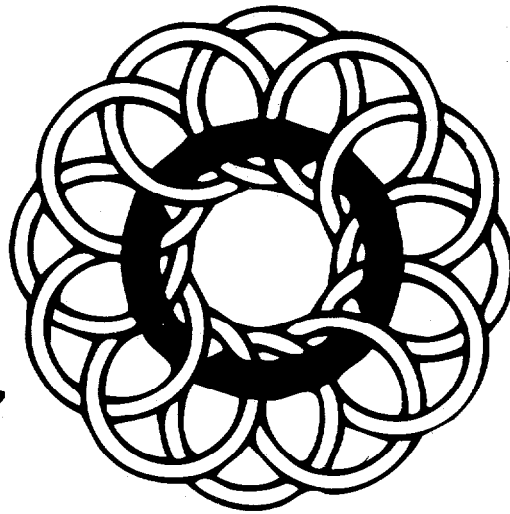


# **Code of Ethics and Guidelines for Sustainable Tourism**



**Tourism Industry  
Association of Canada**

**National Round Table  
on the Environment  
and the Economy**

# Tourism Industry Association of Canada

## National Round Table on the Environment and the Economy

Dear Colleague,

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 on the Environment and the Economy and the Provincial Round Tables of Prince Edward Island and Saskatchewan, to initiate a dialogue on "Sustainable Tourism". The dialogue has resulted in a "Code of Ethics for Tourists", "Code of Ethics for the Industry", and a set of "Recommended Guidelines" for the industry in total and certain key sectors.

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;

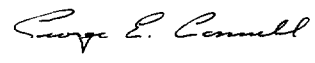
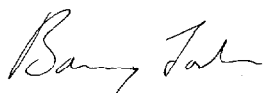
provide a source of motivation, and team spirit for staff at all levels;

improve the quality of life within our host communities;

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.



Barry Joslin  
Chairman of the Board  
Tourism Industry  
Association of Canada

George Connell, Ph. D.  
Chairman, National Round  
Table on the Environment  
and the Economy

## SPONSORS

- \* Department of Industry, Science and Technology -  
TOURISM CANADA
- Government of Newfoundland and Labrador,  
Department of Development
- Nova Scotia Department of Tourism and Culture
- New Brunswick Department of Tourism, Recreation  
and Heritage
- Prince Edward Island Department of Tourism and  
Parks
- Ontario Ministry of Tourism and Recreation
- Manitoba Department of Industry, Trade and Tourism
- Saskatchewan Economic Diversification and Trade
- Alberta Tourism
- British Columbia Ministry of Development, Trade and  
Tourism
- Yukon Tourism
- Government of the N.W.T., Economic Development  
and Tourism
- Atlantic Canada Opportunities Agency
- Western Economic Diversification
- \* National Round Table on the Environment and the  
Economy
- \* Prince Edward Island Round Table on the Environment  
and the Economy
- \* Saskatchewan Round Table on the Environment and  
the Economy
- \* Tourism Industry Association of Canada
- \* Heritage Canada
- Hospitality Newfoundland and Labrador
- Tourism Industry Association of Prince Edward Island
- Les Associations Touristiques Régionales Associées du  
Québec
- Tourism Ontario
- Tourism Industry Association of Saskatchewan
- Tourism Industry Association of Alberta

### Project Coordination:

International Institute for Peace Through Tourism

\* Steering Committee Members

# SUSTAINABLE TOURISM

---

## Guidelines For Tour Operators

### 1.0 Policy, Planning and Decision-Making

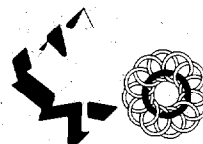
- 1.1 Prepare a sustainable tourism policy statement with a commitment to socially, culturally and environmentally responsible practices in planning and conducting tours.
- 1.2 Conduct periodic monitoring and evaluation of tours to ensure compliance with the sustainable tourism policy statement and regulations of the host destination.

