

HAVE A GOOD TRIP!

A roadmap for more sustainable travel,
focusing on travel abroad



WHAT THE INDUSTRY
CAN DO

RECOMMENDATIONS
FOR POLITICIANS

ADVICE FOR THE
CUSTOMERS



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1. Foreword: Sustainable travel

"To travel is to live", said the renowned Danish author Hans Christian Andersen.

Travel and tourism has become the world's fastest growing industry, and according to forecasts from the World Tourism Organization (UNWTO), will continue to grow up to 2030.

Travel and tourism have become a means of economic growth, and key investment area for many countries, not least the developing countries. There are several reasons, but perhaps the most important is that it is a labour-intensive industry, providing over 319 million jobs worldwide. One out of ten people work in the industry. What may be even more interesting is that one out of five new jobs have been created by the industry within the last five years.

Over half of the world's poorest nations regard tourism as an effective gateway into the global economy and a means of reducing poverty. Tourism is becoming more and more important, and may have the biggest potential for growth, employment, revenue and sales for the world's developing countries. Tourism is either the most important or second most important source of export earnings in 20 of the 48 least-developed countries, and is showing powerful growth in 10 others countries.

UNWTO has identified five points for how tourism can play a key role in fulfilling the UN's Sustainable Development Goals:

- Inclusive and sustainable economic growth
- Social inclusion, employment and combating poverty
- Efficient use of resources, environmental protection and climate
- Cultural values, inequality and world heritage
- Mutual understanding, peace and security

Enhanced awareness influences the choice of destinations and experiences, but the need to travel and experience is growing in line with more of the world population being able to afford to travel.

The Norwegians are among the most frequent travellers in the world. Our travel habits have changed over the last 10-15 years, as we travel more within our own borders, but also to a much greater degree abroad. According to SSB, two out of three Norwegians spent their holidays in Norway within the last five years, but 66% of spending on tourism went abroad.

Information and booking technology, along with the liberalisation of the airline industry, mean that Norwegians travel more often and to more exotic destinations throughout the world.

Virke Reiseliv taking the initiative to compile a roadmap for sustainable travel is good news. The industry has vast potential for making a positive contribution to change and development locally. Tourism helps lift people out of poverty, give them jobs, education, equality and develops local infrastructure, just to name a few of its benefits. The travel and tourism industry has already achieved a lot, but can do more. The recommendations of the Roadmap also show that travel agencies and operators want to take more responsibility as sustainability advisors, to help ensure their customers can find more eco-friendly and sustainable travel alternatives in the future. That's something we welcome.

Good luck with taking the Roadmap to the next level!

Development Minister
Dag-Inge Ulstein



2. Who's behind the Roadmap?

Travel agencies and operators selling travel packages, mainly abroad, who are members of the industry association Virke Reiseliv are responsible for the Roadmap.





3. About the Roadmap

The message from the world community is clear. To address the challenges associated with the climate crisis, environment, nature and social conditions, we must act now. The same applies to the travel and tourism industry. The Roadmap will help travel agencies and operators to work with sustainability through Virke, the industry association.

Sustainability is more than just caring for the climate, nature and the environment. It's also about eradicating poverty, building inclusive, sustainable economic growth, about employment and honest work for all. It concerns protecting and enhancing the quality of life in local communities, inclusive social structures, access to resources, facilities and benefits for all, and avoiding any form of social degradation and exploitation. What's more, it's about contributing to equality, and strengthening human rights.

Being able to offer sustainable travel is a prerequisite for future competitiveness. Many businesses are well on the way, but working separately. The next step is for them to join forces. Travel agencies and operators want a long-term perspective, focusing on what will be profitable for them in the years to come, not just here and now.

They are different types of businesses, and need to deploy different initiatives to contribute to more sustainable tourism.

Some of them are large with many employees, others only have a few. Some sell package holidays, others business travel and some both. Some specialise in foreign travel, while others deal in travel at home and abroad. The committee was very concerned that the differences inherent in the industry should not impose any limitations. We want to be ambitious and forward-looking. The Roadmap consists of a number of specific measures. Not all are relevant or possible for everyone in the industry to implement. We recognised from the start that no one would be able to do everything recommended in the Roadmap, but that everyone can do something and that every little helps. As an industry, we can learn from and be inspired by each other to bring more sustainability to travel and tourism in the future.

Sustainability is a process, not a condition. The Roadmap will provide the means to accelerate the important work being done for a more sustainable travel and tourism industry and society.

