

Reisen aktiv

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Actively relaxing on the
Mediterranean coast



About *Reisen aktiv*

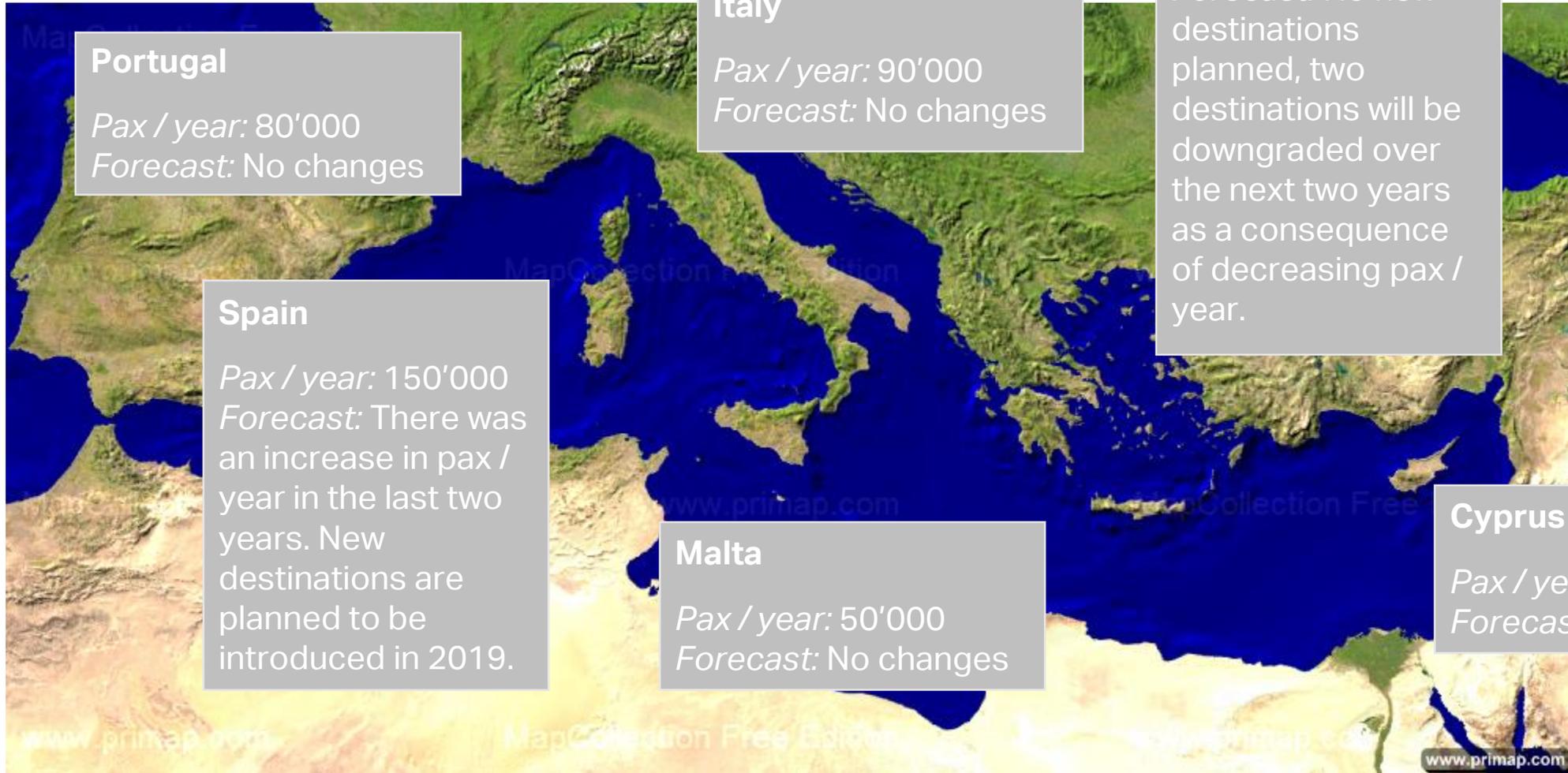


Reisen aktiv offers trips to various islands in the Mediterranean Sea, such as Crete and Mallorca, and to the Mediterranean coast.

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



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.

