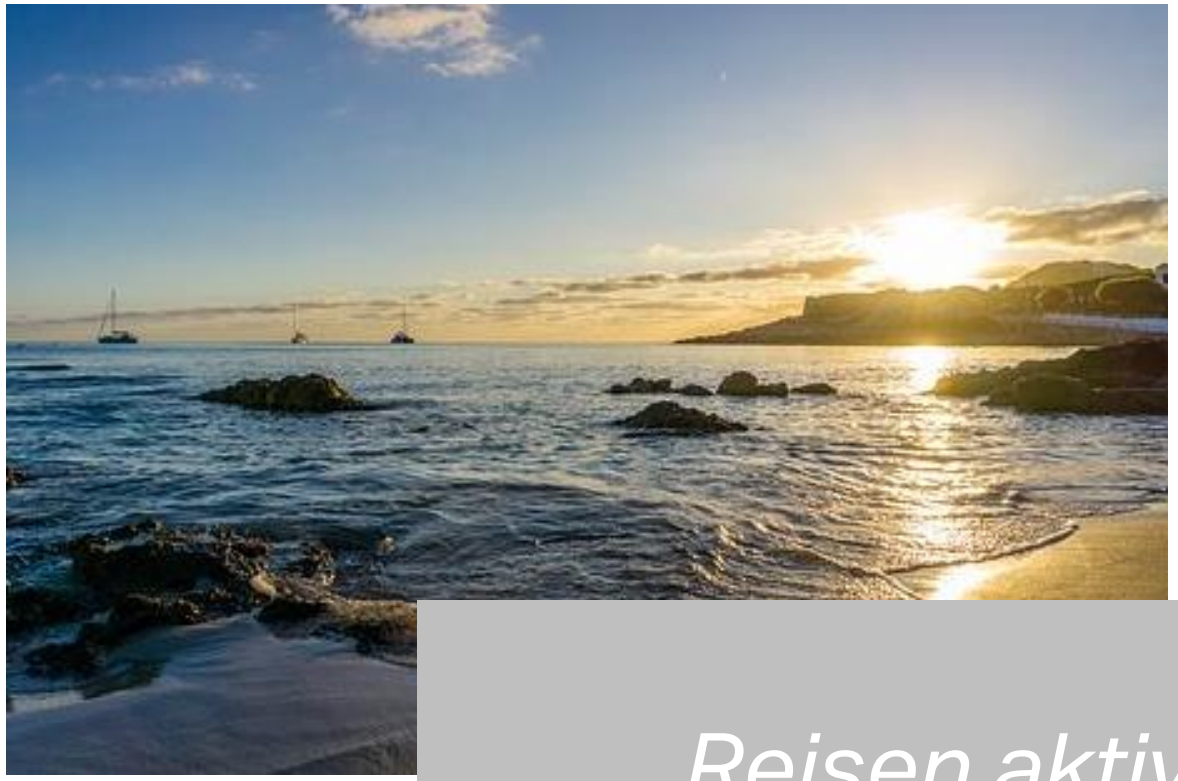


Reisen aktiv

-

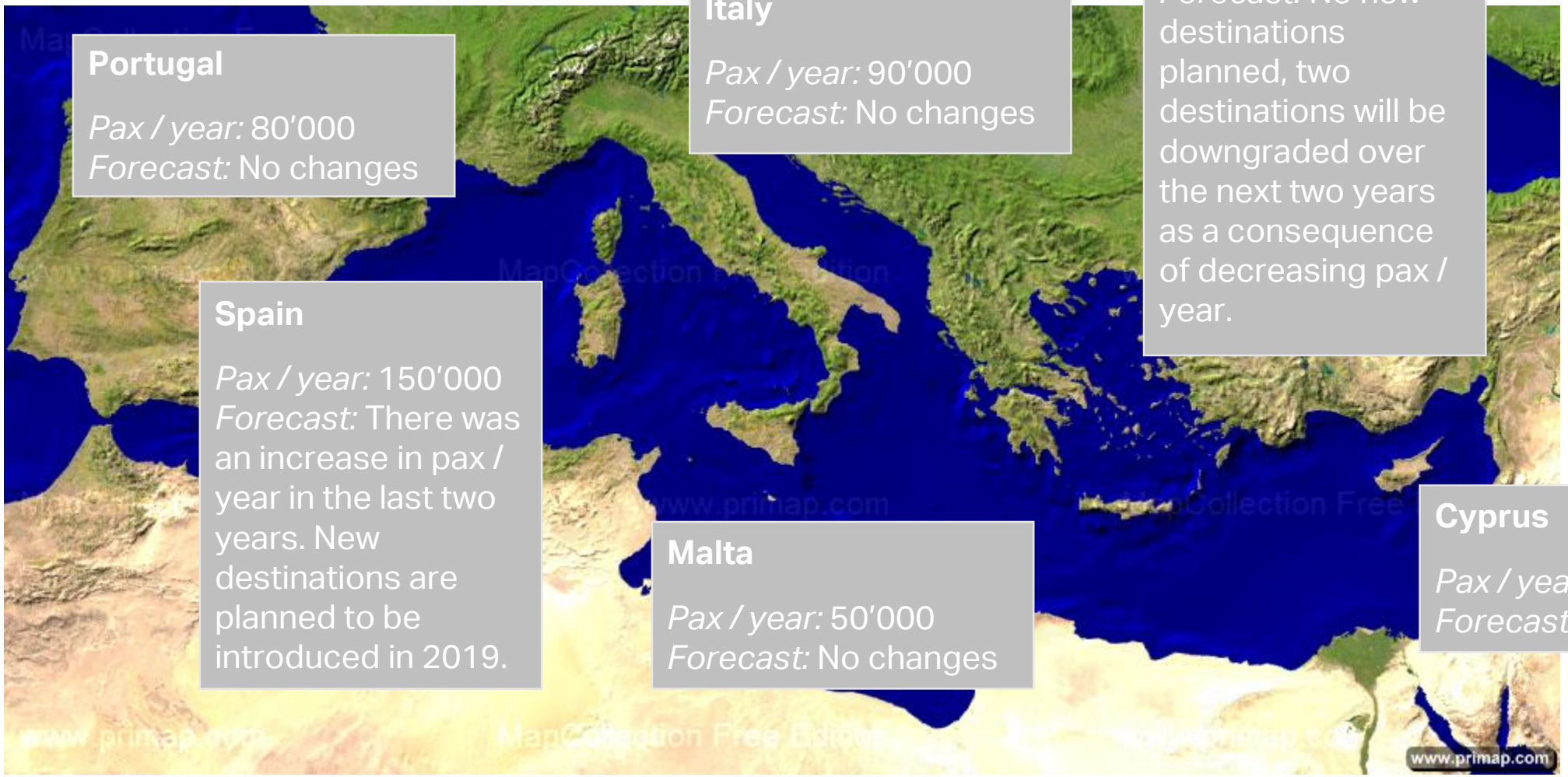
Actively relaxing on the Mediterranean coast

About *Reisen aktiv*

Headquarters	Sales offices	Employees	Activities	Destinations
Hamburg	Berlin, Düsseldorf, Franfkurt	57 (all in Germany)	Beach holidays Sports activities Group tours	Greece, Italy, Spain, Portugal, Malta, Cyprus

Reisen aktiv offers trips to various islands in the Mediterranean Sea, such as Crete and Mallorca, and to the Mediterranean coast.
Customers reside at large four-star beach hotels / resorts and can choose from a broad offer of sports and leisure activities, such as windsurfing, paragliding, mountain biking, hiking, and trekking. The activities are conducted and guided by subcontracted business partners. Day trips to nearby cities or villages are offered, but only a small number of visitors make use of the offer. The company does not have its own inbound offices in the destinations but works with various direct suppliers in the countries.

