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Introduction

This draft standard is based on national and international discussions. Your comments on this draft are invited and will assist in the preparation of the consequent standard.

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Submission of Comments

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- All comments should be submitted online at <https://standardsdevelopment.bsigroup.com/>. You will need to register in order to comment.

Template for comments and secretariat observations

Date: xx/xx/20xx	Document: ISO/DIS xxxx
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1	2	(3)	4	5	(6)	7
MB	Clause No./ Subclause No./Annex (e.g. 3.1)	Paragraph/ Figure/Table/Note	Type of comment	Comment (justification for change) by the MB	Proposed change by the MB	Secretariat observations on each comment submitted
	3.1	Definition 1	ed	Definition is ambiguous and needs clarifying.	Amend to read '...so that the mains connector to which no connection...'	
	6.4	Paragraph 2	te	The use of the UV photometer as an alternative cannot be supported as serious problems have been encountered in its use in the UK.	Delete reference to UV photometer.	



DRAFT International Standard

ISO/DIS 18060

Sustainable Tourism — Indicators for organizations in the tourism value chain — Requirements and guidance for use

ICS: 03.200.01; 13.020.20

ISO/TC 228

Secretariat: **UNE**

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Voting terminates on:
2024-05-27

This document is circulated as received from the committee secretariat.

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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see www.iso.org/patents).

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For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT), see www.iso.org/iso/foreword.html.

This document was prepared by Technical Committee ISO/TC 228, *Sustainable Tourism*.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

Introduction

The sustainability approach for tourism organizations should go beyond the implementation of sustainable practices, connecting the results obtained with these practices with the impacts generated by the organization.

Sustainability is directly related to tourism activities' negative and positive impacts. Those organizations that want to be more sustainable should establish objectives to minimize the negative impact or maximize the positive effects. Besides that, sustainability has an integrated approach, and organizations could contribute to other organizations (private or public) and destinations in terms of sustainability.

Experience in other sectors of the economy shows that effective management depends on a consistent set of indicators. Therefore, this document aims to serve as a source of consultation and guidance for organizations that wish to implement sustainability management.

From this perspective, performance indicators, such as those presented in this document, are essential so that tourism organizations can monitor the results obtained by planning and implementing actions related to significant environmental, sociocultural, and economic impacts.

These indicators can be used by tourism organizations that seek to reduce their costs and, at the same time, increase their profitability, putting into practice the concepts of a more sustainable management. This management allows, in the environmental dimension, to achieve greater energy efficiency, optimizing the use of inputs, raw materials, and water resources, reducing waste generation, and making employees more aware and motivated to preserve the tourist destination where the organization is located. In the sociocultural dimension, trained employees, reduced turnover, improvements in the work environment, closer partnerships with suppliers and other related organizations, recognition, and improvement of the image and reputation, enhancing the destination through community development and protection of its cultural values are some of the social benefits. In the economic dimension, improving management provides greater financial health for the company, allowing the development of strategies for greater profitability associated with the growth and development of the business and satisfying the needs of tourists.

Organizations of all types in the tourism sector are increasingly concerned about achieving and demonstrating correct performance in relation to sustainability, managing the impact of their activities, products, or services, and taking into account their sustainability policy and objectives.

This behavior is part of the context of increasingly demanding legislation, the development of economic and social policies, other measures aimed at encouraging the protection of the environment and cultural heritage, and a growing concern among interested parties, in particular customers, in relation to quality and environmental and sociocultural issues.

Thus, adopting sustainability indicators as a mechanism to measure compliance with sustainability objectives is an effective way to monitor business performance and assure that the organization's strategy is working.

Sustainable Tourism — Indicators for organizations in the tourism value chain — Requirements and guidance for use

1 Scope

This document defines and establishes methodologies for a set of indicators to steer and measure the performance of organizations in terms of sustainability.

This document can be used as a guidance for use to implement these tourism sustainable indicators.

This document is applicable to any organization in the tourism value chain that wishes to:

- a) monitor, measure, analyze and evaluate the performance of an organization's sustainability management;
- b) ensure its conformity with its defined sustainability policy;
- c) measure, evaluate and monitor the results of sustainable practices implemented at the destination;
- d) evaluate the fulfillment of the established sustainability objectives;
- e) monitor compliance with applicable legislation.

2 Normative references

There are no normative references in this document.