### 2.0 The Tourism Experience

- 2.1 Provide a high quality tourism experience which brings satisfaction and enrichment to clients, brings greater knowledge and appreciation of natural and cultural heritage, and promotes an understanding and appreciation of host communities.
- 2.2 Prepare clients with pre-trip information regarding the host destination including local customs, traditions, and proper etiquette. On tours to foreign lands, provide tour participants with phrases for basic communication in the local language.
- 2.3 Facilitate, as possible and appropriate, meaningful contact between hosts and guests.

### 3.0 The Host Community

- 3.1 Offer tours that are consistent with host community values; reinforce community identity; and provide commensurate benefits to the host community.
- 3.2 As possible, gain an understanding of the visions and plans of host destinations, and the context of tourism within community goals and aspirations. Seek local perspectives in planning interpretive programs. Where possible and appropriate, hire local guides and operators, and support local businesses and service providers.
- 3.3 Encourage and support host community environmental and cultural initiatives and efforts towards sustainable tourism.



**Tourism Industry  
Association of Canada**

**National Round Table  
on the Environment  
and the Economy**

# **SUSTAINABLE TOURISM**

---

## **4.0 Development**

- 4.1 Develop tour products which provide authentic experiences while respecting the values and wishes of the people whose culture and history form part of the tourism experience.
- 4.2 Support tourism development which is compatible with the culture, values, and lifestyles of host communities and sensitive to environmental surroundings.
- 4.3 Encourage and support, where appropriate, local entrepreneurial tourism development.

## **5.0 Natural, Cultural, and Historic Resources**

- 5.1 Cultivate a fuller understanding and appreciation among tour participants for the people, their culture, traditions and history and the natural surroundings of host destinations.
- 5.2 Foster a respect for nature and wildlife. Have knowledge of, and respect local guidelines and regulations in parks and wilderness areas.
- 5.3 Encourage and support local organizations seeking to preserve and enhance natural, cultural, and historic resources.

## **6.0 Conservation of Natural Resources**

- 6.1 Practice, and encourage tour participants to practice the conservation of resources including energy and water. Select as possible, energy efficient modes of transportation.
- 6.2 As possible, select service providers who practice conservation of resources and a respect for the environment.
- 6.3 Use recycled and unbleached paper products for promotional literature.

## **7.0 Environmental Protection**

- 7.1 Cultivate among tour participants an understanding of their role in preventing pollution in all forms; the proper disposal of waste; and the protection of wilderness, cultural, archaeological and historic resources.
- 7.2 Discourage the purchase of products or services which threaten wildlife and plant populations.

# **SUSTAINABLE TOURISM**

---

## **8.0 Marketing**

- 8.1 Develop and market products that encourage visitors to wisely enjoy natural, cultural, and historic resources; and to learn about the culture, lifestyle and traditions of the people they visit.
- 8.2 Provide reliable information in promotional material. As possible, reinforce environmental and cultural awareness in marketing programs.

## **9.0 Research and Education**

- 9.1 Encourage and participate in research which contributes to the aim of sustainable tourism including the development of sustainable tourism indicators.
- 9.2 Encourage the education of tour guides which includes appropriate emphasis on social, cultural, environmental and historic features of host destinations.

## **10.0 Public Awareness**

- 10.1 Provide clients with a copy of the “Code of Ethics For Tourists.”
- 10.2 Support industry efforts to foster greater awareness of the economic, social, cultural, and environmental significance of tourism.

## **11.0 Industry Cooperation**

- 11.1 Cooperate within the industry and with host destinations in achieving a high standard of sustainable tourism and an improved quality of life in destination areas.

## **12.0 Global Village**

- 12.1 Support participation in events such as Tourism Awareness Week, World Tourism Day, Heritage Day, Parks Day, Environment Week, and the UNESCO Decade For Cultural Development.
- 12.2 Provide awareness of the role of tourism in promoting international understanding and cooperation.

