

Global Sustainable Tourism Council

GSTC Industry Criteria 全球可持续旅游议会：产业标准

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Preamble

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序言

The Global Sustainable Tourism Council (GSTC) Criteria were created to provide a common understanding throughout the world of “sustainable tourism”, and are the minimum that any tourism business should aspire to reach. They are organized around four main themes: effective sustainability planning, maximizing social and economic benefits for the local community, enhancing cultural heritage, and reducing negative impacts to the environment. They have applicability to the entire tourism industry.

对可持续旅游而言，全球可持续旅游标准是对可持续发展所达成共识的结果。对于任何致力于实现可持续旅游的管理组织来说，这些标准都应当成为其力求达到的基准标准。为实现可持续旅游，应达成以下四个目标：(一)有效的可持续发展规划；(二)当地社区之社会与经济利益最大化；(三)提升文化传承效益；(四)减少环境负面影响。上述标准适用于整体旅游产业。

The Criteria have been developed and revised while striving to adhere to the Standard-Setting Code of the ISEAL Alliance, the body recognized to provide guidance on international norms for developing sustainability standards in all sectors. The Criteria are revised every 3 to 5 years. Plans for revisions plus advance sign-up for public input into future revisions are available on www.gstccouncil.org. The website also provides information on the process and history of the Criteria development.

此标准遵循国际社会与环境认可和标签联盟（ISEAL）的标准制定规范(Standard-Setting Code)而建立与修改，作为国际可持续性旅游标准的指导方针，每三到五年修改一次。相

关修订信息、欲参与修订或了解修改的过程与标准建立的沿革，请参照官网 www.gstcouncil.org

Some of the uses of the criteria include the following:

- Serve as the basis for certification for sustainability
- Serve as basic guidelines for businesses of all sizes to become more sustainable, and help businesses choose sustainable tourism programmes that fulfill these global criteria
- Provide greater market access in the growing market for sustainable products, serving as guidance both for travellers and for travel agencies in choosing suppliers and sustainable tourism programmes
- Help consumers identify sound sustainable tourism programmes and businesses
- Serve as a common denominator for information media to recognize sustainable tourism providers
- Help certification and other voluntary programmes ensure that their standards meet a broadly-accepted baseline
- Offer governmental, non-governmental, and private sector programmes a starting point for developing sustainable tourism requirements
- Serve as basic guidelines for education and training bodies, such as hotel schools and universities
- Demonstrate leadership that inspires others to act

该标准的用途包括以下几方面：

- 作为可持续性认证的基础
- 为致力于可持续发展的企业提供基本指南，并协助企业选择符合全球可持续旅游标准的项目
- 向公众推介可持续旅游产品，作为游客与旅行社选择可持续旅游项目与供应商的指导准则
- 帮助消费者识别名实相符的可持续旅游项目与企业
- 成为信息媒体识别可持续旅游供应商的共同基准
- 为认证以及其他自愿性服务计划相关项目提供参考依据，使其符合可持续旅游的基本原则与要求
- 为政府部门、非政府组织、旅游经营者提供可持续旅游发展的基本框架
- 作为旅游院校等机构教育培训的基本指导方针
- 展示领导力，激励他人采取行动

The Criteria indicate *what* should be done, *not how* to do it or whether the goal has been achieved. This role is fulfilled by performance indicators, associated educational materials, and access to tools for implementation, all of which are an indispensable complement to the GSTC Criteria.

最后需要说明的是：该准则仅仅指出了应该做什么，而未表明怎样去做或目标是否已经实现。这些都需要绩效指标、相关教育材料与实施细则来实现，而这一切也正是实施全球可持续旅游不可或缺的补充。

Criteria Application

It is recommended that all criteria be applied to the greatest extent practical, unless for a specific situation the criterion is not applicable and this is justified. There may be circumstances in which a criterion is not applicable to a specific tourism product, given the local regulatory, environmental, social, economic or cultural conditions. In the case of micro and community-owned tourism businesses which have a small social, economic and environmental footprint, it is recognized that limited resources may prevent comprehensive application of all criteria. Further guidance on these criteria may be found from the supporting indicators and glossary, published by the GSTC.

