alliance Internationale de Tourisme/ Fédération Internationale de l'Automobile:
ASTA	American Society of Travel Agents
ATA	Africa Travel Association
ATCM	Antarctic Treaty Consultative Meetings
ATIA	Australian Tourism Industry Association
ETAG	European Tourism Action Group
ETB	English Tourist Board
FTB	Finnish Tourist Board
GEMI	Global Environmental Management Initiative
IAATO	International Association of Antarctic Tour Operators
ICC	International Chamber of Commerce
ICOMOS	International Conference on Monuments and Sites
IHA	International Hotels Association
IHEI	International Hotels Environment Initiative
IIPT	International Institute for Peace through Tourism
IUCN	The World Conservation Union
NGO	Non-governmental organization
PATA	Pacific Asian Travel Association
PERI	The Public Environment Reporting Initiative
STB	Scottish Tourist Board
TAT	Tourism Authority of Thailand
TES	The Ecotourism Society
TIAC	Tourism Industry Association of Canada
UNCED	United Nations Conference on Environment and Development
UNEP	United Nations Environment Programme
UNEP/IE	United Nations Environment Programme Industry and Environment
WICE	World Industry Council for the Environment
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council
WTTERC	World Travel and Tourism Environment Research Centre
WWF	The World Wide Fund for Nature

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APPENDIX

WORLD TOURISM ORGANIZATION:

TOURISM BILL OF RIGHTS AND TOURIST CODE

The General Assembly of the World Tourism Organization at its sixth ordinary session held at Sofia (People's Republic of Bulgaria) from 17 to 26 September 1985:

1. AWARE of the importance of tourism in the life of peoples because of its direct and positive effects on the social, economic, cultural and educational sectors of national society and the contribution it can make, in the spirit of the United Nations Charter of the Manila Declaration on World Tourism, to improving mutual understanding, bringing peoples closer together and, consequently, strengthening international cooperation,

2. RECALLING that, as recognized by the General Assembly of the United Nations, the World Tourism Organization has a central and decisive role in the development of tourism with a view to contributing, in accordance with Article 3, paragraph 1 of its Statutes, "to economic development, international understanding, peace, prosperity and universal respect for, and observation of, human rights and fundamental freedoms for all without distinction as to race, sex, language or religion",

3. RECALLING for Universal Declaration of Human Rights adopted by the General Assembly of the United Nations on 10 December 1948, and in particular Article 24 which provides that "Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay", as well as the

International Covenant on Economic, Social and Cultural Rights adopted by the General Assembly of the United Nations on 16 December 1966, which invites States to ensure for everyone "Rest, leisure and reasonable limitation of working hours and periodic holidays with pay, as well as remuneration for public holidays",

4. CONSIDERING the resolution and recommendations adopted by the United Nations Conference on International Travel and Tourism (Rome, September 1963), and particularly those aimed at promoting tourism development in the various countries and at simplifying government formalities in respect of international travel,

5. DRAWING ITS INSPIRATION from the principles set forth in the Manila Declaration on World Tourism adopted by the World Tourism Conference on 10 October 1980, which emphasizes the true, human dimension of tourism, recognizes the new role of tourism as an appropriate instrument for improving the quality of life of all peoples and as a vital force for peace and international understanding and defines the responsibility of States for developing tourism and, in particular, for fostering awareness of tourism among the peoples of the world and protecting and enhancing the tourism resources which are part of mankind's heritage, with a view to contributing to the establishment of a new international economic order,

6. SOLEMNLY AFFIRMING, as a natural consequence of the right to work, the fundamental right of everyone, as already sanctioned by the Universal Declaration of Human Rights, to rest, leisure periodic holidays with pay and to use them for holiday purposes, to travel freely for education and pleasure and to enjoy the advantages of tourism, both within his country of residence and abroad,

7. INVITES the States to draw inspiration from the principles set forth below substituting the Tourism Bill of Rights and Tourist Guide, and to apply them in accordance with the procedures prescribed in the legislation and regulations of their own countries.

TOURISM BILL OF RIGHTS

Article I

1. The right of everyone to rest and leisure, reasonable limitation of working hours, periodic leave with pay and freedom of movement without limitation, within the bounds of the law, is universally recognized.

2. The exercise of this right constitutes a factor of social balance and enhancement of national and universal awareness.

Article II

As a consequence of this right, the States should formulate and implement policies aimed at promoting the harmonious development of domestic and international tourism and leisure activities for the benefit of all those

taking part in them.