Key data



Portugal

Pax / year: 80'000
Forecast: No changes

Spain

Pax / year: 150'000
Forecast: There was an increase in pax / year in the last two years. New destinations are planned to be introduced in 2019.

Italy

Pax / year: 90'000
Forecast: No changes

Malta

Pax / year: 50'000
Forecast: No changes

Greece

Pax / year: 150'000
Forecast: No new destinations planned, two destinations will be downgraded over the next two years as a consequence of decreasing pax / year.

Cyprus

Pax / year: 100'000
Forecast: No changes

Getting started

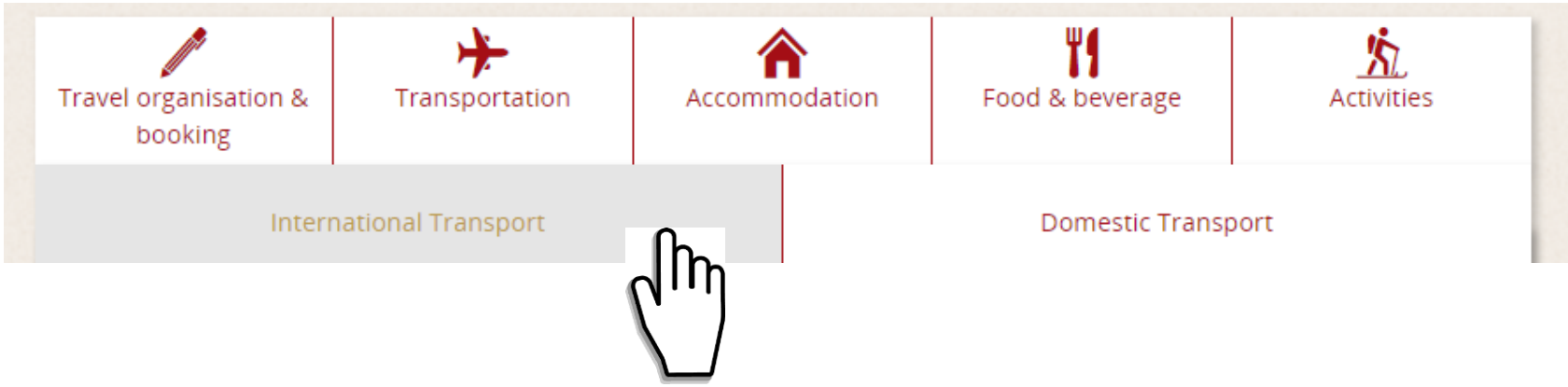
Goal:
Reisen aktiv would like to make sure that no human rights are violated by its own business activities, as well as by services offered by its business partners and suppliers.

