Hoteles
más Verdes

Sustainable Hotel Management Standard

Sustainability requirements, specifications and criteria

ith
Instituto Tecnológico Hotelero

aht
ASOCIACIÓN DE HOTELES DE TURISMO DE LA REPÚBLICA ARGENTINA

GSTC
MEMBER

Hoteles más Verdes

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Prologue

This document describes the objectives, scope and guidelines to apply the "Hoteles más Verdes" Sustainability Certification Program of Asociación de Hoteles de Turismo de la República Argentina (AHT).

The sustainability certification is currently highly important in international tourism, meeting the demands of guests, customers and other tourist service and accommodation agents, who are more environmentally respectful, socially responsible and sustainable.

The document is intended to serve as benchmark standard for sustainability certification purposes for the assessment and validation of transparency principles, for the sustainable management evaluation and performance of tourist accommodations on an objective basis and with the involvement of groups of interest in improving the system.

The purpose is to continue encouraging strengthening and adopting good sustainable management practices and quality services at hotels and tourist accommodations, minimizing their impacts and maximizing benefits for the local communities of tourist destinations.

The application of this standard will guide customers and tourist operators upon selecting, according to objective criteria, the hotel acommodations that offer guarantees to implement in their operative management ethical, social and environmentally responsible practices, aligned with the Global Sustainable Tourism Criteria for the tourism industry.

It is a voluntary standard based on credibility, transparency and ongoing improvement principles, as well as compliance with the international regulations and applicable domestic laws, in such a manner that the criteria thereof entail a further step in the requirements established by legal and regulatory standards.

It includes criteria regarding both management processes and measurable performance indicators of environmental, social, economic, and cultural aspects of the organization.

It is consistent with the standards, management systems and applicable certification programs of the tourist accommodation sector, such as the series of IRAM-SECTUR (Argentina) Standards, ISO Standards and other international sustainable tourism standards.

This document replaces all the articles of the fourth version of the Sustainable Hotel Management Standard published in 2024 and shall remain in force from December 2025 to a new revision thereof.

Foreword

Asociación de Hoteles de Turismo de la República Argentina (AHT) is a non-profit organization, founded in 1977, which groups and represents the most important hotel establishments in the country, located at the main and renowned tourist centres for their excellent infrastructure and service quality.

AHT's mission is to group and represent the top referent of Argentine hotels and the qualified sector of domestic businesses that are part thereof in those issues and matters applicable to common problems thereof, fostering the growth and development of its members, employees, advisors and the community where they are included, understanding that quality and excellence, as well as care and respect for the environment preservation are the best allies for sustainable hotels.

AHT takes part in strategic memberships with the UN Tourism, the Global Sustainable Tourism Council (GSTC), the Argentine Chamber of Tourism (CAT) and the Argentine Chamber of Commerce (CAC). AHT also holds assistance and cooperation agreements with renowned entities, institutions and organizations related to the tourism and hotel industry, like the Association of Hotels and Restaurants of Uruguay (AHRU) and the Hotel Industrial Association of Paraguay (AIHPY).

This standard is the result of AHT's work, and its first version was approved in May 2013.

It has been validated by Instituto Tecnológico Hotelero (ITH) and Instituto Argentino de Normalización y Certificación (IRAM) by virtue of the existing agreement with AHT, both of which are the entities recognized by AHT to verify compliance with the sustainability certification requirements by hotels and tourist accommodations.

In addition, both this Standard and the "Hoteles más Verdes" Sustainability Certification Program are recognized by the Ministries of Tourism and Environment of Argentina since 2019, by the National Tourism Secretariat of Paraguay since 2024, and by the Ministry of Tourism of Uruguay since 2024.

AHT invites the authorities, public institutions and other hotel and tourism-related entities to acknowledge and apply this sustainability certification standard, which, since 2013, has the international recognition GSTC-Recognized from the **Global Sustainable Tourism Council (GSTC),** as it has been shown in an independent evaluation process that complies with the Global Sustainable Tourism Criteria GSTC-Industry v3.0.

Índice

0.
Introduction

This document is a management improvement tool that allows guiding the organizations in the industry towards a more sustainable tourism and hotel industry, by contributing criteria to streamlining the use of resources, minimizing negative impacts and maximizing the positive impacts on their environmental, cultural and social environment.

It is a management tool that allows a three-level application according to its sustainability commitment from the highest to the lowest level

– gold, silver and bronze– and facilitates its gradual implementation and the ongoing improvement of the sustainable management.

The verification of compliance with the criteria set out in the standard will give the organization the rights to use the "Hoteles más Verdes" Ecolabel, using the specific distinctive logo for each of the system levels, the brand that identifies this sustainability certification program of tourist accommodations.

1.
Purpose and field of application

This standard sets out the requirements for tourist accommodations that voluntarily wish to implement a sustainable management system based on international responsible tourism principles, when the organization's Management:

a) Requires a frame of reference for a sustainable management;

b) Wishes to apply a program of good social and environmental practices;

c) Hopes to improve integration into the environment and maximize the guests' satisfaction and experience.

Hotels are understood to be those establishments offering tourist accommodation services at premises with reception, services and duly-equipped rooms. The accommodation offer may include food, sports, recreational and leisure services.

This standard is applicable throughout Latin America and given the differences in the various regions, there are conditions that exempt certain requirements from being audited, the related reasons being duly documented.

2.

