



HOTELS & ACCOMMODATIONS

La soluzione di sostenibilità per un albergo migliore

Rocco Bonomo, Travelife Certificatione Coordinatore
Napoli 02 Aprile 2016

La soluzione di sostenibilità per un albergo migliore

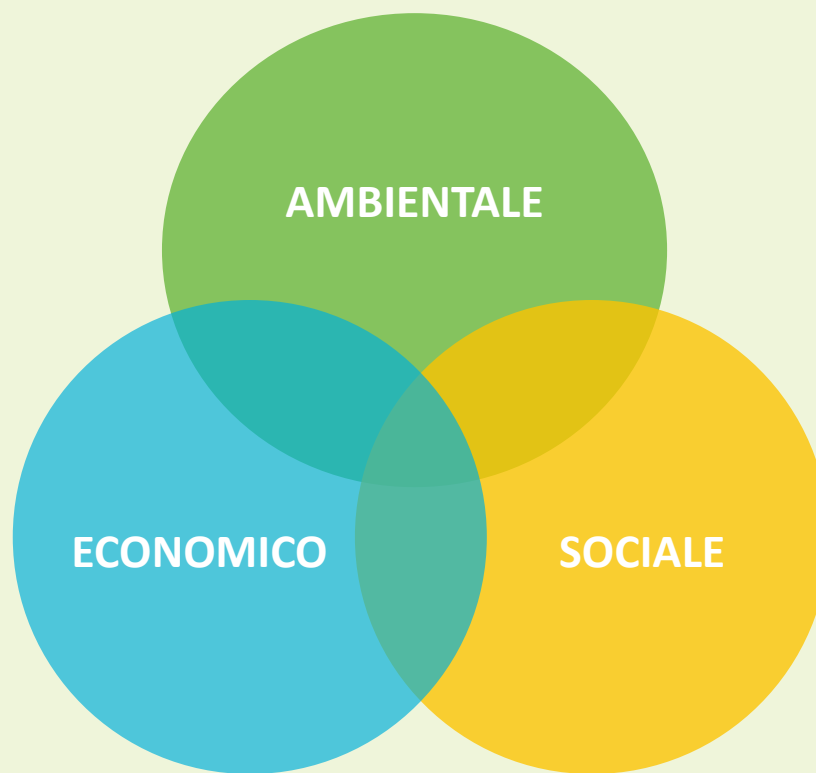
- Travelife é uno schema di certificazione internazionale
- Travelife aiuta i suoi circa 1400 iscritti nel mondo a migliorare efficacemente l'impatto ambientale, sociale ed economico
- Gli iscritti Travelife che soddisfano i requisiti del Sistema Travelife sono ufficialmente riconosciuti attraverso la certificazione che attesta il loro conseguimento



Vision:

“Inspiring and supporting
businesses and their customers to
transform tourism
for a better future”

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**Thomas
Cook**



COSMOS
holidays



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Welcome to
Ljubljana
the capital of Slovenia



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I consumatori sono sempre piú interessati a vacanze sostenibili

Aumento della domanda di alberghi sostenibili

ABTA Consumer Trends 2011, 2012, 2013



71% dei clienti opterá per scelte eco-friendly nei prossimi 12 mesi

TripAdvisor, 2012



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■ **Costi ridotti**

- Travelife aiuta gli hotel a ridurre i costi generali, come energia, acqua e smaltimento rifiuti.

■ **Aumento del grado di soddisfazione dei clienti**

- Le ricerche condotte dai tour operator dimostrano che i clienti considerano gli hotel Travelife qualitativamente migliori rispetto agli altri.
- Travelife coinvolge il personale per migliorare l’hotel e la qualità dell’offerta ai clienti

■ **Support dell’economia locale**

- Travelife supporta le persone, la cultura e l’economia locale attraverso la formula “prodotti e lavoratori locali”

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■ Aiuto nella gestione del rischio

- La pianificazione della sostenibilità aiuta a ridurre i rischi e a soddisfare le aspettative dei clienti e dei tour operator

