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Introduction to Sustainable tourism

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SEMESTER PROJECT:

Transat Holidays

Presented to Ms. Angela Costa

LaSalle College

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An overview of the company and its brands

Transat is an international tourism company developing holiday travel by offering vacation packages, hotel stays and jet to 60 destinations in more than 25 countries in Europe and the Americas under Air Transat or Transat brands. The company is committed to sustainable tourism specialization. The headquarters is in Montreal, Canada. More than 5,000 employees are working for Transat.

Their history:

In the early 1980s, Transat was launched into the market by Jean-Marc Eustache, Philippe Sureau and Lina De Cesare. At first, Transat named Traffic Voyages, which worked as a wholesaler, focusing on selling the trips from Quebec to France in summer and Sun destinations in winter.

In the year 1987, the company changed its name to Transat and invested \$8.25 million to start-up Air Transat- its air carrier. Transat extended distribution network and offered new destinations. Transat acquired many tour operators such as Vacances Multitour, Voyages Tourbec, British Airways Holidays, Nolitours and Rêvatours. The company turned to be a Canadian leader and developed services to Europe. Transat also established its presence in the Dominican Republic, Mexico, Florida and Jamaica by its destination services companies such as Transat Holiday USA, Traffic Tours and Turissimo.

Transat concentrated in retail distribution in the Canadian market by buying Thomas Cook's Canadian travel agency network in the year 2006. Transat became the largest network of travel agencies in Canada by acquiring more than 450 affiliate agencies and franchisees under the brands Club Voyages, Transat Travel, Transat Plus, Marlin Travel and Voyages en Liberté.

Transat looked for further in other markets and facets of the industry to improve profits and operations. It managed to Look Voyages- French tour operator, Jonview Canada, Tourgreece- Greece tour operator and Handlex, which was an airport ground services firm.

Transat managed a 1,600-joint project in the Dominican Republic and Mexico with H10 Hotels, a Spanish chain and sold its interest in the year 2017. It continued to enhance the brand by creating hotel

chains in the south. Nowadays, Transat is one of the largest international tour operators and the leader in the global tourism industry.

Their approach, focus and mission towards sustainability

Mission:

Transat commits to respect nature, creates values for communities, enriches travelers' experience, raises their partners' awareness of responsible tourism and encourages people to think and take action as they do.

Their vision is to increase our strengths, think outside the box, grow closer to our host communities, and make Transat into one of the most responsible companies in its industry, as well as a source of inspiration for our partners, customers, employees and shareholders

They optimize the use of environmental resources; maintain ecological processes; conserve biodiversity, natural and cultural heritage, traditional values and express intercultural understanding.

Transat commits to developing sustainable tourism and is awarded the Travelife Partner. As a holiday travel leader, Transat promises to provide travelers enjoyable, secure and extraordinary experiences. Three fundamental values of Transat are respect, rigour and responsibility.

Respect: They work in a team, open their mind to listen to the ideas and expectations of their colleagues, customers and partners.

Rigour: They are professionals on a constant quest for excellence, addressing challenges efficiently and methodically with integrity.

Responsibility: They are obligated to their customers, colleagues, the environment and society.

Transat commits to be a leader in sustainable tourism, who reinforces environmental management and social engagement, such as taking care of children, training staff and expressing the message to highlight the importance of sustainable development.

Approach:

Transat ensures the development of sustainable tourism by being awarded Travelife certification in the year 2018. The Travelife, a certification program, illustrates the cutting edge of art and certification standard to appraise, prove and meet sustainable achievements.

The Travelife system is a non-profit organization, based in the Netherlands, and supervised by ECEAT- Projects. The Travelife Sustainability System, founded in 2007, is an initiative to specialize in sustainable practice in the tourism industry. The Travelife initiative depends on tour operators and travel agents' central role in the tourism supply chain. Procurement policies, destinations developments and consumer demand are influence by the position between suppliers and consumers that helps travel companies to reinforce environmental and cultural protection and to enhance sustainability in destinations. The essential targets of Travelife are offering knowledge, tools and solutions for travel companies to make positive changes in their supply chain and businesses.

There is a three-stage approach to the Travelife certification programme.

Stage 1: Travelife Engaged

The firm commits itself and demonstrates its proper management procedures. A Sustainability Coordinator access implemented steps, practices and personal Travelife certificate. In this stage, the firm did not receive the award

Stage 2: Travelife Partner

The firm can obtain the Travelife Partner status if it gets the sustainability report and approval of Travelife through some basic requirements. This status helps the firm meet its sustainability commitment and achievements with the Travelife Partner logo.

Stage 3: Travelife Certified

An independent auditor evaluates the compliance of the firm with the international Travel Certified standard for travel agencies. The requests are harder than the Travelife Partner standard, which comes up

with the Global Sustainable Tourism Council Industry Criteria, which are recognized by the Global Sustainable Tourism Council. The firm can obtain Travelife Certified status in this stage.

Travelife Certified award logo enables the firm to communicate its excellence in sustainability to customers and other stakeholders.

Sustainability accomplishment

Since 2011, Transat has highlighted its certified hotels on its websites and brochures because it has accepted that environmental management and sustainable management certifications, which are held by hotel partners, are an assurance of increasing sustainable products.

