

Fair Trade Tourism Standard (updated April 2022)

A: Fair Trade Tourism Commitment & Communication

A1	Commitment to responsible and Fair Trade Tourism is expressed, including responsible management of social, cultural, economic, and environmental impacts.
A2	A sustainability management system (SMS) is in place that is appropriate for the size and scope of the business, including human resource management and human rights, health & safety and employee well-being, risk and crisis management, quality, social development, economic impacts, cultural heritage, and environmental impact management. The SMS drives continuous improvement.
A3	Employees are engaged in the development and effective implementation of the SMS.
A4	Relevant aspects of the business' SMS are communicated to guests and other stakeholders.
A5	Promotional materials are accurate and transparent, do not promise more than can be delivered regarding products and services, and do not make any misleading claims regarding responsible, Fair Trade Tourism and sustainability performance.

B: Good Business Practice

B1	The business is in compliance with local, national and international legislation and regulations pertaining to general trading requirements.
B2	Best practice is applied and the business is in compliance with applicable legislation and regulations pertaining to conditions of employment.
B3	Best practice in Human Resources (HR) management and labour relations is applied, including compliance with local, national and international legislation and regulations.
B4	Inclusive Workplace: the business applies principles of inclusivity and non-discrimination to workplace opportunities.
B5	Measures are in place to ensure good Occupational Health & Safety Management, and employee well-being.
B6	Measures are in place to ensure that a quality, responsible, Fair Trade Tourism guest experience is provided.

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C: Local Social and Economic Benefits

C1	Social development projects are supported, e.g. infrastructure, education, capacity building, health, sanitation, and / or climate change adaptation.
C2	Economic benefits are maximised for local residents through workplace opportunities.
C3	Economic benefits are maximised through support for local and Fair Trade suppliers of goods and services.
C4	Opportunities are provided for guests to contribute to socio-economic development.
C5	Basic services and livelihood access in the local area are not adversely affected by the tourism business' operations.

D: Cultural Heritage

D1	Local cultural heritage (traditional or contemporary) is featured in operations, design, décor, food, or shops while intellectual property rights of local communities and artisans are respected, as applicable.
D2	Information and interpretation about cultural heritage is provided , ensuring that local cultures, traditions, beliefs, and folklore are respected.
D3	Properties and sites that have historical, archaeological, cultural or spiritual importance are protected, preserved and enhanced, and access to them by local residents is not impeded.
D4	Historical and archaeological artefacts are not sold, traded or displayed, except as permitted by local or international law.

E: Environmental Impact Management

E1	Procurement favours environmentally-friendly / green products and suppliers, including for building materials, capital goods, food and beverages, and other consumables.
E2	Energy consumption is monitored, energy type indicated, and methods put in place to decrease overall consumption, while encouraging the use of energy generated from renewable sources.

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E3	Opportunities to reduce transport needs are pursued, and the use of more efficient, 'greener' alternatives is encouraged.
E4	Climate action includes identifying and minimising significant greenhouse gas (GHG) emissions, calculating the business' related carbon footprint, and exploring carbon offset options for the residual footprint.
E5	Water consumption and responsible management include assessment of water risk, sourcing that does not compromise natural flow / volumes, monitoring consumption by type (including food waste), reducing overall consumption and improving the reuse of wastewater.
E6	Responsible solid waste management includes monitoring the quantity of waste generated, minimizing total waste, re-using and recycling, and ensuring safe disposal of residual solid waste.
E7	Potential sources of pollution are monitored and preventive measures are in place, including responsible management of harmful substances and pursuing opportunities to replace these with environmentally friendly alternatives.
E8	Buildings and infrastructure consider the capacity and integrity of the natural and cultural surroundings, and make use of locally appropriate and sustainable building practices and materials.

F: Biodiversity, Ecosystems & Landscapes

F1	Biodiversity conservation benefits are maximised while negative impacts are minimised, both in its own operations and to external conservation management authorities.
F2	Wildlife interaction is managed responsibly.
F3	Facilities and interactions with captive (i.e., ex situ) wildlife protect the well-being of both the animal and all people involved.

G: Volunteer Tourism

(Section G applies only to volunteer tourism programmes)

G1	Volunteers are screened prior to entry in the programme to ensure suitability and relevant experience for the local context, as applicable.
G2	Volunteers are adequately prepared for participation in the volunteer tourism programme, ensuring that all legal requirements are in place and that the necessary information about the destination and placement is communicated before arrival.
G3	A local contact is appointed for the management of volunteers during their placement, ensuring integration and that volunteer needs are addressed.

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G4	Procedures are in place for the management of grievances and complaints related to volunteers.
G5	Safeguards are in place to protect children and vulnerable adults.
G6	Volunteers demonstrate respect for local communities at all times.
G7	Local communities / conservation authorities are actively involved in the volunteer business' programme and skills transfer to, or value add for, them is evident.
G8	There is regular interaction with the local community / conservation authority that includes consultation and feedback mechanisms.
G9	All parties involved in the volunteer programme receive their fair share of fees and other benefits.

H: Community Tours

(Section H applies only to businesses offering community tours involving 3rd party service providers)

H1	Transparent agreements are place with service providers, which are consistent with the principles of Fair Trade Tourism.
H2	Income is distributed fairly to all parties who contribute to the community tour experience.
H3	Transactions between community tour operator and service provider are fair.
H4	Tips from community tours are distributed fairly.
H5	Community tour has no negative social impacts on children.
H6	Service providers are supported to develop their business / service offering.