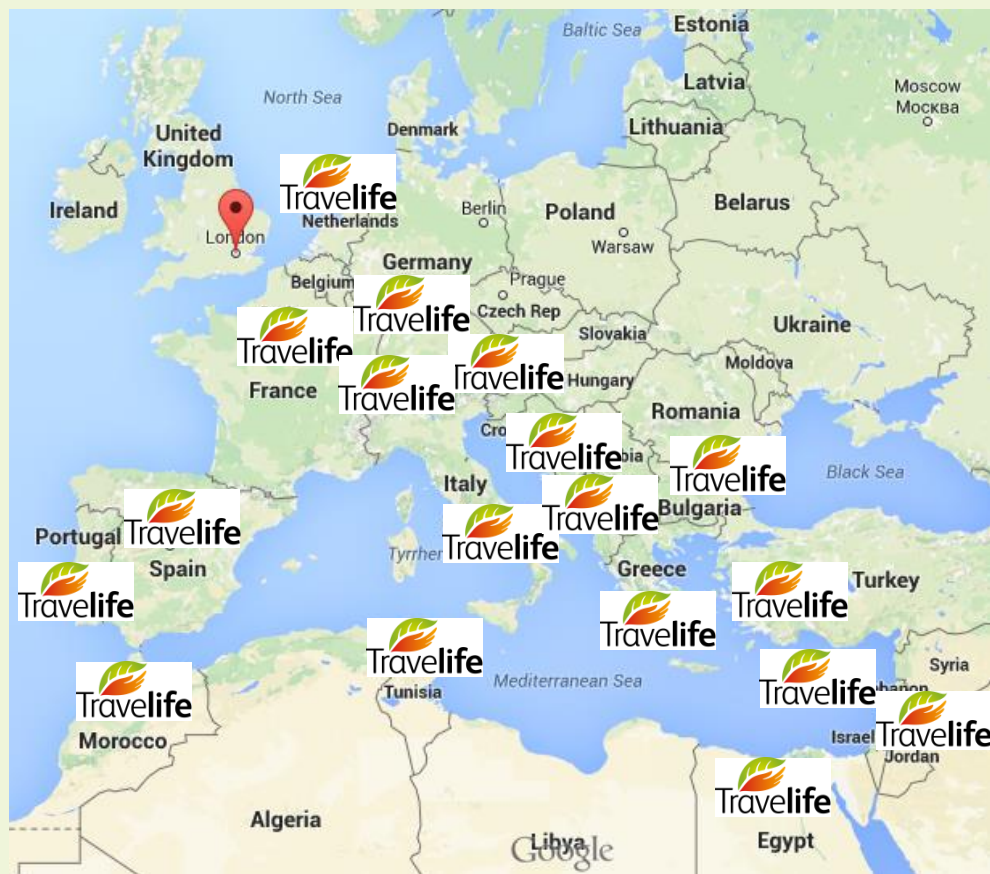
■ Maggiore pubblicità

- Travelife aiuta gli hotel a distinguersi dalla concorrenza attraverso la promozione da parte dei tour operator e degli agenti di viaggio online.
- La certificazione Travelife, riconosciuta a livello internazionale, attesta che il tuo hotel è un'azienda responsabile.

■ Supporto completo e pratico

- Gli strumenti online di Travelife aiutano gli hotel a pianificare e conseguire la certificazione.
- Travelife offre un'assistenza personalizzata per apportare i miglioramenti necessari

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- Più di 1,400 iscritti in circa 53 paesi nel mondo
- 18 paesi in Europa
 - Croazia: 37
 - Cipro: 60
 - Grecia: 207
 - Italia: 33
 - Portogallo: 66
 - Spagna: 414
 - Turchia: 173

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■ Più di 30 iscritti in Italia in 6 diverse regioni

- Campania: 15
- Puglia: 1
- Sardegna: 3
- Sicilia: 6
- Toscana: 1
- Veneto: 5

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Un processo semplice e di supprto per i nostril iscritti



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- Per la preparazione dell’audit, gli hotel devono completare la checklist online, la quale aiuta a capire come si posizionano rispetto ai requisiti di Travelife
- La checklist é organizzata in 4 temi con diversi oggetti



Travelife checklist

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec a cursus massa. Utque accumsan eros. Donec consectetur mauris eget lacus lobortis.

