

# Corporate Social Responsibility (CSR) – The Effects of CSR Systems on the Company

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# Popularity of sustainability

- > No company, TO, mission statement, project or event without a commitment to sustainable development ã
- > No magazine without articles on sustainability ã
- > Sustainable tourism . a success storyã
- > Clean technology / Green landing / Carbon neutrality / Get natural ã

→ *It's boomtime for sustainability*

# Wrong assumptions for providers

(based on Matthias Horx, Zukunftsinstitut 2010)

1. People don't want to be perceived as seeking importance with sustainability themes – **Wrong!**
2. You can't earn money with sustainability . **Wrong!**
3. Sustainability is only an argument in small-volume business – **Wrong!**
4. Cooperation with sustainability organizations is impossible – **Wrong!**

→ ***Sustainability is being taken more and more seriously***

# How seriously is sustainability taken?

## Consumers

- > Hopes for LOHAS: Lifestyle of Health and Sustainability with a strong focus on
  - health and fitness
  - environmental responsibility and sustainable lifestyle
  - enjoyment and luxury
- > Carefull: Tourists have an extremely opportunistic understanding of sustainability
- > Very little CO<sub>2</sub> offsetting

**→ *Unwise to wait for sustainable tourists***

# How seriously is sustainability taken?

## Providers/TOs

- > Active: CSR/sustainability precursors
  - “ 5-10% of TOs in Switzerland/Germany
- > Selective: CSR/sustainability opportunists
  - “ 30-40% of TOs in Switzerland/Germany
- > Reactive: CSR/sustainability hardliners
  - “ 30-40% of TOs in Switzerland/Germany
- > Passive: CSR/sustainability ignorers indifferent
  - “ 20-30% of TOs in Switzerland/Germany

**→ Sustainability is long-term economy**

# CSR Definitions

## ISO 26000:2010 (3.3.1)

- > “... CSR is the willingness of an organization to **incorporate social and environmental considerations** in its decision-making and be **accountable** for the impacts of its decisions and activities on society and the environment.
- > ... is **integrated throughout the organization**, is practised in its relationships and takes into account the interests of **stakeholders.**”

# CSR Definitions

## > EU Commission 2001:

*„... A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis. ...”*

## > TourCert 2008: (backed by the Deutsche Bundesstiftung Umwelt DBU)

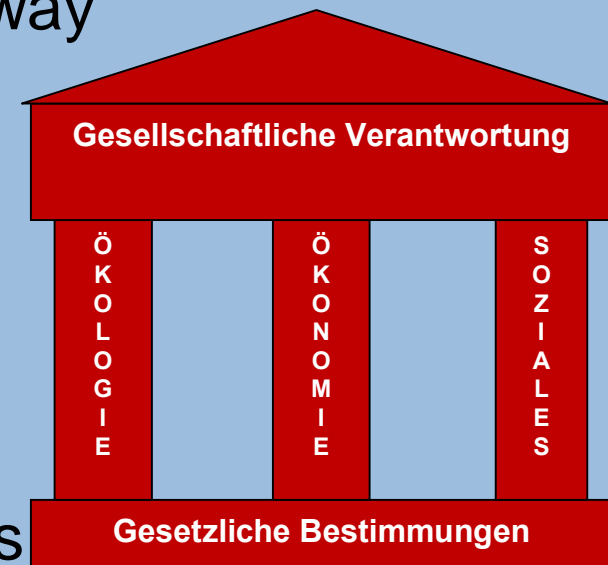
*“... The contribution a company makes to sustainable development by going beyond legal provisions and by integrating social and environmental responsibility into its core business. ...”*

## → Firm stance and targeted strategy instead of isolated good deeds



# TourCert: CSR Guidelines

1. Travel in an environmentally friendly way
2. Carefully select accommodation
3. Compare destinations
4. Involve local communities
5. Pay appropriate prices
6. Comply with labour standards
7. Conduct business on partnership lines
8. Ensure transparency



(Source: TourCert Infolyer, 2010, p..2)



# TourCert: CSR Certification Requirements

## 1. Sustainability report

- in accordance with CSR reporting standards
- public

## 2. Management components

- CSR mission statement
- CSR manager or CSR team
- Improvement programme (updated annually)