Article III

To this end the States should:

a) encourage the orderly and harmonious growth of both domestic and international tourism;

b) integrate their tourism policies with their development policies at all levels-local, regional, national and international - and broaden tourism co-operation within both a bilateral and multilateral framework, including that of the World Tourism Organization

c) give due attention to the principles of the Manila Declaration on World Tourism and the Acapulco Document while formulating and implementing, as appropriate, their tourism policies, plans and programmes, in accordance with their national priorities and within the framework of the programme of work of the World Tourism Organization;

d) encourage the adoption of measures enabling everyone to participate in domestic and international tourism, especially by a better allocation of work and leisure time, the establishment or improvement of systems of annual leave with pay and the staggering of holiday dates and by particular attention to tourism for the young, elderly and disabled and

e) in the interest of present and future generations, protect the tourism environment which, being at once human, natural, social and cultural, is the legacy of all mankind.

Article IV

The States should also:

a) encourage the access of domestic and international tourists to the heritage of the host communities by applying the provisions of existing facilitation instruments issuing from the United Nations, the International

Civil Aviation Organization, the International Maritime Organization, the Customs Co-operation Council or from any other body, the World Tourism Organization in particular, with a view to increasingly liberalizing travel;

b) promote tourism awareness and facilitate contact between visitors and host communities with a view to mutual understanding and betterment;

c) ensure the safety of visitors and the security of their belongings through preventive and protective measures;

d) afford the best possible conditions of hygiene and access to health services as well as of the prevention of communicable diseases and accidents;

e) prevent any possibility of using tourism to exploit others for prostitution purposes; and

f) reinforce, for the protection of tourists and the population of the host community, measures to prevent the illegal use of narcotics.

Article V

The States should lastly:

a) permit domestic and international tourists to move freely about the country, without prejudice to any limitative measures taken in the national interest concerning certain areas of the territory;

b) not allow any discriminatory measures in regard to tourists;

c) allow tourists prompt access to administrative and legal services and to consular representatives, and make available internal and external public communications; and

d) contribute to the information of tourists with a view to fostering understanding of the customs of the

populations constituting the host communities at places of transit and sojourn.

Article VI

1. The populations constituting the host communities in places of transit and sojourn are entitled to free access to their own tourism resources while fostering respect, through their attitude and behaviour, for their natural and cultural environment.

2. They are also entitled to expect from tourists understanding of and respect for their customs, religions and other elements of their cultures which are part of the human heritage.

3. To facilitate such understanding and respect, the dissemination of appropriate information should be encouraged on:

a) the customs of host communities, their traditional and religious practices, local taboos and sacred sites and shrines which must be respected;

b) their artistic, archaeological and cultural treasures which must be preserved; and

c) wildlife and other natural resources which must be protected.

Article VII

The populations constituting the host communities in places of transit and sojourn are invited to receive tourists with the greatest possible hospitality, courtesy and respect necessary for the development of harmonious human and social relations.

Article VIII

1. Tourism professionals and suppliers of tourism and travel services can make a positive contribution to tourism development and to implementation of the provisions of this Bill of Rights.

ABOUT UNEP INDUSTRY AND ENVIRONMENT CENTRE

The Industry and Environment centre was established by UNEP in 1975 to bring industry and government together to promote environmentally sound industrial development. UNEP IE is located in Paris and its goals are to:

- 1) Encourage the incorporation of environmental criteria in industrial development plans
- 2) Facilitate the implementation of procedures and principles for the protection of the environment
- 3) Promote the use of safe and clean technologies
- 4) Stimulate the exchange of information and experience throughout the world.

UNEP IE provides access to practical information and develops co-operative on-site action and information exchange backed by regular follow-up and assessment. To promote the transfer of information and the sharing of knowledge and experience, UNEP IE has developed three complementary tools: technical reviews and guidelines; *Industry and Environment* - a quarterly review, and a technical query-response service. In keeping with its emphasis on technical co-operation, UNEP IE facilitates technology transfer and the implementation of practices to safeguard the environment through promoting awareness and interaction, training and diagnostic studies.

Some recent UNEP IE Publications

Industry and Environment (quarterly) deals with issues relevant to industrial development, such as auditing, waste management industry-specific problems, environmental news.

Partnerships for Sustainable Development the Role of Business and Industry, a joint UNEP/PWBLF/Tufts University Publication, ISBN 1-899159-00-2, 92p., 1994

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