

## THE ROLE OF THE PRIVATE SECTOR

### ***Tools for integrated environmental management in the hotel sector***

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#### **Abstract**

The Regional Activity Centre for Cleaner Production (RAC/CP) of the Mediterranean Action Plan (MAP) has produced the manual "Good Housekeeping Practices in Hotels" in order to provide hotels with information on the good housekeeping practices that they can establish in their businesses that, in addition to environmental benefits, can also have the following advantages:

- Reduced energy costs
- Reduced waste disposal costs
- Better relations with the local community
- Greater international competitiveness
- Better corporate image
- Reduced monitoring costs
- Lower risk of disaster
- Selling points for a public that is increasingly environmentally aware
- Resultant increase in sales figures
- Reduced risk of legal action and penalisation relating to environmental matters
- Easier access to lines of credit

The manual provides a simple, tried and tested explanation of how to implement a programme of Good Housekeeping Practices in hotels and the conditions and requirements to take into consideration for its application.

There are three areas into which the main impacts of a hotel on the environment can be classified: waste, water and energy. An environmental impact assessment can be made based on these three elements.

#### **1. Water**

Various environmental practices aimed at reducing water consumption are possible:

- Monitoring consumption
- Correct maintenance of the pipe network
- Purification plants that allow water to be reused
- Installing water softeners
- White goods with water saving programmes
- Devices to reduce water consumption
- Information and awareness-raising for employees and clients
- Rainwater collection systems
- Planting native species in garden areas

## 2. Waste

The waste treatment philosophy that is currently most widely accepted and recognised can be summarised in the following points:

- Reduce waste production based on ecological consumption criteria
- Reuse waste produced, looking for possible alternatives for use
- Recycle the waste for subsequent reuse for the same or a different purpose
- As a last resort, waste that remains after these processes should be disposed of according to established procedures

There are various environmental practices aimed at waste reduction:

- A purchasing policy that encourages the reduction of packaging
- The recovery of waste for its potential reuse
- Selective waste collection in the respective bins
- The correct disposal of remaining waste

## 3. Energy

There are various environmental practices aimed at reducing energy consumption:

- Using equipment that consumes only the energy required for its correct operation
- Making sure equipment is only on when necessary
- Making sure that equipment is working correctly to prevent leaks
- Contracting the electricity service according to the hotel's needs
- A precise study of lighting needs, always trying to make the most of natural light
- Where artificial lighting is necessary, using the appropriate equipment for each location and installing systems that guarantee minimum electricity consumption
- Insulating the building, installing thermostats, keeping systems well-maintained
- Using the energy sources with the least environmental impact

## **Biography**

The professional and academic experiences of **Dr Alzina** reflect wide-ranging abilities, real world experience and interests that place her in a favourable position to be the Director of RAC/CP. During the last 9 years Dr Alzina was an Environmental Protection Specialist at the Interamerican Development Bank in Washington DC. Previously she worked promoting small and medium enterprise development in Latin America and Africa at the United Nations Secretariat in the Department for Development Support and Management Services in New York. She also worked for a Spanish NGO helping developing countries of Latin America.

She has a PhD in Engineering Management and Systems Engineering with a specialization in Air and Water Quality Management, Hazardous Waste Management and Pollution Control from the School of Engineering and Applied Science of George Washington University (USA), a M.Sc. in Environmental Sciences and Policy from Johns Hopkins University (USA), and a graduate degree on Political Science from Universidad Pontificia de Salamanca (Spain).

## Tools for Integrated Environmental Management in Hotels

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## RAC/CP Engagement

• Traditionally focusing with the industrial sector. Nowadays including also the **services sector** and the agriculture sector.

• Manuals of good environmental practices in **offices & hotels**, way to support the env. management of enterprises.

**Aim of GH manual for Hotels**

- to reduce impacts
- to enhance compliance of existent env legislation,
- to increase env awareness of society & to integrate and incentive local activities



## Good housekeeping practices: Objective

Reduction of impact of hotels economic activities on their environment by:

- **Raising awareness** of the hotel company's good housekeeping practices
- Showing negative environmental **impacts** & the environmental & economic **benefits** of their application.
- Providing **training** on application & benefits for mngt
- Raising workers' awareness on their **env policy**.