Reisen aktiv accesses the get started tool on the Roundtable Human Rights in Tourism's website to better understand the human rights impacts of its operations and to receive input on what to do in the case of negative human rights impacts.

Analyse risks

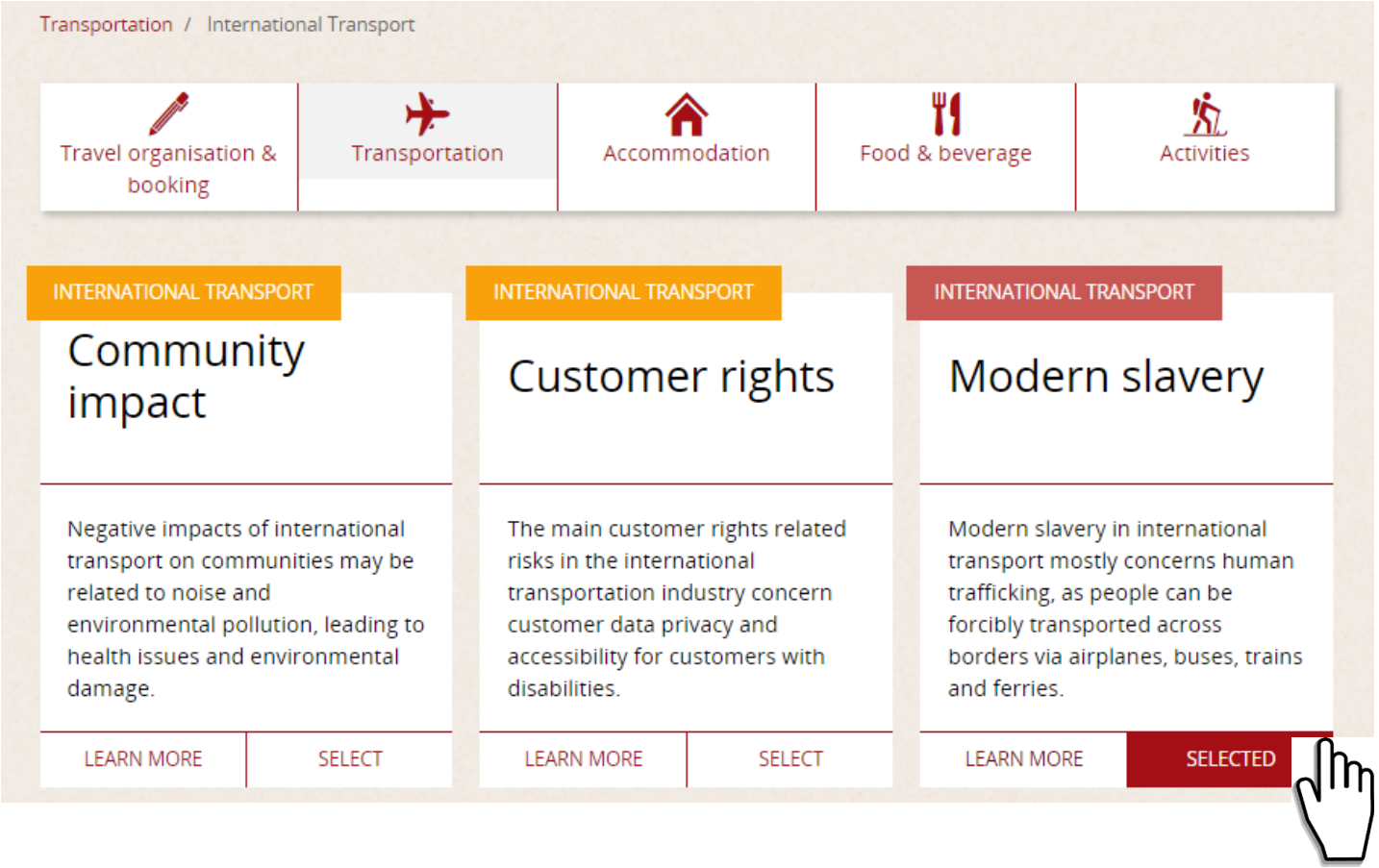
- ☞ *Reisen aktiv* accesses the “Analyse risks” page
- ☞ *Reisen aktiv* identifies the following value chain sub-elements of the get started tool as being relevant for its offers.

