



The Travel Foundation Forum – Commitment

Our Commitment

Objective

1. The Travel Foundation provides a Forum where stakeholders from industry, Government and NGOs can work together to create a step-change in the implementation of sustainable tourism practices by the UK outbound tourism industry, and build the foundation for an ongoing process of continual improvement and engagement.

Context

2. Tourism has a significant positive impact on the development of economies in destinations. But there are opportunities, particularly in developing countries, to increase the benefit to local communities. Tourism can also have adverse impacts on the environment, culture and livelihoods in the destination. A careful balance is required between accessing the economic benefits of tourism, while promoting the long term sustainability of the destination.
3. Sustainable tourism is the operation and development of tourism that delivers a satisfying experience to consumers, while preserving the environment of the destination, respecting local cultures and maximising the economic and social benefits to local communities.
4. The Travel Foundation seeks to make progress in the following target areas:
 - Promotion of sustainable livelihoods for local communities through participation in tourism
 - Minimising the use of scarce resources – land, soil, energy and water
 - reducing pollution, waste, noise and congestion
 - addressing tourism's contribution to climate change
 - conservation of plants, animals, ecosystems and landscapes including protected areas
 - respecting the integrity of the local cultures and avoiding negative effects on social structures of communities affected by the tourism industry
 - increasing the economic and social benefits from tourism to destination communities
 - encouraging responsible behaviour by tourists
 - integration of actions to address sustainability issues into core business practice
5. The Travel Foundation recognises that progress will be maximised if UK companies adopt a common approach to introducing sustainable tourism practice in partnership with other stakeholders. We will develop and introduce quantitative indicators to set targets and assess progress.

Your Commitment

6. Members of the Forum will work together in a process of continuous improvement in sustainable tourism practice. Implementation of the initial approaches will lead to more ambitious and stretching programmes.

7. Initial priority actions will be:

- Implementation of preferred codes of practice supported by practical tools that allow continuous improvement in the environmental and social performance of supply chain partners in destinations. This will be undertaken in close co-operation with the partners with an initial priority focus on hotels.
- Building multi – stakeholder partnerships in destinations to identify and address priority areas in promoting sustainable tourism practice
- Developing a communication process that will engage consumers and other stakeholders in sustainable tourism issues

8. Employees of Tourism businesses will

8a. Commit to develop and implement a policy and associated strategy to integrate and implement sustainable tourism practices into their mainstream business activities with indicators to track progress: and to engage with other stakeholders to achieve the goals of the initiative. Tour operators, travel agents, cruising companies, transport operators and accommodation providers and also required to have answered 'yes' to at least three statements in questions 1, 2, 3, 5, or 6 of the joining form after the first year of membership.

8b. Commit to annually updating the Travel Foundation with company information relevant to the industry and sustainable practises. This information will be used by the Travel Foundation to assess progress in the industry.

9. NGOs, other organisations and individuals will

9a. Commit to engage with other stakeholders to achieve the goals of the initiative to create a step change in the implementation of sustainable tourism practices by the UK outbound tourism industry.

9b. Respond to questionnaires regarding to the industry and sustainable practises, should the Travel Foundation require them to.

Terms and Conditions associated with Forum membership

1. Logo usage

Forum members are permitted to use the logo, when adhering to the following terms and conditions:

- Tourism businesses who tick 'yes' to at least three of the statements in questions 1, 2, 3, 5, or 6 of the joining form. These demonstrate an organisations commitment to sustainable tourism. NGO's, other organisations and individuals should email forum@thetravelfoundation.org.uk for permission of use.
- The Logo should never be used without the accompanying statement: *'We've signed up to the Travel Foundation's Forum and have committed to take action on sustainability within our business.'*
- The Logo should not be used in website footers without the accompanying statement.
- Where used online, the logo should link to the Travel Foundation's consumer website www.makeholidaysgreener.org.uk
- When used in print, a copy of the piece should be sent to forum@thetravelfoundation.org.uk for permission of use to be granted

2. Termination of membership

- The Travel Foundation reserves the right to terminate Forum membership at any point, should an organisation or individual cause reputational risk, damage or bring the Foundation in to disrepute.

3. Data submission

- Annually, the Travel Foundation will sample 10% of Forum members for best practise case studies, based on the information that you have provided. The data collection form will be used as a basis for selecting case studies, so please help us to do this by providing the most accurate data possible. We will require supporting evidence for the statements that you have made. Should it come to our attention that the data submitted is not accurate, the Travel Foundation reserves the right to revoke Forum membership.