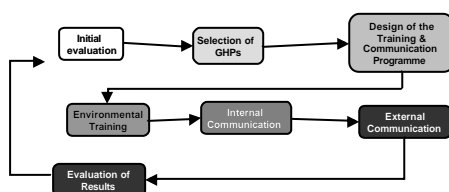


## Good housekeeping practices: Benefits

- Reduction in **energy costs**
- Reduction in **waste disposal costs**
- Improved relations with the **local community**
- Greater **international competitiveness**
- Improved company **image**
- Reduced **monitoring costs**
- Reduced **incident risk**
- **Sales argument** for a public that is more & more aware
- Lower **risk of legal** complaints & penalties
- Easier access to **credit lines**



## Good housekeeping practices: Structure



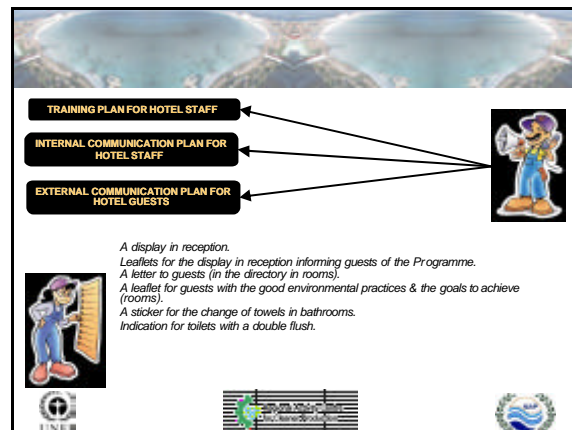
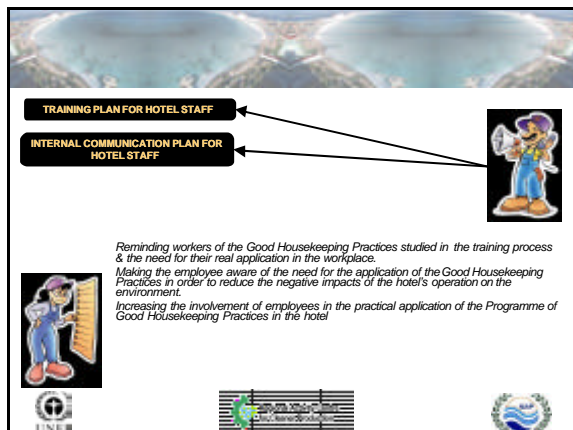
## Good Environmental Practices Communication

**TRAINING PLAN FOR HOTEL STAFF**



Simple to implement by supervisors & easy to assimilate by hotel staff.  
Make evident the impacts resulting from the hotel activities & the benefits the GHP can bring.  
Make possible both presentational & on-line based training techniques provided by experts using different teaching methods & resources.  
After the training sessions proceed with questionnaires & evaluation of personnel in order to assess the successfulness of the activity





## Good Environmental Practices

### General good practices

- Avoid **water spillage** (e.g. Leaving taps on unnecessarily)
- Give priority to **natural illumination**
- Avoid **excessive illumination** of exteriors
- Switch off** lights that are not being used
- Ensure maximum **efficiency**
- Install **low-energy** consumption illumination

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## Good Environmental Practices

### Maintenance department

- Use **automatic watering** system
- Water when there is **less sunlight**
- Choose **efficient appliances**
- Install **clean energy** sources
- Ensure **correct insulation**

### Reception, administration & sales department

- Turn off** equipment if not used
- Use **electronic format** & avoid printing
- Communicate hotel's **env. policy**
- Provide clients with **information** about good practices

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## Good Environmental Practices

### Catering department

- Open **refrigerators** only when necessary
- Cover **cooking pots**
- Do not leave **burners** lit
- Do not **defrost** products using water or heat

### Good practices aimed at clients

- Keep lights **switched off** if not necessary
- Shower** instead of bathing
- Suggest clients a system to change their **towels & sheets**, when appropriate
- Notify hotel staff if **anomaly** (leaks, drips)
- Air conditioning** at approp. temperature
- Turn taps off while brushing teeth & shaving

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## Good Environmental Practices

### Social Aspects

### Purchasing department

- Opt for **local products**
- Introduce **env. requirements** into contracts for purchasing, services & construction work
- Asking for the safety records for products from suppliers
- Employ locals**

### General good Practices

- Adjust voice volume & equipment to avoid **noise pollution**
- Inform clients & collaborators of the env actions carried out.
- Protect **landscape & biodiversity**
- Preserve **culture & customs**

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## Good Environmental Practices Follow-up Activities

Success of whole programme depends not only on the implementation of the good practices, but also in the **continuous improvement of actions & measures**, therefore appropriate **evaluation** should take place.

From the evaluation's results it will be obtained different **indicators**, in both the performance of the hotel & also the guests & staff involvement with the programme.

Out of these indicators, proper **actions** can be **further** programmed & actions be taken accordingly.



## Good Environmental Practices Follow-up Activities

### Indicators

#### TRAINING SESSIONS

- Environmental training sessions held (number).
- People trained as part of the Programme (number).
- Employees trained within the total workforce (percentage).
- Contributions & suggestions made by employees with respect to the Programme (number).
- Consultations of environmental aspects related to the Programme, made by hotel guests (number).
- Results of the questionnaires.