Terms and definitions

For the purposes of this protocol, the following terms and definitions are applied:

Universal Accessibility: Condition to be met by environments, processes, goods, products and services, as well as the objects or instruments, tools and devices, to be understandable, usable and practicable by all persons under safety and comfort conditions and as independently and naturally as possible. It entails the «design for everyone» strategy and it is understood regardless of the fair adjustments that should be made (Law No. 51/2003, Section 3, on Equal Opportunities, Non-discrimination and Universal Accessibility for People with Disabilities – LIONDAU, as per its initials in Spanish).

Corrective Action: Action to eliminate the cause of a non-conformity (IRAM-ISO14001).

Biodiversity: Variability among all kinds of living organisms, including terrestrial, marine and other aquatic ecosystems, and the ecological complexes of which they are part. The term refers to the diversity within and among species and ecosystems.

Good Practices: Group of actions undertaken to mitigate the environmental and social impacts and the losses of materials and resources through changes in habits and people's attitude to perform processes and activities.

Customer: Organization or person that hires the service for itself or for third parties (IRAM-SECTUR 42200).

Code of Conduct: Set of principles voluntarily established by an organization to provide guidance on a responsible conduct.

Fair Trade: Alternative form of trade promoted by the United Nations Organization, non-government organizations and social movements that fosters voluntary business relationships between producers and consumers, based on social justice, equity and environmental respect principles. It is a trade system based on dialogue, transparency and respect, which seeks greater equity in trade paying special attention to social and environmental criteria. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers.

Responsible Purchasing: Process that integrates ethical, environmental and social considerations into an organization's decisions to acquire goods and services.

Management: Maximum authority in the Organization.

Eco-efficiency: Capacity to deliver competitively priced goods and services that satisfy human needs and bring quality of life while progressively reducing environmental impacts and resource intensity throughout the life cycle.

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Terms and definitions

Emergency: Situation of danger or disaster that requires an immediate action (IRAM-SECTUR 42200).

Standard: Reference point to measure or value things of the same species.

Health: All the necessary measures to ensure harmlessness and healthiness within the food service processes at all phases, from reception, manufacture and distribution to its final consumption (IRAM-SECTUR 42200).

Hotel: Establishment capable of comfortably lodging guests or travellers, on a temporary basis, with reception, services and additional facilities, and that offers accommodation and, in most cases, food services

Hotel Industry: Group of services providing guests and travellers with food and lodging for valuable consideration.

Guest: Customer who is registered at a tourist accommodation (IRAM- SECTUR 42200).

Carbon Footprint: A cumulative measure of the impact a product, service, activity, company or individual has on the environment, in terms of the amount of greenhouse gases produced, and measured in units of carbon dioxide. This impact usually results from energy consumption and other resources, and the pollution caused.

Indicator: Numerical quantification to measure or compare the results actually obtained from processes, products or services (IRAM-SECTUR 42200).

Impact: Any environmental or social change or adverse or beneficial effect, fully or partially resulting from an organization's activities, products or services.

Environment: Surroundings in which an organization operates, including air, water, land, natural resources, flora, fauna, human beings and their interrelations (IRAM-ISO 14001).

Ongoing Improvement: Ongoing optimization process of the management system to achieve global performance improvements, according to the organization's policy.

Non-conformity: fulfilment of a requirement (IRAM-ISO 14001).

Organization: Company, corporation, firm, business or institution, or a part thereof or combination therewith, either government- or privately-owned, that has its own duties and administration.

Stakeholder: Individual or group involved in or affected by an organization's performance.

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Terms and definitions

Cultural Heritage: All those tangible or intangible elements and expressions of societies, as a result of a historical process where the reproduction of ideas and material become factors that identify and distinguish that country or region.

Natural Heritage: All those natural elements consisting of physical and biological formations or groups of such formations, which are of outstanding value from the aesthetic or scientific point of view.

Action Plan: Tool that facilitates to fulfil the purposes set by an organization, through a proper definition of objectives and goals. The Action Plan allows strategically directing and organizing actions, processes, instruments and available resources towards attaining objectives and goals by using indicators that facilitate the follow-up and assessment of the actions and can be used as a guide for timely decision-making.

Sustainable Management Policy: Statement made by the organization's Management about its intentions and principles of action in connection with sustainable development.

Procedure: Specified way to carry out an activity or process (IRAM-ISO 14001).
NOTE: Procedures may or may not be documented.

Legal Requirements: Authorizations, obligations or requirements issued by a government authority (including international, national, regional, provincial and local authorities) and related to an organization's management considerations.

Social Responsibility: An organization's actions to become responsible for the impact of its activities on the society and the environment, where these actions:
a) are consistent with the society's interests and sustainable development
b) are based on ethical behaviour, compliance with applicable intergovernmental instruments and laws
c) are integrated into the organization's activities in progress (IRAM-SECTUR 42200).

Record: A document stating results achieved or providing evidence of activities performed (IRAM-ISO 14001).

Risk: Combination of the likelihood of an occurrence of a given hazardous event and the significance of its consequences (IRAM- SECTUR 42200).

System: Group of mutually related or interacting elements (IRAM- SECTUR 42200).

Sustainability: Use of economically feasible, socially fair and environmentally responsible resources that meet the current needs, without compromising the capacity to access them in the future.

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Terms and definitions

Sustainable Management System: System used to develop and implement the "sustainable management policy" and manage its social and environmental impacts.

Tourism: Group of activities arising from the temporary and voluntary travel of persons outside their permanent place of residence, investing in their spending resources that do not derive from the place visited.

Sustainable Tourism: Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.

