

## Set of Criteria for Tour Operators

February 2014

### 1. MANAGEMENT

	<b>Guiding principles</b>
1.1	The company has a set of guiding principles or a mission statement which is published on the company website and refers to the following aspects: (i) human rights, (ii) working conditions, (iii) environmental protection, (iv) biodiversity, (v) continuous improvement.
	<b>CSR representative</b>
1.2	The company management takes responsibility for CSR and has designated a responsible CSR representative and equipped him/her with sufficient time resources and competences. The CSR representative coordinates the internal sustainability duties and is contact person for external stakeholders.
	<b>Legal compliance</b>
1.3	The company ensures that all relevant laws are complied with (e.g. health, safety, employment and environmental aspects, anti-corruption).
	<b>Supplier code</b>
1.4	The company ensures (e.g. through contractual clauses or a supplier code of conduct) that their suppliers adhere to basic sustainability principles in the following areas: (i) human rights, (ii) working conditions, (iii) environmental protection and (iv) biodiversity.
	<b>Human rights</b>
1.5	The company has identified the relevant human rights aspects and risks and established procedures for carrying out due diligence.
	<b>Child Protection Code</b>
1.6	The company has signed the Child Protection Code (businesses with 10 or more employees).
	<b>Stakeholder analysis</b>
1.7	The company has identified its internal and external stakeholders (e.g. through stakeholder mapping) and has evaluated the mutual interactions.
	<b>Stakeholder dialogue</b>
1.8	The company undertakes an active CSR dialogue with its stakeholders, provides information about its own CSR management and supports the sustainable development of the stakeholder.
	<b>Information and communication</b>
1.9	The company actively promotes sustainable travel to its customers.
	<b>Prioritisation of the spheres of activity</b>
1.10	The company has carried out an evaluation, established priorities regarding sustainability topics, and has identified its most important spheres of activity (portfolio analysis).

1.11	<b>Monitoring and continuous improvement</b> Company suggestion schemes and improvement management are functional. Within the framework of continuous improvement monitoring, the improvement programme will be updated annually.
1.12	<b>Sustainability report</b> For every certification and re-certification the company prepares a sustainability report with current data and indicators.
<b>2. ECONOMIC DATA</b>	
2.1	<b>Economic sustainability</b> The company regularly gathers data on economic sustainability.
2.1.1	Revenue structure
2.1.2	Revenue trend of previous 3 years
2.1.3	Turnover per employee
2.1.4	Profit margin
2.1.5	Expenditure pattern
2.1.6	Proportion (%) of booking price going to destination countries
<b>3. TRAVEL PRODUCTS</b>	
3.1	<b>Product portfolio</b> The company regularly gathers data on its sold trips.
3.1.1	Total number of booked nights
3.1.2	Number of travel products (brokered by own company and partner agencies)
3.1.3	Number of individual and group travelers
3.1.4	Average length of individual and group trips
3.2	<b>Product development</b> The company regularly evaluates the degree of sustainability in its own travel products.
3.2.1	CSR Index (%) product development
3.3	<b>CO<sub>2</sub> emissions from tourist trips (incl. transport and accommodation)</b> The company regularly gathers data on the climatic impact of the trips it sells.
3.3.1	CO <sub>2</sub> emissions (t) (transport + accommodation)
3.3.2	Offset CO <sub>2</sub> emissions (t)
3.3.3	Proportion (%) of carbon offset
3.3.4	CO <sub>2</sub> emissions (kg) minus offset carbon emissions per customer and day
3.4	<b>CO<sub>2</sub> emissions from transport</b> The company regularly gathers data on the climatic impact of its transport suppliers.
3.4.1	Flight kilometers (km) total
3.4.2	Flight kilometers (km) per customer
3.4.3	Average flight kilometers (km) per night
3.4.4	CO <sub>2</sub> emissions (t) for transport in total