建议广泛地应用所有标准并充分发挥其指导作用，但是也要因地制宜，在特定环境下，变更或删除标准的某些条款，则显得更加理性。对于特定旅游产品或目的地管理机构，考虑到其地方监管制度与环境、社会、经济、文化等因素，不可仅仅照抄全球可持续旅游标准的某些条款。经验表明：对于小型与小区型企业而言，不论在社会、经济与环境等方面，其有限的物力、财力等资源往往难以应付全球可持续旅游标准的全面应用与广泛实践。

上述标准的进一步指导文件，参见全球可持续旅游议会（GSTC）公布的支持性指标与术语汇编。

GSTC INDUSTRY CRITERIA

全球可持续旅游产业标准

SECTION A: Demonstrate effective sustainable management

A. 有效的可持续经营管理

A1 Sustainability management system

The organization has implemented a long-term sustainability management system that is suitable to its size and scope, addresses environmental, social, cultural, economic, quality, human rights, health, safety, risk and crisis management issues and drives continuous improvement.

A1 可持续经营管理体系

经营者实施了适合其实际情况与业务范围的长期的可持续经营管理体系，该体系综合地考虑了环境、社会、文化、经济、品质、人权、健康、安全、风险与危机管理等要素，并能持续改善。

A2 Legal compliance

The organization is in compliance with all applicable local, national and international legislation and regulations including, among others, health, safety, labour and environmental aspects.

A2 符合法规

经营者遵守所有相关的国内与国际法律与法规（包括健康、安全、劳动、环境等各方面）。

A3 Reporting and communication

The organization communicates its sustainability policy, actions and performance to stakeholders, including customers, and seeks to engage their support.

A3 报告与宣传

经营者传达可持续旅游之政策、行动与绩效给相关业者与客户，并寻求他们的支持。

A4 Staff engagement

Staff are engaged with development and implementation of the sustainability management system and receive periodic guidance and training regarding their roles and responsibilities in its delivery.

A4 员工参与

员工参与可持续经营管理体系的发展与实行，并定期接受指导与训练，以指导其了解所承担的经营管理角色与任务。

A5 Customer experience

Customer satisfaction, including aspects of sustainability, is monitored and corrective action taken.

A5 顾客经验

持续测评顾客满意度，并据此适当地、贴切地加以改善。

A6 Accurate promotion

Promotional materials and marketing communications are accurate and transparent with regard to the organization and its products and services, including sustainability claims. They do not promise more than is being delivered.

A6. 准确的营销宣传

关于可持续发展的主张、机构本身与其产品、服务等方面的宣传资料与营销沟通必须准确与清楚地表达，不可过度不实地宣传。

A7 Buildings and infrastructure

Planning, siting, design, construction, renovation, operation and demolition of buildings and infrastructure...

A7. 建筑物与基础设施

建筑物与基础设施的规划、选址、设计、建设、修复、施工、拆除

A7.1 Compliance

...comply with zoning requirements and laws related to protected and sensitive areas and to heritage considerations.

A7.1 遵循依据

遵循土地分区分管制以及保护区、敏感区、遗产地的相关规定

A7.2 Impact and integrity

...take account of the capacity and integrity of the natural and cultural surroundings.

A7.2 冲击与完整性

将周边自然生态与文化遗产的负荷量列入考虑，并维护其完整性。

A7.3 Sustainable practices and materials

...use locally appropriate and sustainable practices and materials.

A7.3 可持续建设的方法与材料

采用适合于当地的、可持续建设的方法与材料

A7.4 Access for all

...provide access and information for persons with special needs, where appropriate.

A7.4 为人群提供可进入性

为特殊需求的人群提供适当的可进入性条件与信息

A8 Land water and property rights

Acquisition by the organization of land and water rights and of property is legal, complies with local communal and indigenous rights, including their free, prior and informed consent, and does not require involuntary resettlement.