Tourist: Any person traveling to a place outside his/her permanent residence, staying overnight and staying therein for more than 24 hours.

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Sustainable management system

3. 1.
Sustainable Management System

3.1.1. Sustainable Management System

The organization has implemented a long-term sustainability management system that is suitable to its size and scope.

The sustainable management system addresses economic, environmental, social, cultural, quality, human rights, health, safety, risk and crisis management issues and drives continuous improvement.

3.1.2. Sustainability Diagnosis

The organization should perform an initial analysis of the key elements for its current sustainability management. This analysis should, at least, comprise the following areas:

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a) Existing management practices towards employees, suppliers and the local community (see points 3.1.5., 3.1.6, 3.5.1);

b) The identification of legal requirements applicable to sustainability (see point 3.1.4.1.);

c) The assessment of the main environmental and social impacts of its facilities, activities, products and services;

d) Water risk assessment, considering water availability, quality, governance and stewardship, for the definition of water efficiency goals. This assessment must be made in accordance with a methodology approved by local authorities or one suggested by HMV (such as the AWS-Standard).

e) The assessment of the efficiency in natural resources consumption and in waste management (see point 3.3.4.).

The results of this analysis should be documented and can be used as a frame of reference for the definition of its sustainable management system and policy, the compliance with the applicable regulatory and legal requirements, and the sustainability goals and objectives.

This requirement is only applicable to the silver and gold levels of sustainable management.

3.1.3. Sustainable Management Policy

Management should define a Sustainable Management Policy that is suitable for the hotel's characteristics, and environmental and social environment, ensuring that:

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a) It includes a commitment towards compliance with the sustainable tourism principles;

b) It includes a commitment towards compliance with legal and other requirements applicable to sustainable management;

c) It includes a commitment towards preventing and minimizing negative impacts on the environment, and maximizing positive impacts;

d) It includes a commitment towards ongoing improvement of sustainable management in its economic, social and environmental areas;

e) It is documented, approved by Management and is kept updated;

f) It is communicated to all people working for the organization, customers and stakeholders of the hotel's sustainable management;

g) It is available for the public and translated into the most usual languages spoken between guests.

3.1.4. Legal Requirements

3.1.4.1. Record of Legal Requirements

The organization should ensure compliance with legal requirements for the acquisition of property and its operation, including those related with land and water use, health, safety, environment the respect of human, labour and local community rights, and other applicable voluntary requirements, keeping an updated record thereof that evidences the review of effective compliance therewith.

3.1.4.2. Compliance Assessment

The organization has a procedure to periodically assess and update applicable voluntary and legal requirements, keeping records and evidence related to such assessments.

This requirement is only applicable to the silver and gold levels of sustainable management.

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3.1.5. Sustainable Management Programs and Objectives

Management should establish an action plan, which includes specific ongoing improvement objectives as regards sustainable management. Sustainable management objectives should have an order of priority. They should specify those responsible for their compliance, the description of programs and necessary means to achieve them, the goals and terms for their compliance and the anticipated follow-ups.

The term of fulfilment of objectives shall not exceed three years, after which period new objectives of ongoing improvement shall be approved, reviewing and updating the action plan.

To define objectives and the action plan as a whole, management should consider the results of the sustainability diagnosis (see point 3.1.2.) at the silver and gold levels, and the commitments assumed in the sustainable management policy (see point 3.1.3.).

3.1.6. Awareness and Training

3.1.6.1. Training and Sensibilization Plan

The organization should implement and keep in place a training and awareness plan for its employees, which ensures their involvement with the sustainable management system, as well as the proper fulfilment of their duties and tasks related thereto and encourages the use of cleaner and more resource efficient alternatives of transportation. The organization should keep an updated record of training and awareness actions performed.

To renovate the certification, the hotels will be required to perform a recruitment cycle between its employees with a minimum of 3 annual training actions about hotel management and sustainable tourism, equivalent to:

a) 6 hours of annual formation per employee for the bronze level.

b) 12 hours of annual formation per employee for the silver Level.

c) 15 hours of annual formation per employee for the gold Level.

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3.1.6.2. Sustainable Management Manual

The organization should anyhow have a sustainable management manual, which includes the sustainable management policy (see point 3.1.3.), the organization's structure, the main responsibilities and duties of the relevant personnel from the hotel's different management areas, the good practices and guest communication policies. This manual should be available and should be furnished to all new staff.

This requirement is only applicable to the silver and gold levels of sustainable management.

3.1.7. Purchasing and Sustainable Management of Resources

3.1.7.1. Responsible Purchasing Policy

The organization should establish responsible purchasing policies and practices for their capital goods, building materials, food, beverages and other consumables. These practices should include:

a) Encouraging and giving priority to purchases from local suppliers;

b) Encouraging and giving priority to the acquisition of ecological products or those with less environmental impact;

c) Giving priority to hiring and acquiring products or services from companies that show good environmental or sustainable management practices;

3.1.7.2. Sustainable Use of Resources

The organization should have procedures that ensure the sustainable use of resources, including:

a) good practices in the use of paper, giving priority to the use of paper free from chemical compounds or recycled;

b) minimizing the use of chemical products and training personnel in their responsible use;

c) having updated safety cards of toxic or hazardous products.

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d) minimizing more polluting modes of transport on its own operations and throughout the value chain.

This requirement is only applicable to the silver and gold levels of sustainable management.

