

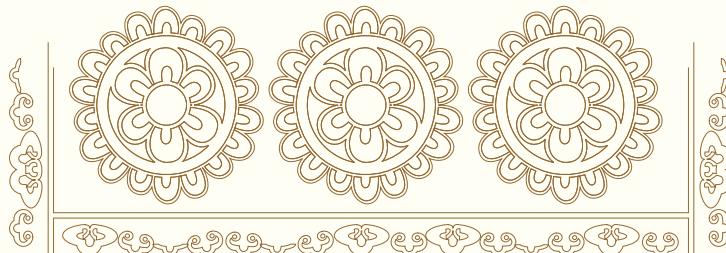
SUSTAINABLE TOURISM

SUSTAINABLE TOURISM FOR INDIA



CRITERIA AND INDICATORS

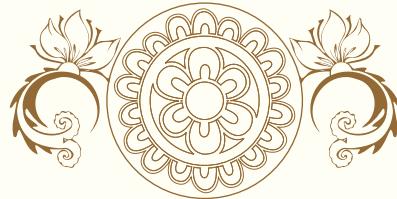
APPLICABLE TO ACCOMMODATION SECTOR AND TOUR OPERATORS



Ministry of Tourism, Government of India
www.incredibleindia.org

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1. Preface

Sustainable tourism practices in India are not new, bound together by the twin travel dicta of Bharat Darshan and Atithi Devo Bhavah, now known the world over through the medium of the Incredible India campaign.

When undertaking a journey away from home, indeed that of life itself, we ought to be guided by the quality of life's offering and taking from our environment what is needed, while responsibly leaving behind that which would sustain the destination and future travellers.

Today, that balance has been eroded by global shifts in population with resultant quantum leaps in the call on the earth's depleting finite resources, despite innovations in technology and access to information.

Quicker access to distant locations, larger disposable incomes and rising lifestyle aspirations now characterise the growing numbers of travellers. When the balance between natural processes is subjected to heavy pressure, the resultant damage can create positions where weather patterns and lifestyles are thrown out of gear.

Burning of fossil fuels and the ensuing greenhouse effect has led to global warming while the use of non-biodegradable containers such as aerosols has dented the ozone shield, raising ultra-violet radiation.

Accommodation units, tour operators, MSME providers of visitor services, transporters and nature tour outfitters are all part of the supply chain which must balance bio-diversity conservation with the professional quality of visitor experiences. Essentially, this implies meeting the challenge to create a sustainable balance between visitor numbers without sacrificing natural and cultural heritage. For tourism service providers, this also means acceptance of sustainable service agreements, facilitated by the government and targeting sustainable visitor satisfaction.

In fragile eco-systems, this takes on another crucial dimension. Local communities become the motive force for sustainable practices, especially in the preservation of cultural identities and natural heritage. While tempering the impact of the ecological footprint, this can also create the pressure point for an equitable local share in the economic benefits of tourism.

These considerations continue to be central to the Ministry of Tourism's priorities for the 12th Five Year Plan.

This publication brings these strands together, with the expectation that tourism today will enable future communities and travellers to also gain from sustainable, inclusive experiences.

2. Background

The tourism sector's capability as a sustainable and inclusive development driver, especially for livelihoods, was renewed with the 10th Five Year Plan, the National Tourism Policy, the global Incredible India campaign and the Millennium Development Goals.

To supplement traditional farm-based income, many rural communities have moved towards livelihood diversification. Such attempts have included out-migration or provision of visitor services on tourism circuits in various states.

Industrialization and development trends worldwide have fostered urban-centric growth, often disconnected with the rural heartland. This trend of urbanization has also dented job opportunities and income levels in rural areas, apart from an urbanization syndrome in the countryside. Conversely, the stresses of urban life have created a need for counter-urbanization, which could, for example, strengthen the bond between India and Bharat.

Sustainable tourism can provide solutions to the issues of inclusive growth. Besides, the 'return to roots' focus, in tourism, is interlinked with increased access to information, enlarged interest in heritage and culture, improved accessibility and climate change concerns.