Since 2012, Transat has highlighted certified hotels that allow clients to choose these establishments based on these criteria.

In 2017, roughly 30% of Transat's Sun destination hotel partners received certifications by the Global Sustainable Tourism Council (GSTC), including Green Globe, Certification for Sustainable Tourism (CST), Biosphere Responsible Tourism, EarthCheck, Rainforest Alliance and Travelife and Green Key Eco-Rating Program.

2016-2018

Green Footprint Report

- They carry out Metrio, which is a software tool to measure their tracking indicators and green footprint.

Employee awareness

- They put awareness campaigns about recycling or energy-saving into action.

Responsible meetings and events

- They hold their guided green meetings and events.

Recycling, re-use and processing

- In their offices, they host collection programs, and their collections include recyclable papers, glass and plastic; hazardous waste such as light bulbs and batteries; end-of-life electronic equipment.

Management system

- They carry out a management system to supervise and reduce greenhouse gas emissions (GHG).

In-house awareness

- Provide training to personnel responsible for procurements in the various departments.
- They provide training programs for various departments to enhance personal responsibility for procurements.
- They develop their sustainable excursions and encourage their customers to choose responsible tours by integrating with marketing tools. They publicize their commitment through videos.

Training

- Produce online capsules informing employees about corporate responsibility
- They raise employee awareness of corporate responsibility by developing a Q&A for frontline personnel and promoting the e-learning capsule, which aims at all staff. They also improve awareness of the child sex tourism problem.

Sustainability Goals

For the tourism industry of North American, Transat would like to become a leader who will have protective actions for the environment and society and a leader about sustainable tourism. In the past, Travelife certification that Transat received in 2015. Transat continued to receive Travelife Certified in 2018. It is the first large international tour operator who owns this certification.

- The sustainability goal of Transat is to raise awareness of its employees. Transat's other purposes are that making the tourists perform sustainable actions as Transat.
- Transat desires to achieve more certification for sustainable tourism. All of Transat's business activities related to sustainable tourism. Transat seems to know that if they do not perform sustainable actions, the tourism industry also cannot develop. Therefore, if you travel in Transat's packages, tours, you are required to execute some activities that are sustainable actions.
- For this reason, Transat's sustainable actions spread to all the tourists, and this makes sustainable efforts of Transat expanded in double. And this is the goal of Transat.
- Transat would like to solve almost the problems of sustainable tourism. Transat hopes that all of the tourists will enjoy their trips in a clean environment. All of the animals and plants are protected. If it is possible, Transat wants to remove all of its carbon footprints.
- The other goals of Transat are conserving all of its history destinations, ancient architectures because they are the invaluable assets of the tourism industry. The standard of living is developing at its best.
- Transat desires to make the economic increase, which always increases. Air, minerals, land, and water that cannot be lost. Transat's goal is that these factors do not hurt and always looked after.
- Residents' life and economy that is always strong at the same time. Limiting at the lowest level for mass tourism.
- COVID 19 is a challenge for Transat, if Transat still performs its sustainable actions best although the pandemic is hurting the tourism industry, Transat will be able to become a leader for sustainable tourism.

- Based on Transat's goal, we can believe that Transat desires to overcome all of the pandemics and the instability of the environment that will hurt the tourism industry in the future.
- Transat focuses on all tourists who travel and relax in the destinations but do not forget to perform sustainable actions because the cause of the pandemic is not only from natural factors but also from humans.
- One of Transat's other goals is removing GHG emissions. Therefore, Transat decreases its business travel. It displays that Transat sacrifices its benefits to protect the environment.
- Transat desires to make its sustainable goals that become the goals of all the tourists. In other words, Transat hopes that all of the tourists and Transat have sustainable goals. Transat wishes that it can link to as much as possible other organizations to do sustainable plans.

Transat's Four Pillar of Action

Environment

Transat aims to reduce the adverse effect on the environment, and it also encourages their partners, employees to protect and preserve the environment without damaging it. Transat has made many efforts to make the environment sustainable.

Greenhouse gas (GHG) emissions

According to UNWTO, greenhouse gas emissions are a significant factor affecting the rise in average temperature in the world. Tourism activities create 5 % of gas emissions. Transat believes that this should be reduced and acts to reduce carbon footprints. In 2018, total CO₂ emissions by Air Transat flights were 1572902 tonnes. Per 2.94 litres of fuel, 7.47kg of CO₂ releases in the air. To combat climate change and support the airline industry, Transat launched a program called the fuel management program, which was one of the most innovative and progressive methods in the industry.

To improve fuel efficiency, they focused on reducing the weight of the aircraft, flight plan and piloting.

- Flight planning software is installed to optimize the fuel-burning of the flight based on weather, traffic, winds.
- A software called AVIASO was launched, which keeps detailed tracking and analysis of fuel consumption.
- They optimized the flight procedures for pilots such as flap settings, optimized climb, re-clear, reduced landing thrust, and many more.
- The training is given to pilots for increasing fuel efficiency
- Pilots now use electronic flight bags (EFBs), which reduce the weight of manuals, which pilots have to carry on board.

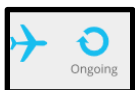
Another focus was on the ground operation as airplanes burn fuels even while they are on the ground at airports before take-off and landing.

