

Corporate Social Responsibility (CSR)

Putting into practice Responsible Tourism Principles

Dakar, 25th. September 2008

Principle 1. Shared Value

Justification....

- Business Sense-CSR not philanthropy but part of business strategy.
- Simply stated, in order to create value for shareholders and our Company, we need to create value for the people in the countries where we operate.
- People and their governments are investors too!

Principle 2. Creating Responsible Tourism Policy

- Multi-stakeholder consultation-RTP

What you want to achieve....

- Demonstrate stakeholder responsible behavior – by assuring compliance and sustainability.
- Comply with ethical business principles, national laws and international norms.
- Commit to human rights, employee rights, environmental protection, community involvement, stakeholder rights and monitoring.
- Implement Stakeholder Responsibility on 3'ple bottom lines: environmentally sound, socially just and economically viable for a better future.

Principle 3. Tourism as a “product”

- DESTINATION MAKER=Industry that “Manufactures” products/ services
- PEOPLE KEY=The tourism industry’s “product” which is used as a trade export item at international level is a living material: natural and human resources, wildlife, culture, history and heritage and social exchange
- BUSINESS Key = Selling and buying people’s “Likeable” + “Fantasy” - from bird watching to sex in paradise...
- CONSUMER BEHAVIOR= In addition to environmental sustainability governing the industry’s behavior in host destinations, ethical principles should therefore be at the forefront of cooperate trade policy.
- VOLUNTARY/ REGULATE = Codes of conduct/ Government Legislations
- Establish “Better places to visit and live in”

Implementing Broad Based Ethical Principles in Tourism

- Commitment to ethical principles as critical for securing long term business success;
- Commitment for creating consumer awareness using brochures/ guidebooks etc.
- Making available resources to implement projects;
- Staff training;
- Investment into research and pilot initiatives;
- Consultation /Collaboration between stakeholders;
- Social and environmental audits of services;
- Establish industry advisory group.

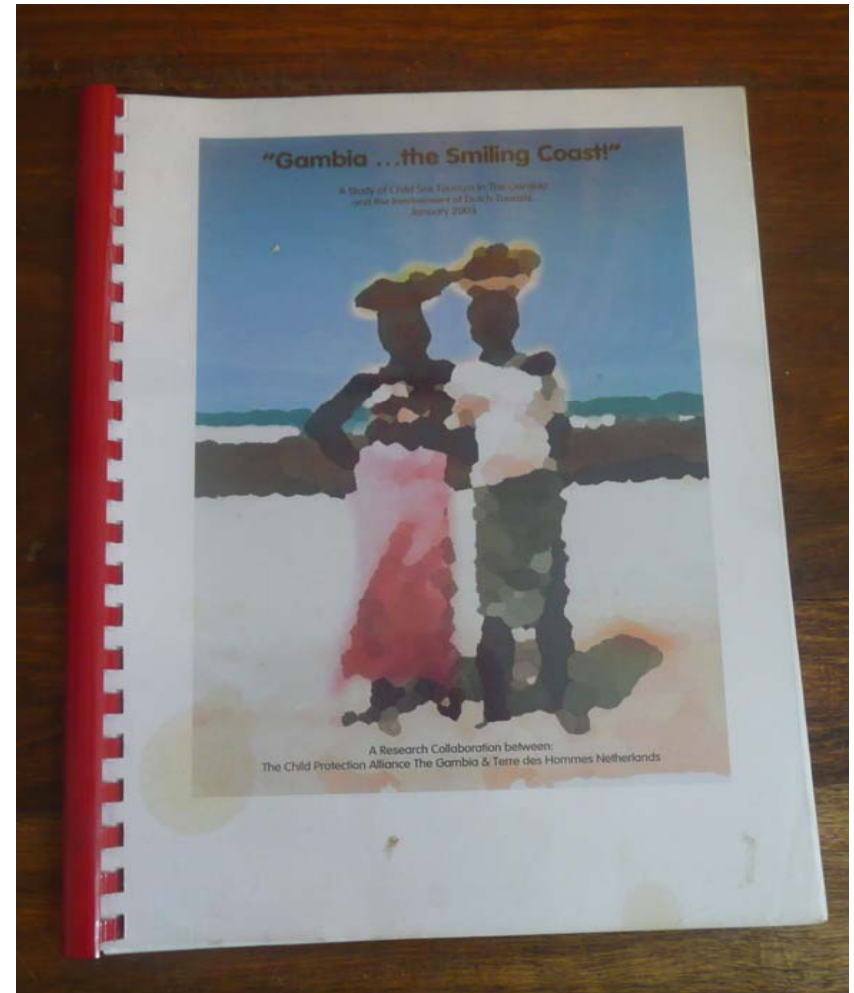
Specific Implementation of Child Sex Tourism (CST) Programmes - The Gambian Experience