# SUSTAINABLE TOURISM

---

## Guidelines For Ministries of Tourism

The following guidelines resulted from the National Dialogue on Sustainable Tourism. They represent a suggested framework for policy and action, as appropriate within the context of respective mandates and capabilities, in support of industry efforts to achieve tourism development which is sustainable.

### 1.0 Policy, Planning and Decision-Making

- 1.1 Prepare a mission statement and goals which reflect a commitment to sustainable tourism. Incorporate sustainable tourism goals with policies, decision systems, planning processes, and programs of the ministry.
- 1.2 Support mechanisms for improved communication, coordination and integrated resource management with other resource and environment ministries. Be proactive in building tourism into sustainable development strategies and ensuring tourism resources and values are fully identified and provided for in planning and allocation processes.
- 1.3 Support the establishment of a system of legislation, regulation, and protection which is sensitive to the environmental resource base, protects key resources, and allows for appropriate use levels.
- 1.4 Work with respective provincial/territorial and national round tables on the environment and the economy towards achieving sustainable development objectives for all sectors of Canada's economy.
- 1.5 Establish a monitoring and evaluation program to measure progress towards goals and action plans.

### 2.0 The Tourism Experience

- 2.1 Encourage high quality tourism experiences which bring satisfaction and enrichment to visitors and a greater understanding, respect and appreciation for our natural and cultural heritage.
- 2.2 Provide information services to visitors that outline a range of experiences and allows a greater awareness, understanding and enjoyment of natural, cultural, historic and aesthetic resources.
- 2.3 Encourage opportunities for resident-visitor (host-guest) interaction which is of mutual interest and benefit.

# **SUSTAINABLE TOURISM**

---

## **3.0 The Host Community**

- 3.1 Provide for effective public participation and community involvement in the tourism planning process and encourage communities to develop sustainable tourism plans.
- 3.2 Work with communities to help them define their goals and vision with respect to tourism development; to gain a better understanding of tourists and the tourism industry; and to optimize benefits flowing to the community as a result of tourism.
- 3.3 Work with tourism industry interests to gain a better understanding of the diversity of host communities, their needs, concerns, capabilities, and goals, with a view towards providing sustainable high quality tourism experiences for the benefit of the tourist, the community and the industry.

## **4.0 Development**

- 4.1 Encourage tourism development that is compatible with the culture, values and lifestyles of host communities and which is socially, economically and environmentally sustainable. Where possible, encourage tourism development in the context of integrated plans.
- 4.2 In cooperation with the private sector and appropriate government regulatory and management agencies, identify planning, design, construction and maintenance processes that support sustainable development including aesthetic and community values. Ensure that scale, siting, design and operation of facilities respect, and as possible, enhance environmental quality.
- 4.3 Support environmental assessment of development proposals and incorporation of effective environmental management as part of project operations.
- 4.4 Apply principles of sustainable tourism in tourism development funded through government grant and loan programs.

## **5.0 Natural, Cultural, and Historic Resources**

- 5.1 With industry and relevant government agencies, ensure the protection of wilderness and areas displaying unique natural, cultural, historic or aesthetic value.
- 5.2 Encourage the establishment of parks, wilderness reserves, and protected areas. Collaborate with industry and parks agencies in developing appropriate policies in relation to tourism in parks and wilderness areas.

## **SUSTAINABLE TOURISM**

---

- 5.3 Work with industry and appropriate government agencies to develop and encourage non-consumptive wilderness experiences and to ensure that hunting and fishing practices are followed in a legally and environmentally sound manner within a sustainable management policy.
- 5.4 Collaborate with industry, cultural/ethnic organizations, local communities, and native communities in development of authentic cultural tourism and heritage tourism products in a manner acceptable to people involved or affected.
- 5.5 Encourage the support of wilderness, cultural and heritage programs and organizations.
- 5.6 Encourage the restoration and re-use of heritage buildings.