Completion Questions (0/150)
22%

Attachments (0/8)

Management	Environment	Community	Supply chain
1. Managing Sustainability and Complying with the Law Questions (0/13) Attachments (0/5)	4. Managing your Energy Use Questions (0/16)	9. Looking after your Employees and Human Rights Questions (0/26)	11. Working with your Suppliers and your Guests Questions (0/12) Attachments (0/2)
2. Communicating Progress Questions (0/10)	5. Managing your Water Use Questions (0/19)	10. Working with and Supporting the Local Community Questions (0/16) Attachments (0/1)	
3. Allocating Staff and Budget Questions (0/7)	6. Managing and Reducing Waste Questions (0/10)		
	7. Managing your use of Harmful Substances Questions (0/13)		
	8. Protecting Wildlife Questions (0/6)		

Compulsory question for year 1 (C)	Question number	SUSTAINABILITY MANAGEMENT SYSTEMS	Yes / No
		Business Policies	
C	1	Do you have a written policy which describes:	
C	2	How you reduce, minimise and manage your impact on the environment?	<input type="checkbox"/>
C	3	How you make sure that you have good working conditions for your employees and how you protect human rights?	<input type="checkbox"/>
C	4	How you engage with local people and local businesses to support the economy and community and how you protect local traditions?	<input type="checkbox"/>
C	5	Quality Assurance procedures?	<input type="checkbox"/>
C	5	Health and Safety policies?	<input type="checkbox"/>
C	6	Do these policy documents apply to all parts of your business and business activities?	<input type="checkbox"/>
C	7	Are these policy documents, or relevant parts of them, available in staff areas?	<input type="checkbox"/>
C	8	Are these policy documents, or relevant parts of them, available in guest areas?	<input type="checkbox"/>
	9	Are these policy documents available for all who might want to see them (staff, guests, suppliers, local communities etc.) via your website, brochures, staff handbooks and/or anywhere else?	<input type="checkbox"/>
		Legislation	
C	10	Do you keep a list of the following legislation which is relevant for your business:	<input type="checkbox"/>
C	10	Environmental legislation (including regional, national and international legislation).	<input type="checkbox"/>
C	11	Labour and human rights legislation (including regional, national and international legislation).	<input type="checkbox"/>
C	12	Health & safety legislation (including regional, national and international legislation).	<input type="checkbox"/>

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Travelife non si limita a certificare ma offre molto di piú:

■ **Travelife aiuta i suoi iscritti a preparare il proprio audit attraverso:**

- Documenti che spiegano in dettaglio il processo di certificazione e come preparare l’audit



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STEPS TO BECOMING TRAVELIFE-CERTIFIED

Briefing Note **3**

There are four steps to becoming a Travelife certified hotel or accommodation:

1. **Subscription** – You become a paid member of Travelife.
2. **Audit preparation** – Consider what sustainability measures you have in place and what else you need to do to achieve Travelife certification.
3. **Audit** – An auditor visits your property to assess you against the requirements of the Travelife checklist.
4. **Post-audit** – To achieve Travelife certification, or you may need to address improvements that the auditor found during their visit.

SUBSCRIBE



PREPARE



AUDIT



CERTIFICATION



1. **Subscription**
You must be a current Travelife for Hotels & Accommodations member to be able to make the most of your Travelife certification and use the Travelife logo and gold certification mark.
Travelife for Hotels & Accommodation members pay a subscription fee and an audit fee every two years. As a Travelife member you have full access to our member benefits of:

- **online checklist** that will help you understand how well you meet the requirements of the Travelife criteria and plan for your audit
- **Travelife help for members**, such as factsheets, templates and examples of best practice
- **Getting Started in Sustainability** online toolkit, including case studies, videos and tips on improving your sustainability
- **case studies** explaining how Travelife-certified properties achieved their awards
- **regular e-newsletter** with tips, advice and examples of best practice from other Travelife properties.

If you have received this Briefing Note then you should be a current Travelife member.

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
TRAVELIFE HELP FOR MEMBERS

Briefing Note **5**

As a member of Travelife for Hotels & Accommodations, you have exclusive access to our help for members. It includes factsheets and templates that relate to the criteria in the online checklist, providing information to help you understand what is required to achieve Travelife certification.

