

GSTC's Mission and Current Activities

GSTC Members Meeting - 10 December 2020

Randy Durband, GSTC CEO





COVID-19 Pandemic

- GSTC has been working virtually since 2012
- No international travel for GSTC staff and contractors

- Many governments are active with

- Member businesses seek a "sustainable

post-pandemic recovery

Virtual applause
for all of you
working hard to
"build back better"!!





GSTC Criteria

1. GSTC Industry Criteria
(2008, 2012, 2016)
2. GSTC Destination Criteria
(2013, 2019)



Standards-Setting Code



Four Pillars of GSTC Criteria

(A) Sustainability **Management**

(B) **Social** & Economic Benefits

Maximize benefits to the host community and minimize negative impacts

(C) **Cultural** Heritage

Maximize benefits to communities and culture; minimize negative impacts

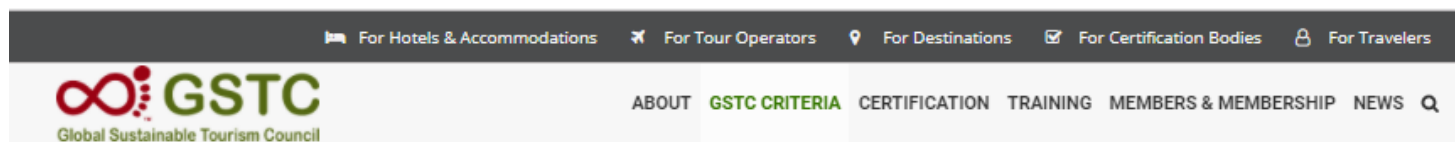
(D) **Environment**

Maximize benefits to the environment and minimize negative impacts





SDGs & GSTC Criteria



There is a strong relationship between the GSTC Destination Criteria and the Sustainable Development Goals (SDGs).

Below you will find the corresponding SDGs to each criterion of the GSTC Destination Criteria.

Also available is a [list of corresponding criterions \(GSTC Destination Criteria\) to each SDG](#).

SECTION A: Demonstrate effective sustainable management	SECTION B: Maximize economic benefits to the host community and minimize negative impacts	SECTION C: Maximize benefits to communities, visitors, and culture; minimize negative impacts	SECTION D: Maximize benefits to the environment and minimize negative impacts
A1 Sustainable destination strategy <p>The destination has established and is implementing a multi-year destination strategy that is publicly available, is suited to its scale; that considers environmental, economic, social, cultural, quality, health, and safety, and aesthetic issues; and was developed with public participation.</p> <div><div>7 AFFORDABLE AND CLEAN ENERGY</div><div>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</div><div>11 SUSTAINABLE CITIES AND COMMUNITIES</div><div>14 LIFE BELOW WATER</div><div>15 LIFE ON LAND</div></div>			



GSTC Programs & Activities

- **Standards** – keepers of the GSTC Criteria
- **Sustainable Tourism Training Program (STTP)**
 - ✓ capacity-building for all stakeholders
- **Destination Stewardship**
- **Assurance**
 - ✓ accreditation of certification bodies
 - ✓ recognition of standards
- **Market Access**
 - ✓ supply-chain development

Holistic
&
Systematic



Impacts Code



The Role of Sustainability Standards

- For training, education, awareness
- Basis for Measurement & Evaluation
- Basis for certification, awards, and other forms of verification / assurance
- Market Access clarity



GSTC Criteria

GSTC Industry Criteria

- Guiding principles for all types of tourism businesses
- Detail supports certification and accreditation of hotels/accommodations and tour operators

GSTC Destination Criteria

- Guidance for policy-makers: national, provincial, municipal
- A “how-to” manual for destination stewardship
- Detail supports certification and accreditation of destinations



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Sustainable Tourism Training Program



55 Participants

24 Countries

7+ Industry Sectors

Countries represented:

Australia, Belgium, Bhutan, Canada, China, Cyprus, Denmark, France, Germany, Hong Kong, India, Ireland, Israel, Mexico, Norway, Portugal, Singapore, Slovenia, South Africa, Spain, Sweden, Switzerland, United Kingdom, United States