India has taken a lead in this field. Tourism experiences across the country now provide quality time visits for participatory settings, where the takeaway includes the enduring way of life, art, culture and heritage that are community-owned, culturally expressive and environmentally sustainable. There is simultaneous benefit for local communities with the enriching connection between visitor and host. Attitudes and mindsets are transformed, imparting local pride and visitor appreciation. The visitor thus comes face to front with India's vernacular traditions as they vibe with the present.

The geographical spread and habitat diversity of India makes it a multiple-interest, all-season destination.

Sustainable visitor strategies based on art, craft, cultural & natural heritage and environment care can hence target larger tourism yields, which could contribute significantly to conservation and to the rural sector in particular.

Tourism hence has the potential of being a non-polluting, sustainable, income provider. With the global emphasis on sustainability and combating climate change, this creates a major opportunity to position the Indian tourism experience as a unique visitor takeaway, in low-impact settings.

The primary target segment here is low-volume but high-yield visitors, compatible with the carrying capacity of the local environment, alternate energy options, local community acceptance and visitor satisfaction. This income route can reach the most disadvantaged, if local communities are strengthened through support to capacity building and sustainable rural infrastructure, while laying emphasis on the role of women and youth.

3. Sustainable Tourism Scenario

Tourism is one economic sector in India that has the potential to grow at a high rate and ensure the development of infrastructure at the destinations. It has the capacity to capitalize on the country's success in the services sector and provide sustainable models of growth.

In India, the travel and tourism sector is estimated to create 78 jobs per million rupees of investment, compared to 45 jobs in the manufacturing sector for similar investment. Along with construction, it is one of the largest sectors of the service industry in India. Apart from providing employment to a wide spectrum of job seekers from the unskilled to the specialized, a higher proportion of tourism benefits [jobs, MSME trade opportunities], accrue to women. Moreover, emphasis would increasingly be given to organising more short-term courses for the unskilled workforce, as well as unemployed youth, on the pattern of 'Hunar-se-Rozgar' and 'skill certification of service providers'. Besides, strategies followed during the 11th Plan may have to be suitably recalibrated to take care of the challenges from competing countries and to harness the full potential of Indian tourism.

There are other concerns as well. A study conducted by the Ministry of Tourism, Government of India at important tourist destinations, reveals that lack of hygiene and sanitation is a major irritant for foreign and domestic tourists. Therefore, creation of awareness, as well as making the requisite facilities available, will be given high importance during 12th Five Year Plan through the following measures:

- Major social awareness campaign under the 'Atithi Devo Bhava' initiative
- Involving schools, NGOs, industry associations, etc. in carrying out sustained cleanliness drives at important tourist destinations. Suitable incentives and awards will be provided to all organizations and individuals involved in this initiative
- Top most priority will be given for sanctioning Central Financial Assistance for setting up of way-side amenities, bio-degradable toilets, etc.

While making efforts for the targeted 12th Five Year Plan growth in Foreign and domestic tourists, the Ministry will endeavour to make the growth sustainable. This is proposed to be achieved through the following measures:

- Sustainable Tourism criteria for India (STCI) and indicators for hotels, tour operators have been finalized. Similarly, the criteria and indicators for rural tourism and home-stays are being evolved. Action will be initiated for Tourism industry constituents, not yet covered.
- The scope of Market Development Assistance scheme would be enlarged to cover participation of representatives of recognised national associations in workshops/ seminars on sustainable tourism, organised by reputed organisations in India or overseas.
- Training of various stake holders under the existing plan schemes of the Ministry.

Sustainable tourism development will include advancing some of the following niche tourism products or developing additional niche products such as (h) and (i) given below:

- a) Adventure
- b) Medical
- c) Wellness
- d) Golf
- e) Polo
- f) Cruise
- g) Meetings Incentives Conferences & Exhibitions (MICE)
- h) Pilgrimage/Spiritual travel
- i) Film Tourism
- j) Eco/ Wildlife/ Caravan Tourism

As tourism is a multi-sectoral activity, active convergence in the resources of various sectors involved in promotion of tourism at Central and State level is necessary for achieving the optimum results.

