



SUSTAINABILITY THROUGH STANDARDS IN THE HOTEL AND TOURISM INDUSTRY



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ABOUT THE CYPRUS ORGANIZATION FOR STANDARDIZATION (CYS)

- Established in 1975 under the Ministry of Commerce, Industry & Tourism
- Cyprus National Standards Body (NSB)
- 1977 joined ISO and IEC
- 2002 joined CEN, CENELEC and ETSI
- 2005 became an independent body
- The Ministry of Finance 100% shareholder
- 2017 joined ITU





STANDARDISATION

- **Standardisation** is the process of developing documents for repeatedly use which are based on the **consensus** of different parties
- A **standard** is a technical document designed to be used as a rule, guideline or definition. It is a consensus-built, repeatable way of doing something.
- Standards are created by bringing together all interested parties such as manufacturers, consumers and regulators of a particular material, product, process or service.
- Standards are developed
 - at International level by ISO, IEC & ITU
 - at European level by CEN, CENELEC & ETSI
 - at National level by NSBs (e.g. CYS, BSI, ANSI)
 - by Industry (e.g. NORSOK, EI, API)

CYS MAIN ACTIVITIES



Managing

the
Standardisation
System in Cyprus



Informing

the Industry and
Market about
the New
Developments in
Standards



Providing

Informative
Seminars and
Training Courses



Writing

Articles and other
Publications on
subjects related to
Standardization





ABOUT THE CYPRUS CERTIFICATION COMPANY (CCC)

- Established in 1976 under the Ministry of Commerce, Industry & Tourism
- In 2002 it was transformed into a private company
- Operates in all



