

Tourism Sustainability Services



Increasingly tourists, tour operators and other stakeholders are expecting the hospitality units and their Groups to be socially responsible. Tourism sustainability is now becoming an issue that needs to be addressed as part of the day-to-day operation of any hotel and cannot be ignored.

In addition, listed hospitality groups need to comply with the EU-non-financial information directive. Such hospitality groups need to prepare a report relating to environmental, social, human right, anticorruption and diversity issues. This annual report could be part of the financial report (integrated reporting) or a separate non financial information report. A non financial report will have to be submitted by March 2018, reporting on the 2017 Corporate Responsibility performance.

How we add value

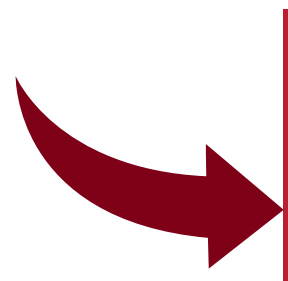
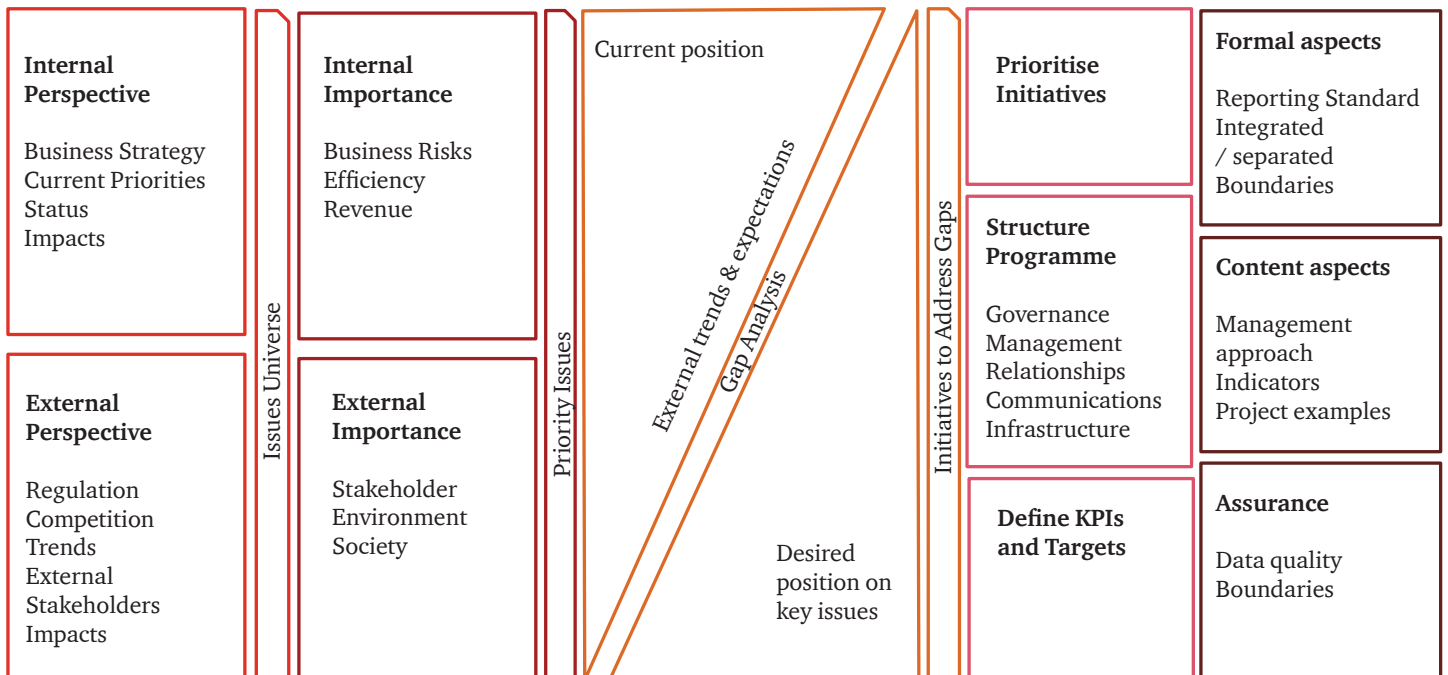
We will provide the services to assist the hospitality unit or Group to:

- Navigate the complexities of social and environmental trends, and identify sustainability material issues specific to the Hotel and Group
- Develop the Sustainability Strategy for the Hotel or Group
- Assist in the development of action plans to address material issues and measure and monitor performance
- Provide training and support on Corporate Social Responsibility/ Tourism Sustainability Issues
- Assist the Hotel or Group to prepare a CSR Report which complies with legal requirements and is in accordance with international standards such as the Global Reporting Initiative (GRI).



The PwC approach

Strategic Sustainability Services Framework (3SF)





GRI Framework and Toolkit

1. Planning and GRI readiness

- GRI Readiness Check
- GRI workshops
- Reporting needs assessment

2. Stakeholder engagement and benchmarking

- Stakeholder engagement
- Stakeholder material issues assessment
- Benchmarking against peers

3. Materiality analysis

- GRI gap analysis
- Material issues identification and prioritisation
- Issues alignment to strategy

4. Reporting

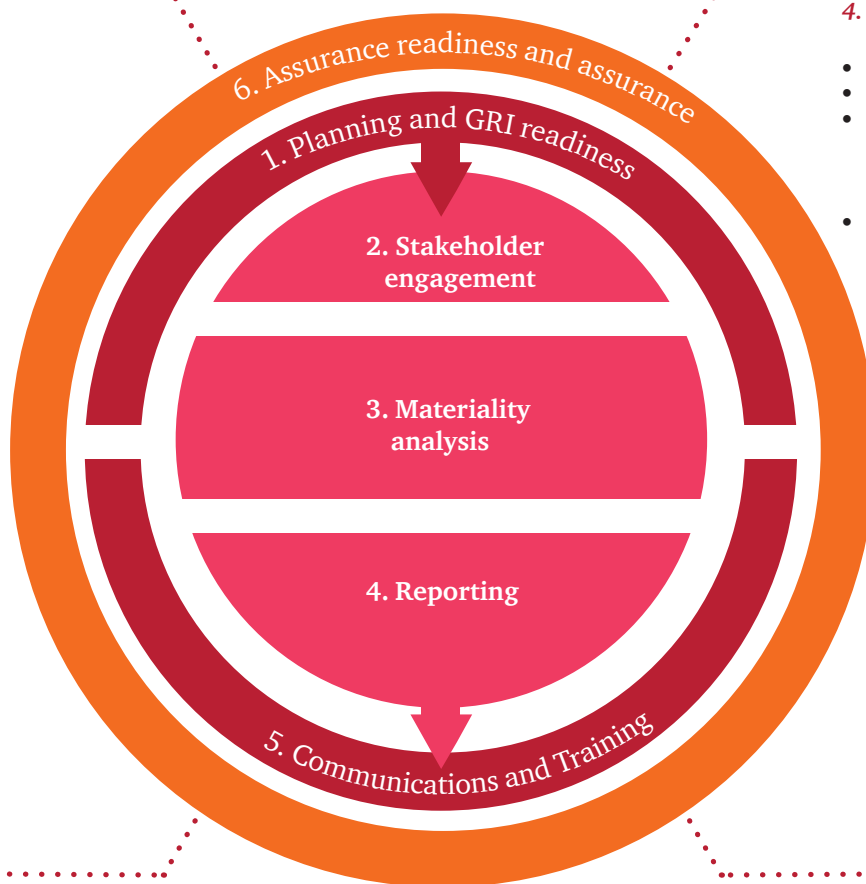
- Reporting action plan
- Report structure
- Alignment to global, regional, local, sector reporting requirements or voluntary programmes
- Embed reporting within the organisation

5. Communications and training

- GRI Communication Strategy
- Workshop for data owners or management
- Stakeholder transparency

6. Assurance readiness and assurance

- Assurance readiness
- Assurance



Through these tools PwC can:

- Assist on CSR strategy
- Advice on materiality analysis and the development of KPI's
- Advise on the design of corporate responsibility report



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