A8 用地、用水以及产权

经营者必须合法地获得用地、用水以及产权，不应妨害当地公共权益与原住民权益，涉及这些权益的项目或经营应当遵循“自由、事先、知情”同意原则，不要求非自愿的重新安置。

A9 Information and interpretation

The organization provides information about and interpretation of the natural surroundings, local culture, and cultural heritage, as well as an explanation of appropriate behaviour while visiting natural areas, living cultures, and cultural heritage sites.

A9. 资讯与解说

经营者提供周边自然资源、当地文化与文化遗产的相关资讯与解说，并且要告知游客在访问这些自然区域、活的文化与文化遗址时应当遵守的行为规范。

A10 Destination engagement

The organization is involved with sustainable tourism planning and management in the destination, where such opportunities exist.

A10 目的地参与
经营者参与可持续旅游目的地的规划与管理



SECTION B: Maximize social and economic benefits to the local community and minimize negative impacts

B. 当地社区社会与经济利益最大化与负面影响最小化

B1 Community support

The organization actively supports initiatives for local infrastructure and social community development. Examples of initiatives include education, training, health and sanitation and projects which address the impacts of climate change.

B1 支持社区发展

经营者采取积极举措支持当地基础设施与社区方面的发展，其中包括教育、培训、健康和公共卫生，与其他气候变迁相关的项目。

B2 Local employment

Local residents are given equal opportunities for employment and advancement, including in management positions.

B2 雇用当地员工

经营者在聘用员工时，当地居民被给予平等以及职业晋升机会，包括获得管理职位

B3 Local purchasing

When purchasing and offering goods and services, the organization gives priority to local and fair trade suppliers whenever these are available and of sufficient quality.

B3 采购当地资源

经营者采购或提供产品与服务时，应当在资源可取得且质量达到要求的情况下，优先考虑当地符合公平贸易条件的供货商

B4 Local entrepreneurs

The organization supports local entrepreneurs in the development and sale of sustainable products and services that are based on the area's nature, history and culture.

B4 扶持当地企业主

经营者应支持当地企业的发展机制与销售具有地方自然、历史与文化特色的可持续产品及服务

B5 Exploitation and harassment

The organization has implemented a policy against commercial, sexual or any other form of exploitation or harassment, particularly of children, adolescents, women, minorities and other vulnerable groups.

B5 剥削与骚扰

经营者实施措施，抵制商业、性以及其它形式的剥削与骚扰，尤其要保护儿童、青少年、妇女以及弱势团体。

B6 Equal opportunity

The organization offers employment opportunities, including in management positions, without discrimination by gender, race, religion, disability or in other ways.

B6 平等机会

经营者在聘用员工时，当地居民被给予平等机会，包括获得管理职位、不因性别、种族、宗教、身体残疾等其他因素而受到歧视。

B7 Decent work

Labour rights are respected, a safe and secure working environment is provided and employees are paid at least a living wage. Employees are offered regular training, experience and opportunities for advancement.

B7 尊严劳动

重视劳工权利与提供安全的工作环境。员工至少能够获得可以维持其生活的工资收入，且所有员工均能获得定期培训、经验，以及职业晋升机会。

B8 Community services

The activities of the organization do not jeopardize the provision of basic services, such as food, water, energy, healthcare or sanitation, to neighbouring communities.

B8 社区服务

经营者的行为不得危及相邻社区的基础服务供给，包括食物、水、能源、医疗卫生等。

B9 Local livelihoods

The activities of the organization do not adversely affect local access to livelihoods, including land and aquatic resource use, rights-of-way, transport and housing.

B9 当地民众的生活

经营者的行为力求避免负面影响于当地社区民众的生活，包括陆地与水生生物资源的利用、道路通行、交通运输工具使用以及住房供给等。

SECTION C: Maximize benefits to cultural heritage and minimize negative impacts

C. 将文化遗产效益发挥到最大并将负面影响降到最小

C1 Cultural interactions

The organization follows international and national good practice and locally agreed guidance for the management and promotion of visits to indigenous communities and culturally or historically sensitive sites in order to minimize adverse impacts and maximize local benefits and visitor fulfilment.