The intention is that countrywide experiential tourism attractions get developed for the socio-economic benefit of local communities, especially in order to strengthen inclusive economic growth. It is equally important to ensure that increased socio-economic well-being does not cause permanent or long-term damage to the country's physical, cultural and environmental heritage. The use of existing resources, both tangible and intangible, has to be undertaken judiciously for the well-being of the present generation, but not at the cost of depriving future generations of any part of our inheritance.

The Planning Commission, in the Approach Paper to the 12th Five Year Plan, has mentioned that Tourism and Hospitality Sector has a key role to play in promoting faster, sustainable and more inclusive economic growth.

4. Sustainable Tourism Criteria for India Committee

In 1988, the United Nations World Tourism organization (UNWTO) defined sustainable tourism as 'leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems'. Later in 1992, the 'Earth Summit' in Rio established the triple principles of environmental, economic and social sustainability. Since then, the principles of sustainable tourism have been adopted by the tourism industry worldwide.

In India, the tourism sector is based on its unique endowments of biodiversity, forests, rivers, and its rich culture and heritage. The challenges in this sector lie in successfully preserving these in their original form, and making them accessible to domestic and international travelers, together with safeguarding the economic interest and heritage of local communities.

The importance of Sustainable Tourism worldwide has increased significantly due to the impact of increased human activity on climate. Nevertheless, it is necessary that the negative impact of the Tourism industry is not enlarged unrealistically. Full advantage can then be drawn from the potential of tourism for inclusive growth, with livelihood support to the poor, most disadvantaged, women and youth.

Sustainable tourism implies minimizing the negative and maximizing the positive effects of all forms and activities of tourism on:

- a. Environment

- b. Local Communities
- c. Heritage (cultural, natural, built, oral, intangible)
- d. Inclusive economic growth

Tourism is primarily driven by the private sector, with a multiplicity of stakeholders, whose sizes range from micro enterprises to large transnational corporations. The actions of these players, along with those of tourists and the local communities, determine the overall impact of tourism on the environment, whether positive or negative.

Governments – Central, State and Local – have a critical role in determining the policies for sustainable tourism. Moreover, many policies and much of the legislation surrounding sustainable tourism falls in the area of governance, such as land use, labour laws, environmental regulations and waste disposal. One of the primary functions of the Government in enhancing Sustainable Tourism is, therefore, to create an environment that enables or influences the private sector to operate more sustainably, and influence patterns of visitor flows and behaviour to optimize the impact of tourism. Positive intervention by the Government, is thus necessary, going beyond providing an enabling environment.

Recognizing its role in promoting Sustainable Tourism, the Ministry of Tourism, Government of India, had, as far back as 1998, extensively deliberated with the industry and other stakeholders to formulate the wide-ranging “Ecotourism in India – Policy and Guidelines”, covering:

- a. Ecotourism definition
- b. Ecotourism resources of India
- c. Policy and planning
- d. Operational guidelines for [i] government [ii] developers, operators and suppliers, [iii] visitors, [iv] destination population / host community, and [v] NGOs/scientific & research institutions
- e. Environmental pledge

In this, due cognizance was taken of key parameters, such as, carrying capacity, the polluter pays principle, regulatory issues, environment care, sustaining heritage (cultural, natural, built, oral, intangible), and inclusive economic growth.

Around that time, the United Nations Environment Programme (UNEP) and UNWTO brought out a publication entitled "Making Tourism More Sustainable - A Guide for Policy Makers". This lists the following aims of an agenda for sustainable tourism:

- a. Economic Viability
- b. Local Prosperity
- c. Employment Quality
- d. Social Equity
- e. Visitor Fulfillment
- f. Local Control
- g. Community Wellbeing
- h. Cultural Richness
- i. Physical Integrity
- j. Biological Diversity
- k. Resource Efficiency
- l. Environmental Purity

Later, certain organizations grouped together, garnering the goodwill of UNEP and UNWTO, to promote the "Global Sustainable Tourism Council" and their "Global Sustainable Tourism Criteria" (GSTC) for adoption by hotels and tour operators, drawn from criteria generated by a variety of sources. However, these criteria refer only to hotels and tour operators, and exclude several major constituents of the tourism industry such as local communities, destination management, transport, airlines, beaches and backwaters, wellness, as also operational focus which require indicators and governance coefficients, going beyond statements of intent.