## Good Environmental Practices Follow-up Activities

### Indicators

#### WATER CONSUMPTION

- Total water consumption (in m<sup>3</sup>).
- Water consumption by department (in m<sup>3</sup>).
- Water consumption per overnight stay (in m<sup>3</sup>).
- Percentage of water reused (in %).
- Saving in the water bill (monetary)



## Good Environmental Practices Follow-up Activities

### Indicators

#### WASTE PRODUCTION

- Total quantity of waste (in kg).
- Quantity of waste per overnight stay or service (in kg).
- Quantity & type of waste by department (in kg).
- Quantity & type of waste by room (in kg).
- Quantity of waste by type of waste (in kg).
- Recycling rate: quantity of waste recycled / total quantity of waste (percentage).
- Cost of waste removal



## Good Environmental Practices Follow-up Activities

### Indicators

#### ENERGY CONSUMPTION

- Total energy consumption used for the hotel's activities (in kWh).
- Relative consumption according to specific variables (k.o./service, overnight stay, season).
- Energy consumption by department (k.o./department).
- Quota by energy source (percentage).
- Quota by renewable energy source (percentage).
- Saving in the energy bill (monetary)



## Good Environmental Practices Follow-up Activities

### Indicators

#### AIR POLLUTION

- Total quantity of atmospheric emissions (absolute in m<sup>3</sup>).
- Details of emissions into the atmosphere, basically of nitrous oxide (NO<sub>x</sub>), carbon dioxide (CO<sub>2</sub>) & carbon monoxide (CO) (in percentage or ppm).
- The use of products with CFCs or HCFCs (kg/year)



## Good Environmental Practices Follow-up Activities

**Indicators**

### NOISE POLLUTION

- Sound levels in different parts of the hotel (decibels).
- Soundproofed spaces as a proportion of the total (percentage)










## Good Environmental Practices Follow-up Activities

**Indicators**

### WASTEWATER

- Total quantity of wastewater (in litre).
- Quantity of wastewater that is reused (in litre).
- Quantity of wastewater treated (in litre).
- Physical-chemical composition of wastewater.
- Biological composition of wastewater.
- Cost of treatment of wastewater (per m<sup>3</sup>)



## Good Environmental Practices Follow-up Activities

**Indicators**

### COMPLAINTS & LEGISLATION

- Suggestions about environmental aspects (number).
- Complaints about noise pollution (number).
- Complaints about bad smells (number).
- Environmental sanctions imposed (number)







## Thank you for your attention!!

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## THE ROLE OF THE PRIVATE SECTOR

### *The outbound tour operator perspective*

**Sara Casagrande**

KEL12

## PRESENTATION

KEL means tribe or big family in Tamashek, the language of the Tuareg people who lives in the Sahara desert.

I am particularly honored to be here to talk about sustainable tourism in desert destinations and I am especially happy to be here with you, and be able to share views and ideas, for several reasons:

- I am here as Representative of KEL 12, a Tour Operator (TO) based in ITALY, born in the Sahara desert. A tour operator which has grown in deserts and loves deserts.
- KEL 12 is part of ASTOI Association of the Italian Tour Operator (TOI), where sustainable tourism is already one of the priorities.
- I am here also on behalf of TOI which is a global network of TOs committed to sustainable tourism development.
- and last but not least, this year the whole world celebrates the deserts. 2006 is the year of the deserts

The Desert is the true subject of the agenda, a "place" we love immensely and where we have travelled extensively and have taken many travellers. We have always been careful to safeguard the territory and the culture of its inhabitants which have to be the first priority and objective for anybody who loves the desert and pursues an ethical and sustainable form of travel.

Across continents, KEL 12 has taken many thousands of people to different deserts, from 600 to 1200 per year!

To educate travellers we have created a document to promote ethical behaviour which is given to all our customers together with the travelling documents.

We also distributed Tourism and Desert guide which explains to our service providers how to respect the desert destinations.

And now from a single TO to an ethic of tourism, from KEL 12 to TOI

As members of the TOI, we strongly believe that if properly planned and managed, tourism can be an incredible asset: it can offer many economic advantages for governments, private businesses, local groups and above all for the communities. It can also be strategic in preserving natural and cultural heritage. If properly planned and managed, and I want to underline this, tourism can ensure long-lasting success of a destination and its inhabitants.

Now some data related to sustainable tourism:

- Still a niche market but in constant growth
- A few thousands people per year are traveling with "sustainable" TOs, but the majority travel on their own

- 800.000 tourists come from Italy, 1.200.000 from France. Still very small numbers compared to the 700 million people who spend at least one night abroad per year
- The challenge and maybe even more the need is to make sustainable tourism not an alternative form of travel but the only type of travel. So, it becomes clear that TOs and governments must be attentive to this trend, if not for personal sensitivity at least for personal convenience!

