WE EXTEND OUR HOSPITALITY
TO THE GLOBAL TRAVEL INDUSTRY.
..But it is not only the footprint which matters..
ITB Berlin,

the world’s largest & leading travel trade show,

is actively committed to

tourism’s responsibility to the society

and advocates touristic developments

which foster human dignity, security and justice

for all participants.
Based on this mission statement and understanding that Human Rights issues cannot be treated in isolation

ITB Berlin has signed the Code of Conduct against Sexual exploitation of Children (The Code)

and has recently joint the „Roundtable on Human Rights and Tourism“

and signed the Commitment on Human Rights

*see: www.human-rights-in-tourism.net
Roundtable-members recognise the Universal Declaration of Human Rights as a legally binding basis for corporate policy and support the following covenants:

- The International Covenant on Civil and Political Rights
- The International Covenant on Economic, Social and Cultural Rights
- the Labour Standards of the International Labour Organisation (ILO)

“All human beings are born free and equal in dignity and rights. “
(Article 1, Universal Declaration of Human Rights)
Many stakeholders are already discussing or embracing ideas of sustainable & eco-friendly tourism; the next challenge is to recognize that true sustainabilty means including the Human Rights approach to tourism.

Tourism players all along the supply chain will increasingly be confronted with the question of how they face violations.

Since the UN Human Rights Council endorsed the gobally developed UN Guiding Principles on Business and Human Rights (UNGPs) in 2011, the debate has become unavoidable in all business sectors; business plays an unique role in advancing Human Rights.
Even when eco-friendly, we cannot only concentrate on the water-saving of the hotel and ignore the right to sanitation of the near-by local communities and their women’s daily struggle for water.

= “Eco-Tourism” is not enough; there is no sustainable and socially responsible tourism without the Human Rights approach!

Human Rights issues are not limited to e.g. exploitation and water but are very diverse:
Various violations and disregard of Human Rights are a reality in the tourism world..

- Violations of Human Rights because of gender, age, origin, colour of skin, sexual orientation, religious beliefs, disability, social status, medical condition..

Destinations violate the Human Rights of own citizens, of migrants, of tourists..
Commercial interests often over-ride Human Rights / this results in:

- **Sexual exploitation** of male+female children and women

- **Bonded labour**, exploitation of migrant workers

- **Missing workplace equity, health + safety**

- **Land grabbing** and **displacement of population**

- **Environmental destruction** for quick profit

- **Corruption**

- **Tourism-related water shortage; unjust water management**
A small example / apropos: **Water**

The access to water is defined a human right. **But:** 784 million people currently lack sufficient water access. *Daniel Yeo, Senior Policy Analyst, Water Aid, Meeting Summary Report Tourism Concern

- Hotel’s average daily water use per room in Zanzibar was found to be 1.482 litres – 16 times higher than the daily water consumption of local households. *Rachel Noble, Head of Policy and Research, Tourism Concern, Meeting Summary Report Tourism Concern 05.2012, page 15: Case Study from Zanzibar

→ Tourism often generates an over-exploitation of water, consuming a huge quantity (for showers, swimming pools, gardens / golf areas, laundry, catering..) - especially in warm destinations in dry season or/and in coastal areas and/or areas with low infrastructure..
Human Rights issues in tourism appear in many different variations:

- Human Rights are not implemented in destinations
- Human Rights are not implemented in tourism supply chain
- Human Rights are neglected because of tourism
- Human Rights are implemented because of tourism
- Human Rights of hosts/communities are neglected
- Human Rights of travellers are neglected
- Human Rights are neglected by travellers...
Human Rights in the frame work of community based tourism?

The principles of CBT take environmental, social, and cultural sustainability into account.

They demand to respect cultural differences and human dignity. As CBT is managed for the community and owned by the community there should be less cause of conflict in the Human Rights field.
In opposition to non-community based tourism projects no unequitable payment issues are to be expected – as there are no external entrepreneurs paying the porter, translator, driver or home stay provider but the community itself; the community has the ownership of the project.

However, it still also depends on the local conditions and community patterns whether fair and equitable life & working structures are realizable and available..

Human Rights of women, children, persons with disabilities, differing faith, sexual orientation or status can be in danger or violated..

Can / should we interfere?
Tour operators and hotels working in communities have to engage directly and transparently so that particular impacts can be understood and addressed.

Human Rights due diligence reduces the risk that companies harm the rights of others.
Real Responsible Tourism does include to respect Human Rights..

When following e.g. the principles of the Global Sustainable Tourism Criteria (GSTC) Human Rights will be automatically respected.