Against this background, it was considered necessary to define criteria for sustainable tourism to suit Indian conditions, specifically taking cognizance of India's attainments in sustainability, while also considering criteria generated by other sources, including GSTC. As several stakeholders in sustainable tourism such as airlines etc., fall outside the ambit of Ministry of Tourism, Government of India, the Sustainable Tourism Criteria for India, at present include only tour operators and the accommodation sector that come directly within the Ministry's purview.

Accordingly, Ministry of Tourism, Government of India, convened a National Workshop on Sustainable Tourism Criteria for India, in July 2010.

Based on the recommendations of this National Workshop on Sustainable Tourism Criteria for India, a sub-committee chaired by the Joint Secretary (Tourism), Government of India, and comprising expert stakeholders was constituted in 2010 for defining **Sustainable Tourism Criteria for India (STCI)** and indicators.

The key concerns kept in mind by the Committee were:

- (i) Carrying capacity.
- (ii) Anthropogenic character, applying to all major human impacts on the environment.
- (iii) Local community participation, engagement and, benefit.
- (iv) Ministry of Environment & Forests, Government of India guidelines.
- (v) Bio-degradable toilets.
- (vi) Water harvesting.
- (vii) Lessons from successes and failures, national & international.
- (viii) Institutional certification and viewpoints: ISO, BIS, BEE, LEED etc.
- (ix) Polluter Pays Principle.

The Sustainable Tourism Criteria for India (STCI) and indicators, evolved by the Committee for the accommodation sector and tour operators sector, are annexed with this Report.

The ratification of these indicators and criteria by the industry associations, has progressed well, and they are now accordingly planned for implementation.

Among the ensuing tasks, the foremost is implementation of the criteria and indicators for tour operators and the accommodation sector; and the development of criteria and indicators for rural tourism and home-stays, and other sectors.

The implementation of Sustainable Tourism Criteria for India (STCI) will progress on the basis of:

1. Workshops to advocate sustainability by the Ministry of Tourism, Government of India, for all stakeholders across the regions of the country.
2. Extensive range of incentives for establishments complying with STCI, specially focusing on international market access, through the Ministry's Market Development Assistance scheme, and also, operational advantage concerning energy, water and other input requirements, as feasible.
3. Ministry of Tourism, Government of India support to proposals from all tourism sector associations for skill development, as in 'Hunar Se Rozgar' for unskilled, low-skilled and, semi-skilled and craftsperson categories.
4. MSME tourism service providers to be specially supported after meeting eligibility and STCI compliance conditions.
5. Certification through innovative use of existing mechanisms, there is a need for appointing consultants or a project monitoring unit.
6. Training of Trainers for Sustainable Tourism through institutional arrangements.
7. School and college curricula to incorporate sustainable tourism.
8. Advance calendar of participatory activities, displayed on the Ministry's website.

9. Capacity building in industry and Government by identifying institutions for developing a pool of trainers, training of trainers, etc.
10. Evolving governance coefficients, using contemporary technology, for incorporation in the rating / approval mechanism, to enable realistic monitoring and evaluation of sustainable tourism implementation by all tourism industry constituents.

5. Action Steps

1. Ratification of the Sustainable Tourism Criteria for India and Indicators for tour operators and the accommodation sector by all industry associations; and down-streamed by them to all categories of their membership for applicability. The Ministry's sanction may be re-worded accordingly.
2. Implementation of the Sustainable Tourism Criteria for India and Indicators for tour operators and the accommodation sector may be done on voluntary basis.
3. Ministry of Tourism, Government of India would convene regional sensitization workshops for all industry associations and their memberships & other stakeholders for Sustainable Tourism Criteria for India, and indicators, together with State Tourism Departments, other implementing partners and focal points.
4. Simultaneously, the Ministry will facilitate creation of governance coefficients for effective assessment of implementation of all Sustainable Tourism Criteria for India and Indicators. Action will also be initiated to create Sustainable Tourism Criteria for India and Indicators not yet devised for sectors such as tourism transport, destination management etc.
5. Similarly, sustainable tourism focus would also be professionally imparted to all NGO/Implementing Partners and to all local communities/institutions as they do not have a tourism background. This is necessary to meet visitor requirements and value chain enhancement for competitive advantage. This tourism focus should be an essential component of each site's workplan.
6. The tourism industry being a principal stakeholder, will be brought on board from project inception at all sites, to ensure local community and NGO/Implementing Partners' clarity on visitor satisfaction; and to professionally formulate the tourism product to reach target markets in India and overseas.