- Tour operator
- Retail and sales
- International Transport
- Domestic Transport
- Lodging (mostly large hotels)
- Tours and excursions
- Leisure and sport



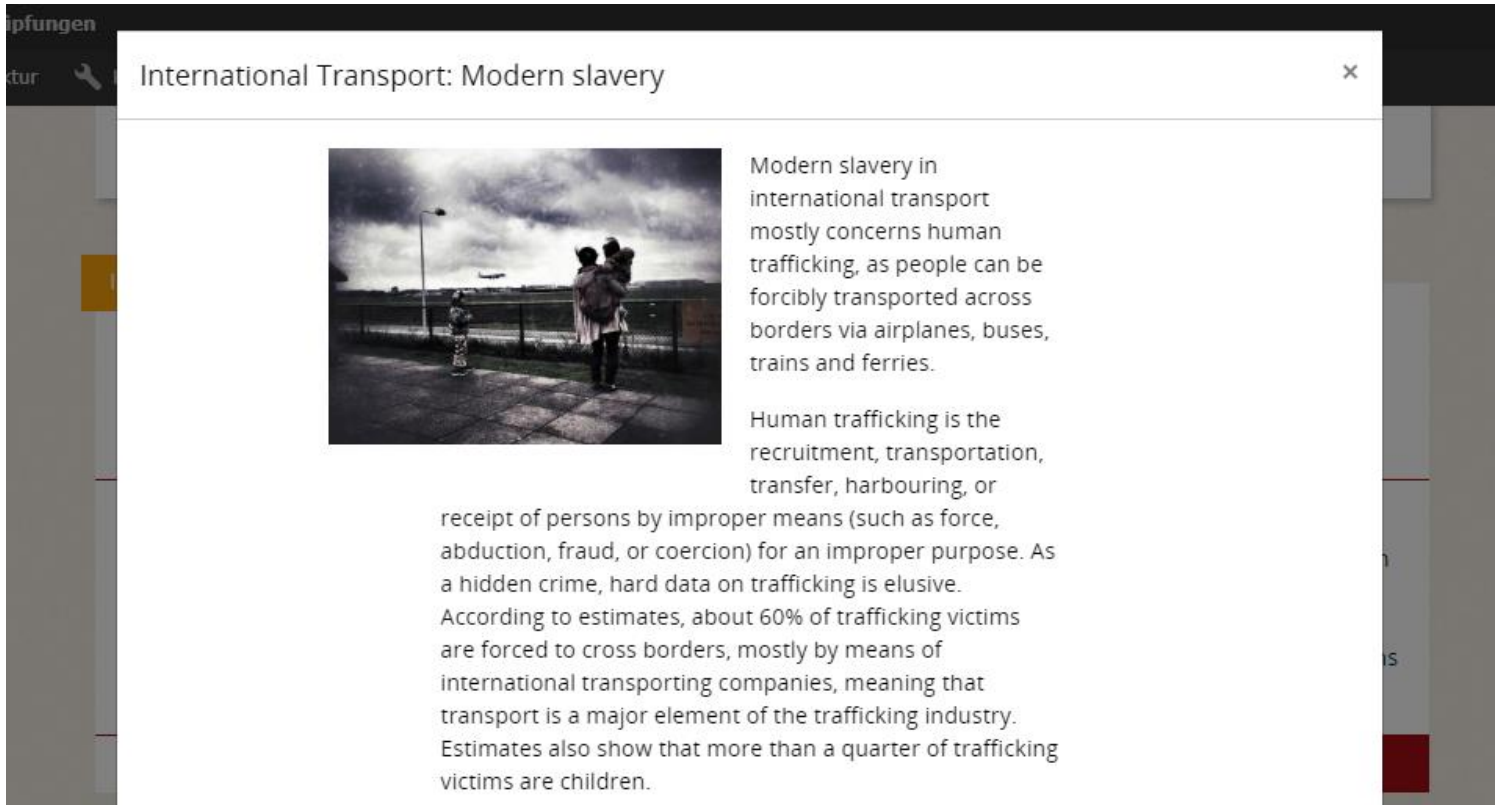
«Risk Cards»

☞ *Reisen aktiv* selects the seven relevant value chain elements. For each element, several «Risk Cards» appear, specifying potential human rights risks.