About the tool

- *What is the relevance of human rights for my business?*
- *How can I make sure that the local population in the destination is not harmed by my operations?*
- *How can I guarantee customers' safety on their trip?*
- *Do my business partners provide fair working conditions for their staff?*

Here you will find practical and concrete answers and hands-on recommendations to your questions. The "get started" tool will help you identify human rights risks and integrate measures to protect human rights into your operations and along the value chain.

The amount of potential human rights risks and impacts of a business can be overwhelming. This tool especially helps small or medium-sized tour operators to address questions and challenges such as:

- *Where to start?*
- *How to identify relevant risks?*
- *How to set priorities?*
- *How to interpret information?*
- *What steps can be taken to mitigate those risks?*

Start now:

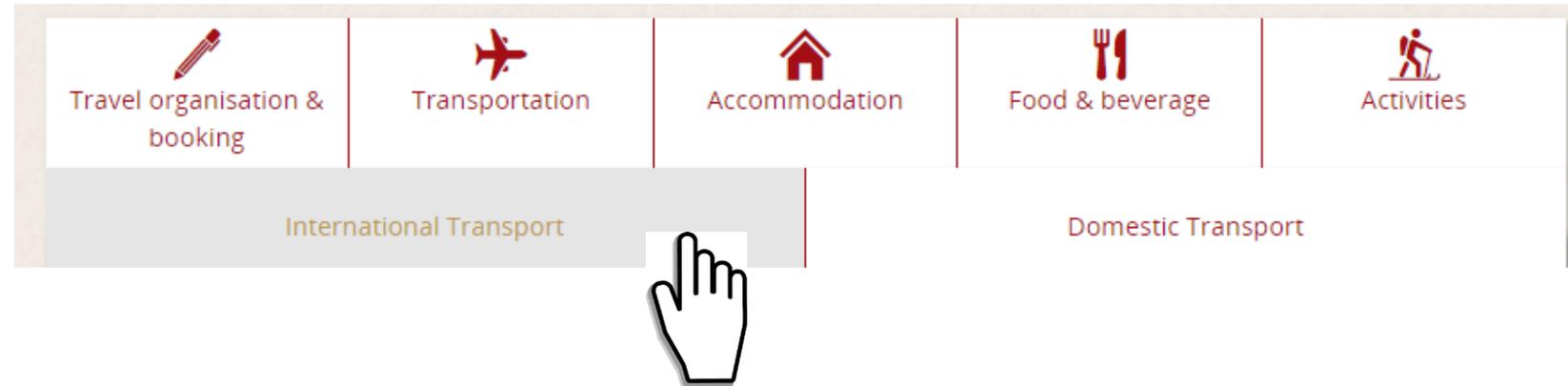
- **Analyse risks**
- **Take action**



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.

Transportation / International Transport

 Travel organisation & booking	 Transportation	 Accommodation	 Food & beverage	 Activities
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INTERNATIONAL TRANSPORT <h2>Community impact</h2> <p>Negative impacts of international transport on communities may be related to noise and environmental pollution, leading to health issues and environmental damage.</p> <p>LEARN MORE SELECT</p>	INTERNATIONAL TRANSPORT <h2>Customer rights</h2> <p>The main customer rights related risks in the international transportation industry concern customer data privacy and accessibility for customers with disabilities.</p> <p>LEARN MORE SELECT</p>	INTERNATIONAL TRANSPORT <h2>Modern slavery</h2> <p>Modern slavery in international transport mostly concerns human trafficking, as people can be forcibly transported across borders via airplanes, buses, trains and ferries.</p> <p>LEARN MORE SELECTED</p>
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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



The screenshot shows a software interface with a sidebar on the left containing the text 'ipfungen' and 'tur'. The main content area is a white card with a title bar that reads 'International Transport: Modern slavery' and a close button 'x'. The card features a photograph of a person carrying a child on their back, walking on a paved path near a fence and a cloudy sky. To the right of the image, there is a text block. The first paragraph states: 'Modern slavery in international transport mostly concerns human trafficking, as people can be forcibly transported across borders via airplanes, buses, trains and ferries.' The second paragraph states: 'Human trafficking is the recruitment, transportation, transfer, harbouring, or receipt of persons by improper means (such as force, abduction, fraud, or coercion) for an improper purpose. As a hidden crime, hard data on trafficking is elusive. According to estimates, about 60% of trafficking victims are forced to cross borders, mostly by means of international transporting companies, meaning that transport is a major element of the trafficking industry. Estimates also show that more than a quarter of trafficking victims are children.'