- Pilots use a single-engine to taxi to and from the runway.
- Auxiliary power unit (APU) usage is less while aircraft is at the gate by the use of electric ground power units (GPUs), and it also helps in reducing noise pollution.
- Lighter-weight baggage and cargo containers are in use to store the cargo and luggage.
- They made essential changes in the loading of the cargo and baggage to improve the center of gravity of the aircraft.
- They wash the aircraft regularly to get rid of dirt and grease, which will help to increase the drag of aircraft.
- Engines are washed multiple times throughout the year to remove dirt, which reduces fuel efficiency.

Some efforts done by flight operations onboard are by making changes in in-flight services.

- Light materials were used on board as much as possible to reduce the weight of the aircraft
- Removal of certain items, improvising on the packaging to reduce weight
- The amount of water carried on board is optimized.
- Flight crew try to avoid paper manuals as much as possible and use mobile devices.

There are some notable efforts made by Transat to reduce the carbon emission among their employees also. Transat has launched a program to encourage its employees to use sustainable transportation. Transat wants all its 5000 employees in Canada should use sustainable transport while commuting to the workplace. Almost 500 employees have taken part in this program since 2010 by taking public transit incentive programs. This way, they can reduce the emission by automobiles.



At the airport, they have made free electric vehicle charging stations for their employees and have reserved 15% of parking spaces for low-emission and rideshare vehicles.



Transat is continuously trying to engage more and more employees to promote using sustainable transportation programs to curb GHG emissions.



The ongoing program in Toronto and Montreal is awareness among employees to take part in éfi sans auto solo day in Montreal and Bike to Work Day in Toronto, where employees are encouraged to commute with their bikes at the workplace.

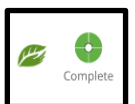


Transat also seeks to reduce carbon emission, which is generated by its business travelers. In 2016, The company launched a program where they will monitor the business travelers and, in turn, reduce the carbon emissions.

Environmental performance in their facilities

Transat seeks to encourage sustainable practice as much as possible in every department. To start with, their head office building in Montreal became the first building to earn the LEED-EB platinum certificate in 2011.

Green footprints- Transat has made efforts and measured the footprint in waste management, saving energy and paper, GHG emissions



In 2015, Transat adopted a software called Metrio tool, which keeps track and measures the development the company made in its daily operations, such as reducing waste of water, electricity, paper. The consumption of everything is measured and analyzed to become responsible and make decisions accordingly.



In 2019, they achieved the ISO 14001 certification, which contributed to performance improvements at every level of the company that helps in reducing the impact of the environment.

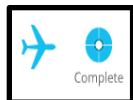
Energy Savings- The company and business units are committed to measure and reduce the environmental impacts of their operation. Energy-saving is a crucial factor in achieving their goals. So, they started multiple initiatives to make sure they save energy. Some of them are as follow:



Transat installed a solar wall at the hanger In Montreal to optimize the energy at work. This wall generates a saving of GHG emissions of 260 tonnes per year.



Air Transat replaced more than 5200 traditional lights with LED bulbs and lamps in Montreal and Toronto, which contributes to saving of equivalent to 30 single-family homes usage per year.



Transat has installed ozone water purification at a head office building in 2013, which prevents evaporation of 700 litres of biocides per year approximately.

Responsible meetings and awareness among staff

To generate more and more awareness amongst employees and partners, they are conducting sessions for green practices. Also, the meeting and the events are venues that practice responsible actions. They have made a guide: A Guide to Best Practices, to ensure all employees adopt it as their second nature. Some of the critical point in the handbook are as follow:

Meeting held in the offices

- A paperless meeting where all documents are transferred electronically via email. Use of a projector and screen to present plan and agenda, using non-toxic markers for writing information on board.
- Usage of recycled and certified FSC and PEFC papers in case used. Double-sided prints for all documents. Try to print black and white as much as possible. Try to reduce copies to avoid paper waste
- Zero usage of plastic during breaks such as no water bottles instead use water pitchers, reusable spoons for coffee to avoid disposable plastic waste and cloth napkins instead of paper napkins.
- Choosing a caterer who also practices and understand environmental and social consciousness and believes in zero waste

- Products that are organic and seasonal
- Redistribute extra portions in-house as long as they are sealed and haven't spilled.
- They will choose a gift that is locally produced and resembles a green practice.
- Turning out lights when leaving room at the end

When meeting, event and the seminar is outside the office:

- Choosing a location which is accessible by transit
- A venue which has at least one certification for sustainable development
- A supplier who is conscious about the environment and social policies or programs
- A supplier who is close to the venue to avoid transportation and waste
- Choose materials with little or no packaging for the products used at the event.
- Recycled paper, glass, metal, plastic and ink cartridges only to be used during the event.
- Water pitchers are used instead of plastic cups.
- Checking with establishment whether it has a composting system for organic waste
- They donate extra food to charity organizations when the local health organization allows them.
- Encouraging everyone to use public transit, carpooling, walk or bixi
- Encourage online and telephone registration for the event.
- After the event has finished, they measure the greening efforts made and list possible improvements for next time.