Factsheet Number	Subject	Summary
1	Introduction to energy management	Will help you to establish a baseline for energy usage and measure, monitor and record consumption. Will also provide guidance on conducting an annual energy assessment and other 2 nd -audit requirements. See also Template 1: Energy Report
2	Introduction to water and waste water management	Will guide you through establishing a baseline for water consumption, monitoring and recording it and managing waste water disposal. Will also provide guidance on conducting an annual water assessment and other 2 nd -audit requirements. See also Template 2: Water Management Report
3	Introduction to waste minimisation	Will help you to understand the solid waste your property produces and what you can do to reduce it, as well as managing unused food. Will also provide guidance on how to monitor your waste materials and other 2 nd -audit requirements. See also Template 3: Waste Management Report Template 5: Example of unused food waste monitoring form

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PREPARING FOR YOUR TRAVELIFE AUDIT

Briefing Note **4a**

Now you have joined Travelife for Hotels & Accommodations, you can start to improve your property's sustainability and prepare for your audit. Good preparation is essential because by preparing for your audit, you will increase your chances of gaining Travelife certification and avoid the need to be re-audited. This is particularly important because if an auditor finds more than 40 improvements, then your property may be recommended for a repeat audit, which will incur an additional fee.


Five steps to prepare for your Travelife audit

1. **Complete the online checklist**
You can access the **online checklist** by logging on to the **Travelife website**. At your first audit to become certified, you must meet all the mandatory requirements of the Travelife criteria. However, at your second audit, you must meet all the requirements. By completing the online checklist you will get a much better understanding of where you meet the criteria and what further actions are required. When you complete the checklist, you should involve members of staff from all the departments in the property. This is because they can advise you about what they are currently doing and suggest changes, which will be helpful when you are finding ways to make improvements.
2. **Create an action plan**
Once you know the improvements your property needs to make to achieve Travelife certification, you can use the information to make an action plan. You may already have an action plan template, but if not, you could use the following headings in an Excel spreadsheet:
 - **Section / number of Travelife criteria:** by including this information, you can be sure that the actions you take match the specific requirements of a criteria in the Travelife checklist. For example, section 1 / question 1.
 - **Requirement:** you should summarise the specific requirement of the criteria. For example, a written policy on how we address environmental issues.
 - **Current situation and improvement actions required:** you should explain what your property is doing at the moment and what actions are needed. For example, we are doing lots of environmental things like recycling and asking our guests to shut windows when they turn on the air conditioning. However, we do not have a written environmental policy, so we need to understand what our environmental impacts are (energy, waste, water etc.) and put in place a plan to address them. Then we need to write a policy to explain our commitments and planned actions.

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– Documenti che includono istruzioni e moduli necessari per i requisiti di Travelife



TRAVELIFE HELP FOR MEMBERS Briefing Note **5**

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INTRODUCTION TO ENERGY MANAGEMENT Factsheet **1**

What is energy efficiency?
Energy efficiency describes the practice of using as little energy as possible without disrupting comfort levels, ensuring that service levels are maintained. Energy efficiency involves a series of steps including:

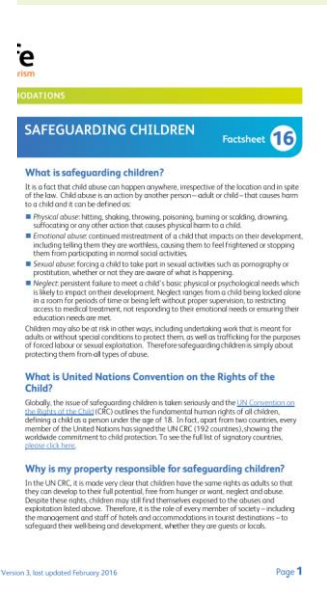
- establishing an initial baseline for energy use by collecting historical data, usually from energy bills
- observing and analysing current practices and then setting objectives and targets to reduce the amount of energy used
- implementing the changes needed to meet your objectives and targets, as well as educating staff and guests on their role in being energy efficient and
- monitoring and recording energy use on a daily, weekly, monthly and/or annual basis, to check progress and take action where needed.

Why is energy efficiency important to hotels and accommodations?
Energy efficiency is an important part of sustainability, especially for hotels and accommodations that cater for many guests per night. Energy use or "consumption" produces carbon dioxide (CO₂) and other harmful greenhouse gas emissions that are released into the atmosphere and contribute to climate change.
When properties manage their energy consumption, they reduce their emissions, supporting a more sustainable future. Poor energy management will invariably result in higher energy bills, which can be significantly reduced if the correct measures are put in place to control and reduce consumption.