## 3. Performance evaluation

- 10 core indicators

(Source: TourCert Infolyer, 2010, p.2)



# TourCert: Performance Evaluation of CSR Core Indicators

Kernindikator	Durchschnittswerte	Werte RV
CO2 Emissionen pro Gast/Tag (g)	112,3	60,6
Anteil der Ausgaben für lokale Wertschöpfung am Gesamtumsatz %	55,8	17,7
Co2 Emissionen in der Geschäftsstelle pro MA	4,16	3,29
Papiergramm pro Reisende	4290	2969
Qualität der Kundeninformation %	69,24	28
Zufriedenheitsindex Kunden %	69,33	83
Rücklaufquote Kundenzufriedenheit %	20,34	83
Zufriedenheitsindex Mitarbeiterinnen %	70,5	64
Nachhaltigkeitsindex Partneragenturen %	76,58	61
Nachhaltigkeitsindex Unterkünfte %	64,92	61
Nachhaltigkeitsindex Reiseleitung %	79,95	95

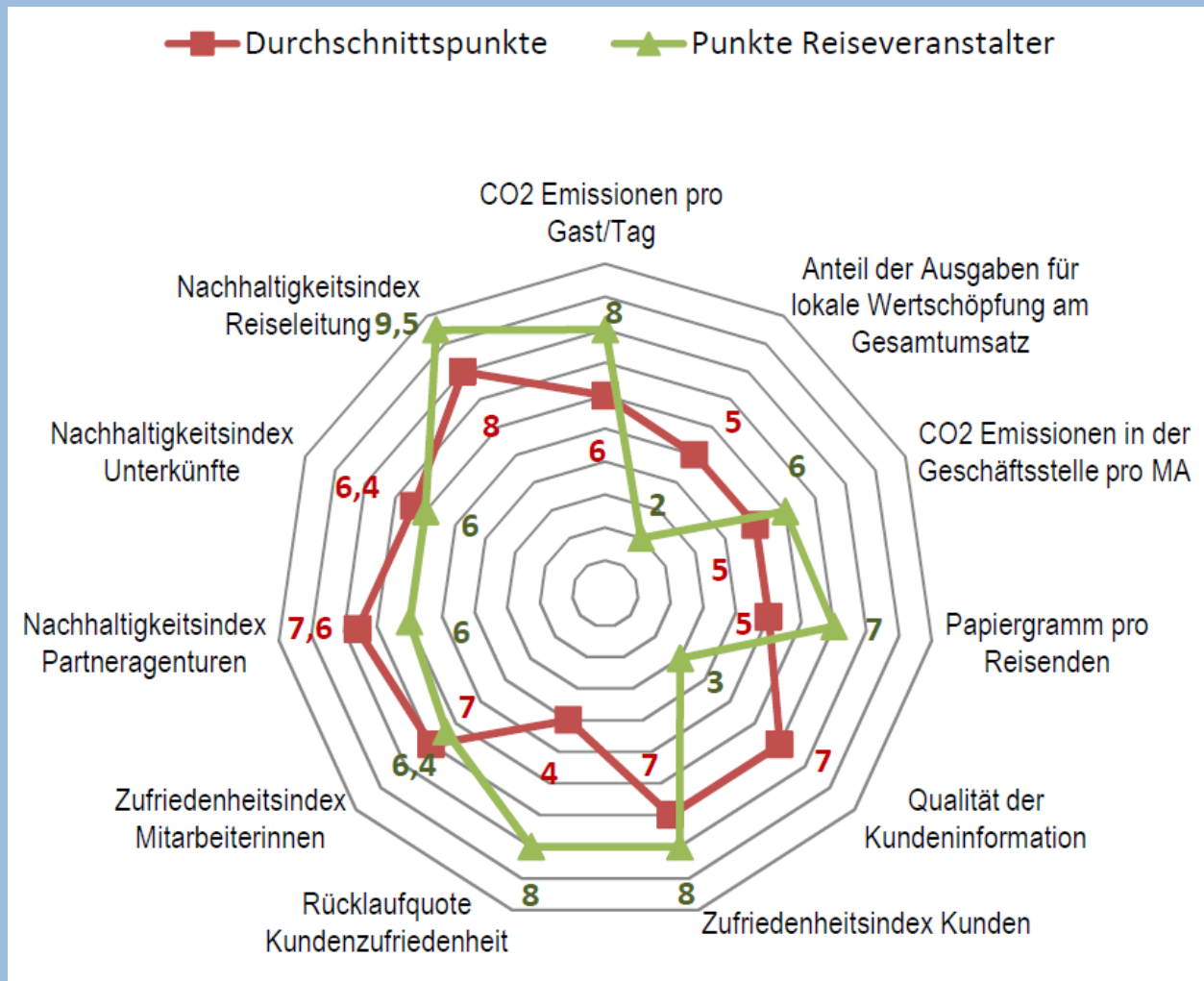
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# TourCert: Core Indicators – Points System