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

- ISO Online browsing platform: available at <https://www.iso.org/obp>
- IEC Electropedia: available at <http://www.electropedia.org/>

3.1 indicator

quantitative, qualitative, or descriptive measure

[SOURCE: ISO 37100:2016, 3.5.1]

3.2 destination tourism destination

geographical area, including cultural, social, economic and environmental aspects, where tourism activities occur, consisting of services, attractions, resources and infrastructures necessary for a tourist experience

3.3 governance

management of the set of initiatives or actions that express the ability of an organization or organized society to manage matters of collective interest based on the cooperative involvement of social, economic and institutional actors with a view to sustainable territorial development

3.4

sustainability

state of the global system, including environmental, social and economic aspects, in which the needs of the present are met without compromising the ability of future generations to meet their own needs

Note 1 to entry: The environmental, social and economic aspects interact, are interdependent and are often referred to as the three dimensions of sustainability.

Note 2 to entry: Sustainability is the goal of *sustainable development* (3.5).

[SOURCE: ISO Guide 82:2019, 3.1]

3.5

sustainable development

organizing principle for achieving human development goals while at the same time sustaining the ability of natural systems to provide the natural resources and ecosystem services upon which the economy and society depend

Note 1 to entry: The desired result is a state of society where living conditions and resources are used to continue to meet human needs without undermining the integrity and stability of the natural system.

Note 2 to entry: Sustainable development can be defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

[SOURCE: ISO 23405:2022, 3.1.2]

3.6

sustainable tourism

tourism sector that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, employees, the industry, host communities and climate change among others, while working closely with interested parties on the implementation of sustainability policies

[SOURCE: ISO 23405:2022, 3.1.3]

3.7

sustainability aspect

activities, elements, practices, products or services of organizations and other providers in the tourism sector which can interact with the dimensions of sustainability (environmental, social and economic)

Note 1 to entry: A significant aspect of sustainability is one that has or can have a significant impact.

Note 2 to entry: Some examples of sustainability aspects are energy and water consumption, solid waste generation or recyclable packaging.

[SOURCE: ISO 23405:2022, 3.1.4]

3.8

sustainability objective

intent to achieve global sustainability, resulting from the sustainability policy that an organization or destination sets itself to achieve, being quantified whenever possible

[SOURCE: ISO 23405:2022, 3.1.5]

3.9

impact on sustainability

change to the environment, society or economy, wholly or partially resulting from an organization's sustainability aspects

Note 1 to entry: Impacts on sustainability can be adverse or beneficial.

[SOURCE: ISO 23405:2022, 3.1.4]

3.10

interested party stakeholder

person or organization that can affect, be affected by, or perceive itself to be affected by a decision or activity

Note 1 to entry: In this document, a person can be considered as a tourist, client, participant, guest, customer, visitor, workers or a member of the local community, among others

[SOURCE: ISO 21401:2018, 3.17, modified, a note has been added]

3.11

tourism value chain

sequence of primary and support activities which are strategically fundamental for the performance of the tourism sector.

3.12

tourist customer user tourist visitor guest

person who uses the different facilities and services provided by a tourist organization

[SOURCE: ISO/PAS 5643:2021, 3.3]

4 Approach for indicators of sustainable tourism

4.1 General

Experience in other sectors of the economy shows that effective management depends on a consistent set of indicators and, therefore, this document aims to serve as a source of consultation and guidance for organizations that wish to implement a sustainability management.

For this, it should be taken into account that working with a very large number of indicators, generally results in an ineffective system, as it is challenging to manage a large number of independent variables at the same time.

Indicators should be used and adopted in close accordance with:

- the sustainability objectives established by the organization,
- the sustainability development goals (SDGs) established by United Nations (UN), and
- environmental, social and governance (ESG) criteria and reporting, if applicable.

Considering these aspects, indicators shall be defined for the three dimensions of sustainability (environmental, socio-cultural and economic). The proposed indicators can be considered as the basis for each organization. Thus, it will be possible for certain organizations to use indicators other than those proposed in this document.

Indicators shall be clear, understandable, measurable, comparable, repeatable and reliable.

The implementation of the indicators has a direct relationship with the governance of the organization and the destination; therefore, it should be considered as a success factor for sustainable development.

NOTE In this document, most indicators are quantitative.

4.2 Sustainable tourism strategy

Considering that an organization's performance in terms of sustainability is related to how each organization manages the impacts generated in their operations, it is expected that performance could be improved with the adoption of sustainability as part of the business strategy.

When sustainability is part of business strategy the organization objectives and sustainability objectives become part of the same set.