The purpose of the Roadmap

1. The Roadmap is intended to define a vision for sustainable travel in 2030 and 2050, and to define how travel agencies and operators can play their part in the short- and long-term. Its primary focus is on travel abroad.
2. It will provide input to measures politicians could implement to contribute to an even more sustainable industry, and a more sustainable society in 2030.
3. It will provide advice on what travellers can do to help make their own travels more sustainable.



4. Vision for sustainable travel up to 2030 and 2050

The travel and tourism industry must provide high quality travel and experiences that are sustainable, and ultimately climate-neutral. The industry must help conserve nature, the environment, culture, traditions and the local population of destinations. It must play an active role in helping achieve targets set by the authorities for emission reductions of at least 40% by 2030, compared with the reference year of 1990, and being a low-emissions society by 2050.

Sustainable development

The Brundtland Commission, 1987: "Sustainable development is a development that satisfies today's needs without destroying the ability of future generations to satisfy their needs."

UNWTO's principles of sustainable tourism

UNWTO, the World Tourism Organization, has defined sustainable tourism focusing on three key areas: conserving nature, culture and the environment, enhancing social values and economic viability. The three key areas break down into ten principles, designed to ensure sustainable development within tourism.

Environmental - The conservation of nature, culture and environment

1. Cultural wealth: Respecting, developing and enhancing the historical cultural heritage, authentic culture, traditions and characteristics of local communities.
2. The physical and visual integrity of the landscape: Conserving and development of landscape quality for towns and the countryside, to prevent the physical and visual integrity of the landscape being degraded.
3. Biological diversity: Support the conservation of natural areas, fauna and habitats, and minimise damage to the same.
4. Clean environment and resource efficiency: Minimising the pollution of the air, water and land (including noise) caused by tourism operators and tourists, minimising their generation of refuse and the consumption of scarce, non-renewable resources.

People - Enhancing social values

5. Local quality of life and social values: Protecting and enhancing the quality of life in local communities, inclusive social structures, access to resources, facilities and benefits for all, and avoiding any form of social degradation and exploitation.
6. Local control and engagement: Engaging and providing the means for local communities and stakeholders to plan, make decisions and develop local tourism.
7. Job quality for tourism workers: Strengthening the quality of work for tourism workers (directly and indirectly), including level of pay and working conditions without discrimination according to gender, race, disabilities or other factors.
8. Guest satisfaction, safety and experience quality: Providing safe, satisfying and enriching experiences for all tourists regardless of gender, race, disabilities or other factors.

Economy - Economic viability

9. Economically viable and competitive tourism destinations through local value creation. Ensuring the viability and competitiveness of tourism destinations in a long-term perspective by maximising the value tourism creates for local communities, including the value it leaves behind locally.
10. Economically viable and competitive travel companies. To ensure the viability and competitiveness of the travel and tourism industry in a long-term perspective.

5. Considerations: People still need to meet

People still need to meet in a global world, via their jobs and in private. Listening to and learning from each other gives insight, experience and better cultural understanding. The way we see the world often changes when we meet other people, when we hear their stories and gain an insight into the way they live. We are open to new experiences, perspectives and can learn. The beneficiaries are the travellers and the hosts. That's why we need to continue to travel. The travel agencies and operators need to continue to facilitate meetings between people.

We need to travel smarter in the years to come. That requires us all to think about the way we travel, and the choices we make along the way. That involves choosing a travel operator running a sustainable business, who takes social responsibility and contributes to local value creation.

"The average Norwegian makes one round trip domestically and one abroad each year"¹. While some fly on their holidays once a year, others fly every week. We all ought to ask ourselves whether we can travel smarter, especially those flying often. If we can travel less, especially for work, and whether we could take the train or bus as a real alternative. Travel agencies and operators can ensure that

the footprint we each make when travelling either by air or land can be as small as possible.

A change in travel habits alone will not solve the challenge of emissions. Innovation, technical solutions and other key improvements are needed. The travel industry needs new, more efficient aircraft. The companies involved have to set ambitious targets. One example of a company that has done so is TUI, setting itself a target of being the most carbon-efficient airline in 2020. Filling up planes, avoiding stop-off landings and staying longer at a destination are other measures that will make a difference. Travel agencies and operators are key to this process, and need to be active counsellors, ensuring travellers opt for sustainable alternatives when they travel.

The Roadmap lays down criteria for improvement for ourselves, and our industry. We want politicians to provide genuine incentives for a green transformation within the travel industry. We want new taxes applied to the industry, such as the air passenger tax, to be used to invest in the development of new technology for air travel. We want environmental taxes to be spent on measures to protect the climate and environment. And we want to advise travellers to help make it easier to make the right choice.