- **Policy established 2004- Responsible Tourism Policy of The Gambia-**

Negative social and cultural impacts associated with tourism (such as increased crime, drug and alcohol abuse, prostitution and child sex abuse) should be monitored and action should be taken with local communities to minimise negative impacts and enhance positive ones.

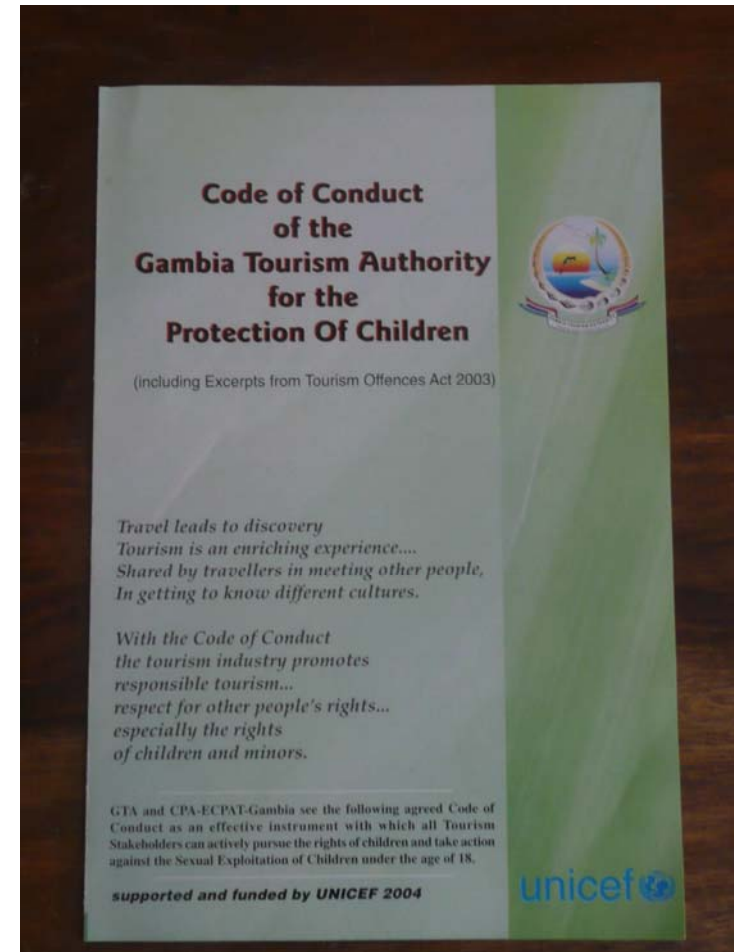
CST a Reality

- **Establish that CST exist-backed with research**



Consumer Awareness

- **Flyer- CPA, GTA and UNICEF**



Other Activities

- Advocate and sensitize- 'voice of the young'
- Train, train, train...- recognizing the signs
- Legislate- Tourism offences Act 2003
- Prosecute –provide examples (Dutch and Norway)
- Industry commitment- voluntary signing of codes
- Collaboration between stakeholders- CPA, RTP, UNICEF, GTA, TSU, Police etc.
- Monitor- process flawed!
- Share best practices with other countries.