### **6.0 Conservation of Natural Resources**

- 6.1 Practice and encourage energy conservation including the purchase and use of energy efficient equipment and selection of energy conserving modes of transportation.
- 6.2 Encourage industry to work with suppliers to reduce packaging; reduce the purchase of disposable products; identify re-usable products, and products made with recyclable materials.
- 6.3 Work with industry and relevant government agencies to establish improved communication and cooperation with resource industries such as forestry, mining, agriculture, and energy, to protect the tourism resource base; and to promote the sustainable use of air, land, water, forestry, and wildlife resources.
- 6.4 Collaborate with industry to develop and bring forward a collective tourism position on significant natural resource issues.
- 6.5 With industry and relevant government agencies, encourage the transportation and energy industries to develop efficient alternative energy options for the movement of passengers.

### **7.0 Environmental Protection**

- 7.1 Practice and encourage environmentally sound waste and materials management including reduction, re-use, and recycling.
- 7.2 With industry and appropriate government agencies, support environmentally responsible disposal of waste in remote and rural areas.
- 7.3 Work with industry to minimize and strive to eliminate release of any pollutants which cause environmental damage to air, water, land, flora or wildlife.



## **SUSTAINABLE TOURISM**

---

- 7.4 Collaborate with industry in working with suppliers to develop environmentally friendly products, to reduce packaging and to develop re-usable shipping containers.

### **8.0 Marketing**

- 8.1 Encourage cooperative efforts between government and the private sector for promotion which highlights Canada's natural, cultural, and historic resources and tourism products that support sustainable tourism goals.
- 8.2 Develop marketing and promotional strategies which contribute to environmental and cultural awareness.

### **9.0 Research and Education**

- 9.1 Develop methods to establish social, environmental and economic carrying capacities, the sustainability of tourism projects, and sustainable tourism indicators. Develop methods to establish the value of tourism resources for purposes of integrated resources planning and management.
- 9.2 Encourage baseline research of natural, cultural, historic and aesthetic tourism resources including wildlife and fisheries.
- 9.3 Conduct and encourage research on tourism ethics, host communities, tourism trends, impacts of land and water use on tourism and other areas of research necessary to provide the knowledge base for sustainable tourism.
- 9.4 Encourage development and introduction of sustainable tourism concepts, principles and practices in tourism education and training programs at all levels.
- 9.5 Facilitate the development of a sustainable tourism and environmental awareness program for management and employees within the tourism industry.

### **10.0 Public Awareness**

- 10.1 Promote public and industry awareness of the economic, social, cultural and environmental significance of tourism.
- 10.2 Encourage efforts within schools and the community to bring increased awareness to the concept of sustainable development and the potential contribution of tourism towards this end.
- 10.3 Include Codes of Ethics for Tourists and for Industry in literature where appropriate.

# **SUSTAINABLE TOURISM**

---

- 10.4 Collaborate with industry in identifying and publicizing success stories.

## **11.0 Industry Cooperation**

- 11.1 Collaborate with industry in establishing and achieving sustainable tourism goals, strategies, and action plans.
- 11.2 Encourage the resolution of tourism-related conflict through principled negotiation within a context of sustainable tourism.

## **12.0 Global Village**

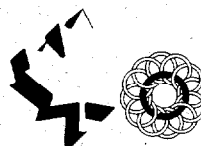
- 12.1 Encourage participation in events such as Tourism Awareness Week, World Tourism Day, Heritage Day, Parks Day, Earth Day, Environment Week, and UNESCO World Decade For Cultural Development.
- 12.2 Collaborate with other nations and international bodies in enhancing the role of tourism in promoting international understanding and cooperation. Encourage multicultural studies, the learning of languages and exchange programs at all levels.
- 12.3 Share knowledge of sustainable tourism concepts, principles and practices with other countries East and West, North and South.
- 12.4 Encourage the enforcement of regulations regarding illegal trafficking in plants, wildlife, and historic objects; the desecration of sacred sites; unauthorized archaeological research; and the prevention of erosion of aesthetic and cultural values.