C1 文化互动

经营者在管理与推广游客前往原住民社区、文化与历史敏感区域时，应当遵循国际或国家的优良实践作法与受到当地认可的指导方针，以达到负面影响最小化、当地利益与游客满意度之最大化。

C2 Protecting cultural heritage

The organization contributes to the protection, preservation and enhancement of local properties, sites and traditions of historical, archaeological, cultural and spiritual significance and does not impede access to them by local residents.

C2 保护文化遗产

经营者应当促进当地历史、考古、文化与精神资产的维护、保存与强化，并且不妨碍当地居民的进入与访问权利。

C3 Presenting culture and heritage

The organization values and incorporates authentic elements of traditional and contemporary local culture in its operations, design, decoration, cuisine, or shops, while respecting the intellectual property rights of local communities.

C3 经营者重视并将传统和当代地方文化的真实元素融入其营运、设计、装饰、餐饮与店铺中，同时也尊重当地社区的知识产权

C4 Artefacts

Historical and archaeological artefacts are not sold, traded or displayed, except as permitted by local and international law.

除国内、国际法律法规的允许之外，不可出售、交易或陈列具有历史和考古意义的工艺品

Section D: Maximize benefits to the environment and minimize negative impacts

D. 环境效益最大化与负面影响最小化

D1 Conserving resources

D1 节约资源

Section D: Maximize benefits to the environment and minimize negative impacts

D. 环境效益最大化与负面影响最小化

D1 Conserving resources

D1 节约资源

D1.1 Environmentally preferable purchasing

Purchasing policies favour environmentally sustainable suppliers and products, including capital goods, food, beverages, building materials and consumables.

D1.1 环境友好采购

经营者采购生产资料、食品、饮料、建材以及消耗品时，应当优先考虑符合可持续标准的供应商与产品。

D1.2 Efficient purchasing

The organization carefully manages the purchasing of consumable and disposable goods, including food, in order to minimize waste.

D1.2 高效采购

经营者应当谨慎地管理一次性消耗品的采购，包含食物，以设法减少浪费。

D1.3 Energy conservation

Energy consumption is measured by type and steps are taken to minimize overall consumption. The organization makes efforts to increase its use of renewable energy.

D1.3 节约能源

监测能源消耗的种类，运用有效措施减少耗能总量，并尽力提升可再生能源的利用比重。

D1.4 Water conservation

Water risk is assessed, water consumption is measured by type, and steps are taken to minimize overall consumption. Water sourcing is sustainable and does not adversely affect environmental flows. In areas of high water risk, context-based water stewardship goals are identified and pursued.

D1.4 节约用水

评估水风险、监测水资源消耗与确认其种类，采取有效措施减少耗水总量。采购与使用符合可持续发展要求、并且不对环境流量产生不利影响的用水。在高度水风险的区域，基于情境确认与进行水资源管理的目标。

D2 Reducing pollution

D2 减少污染

D2.1 Greenhouse gas emissions

Significant greenhouse gas emissions from all sources controlled by the organization are identified, calculated where possible and procedures implemented to avoid or to minimize them. Offsetting of the organization's remaining emissions is encouraged.

D2.1 温室气体减排

经营者必须对所有可能排放温室气体的源头进行监控，并实施减少排放量的程序以及补偿剩余排放量的鼓励机制。

D2.2 Transport

The organization seeks to reduce transportation requirements and actively encourages the use of cleaner and more resource efficient alternatives by customers, employees, suppliers and in its own operations.

D2.2 交通运输

经营者设法减少交通运输，并在自家营运范围内鼓励顾客、员工、供货商使用清洁能源或节省能源的运输方式。

D2.3 Wastewater

Wastewater, including grey water, is effectively treated and is only reused or released safely, with no adverse effects to the local population or the environment.