¹ Figures based on the Travel Habits Study, conducted by TØI (The Institute of Transport Economics)
<https://www.toi.no/getfile.php?mmfileid=48774>



6. Five specific challenges

We opted to address five specific issues with the Roadmap that affect many of Virke's members. They present us with opportunities, and should be met with specific measures designed to help us reach the target of more sustainable travel:

1. Climate: What can be done to relieve pressure on the climate?
2. Nature and the environment: What can be do to minimise impact on nature and the environment?
3. Human rights: How can we work to protect human rights at destinations, including proper working conditions and helping to protect children and prevent human trafficking?
4. Culture and traditions: How can we protect local cultures and traditions?
5. Local value creation: How can help local communities to benefit from tourism, and ensure that tourism contributes to economic growth?



7. Status and developments

7.1 People are more aware of sustainability when travelling

Virke Reiseliv's own surveys² show that the percentage of the population stating that concern for the environment governs their choice of travel product and destination is increasing - from 23% in 2017 to 33% in 2019. More people are becoming aware of sustainability when travelling. 4 out of 10 respondents to the survey stated that sustainable travel alternatives are important to them. Half of those state that they are willing to pay more for a means of travel that gives them a better environmental conscience.

Kairos Future conducted a population survey in December 2018/January 2019 on the views of Norwegians, Swedes and Danes on sustainability and tourism³. It showed that tourists are becoming more conscious, and focus on key aspects of the actual destination, such as less resource waste, conservation of local authenticity and consideration for the local population.

One of the finds of the survey was that many people, especially young people and city dwellers, state that they have changed the way they view sustainability over the last few years.

But one-third of urban residents also agree. People are particularly affected by the general debate on the theme of sustainability and the environment, but their personal experiences such as heatwaves and forest fires have made their mark. Concern for future generations is also a recurring theme, and helps explain the higher level of awareness of sustainability in general.

The survey shows that better information is important to get more people to choose sustainable holidays. No less than 59% of Norwegian respondents said that better information on which holidays are sustainable was key to them choosing a more sustainable holiday. Travel agencies and operators can therefore play a key role in making tourism more sustainable through good advice.

² Virke Reiseliv's population survey "Reisepuls" (travel pulse)

³ Kairos Future, January 2019: "Hållbarhet - värt att betala för" (sustainability - worth paying for). For more details: <https://business.visitnorway.com/no/nyheter/2019/ny-rapport-er-barekraft-verdt-betale-for/>

7.2 The travel and tourism industry can help society fulfil several of the UN Sustainable Development Goals (SDG)

The following goals are particularly relevant to the travel and tourism industry:



The UN's Sustainable Development Goals are the world's joint plan for eradicating poverty, combating inequality and stopping climate change before 2030. Tourism must help fulfil those goals. The industry contributes to a more sustainable society and is already working hard to reduce greenhouse gas emissions from tourism, to preserve nature, culture and environment, enhance social values and contribute to economic development at destinations. The industry already does a lot, but can and will do more.

The travel and tourism industry is the world's third largest export industry and one of the fastest growing. In recent years, annual growth has been 3-4%, a rate expected to continue until 2030. Such strong volume growth also creates problems. Increased volume causes increased pressure on nature, as well as increased pollution and litter.

The travel and tourism industry itself wants to help adopt new technology and take measures to reduce emissions. Determination and action are both needed from the industry and politicians to fulfil the vision of climate-neutral and sustainable tourism.

Tourism accounts for 10% of global GDP, is the world's biggest employer and provides around 1 in 10 jobs globally⁴. That means a wealth of opportunities. The industry can ensure proper working conditions, lift people out of poverty, get women into work and give families the chance to educate their children. By close cooperation with local partners, travel agencies and operators can help develop destinations in a sustainable manner, to the benefit of individuals and local communities.

⁴ Source: World Travel and Tourism Council (WTTC)



7.2.1 Current measures – examples

Measures to limit greenhouse gas emissions from travel

The biggest travel operators use modern, efficient aircraft. TUI Airways was ranked as the world's most carbon dioxide-efficient airline in the Atmosfair Airline Index 2017 and 2018. Along with Novair, Apollo has had Europe's most eco-friendly fleet of aircraft since 2017 thanks to the Airbus 321neo. Fuel consumption has been cut by around 20%. Vings' own airline, Thomas Cook Airlines Scandinavia, has reduced emissions by around 20% in recent years, and continues efforts

to reduce pollution more. Such companies can reduce their emissions further through improvements in efficiency, maintenance and using lighter materials on board their aircraft. They also fill up their planes with passengers to ensure that resources are used efficiently and to prevent them flying half empty.

