

C5. Requirements Specific to Attraction Certification

Introduction

- C5.1. The term “Attraction” is a place of interest owned and/or managed by an identifiable entity for the purposes of attracting visitors, operating, and delivering services and/or experiences, including, but not limited to, recreation, leisure, natural, historical, cultural, educational, or religious experiences.

Note: See the definition in the GSTC Attraction Standard with Performance Indicators and SDGs version 1.0.

The Scope/Eligibility of Attraction for Certification

- C5.2. The management organization of the attraction shall be a legal entity, either owning the attraction or officially contracted or endorsed to manage it.
- C5.2.1. In cases where an attraction with multiple facilities and multiple ownerships applies for certification, the attraction shall be subject to a common sustainability management system covering all listed facilities, as agreed upon by the ownerships.
- C5.2.2. In cases where an attraction has different business scopes eligible for the GSTC Certification, such as H/A, TO, and/or MICE, these shall be excluded from the Attraction Certification, and this shall be clearly stated in the certification scope.
- C5.3. CBs shall specify the certification scope with a clear physical boundary that encompasses the attraction itself, regardless of the number of facilities or experiences it provides.

Note: A facility refers to any building, structure, equipment, or artificially created environment designed to deliver visitor experiences, including, but not limited to, those in amusement parks, museums, science centers, family entertainment centers, zoos, water parks, or natural parks.

- C5.4. In cases where an attraction owns majority equity in a supplier or is under common ownership with that business and the supplier's products and services are promoted or used frequently by the attraction, the attraction shall be required to comply with Clause 8.7.1.1.

C5.5. CBs shall ensure that the attraction conducts due diligence on its suppliers and subcontractors by using an evaluation tool that incorporates the relevant clauses of the GSTC Attraction Standard related to supplier engagement, contracting, and procurement. The evaluation process and its results shall be documented, including the following:

C5.5.1. Communicating the requirements listed in an evaluation tool to the suppliers and subcontractors; and

C5.5.2. Assessing suppliers' and subcontractors' compliance to ensure their sustainability performance.

Requirements for Preparing An Audit Plan for Attractions Based On Risk Assessment

C5.6. CBs shall document an analysis of the scope, characteristics, ownership structure, and/or any outsourced businesses of an attraction to ensure the audit plan is appropriately tailored to the client's specific context.

C5.7. This analysis shall include the following:

C5.7.1. Identification of key operational characteristics and legal entities involved; and

C5.7.2. Evaluation of outsourced services that directly impact the visitors' experience.

C5.8. CBs shall establish and apply sampling procedures for the attraction audits. Sampling procedures shall consider the complexity and risk assessments of the actions.

C5.9. If the certification is for multi-site certification, CBs shall follow the requirements outlined in Section 14 (Multi-site Certification) of this Manual.

C5.10. CBs shall ensure that, in the case of seasonal operations, audits take place while the attraction is open and operating.

C5.11. The attraction will be categorized as either low-risk or high-risk, as outlined in Clause 8.13 (Risk Assessment) of this Manual and based on the risk associated with the activities offered by the attraction. CBs shall apply a documented risk assessment methodology to determine the attraction's risk category. The risk assessment of activities shall consider both the likelihood of incidents and the severity of their potential consequences, taking into account the specific activities and their context within the attraction.

- C5.11.1. Where outsourced activities or third-party services directly impact visitor experiences or safety, their associated risks shall be included in the attraction's overall risk assessment.
- C5.11.2. Attractions that offer high-risk activities shall not be classified as low risk. High-risk activities include, but are not limited to, mechanical amusement rides, water-based activities, interactive wildlife encounters, interactions with animals in human care, or adventure leisure sports.
- C5.11.3. *Attractions classified as high-risk shall be subject to enhanced audit measures, including, but not limited to, additional audit duration, the use of technical experts, and/or increased surveillance frequency.*
- C5.11.4. Low-risk activities include passive visitor experiences such as guided or self-guided visits to facilities like exhibitions, interpretive centers, educational displays, or urban parks.

Note: Risks related to activities refer to the potential for harm, injury, or negative impact that may result from activities conducted at the attraction, potentially affecting the safety, health, and well-being of visitors.

C5.12. The attraction complying with the following will be categorized as extremely low-risk:

- C5.12.1. Five (5) or fewer staff;
- C5.12.2. Single type of facility and single activity (e.g., cable car riding service, an art gallery, or a walking trail);
- C5.12.3. Locally owned but not belonging to a multi-site organization;
- C5.12.4. Location is not in sensitive areas defined in Clause 8.13.4;
- C5.12.5. No high-risk activities are provided; and
- C5.12.6. It has access to the internet and/or broadband for using information and communication technology when participating in remote audits, when appropriate.

Note: Locally owned means the attraction is owned by a person or organization legally registered in the local area. See the definition in the Glossary.

Audit Duration Requirements

- C5.13. The audit duration shall be more than one (1) labor day. Exceptions are allowed for extremely low-risk cases. The CB shall provide justification if the audit duration is less than one (1) labor day.

Surveillance Audit for Attractions

- C5.14. CBs shall document the surveillance audit plan and procedure.
- C5.15. CBs shall conduct annual surveillance audits at the head office and the attraction.
- C5.16. The surveillance audit of the head office may be conducted onsite, remotely, or in a hybrid format, as determined by the CB's risk assessment.

Communication between the CB and the client

- C5.17. The CB shall communicate the certification requirements for attractions to the client.