3.1.7.3. Management and Control of Resources

The organization should have an updated record of purchases and consumption of the greatest environmental impact resources, including food supplies, which evidences the periodic assessment of inputs and suppliers, and the degree of application of responsible purchasing policies and practices, prioritizing the inputs that minimize the generation of waste.

This requirement is only applicable to the silver and gold levels of sustainable management.

3. 2.
Environment improvement and conservation
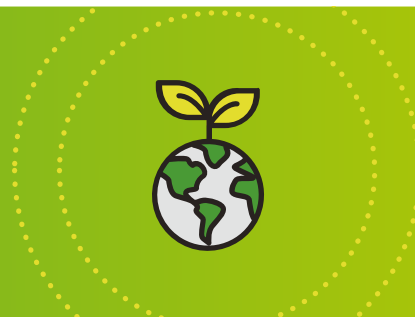
3.2.1. Integration into the Environment

3.2.1.1. Design and Construction

Planning, siting , location, design, construction, renovation, demolition and operation of buildings and infrastructure of the hotel complies with all the local rules and regulations for the use of the land, respecting the architectural typologies of the area and the criteria of land use planning andof zoning and ordination of the territory, as well as the capacity and integrity of the natural and cultural surroundings.

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3.2.1.2. Local Services and Livelihoods

The activities of the organization do not jeopardize the provision of basic services, such as food, water, energy, healthcare or sanitation, to neighbouring communities.

Tourism activity does not adversely affect local access to livelihoods, including land and aquatic resource use, rights of way, transport and housing.

3.2.1.3. Sustainable Architecture

The hotel, or any of its elements, has been designed considering the sustainable or bioclimatic architecture principles to improve its integration into the environment, the reduced impact of its premises on the landscape and the optimized use of resources, respecting its natural and cultural environment.
This requirement is only applicable to the gold level of sustainable management.

3.2.2. Conservation of the Destination's Cultural Heritage

3.2.2.1. Preservation and Spread of Cultural Heritage

The organization supports and contributes to preserving the destination's tangible and intangible historical and cultural heritage through the active cooperation with local associations or authorities in activities of conservation and spread of its values.

The hotel has updated and complete information about the destination's main cultural resources, means of transport, timetable, among others.

If food service is provided, local food products should be included in

the offer to the customer, promoting consumption among customers.

If there is a store of sale to the public, the hotel should have and promote the sale of local products typical of the destination's culture, handicraft or food. No objects of historical or archaeological value are sold, and intellectual property rights of local communities are respected, as well as fair trade principles.

If possible, the hotel integrates into the interior decoration objects typical of the destination's culture and handicrafts.

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3.2.2.2. Visitors' Respect for the Cultural Heritage

The organization has a locally agreed code of conduct or good practices for guests' visits to indigenous communities and culturally or historically sensitive sites in order to avoid negative impacts and maximize the tour experience of these visits.

3.2.3. Conservation of Biodiversity and Landscape

3.2.3.1. Impact on Biodiversity and Landscape

The possible negative impacts on the natural and cultural environment of the area have been considered in the design, construction, operation, renovation and demolition of the hotel.

In those cases where disturbances of natural ecosystems take place, rehabilitation and compensation actions are implemented.

3.2.3.2. Impact on Landscape

The hotel facilities and exterior elements do not produce a visual alteration of the landscape, and practices to minimize light pollution are implemented

This requirement is only applicable to the silver and gold levels of sustainable management

3.2.3.3. Preservation of Flora and Fauna

For landscape and gardening purposes, the hotel uses native flora species, particularly in natural landscapes, taking measures to avoid the introduction of invasive alien species.

The hotel does not reproduce, consume, exhibit, sell, or trade wild species, except when permitted by law. In such cases, it must comply with international and local standards, ensuring the sustainable use of these species.

Species are not acquired, bred, or kept in captivity unless expressly authorized by local authorities and only by properly equipped individuals. The handling of wild and domestic animals must guarantee high standards of animal welfare.

This requirement is only applicable to the silver and gold levels of sustainable management

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3.2.3.4. Preservation and Spread of Natural Heritage

The organization supports and contributes to preserving the destination's biodiversity and landscape through the active cooperation with local associations and/or authorities in activities of conservation and spread of its natural values.

The hotel has updated and complete information about the destination's protected natural areas, zoning, means of transport, among others.

This requirement is only applicable to the gold level of sustainable management

3.2.3.5. Visitors' Respect for the Natural Heritage

The organization has a code of conduct or good practices for guests' visits to the destination's natural areas in order to avoid negative impacts on biodiversity and landscape and maximize the tour experience of these visits. This code of conduct includes recommendations for interactions with wildlife, so that they are responsible, non-invasive and avoid adverse effects on the survival and behaviour of animal populations in the wild.

3. 3. Environmental management

The hotel's Management should implement practices to conserving the environment through a proper management of its environmental impacts, which is aimed at improving the eco-efficiency in the use of resources, the prevention of pollution and the fight against climate change.

3.3.1. Energy Management

3.3.1.1. Consumption Control

The organization should have an updated record of data on consumption of the different sources and types of energy used at the hotel, which

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allows its follow-up, measurement and assessment in order to improve the energy management, adopting the necessary measures to minimize the energetic consumption.

In order to reduce the energy consumption from polluting contaminant sources, management should make studies and alterations destined to increase and incorporate the use of renewable energy.

3.3.1.2. Energy Saving

The organization should have documented work guidelines or procedures of good practices in energy saving in fixtures and equipment, ensuring the personnel's knowledge and permanent observation thereof.

