

Annex B **(normative)**

Social requirements for sustainable accommodation establishments

B.1 General

The organization's operations and practices shall recognize, promote and respect regional cultural heritage, non-predatory traditional and cultural values. It shall contribute to the social and economic development of workers and communities involved in the production chain.

B.2 Local communities

B.2.1 The organization shall develop or be engaged in voluntary actions or initiatives promoted by communities and governmental and non-governmental organizations, with the objective of contributing to the development of local communities.

B.2.2 The organization shall participate in, and encourage employee involvement in, community activities by:

- a) allowing the employee adequate time for these activities;
- b) including involvement in these activities as part of the employee's evaluation.

This information shall be used in the critical analysis of the sustainability management system.

The organization shall be involved with local associations.

B.2.3 The organization shall interact with the local community and create a communication channel with it, and keep track of communications, including complaints, suggestions and related actions. This information shall be used in the sustainability management system critical analysis.

B.2.4 The organization should establish and maintain procedures to evaluate satisfaction levels and complaints from local communities.

B.2.5 The organization shall establish and implement procedures to evaluate the effectiveness of its social actions. This information shall be used in the critical analysis of the sustainability management system.

B.2.6 The organization shall participate in social and environmental programmes with local communities, including environmental education, integral health and development of quality of life, aimed at improving wellbeing and social inclusion in all areas of sustainability.

B.2.7 The organization shall plan and implement preventive measures with regard to negative impacts such as sexual tourism and child sexual exploitation. In this context, the organization shall abide by the orientations of the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism^[1] and any other related international references.