



**International  
Standard**

**ISO 18060**

**Sustainable tourism — Indicators  
for organizations in the tourism  
value chain — Requirements and  
guidance for use**

*Tourisme durable — Indicateurs pour les organisations dans la  
chaîne de valeur du tourisme — Exigences et recommandations  
d'utilisation*

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## Foreword

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The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO document should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see [www.iso.org/directives](http://www.iso.org/directives)).

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This document was prepared by Technical Committee ISO/TC 228, *Tourism and related services*.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at [www.iso.org/members.html](http://www.iso.org/members.html).

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## Introduction

The sustainability approach for tourism organizations should go beyond the implementation of sustainable practices, connecting the results obtained with these practices with the impacts generated by the organization.

Sustainability is directly related to the negative and positive impacts arising from tourism activities. Organizations that want to be more sustainable should establish objectives to either minimize negative impacts or maximize positive impacts, or both. Furthermore, sustainability has an integrated approach, and organizations can contribute to other organizations (private or public) and destinations in terms of sustainability.

Experience in other sectors of the economy shows that effective management depends on a consistent set of indicators. Therefore, this document aims to serve as a source of consultation and guidance for organizations that wish to measure sustainability management performance using indicators.

From this perspective, performance indicators, such as those presented in this document, are essential so that tourism organizations can monitor the results obtained by planning and implementing actions related to significant environmental, social, and economic impacts.

These indicators can be used by tourism organizations that seek to reduce their costs and, at the same time, increase their profitability, putting into practice the concepts of a more sustainable management. This management allows, in the environmental dimension:

- the achievement of greater energy efficiency;
- the optimization of the use of inputs, raw materials and water resources;
- a reduction of waste generation; and
- an increase in the awareness and motivation of employees regarding the preservation of the tourist destination where the organization is located.

In the social dimension, such management engenders:

- better-trained employees;
- reduced turnover;
- improvements in the work environment;
- closer partnerships with suppliers and other related organizations;
- recognition; and
- improvement of the image and reputation, enhancing the destination through community development and protection of its cultural values.

In the economic dimension, improving management provides greater financial health for the company, allowing the development of strategies for greater profitability associated with the growth and development of the business and satisfying the needs of tourists.

Organizations of all types in the tourism sector are increasingly concerned about achieving and demonstrating effective performance in relation to sustainability, managing the impact of their activities, products or services, and taking into account their sustainability policy and objectives.

This behaviour is part of the context of increasingly demanding legislation, the development of economic and social policies, other measures aimed at encouraging the protection of the environment and cultural heritage, and a growing concern among interested parties, in particular customers, in relation to quality and environmental and sociocultural issues.