The hotel should have a preventive maintenance plan for energy-consuming fixtures and equipment to avoid failures and breakdowns that entail energy losses.

3.3.1.3. Energy Efficiency

Any reform, change of fixtures or acquisition of new equipment shall be made applying the best available and feasible technologies to optimize energy consumption. Priority will be given to the acquisition of equipment and devices that ensure the maximum energy efficiency (lights, boilers, cooling chambers, electrical appliances).

3.3.1.4. Guests' Awareness and Information

Customers are suggested to participate in energy saving by implementing saving measures at rooms, the awareness and appropriate information for the efficient use of lighting and air-conditioning systems.

This requirement is only applicable to the silver and gold levels of sustainable management.

3.3.1.5. Renewable Energies

The hotel has sources and systems of renewable energy to perform its activities.

This requirement is only applicable to the gold level of sustainable management.

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3.3.2. Water Management

3.3.2.1. Consumption Control

The organization should have an updated record of data on consumption of the different types and sources of water used at the hotel, which allows its follow-up, measurement and assessment in order to improve the efficiency in its use.

If the hotel is not connected to a public supply network and has an own system of water collection, it shall have the appropriate administrative authorization and shall install a water consumption control and measurement system within a maximum of one year.

3.3.2.2. Water Saving

In areas of high-water risk (req. 3.1.2), context-based water stewardship goals are identified and pursued.

The organization must have documented stewardship goals, working guidelines or procedures of good practices in water saving in fixtures, ensuring knowledge and permanent observation by the staff.

The hotel should have a preventive maintenance plan for water-consuming fixtures and equipment to avoid failures and breakdowns that entail increased consumption.

3.3.2.3. Water Efficiency

Any reform, change of fixtures or acquisition of new equipment shall be made applying the best available and economically feasible technologies to optimize water consumption. Priority will be given to the acquisition of equipment and devices that ensure the maximum water saving in public and service areas, and rooms.

3.3.2.4. Guests' Awareness and Information

Guests will be suggested to participate in water saving by implementing saving measures at rooms, the awareness and appropriate information for the efficient use of water-consuming devices.

This requirement is only applicable to the silver and gold levels of sustainable management.

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3.3.2.5. Wastewater

The hotel should have appropriate preventive measures to avoid discharging pollutants into water and have documented work guidelines or procedures that reduce such discharge.

If it is not connected to a public drainage network, the hotel should have a sewage treatment system, thus ensuring its proper management.

3.3.2.6. Discharge Control

If it is not connected to a public drainage network, the hotel should perform or ensure that periodic analysis and controls of its sewage quality parameters are performed.

This requirement is only applicable to the gold level of sustainable management.

3.3.2.7. Water Reuse or Recycling

The hotel should have systems that facilitate rainwater or wastewater reuse or recycling for the risk of green areas or other authorized uses.

This requirement is only applicable to the gold level of sustainable management.

3.3.3. Pollution Prevention

3.3.3.1. Atmospheric Emissions

The hotel implements practices to minimize air pollution caused by its operations. When available, the hotel should give priority to the consumption of less polluting fossil fuels and have a preventive maintenance plan that ensures the proper operation of boilers and combustion equipment to control its atmospheric emissions.

The hotel should not use refrigeration equipment, fire extinguishers or other equipment that contain substances that are harmful to the ozone layer, according to effective regulations.

The hotel must give priority to reduce the use of transport in its own operations.

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3.3.3.2. Noise Pollution

The hotel implements practices to minimize noise pollution from its operations. The hotel has measures to minimize noise emissions from equipment and machinery, ensuring they are adequately soundproof and maintained. Likewise, the necessary good practices shall be observed to ensure the acoustic comfort of guests and the surrounding community, to ensure guests' noise comfort, reporting them to both employees and customers.

3.3.3.3. Control of Atmospheric and Noise Emissions

The hotel will make periodic measurements and will keep an updated record of the main polluting parameters of its atmospheric emissions, as well as the average levels of daily and night noise in inside and outside areas.

This requirement is only applicable to the gold level of sustainable management.

3.3.3.4. Carbon Footprint

The organization should have implemented a system to calculate the carbon footprint of stays and events at the hotel, which will be promoted and spread among customers offering them systems or mechanisms to offset the associated emissions. The hotel implements measures to compensate the emissions from its operations that are not compensated by its customers.

This requirement is only applicable to the gold level of sustainable management.

3.3.4. Waste Management

3.3.4.1. Waste Identification

The organization should identify all the waste, including food waste, which may be generated at the hotel, defining amounts, qualities and flow thereof in each case.

This requirement is only applicable to the silver and gold levels of sustainable management.

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3.3.4.2. Minimization, Prevention and Awareness

The organization should have documented work guidelines or procedures of good practices to minimize waste and prevent the associated risks, ensuring the personnel's knowledge and permanent observation thereof.

3.3.4.3. Waste Segregation

The organization should have a procedure and systems of appropriate containers to ensure the differentiated segregation of waste generated, including its delivery to authorities, institutions or companies that favour its reuse or recycling, when possible.

This differentiated segregation will be made at least for paper and cardboard waste, glass, plastic containers and batteries.

3.3.4.4. Waste Disposal and Storage

The waste generated at the hotel should be kept in storages or containers signalled to such end, under adequate safety & health conditions. Waste is stored, delivered and finally disposed of avoiding any adverse effect on the environment and people's health.