TOI seeks to introduce and build ownership in the development of a destination by involving the different sectors of the tourism industry as well as local stakeholders.

Local "ownership" of the process is especially important to ensure its sustainability and prove that it makes a real, long-lasting contribution to the progress and well being of the community.

Let's remember that most desert areas are in developing countries, therefore an effort should be collectively made to get the support we need to build up on sustainable tourism.

Given the lack of resources (leaving oil aside of course!) and infrastructures, tourism is often the only opportunity to fight poverty, to contribute to the development of the area and to prevent the local communities from having to emigrate either abroad or to cities. It also contributes to the cultural pride of traditional populations (their conservation and even rediscovery, for example think about Indians in North America, Tuaregs, Australian aboriginals, etc). In particular, by designing holiday packages and stimulating the tourism supply chain, TOs have a unique opportunity to exercise a great deal of influence on the level and type of development in countries around the world. Just a few examples to make it more real and understandable: eco-lodges for 10-20 people or hotels for 50-90 people? Mehare and trekking or jeep and even buses? It is quite clear that the TOs have a great capacity to influence. Of course the same or maybe even more applies to local authorities!

I strongly believe that because of their natural beauty, cultural diversity, rock art and archaeology, desert areas, like the Sahara region, do have an incredible tourist potential. Yet this potential must be explored keeping in mind the importance of sustainability. Desert areas remain highly vulnerable to pollution and uncontrolled developments. They therefore risk disappearing or being damaged-for-ever unless appropriate regulations and preservation mechanisms are put in place. We have the right to enjoy them but also the moral obligation to preserve them for future generations.

Given the cross-cutting nature of tourism, it is clear that we, tour operators, must help elaborate and implement sustainable projects and activities. Tour operators like KEL 12 realized that any successful long-term projects/activities aimed at developing tourism in desert areas must be seen as part of a global policy where the different sectors – public & private, maybe even local and foreigner – are in close cooperation and seek the active participation and involvement of the local population.

Past experience has shown that there are practical consideration that cannot be ignored by responsible TOs if we want to support successful long-term projects/activities.

We may not have time to go into detail but I'll briefly mention some considerations:

1. Preliminary assessment of the impact of any activity, needed everywhere but more so in fragile desert areas.
2. Training of local staff, guides, cooks, assistants, hoteliers, to ensure sustainability in the implementation of all relevant projects.
3. The crucial step would be the creation of efficient monitoring systems to be set up by local authorities with the TOs' support, for the preservation of environment and the cultural heritage, etc.
4. A small hint to the fact that often it is the small scale projects which have the greatest and mostly felt impact. Right with the people! So we do not have to wait for the BIG money, the big events, the big structures. Not always possible, not always right.



And I take the opportunity offered by this subject also to consider the other very important factor: what are the problems TOs face in organizing trips and tours? Some are not even linked to the fact that it is a desert destination but I feel it's worth mentioning because it is vital. This is very important because success demands ease & organization, especially so in an already difficult "natural" environment and short specific tourist season. In fact TOs can do a lot and also invest a lot but it is a cooperation game and all stakeholders must play their role well!

I only mentioned a few steps forward that should be taken by local stakeholders: improvements are needed in transportation, visa procedures, security, waste treatment centres near the main cities at start/end of a tour, the protection of the cultural & artistic assets (archaeological sites, fossils and rock art). This is where the role of national legislation and local authorities is essential.

Then the destination must be known, people must desire to go there, and here is the role of TOs & Governments, to get media press coverage.

So, tourism yes or tourism no?

We cannot deny that tourism can have a negative impact, just like any other interference with a very delicate environment: pollution, also acoustic and visual, mass use of raw materials, damages to flora & fauna, the risk to destroy antique cultures. And yet we firmly believe that as globalization and "progress" cannot be stopped, by setting and committing to a few basic control instruments the arrival of tourists can contribute to cure the environment & even urban decay,

Keep ancient cultures & traditions alive. Without selling them off!

Attract financial resources to manage ecosystems and improve local communities' lives

Once again the question is always the same one: is tourism a danger to places, peoples and cultures?

We believe the problem is not "tourism yes or no" but rather the spirit & attitude behind our desire to approach what's the different & far away: we have to accept & communicate and love the idea that travel means encounter/exchange where we give part of our culture and accept to receive part of a different culture without judging it if possible.

And if we manage to do this, then travel becomes an incredible asset not only on the outer level – financial & practical – but above all on the human inner level.

So the danger is not tourism but the lack of rules and the lack of openness.

Travelers, not just visitors!