# SUSTAINABLE TOURISM

## Code of Ethics for the Industry

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.



**Tourism Industry  
Association of Canada**

**National Round Table  
on the Environment  
and the Economy**

# SUSTAINABLE TOURISM

## Code of Ethics for Tourists

A high quality tourism experience depends on the conservation of our natural resources, the protection of our environment, and the preservation of our cultural heritage. The Canadian Tourism Industry has developed and adopted a Code of Ethics and Practices to achieve these objectives. You can help us in our continuing efforts to provide a high quality tourism experience for you and future guests by giving consideration to the following guidelines.

1. Enjoy our diverse natural and cultural heritage and help us to protect and preserve it.
2. Assist us in our conservation efforts through the efficient use of resources including energy and water.
3. Experience the friendliness of our people and the welcoming spirit of our communities. Help us to preserve these attributes by respecting our traditions, customs, and local regulations.
4. Avoid activities which threaten wildlife or plant populations, or which may be potentially damaging to our natural environment.
5. Select tourism products and services which demonstrate social, cultural and environmental sensitivity.

We wish you a pleasurable and rewarding visit and look forward to welcoming you again soon.



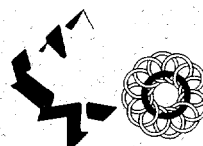
**Tourism Industry  
Association of Canada**

**National Round Table  
on the Environment  
and the Economy**

# SUSTAINABLE TOURISM

## Guidelines for the Industry

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.



**Tourism Industry  
Association of Canada**

**National Round Table  
on the Environment  
and the Economy**

# SUSTAINABLE TOURISM

---

## Guidelines For Tourism Industry Associations

### 1.0 Policy, Planning, and Decision-Making

- 1.1 Commit to excellence by incorporating sustainable tourism principles in all aspects of policy, planning, and decision-making. Develop a sustainable tourism policy statement and action plan as a demonstration of leadership. Encourage and assist members to develop policy statements and action plans with a commitment to socially, culturally, and environmentally responsible operating principles.
- 1.2 Support a proactive approach in building tourism into sustainable development strategies and ensuring that tourism resources and values are fully identified and provided for in planning and allocation processes.
- 1.3 Work with respective national and provincial/territorial round tables on the environment and the economy towards achieving sustainable development objectives for all sectors of Canada's economy.
- 1.4 Establish an evaluation and monitoring program to measure progress towards policy and action plans.

### 2.0 The Tourism Experience

- 2.1 Encourage our members to provide a high quality tourism experience which brings satisfaction and enrichment to visitors, hosts, and employees; greater respect, understanding and appreciation for natural and cultural resources; and which promotes an understanding and appreciation of host communities.

### 3.0 The Host Community

- 3.1 Encourage members to be actively involved in social, cultural, and environmental projects and events of local civic organizations and community groups.
- 3.2 Encourage the preparation of community tourism plans which incorporate sustainable tourism concepts.



**Tourism Industry  
Association of Canada**

**National Round Table  
on the Environment  
and the Economy**

# **SUSTAINABLE TOURISM**

---

## **4.0 Development**

- 4.1 Encourage the development of tourism projects, facilities and infrastructure which are economically, environmentally and socially sustainable, and which secure the future of rural and urban communities.
- 4.2 Encourage efficient processes which ensure that adequate environmental information is available and considered in planning and decisions related to proposed development.
- 4.3 Encourage community involvement and informed public participation in planning tourism projects.