3.3.4.5. Hazardous Waste

The organization should identify all toxic or hazardous waste for the environment and people's health generated at the hotel, store it under adequate safety conditions to avoid as much as possible the health and environmental risks, and deliver it to distributors or authorized managers for its collection, assessment and/or final disposal.

This requirement is only applicable to the gold level of sustainable management.

3.3.4.6. Waste Management Record

The organization should keep an updated record of waste management, which includes the types and amounts generated, management ways, delivery dates to third parties and final disposal.

This requirement is only applicable to the silver and gold levels of sustainable management.

3.3.5. Soil Protection

The organization should have measures to protect the erosion and pollution of surrounding natural soils, when applicable. At the hotel's outside premises, natural soils will be preserved, as long as possible, avoiding its crushing or infrastructure construction and minimizing pollution from runoff.

All storages of fuels or hazardous substances for the environment shall be under good conservation conditions to ensure they do not leak and to avoid the release of chemical compounds to the soil. A record of periodic reviews of their safety is kept.

3. 4.
Destination engagement

The hotel Management should be aware of the need to actively contribute to the destination's sustainable tourism development, becoming actively involved in initiatives that foster the preservation of its cultural values and the socioeconomic development of the host community.

3.4.1. Dialogue with the Local Community

Management should have an open and transparent dialogue with the local community's authorities and social representatives in connection with its activity and the initiatives of its social environment, keeping cooperation and communication channels.

This requirement is only applicable to the silver and gold levels of sustainable management.

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3.4.2. Participation in Local Development Programs

The hotel should cooperate with local and regional authorities in all sustainable development programs and projects where its participation and support are required. Likewise, it will participate in the local community's social life, facilitating the use of its premises, when it is possible.

The hotel should support the creation of development infrastructures and the provision of basic services to the community, particularly those related to education, culture, health and environmental protection.

This requirement is only applicable to the silver and gold levels of sustainable management.

3.4.3. Code of Conduct

The hotel's Management should keep a documented ethical code of conduct towards the local population for its employees and guests. The destination's community representatives participate in its preparation.

This requirement is only applicable to the gold level of sustainable management.

3.4.4. Encouragement of Good Practices and Support to the Loca Entrepreneurs

The hotel should foster the development of good social and environmental practices among the local community.

Likewise, it will establish support measures for entrepreneurs and small local businesses for the promotion and sale among its guests and customers of sustainable products and services or based on the destination's nature, history, culture and traditions.

This requirement is only applicable to the silver and gold levels of sustainable management.

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3. 5.
Social responsability

The hotel's Management should implement socially responsible actions and practices towards its employees, the local community and other interest groups as key element to contribute to a sustainable development.

3.5.1. Responsible Actions towards the Local Community

The hotel actively contributes with philanthropic or solidarity campaigns for social purposes carried out in its local community, such as donations, food banks, assignment of premises, etc…

3.5.2. Human Resource Management

3.5.2.1. Recruitment Policy

The organization should give priority to the recruitment of local residents, including the necessary personnel for management or responsible positions. The hotel has a recruitment policy or procedures that ensure the non-discrimination of applicants for their origin, gender, race or belief, encouraging the recruitment of workers with disability.

3.5.2.2. Internal Promotion and Training

The organization should perform ongoing personnel training actions in relation to their job positions to improve their professional qualification and facilitate their internal promotion. Equal opportunities, based on the organization's diversity, are ensured in internal promotion processes.

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3.5.2.3. Labor Rights

The organization should ensure compliance with its workers' labour rights by:

a) Abolishing child exploitation and forced labour

b) Keeping employment and compensation conditions that ensure that employees maintain a decent quality of life

c) Providing a minimum wage equivalent to a living wage

d) Ensuring the labour union right.

3.5.2.4. Flexibility and Reconciliation

The organization should have a documented plan or policy that contemplates flexibility and reconciliation measures related to its employees' work and family life.

This requirement is only applicable to the gold level of sustainable management.

3.5.2.5. Work Climate and Grievance Procedure

The organization should establish a procedure to assess the employees' work climate and has open channels for grievance procedures and complaints from the organization's employees, keeping an updated record of the results thereof.

This requirement is only applicable to the gold level of sustainable management.

3.5.3. Human Resource Protection

The organization establishes a procedure to fight against commercial, sexual or any other form of exploitation or harassment, and to prevent labor risks, according to national and international standards. This procedure includes specific protection polices for children, adolescents, women, minorities and other vulnerable groups.

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3.5.4. Fair Trade

The hotel should establish mechanisms to favor the purchase and hiring of fair trade-derived products and services, reporting the goods and services acquired from its customers.

This requirement is only applicable to the Gold level of sustainable management.

3.5.5. Accessibility

When this is possible, the hotel should ensure access information and basic conditions of accessibility and non-discrimination of people with disabilities, promoting universal accessibility to its facilities and services through the identification, implementation and follow-up of specific actions.

3. 6.
Safety

The hotel's Management should consider service quality and safety- related matters as key elements of the tour experience and, therefore, of a sustainable management.

3.6.1. Safety & Health

The organization should ensure compliance with the necessary requirements to guarantee the safety & health at the establishment. The organization should identify other risks for the public health at its premises and have maintenance, cleaning and disinfection procedures, when necessary.

If fixtures use water for their operation, such as swimming pools, cooling towers or others, it should have a maintenance plan and perform periodic controls of the physical-chemical and microbiological quality of water.