Recycling and optimizing waste reduction

Since 2008, Transat has established many programs for recycling and collecting waste programs in the office. Here are some efforts which they seek to achieve, and some of them achieved goals to be sustainable throughout their journey.



By collaborating with Aerocycle, in 2013, Air Transat has finished a program for the green dismantling of end-of-life-cycle aircraft. It resulted in 87% of responsible recovery of the components of two Airbus A310s, with 136 tonnes of material diverted from landfills.



Since 2013, The company is open for donations of old cabin crew uniforms, household items by collaborating with Société Saint-Vincent de Paul, which leads to a collection of one tonne of material collected per year and donated.



The company has donated 500kgs of IT hardware to non-profit groups to dispose of it sustainably. They have almost used 100% recycled paper in the company since 2012. This way, they strengthen their recycling, hazardous waste removal and electronic hardware program in 2017.



Transat seeks to practice sustainability at other destinations also. Transat is encouraging the European and North American business units to conduct recycling efforts. Transat is going to implement the sustainable recycling program in their tour operator office in Mexico and the Dominican Republic, which will be opening soon.

Responsible procurement of goods and services

Since we know now that, Transat is known for implementing and continuously trying to reduce the impact on the environment by their every action they make. Whether it is from coffee in the office to printing paper, energy consumption to IT waste, water wastage to aircraft modification, at every point in their office, aircraft, and destinations. Transat has adopted a Responsible Procurement Policy in 2012. In the procurement policy, there are many goals written which Transat seeks to achieve in a way that minimizes the impact on the environment. This policy is adopted at every level of Transat and wants support from its employees, suppliers, partners, and customers. Here are some goals, Transat seeks to achieve.

- They prefer suppliers who have received environmental certificates or suppliers who have adopted protective measures to save the environment.
- Suppliers who will respect every employee, human resources, and is committed to the local communities in the region they are locating.

- They will favour the products, which are recycled, can be recycled, certified and labelled as well as biodegradable products.
- They will encourage the building contractors who adopt the practice of eco- friendly, resources which are efficient, non-toxic material, can be reusable and renewable.
- Will encourage the manufacturers and suppliers who believe in the recovery of environment and recycling programs for end-of-life products.

In-house awareness and Suppliers awareness

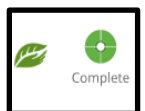
To make the Responsible procurement policy success, the employees play an essential role in implementing it and following it on a day to day basis. The implemented programs are integrated and practiced; they have specific goals that will make sure the policy integrates into responsible practices.



Transat launched a program in 2011 to analyze the material onboard of its aircraft. Almost 300 different products are being checked at various levels of eco- criteria. This program integrates since the Air Transat procurement chain.



Transat after a fixed interval conducts an annual responsible awareness campaign for its employees to make sure that all employees are on the same page for sustainable practices. They are also implementing this policy on their new hiring of the company and integrate them into their process.



By the end of 2017, they gave training to all departments of Transat Canadian and European business units on how to make more responsible procurement decisions.



To apply all the procurement policy successfully, Transat seeks to establish a committee which will monitor and track all the progress made to achieve the goals mainly by its purchasers. They also try to distribute their guide of Responsible Procurement to their franchise agency employees. They will also draw a list of all eco-friendly suppliers for their day to day purchase.

Complementary Actions



The company always makes bulk purchases of condiments such as coffee, cream, sugar, milk to reduce the waste generated in the company's cafeteria. They also replaced all disinfectant products with non-toxic aqueous ozone in their head office.



They always try to purchase things that contribute to environmentally responsible purchases. All the uniforms of destination representatives are manufactured by recycled materials and in an eco-responsible way. The company has successfully used recycled sanitary tissue paper in the head office since 2012.

2) Co-operation with Communities

Transat believes that sustainable tourism requires respect, support, and contribution to the local communities in every possible way and always requires the participation of local communities. Transat has contributed a lot to the local economy at origin and destination countries. Some of their efforts have received notable praise for their contribution. Some of the initiatives are mention below:

SOS Children's Village

Transat has partnered with SOS children foundation since 2009. This foundation assists the children who don't have care, protection, the family they need. They have taken this global issue on a local issue. They work to keep families together by providing care, assistance, guidance to young people and teach them the rights of children. The SOS Foundation has helped 80,000 children in 134 countries around the world who are orphans and abandoned by their families. It also supports them financially to build a career the children want. Transat appreciates this fantastic effort, and they have contributed financial support of \$2.5 million to the foundation since 2009.



In 2014 and 2015, Transat organized an auction of travel packages on Twitter, which raised more than \$117000 for the SOS Children's Villages.



Since 2009, Transat has continuously promoted and supported the foundation financially. They have contributed to almost 55 projects in 20 countries, including Haiti, Mexico, Dominican Republic, Jamaica, Panama and Nicaragua.



Transat charges a small amount from all the passengers taking Air Transat flights under the name of Big heart Program, which raises money for donation. They organize charity events in-house called Big heart challenge campaigns and donate half of the money has gone to SOS Children's Villages.

Haiti Development

Transat also contributes to the development of Haiti. Transat has a strong relationship with the people living in Haiti. Transat has helped for the development of "Pearl of the Antilles," which has provided jobs to the local community, construction of the tourism infrastructure and local authorities. Transat was the first tour operator to offer the all-inclusive package in Haiti, which allowed travelers to discover the wonders of Haiti. Transat market travel packages are helping to stimulate tourism development in Haiti.