CCC MAIN ACTIVITIES



Providing

Audit and Inspection Services in all areas of the economy



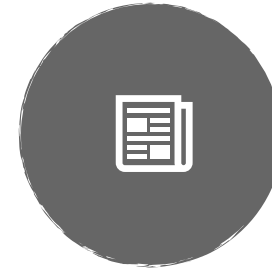
Developing

Certification Schemes when there is a market need



Promoting

Cyprus through the provision of services in other countries



Providing

Training and personnel development schemes

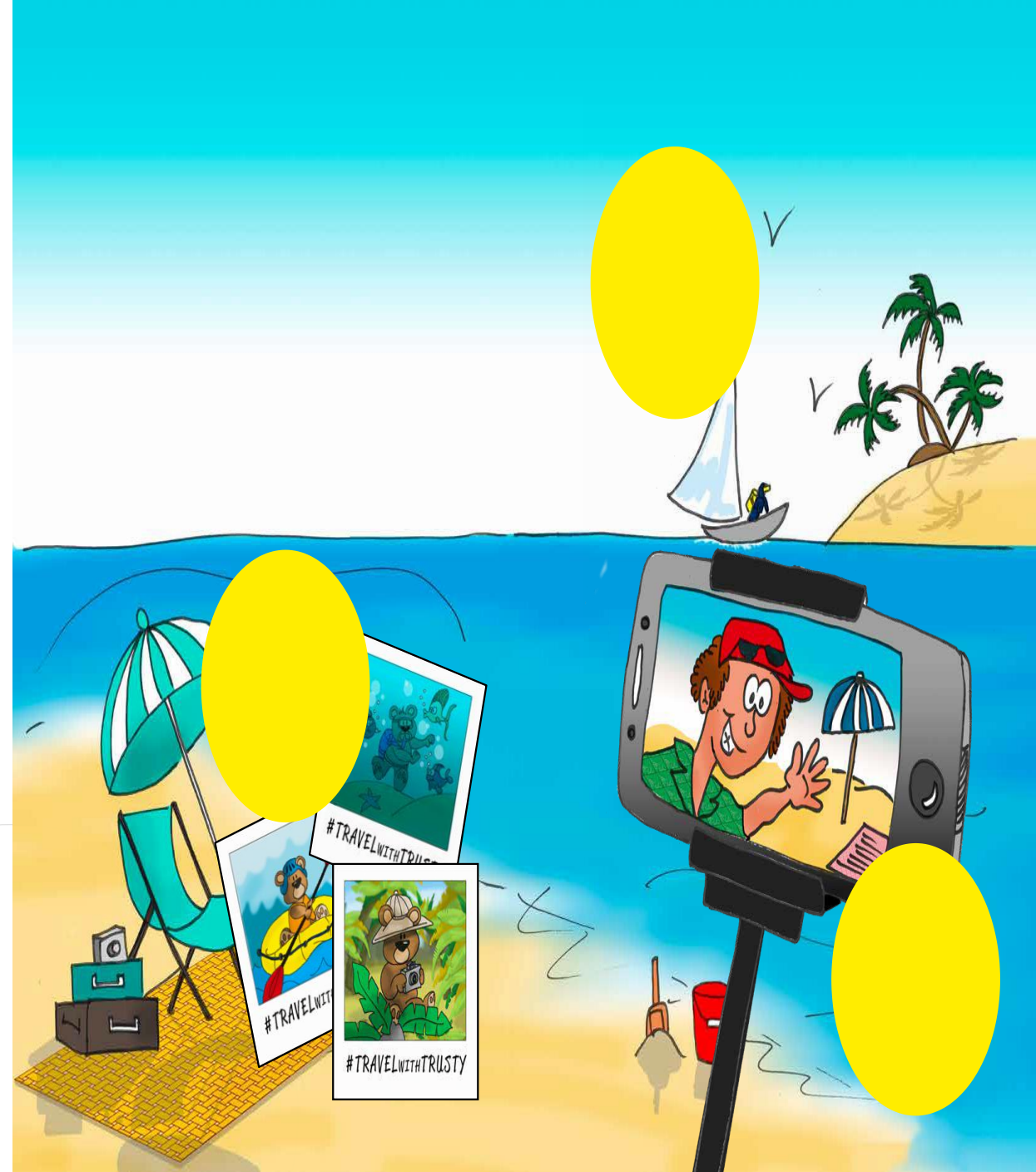


International Presence



BENEFITS OF THE IMPLEMENTATION OF STANDARD'S REQUIREMENTS IN THE TOURISM INDUSTRY

- Increased consumer's confidence
- Enabling fair competition
- Promoting environmental protection
- Supporting policies of ethical tourism
- Supporting "tourism for all", regardless of people's abilities
- Improving personal and property security
- Adapting to innovation
- Opening new markets in the broadest sense
- Transferring knowledge



THE NEW AGE OF TOURISM

**ISO
21401**

**Sustainability Management
System for Accommodation
Establishments**

**CYS ISO
45001**

**Occupational Health
and Safety
Management Systems**

**CYS EN ISO
14001**

**Environmental
Management Systems**

**CYS EN ISO
9001**

**Quality
Management
Systems**

THE NEW AGE OF TOURISM



**Requirements and
Guidance on
Environmentally
Sustainable
Practices in
Recreational Diving**



**Guidelines on
Developing
Environmental
Specifications for
Accommodation
Establishments**



**Adventure Tourism
Safety
Management
Systems**



**Sustainable
Practices for
Adventure
Tourism**



**Tourist
Information
and Reception
Services**

CYS EN ISO 9001

Quality Management System

- Provides a framework for setting the ways and methods used by an organization to manage and monitor its quality related processes
- Can be used as a tool to assist an organization to consistently provide products and services in a way as to meet customer requirements and comply with statutory and regulatory requirements
- Aims to improve customer satisfaction
- Improves the image of the organization



CYS ISO 45001

Occupational Health and Safety Management System

It specifies requirements for an occupational health and safety (OH&S) management system and gives guidance for its use, to enable organizations to provide safe and healthy workplaces by preventing work-related injury and ill health, as well as by proactively improving its OH&S performance.

ISO 45001:2018 helps an organization to achieve the intended outcomes of its OH&S management system. Consistent with the organization's OH&S policy, the intended outcomes of an OH&S management system include:

- a) continual improvement of OH&S performance;
- b) fulfilment of legal requirements and other requirements;
- c) achievement of OH&S objectives.



CYS EN ISO 14001

Environmental Management Systems

It specifies the requirements for an environmental management system that an organization can use to enhance its environmental performance.

ISO 14001:2015 helps an organization achieve the intended outcomes of its environmental management system, which provide value for the environment, the organization itself and interested parties. Consistent with the organization's environmental policy, the intended outcomes of an environmental management system include:

- a) enhancement of environmental performance;
- b) fulfilment of compliance obligations;
- c) achievement of environmental objectives.



ISO 21401

Sustainability Management System for Accommodation Establishments

- defines a sustainability management system, including the main aspects of sustainability that should be managed by the accommodation establishments, such as:
 - **environmental dimension:** water consumption, energy, waste generation and protection fauna and flora
 - **social dimension:** the generation of work and income, the valorization of culture and the development of the local community
 - **economic dimension:** the prevention of accidents with customers and employees, customer satisfaction and the economic viability of the enterprise.



5 Tips to Start Implementing ISO 21401

The management of sustainability in an accommodation establishment is the most adequate solution to the current challenges and opportunities of the market. This standard is based on the same High-Level Structure now applied in all ISO management standards, such as ISO 9001 and ISO 14001, meaning it can be easily integrated into any existing ISO management system.

- 1. Get to Know your Hotel from the point of view of Sustainability**
 - 2. Implement Sustainability Indicators**
 - 3. Define Sustainability Goals**
 - 4. Implement the Sustainability Management System**
 - 5. Improve Hotel Performance**
- 
- A decorative graphic consisting of three overlapping circles of varying sizes, rendered in a light gray color, positioned in the lower right quadrant of the slide.