CSR Initiatives in Tourism

Taking responsibility



You cannot outsource responsibility

Why change?

- An ethical trading policy can provide both a commercial advantage and a positive marketing tool.
 - Moral imperative/conscience/personal values, concern for environment & culture
 - Preserve destinations/maintain product quality
 - Market forces and consumer pressure
- Market Trends- TUI, Thomas Cook etc.
Responsible/Sustainable Departments with Managers
- World Travel Market Responsible Tourism Day-12th.
November 2008.

CSR Gambian Tourism Industry

- Gambia Experience – 50% of UK tourist- building schools and planting trees
- Travel Foundation & RTP - (TUI+ Thomas Cook)- vegetable supplies to hotels (GiG Farm); Sustainable Excursions (roots, Sifoe, GiG farm); Training of local guides (OTGs and JAYS Guides); support to RTP admin.
- ASSET- Plymouth- Banjul Rally 60% to good courses including CPA.
- GHA- Gambia Hotel School
- TTAG- Construction of beach safety towers
- GTA- Advocacy on CST

Recommendations

Tips and bits to get Corporate involvement

National level

- Work with Chamber of Commerce to identify companies
- Do research on ethical standing
- Attend business forums and request for your intervention
- Target 10, you may end up with 1
- Be innovative in your proposals
- “No Free Lunch” suggest business case
- Change language- “Advocacy” and “capacity building” means nothing
“Promotion” and “training” means something and avoid acronyms
- Do not write a long proposals with “Log frames” be simple to the point

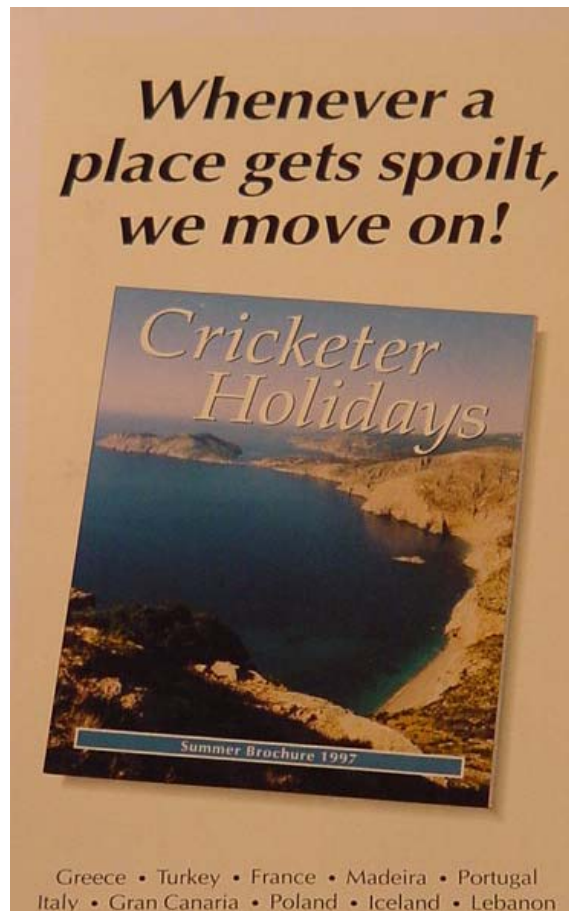
Tips Cont.

International Level -ECPAT

- ECPAT joins the RT movement
- Research and target trade Fairs-
WTMWRTD-12th. November 2008
(London) www.wtmwrtd.com ; ITB
(Germany)
- Trade Fair side events- research
organizers and lobby for space
- Follow up reminding on commitment

Last words

Destinations are made...



.....and we are left
with the spoils!