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3.6.2. Prevention of Risks and Emergencies

The organization should ensure that it has adopted and has in operation all the necessary measures to ensure the customer's safety at the premises in connection with the prevention of fire, accidents and other emergencies identified, and it has information about escape routes.

Documented emergency plans should be established, which include procedures to be ready and respond to the prevention and mitigation of risks for people's health and the environment. When possible, the organization should conduct periodic tests on such procedures (simulation cases).

The hotel should keep a documented record of maintenance of extinguishing equipment and emergency response.

3. 7. Quality

3.7.1. Service Quality

The organization should have customer service procedures that ensure the proper service provision.

The organization should keep documented procedures to maintain and clean the areas or premises of use for guests.

3.7.2. Customer Satisfaction

The hotel should have a system to receive suggestions and complaints from customers, keeping an updated record of their reception and response.

The organization should have a system to assess customer satisfaction, including sustainable management considerations. It should evidence this assessment through records and show that timely corrective and preventive actions are taken.

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Sustainable management system

3. 8.
Communication

The hotel management must make effective and transparent communication among its stakeholders of its performance in relation to the main aspects of its sustainable management, with its collaborators and clients, encouraging their involvement, participation and support.

3.8.1. Internal Communication

The organization should establish procedures for the internal communication among the different levels and functions related to sustainable management, including communication channels to receive improvement suggestions from employees.

3.8.2. Guests' Sensibilization and Information

3.8.2.1. Information to Customers

The hotel will have a service to provide guests with information about cultural and natural resources of the area, which favours their knowledge and make them sensible of their responsible behaviour at the destination. This information service may be based on informative sheets, leaflets, promotional material or audiovisual tools.

The hotel shall at least have, and actively offer the customer, information about:

a) The cultural and natural characteristics of the destination;

b) The historical and cultural heritage that may be visited;

c) The natural heritage and protected areas including basic information about their landscape, ecology, fauna and flora;

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d) The local customs, lifestyles, handicrafts and gastronomy;

e) The possibilities of cultural activities, events, routes and tours;

f) The possibilities of less impact or collective transport (walking routes, rental of bikes).

3.8.2.2. Guests' Sensibilization

The hotel will inform guests upon their arrival about its sustainable management policy and actions undertaken, as well as the destination's conservation and spread actions performed.

Sensibilization elements intended for guests will be placed in common areas and rooms, which favour their involvement and participation in sustainable management.

3.8.3. External Communication

3.8.3.1. Sustainable Management Communication

The hotel will include in all its promotional materials, both in printed and e-media, a remarkable mention to its sustainable management system and policy.

In all external communications on media, such as press releases and interviews, shall mention its commitment towards sustainable tourism and seek to engage the support of stakeholders in the implementation of the sustainability policy.

3.8.3.2. Responsible Marketing

The hotel's promotional materials and messages should include true, clear, complete and accurate information on the results of the sustainable management and the environmental quality of the destination. Messages and other marketing actions should not be misleading, ambiguous or create false expectations about the tourism offer of the hotel and its destination.

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Sustainable management system

3.8.3.3. Sustainable Management Report

The organization will prepare, with a maximum three-year frequency, a detailed report on the results of its sustainable management. This report will include at least the following:

a) Description of the organization, premises and services;

b) Sustainable management policy;

c) Description of its sustainable management system;

d) Results of action plans carried out and improvement objectives in place;

e) The hotel's contribution to the destination's sustainable development;

f) Data about the evolution of the main sustainable management, economic, social and environmental indicators.

The information and data included in this report shall be complete, true and accurate, and should be validated by the organization's certification entity. The report shall be made available to customers and other stakeholders, at least on the organization's web site and in printed format at the hotel's premises.

This requirement is only applicable to the gold level of sustainable management.

3.

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3.9.
Ongoing improvement

The hotel's Management should establish a system to identify, analyze and define actions that ensure the ongoing improvement of sustainable management.

This system should consider the changes in the organization and the environmental and social environment, including amendments to laws, employees' and guests' suggestions, non-conformities detected, and the results of the assessment of customer satisfaction and sustainable management considerations.

3.9.1. Preventive and Corrective Actions

The organization should have a procedure to detect non-conformities and establish preventive and corrective actions when there are deviations or noncompliance with the sustainable management system, its objectives or the requirements of this standard.

The results of preventive and corrective actions undertaken shall be recorded and considered for the need to make changes in the policy, the objectives or the sustainable management system.

3.9.2. Sustainable Management Indicators

The organization should keep an updated system of sustainable management indicators, which allows following up and assessing the main social and environmental considerations and the related processes, as well as the degree of compliance with action plans and objectives set. The calculation of sustainable management indicators should ensure data accuracy and traceability.

This requirement is only applicable to the gold level of sustainable management.

3.

Sustainable management system

3.9.3. Sustainable Management Assessment

The hotel's Management should periodically review and assess the sustainable management system to ensure its effectiveness, efficiency and proper operation.

Inputs for the review of sustainable management shall be based on documents evidence and contribute updated information to the system operation.

The results of Management's review and assessment of sustainable management, as well as the potential changes in the system derived therefrom, shall be recorded.

This requirement is only applicable to the gold level of sustainable management.

4.
Annex (informative)

Requirement Application Levels

The following table shows shadowed the requirements that are applicable to the different sustainable management certification levels (Gold, Silver, Bronze). The use of this table combined with reading the requirements applicable to each level will allow you to know your sustainable management level upon applying for your certification.