## **5.0 Natural, Cultural and Historic Resources**

- 5.1 Encourage government efforts in establishing parks, wilderness reserves, and protected areas. Collaborate with government in developing appropriate policies in relation to tourism in these areas.
- 5.2 Work with government and industry members to encourage non-consumptive wilderness experiences, a respect for wildlife, and practices which ensure the sustainability of wildlife.
- 5.3 Encourage the development of authentic cultural tourism and heritage tourism products. Encourage recognition and respect for the values and wishes of the people whose culture and history form part of the tourism experience.
- 5.4 Encourage the preservation, restoration and creative use of historic resources, including buildings, where economically viable.
- 5.5 Encourage the support of wilderness, cultural, and heritage programs and organizations.

## **6.0 Conservation of Natural Resources**

- 6.1 Practice and encourage energy conservation including the purchase of energy efficient modes of transportation. Practice and encourage water conservation, the reduction of paper use, and the purchase of recycled and unbleached paper products.

## **SUSTAINABLE TOURISM**

---

- 6.2 Encourage members to select suppliers that support and practice sustainable development principles and to work with these suppliers to reduce packaging; reduce the purchase of disposable products; identify re-usable products, and products made with recyclable materials.
- 6.3 Collaborate with, and encourage other industry sectors in promoting sustainable use of air, land, water, forest, and wildlife resources.
- 6.4 Work with members to develop a collective tourism position on significant natural resource issues.

### **7.0 Environmental Protection**

- 7.1 Practice and encourage environmentally sound waste and materials management including reduction, recycling, and re-use. Encourage efforts to reduce pollution in all forms.
- 7.2 Encourage members to work with suppliers to develop environmentally friendly products, to reduce packaging and to develop re-usable shipping containers.

### **8.0 Marketing**

- 8.1 Encourage the development and promotion of tourism products and activities that enhance environmental and cultural awareness.
- 8.2 Encourage promotion which highlights Canada's natural, cultural, and historic resources.

### **9.0 Research and Education**

- 9.1 Encourage government and industry research that advances knowledge and practices related to sustainable tourism including the economic, social, cultural, and environmental impacts of proposed projects. Support research for the development of sustainable tourism indicators. Encourage research which monitors consumer response to sustainable tourism initiatives.
- 9.2 Encourage the development and introduction of sustainable tourism concepts, principles and practices in tourism and education programs at all levels.



## **SUSTAINABLE TOURISM**

---

- 9.3 Host and encourage educational seminars related to sustainable tourism and relevant aspects of environmental, cultural, and historic resources for management and employees within the industry.

### **10.0 Public Awareness**

- 10.1 Support the development of public policy, and industry, government and educational initiatives which increase environmental and cultural awareness, the concept of sustainable development, and the potential contribution of tourism towards this end.
- 10.2 Provide members with knowledge, and promote awareness regarding the Code of Ethics for Tourists, the Code of Ethics for the Industry and Recommended Guidelines for respective sectors of the industry.
- 10.3 Identify and publicize success stories among members.

### **11.0 Industry Cooperation**

- 11.1 Cooperate, and encourage members to cooperate, within the industry, with government, and with other organizations working towards sustainable tourism and improved quality of life in host communities and tourism regions.

### **12.0 Global Village**

- 12.1 Encourage participation in events such as Tourism Awareness Week, World Tourism Day, Parks Day, Heritage Day, Earth Day, Environment Week, and the UNESCO Decade for Cultural Development.

# SUSTAINABLE TOURISM

---

## Guidelines For Accommodation

### 1.0 Policy, Planning, and Decision-Making

- 1.1 Commit to excellence in incorporating sustainable tourism principles in all aspects of policy, planning, and decision-making.
- 1.2 Prepare an environmental policy statement and action plan. Establish an environmental committee to develop programs and generate staff support.
- 1.3 Establish a monitoring and evaluation program to assess progress.

### 2.0 Guests

- 2.1 Reinforce environmental awareness among guests. Inform guests of environmental programs and advise how they can cooperate in conserving energy and water, and the recycling of waste.