The operators who do not have their own fleet of aircraft also make a contribution. Travel agency Berg-Hansen is an active proponent of electric aircraft. The company also asks its customers to travel less, and has started its own train division to give them an alternative to flying.

Climate compensation

Ving 'climate-compensates' all its travel products. Compensation is factored-in for flights, hotels and bus transport. More details:
<https://www.ving.no/baerekraftig-ferie>

Ways of reducing plastic in the oceans

To follow are examples of how companies are trying to reduce plastic in the oceans:
VING: <https://www.ving.no/om-ving/baerekraftig-reiseliv/no-place-for-plastic>
TUI: <https://www.tui.no/om-tui/baerekraftig-reiseliv/slik-reduserer-vi-engangsplast/>

The travel and tourism industry contributes locally when disasters strike

One example is the Expedia Group, which Egencia is a member of, that set itself a target in 2018 of planting 100,000 trees in Puerto Rico and nearby regions devastated by hurricanes. The replanted areas will help prevent dangerous mudslides. More details:
<https://www.expediacares.com/earthday>

Measures to limit greenhouse gas emissions within the company:

Expedia Group, which Egencia is a member of, compensates the annual emissions of greenhouse gases from business operations it controls itself from internal air travel, staff commuting, energy, refuse management and other daily activities. That's the equivalent of removing 17,890 cars from the roads during a period of one year, or leaving 193,431 barrels of oil in the ground. More details:
[HTTPS://WWW.EXPEDIACARES.COM/EARTHDAY](https://www.expediacares.com/earthday)

Investment in women

In addition to creating jobs for women, several companies are running projects designed to enhance equality, and give women better opportunities. One example is Kina Reiser, which has started a fund specially to help poor women to get an education. In poor communities, girls are often taken out of school first, and Kina Reiser has been supporting the poorest families in the small town of Qixian for several years to ensure that girls can go to school and take higher education. More details on the project: https://kinareiser.no/om_kinareiser/kinareisers_ansvarlige_turisme/

Taking a stand strengthens human rights

Brunei introduced Sharia law in 2019. Berg-Hansen decided to stop dealing with the Brunei-owned Dorchester Collection hotel chain to indicate that there are consequences for weakening human rights. More details:
<https://www.berg-hansen.no/blogg/vi-selger-ikke-lenger-dorchester-collection/>

Advising tourists to make their holidays more sustainable

One example of a company that actively advises its customers is Ticket. More details:
<https://www.ticket.no/om-ticket/baerekraftig-reiseliv/tips>

No one can do everything, but everyone can do something

One example is Carpe Diem, which offers sustainable travel experiences at the destination, which help conserve coral reefs and reduce waste. More details:
<https://www.carpe-diem.no/reise/maafushi-maldivene-pa-lokalt-vis/>

Protecting children

Apollo, Ving and TUI are examples of businesses that introduced measures to protect children against abuse at their destinations. They have all adopted 'The Code', a code of conduct. Their commitment means they have adopted a policy of training their staff and informing customers, and inserting a clause into all their contracts forbidding the abuse of children. They also submit annual reports to ECPAT.

Local contributions to progress:

One example of how the travel and tourism industry is trying to improve the positive consequences at its destinations is the work of the TUI Care Foundation. More details:
<http://www.tuicarefoundation.com>
Another is Hvitserk, which raises money via the Varde foundation for various development projects such as education, environmental measures or the local creation of jobs in mountain tourism. More details:
<https://www.stiftelsenvarde.no>

Never forget that you are a guest

Hvitserk actively asks its customers to be considerate towards local culture and the environment by reminding them their products go to special cultures and unique environments. They have compiled a set of 'rules' worth taking on holiday. More details:
<https://www.hvitserk.no/om/ansvarlig-turisme>



7.3 The consequences of changes in climate and nature for the travel and tourism industry

The travel and tourism industry is highly vulnerable to climate change, and faces considerable climate risk. Effects such as extreme weather, water shortages, loss of biodiversity and damage to buildings, objects and attractions are examples.

Nature, the environment and culture of the destination are the foundations of competitiveness. If climate change is

allowed to continue, it will undoubtedly have a negative impact on the industry, making destinations less attractive for tourism and reducing the economic options for local communities.

Loss of nature is just as big a threat to our way of living as climate change is. Global populations of wildlife have dropped on average by 60% since 1970, and vital nature types and ecosystems are under threat.