International Transport: Modern slavery



Modern slavery in international transport mostly concerns human trafficking, as people can be forcibly transported across borders via airplanes, buses, trains and ferries.

Human trafficking is the recruitment, transportation, transfer, harbouring, or receipt of persons by improper means (such as force, abduction, fraud, or coercion) for an improper purpose. As a hidden crime, hard data on trafficking is elusive. According to estimates, about 60% of trafficking victims are forced to cross borders, mostly by means of international transporting companies, meaning that transport is a major element of the trafficking industry. Estimates also show that more than a quarter of trafficking victims are children.

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?

INTERNATIONAL TRANSPORT	INTERNATIONAL TRANSPORT
<h3>Customer rights</h3> <p>The main customer rights related risks in the international transportation industry concern customer data privacy and accessibility for customers with disabilities.</p> <p>LEARN MORE SELECT</p>	<h3>Modern slavery</h3> <p>Modern slavery in international transport mostly concerns human trafficking, as people can be forcibly transported across borders via airplanes, buses, trains and ferries.</p> <p>LEARN MORE SELECTED</p>

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.

Business relevance

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.

Severity

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.

The image shows a risk card with a red header 'TOUR OPERATING'. The main title is 'Community impact'. Below the title is a paragraph: 'When planning new tourist destination offers, the interests and needs of local communities are often not sufficiently taken into account by tour operators.' At the bottom, there are two buttons: 'LEARN MORE' and 'SELECTED'.

TOUR OPERATING

Community impact

When planning new tourist destination offers, the interests and needs of local communities are often not sufficiently taken into account by tour operators.

LEARN MORE

SELECTED

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.

RETAIL & SALES

Children's rights

In many destinations, tourists may be approached by children on the streets or be in contact with children when they visit tourist sights. Tourists can have negative impacts on children in various ways.

LEARN MORE

SELECTED

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.

INTERNATIONAL TRANSPORT

Modern slavery

Modern slavery in international transport mostly concerns human trafficking, as people can be forcibly transported across borders via airplanes, buses, trains and ferries.

LEARN MORE

SELECTED

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.



LODGING

Workers' rights

The service-oriented hotel industry requires a high amount of human labour, meaning there is a wide range of worker's rights risks. Inadequate working conditions are common.

LEARN MORE

SELECTED

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.

LODGING

Modern Slavery

Hotels can be the scene of forms of modern slavery, including human trafficking related to sexual exploitation or labour, or debt bondage. Hotel staff and customers can be affected by modern slavery.

LEARN MORE

SELECTED

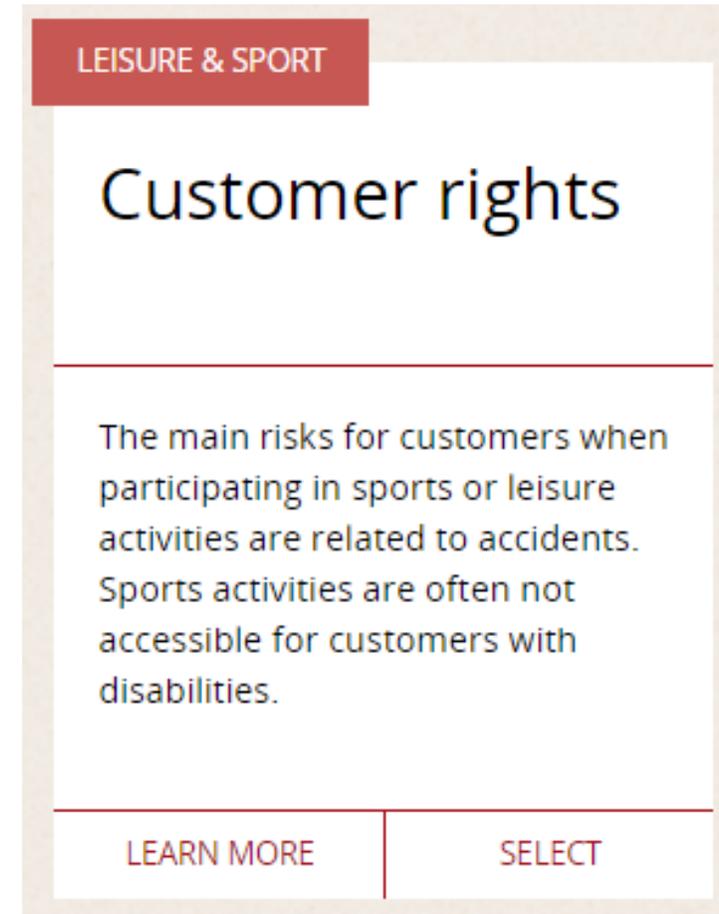
Prioritized risks (VI): Leisure and Sports / Customer rights

Business relevance:

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.