Transat has built an orphanage school in 2011, which aims to assist the needy children of Haiti. Another great effort done by Transat was during the earthquake in 2010 which devastated Port-au-Prince and many other areas, Air Transat has delivered more than 125 tonnes of supplies, they also operated flights to evacuate the people of Haiti. The plane also carried specialized personnel from various organizations. They donated \$200,000 to the ground organization, which was working at the destination to support the local economy. This humanitarian aid operation, the largest ever by Transat, was organized and made possible due to volunteer's contribution and hard work by their employees and partners.



Transat has always helped Haiti during crucial situations. During Hurricane Matthew in 2016, Air transat has transported more than 25 tonnes of medical supplies, relief material and other essential items for the means of humanitarian flights with food to Haiti. The company also sent some aid workers from various organizations to prevent Cholera from spreading.



In 2012, Transat created a group that included mostly Air Transat employees named NGO FENDLI (Foyer L'Enfant's Notre-Dame-de-Lourdes International), which will support Haiti in construction of a group home for a hundred disadvantaged youth. Since then, Air Transat is transferring material free of charge for the NGO FENDLI.

No to Child Sex Tourism

What is Child Sex Tourism?

- Travelers do child sex tourism. It is a kind of prostitution that always includes some sort of money, gifts or food.
- Children who are victims of child sex tourism has tragic consequences. Many of them are beaten, exposed to the disease. Girl children have to go through repeated pregnancy and abortion very often. It leaves scars to those who are physically and psychologically exploit.
- Tourists who are engaged in sexual activity with children are committing a crime and putting their personal and professional life in danger and may also end up in prison.
- The government adopted a policy in 1959; the Declaration on the Rights of the Child lays down such rights as the right to be protected from any form of exploitation.
- The 1989 Convention on the Rights of the Child puts forward a set of standards and obligations that are universally accepted and non-negotiable.
- In 2000, the Convention on the Rights of the Child was strengthened with the adoption of two optional protocols: the first concerns the involvement of children in armed conflicts, and the other deals with the sale of children, child prostitution and child pornography.

Transat's contribution:

As being an International tour operator, Transat commits to combat child sex tourism. In 2008, Transat adopted a sustainable tourism policy, which also included the principle and value that intends to promote awareness of battling child sex tourism. They also raised awareness among their employees, and they are focused on raising awareness among their travelers too.



Transat partnered with an organization called Beyond Borders ECPAT Canada in 2010, to fight against child sex tourism. ECPAT International is a global volunteer that has a network of more than 75 countries. The main of the organization is to eradicate child sex tourism, and they protect the right of children, protecting them from sexual abuse and exploited in any way.



Since 2010, Transat has made efforts to raise awareness among its employees, partners, suppliers, customers and giving importance to this social issue in the tourism industry. They are raising awareness of the new hires in the company. Today almost 2000 employees have completed the child sex tourism awareness training. In 2010, Transat started honoring journalists who cover the true story of child sex tourism and their exploitation in Canada and other countries and honor them with Beyond Borders ECPAT Canada Media Awards.



Transat aims to conduct the yearly campaign for all employees to remind them to fight against child sex tourism.



The company has successfully raised awareness of this specific issue effectively among its customer care centers employees, destination representatives, tour guides in Canada and at the destination.



In 2014, Transat's Canadian travel agency network, Transat Distribution Canada, distributed guidelines to all agents to make them better well versed with the issue and preventing child sex tourism in the travel industry. In summer 2015, the instruction was distributed among the Canadian travel agency industry. In the guidelines, the measure and particular series of questions mentioned to make sure each and employees ask such questions to spread the awareness of child sex tourism and also to spread awareness among customers.

Complementary actions:



Since 2013, Transat has provided affordable cargo shipment of materials and tools to the artists of Cuba by supporting the organization Mano a Mano. It is creating links and better relationships between artists of Cuba and Quebec.



Air Transat has transported tonnes of humanitarian cargo, including food, clothing for developing countries during disasters. The carrier has always partnered and supported animal welfare organizations such as Cats and Dogs International, where the airline has transported strays from destination countries to Canada.



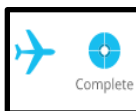
Since 2004, Air Transat has partnered with Children's Wish Foundation, who supports and fulfills the cherished wishes of children with severe illness. Since then, Transat has organized flights in Search of Santa for sick kids and their families. These 90 minutes trips have taken off from Montreal, Vancouver, Toronto bound for the North Pole, carrying a total of 750 delighted passengers since then. Another similar effort was made by partnering with Petits Prince's associations in 2015. These flights have taken off from Paris, bound for the North Pole, carrying sick kids and their families to fulfill their happy wish. This project has carried a total of 50 happy children.



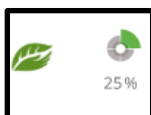
Urban beekeeping- In 2017, Air Transat installed eight beehives housing in their headquarters, which is housing 40000 bees by partnering with Accueil Bonneau as a part of a community integration program. They believe that Honey brings hope. They understand the importance of bees on biodiversity and urban beekeeping in the global decline of the host population, and they feel they play a role in it.