# TourCert: Evaluation 12 of CSR Aspects

Berichtsteile		Bewertung					Bemerkungen / Empfehlungen	
		%	0	20	40	60		80
1.	Unternehmensportrait	85						
2.	Nachhaltigkeit im Unternehmen	70						
3.	Verantwortung für Kunden	75						
4.	Umweltschutz in der Geschäftsstelle	80						
5.	Verantwortung für MA	85						
6.	Verantwortung für die Gesellschaft	75						
7.	Produktverantwortung:							
7.1.	Zielgebietscheck	60						
7.2.	Leistungsträger:							
7.2.1.	Partneragenturen	70						
7.2.2.	Unterkunft	70						
7.2.3.	Reiseleitung	80						
7.2.4.	Transport	70						
8.	Verbesserungsprogramm	80						
GESAMTDURCHSCHNITT		75,00						



# Further CSR/CR/Sustainability Evaluation Systems

- > EMAS / ISO 14001
- > Guidance on social responsibility: ISO 26000:2010
- > Green Globe (seit 1993)



- > Travelife (with 450 TOs)



- > Fair Trade / Fair Travel (akte Basel and partners)



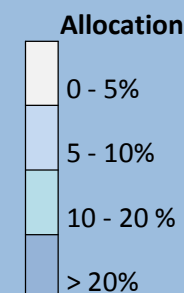
# Environment and Quality Labels



→ “...good intentions are often far from good...”

# Allocation to 7 Core Subjects of ISO 26'0000

	TourCert	GreenGlobe	Travelife	GSTC	GRI
Org. Governance	41 (19%)	39 (17%)	14 (10%)	8 (9%)	12 (15%)
Human Rights	22 (10%)	9 (4%)	7 (5%)	12 (14%)	6 (8%)
Labour Practices	28 (13%)	25 (11%)	17 (12%)	10 (12%)	15 (19%)
Environment	73 (33%)	120 (53%)	53 (36%)	33 (38%)	29 (36%)
Fair Operating Practices	12 (5%)	17 (7%)	24 (16%)	7 (8%)	8 (10%)
Consumer Issues	30 (14%)	14 (6%)	23 (16%)	8 (9%)	9 (11%)
Community Involvement	13 (6%)	4 (2%)	8 (5%)	9 (10%)	1 (1%)
<b>Total number of indicators</b>	<b>219</b>	<b>228</b>	<b>146</b>	<b>87</b>	<b>80</b>



**GSTC – Global Sustainable Tourism Criteria; GRI – Global Reporting**

(Source: **Initiative** TourCert/eed/KATE 2011)

## Summing up

- > The need of sustainable development
- > CSR . a challenging management approach
- > CSR/CR systems (ISO 26000, TourCert, Green Globe, Travelife etc.)
  - with similar structures
  - with different focus
  - with different deepness of effects
- > TourCert with high degree of ISO 26000 compatibility
- > Important criteria: independent, verifiable, transparent, process-oriented, sanctionable, follow-up

# Summing up

- > CSR certification beneficiaries are:
  1. Destination locals . Staff of partner operations
  2. Environment
  3. Tour operator staff . HRM
  4. Enlightened tourists with higher awareness
  5. Management
  6. Shareholders

→ ***CSR / CR as a great chance  
for a tourism with future***