How will managing my energy consumption help my property to achieve Travelife certification award?
Managing your energy consumption is mandatory which means that your property will not achieve Travelife certification if you are not doing it. As such, hotels and accommodations must show that:

- energy consumption is regularly recorded and monitored for all sources such as gas or electricity at least 16 hours (week), both in total and per guest night
- consumption is actively managed and reduced through an energy management plan, which prioritises actions and is regularly reviewed
- an annual energy assessment is conducted to review the success of your energy efficiency actions and to identify opportunities for further savings. At your second audit,

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SAFEGUARDING CHILDREN Factsheet **16**

What is safeguarding children?
It is a fact that child abuse can happen anywhere, irrespective of the location and in spite of the law. Child abuse is an action by another person – adult or child – that causes harm to a child and it can be defined as:

- Physical abuse: hitting, shaking, throwing, poisoning, burning or scalding, drowning, suffocating or any other action that causes physical harm to a child.
- Emotional abuse: continued mistreatment of a child that impacts on their development, including telling them they are worthless, causing them to feel frightened or stopping them from participating in normal social activities.
- Sexual abuse: forcing a child to take part in sexual activities such as pornography or prostitution, whether or not they are aware of what is happening.
- Neglect: persistent failure to meet a child's basic physical or psychological needs which is likely to impact on their development. Neglect ranges from a child being locked alone in a room for periods of time or being left without proper supervision, to restricting access to medical treatment, not responding to their emotional needs or ensuring their education needs are met.

Children may also be at risk in other ways, including undertaking work that is meant for adults or without special conditions to protect them, as well as trafficking for the purposes of forced labour or sexual exploitation. Therefore safeguarding children is simply about protecting them from all types of abuse.

What is United Nations Convention on the Rights of the Child?
Globally, the issue of safeguarding children is taken seriously and the [UN Convention on the Rights of the Child \(CRC\)](#) outlines the fundamental human rights of all children, defining a child as a person under the age of 18. In fact, apart from two countries, every member of the United Nations has signed the UN CRC (192 countries), showing the worldwide commitment to child protection. To see the full list of signatory countries, [please click here](#).

Why is my property responsible for safeguarding children?
In the UN CRC, it is made very clear that children have the same rights as adults so that they can develop to their full potential, free from hunger or want, neglect and abuse. Despite these rights, children may still find themselves exposed to the abuse and exploitation listed above. Therefore, it is the role of every member of society – including the management and staff of hotels and accommodations in tourist destinations – to safeguard their wellbeing and development, whether they are guests or locals.

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- Il auditor Travelife visiterá il tuo hotel per circa 6-8 ore
- L’audit inizia con un meeting di apertura che coinvolge i “key members of staff”, durante il quale l’auditor indicherá:
 - La documentazione che verrá controllata
 - Il personale che verrá intervistato
 - Le parti dell’hotel oggetto della visita
- L’audit é interattivo, gli albergatori sono quindi incoraggiati a fare domande
- L’audit termina con un meeting di chiusura dove l’auditor evidenzia le problematiche emerse durante l’audit and richiede ulteriori informazioni/evidenze

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- Dopo l'audit, l'auditor invia il report all' Head Office di Travelife
- L'Head Office controlla il report ed informa l'albergatore sui risultati
- L'albergo può essere certificato oppure risultare non-conforme
- Nel caso di non-conformità, queste devono essere risolte
- Travelife emette un report che riassume tutte le non-conformità
- Una volta che tutte le non- conformità sono risolte, l'albergo ottiene la Certificazione



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Sustainability in tourism

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Membership Status: **Subscribed** ✓

Welcome to Travelife - SENTIDO Tara

Thank you for undertaking the Travelife audit. Although you weren't successful this time you have 31 days from the date of the audit result email to make the required improvements and send the evidence to us.

If you are not able to make the improvements within 31 days you can continue to make improvements and then apply and pay for a new audit when you're ready. Alternatively you can wait until your next audit is due in two years time.

Remember, from your second audit onwards you will need to comply with ALL of the criteria in the Gold checklist.

If you need more information or support don't forget to make use of the range of Travelife member materials:

- the Travelife checklist
- the Travelife support materials
- the Travelife member newsletter
- the Getting Started in Sustainability website.

You can also find out how other Travelife members are creating their own sustainable solutions in their hotels in our case studies section.

Travelife is here to support you in your sustainability journey protecting the future of your business, your destination, local community and the environment. If you have any further questions please contact us. We look forward to working with you in the future.

