

**E-Conference: The Role of
Communication in Sustainable Tourism**
29th of May – 9th of July 2006

**Communication for Corporate Social
Responsibilities (CSR)**

**Evaluation of Participants Input in
Session III**



Moderators

- ***Martha Honey:*** Executive Director of TIES and CESD
- ***Alice Crabtree:*** Research Associate on Certification, TIES
- ***Amos Bien:*** Director of International Programs, TIES
- ***Christina Cavaliere:*** Director of Training & Education, TIES
- ***Ayako Ezaki:*** Asia-Pacific Coordinator, TIES
- ***Susy Karammel:*** Tourism Advisor, GTZ Division Tourism and Sustainable Development
- ***Giulia Carbone:*** Programme Officer, Business and Biodiversity Programme, IUCN



Organizations Represented



- ***The International Ecotourism Society (TIES)***
- ***GTZ's Tourism and Sustainable Development Division***
- ***The World Conservation Union IUCN - Business and Biodiversity Programme***



Ties Mission

TIES promotes responsible travel to natural areas that conserves the environment and improves the well-being of local people by:

- creating an international network of individuals, institutions and the tourism industry
- educating tourists and tourism professionals
- influencing the tourism industry, public institutions and donors to integrate the principles of ecotourism into their operations and policies



Definitions of CSR

- **“Corporate Social Responsibility (CSR) is the commitment of businesses to contribute to sustainable economic development – working with employees, their families, the local community and society at large to improve the quality of life – in ways that are both good for business and good for development”**

-The World Bank’s working definition of CSR

“Continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large”

-Lord Holme and Richard Watts (The World Business Council for Sustainable Development)



Basic Components of CSR

- **Environmental sustainability**
- **Stakeholder relationships**
- **Human rights**



Communication Within the Industry Regarding CSR Tools and Measures

- Facilitate the incorporation of CSR tools among tourism businesses especially in micro enterprises
- Understand capacity gaps
- Adapt CSR tools to the knowledge, capacity and culture of the adopting country- 'adaptive management'
- Utilize community participation in defining and interpreting CSR at the local level- go beyond the ecolabel



Communication of CSR to Tourists

- **A shift toward sustainable products must be facilitated both by the producer and the consumer**
- **Business that take care of the environment are more likely to take care of you**
- **Ensure end users' participation in the formulation of CSR tools**



Communication Versus Non-communication and Consumer Awareness

- **Strong consumer demand would provide incentive for mass tourism operations as well as small and micro business to integrate CSR into their business practices**
- **There is no unanimous view on the marketability of CSR activities**
- **The issue of ‘willingness to pay more’ is not yet evident in the *mass* tourism market.**



Lack of an Internationally Recognized Definition of CSR

- Many definitions of CSR and sustainable tourism
- No coherent and internationally recognized framework > obstacle to effective communication for CSR
- Do we need univocal standard?



Stakeholder Identification

Besides the industry, consumers and NGO's, possible stakeholders include:

- Governmental organizations
- Intermediaries (travel agents, sales & marketing, inbound operators, media)
- Certification and standards setting organizations



Certification and Standards

- **Most participants identified as the current most effective option for guiding CSR**
- **Allow consumers (tourists) to identify “responsible” and “ethical” product**
- **Encourage effective communication about CSR B2B and among stakeholders**
- **Many consumers don’t understand what sustainability standards are really about**



Summary

Forum identified

- **The need for increased communication about and for CSR in tourism, at all levels between and amongst the different stakeholders**
- **A regulatory framework to facilitate communication and common understanding of CSR**
- **The case for adopting CSR in tourism needs to be better communicated to various stakeholders**