7. Priority to be accorded to local initiatives, especially institutional creation of Village Tourism Development Committee (VTDC), SHGs, home-stays etc. For this, software (CBSP) workplan finalization must precede hardware (infrastructure) workplan formulation, and be based on Participatory Rural Appraisal to create the site Baseline, which is the basis for gauging workplan implementation. Local felt needs should be worked into the software workplan, that must ideally lead to the hardware workplan components. Amendments to workplans can be made as per Ministry's A&RT circular letter of 9 September 2005. The Ministry's sanction may be re-worded accordingly.

8. Entry point strategy for sites' back and forward convergence as well as governance, should be mandated, to take cognizance of other schemes/yojanas at each site, to avoid duplication of workplan components and to optimise fund utilisation.

9. Central and state tourism funds may be made conditional on workplan allocation and compliance for Waste Management, Hygiene and Sanitation as pre-requisites for local communities' health and visitor satisfaction. Ministry's sanction may be re-worded accordingly.

10. A computerised Management Information System may be developed for effective reporting, and must be regularly complied with by all NGO/Implementing Partners and Focal Points.

11. Use of local materials, styles and skills must be adhered to, through advisory support of a panel of architects specialized in the vernacular idiom.

12. All MSMEs and VTDCs may be formally registered and, through community participation and empowerment of weaker sections especially women, enable local ownership of assets, with tourism revenue funneled back to the site.

13. Success benchmarks should be widely disseminated, for higher yields and to strengthen livelihoods.

14. Continual technological updating is necessary with budgetary allocation.

15. In particular, energy conservation as a catalytic intervention to address climate change concerns, may be incorporated in capacity building.

16. Since the States have legislative capability for tourism, they should proceed sensitively, especially with regard to ecological footprint.

17. A two-year advance calendar of activities be created to facilitate best-practice and implementation of Sustainable Tourism Criteria for India and Indicators by new entrants.

18. Organisations complying with Sustainable Tourism Criteria for India, may receive incentives from the Ministry of Tourism, Government of India, such as, eligibility under the Market Development Assistance Scheme, and weightage in application for National Tourism Awards.

SUSTAINABLE TOURISM CRITERIA FOR INDIA- APPLICABILITY TO ACCOMMODATION SECTOR

PRINCIPLES

A Demonstrate Effective Sustainable Management

- A 1. The organisation has implemented a long-term sustainability management system that is suitable to its reality and scale, and that considers environmental, sociocultural, quality, health and safety issues.
- A 2. The organisation is in compliance with all relevant national legislation and regulations
- A 3. All personnel receive periodic training in the management of environmental, socio-cultural, quality health and safety practices.
- A 4. Customer satisfaction is measured and corrective action taken, where appropriate.
- A 5. Promotional materials are accurate and complete and do not promise more than can be delivered by the organisation.

B Design and construction of buildings and infrastructure

- B 1. Comply with land usage and protected or heritage area requirements
- B 2. Respect the natural, cultural, social, built and heritage surroundings in siting, design, impact assessment, land rights and acquisition in, so far as new construction, including additions and extensions to property, is concerned.
- B 3. Use locally appropriate principles of sustainable construction, including local styles, skills and materials for new construction and additions or extensions to property.
- B 4. Provide access and facilities for persons with special needs in accordance with principles of universal design.
- B 5. Information about and interpretation of the natural surroundings, customs, local culture and cultural heritage is provided to visitors, as well as explanations of appropriate behaviour while visiting natural areas, living cultures and cultural heritage sites.