Transat has donated \$25000 to the Canadian red cross to support the relief efforts for the forest fire crisis in Fort McMurray, Alberta, in 2016.



In 2014, Air Transat paid for return tickets of 12 Turkish sailors who were abandoned by their employer on the port of Sorel- Tracy, in Quebec, to help them to go to their loved ones. In 2015, Air transit became the first Canadian carrier to carry Syrian refugees to Canada, bringing a total of 11000 newcomers to the country on 41 flights.



The company is making itself accessible to everyone. They seek to support an organization that makes tourism available to people even with limited physical ability.

Developing Machu Picchu

The company is developing tourism near Machu Picchu, the Carrefour de solidarité international is creating partnership with Peruvian co-op Coclatours. A rural tourism is giving benefit to local farmers and communities for the development of new tourism route from Cusco to Machu Picchu. This project is supported by Transat in a sustainable way to conserve local culture and environmental concerns. It includes restoration of two 16th-century haciendas and their repurposing as tourist hospitality infrastructures. It will enhance the knowledge in responsible tourism management for the members of local company, along with the development and distribution of tools to promote sustainable tourism among the local economy, tourism industry and the visitors.

3) Operations

Transat shows innovation by always offering sustainable products and services to its customers and also makes efforts to spread awareness of responsible tourism practices and also takes the environment and local population into account while promoting equitable and accountable tourism.

Highlight Hoteliers with green certification

Since 2010, Transat's hotelier program has encouraged their hotel partners to adopt 55 unusual practices in 8 areas for the development of sustainable tourism. Since 2011, Transat has acknowledged the efforts of sustainable management and environmental management certification owned by their hotel partners. It is a guarantee of more sustainable products. When displaying the partnered hotel on their website and brochures, they do not forget to mention that the hotels are certified and practiced responsible tourism.



Transat recognizes the hotels which are already certified. Transat wants to set up a recognition program to reward such hotels.



Transat is planning to promote such hotels in its marketing strategy very often. It is a great marketing hook. As of 2017, almost 30% of sun destination hotels certified by Global Sustainable Tourism Council (GSTC), including Biosphere Responsible Tourism,

Certification for Sustainable Tourism (CST), EarthCheck, Green Globe, Green Key Eco-Rating Program, Rainforest Alliance and Travelife.

Efforts made by hotels at the destination:

- **Karisma Hotels & Resorts in Playa Del Carmen-** They take care of the environment, culture, community, and people are working with them. They have a water and energy conservation program which monitors how much water at the moment being used in each building. 30% of the property is in preservation programs, and the hotel is allied with the local community and local government to make a park for local people.
- **Bahia Principe Hotel & Resorts in Akumal-** They have made their internal transportation electrical. The employees at every level are learning how to conserve energy, water and respect the environment. They want their guests to have local cultural experiences.
- **Barcelo Hotel group at Xcaret Destination-** The hotel group is dedicated to sustainability at every destination. They have four sustainability initiatives. The first one is to harvest rainwater, and they use rainwater to sprinkle in the garden and trees. The second one is that they have energy conservation rules in their guest room also. The third is that guests can go on ecological tours to know about how to take care of natural surroundings, and the last is that they recycle all waste produced by the hotel.
- **AM Resorts at Cancun-** At Secret resort, they have a corral turtle program; they protect the beach with the cage around it and then release 60 to 65 turtles to the beach, Every night, staff remove the beach chairs and turn out the lights to let sea turtles lay their eggs under surveillance. As soon as a turtle does its work, the eggs are immediately recovered sparing them from predators and placed in a select enclosure. Each such operation is also carefully recorded in a log and guests can experience it. At the bar, they do not give straw, and if the guest wants it, they have biodegradable straws.
- **Ocean Hotel chain at Mexico and Dominican Republic-** The hotel has implemented environmental management programs with assistance from the Mesoamerican Reef Tourism

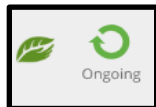
Initiative (MARTI). This non-governmental organization supports tourism industry players along Mexico's Riviera Maya by providing front-line technical assistance and specialized resources. Ocean Hotels in which Transat holds a 35% stake has adopted environmental practices, targeting areas such as energy and water use reduction, wastewater treatment and waste management. In 2010, Ocean Hotels received a "Biosphere" certification from the Responsible Tourism Institute, which is affiliated with the United National Educational, Scientific and Cultural Organization (UNESCO), as well as the World Tourism Organization (UNWTO).

Encourage their partners to engage in a sustainable development process

Whenever the company purchases tourism services from its partners or suppliers, it commits to spread awareness of sustainable tourism and encourage them to practice like Transat.



Transat seeks to track the progress of the hotels who do not hold certification by using performance indicators. They also plan to encourage their partners by giving them training on sustainable development.



Transat has made a policy called Code of Sustainable practices for hoteliers and incoming tour operators in 2015. They are enforcing it to their partners, starting with their south markets. They have also added a clause of sustainable development in their contracts with their partners and franchisee travel agents in 2011. It also includes the Declaration of combatting child sex tourism.