Sustainable management requirements	Bronze Level Certification	Silver Level Certification	Gold Level Certification
3.1. Sustainable management system			
3.1.1. Sustainable Management System	✔	✔	✔
3.1.2. Sustainability Diagnosis		✔	✔
3.1.3. Sustainable Management Policy	✔	✔	✔
3.1.4. Legal Requirements			
3.1.4.1. Record of Legal Requirements	✔	✔	✔
3.1.4.2. Compliance Assessment		✔	✔
3.1.5. Sustainable Management Programs and Objective	✔	✔	✔
3.1.6. Awareness and Training			
3.1.6.1. Training and Sensibilization Plan	✔	✔	✔
3.1.6.2. Sustainable Management Manual		✔	✔
3.1.7. Purchasing and Sustainable Management of Resources			
3.1.7.1. Responsible Purchasing Policy	✔	✔	✔
3.1.7.2. Sustainable Use of Resources		✔	✔
3.1.7.3. Management and Control of Resources		✔	✔

Requisitos de Gestión Sustentable	Bronze Level Certification	Silver Level Certification	Gold Level Certification
3.2. Environment improvement and conservation			
3.2.1. Integration into the Environment			
3.2.1.1. Design and Construction	✔	✔	✔
3.2.1.2. Local Services and Livelihoods	✔	✔	✔
3.2.1.3. Sustainable Architecture			✔
3.2.2. Conservation of the Destination's Cultural Heritage			
3.2.2.1. Preservation and Spread of Cultural Heritage	✔	✔	✔
3.2.2.2. Visitors' Respect for the Cultural Heritage	✔	✔	✔
3.2.3. Conservation of Biodiversity and Landscape			
3.2.3.1. Impact on Biodiversity	✔	✔	✔
3.2.3.2 Impact on Landscape		✔	✔
3.2.3.3. Preservation of Flora and Fauna		✔	✔
3.2.3.4. Preservation and Spread of Natural Heritage			✔
3.2.3.5. Visitors' Respect for the Natural Heritage	✔	✔	✔
3.3. Environmental management			
3.3.1. Energy Management			
3.3.1.1. Consumption Control	✔	✔	✔
3.3.1.2. Energy Saving	✔	✔	✔
3.3.1.3. Energy Efficiency	✔	✔	✔
3.3.1.4. Guests' Awareness and Information		✔	✔
3.3.1.5. Renewable Energies			✔
3.3.2. Water Management			
3.3.2.1. Consumption Control	✔	✔	✔
3.3.2.2. Water Saving	✔	✔	✔
3.3.2.3. Water Efficiency	✔	✔	✔
3.3.2.4. Guests' Awareness and Information		✔	✔
3.3.2.5. Wastewater	✔	✔	✔
3.3.2.6. Discharge Control			✔
3.3.2.7. Water Reuse or Recycling			✔

3.3.3. Pollution Prevention			
3.3.3.1. Atmospheric Emissions	✔	✔	✔
3.3.3.2. Noise Pollution	✔	✔	✔
3.3.3.3. Control of Atmospheric and Noise Emissions			✔
3.3.3.4. Carbon Footprint			✔
3.3.4. Waste Management			
3.3.4.1. Waste Identification		✔	✔
3.3.4.2. Minimization, Prevention and Awareness	✔	✔	✔
3.3.4.3. Waste Segregation	✔	✔	✔
3.3.4.4. Waste Disposal and Storage	✔	✔	✔
3.3.4.5. Hazardous Waste			✔
3.3.4.6. Waste Management Record		✔	✔
3.3.5. Soil Protection	✔	✔	✔
3.4. Destination engagement			
3.4.1. Dialogue with the Local Community		✔	✔
3.4.2. Participation in Local Development Programs		✔	✔
3.4.3. Code of Conduct			✔
3.4.4. Encouragement of good practices and support to the local entrepreneurs		✔	✔
3.5. Social responsibility			
3.5.1. Responsible Actions towards the Local Community	✔	✔	✔
3.5.2. Human Resource Management			
3.5.2.1. Recruitment Policy	✔	✔	✔
3.5.2.2. Internal Promotion and Training	✔	✔	✔
3.5.2.3. Labor Rights	✔	✔	✔
3.5.2.4. Flexibility and Reconciliation			✔
3.5.2.5. Work Climate and Grievance Procedure			✔
3.5.3. Human Resource Protection	✔	✔	✔
3.5.4. Fair Trade			✔
3.5.5. Accessibility	✔	✔	✔

Sustainable management requirements	Bronze Level Certification	Silver Level Certification	Gold Level Certification
3.6. Safety			
3.6.1. Safety & Health	✔	✔	✔
3.6.2. Prevention of Risks and Emergencies	✔	✔	✔
3.7. Quality			
3.7.1. Service Quality	✔	✔	✔
3.7.2. Customer Satisfaction	✔	✔	✔
3.8. Communication			
3.8.1. Internal Communication	✔	✔	✔
3.8.2. Guests' Sensibilization and Information			
3.8.2.1. Information to Customers	✔	✔	✔
3.8.2.2. Guests' Sensibilization	✔	✔	✔
3.8.3. External Communication			
3.8.3.1. Sustainable Management Communication	✔	✔	✔
3.8.3.2. Responsible Marketing	✔	✔	✔
3.8.3.3. Sustainable Management Report			✔
3.9. ONGOING IMPROVEMENT			
3.9.1. Preventive and Corrective Actions	✔	✔	✔
3.9.2. Sustainable Management Indicators		✔	✔
3.9.3. Sustainable Management Assessment			✔

Hoteles
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