How to use the «Risk Cards»

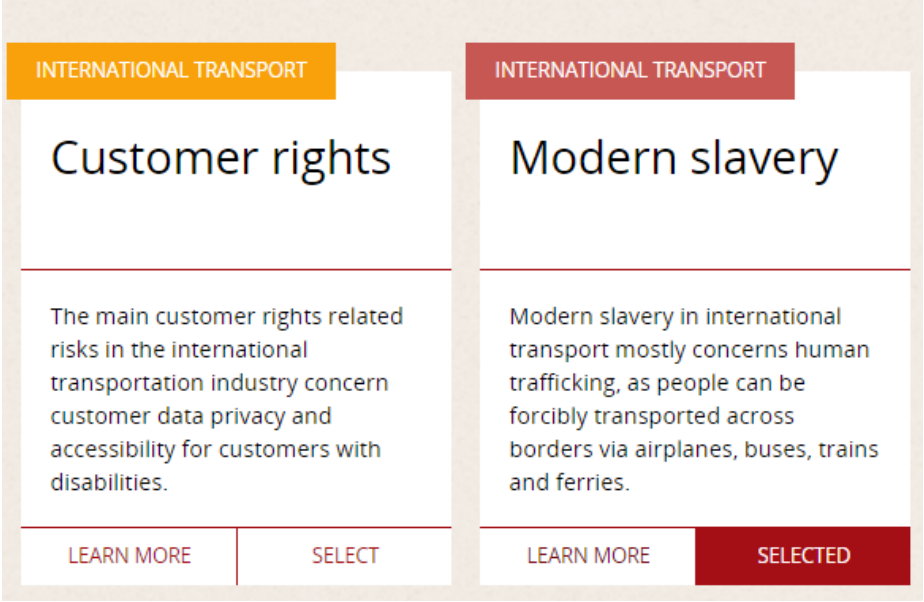
- Click «select» to save the Risk cards which are particularly relevant. They can also be printed.
- Click «learn more» for more information about the specific human rights risk for the selected value chain element



How to prioritize risks?

☞ This full list of potential human rights risks can be overwhelming for a small tour operator. To get started, *Reisen aktiv* decides to focus on a small number of risks related to its value chain. But how to prioritize?

- The **red and orange color marking** of each «Risk Card» provides a first estimate on the severity of this specific risk (red: high risk, orange: medium risk) and helps the tour operator identify the most salient issues.
- *Reisen aktiv* starts by asking itself the following questions:
  - Which value chain element is crucial for my business (relevance in terms of business volume/PAX, business relationships, reputation, future operations)?
  - What are the most severe (red colour marking) human rights risks related to each value chain element?



Prioritized risks: Tour operator / Community impact

☞ Based on these considerations, *Reisen aktiv* selects the human rights risks it wants to work on as a priority. Even though more risks would be relevant, *Reisen aktiv* decides to first focus on six specific risks.

<u>Business relevance</u>

New destinations will be developed and introduced in the upcoming year. *Reisen aktiv* wants to make sure that these new destinations, as well as existing ones, do not negatively impact neighbouring communities.

<u>Severity</u>

Red. The development of new destinations can have various and sometimes particularly harmful effects on surrounding communities (see risk card). Negative community impacts are potentially large in scale and can affect many people.

Prioritized risks (II): Retail and sales / Children's rights

Business relevance

With its own retail and sales offices, the tour operator is directly in touch with customers prior to their travels and can sensitize them to the issue.

Severity

Red. Children are a particularly vulnerable group and might directly exposed be to customers' abusive behaviour.

Prioritized risks (III): International Transport / Modern slavery

Business relevance

Chartering buses and flights for customers is key *to Reisen aktiv*'s business. It is done through various transport service providers with whom it wants to address the issue.

Severity

Red. Modern slavery is highlighted as a priority issue in the "Risk Cards" and corresponding explanations.

Prioritized risks (IV): Lodging / Workers' rights

Business relevance

Hotels are an important part of *Reisen aktiv's* offer in all destinations with a particularly large workforce often confronted with bad working conditions. This directly impacts the service quality and therefore the clients' travel experience.

Severity

Red. Bad working conditions in hotels are common, widespread and affect a high number of staff.

Prioritized risks (V): Lodging / Modern Slavery

Business relevance:

Hotels are an important part of *Reisen aktiv*'s offer in all destinations and key to the customers' experience in the destination. *Reisen aktiv* does not want to be connected to modern slavery through its hotel partners in any way.

Severity

Red. Modern slavery issues are highlighted as a particularly important human rights risk in the Risk Cards and corresponding explanations.