### 3.0 The Host Community

- 3.1 Encourage the development of community and regional infrastructure for the collection, storage and processing of recyclable materials.
- 3.2 Donate excess food to local shelters and community groups as possible within the framework of applicable health regulations.
- 3.3 Support cultural and environmental programs of community groups and organizations.

### 4.0 Development

- 4.1 Respect natural and cultural surroundings in the scale, siting, design, and operation of new facilities, expansions and renovations. As possible, enhance the quality of the landscape.



Tourism Industry  
Association of Canada

National Round Table  
on the Environment  
and the Economy

# SUSTAINABLE TOURISM

---

- 4.2 Design and develop facilities taking into consideration efficient use of energy and materials, the sustainable use of natural resources, the minimization of adverse environmental impacts and waste generation, and the safe and responsible disposal of residual wastes.
- 4.3 Consult with the Royal Canadian Institute of Architecture to select materials that are non-toxic and which are least harmful in their harvesting, mining, or manufacture, use and disposal.

## **5.0 Natural, Cultural, and Historic Resources**

- 5.1 Consider the use of local culture and local artists to enhance new and renovated buildings and the use of local materials in construction.
- 5.2 Commit to the preservation and restoration of historic hotels when economically viable.

## **6.0 Conservation of Natural Resources**

- 6.1 Practice energy conservation in all areas including heating, air conditioning and lighting. Consider the use of solar energy in new facilities and as possible, upgrade to more energy efficient systems in all facilities.
- 6.2 Encourage the use of public transportation and ride-sharing among employees and facilitate walking, jogging, bicycling to work by installing showers, lockers and bicycle racks.
- 6.3 Practice water conservation and install as possible, water conserving fixtures.
- 6.4 Purchase recycled and unbleached paper products for guest rooms, dining facilities and office use.
- 6.5 Conduct periodic energy and water audits.

## **7.0 Environmental Protection**

- 7.1 Minimize and strive to eliminate release of any pollutants.
- 7.2 Minimize the generation of waste through reduction, re-use, and recycling. Dispose of waste in an environmentally safe manner.
- 7.3 Seek out practical options for the diversion of waste to useful purposes such as composting and conversion of food leftovers to animal feed.

## **SUSTAINABLE TOURISM**

---

- 7.4 Use environmentally friendly guest amenities.
- 7.5 Purchase supplies in bulk as practical and utilize dispensers in dining facilities for condiments, soft drinks and dairy products where health regulations allow.
- 7.6 Work with suppliers to develop environmentally friendly products, to reduce packaging and to develop re-usable shipping containers.
- 7.7 Periodically check air conditioning systems and refrigeration units for leaks to prevent loss of freon.
- 7.8 Reduce indoor air pollution by installing air cleaning plants.

### **8.0 Marketing**

- 8.1 Reflect environmental initiatives in marketing and promotion programs.

### **9.0 Research and Education**

- 9.1 Support and encourage research related to the reduction, recycling and re-use of wastes and the advancement of knowledge contributing to sustainable tourism including the development of sustainable tourism indicators. Support and initiate research which monitors consumer response to sustainable tourism initiatives.
- 9.2 Educate and motivate staff regarding the implementation of environmental policies with the aim of instilling an environmentally and culturally caring work ethic consistent with health and safety factors.
- 9.3 Remain informed of significant developments regarding relevant environmental practices.

### **10.0 Public Awareness**

- 10.1 Encourage the development of public policy, and industry, government and educational initiatives which increase environmental and cultural awareness, understanding of the concept of sustainable development and the contribution of tourism towards these ends.

# **SUSTAINABLE TOURISM**

---

## **11.0 Industry Cooperation**

- 11.1 Cooperate within the industry, with government, and with other organizations working towards the aim of sustainable tourism and an improved quality of life in destination areas.
- 11.2 Cooperate with community organizations and other local industries in achieving sustainable development goals of the community.

