

ISO 21401: 2018 TOURISM

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INTRODUCTION ISO 21401: 2018

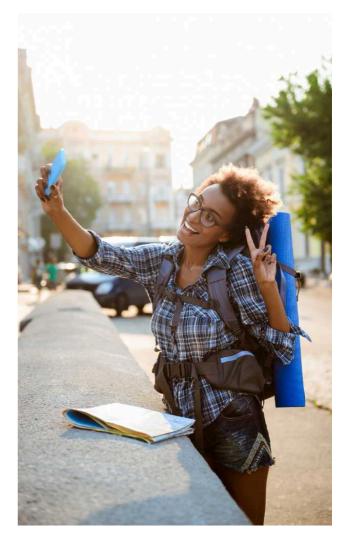
This standard is in line with the United Nations' 2030 Agenda for Sustainable Growth, which was accepted by all UN Member States in 2015, and will address concerns such as human rights, health and safety, environmental protection, and local economic development.

The standard's implementation will assist organizations in meeting their Sustainable Development goals.

Essentially, there will be a tremendous benefit to society if accommodations establishments are managed sustainably. ISO 21401 defines a sustainability management system, which includes the essential areas of sustainability that should be handled by accommodations establishments, such as:

- 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;
- Environmental dimension: water consumption, energy, waste generation, and protected fauna and flora

Its application enables lodging facilities to make decisions based on data strategic and information about the good and negative effects of environmental, social, and economic elements. Adopting this management style enhances choices, adds to business objectives, lowers costs, improves supplier and community ties, improves visitor experience and happiness, and improves the company's image and reputation.



Benefits For All

Accommodation establishments that implement the Sustainability Management System based on ISO 21401 will be able to attest to their guests and to the whole market that they are sustainable enterprises. Besides that, it will bring benefits to all stakeholders, such as:

- Community
- 1. Minimization of negative environmental and social impacts at destination;
- 2. Increase work and income for the community.
- 3. Improvement in the relationship with the accommodation establishments;



• Accommodation establishments

- 1. Decrease in operating costs
- 2. Strengthening Business Management
- 3. Improvement of operational controls
- 4. Reduce risk and increase opportunities
- 5. Improvement of the brand image
- 6. Certification of the Sustainability Management System

• Local Government

- 1. Development of destination
- 2. Strengthening the image of the destination
- 3. Gain competitiveness for the destination;

• Employees

- 1. Improvement of professional qualification and recognition;
- 2. Increase engagement and satisfaction;
- 3. Improvement of the quality of the work environment;

• Suppliers

- 1. Increase partnership.
- 2. Development of local suppliers.
- 3. Development of local suppliers.

• Guests

- 1. Maximization of satisfaction
- 2. Increased quality of services
- 3. Improvement of the tourist experience

Five Tips To Start Implementing ISO 21401

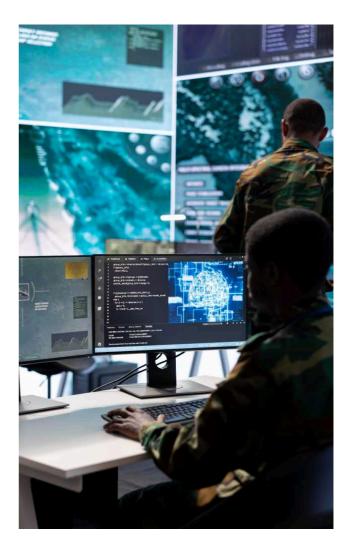
The management of the sustainability of an accommodation establishment is the most adequate solution to face the current challenges and to take advantage of the opportunities of the market. To start applying the ISO 21401 standard, it is recommended:

- Get to know your Hotel from the point of view of sustainability: Make a diagnosis of the sustainability practices adopted, the current model of business management, and how sustainability is applied. From this, carry out a mapping of the main activities developed in the enterprise, relating the aspects and impacts related to sustainability involved with these activities, always thinking about the three dimensions involved: environmental, social, and economic.
- Implement Sustainability Indicators: You should quantify the performance of current sustainable management practices. For this, choose and implement a set of sustainability indicators related to the aspects to assess if the practices are actually reducing the negative impacts. This will increase the quality of management decisions to be made.
- **Define sustainability goals:** After identifying the impacts related to the operation of the Hotel and measuring by means of indicators the results, it is time to define sustainability goals. Such as reducing water consumption by 10% or increasing guest satisfaction to 90%.
- Implement the Sustainability Management System: Implement the requirements of the Management System (ISO 21401) to connect the business strategy with the identified aspects and impacts, objectives, indicators, and sustainability practices.
- Improve Hotel Performance: Based on the results obtained and considering all aspects and impacts of sustainability related to your business, plan and implement new sustainable practices and produce improvements in the management of your business.

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Delta Tech Africa Limited Is An ICT And Quality Organization Focused Consulting On Performance Management Across Business Verticals. Delta Means" A Finite Increment". We Help Organizations To Achieve This Increment Across Departments And Functions And To Improve The Overall Organizational Performance While Adding Value To The Stakeholders. Evolution Is A Constant Change. When The Pace Of Evolution Renders Societies Impatient, It Is A Technology That Accelerates Evolution Leading To The Transformation Of Societies. When That Evolution Happens, It Doesn't Limit The Human Endeavors, To Get The Technology Evolution, It Has To Be Supported By Processes And Management Of The Best Quality. Hence, We At Delta Tech Africa Thought Of Bringing Both Technology And Quality Management Processes Together To Get The Best Organizational Performance And Value Across The Fast Growing Continent Of Africa.



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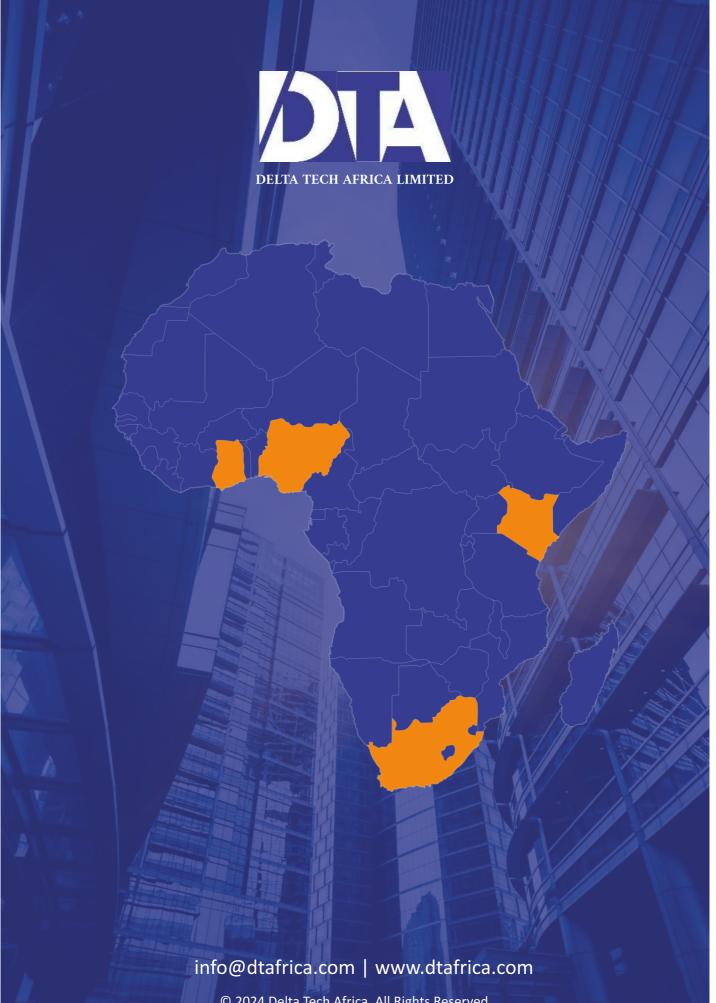
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