Thank you
The Travelife Team

- Improvement Report**
Click here to view ✓
- Official Audit Report**
Report Completed (PDF) ✓
- Your Self-Check**
Checklist Completed (PDF) ✓
- SUBSCRIPTION**
Fully Subscribed ✓
- PROFILE**
Update profile →



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Improvement Report

The report below shows the criteria from the Travelife Gold checklist that you did not meet at the time of your on-site audit. These are called your 'improvements'. You can still pass your Travelife audit if you make these improvements and send us evidence by the deadline sent to you by email.

There are two lists:

1. the **'Obligatory improvements'** - which you need to complete by the deadline given to you
2. the **'Non-obligatory improvements'** - which you need to complete before your next audit in two years' time.

There is one section for each criteria where improvements are required. Each section includes the criteria number and wording from the checklist, the auditor's comments, some guidance on the action you need to take and where relevant a link to further information and the corresponding Travelife support material.

Obligatory improvements - Need to be completed to achieve Travelife certification

Management

7	Are there policy documents, or relevant parts of them, available in staff areas? AUDITOR'S COMMENTS: Policies are not available in staff areas. ACTION REQUIRED: Once you have all your policy documents in place, they should be displayed for your staff to read in areas such as staff noticeboards, or in the rooms. Photographs can be provided to show how they are displayed.	
8	Are there policy documents, or relevant parts of them, available in guest areas? AUDITOR'S COMMENTS: Policies are not available in staff areas. ACTION REQUIRED: Once you have all your policy documents in place, they should be displayed for your guests to read in areas such as staff noticeboards, or in the rooms. Photographs can be provided to show how they are displayed.	
10	Environmental legislation (including regional, national and international legislation) AUDITOR'S COMMENTS: The hotel doesn't keep a list of the legislation. ACTION REQUIRED: Having a list of legislation (including environmental) will help you to understand your legal requirements and what you need to do to meet them. If this is your first Travelife audit, you must develop a plan to show how and by when you will make this list. To help you to create this list, please refer to our factsheet 'How to Develop a Legal Register'.	Factsheet 18 How to Develop a Legal Register

Non-obligatory improvements - Need to be completed to pass your next audit

Management

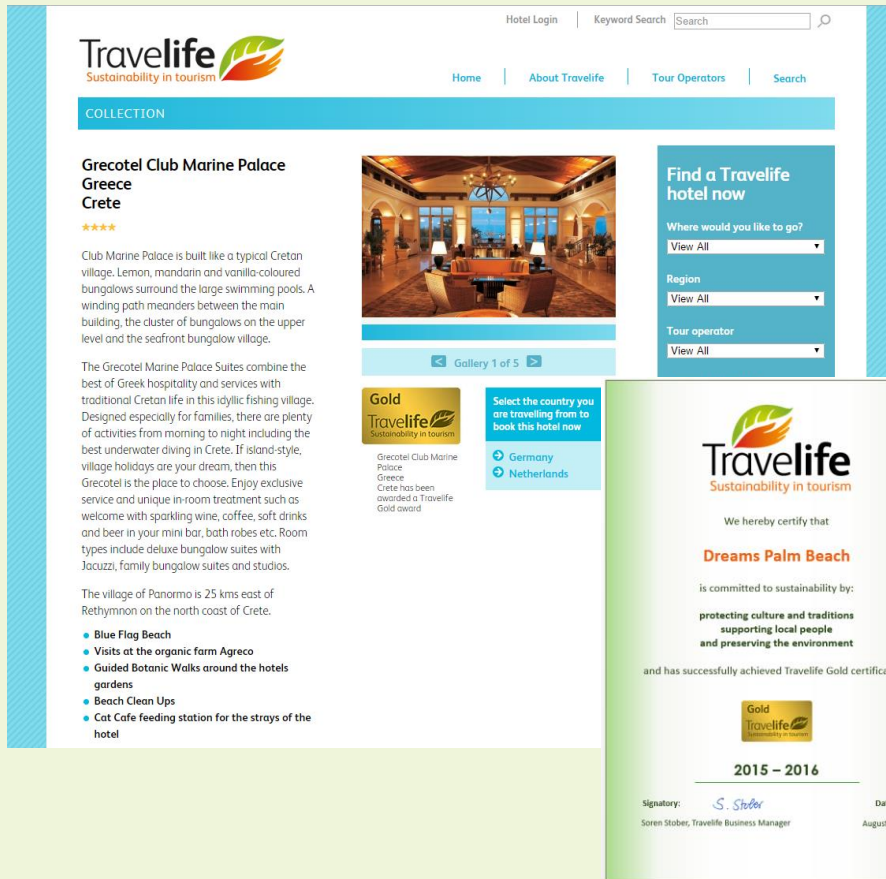
16	Have you created a public sustainability report within the last 12 months? AUDITOR'S COMMENTS: The sustainability report wasn't produced within the previous twelve month. ACTION REQUIRED: A sustainability report allows the business to communicate with all interested parties including your customers, suppliers, local community and staff about its progress against its sustainability commitments, objectives and targets. In fact, the report summarises the results of your sustainability programme for a given year. Your report should have been created within the last 12 months and should be sent to Travelife. If you do not have a report yet, you can find help in our factsheet 'How to develop a sustainability report'.	Factsheet 20 How to develop a sustainability report
17	Does this sustainability report show the progress which has been made since the last report? AUDITOR'S COMMENTS: The sustainability report wasn't produced within the previous twelve month. ACTION REQUIRED: Your sustainability report should always explain your business's progress over the last 12 months and since the previous report. The report can explain your successes and also the challenges that you face as you manage your sustainability issues, but must be a clear update. If it is your first report, it should show the progress made during the last 12 months. To help you develop your sustainability report, please refer to our factsheet 'How to develop a sustainability report'.	Factsheet 20 How to develop a sustainability report
18	Can you show how you have made this report available to the public and any people who might be interested in it, such as staff, guests, suppliers, local community etc? AUDITOR'S COMMENTS: The sustainability report wasn't produced within the previous twelve month. ACTION REQUIRED: Your sustainability report should be available for anyone to read, including your customers, staff, suppliers and local community. For example, it can be displayed on your website, available in paper in your property or a summary provided in staff handbooks, guest information or even in your marketing materials.	