Transat is looking and analyzing excursions for responsible practices and making it an appropriate recommendation along with efforts on the resort on Riviera Maya in Mexico.

The company tried their best to hire locally. Transat relies on third part providers such as incoming tour operators, coach operators, providers of various services to deliver some of the services that it resells. In market such as Mexico, Caribbean countries and in the Mediterranean Basin, the company tries to hire locally as much as possible to offer better employment condition and appropriate training.

Encourage our customers to travel responsibly

Transat has made available various tools to spread the awareness of sustainable tourism and how to travel responsibly and influence their behaviors while visiting.



Since 2008, Transat has been raising awareness among its customers via its inflight magazine Atmosphere. They post content and articles related to sustainable tourism. Various tools are used, such as brochures, websites, social media, to spread awareness among travelers. They have also started some incentives for their customers to travel more responsibly.



Now they have also made videos available on various platforms to keep informed travelers and tell them to consider their actions and impact of their travel on the environment and communities in the destination they visit.

4) Workplace

A company is always committed to the wellbeing of others, especially their employees. Transat has implemented programs that will build employee engagement, support their carrier and their advancements.

Employee engagement, development and satisfaction

To keep up to date about all the information on corporate responsibility, Transat has created training capsules, which they want to spread among all their employees to keep them well informed and committed to bringing change.



Transat wants to integrate all their onboarding new hires into their training capsule for being committed to sustainable practices from the start.



To promote community engagement through the help of their brand ambassadors, which are their employees, they have started an initiative where a minimum of 300 participants each year take part in various communities during volunteer days. In Canada, The company also has a program called Vega, which enables employees to recognize colleagues for their outstanding performance at the workplace.



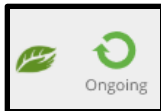
The company has also organized many charity events and in-house fundraising campaigns. The employees can give funds to the Big heart Challenge campaign, which will benefit the United Way in Canada and SOS Children's Villages. Each year, employees have contributed a significant amount to the campaign.



Air Transat donate their favorite sweater for one day each year and turn down the heat at the workplace to support the World Wildlife fund's and to combat climate change. Also, since 2010, Air Transat employees have taken part in the 24h de Tremblant ski/run/walk challenge, which raises funds for children who are sick and raising funds for charities that work with sick and children with reduced mobility.



The company also actively takes part in a cleanup drive on Vancouver's shoreline every year since 2007.



Every year since 2010, Transat has offered five of its employees the opportunity to embark on Uniterra's Leave for Change program, implemented by CECI and WUSC. It enables Canadian employees to go on short international co-operation missions, which provides professional assistance to members of local communities where they can familiarize themselves with social issues in other countries. Five colleagues are providing volunteer work around the world with support from Planète Urgence in France and Uniterra in Canada. One employee travelled to Senegal to provide accountancy training. Two staff travelled to Benin to assist local associations with eco-tourism development and provide support in a school setting. Another travelled to Madagascar to help the staff of a lodge acquire improved knowledge and skills and the fifth staff travelled to Cameroon for a wildlife-related mission.

The company has also partnered with Toronto-based Coalition for Persons with Disabilities (CPD), Comité d'adaptation de la main d'œuvre (employment adaptation committee, CAMO) in Montreal since 2010. This program intends to maximize the hiring of people with disabilities. Beside that, Transat has supported Kéroul, an advocacy group for people with limited physical ability

The Odyssey programs

There was another program launched by Transat named Odyssey Program for the career development and to grow in the company. The manager can take advantage of this program. It consists of 8 modules, 12 critical competencies identified by Transat. To date, more than 339 managers have begun the program, and 72 of them have completed more than half of the modules. Transat Academy is an undergraduate university program in organizational management, offered to Canadian employees who show interest and are selected. The program is organized in partnership with Université de Sherbrooke, Ryerson University in Toronto and Simon Fraser University in Vancouver. The company is trying to reinforce

their employee development culture and foster an environment that encourages self-improvement. They have implemented a structured method for evaluation of employee potential, with input from a specialized firm.

Accreditations – Tourism and sustainability, Green Tourism, Eco-Tourism, government accreditations

Certified by Travelife for Excellence in Sustainability



In 2015, Transat aimed to become the first North American tour operator leader in sustainable tourism development. In 2018, Transat became the first international tour operator to be Travelife certified for all their activities. To obtain the certification from Travelife, they had to report more than 200 practices they had accomplished and developed a 7-part action plan to maintain their accreditation till 2020. And they are successfully achieving all their goals.



Air Transat was named World's Best Leisure airlines in 2018.



Transat A.T. Inc. ranks 18th in the 2020 list of the Best 50 Corporate Citizens in Canada, established annually by Corporate Knights magazine and research firm. Transat is the only tour operator to earn the distinction again.



For the second year in a row, Air Transat's head office has been named one of the greenest in North America by Corporate Responsibility Magazine



Air Transat is still among the world's top 10 airlines in 2015 when it comes to environmental performance, according to atmosfair.



In 2019, Transat won the Défi sans autoSOLO (Car-free Day), a “corporate challenge” in large companies for the 7th time.



In 2014, Air Transat became the first North American airline that completed the IENVA environmental assessment. It is IATA's stamp of environmental excellence.



