

# **GSTC's Mission and Current Activities**

GSTC Members Meeting - 8 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 recovery"

post-pandemic  
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

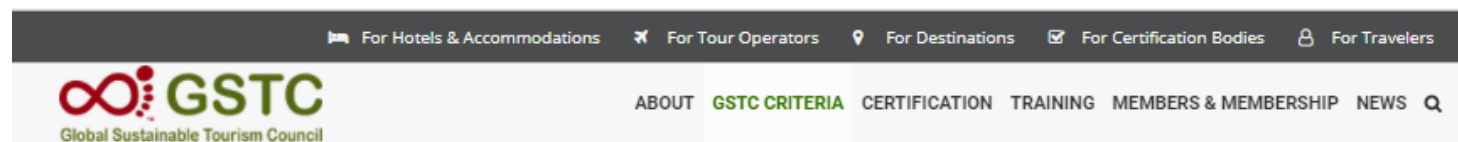
## (D) **Environment**

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

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.





# 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





# 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 Organizations
- Academy / Research / Education
- Government Organizations
- Non-Profit Organizations





# 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 and ISO-17021 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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  - ✓ 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