3.4.5	CO <sub>2</sub> /km (t) to/from and in destination, per transport type
3.4.6	CO <sub>2</sub> /km (t) to/from and in destination in total
3.5	<b>CO<sub>2</sub> emissions from overnight stays</b> The company regularly gathers data on the climatic impact of overnight stays.
3.5.1	Total number of overnight stays
3.5.2	Number of overnight stays, per accommodation category
3.5.3	Energy consumption (kWh) for overnight stays in total
3.5.4	Energy consumption (kWh) per accommodation category
3.5.5	CO <sub>2</sub> (t) for overnight stays in total
3.5.6	CO <sub>2</sub> (t) per accommodation category
<b>4. CUSTOMERS</b>	
4.1	<b>Customer satisfaction</b> The company regularly gathers data on customer satisfaction.
4.1.1	Satisfaction index (%) customers
4.1.2	Response rate (%) to customer survey
4.1.3	Guide to customer ratio (group size per guide)
4.2	<b>Customer information</b> The company regularly surveys the degree of quality and sustainability in its customer information.
4.2.1	CSR Index (%) customer information
<b>5. EMPLOYEES</b>	
5.1	<b>Sustainability training</b> All employees (including those at the destination) receive CSR training (at least once a year) in the subjects of: (i) human rights, (ii) working conditions (incl. health and safety protection), (iii) environmental protection and (iv) biodiversity.
5.2	<b>Salary</b> The company orients itself around the standard wage and collective agreements.
5.3	<b>Overtime regulations</b> The company has overtime regulations.
5.4	<b>Voluntary employee benefits</b> The company has a system of voluntary employee benefits.
5.5	<b>Representation of interests</b> The company supports a works council or representation of employee interests.
5.6	<b>Fairness and inclusion</b> The company offers fair and equal training and employment opportunities, irrespective of origin, ethnicity, age, religion, sexual orientation or disability.
5.7	<b>Employment structure</b> The company regularly gathers data on employment structure.
5.7.1	Number of employees (full-time equivalent)

5.7.2	Number of managerial positions, specialist personnel, apprentices, other employees
5.7.3	Proportion (%) of women in managerial positions
5.8	<b>Employee satisfaction</b> The company regularly surveys levels of employee satisfaction.
5.8.1	Satisfaction index (%) employees
5.8.2	Proportion (%) of participants answering survey
5.8.3	Average length of employment (years)
<b>6. COMPANY ECOLOGY</b>	
6.1	<b>Energy</b> The company regularly surveys energy consumption at its office location.
6.1.1	Energy consumption (kWh) in total and per employee
6.1.2	Electricity consumption (kWh) in total and per employee
6.1.3	Heating energy consumption (kWh) in total and per employee
6.2	<b>Green electricity</b> The company uses 100% green electricity.
6.3	<b>CO<sub>2</sub> emissions</b> The company regularly surveys the CO <sub>2</sub> emissions at the office location.
6.3.1	CO <sub>2</sub> emissions (t) in total and according to cause (electricity, heating, business travel)
6.3.2	CO <sub>2</sub> emissions (t) from business flights
6.3.3	CO <sub>2</sub> emissions (t) per employee
6.4	<b>Business flights offsetting</b> The company offsets its own business flights by at least 50%.
6.4.1	Proportion (%) of offset business flights
6.5	<b>Paper</b> The company regularly surveys its paper consumption at the office location.
6.5.1	Paper weight (kg) in total and per employee
6.5.2	Paper weight (kg) per traveler
6.5.3	Proportion (%) of recycled paper within total paper consumption
6.6	<b>Procurement</b> The company purchases sustainable (regionally produced, organic, environmentally friendly and fairly traded) products and services.
6.6.1	Proportion (%) of expenditure on sustainable products and services
<b>7. CONTRACTORS IN THE SUPPLY CHAIN</b>	
7.1	<b>Partner agencies</b> The company regularly carries out a survey with its partner agencies and assesses their level of sustainability.
7.1.1	CSR Index (%) partner agencies
7.1.2	Number of partner agencies in total

7.1.3	Proportion (%) of agencies surveyed
7.1.4	Proportion (%) of partner agencies with GSTC-recognised sustainability label
7.2	<b>Accommodation</b> The company regularly carries out a survey of accommodation providers and assesses their level of sustainability.
7.2.1	CSR Index (%) accommodations
7.2.2	Number of accommodations in total
7.2.3	Proportion (%) of accommodations surveyed
7.2.4	Proportion (%) of accommodations with GSTC-recognised sustainability label
7.3	<b>Tour guides</b> The company regularly carries out a survey of its tour guides and assesses their level of sustainability.
7.3.1	CSR Index (%) tour guides
7.3.2	Number of tour leaders in total
7.3.3	Proportion (%) of tour leaders surveyed
<b>8. COMMUNITY INVOLVEMENT</b>	
8.1	<b>Support for sustainability projects</b> The company supports sustainable initiatives or projects at its own location or at the travel destinations.
8.2	Support (€) for sustainability projects