Severity:

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



LEISURE & SPORT

Customer rights

The main risks for customers when participating in sports or leisure activities are related to accidents. Sports activities are often not accessible for customers with disabilities.

LEARN MORE | SELECT

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.

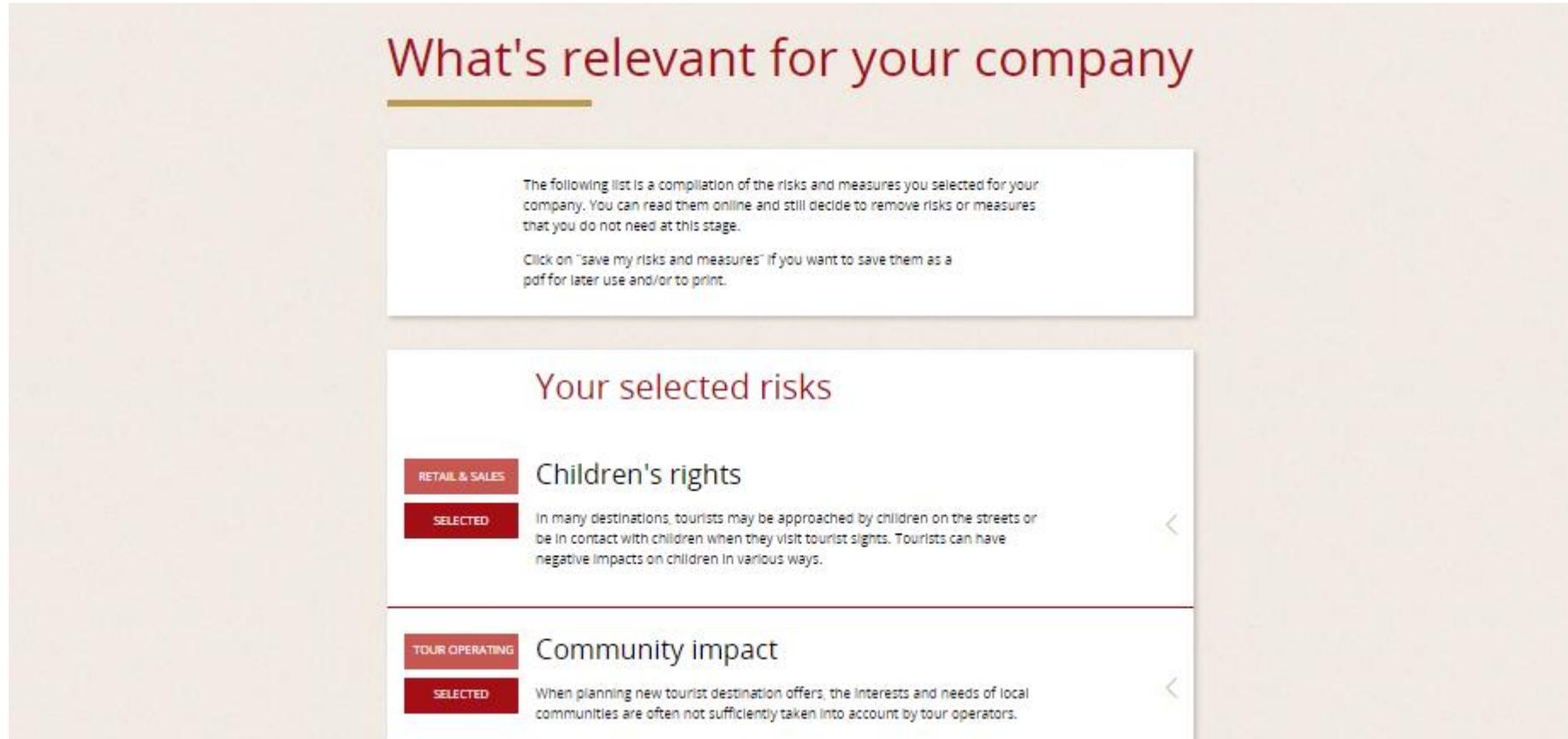
The screenshot displays a user interface for risk management. It features three cards, each representing a risk category under the heading "LEISURE & SPORT".