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- Travelife comunica regolarmente con i suoi iscritti, offrendo ulteriore supporto
- E-newsletter
 - News, advice, guidance top tips and ideas
- Case studies from Travelife certified hotels
 - Practical examples of what successful hotels have done to improve their sustainability



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Hotel Login | Keyword Search

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COLLECTION

Grecohotel Club Marine Palace
Greece
Crete
★★★★

Club Marine Palace is built like a typical Cretan village. Lemon, mandarin and vanilla-coloured bungalows surround the large swimming pools. A winding path meanders between the main building, the cluster of bungalows on the upper level and the seafront bungalow village.

The Grecohotel Marine Palace Suites combine the best of Greek hospitality and services with traditional Cretan life in this idyllic fishing village. Designed especially for families, there are plenty of activities from morning to night including the best underwater diving in Crete. If island-style, village holidays are your dream, then this Grecohotel is the place to choose. Enjoy exclusive service and unique in-room treatment such as welcome with sparkling wine, coffee, soft drinks and beer in your mini bar, bath robes etc. Room types include deluxe bungalow suites with Jacuzzi, family bungalow suites and studios.

The village of Panormo is 25 kms east of Rethymnon on the north coast of Crete.

- Blue Flag Beach
- Visits at the organic farm Agreeo
- Guided Botanic Walks around the hotels gardens
- Beach Clean Ups
- Cat Cafe feeding station for the strays of the hotel

Gold
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Sustainability in tourism

Grecohotel Club Marine Palace Greece Crete has been awarded a Travelife Gold award

Select the country you are travelling from to book this hotel now

- Germany
- Netherlands

Find a Travelife hotel now

Where would you like to go?
View All

Region
View All

Tour operator
View All

Gallery 1 of 5

We hereby certify that

Dreams Palm Beach

is committed to sustainability by:

protecting culture and traditions
supporting local people
and preserving the environment

and has successfully achieved Travelife Gold certification.