C Maximise social and economic benefits to the local community and minimise negative impacts

- C 1. The organisation actively supports initiatives for social and community participation and development, including, among others, infrastructure, education, health, and sanitation
- C 2. Local residents are employed, including in management positions, wherever feasible. Training is offered, as necessary.
- C 3. Local and fair trade services and goods, particularly from MSMEs, are purchased by the organisation, where available.
- C 4. The organisation encourages the means for local small entrepreneurs to develop and sell sustainable products that are based on the area's nature, history, and culture (including food and drink, crafts, performance arts, agricultural products).
- C 5. A code of behaviour for activities in indigenous and local communities has been developed, with the consent of, and in collaboration with the community and/or neighbourhood
- C 6. The organisation has implemented a policy against commercial exploitation, particularly of children and adolescents, including sexual exploitation.
- C 7. The organisation should provide equal opportunities in recruitment and career growth to all segments of society, irrespective of caste, creed, religion, ethnicity and gender, while completely shunning child labour.
- C 8. All employees, including contractual labour, are treated in accordance with national legislation and are paid a fair wage, with the minimum being in accordance with the law
- C 9. The activities of the organisation do not jeopardise the provision of basic services such as water, energy or sanitation to neighbouring communities.

D Maximise benefits to cultural and historical heritage and minimise negative impacts

- D 1. The organisation follows established guidelines or a code of behaviour at culturally, ecologically or historically sensitive sites, in order to minimise visitor impact and maximise satisfaction
- D 2. Historical and archaeological artifacts are not sold, traded or displayed, except as permitted by law.

D 3. The organisation contributes to the protection of local, historical, archaeological, culturally and spiritually important properties and sites, as well as natural phenomena, and does not impede access to them by local residents.

D 4. The intellectual property rights of local communities will be respected whenever the organisation uses elements of local art and tradition, architecture, or cultural heritage in its operations, design, decoration, food or shops.

E Maximise benefits to the environment and minimise negative impacts

E 1 Conserving Resources

E 1.1 Purchasing policy favours environmentally responsible and eco-friendly products for building materials, capital goods, food and consumables.

E 1.2 The purchase of disposable and consumer goods is measured, and the organisation actively seeks ways to reduce their use.

E 1.3 Energy consumption should be measured, sources indicated, and measures to decrease overall consumption should be adopted, while encouraging the use of renewable energy.

E 1.4 Water consumption should be measured, sources indicated and measures to decrease overall consumption, should be adopted. The organisation practices rainwater harvesting wherever water tables have been receding.

E 2 Reducing Pollution

E 2.1 The organisation implements a step-by-step plan to identify, and then quantify, sources of greenhouse gas emissions under its control, and activate measures to offset climate change in a time-bound manner.

E 2.2 Wastewater, including gray water, is treated effectively and reused, where possible.

E 2.3 A solid waste management plan is implemented, with quantitative goals to minimise waste that is non-biodegradable, not reused or recycled.

D 2.3 The use of harmful substances including pesticides, harmful chemicals, swimming pool disinfectants and cleaning material is minimised; substituted, when available, by innocuous products, and all chemical use is properly managed.

E 2.4 The organisation implements practices to reduce pollution from noise,

light, runoff, erosion, ozone-depleting compounds and air and soil contaminants.

E 3 Conserving biodiversity, ecosystems and landscapes

- E 3.1 The organisation does not participate in, accept, allow or encourage the use of, or display or trade in endangered species of flora and fauna, except trophy displays, as permitted under the law.
- E 3.2 No wildlife is held in captivity.
- E 3.3 The organisation uses endemic native species for landscaping and restoration and takes measures to avoid the introduction of invasive alien species.
- E 3.4 The organisation supports biodiversity conservation, including supporting natural protected areas and areas of high biodiversity value.
- E 3.5 Interactions with wildlife must not produce adverse effects on the viability of populations in the wild. Any disturbance of natural ecosystems is minimised, and, if it occurs inadvertently, steps are taken for immediate rehabilitation and/or compensatory contribution to conservation management.