D2.3 废水管理

对包括灰水在内的废水进行有效处理，只以安全的方式再利用或排放废水，避免对当地居民或环境造成不利影响。

D2.4 Solid waste

Waste, including food waste, is measured, mechanisms are in place to reduce waste and, where reduction is not feasible, to reuse or recycle it. Any residual waste disposal has no adverse effect on the local population or the environment.

D2.4 固体废弃物管理

计算废弃物的数量，包括厨余，制定减少废弃物的机制。在无法减少的情况下，重新利用或回收废弃物。任何残余废弃物的弃置均不能对当地居民与环境造成不利影响。

D2.5 Harmful substances

The use of harmful substances, including pesticides, paints, swimming pool disinfectants, and cleaning materials, is minimized, and substituted when available by innocuous products or processes. All storage, use, handling, and disposal of chemicals are properly managed.

D2.5 有害物质

尽量减少使用农药、涂料、游泳池消毒剂与清洁材料等有害物质，以相应的无害产品或技术取而代之。同时，正确管理所有化学物品的存储、使用、处理与处置。

D2.6 Minimize pollution

The organization implements practices to minimize pollution from noise, light, runoff, erosion, ozone-depleting substances, and air, water and soil contaminants.

D2.6 减少污染

经营者应采取措施以减少来自噪音、亮光、径流、侵蚀、消耗臭氧层化合物以及空气、水、土壤污染物所造成的污染。

D3 Conserving biodiversity, ecosystems and landscapes

D3 保护生物多样性、生态系统和景观

D3.1 Biodiversity conservation

The organization supports and contributes to biodiversity conservation, including through appropriate management of its own property. Particular attention is paid to natural protected areas and areas of high biodiversity value. Any disturbance of natural ecosystems is minimized, rehabilitated and there is a compensatory contribution to conservation management.

D3.1 保护生物多样性

经营者应当支持并致力于生物多样性保育，包括适当的物业管理，并高度关注自然保护区与高度生物多样性区域。尽可能减少对自然生态系统的干扰行为，通过休养生息等保育管理措施对自然生态系统进行有益的补偿。

D3.2 Invasive species

The organization takes measures to avoid the introduction of invasive species. Native species are used for landscaping and restoration wherever feasible, particularly in natural landscapes.

D3.2 入侵物种

经营者应采取措施以避免入侵物种的引入。尽量使用本地原生物种来进行绿化恢复与环境美化，尤其是自然景观。

D3.3 Visits to natural sites

The organization follows appropriate guidelines for the management and promotion of visits to natural sites in order to minimize adverse impacts and maximize visitor fulfilment.

D3.3 参访自然景观景点

经营者应当遵循指导方针来适当地管理与推广自然景观景点，以极小化环境不利影响与极大化参观者的满意度。

D3.4 Wildlife interactions

Interactions with free roaming wildlife, taking into account cumulative impacts, are non-invasive and responsibly managed to avoid adverse effects on the animals concerned and on the viability and behaviour of populations in the wild.

D3.4 与野生动物互动

与四处游荡的野生动物互动时，要考虑到累积影响，不能对其族群的生存及其生活习性造成不良的后果，并避免干扰。

D3.5 Animal welfare

No species of wild animal is acquired, bred or held captive, except by authorized and suitably equipped persons and for properly regulated activities in compliance with local and international law. Housing, care and handling of all wild and domestic animals meets the highest standards of animal welfare.

D3.5 动物福利

必须得到国内、国际法律法规的许可并被列入妥当的监管范畴，以及征得主管部门同意并且有适当设备可以圈养照护的条件下，才能取得、饲养或采捕任何野生动物。饲养与照顾所有野生动物或家畜必须符合动物福利规范的最高标准。

D3.6 Wildlife harvesting and trade

Wildlife species are not harvested, consumed, displayed, sold, or traded, except as part of a regulated activity that ensures that their utilization is sustainable, and in compliance with local and international laws.

D3.6 野生动物宰杀/捕捞与交易

野生动物不可进行宰杀/捕捞、消费、展示、出售或交易等行为，除了受到特定规范的活动且其利用符合可持续性标准，并符合当地和国际法律。