Examples of criteria for hotels and tour operators:

„The organization actively supports initiatives for local infrastructure and social community development including, among others, education, training, health and sanitation.“

„Tourism activity does not adversely affect local access to livelihoods, including land and aquatic resources, rights-of-way, transport and housing.“
„Local services and goods are purchased and offered by the organization, following fair-trade principles.“

„The organization has implemented a policy against commercial, sexual or any other form of exploitation and harassment, particularly of children, adolescents, women and minorities.“ (see also The Code: http://thecode.org/)

„Land and water rights, and property acquisition are legal, comply with local communal and indigenous rights, including their free, prior and informed consent, and do not require involuntary resettlement.“

„The organization offers equal employment opportunities to women, local minorities and others, including in management positions, while restraining child labor.“

(see: www.gstcouncil.org)
The complexity of Human Rights issues in tourism though implies differing challenges for the different sectors (destinations, DMCs, incoming agents, tour operators, hotels, transport providers..)

..for an individual company the leverage on certain Human Rights impacts is limited.

To be stronger and to use synergies the International Roundtable on Human Rights in Tourism, was initiated, an open multi-stakeholder platform to help fulfill Human Rights in the tourism sector.
The implementation process for tour operators acc. to the Roundtable is divided into five key fields of action:

1. **Strategy**: develop human rights business policy
2. **Survey**: assess human rights impacts of business activity
3. **Integration**: integrate human rights in corporate culture and management
4. **Remedy**: facilitate complaints and improve situation for the affected
5. **Reporting**: conduct progress review and report publicly
Further steps for tour operators:

> Introduce the tourist to the issue so that respecting Human Rights becomes a relevant factor for a travel decision

> Make your fellow tourism industry stakeholders aware and demand explanations

> Make a change in your own sales pattern: Praise sustainability, fairness and respect:

People want to feel good – being a responsible traveller is a new luxury.

(see http://www.menschenrechte-im-tourismus.net/en/)
Which are the challenges? Where are the risks?

- Complexity of the issue / how to prioritise

- Uncooperative governments

- Need for time and monetary investment for training; patience, as it takes long to influence supply partners

- Intransperancy / green-washing of partners

- Difficulty to ensure gender adequacy

- Conflicts in communities

- ...still missing best practices?
Best practise: The Kuoni Group seeks to avoid complicity in Human Rights abuses

“You can delegate authority- but not responsibility”

Stephen Comiskey

→ Kuoni has outlined its commitment to respect Human Rights in the “Kuoni Code of Conduct”:

“We aim to respect and proactively foster the internationally-recognized Human Rights within our sphere of influence, especially the rights of the most vulnerable of our society. We seek to avoid complicity in human rights abuses and to further develop appropriate response mechanisms.”

In 2013 Kuoni completed its 2nd Human Rights Impact Assessment (in India); further assessments are planned.

(Full report available on website /see: http://www.kuoni.com/corp-responsibility)
There is a growing understanding that lack of respect for Human Rights will in the short and long term lead to environmental degradation and bad community relations which can deeply undermine the product and the efforts of a destination.

Destinations cannot be seen separated from the people that live in them:

You call it destination, they call it home..
Best Practice:

Small tour operator: The Blue Yonder (TBY / Official ITB Responsible Tourism Partner)

From the very beginning grassroot-driven

„Creating better places for people to live in – and then share them with the travelers“
Marari Beach, CGH Earth, Kerala, India
Opportunities/benefits of respecting Human Rights:

➢ Practising social responsibility gives a competitive advantage and is also a tool to increase revenue.

➢ An increasing number of travelers stimulate demand—as do investors and critical media.

➢ In the long-term, businesses will be exposed to reputational risk when not implementing the Human Rights issue in their cooperate policy.

➢ Tourism can be a strong vehicle to foster change; ..and you do „the right thing“..!!
Cultural exchange benefits the host communities, the traveler + everybody in the supply chain
> No false smiles but hosts who are really interested and satisfied
> No out-sourced, underpaid chambermaids / personnel; fair income
> No desperate prostitution and no trafficking..
My presentation is a call for action

..to open up for a holistic approach

To become socially responsible in matters of tourism means to support a sustainable tourism which is responsible in regards with nature, environment, climate and people.

→ People have Human Rights.

So there is need to look into the issue of Human Rights in Tourism, all along the tourist supply chain.

Get involved, do not ignore the bad sides of our wonderful industry!
Akhun!

See you at the ITB Responsible Tourism Events

@ ITB Asia from October 29 to 31, 2014

@ ITB Berlin from March 4 to 8, 2015!

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Valuable Approaches and Frameworks:


- **The Institute for Human Rights and Business (IHRB)**: [www.ihrb.org](http://www.ihrb.org)

Further valuable Approaches:

- Tourism Concern/Tourism Watch: [www.tourismconcern.org.uk](http://www.tourismconcern.org.uk) - they launched e.g. an interactive map tracking tourism-related Human Rights abuses; - they support „Universal Design“ as an inclusive design concept for tourism-for-all / Accessible Tourism
- Quick Check "Menschenrechte für Reiseveranstalter“: [www.tourcert.org](http://www.tourcert.org)
- My Business and Human Rights (EN) - [ec.europa.eu](http://ec.europa.eu)