7.4 Sustainability is more than just the climate: Enhancing social values

Strengthening social values is an important part of sustainability. The objective is to eradicate poverty, to promote permanent, inclusive and sustainable economic growth, employment and decent working conditions for

everyone. It concerns protecting and enhancing the quality of life in local communities, inclusive social structures, access to resources, facilities and benefits for all, and avoiding any form of social degradation and exploitation. What's more, it's about contributing to equality, and strengthening human rights.





7.4.2. Combating human trafficking and the exploitation of children

Human trafficking and sexual exploitation of children are social problems that stretch across borders. Any child can be a victim of sexual exploitation, but some find themselves in situations in which they are even more vulnerable and exposed. Poverty is such a situation, and tourism destinations where poverty is endemic represent a higher risk of children being abused, for example through

prostitution. Sexual exploitation of children is not only a crime but also a serious violation of their human rights. The travel and tourism industry contributes to help combat human trafficking and child exploitation.

ECPAT works to prevent sexual exploitation of children in tourism, and is a key international campaigner against the exploitation of children. Virke encourages its members to join ECPAT.

7.4.1 Good working conditions

Safeguarding job quality for employees is important to ensure progress and value creation, regardless of where in the world it may be. The objective is to improve the quality of jobs within tourism, including ensuring a decent wage level. It is important that there is zero tolerance for discrimination regarding employment, remuneration, training, promotion, termination or retirement based on ethnic affiliation, caste, religion, age, disability, gender, marital status, sexual preference, union work or political affiliation. There must also be zero tolerance for forced labour, sexually intrusive, threatening, abusive, exploitative, or brutal behaviour and against discrimination or dismissal on unreasonable grounds, such as marriage or pregnancy.

Being able to join or start trade unions and to bargain collectively without hindrance or resistance should be a basic right.

Trade union representatives should not be discriminated against or prevented from performing their union work.

Virke Reiseliv insists that its members follow international rules and conventions, and the members of Virke and their suppliers ensure that working hours, pay levels and working conditions are in line with national law and industry standards.



7.4.3 Responsible destination development: A good place to live is a good place to visit

Where tourism is developed properly, in line and in partnership with the local population, focusing on safeguarding local culture and traditions, creating economic growth and development, the travel and tourism industry will make a positive local contribution. Otherwise, there is a risk of conflict with local communities instead of long-term development in their interests, and that of the travel and tourism industry.

Where the local population perceive tourists as a nuisance is rarely a good place to visit.

Examples of such places can be where over-tourism has been allowed - where planned, constructive destination development has been left out. That's why all tourism companies have an interest in ensuring that the local population will benefit from tourism. As tourists come to expect a more and more authentic experience, meeting people who have a story to tell means that tourism contributes to positive development.

Responsible destination development is a beneficial effect in more ways than one. For example, it can help protect and maintain cultural heritage, bring more focus on local traditions and identity, help transform and revitalise run-down urban areas, and contribute to the conservation of natural and cultural areas⁵.

⁵ Wall & Mathieson 2006, 163-168, in Walaas 2017, 231-232



8. Opportunities and activities moving towards 2030 – smarter travel

Challenges facing the industry also mean opportunities. Opportunities to develop new green technology, new business ideas and models, develop new products and experiences, to take action that helps society achieve sustainability goals.

Regardless of the size of the company, there are a number of ways to deliver more sustainable travel. Companies already working proactively with sustainability report that when their customers are given the chance to take part in activities that help reduce their footprint, to conserve local nature, the environment, culture and traditions, or that will help improve the lot of the local population, they are more than willing to do so. Such activities can include cleaning up a beach, or coral planting.

Working proactively with sustainability also creates more value for employees. Their jobs are perceived as being more meaningful when they contribute to something more

important. The travel and tourism industry contributes to more growth, creates jobs and promotes progress. And that's the way it must continue to be. We should not stop travelling, but travel agencies and operators must help the public to travel greener and more responsibly. The industry needs to grab the chance and provide the means for smarter travel.

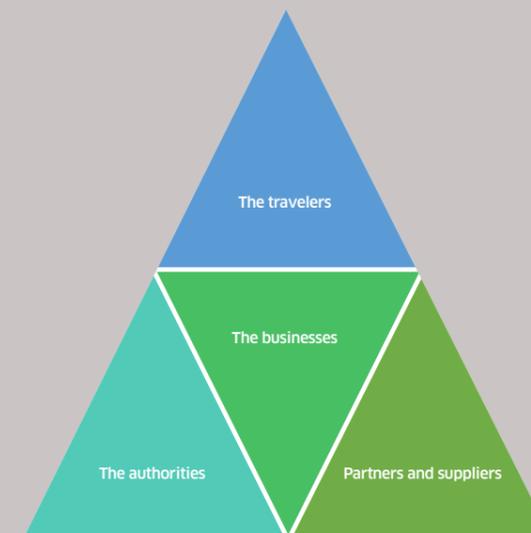
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The effect of working with sustainability within a company.