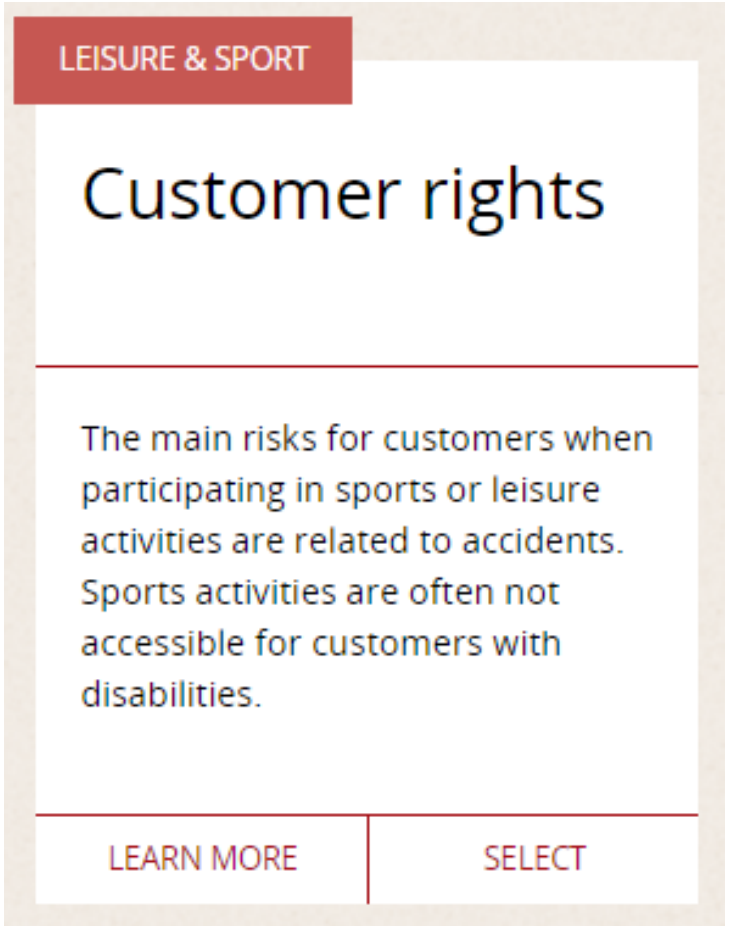
Prioritized risks (VI): Leisure and Sports / Customer rights

<u>Business relevance:</u>

Sports activities are *Reisen aktiv*'s core offer. A customer was injured on one of its trekking tour's last year and *Reisen aktiv* would like to make sure that customer rights and safety are guaranteed in its offers.

<u>Severity:</u>

Red. The severity of potential customer rights violations is particularly high in the field of leisure and sports (accidents, injuries).



Prioritized risks

☞ *Reisen aktiv* excludes two value chain elements of its initial list of relevant elements (see slide 5) from further considerations because they don't seem very relevant to the business.

Reisen aktiv decides not to consider the potential risks for «Tours and excursions», as it only accounts for a negligible part of the tour operator's offer and very few customers make use of it.

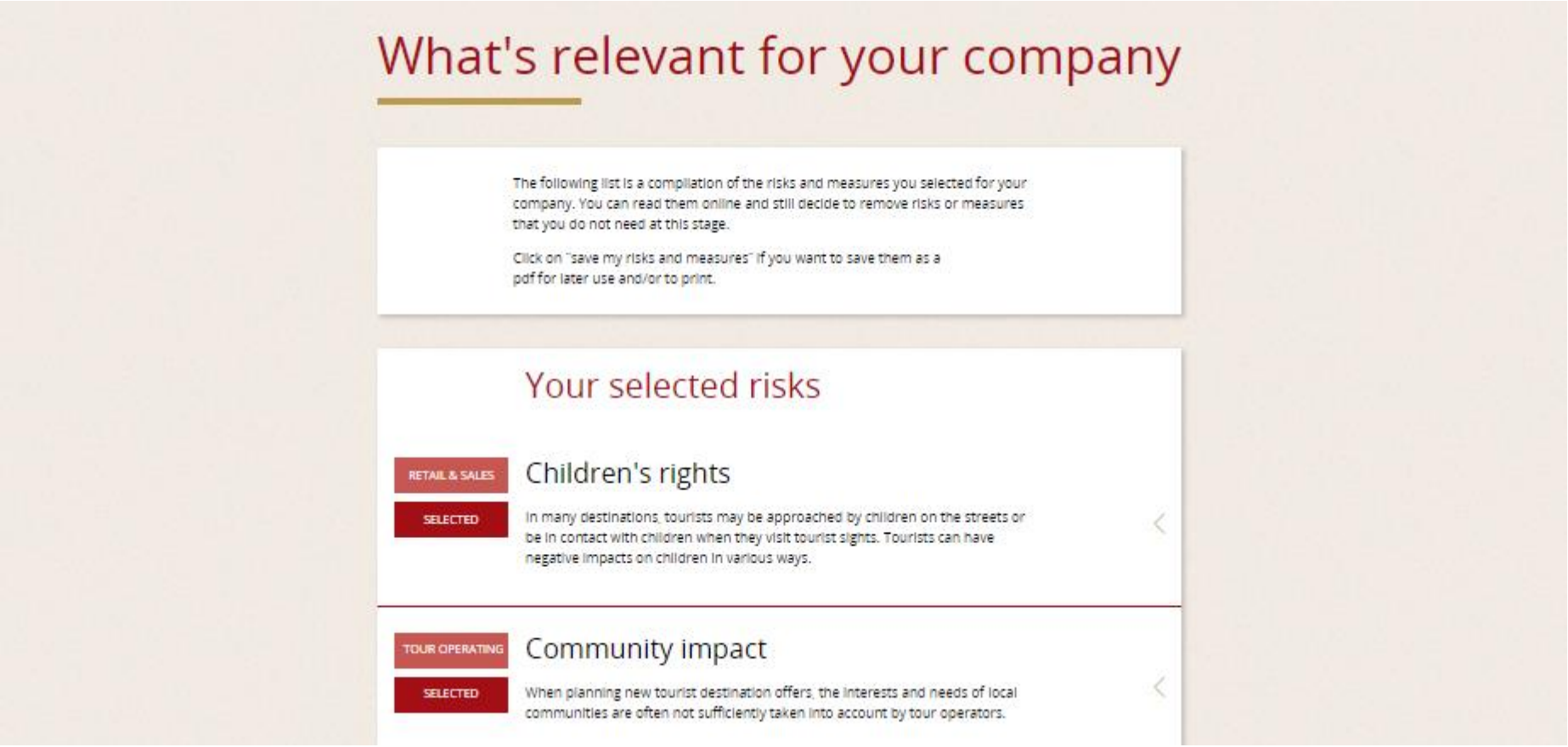
«Domestic transportation» risks are also not considered, as they are covered by the local partners who offer the sports and leisure activities and are included in the consideration of risks under this value chain element.