Thus, the adoption of sustainability indicators as a mechanism to measure conformity to sustainability objectives is an effective way to monitor business performance and to assure that an organization's strategy is working.

4.3 Sustainable tourism measuring

Sustainability is directly related to the negative and positive impacts generated by tourism activities and those organizations that want to be more sustainable should establish objectives to minimize the negative impact or maximize the positive impact which they are responsible for.

In this context, there exists a narrow relation between activities, aspects, impacts, objectives, sustainable practices and indicators as shown in [Figure 1](#).

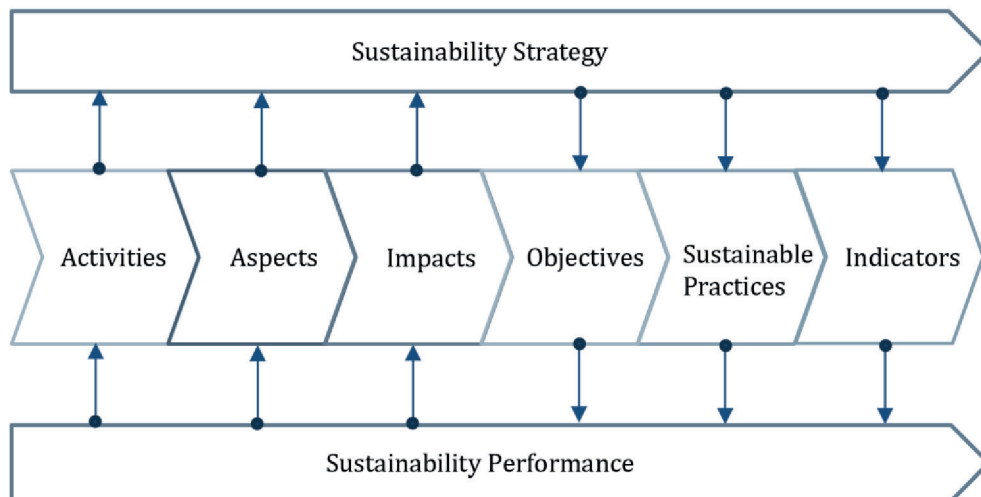


Figure 1 — Logic of sustainability management using indicators

It is recommended to adopt a process of consultation of interested parties when objectives and indicators are being defined.

To adopt a set of standard indicators could be useful to establish a process of benchmarking, to cocreate a common strategy and to share results between organizations and their interested parties, as well.

4.4 Selection of indicators

This document contains a set of indicators that shall be chosen in accordance with the needs of each organization. A process of selection shall be established based on criteria that allows an organization to use indicators as a tool for monitoring its performance in terms of sustainability.

When an organization defines criteria for selecting indicators, it should take in account the following, when applicable:

- a) sustainability development goals (by UN);
- b) strategy and policies;

- c) objectives of sustainability;
- d) aspect and impacts of sustainability;
- e) needs and expectations of interest parties;
- f) legal requirements and compliance obligations;
- g) available resources.

It is recommended that organizations select indicators from all dimensions of sustainability (environmental, social and economic).

4.5 Use of indicators

The organization shall consider a baseline period of time to establish a reference for setting and monitoring periodically the performance of sustainability. The indicators selected shall be calculated for the same periods of time (baseline and nowadays) which allows to compare results on the same conditions, for example: January 2021 and January 2022 or 2020 and 2021 (for annual periodicity).

5 Indicators related to the environmental dimension

5.1 General

The organization shall adopt indicators related to the main aspects and environmental impacts of tourism activities, among the following.

5.2 Water

5.2.1 Consumption of water/person

5.2.1.1 Purpose

The water/person consumption indicator is based on the environmental impact generated by the organization in the use and consumption of water.

NOTE This indicator can be associated with the economic dimension, due to the impact on the cost of organization, but also with the social dimension, due to the potential impact of reducing the availability of this resource to the community.

5.2.1.2 Calculation frequency

This indicator should be calculated monthly.

5.2.1.3 Calculation formula

The total water consumption per capita (litres or m³/visitor) shall be calculated as the total amount of the organization's water consumption in the period (numerator) divided by the total number of persons (denominator). The result shall be expressed as the total water consumption per capita in litres or m³/person.

5.2.1.4 Counting rules

The total volume of water consumed in the month shall be considered. If the organization does its own funding, this should be considered in the calculation of the indicator.

To calculate the denominator of the formula, the organization shall count those persons who contributed of the consumption of water per month.