Gold
Travelife
Sustainability in tourism

2015 – 2016

Signatory: *S. Stober*
Soren Stober, Travelife Business Manager

Date:
August 2015

- Una volta certificati, i nostril iscritti avranno una pagina dedicata sulla nostra brochure online: www.travelifecollection.com
- Gli hotel certificati possono promuovere la certificazione affiggendo la targa d'oro



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Gli hotel certificati beneficiano di pubblicità di marketing attraverso i nostri partner



- Tour operator brochures



Booking.com

- Promotion through online travel agents

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Stima del risparmio (riduzione di costi) nel primo anno

- Travelife audit attraverso una serie di raccomandazioni stimó un risparmio di circa **€150.000 per anno** attraverso:
 - Installazione di restrittori/aeratori per acqua e pronta riparazione delle perdite
 - Riduzione del voltaggio di luci esteriori e spegnimento alla 1 (am)
 - Programma di reuso asciugamani
 - Orario irrigazione mattina presto/notte
 - Controlavaggio dei filtri

- Costi per l'implementazione = **€ 8.000**
- Risparmi conseguiti = **€78.000 nel primo anno**
- **Ritorno di investimento del = 900%**



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Entrate attraverso la raccolta differenziata dei rifiuti (recycling)

- Hotel Travelife in Grecia, ha relizzato circa **€20,000 in un anno** per aver implementato la separazione dei rifiuti in 7 'categorie' e venduto ad imprese del settore
- Percentuale di differenziata raggiunta **45%**, eccezionalmente elevata per la Grecia



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Aumento della motivazione dei dipendenti, miglioramento dei rapporti con i fornitori e con la comunità locale

“Our increased activities with the local community, for example local events, use of our facilities and our community survey, have resulted in positive relations and the added benefit of good business opportunities for our hotel.”

Saray Hondarza, Secretary to the General Manager, Playitas Resort



“We learned very quickly that it was much easier than expected to implement the Travelife system, and the advantages are excellent – financially for our company and beneficial for our social environment.”

Manuel Sastre, General Manager, Hotel Riosol.



Fact:

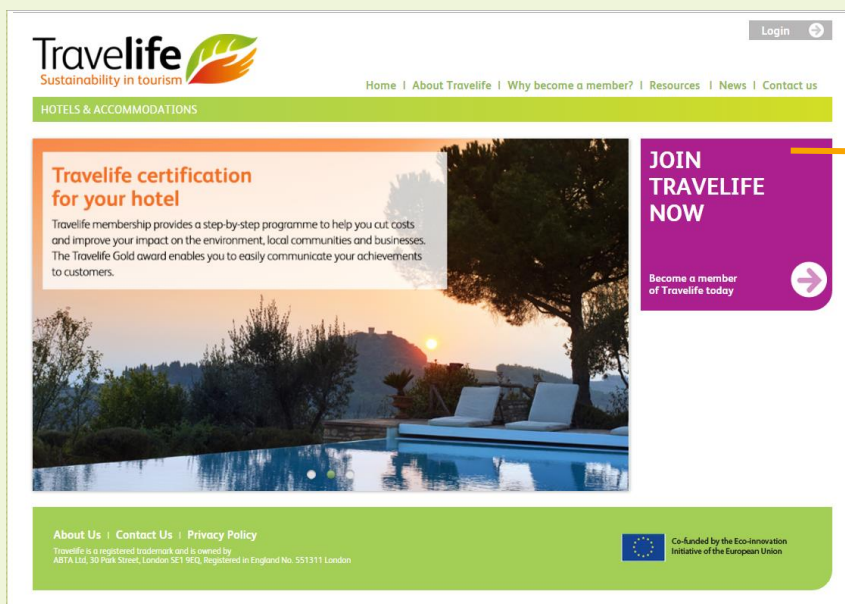
**“97% of Travelife members
would recommend it”**

Travelife for Hotels & Accommodations membership survey, December 2012

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Per iscriversi:

- Collegarsi al sito web di Travelife : www.travelife.org/Hotels/home.asp
- Cliccare sul pulsante 'Join Travelife Now'
- Completare il modulo di registrazione online: si riceverá la quota di iscrizione e si potrà richiedere l'invio della fattura




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Fascia di prezzo	Numero massimo di occupanti/notte	Quota d'iscrizione (2 anni)	Quota di certificazione (2 anni)	Costo totale per 2 anni
Hotelà medio-grandi	>160	€750	€650	€1,400
Proprietà piccole	<160	€450	€350	€800

10% di sconto

per gli alberghi che partecipano a questo evento che si iscrivono
entro il

30 Aprile 2016

HOTELS & ACCOMMODATIONS

Per ulteriori informazioni:

■ info@travelife.org

■ +44 (0)20 3693 0160

