



# Sustainable Procurement in Travel & Tourism Supply Chains

GSTC2019

6 December 2019

Terceira Island, The Azores



## Procurement in hotels

- Food & beverage
- Cleaning supplies
- Linens
- Materials for construction-repair
- etc.

# Spain's Iberostar Transitioning to Certified Seafood Suppliers at 120 Hotels, Restaurants

By **Iberostar** - November 11, 2019  145  0

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MAJORCA, SPAIN—A third of the world's oceans are now overfished, according to the UN. Hotel businesses, some of whom serve a **ton of seafood a day**, have a unique opportunity to lead a change in responsible seafood harvesting and consumption.

**Iberostar**, which hosts 8 million guests a year at its 120 hotels and restaurants in 19 countries,

has converted 15 percent of its total seafood procurement to suppliers certified by partner organizations including the Marine Stewardship Council (MSC) and the Aquaculture Stewardship Council (ASC), on the way to a goal of 25 percent. It now serves about 8,600 kg (almost 19,000 pounds or 86,000 servings) of MSC-ASC-certified seafood a month, globally. Iberostar is also working with the World Wildlife Fund-US and FishWise to improve the sourcing of 100 percent of its seafood.

The MSC and ASC help protect species and environments from overfishing and make sure suppliers continue to comply with the latest laws. Through Iberostar, they're extending certifications to parts of the world where they've never gone before. For National Seafood Month, the company announced



What about consumption and production of hotel services?

...and of travel packages and transport?



## Certifications for hotels

▼ Biosphere Responsible  
Tourism

▼ **Certification for  
Sustainable Tourism**

▼ Green Globe

▼ Green Key



The [Certification for Sustainable Tourism Program - CST](#) - is a product of the Costa Rican Tourism Board (ICT). The CST was designed to differentiate businesses of the tourism sector, based on the degree to which they comply with a sustainable model of natural, cultural and social resource management. CST is regulated by the Costa Rican National Accreditation Commission and consists of a scale of 5 "levels" of sustainable tourism achievement.

▼ EarthCheck

▼ Rainforest Alliance

▼ Travelife

## Certification for beaches

### Blue Flag

Blue Flag is an international sustainable management program for beaches and marinas. Some 3,800 sites in 46 countries have been awarded the Blue Flag eco-label after demonstrating their compliance with a set of criteria covering such aspects as environmental education to safety, accessibility, quality of facilities and maintenance, as well as water and waste management.

Visit [Blue Flag](#)



# Market Access: TUI Group



2017 report:



## CREDIBILITY THROUGH CERTIFICATION

We expect our own hotels and hotel partners to implement credible, independent sustainability certifications to demonstrate social and environmental good practice. Our ambition is to increase the number of hotels with sustainability certifications to accommodate 10 million customers a year by 2020.

We encourage our hotels to aim for certification that meets the Global Sustainable Tourism Council (GSTC) standard. A mandatory clause in contracts with our accommodation suppliers outlines minimum expectations and requires them to work towards credible GSTC-recognised sustainability certification.

In 2018 as a result of these efforts, the number of customers staying in **hotels certified to a GSTC standard rose by 11.9%** to 9.2 million across 1,520 hotels (up by 12.1 %), **and 81% of TUI Hotels & Resorts held sustainability certifications**. Critical to this success is the guidance TUI provides its hotel partners to help them prepare for certification, as well as improved and adjusted reporting processes\*.



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## **Sustainable Seafood Target**

Responsibly source 90 percent of its wild-caught seafood by volume from MSC certified sustainable fisheries by 2020



## **Global Tour Operations Target**

Preferential contracting to certified tour operators to operate shore excursions



The key to these strategies:

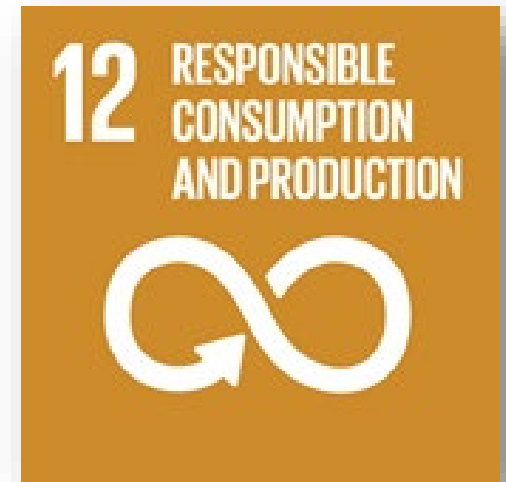
Setting targets

- ✓ Attainable but challenging
- ✓ Reasonable timetables 3+ years

“We choose to go the moon!”

U.S. President John F. Kennedy,  
September 12, 1962

Target reached: July 13, 1969







25% of  
consumption  
demand tends  
to control 40-  
50% of  
production

Source: WWF

[https://www.ted.com/talks/jason\\_clay\\_how\\_big\\_brands\\_can\\_save\\_biodiversity](https://www.ted.com/talks/jason_clay_how_big_brands_can_save_biodiversity)

## Current priorities in promoting this approach:

1. Supply Chain Management as presented here
2. OTA's mark certified hotels in hotel search results
3. Hotel chains encouraging or requiring individual properties to gain certification

## Additional priorities...

- Directories for outbound tour operators and travelers to select certified DMC's/local inbound operators
- Large businesses inside and outside the sector give preference to certified hotels and TO's for their business travel
- ...your suggestions and innovation! *(especially your help in experimenting with messaging and visuals)*