Output document

☞ *Reisen aktiv* has selected the relevant risks in the tool and can now access an overview of selected risks in the "Selected Issues" tab on the left hand side of the window.

Output document (II)

☞ The output document lists all human rights issues and measures, *Reisen aktiv* has selected.



How to identify measures?

☞ *Reisen aktiv* now has an overview of the main human rights topics it wants to work on. But how will it actually do it? Which concrete measures can *Reisen aktiv* take to address the identified risks? Some of the potential impacts occur in areas *Reisen aktiv* has no or only limited influence.

Each risk card lists specific measures that can be taken by small tour operators such as *Reisen aktiv*. Click on «take action» in the menu or on the card to find out about appropriate measures that can be taken.

Use the **measure cards** to gain an overview of potential measures tour operators can take. Each measure card provides general guidance and examples, tools and practical tips from practitioners' perspectives, as well as links to further information.

How to identify measures?

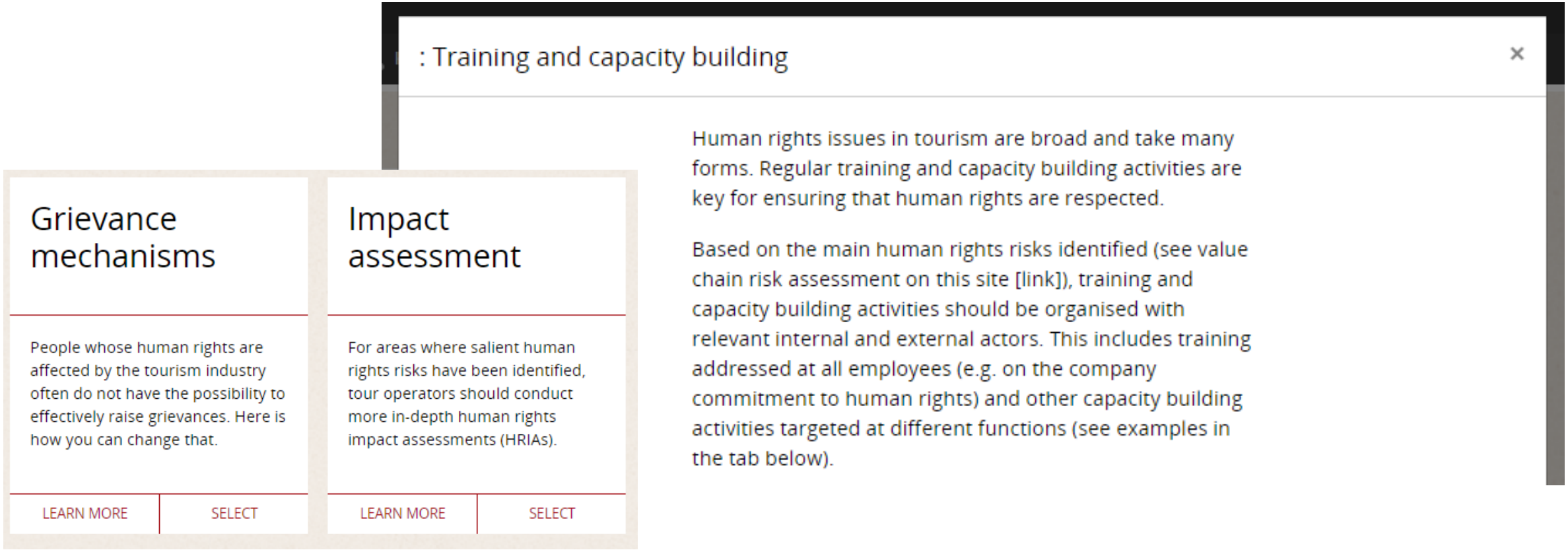
☞ *Reisen aktiv* follows the guidance on the «take action» page to identify appropriate measures to address the selected human rights risks.