Revised model, according to Jørgensen/Pedersen 2017



Sustainable travel

In order to achieve increased sustainability in tourism, we must change ourselves and actively influence changes with our partners and travellers. We must implement the right measures, stimulate and facilitate smarter travel.

Based on the five challenges identified under item 6, the committee arrived at the following conclusions:

8.1 SPECIFIC ACTIVITIES AIMED AT THE INDUSTRY:

General measures to ensure more sustainable travel

- Companies in the industry need to work more proactively with sustainability. Specifically, Virke expects its members to appoint a coordinator for sustainability as a minimum, responsible for the way the company works with sustainability. That person will also be expected to implement a training program and examination under the auspices of Virke Reiseliv and Travelife⁶, or similar organisations designated by Virke.
- Virke Reiseliv will ensure its members have access to a range of tools, best practices, courses and the like to enable them to work with sustainability in their businesses, and in consultation with their suppliers.
- Virke Reiseliv will campaign for all members to become sustainability-certified through any approved certification scheme for sustainability.

- Members must drive the development of new green technology, new business ideas and models, develop new products and experiences, to take action that helps society achieve sustainability goals.
- Virke and its members will join forces with the authorities and business community in Norway and at destinations to exploit synergies and to develop a more sustainable travel and tourism industry and sustainable destinations.
- In consultation with its members, Virke Reiseliv will seek to implement experience-based further- and advanced education in sustainable tourism and for industry workers.
- Virke Reiseliv will learn from travel habits and attitudes towards sustainable travel through surveys.

⁶ Learn more about Travelife under item 10.

MEASURES TO MINIMISE IMPACT ON THE CLIMATE, NATURE AND THE ENVIRONMENT

Before leaving home: Travel agencies and operators must work to:

- Ensure, advise on and generally make it easier to opt for more sustainable travel alternatives,
- Advise travellers on what they can do themselves to make their journey as sustainable as possible.
- Advise on trains as an alternative to air travel when a realistic alternative.
- Provide as much information as possible on environmental and climate cost for each travel alternative

The transport element of a journey: Travel agencies and operators must work to:

- Enquire, invest in or contribute to creating a market for new environmentally friendly technology, such as electric aircraft.
- Demand the increased use of alternative, environmentally friendly fuel for aircraft.
- Climate-compensate travel products sold on their own initiative, or make it easier for travellers to choose to do so themselves.
- Initiate or demand measures that will reduce weight on aircraft.
- Arrange more environmentally friendly transport at destinations, e.g. to and from hotels, and for day trips.

At the destination: Travel agencies and operators must work to:

- Reduce energy consumption and utilise renewable energy wherever possible.

- Ensure hotels minimise food waste, e.g. by ensuring correct provision of food in relation to number of guests.
- Phase-out disposable plastic articles.
- Contribute to recycling at destinations.
- Reduce the consumption of water where guests are accommodated.
- Help and advise guests on how they can make a contribution to reducing their local footprint.
- Prevent the travel industry's use of natural resources at the expense of the local population, and put measures into place that will provide effective economic incentives locally to conserve and boost biocultural diversity.

HUMAN RIGHTS:

General measures:

- Virke's members shall respect basic requirements for human rights, labour rights, the environment and anti-corruption in all their activities and the supply chain. They shall seek to continually improve their own ethical guidelines, policies and practices, including procurement, in consultation with their suppliers and other stakeholders.
- Virke Reiseliv will seek to ensure that all travel agencies and operators who are members of Virke will conduct risk assessments and awareness surveys to minimise the risk of a breach of human rights caused by their own activities, within their supply chain or by their business associates.



Measures linked to working conditions and pay for employees

Travel agents and operators who are members of Virke shall ensure:

- That wages paid for a normal working week are at least in line with national minimum wage provisions or industry standards, whichever is highest. Wage conditions and payment of wages shall be written into a contract before work starts. The contract shall be understandable to the employee.
- That employees shall have a safe, healthy working environment within their own companies and their suppliers.
- Provide their customers with knowledge of local conditions, acceptable practice for tipping and the like.

Measures to protect children and prevent human trafficking

- Virke will contribute to greater awareness of the tip-off service provided by the Norwegian police at <https://www.politiet.no/tjenester/tips-politiet/> and that a report can be made to the Norwegian police even when witnessing an offence in another country.
- Virke Reiseliv will encourage its members to join ECPAT, an organisation working to prevent the sexual exploitation of children in the travel and tourism industry, to provide information and training for their employees on how to detect human trafficking, exploitation and abuse of children, and to put into place routes on how their employees should react when customers report such offences at a destination.