SUSTAINABLE TOURISM CRITERIA FOR INDIA- APPLICABILITY TO TOUR OPERATORS

PRINCIPLES

A Demonstrate Effective Sustainable Management

- A 1. The organisation has implemented a long-term sustainability management system that is suitable to its reality and scale, and that considers environmental, sociocultural, quality, health and safety issues.
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- A 3. All personnel receive periodic training in the management of environmental, socio-cultural, quality health and safety practices.
- A 4. Customer satisfaction is measured and corrective action taken, where appropriate.
- A 5. Promotional materials are accurate and complete and do not promise more than can be delivered by the organisation.

B Design and construction of buildings and infrastructure

- B 1. Comply with land usage and protected or heritage area requirements
- B 2. Respect the natural, cultural, social, built and heritage surroundings in siting, design, impact assessment, land rights and acquisition in, so far as new construction, including additions and extensions to property, is concerned.
- B 3. Use locally appropriate principles of sustainable construction, including local styles, skills and materials for new construction and additions or extensions to property.
- B 4. Provide access and facilities for persons with special needs in accordance with principles of universal design.
- B 5. Information about and interpretation of the natural surroundings, customs, local culture and cultural heritage is provided to visitors, as well as explanations of appropriate behaviour while visiting natural areas, living cultures and cultural heritage sites.

C Maximise social and economic benefits to the local community and minimise negative impacts

- C 1. The organisation actively supports initiatives for social and community participation and development, including, among others, infrastructure, education, health, and sanitation
- C 2. Local residents are employed, including in management positions, wherever feasible. Training is offered, as necessary.
- C 3. Local and fair trade services and goods, particularly from MSMEs, are purchased by the organisation, where available.
- C 4. The organisation encourages the means for local small entrepreneurs to develop and sell sustainable products that are based on the area's nature, history, and culture (including food and drink, crafts, performance arts, agricultural products).
- C 5. A code of behaviour for activities in indigenous and local communities has been developed, with the consent of, and in collaboration with the community and/or neighbourhood
- C 6. The organisation has implemented a policy against commercial exploitation, particularly of children and adolescents, including sexual exploitation.
- C 7. The organisation should provide equal opportunities in recruitment and career growth to all segments of society, irrespective of caste, creed, religion, ethnicity and gender, while completely shunning child labour.
- C 8. All employees, including contractual labour, are treated in accordance with national legislation and are paid a fair wage, with the minimum being in accordance with the law
- C 9. The activities of the organisation do not jeopardise the provision of basic services such as water, energy or sanitation to neighbouring communities.

D Maximise benefits to cultural and historical heritage and minimise negative impacts

- D 1. The organisation follows established guidelines or a code of behaviour at culturally, ecologically or historically sensitive sites, in order to minimise visitor impact and maximise satisfaction
- D 2. Historical and archaeological artifacts are not sold, traded or displayed, except as permitted by law.

D 3. The organisation contributes to the protection of local, historical, archaeological, culturally and spiritually important properties and sites, as well as natural phenomena, and does not impede access to them by local residents.

D 4. The intellectual property rights of local communities will be respected whenever the organisation uses elements of local art and tradition, architecture, or cultural heritage in its operations, design, decoration, food or shops.

E Maximise benefits to the environment and minimise negative impacts

E 1 Conserving Resources

E 1.1 Purchasing policy favours environmentally responsible and eco-friendly products for building materials, capital goods, food and consumables.

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E 1.3 Energy consumption should be measured, sources indicated, and measures to decrease overall consumption should be adopted, while encouraging the use of renewable energy.

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E 2 Reducing Pollution

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E 2.3 A solid waste management plan is implemented, with quantitative goals to minimise waste that is non-biodegradable, not reused or recycled.

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- E 3.3 The organisation uses endemic native species for landscaping and restoration and takes measures to avoid the introduction of invasive alien species.
- E 3.4 The organisation supports biodiversity conservation, including supporting natural protected areas and areas of high biodiversity value.
- E 3.5 Interactions with wildlife must not produce adverse effects on the viability of populations in the wild. Any disturbance of natural ecosystems is minimised, and, if it occurs inadvertently, steps are taken for immediate rehabilitation and/or compensatory contribution to conservation management.