ISO 21416

Recreational Diving Services-Requirements and Guidance on environmentally Sustainable Practices in Recreational Practices

- Specifies requirements for service providers with regards to responsible practices for the provision of their services
- Applies, but is not limited, to recreational-diving-related activities, for example:
 - scuba diving;
 - snorkelling;
 - free diving (breath hold diving).
- Provides guidance to all stakeholders involved in recreational-diving-related activities on best practice to minimize negative impact on the aquatic environment and to optimize positive outcomes.



Photo: PAD

ISO 20611

Adventure Tourist-Good Practices for Sustainability-Requirements and Recommendations

- Describes how adventure tourism organizations can operate through sustainably.
- Promotes practices for both participants and local communities related to environmental sustainability such as careful planning and risk assessment, by using renewable energy sources, having an awareness of waste regulations.
- Demonstrates how communication between the host, participants and local communities can be used to raise awareness of sustainable practices such as recycling, as well as informing the local community as to why adventure tourism is beneficial.



ISO 21101

Adventure Tourist— Safety management systems — Requirements

- Sets out the requirements for a safety management system that can be used by all types and sizes of providers, operating in different geographic, cultural and social environments through:
 - enhancing safety performance
 - meeting expectations for participant and staff safety
 - demonstrating safe practice
 - supporting compliance with applicable legal requirements.

having an SMS that conforms to the Standard provides a better safety record, a strong reputation, and improved service delivery overall. This, in turn, leads to positive feedback more bookings, revenue growth, better staff engagement, and improved relations with business partners, suppliers, regulators and other interested parties.



ISO 14785

Tourist information offices — Tourist information and reception services — Requirements

- Establishes minimum quality requirements for services provided by tourist information offices (TIO) of any type and size, whether publicly or privately operated, in order to satisfy visitors' expectations.
- Helps make such places more accessible for everyone, by considering things like getting through the door (the entrance and parking) as well as being able to access the information they distribute, taking into account hearing and sight abilities.
- Recommends that tourist offices should assist those with disabilities get the most out of their visit, by providing a list of the best-accessible hotels, activities and adapted transport.



ISO TS 13811

Tourism and related services — Guidelines on developing environmental specifications for accommodation establishments

- Provides guidelines for developing specifications aimed at reducing the negative impacts and increasing the positive impacts of accommodation establishments on the environment.
- Helps organizations reduce the negative impacts of tourism accommodation on the natural environment.
- Outlines a number of actions that accommodation establishments can do to reduce their environmental impact, including conserving their use of resources, reducing pollution and better managing their waste, as well as ways they can make a positive contribution to the area.



ACCESSIBILITY AT EVERY STEP OF THE JOURNEY

- **ISO 21902 (Under Development), *Tourism and related services — Accessible tourism for all — Requirements and recommendations***

This Standard aims to help all kinds of stakeholders including the public sector, urban and rural tourist spaces, accommodation, tour operators and more, to improve their current accessibility provisions, covering information on everything from policy making, strategy, infrastructure, products and services, to the whole tourism supply-chain.

- **ISO 13009, *Tourism and related services —Requirements and recommendations for beach operation***

This standard, among other requirements, highlights the importance of making beaches accessible to all. It outlines recommendations for the accessibility of beaches such as design of access ramps and boardwalks, as well as facilities on site including toilets, showers and drinking fountains.



How to make the most of your travels

Planning the trip of a lifetime? ISO standards travel with you every step of the way.

ISO 18065
(tourist services in protected areas)

ISO 13687 series
(yacht harbours)

ISO 21401
(sustainable tourist accommodation)

ISO 13810
(industrial tourism)

ISO 20410
(bareboat charter)

ISO 14785
(tourist information offices)

ISO 22525*
(medical tourism)

ISO 13970
(training of snorkelling guides)

ISO 21416*
(sustainable diving practices)

ISO 13009
(beach operations)

ISO 20611
(sustainable adventures)

ISO 21417*
(environmental awareness of divers)

ISO 20488
(online consumer reviews)

ISO 21101
(safety management in adventure tourism)

ISO 21103
(information for participants in adventure tourism activities)

* Under development



World Tourism Day 2016

Tuesday, 27 September

ISO/AWI 21401, Accommodation facilities – Sustainability management system

ISO/TS 13811, Guidelines on developing environmental specifications for accommodation establishments

ISO 17679, Wellness spa

ISO 18513, Hotels and other types of tourism accommodation

ISO 13009, Beach Operation

ISO 18065, Tourist services for public use provided by Natural Protected Areas Authorities

ISO/AWI 21426, Medical spa

Rosa





THANK YOU



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