Air Transat was the first-ever Canadian company that introduced the program for the green dismantling of two ends of life cycle aircraft and earned two prestigious awards in 2014.

- Transat has ranked second among airlines and fifth in the Travel & leisure category on Forbes magazine's annual ranking of Canada's top Best Employers.
- According to Randstad, Transat recognized as one of the Top 15 most attractive employers in Canada in 2018.
- Air Transat wins Flèche d' award for Best Customer Experience for a second consecutive year by the Association marketing Québec (AMQ).
- In 2012, Air Transat won Flight Centre Canada's 5th Annual Sustainable Travel Award.

How do they support sustainability within their company?

Employee awareness

Annually, the awareness of Transat's employees is considered in detail and developed. Transat creates the campaign. Transat cares about recycling, using energy, limiting plastic in the environment, performing green meetings, and considering paper.

- The ten most significant people who use the paper that is the Transat's goal, Transat, is in the progress of decreasing this.
- Also, Transat's goal desires its workers to utilize sustainable transportations.
- New employees who are developed awareness by Transat.
- Transat hopes that the employees of Transat's partner will be instructed by their company about sustainable actions.
- Transat's worker must perform the trip, which is sustainable in the destination.
- The workers of Transat must bring the tips that display sustainable actions to tourists.
- Child sex in tourism is a problem that Transat's employees must consider it in detail. The employees refresh their memory annually by Transat's campaigns.

Getting involved

- Furthermore, building managers are invited to perform the new plan of the environment.
- In the Toronto office, Transat removes wastebasket; even though it composts, Transat is considering and researching these problems.
- Transat owns sustainable transportation programs. Transat decreases its business travel because Transat desires to remove GHG emissions.
- Transat monitors the major buyers by committee.
- Transat uses suppliers that protect the environment. The products which are bought regularly, these products use the sources that are from these suppliers.
- On the website of Transat, the site displays the tips that show sustainable actions to tourists.
- The symbol indicates trips. Wildlife trips, cultural heritage trips and even nature trips apply.

- Messages about sustainable actions that Transat must send to the tourists.
- Each year, volunteer occasions are for the community that has around 300 attenders.

Diversity

- ICI On Recycle of Quebec government recognizes Transat, which gains level 3 for recycling, Transat's processing and re-using in Montreal Head office.
- In its franchisee agencies, Transat expands the Responsible Procurement Guide.
- Annual, for procurement in a responsible way, Transat owns the campaign, which develops awareness.
- Sustainable procurement policy. In the call for tenders, Transat uses this policy.
- For the hotels that are not certified, Transat monitors the situations of them.
- By applications of smartphones, Transat uses them to make customer's awareness, which is high.
- SOS Children's Village is the organization that Transat cooperates with. In Transat's destination nations, Transat performs the projects.
- Transat finds organizations that make individuals can travel who have disabilities. Transat finds these organizations and assists them.
- Every year, four of the growth missions that are internationally assisted by Transat. Transat owns the Leave for Change program.
- SOS Children's Villages, which is international and United Way, which is of Canada, receives the values because of the Big Hearts Challenge campaign, which is performed by Transat, which takes place once a year.

Present 1 project that supports a specific destination and their community

Transat supports the community and people of the community in many ways. There are many efforts done by Transat. For more information, **see section Communities**, where we have explained in detail efforts done by Transat for supporting community and destination.

8 Tips on travelling responsibly

Whenever you are travelling to a country, you do not want to hurt the feelings of local people, or damage property, or do not go by bike to a destination to respect the planet. But there are many ways you can travel without hurting them and contribute to a sustainable and memorable trip, no matter the type of accommodation you choose or activities you do at your destination.



Choose green accommodation where the hotel is certified for green practices, and recognized by GSTC. These certification leads to contribution in the protection of the environment and the well being of the local community.



As we know, the weight of the aircraft increases the fuel consumption, the heavier the weight, the high consumption of fuel and more release of GHG emissions. To reduce that, try to travel light as much as possible by lightening the load of your luggage. This way, you can help to minimize the impact on the environment.



Whenever you travel to a destination, try to connect with the locals, eat local food, learn a few things about the customs, religion and few words in their language. It will help in creating a strong bond.



Use water, electricity, energy very carefully. Turn off lights when leaving the room. Conserve the power for the destination and also for future generations.



Encourage the local economy by buying souvenirs, enjoying the tourist attraction, which will benefit the local population. Purchase things from local artists and hire local guides for your excursion and visit bars and restaurants which are operated by locals. This way, you will bring money to the local economy of the destination.



Respect the host when visiting their place. Wear proper outfits and clothing that honours their local customs. Seek permission before taking or touching anything. People may be more unfortunate than you, so practice the humanity of your belongings and do not try to show off when visiting them.



Protect the cultural and natural heritage of the destination. Do not throw garbage or any waste on the excursion. Do not bring stones, corals from the heritage sites, do not buy souvenirs which produce from threatened species. This way, you can help ensure that future generations will also benefit from heritage.



Do not engage yourself in any type of exploitations. Ask for services that are reasonable and pay a fair price for it. Human rights should always be respected and also protect kids and teenagers from any kind of exploitation. Also, report any type of exploitation such as prostitution or sex tourism to the local authority.

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