Travel agents and operators who are members of Virke and sell travel to destinations where human trafficking and the exploitation of children are common shall:

- Inform their customers that human trafficking, exploitation and abuse of children take place, and how they can report such offences, including on how to report to the Norwegian police at <https://www.politiet.no/tjenester/tips-politiet/>

- Make their employees aware that human trafficking, exploitation and abuse of children take place in connection with travelling, and inform them how to detect and report such offences.
- Develop routines for how their employees should react when customers report child exploitation and human trafficking at a destination.
- Set requirements for relevant suppliers to avoid human trafficking, exploitation and abuse of children.

Help local communities, protect their culture and traditions and ensure local value creation

Travel agents and operators who are members of Virke shall ensure:

- Use the products they sell as a means of promoting development at their destinations.
- Inspire and arrange local experiences provided by the locals.
- Help conserve local culture and traditions by storytelling and enhancing the interface between people.
- Collaborate with destinations to encourage local authorities to provide sustainable tourism development.
- Help strengthen local communities.
- Increase the number of local employees, including in management positions, e.g. through training and trainee programmes.
- Contribute to equality.
- Use local suppliers and actors.
- Encourage customers to stay at destinations longer.
- Contribute to the development of infrastructure, such as refuse collection.





8.2 RECOMMENDATIONS FOR POLITICIANS

- Introduce incentives to encourage development and use of new technologies that will make travel more environmentally friendly, such as electric planes.
- Use the air passenger tax (and other taxes) to be collected by the travel industry to ensure the development and deployment of new technologies such as electric planes and biofuels, and to finance incentives to reduce emissions from air travel.
- Make it attractive to choose environmentally friendly transportation to and from airports.
- Change the rules for tax-free, so that tax-free goods bought in the air can be collected on arrival, reducing the weight of the plane.
- Make it easier and more attractive to take the train. It is often more difficult and expensive to travel by train than by air at this time.
- Collaboration at European level to improve train travel throughout Europe with regard to technology, booking systems and regulations. There is little international collaboration at the moment, making it difficult to plan train travel throughout Europe.
- Work proactively to secure a global nature conservation agreement in 2020.
- Support organisations such as ECPAT, campaigning against human trafficking and the exploitation of children.
- Promote awareness amongst Norwegian tourists witnessing human trafficking or child abuse that they can make a report to the Norwegian police, even when they are in another country.
- Collaborate actively with the travel and tourism industry. Collaboration increases the chance of success for a more sustainable travel industry and society.

8.3 ADVICE FOR TRAVELLERS

- Think about the way you travel, and try to travel smarter and more environmentally friendly. Take longer holidays, or combine a business trip with a holiday.
- Cut the number of business trips through better planning or other forms of meeting.
- Ask for sustainable travel alternatives from travel agents and operators, before and during your stay.
- Choose the airline with the lowest possible emissions.
- Choose a travel operator that climate-compensates your journey, or do so on your own initiative.
- Check that the accommodation you choose is environmentally- or sustainability certified. Think about your water and energy consumption at the hotel.
- Think about how you travel to and from the airport. Try to avoid using your car. Use public transport instead.
- Pack sparingly, share suitcases. The less your baggage weighs, the less effect your flight will have on the environment.
- Contribute to the local economy by buying goods, services and experiences locally. Do not buy souvenirs originating from endangered species. Remember that in many countries, employees in the travel and tourism industry are dependent on tips. Check accepted practice for tipping before you leave home.
- If you are witness to any form of child abuse, do not ignore it. Report it to your hotel, travel operator or the local police. Remember that you can also report it to the Norwegian police, even if you are witness to an offence in another country <https://www.politiet.no/tjenester/tips-politiet/>.

How to report to the Norwegian police – even when witness to an offence in another country:

Go to the police tip-off service at <https://www.politiet.no/tjenester/tips-politiet/> where you can tip off the police within several categories. Most relevant in combating human trafficking, exploitation and sexual assault against

children are the categories "sexual exploitation of children on the Internet" and "human trafficking". These are manned around the clock by the police at Kripos. The "Form for general tip-offs" category is not manned around the clock, and should not be used when immediate action is required, e.g. an assault in progress.