«Reisen aktiv» decides to first focus on the following measures:

- Policy and process: As *Reisen aktiv* is currently building up its activities to respect human rights, it decides to take measures such as developing a policy commitment and a Supplier Code of Conduct, which will build the basis for *Reisen aktiv's* further human rights engagement.
- Training and capacity building: *Reisen aktiv* has had positive experiences with training with its business partners and regularly conducts capacity building activities. The tour operator has close business relations with hotels and activity providers and will integrate human rights training in to its capacity building programme. *Reisen aktiv* will also carry out internal staff training on the new human rights policy and the Supplier Code of Conduct.
- Responsible product development: As *Reisen aktiv* regularly reconsiders its destinations and offers and adds new products to its portfolio, the tour operator decides to integrate measures to address potential human rights risks in its product development processes.

«Measure card»

☞ *Reisen aktiv* reads through the three chosen measure cards to decide on particular next steps and learn more about best practices.



Identify high priority countries

- ☞ *Reisen aktiv* now knows it will start by addressing the six selected human rights risks in its operations by working on its policies and processes, considering risks when planning destinations, and holding training sessions on specific human rights issues.
- ☞ But in which destination country should *Reisen aktiv* start? How should it choose between Greece, Italy, Spain, Portugal, Malta, and Cyprus?

Reisen aktiv decides to focus on **Spain**, because:

- Pax / year has been increasing and it plans to introduce new destinations in the upcoming year (see key data, p.3) (business relevance)
- *Reisen aktiv* has close business relations to its suppliers in Spain (considerations of leverage)
- Specific cases in Spain are highlighted in the selected «Risk Cards» (see p. 11-16)
- *Reisen aktiv* conducted a first assessment of country-specific risks (see next slide) which confirmed that several of the selected human rights risks are relevant for Spain.
- Further reasons for choosing a specific destination may include reputation, business history, history of human rights issues in a specific country, upcoming training where human rights issues can be integrated, etc.

Identify high priority countries

- ☞ *Reisen aktiv* has for several reasons decided to focus on Spain first.
- ☞ The tools linked on the «Analyse country-specific risks» page can help tour operators to identify priority destinations.
- ☞ The tools provide an overview of potential human rights risks and their severity in a country. They also highlight the need for businesses to apply specific human rights due diligence measures.

Analyse country-specific risks

This section helps you to assess country-specific human rights risks for your company by using publicly available information on existing platforms. It describes how you can access and use such information most effectively. You can find two concrete examples of tour operators' risk assessments here (LINK TO SPAIN/SRI LANKA).

Step 1: Define your priority countries from a business perspective:

List the five countries that:

- are most important for your business in terms of volume (turnover/PAX) and;
- you consider to be of the highest strategic importance for your business (e.g. as a future destination)

Step 2: Get informed about the human rights situation in the prioritized countries by using the platforms below.

Identify relevant stakeholders (optional)

☞ To collect more information on a specific country – either for general information purposes or as a preparation for a training or destination development – *Reisen aktiv* conducts a stakeholder mapping to identify relevant information sources and potential local partners.

For Spain, *Reisen aktiv* identifies the two following institutions as first entry points for further research and potential contact:

Name	**Organisation type**	**Website**
ALBA SUD	Think Tank	http://albasud.org/programas/es/2/turismo-responsable
Foro Turismo Responsable	Network of tourism-related Civil Society Organisations in Spain	http://www.foroturismoresponsable.org/

What to keep in mind…

- ☞ *Reisen aktiv* is aware that the get started tool does not replace a full fledged human rights impact assessment nor do the selected measures correspond to a comprehensive human rights due diligence process. However, this is a legitimate and important first step for *Reisen aktiv* on its journey.
- ☞ While preparing for the implementation of the selected measures, *Reisen aktiv* reflects on how to monitor the effectiveness of the measures taken and on which further human rights issues it could tackle in the upcoming years.