Sector You're Most Closely Affiliated With

- Other
- Tour Operators and Travel Agents
- Destination Management
- Destination Marketing
- Destination Development
- Destination Management
- Destination Marketing





Sustainable Tourism Training Program

STTP Training Participants (2020)

No. of Participants

2016: 90
2017: 407
2018: 411
2019: 815
2020: 822

No. of Training Classes

2016: 5
2017: 11
2018: 17
2019: 35
2020: 28



*Including ongoing training sessions (as of November 2020)



Sustainable Tourism Training Program

STTP Updates & Highlights (2020)

NEW! STTP in Spanish

- First Spanish-language GSTC training online course (Oct-Nov 2020) in partnership with Regenera ONG
- Second course scheduled for March – April 2021

Custom Training for Destination Leaders and Industry Stakeholders

- [Innovation Norway](#)
- [USAID SCHEP in Jordan](#)
- [Bahamas Ministry of Tourism and Aviation](#)
- [Cayman Islands Department of Tourism \(CIDT\)](#)
- [Japan Tourism Agency \(JTA\)](#)

Custom Short Training for National & Regional Groups

- Short courses for ProColombia and Asociación Colombiana de Turismo Responsable (ACOTUR), supported by SIPPO Swiss Import Promotion Programme (Spanish)
- Pacific Islands Tourism Professional Fellows Program, supported by the East-West Center (Honolulu, HI)
- Sustainable Tourism Destination Development – SusTour, Swiss-Indonesian Development Cooperation



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Destination Stewardship



DESTINATION STEWARDSHIP REPORT



A joint project of the Global Sustainable Tourism Council and Destination Stewardship Center

GLOBAL SUSTAINABLE TOURISM COUNCIL DESTINATION ASSESSMENT

Dubrovnik, Croatia
2019



GSTC Accredited CBs Certifying Destinations





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Certification as a form of Assurance

- Verify the validity of claims
- Risk management
- Provides discipline for improvement
- Market access function



Assurance Code

ISO-17065 for Certification

ISO-17011 for Accreditation... plus other ISO standards



Standard Owner (GSTC Criteria)



Accreditation Body for GSTC

Certification Bodies Accredited to the GSTC Criteria

Certifying Hotels and/or Tour Operators



Certifying Destinations





Assurance

- **“Recognition” of standards**

2008 to the present

Relates to standards only – words, not processes

- **Accreditation of certification bodies**

2016 to the present

Intensive review and confirmation of auditing and certification process and systems – must comply to the detailed GSTC Accreditation Manual which references relevant ISO Standards

Basis for full access to GSTC Market Access activities



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 - ✓ recognition of standards & certification bodies
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 - ✓ supply-chain development





Market Access: TUI Group



CREDIBILITY THROUGH CERTIFICATION

We expect our own hotels and hotel partners to implement credible, independent sustainability certifications to demonstrate social and environmental good practice. Our ambition is to increase the number of hotels with sustainability certifications to accommodate 10 million customers a year by 2020.

We encourage our hotels to aim for certification that meets the Global Sustainable Tourism Council (GSTC) standard. A mandatory clause in contracts with our accommodation suppliers outlines minimum expectations and requires them to work towards credible GSTC-recognised sustainability certification.





Market Access: Royal Caribbean



ROYAL CARIBBEAN CRUISES LTD.



Sustainable Seafood Target

Responsibly source 90 percent of its wild-caught seafood by volume from MSC certified sustainable fisheries by 2020



Global Tour Operations Target

By the end of 2019, “sustainable tours” offered by RCL will be provided by sustainably certified operators





Market Access

The key to these strategies:

Setting targets

- ✓ Attainable but challenging
- ✓ Reasonable timetables 3+ years

“We choose to go the moon!”

U.S. President John F. Kennedy,
September 12, 1962

Target reached: July 20, 1969





Where do we go next?

- Continue with global coverage
- Grow certification
- Cloud-based tools
- ISEAL Alliance Code Compliance by 2023