## **12.0 Global Village**

- 12.1 Encourage participation in events such as Tourism Awareness Week, World Tourism Day, Heritage Day, Parks Day, Earth Day, Environment Week, and UNESCO World Decade for Cultural Development.

# SUSTAINABLE TOURISM

---

## Guidelines For Foodservice

### 1.0 Policy, Planning, and Decision-Making

- 1.1 Develop environmental policies and consider environmental factors in all aspects of planning and decision-making.
- 1.2 Identify and comply with environmental laws and regulations as they relate to food and beverage.
- 1.3 Conduct periodic environmental (including waste) audits and evaluations to ensure compliance with policy and regulations.

### 2.0 The Customer

- 2.1 Inform customers of steps being taken to protect the environment, and to minimize waste.
- 2.2 Invite the cooperation of customers in achieving environmental aims and provide guidelines as appropriate.

### 3.0 The Community

- 3.1 Encourage the development of community and regional infrastructure for the collection, storage and processing of recyclable materials.

### 4.0 Development

- 4.1 Consider natural and cultural surroundings in the design, siting, and operation of new facilities, expansions or renovations. Respect and as possible, enhance the quality of the landscape/streetscape.
- 4.2 Design and develop facilities taking into consideration efficient use of energy and materials; the sustainable use of natural resources; the minimization of adverse environmental impacts and waste generation; and the safe and responsible disposal or diversion of residual wastes.



Tourism Industry  
Association of Canada

National Round Table  
on the Environment  
and the Economy

# **SUSTAINABLE TOURISM**

---

## **5.0 Natural, Cultural, and Historic Resources**

- 5.1 Encourage the preservation, restoration and creative use of historic buildings where economically feasible.

## **6.0 Conservation of Natural Resources**

- 6.1 Practice energy conservation and utilize energy efficient equipment for food storage and preparation. Keep heating and air conditioning equipment well-maintained and upgrade systems as possible for increased energy efficiency.
- 6.2 Seek to conserve water and to reduce the use of paper. Purchase recycled and unbleached paper products such as towels and napkins as possible.

## **7.0 Environmental Protection**

- 7.1 Minimize the generation of all waste through reduction, re-use and recycling. Seek out practical options for the diversion of waste to useful purposes such as composting and conversion to animal feed.
- 7.2 Purchase supplies in bulk as practical and utilize dispensers for condiments, soft drinks and other items where health regulations allow.
- 7.3 Work with suppliers to reduce packaging and to develop re-usable shipping containers.
- 7.4 Periodically check refrigeration units and air conditioners for leaks to prevent loss of freon.

## **8.0 Marketing**

- 8.1 Reflect environmental initiatives in marketing and promotion programs.

## **9.0 Research and Education**

- 9.1 Support and encourage research related to the reduction, recycling and reuse of all wastes including organics and packaging, and diversion alternatives such as composting and conversion to animal feed.

## **SUSTAINABLE TOURISM**

---

- 9.2 Educate and involve employees regarding the content and purpose of environmental policies. Encourage a positive team effort in support of environmental policies and practices consistent with health and safety.

### **10.0 Public Awareness**

- 10.1 Encourage industry efforts to promote an understanding of environmental issues related to food and beverage; industry efforts to deal with them in a positive way; and how consumers can cooperate in support of these initiatives.

### **11.0 Industry Cooperation**

- 11.1 Collaborate through appropriate industry associations in encouraging governments to establish facilities and infrastructure for the recycling of all food and beverage related wastes including grease, organics, paper, cardboard, metals, plastics and glass.
- 11.2 Support industry efforts to collaborate with government in the development of appropriate environmental and waste management policies. Cooperate in the implementation of the voluntary guidelines established by the National Packaging Protocol.

### **12.0 Global Village**

- 12.1 Participate in events such as Parks Day, Earth Day and Environment Week.