Set of Criteria for Tour Operators

June 2015

1. Management

1.1 Guiding principles
The company has a set of guiding principles or a mission statement which is published on the company website and refers to the following aspects: (i) human rights, (ii) working conditions, (iii) environmental protection, (iv) biodiversity, (v) continuous improvement.

1.2 CSR representative
The company management takes responsibility for CSR and has designated a responsible CSR representative and equipped him/her with sufficient time resources and competences. The CSR representative coordinates the internal sustainability duties and is contact person for external stakeholders.

1.3 Legal compliance
The company ensures that all relevant laws are complied with (e.g. health, safety, employment and environmental aspects, anti-corruption).

1.4 Supplier code
The company ensures (e.g. through contractual clauses or a supplier code of conduct) that their suppliers adhere to basic sustainability principles in the following areas: (i) human rights, (ii) working conditions, (iii) environmental protection and (iv) biodiversity.

1.5 Human rights
The company has identified the relevant human rights aspects and risks and established procedures for carrying out due diligence.

1.6 Child Protection
The company ensures the protection of children from sexual abuse along the supply chain and orients itself to the recommendations of “The Code”.

1.7 Stakeholder analysis
The company has identified its internal and external stakeholders (e.g. through stakeholder mapping) and has evaluated the mutual interactions.

1.8 Stakeholder dialogue
The company undertakes an active CSR dialogue with its stakeholders, provides information about its own CSR management and supports the sustainable development of the stakeholder.

1.9 Information and communication
The company actively promotes sustainable travel to its customers.

1.10 Prioritisation of the spheres of activity
The company has carried out an evaluation, established priorities regarding sustainability topics, and has identified its most important spheres of activity (portfolio analysis).
### 1.11 Monitoring and continuous improvement

Company suggestion schemes and improvement management are functional. Within the framework of continuous improvement monitoring, the improvement programme will be updated annually.

### 1.12 Sustainability report

For every certification and re-certification the company prepares a sustainability report with current data and indicators.

---

### 2. Economic data

#### 2.1 Economic sustainability

The company regularly gathers data on economic sustainability.

- Revenue structure
- Revenue trend of previous 3 years
- Turnover per employee
- Profit margin
- Expenditure pattern
- Proportion (%) of booking price going to destination countries

### 3. Travel Products

#### 3.1 Product portfolio

The company regularly gathers data on its sold trips.

- Total number of booked nights
- Number of travel products (brokered by own company and partner agencies)
- Number of individual and group travelers
- Average length of individual and group trips

#### 3.2 Product development

The company regularly evaluates the degree of sustainability in its own travel products.

- CSR Index (%) product development

#### 3.3 CO2 emissions from tourist trips

The company regularly gathers data on the climatic impact of the trips it sells.

- Flight kilometers (km) total and per customer
- Average flight kilometers (km) per night
- CO2 emissions (t)
- Offset CO2 emissions (t)
### 4. Customer

#### 4.1 Customer satisfaction

The company regularly gathers data on customer satisfaction.

- Satisfaction index (%) customers
- Response rate (%) to customer survey
- Guide to customer ratio (group size per guide)

#### 4.2 Customer information

The company regularly surveys the degree of quality and sustainability in its customer information.

- CSR Index (%) customer information

### 5. Employees

#### 5.1 Sustainability training

All employees (including those at the destination) receive CSR training (at least once a year) in the subjects of: (i) human rights, (ii) working conditions (incl. health and safety protection), (iii) environmental protection and (iv) biodiversity.

#### 5.2 Salary

The company orients itself around the standard wage and collective agreements.

#### 5.3 Overtime regulations

The company has overtime regulations.

#### 5.4 Voluntary employee benefits

The company has a system of voluntary employee benefits.

#### 5.5 Representation of interests

The company supports a works council or representation of employee interests.

#### 5.6 Fairness and inclusion

The company offers fair and equal training and employment opportunities, irrespective of origin, ethnicity, age, religion, sexual orientation or disability.

#### 5.7 Employment structure

The company regularly gathers data on employment structure.

- Number of employees (full-time equivalent)
- Number of managerial positions, specialist personnel, apprentices, other employees
- Proportion (%) of women in managerial positions
5.8 **Employee satisfaction**

The company regularly surveys levels of employee satisfaction.

- Satisfaction index (%) employees
- Proportion (%) of participants answering survey
- Average length of employment (years)

### 6. Company Ecology

#### 6.1 Energy

The company regularly surveys energy consumption at its office location.

- Energy consumption (kWh) in total and per employee
- Electricity consumption (kWh) in total and per employee
- Heating energy consumption (kWh) in total and per employee

#### 6.2 Green electricity

The company uses 100% green electricity.

#### 6.3 CO2 emissions

The company regularly surveys the CO2 emissions at the office location.

- CO2 emissions (t) in total and according to cause (electricity, heating, business travel)
- CO2 emissions (t) from business flights
- CO2 emissions (t) per employee

#### 6.4 Business flights offsetting

The company offsets its own business flights by at least 50%.

- Proportion (%) of offset business flights

#### 6.5 Paper

The company regularly surveys its paper consumption at the office location.

- Paper weight (kg) in total and per employee
- Paper weight (kg) per traveler
- Proportion (%) of recycled paper within total paper consumption

#### 6.6 Procurement

The company purchases sustainable (regionally produced, organic, environmentally friendly and fairly traded) products and services.

- Proportion (%) of expenditure on sustainable products and services
7. Contractors In The Supply Chain

7.1 Partner agencies
The company regularly carries out a survey with its partner agencies and assesses their level of sustainability.

<table>
<thead>
<tr>
<th>CSR Index (%) partner agencies</th>
<th>Number of partner agencies in total</th>
<th>Proportion (%) of agencies surveyed</th>
<th>Proportion (%) of partner agencies with GSTC-recognised sustainability label</th>
<th>Proportion (%) of partner agencies with other labels (DestiNet)</th>
<th>Proportion (%) of partner agencies with the TourCert Check</th>
</tr>
</thead>
</table>

7.2 Accommodation
The company regularly carries out a survey of accommodation providers and assesses their level of sustainability.

<table>
<thead>
<tr>
<th>CSR Index (%) accommodations</th>
<th>Number of accommodations in total</th>
<th>Proportion (%) of accommodations surveyed</th>
<th>Proportion (%) of accommodations with GSTC-recognised sustainability label</th>
<th>Proportion (%) of accommodations with other labels (DestiNet)</th>
<th>Proportion (%) of accommodations with TourCert Check</th>
</tr>
</thead>
</table>

7.3 Tour guides
The company regularly carries out a survey of its tour guides and assesses their level of sustainability.

<table>
<thead>
<tr>
<th>CSR Index (%) tour guides</th>
<th>Number of tour leaders in total</th>
<th>Proportion (%) of tour leaders surveyed</th>
</tr>
</thead>
</table>

7.4 Business Partners
The company regularly carries out a survey of its business partners and assesses their level of satisfaction as well as the quality of the own sustainability communication.

7.4.1 CSR Index (%) business partners

8. Community Involvement

8.1 Support for sustainability projects
The company supports sustainable initiatives or projects at its own location or at the travel destinations.

Support (€) for sustainability projects