9. The next step

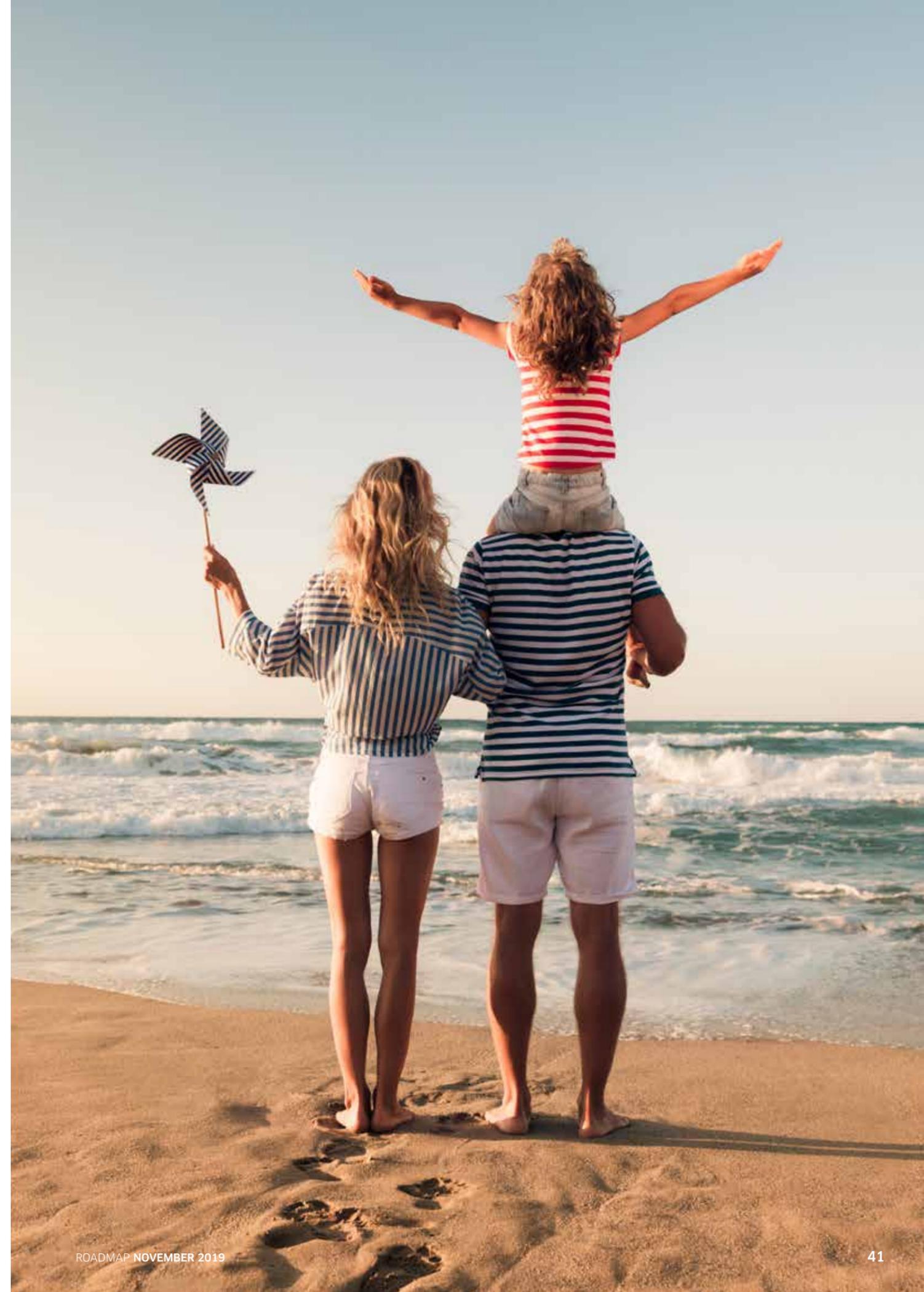
- Each company needs to do what it can to fulfil the intentions and measures recommended in the Roadmap.
- Virke will prioritise continuous efforts for a sustainable travel industry, the intentions and specific measures recommended for it in the Roadmap.
- Virke will arrange an annual event on a sustainable travel and tourism industry, including a 'sustainability award' to a company within the industry that has made some special effort.
- If the members so require it, Virke will set up a sustainability network along the lines of its other networks already in existence.
- The Roadmap will be revised in 2021.

10. Explanations

What is Travelife?

https://www.travelife.info/index_new.php?menu=home&lang=en

Travelife is a leading international training, management and certification initiative for travel agencies and operators. It provides environmental certification focusing on systematic efforts to protect the environment, human rights and local investment.



The committee responsible for the Roadmap consisted of:



Virke Reiseliv wants to thank everyone who took part:

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