- Children's rights:** The card has an orange header. The description states: "Children working for leisure and sports activities as helpers or porters may face particularly dangerous working conditions." It includes "LEARN MORE" and "SELECT" buttons.
- Community impact:** The card has a red header. The description states: "Sports activities providers and customers directly compete with local communities for land, water and air space. Large-scale sports infrastructure projects often violate the human rights of neighbouring communities." It includes "LEARN MORE" and "SELECT" buttons.
- Customer rights:** The card has a red header. The description states: "The main risks for customers when participating in sports or leisure activities are related to accidents. Sports activities are often not accessible for customers with disabilities." It includes "LEARN MORE" and a red "SELECTED" button. A hand cursor icon is positioned over this button.

On the right side of the interface, there is a vertical red bar labeled "Selected issues" with a hand cursor icon pointing to it.

Output document (II)

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



The screenshot displays a web interface with a light beige background. At the top, the heading "What's relevant for your company" is written in a dark red font, underlined with a thin gold line. Below this, a white box contains the following text: "The following list is a compilation of the risks and measures you selected for your company. You can read them online and still decide to remove risks or measures that you do not need at this stage." and "Click on 'save my risks and measures' if you want to save them as a pdf for later use and/or to print." Below this is another white box with the heading "Your selected risks" in dark red. It lists two items: "Children's rights" and "Community impact". Each item has a red tag on the left indicating its category ("RETAIL & SALES" and "TOUR OPERATING" respectively) and a "SELECTED" status. The descriptions for each risk are provided, and a left-pointing arrow is visible to the right of each description.

What's relevant for your company

The following list is a compilation of the risks and measures you selected for your company. You can read them online and still decide to remove risks or measures that you do not need at this stage.

Click on "save my risks and measures" if you want to save them as a pdf for later use and/or to print.

Your selected risks

RETAIL & SALES	Children's rights	In many destinations, tourists may be approached by children on the streets or be in contact with children when they visit tourist sights. Tourists can have negative impacts on children in various ways.
TOUR OPERATING	Community impact	When planning new tourist destination offers, the interests and needs of local communities are often not sufficiently taken into account by tour operators.

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.



Take action

Policy and process

- Integrate modern slavery provisions in Supplier Code of Conduct to be signed by airlines (business partners)
- Encourage airline business partners to endorse the UK Modern Slavery Act, as has been done by various airlines

Training and capacity building

- Encourage transport business partners to train staff on how to identify human trafficking and respond to potential incidents. Training should be adapted to specific business environment as interventions to prevent trafficking depend on the type of transportation utilized and the trafficking business model (cf. [Polaris](#))
- Training tools on human trafficking:
 - [International Air Transport Association \(IATA\): Eyes Open Training Video Against Human Trafficking \(Youtube\)](#) (2018) and other resources for staff training

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.

The image shows a screenshot of a web interface. On the left, there are three measure cards. The first card is titled 'Grievance mechanisms' and describes how people affected by the tourism industry often do not have the possibility to effectively raise grievances. The second card is titled 'Impact assessment' and describes how tour operators should conduct more in-depth human rights impact assessments (HRIAs). Each card has 'LEARN MORE' and 'SELECT' buttons. On the right, a larger window titled ': Training and capacity building' is open, showing a detailed description of this measure. The text in the window states that human rights issues in tourism are broad and take many forms, and that regular training and capacity building activities are key for ensuring that human rights are respected. It also mentions that based on the main human rights risks identified, training and capacity building activities should be organized with relevant internal and external actors, including training addressed at all employees and other capacity building activities targeted at different functions.

Grievance mechanisms	Impact assessment
People whose human rights are affected by the tourism industry often do not have the possibility to effectively raise grievances. Here is how you can change that.	For areas where salient human rights risks have been identified, tour operators should conduct more in-depth human rights impact assessments (HRIAs).
LEARN MORE SELECT	LEARN MORE SELECT

: Training and capacity building

Human rights issues in tourism are broad and take many forms. Regular training and capacity building activities are key for ensuring that human rights are respected.

Based on the main human rights risks identified (see value chain risk assessment on this site [link]), training and capacity building activities should be organised with relevant internal and external actors. This includes training addressed at all employees (e.g. on the company commitment to human rights) and other capacity building activities targeted at different functions (see examples in the tab below).

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.