



GSTC's Mission & Current Activities

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Chief Executive Officer, GSTC

7 September 2017



What is the GSTC?



The leading global authority in setting and managing *standards* for sustainable travel & tourism

Founding Organizations:



Sustainable Tourism – UNWTO/UNEP Definition

“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”

Making Tourism More Sustainable - A Guide for Policy Makers,
UNEP and UNWTO, 2005

Also in 2005, UNWTO and UNEP published “The 12 Aims of Sustainable Tourism”

Next came the GSTC in 2007...

GSTC Criteria

To date, **two** sets of GSTC Criteria have been developed:
1- Criteria for **Industry (Hotels & Tour Operators)** (2008, revised 2012, revised December 2016 with the new name of “Industry”)
2 - Criteria for **Destinations** (Nov 2013)

Each set of Criteria include these 4 pillars:

Sustainability Management



Social & Economic



Cultural



Environmental





Sustainable Tourism

“Sustainable Tourism is about a journey...a process of becoming more and more sustainable” – GSTC

“Sustainable tourism should not be taken to refer to a specific type of tourism. Instead, it is *an aspiration for the impacts of all forms of tourism.*”

- UNWTO Tourism for Development Discussion Paper on the occasion of the International Year of Sustainable Tourism for Development 2017

Maximize the Benefits – Minimize the Negatives

A: Demonstrate sustainable destination management
Demostrar una gestión sostenible del destino

B: Maximize economic benefits to the host community and minimize negative impacts
Maximizar los beneficios económicos para la comunidad receptora y minimizar el impacto negativo

C: Maximize benefits to communities, visitors, and culture; minimize negative impacts
Maximizar los beneficios para las comunidades, los visitantes y la cultura y minimizar el impacto negativo

D: Maximize benefits to the environment and minimize negative impacts
Maximizar los beneficios para el medio ambiente y minimizar el impacto negativo

Criteria examples

D. Maximize benefits to the environment and minimize negative impacts

D5 Energy conservation

The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report energy consumption, and reduce reliance on fossil fuels.

D5 Conservación de la energía

El destino tiene un sistema para alentar a las empresas a medir, controlar, reducir y dar a conocer al público el consumo energético, así como para reducir la dependencia de los combustibles fósiles.

Criteria examples

A: Demonstrate sustainable destination management

A2 Destination management organization

The destination has an effective organization, department, group, or committee responsible for a coordinated approach to sustainable tourism, with involvement by the private sector and public sector. This group is suited to the size and scale of the destination, and has defined responsibilities, oversight, and implementation capability for the management of environmental, economic, social, and cultural issues. This group's activities are appropriately funded.

A2 Organización de gestión del destino

El destino cuenta con una organización, departamento, grupo o comité efectivo, responsable de abordar de manera coordinada la sostenibilidad turística, y en el que participan el sector privado y el sector público. Este grupo tiene una composición adecuada para el tamaño y la escala del destino y posee unas responsabilidades definidas, así como capacidad supervisora y ejecutora para la gestión de cuestiones ambientales, económicas, sociales y culturales. Las actividades del grupo cuentan con una financiación apropiada.

Criteria examples

C: Maximize benefits to communities, visitors, and culture; minimize negative impacts

C2 Visitor management

The destination has a visitor management system for attraction sites that includes measures to preserve, protect, and enhance natural and cultural assets.



C2 Gestión de visitantes

El destino tiene un sistema de gestión de visitantes para los sitios de interés turístico, que incluye medidas para conservar, proteger y mejorar los bienes naturales y culturales.

Section B: Maximize economic benefits to the host community and minimize negative impacts

Criterion B3 Public participation

The destination has a system that encourages public participation in destination planning and decision making on an ongoing basis.

B3 Participación pública

El destino tiene un sistema que alienta la participación pública en la planificación del destino y en la toma de decisiones al respecto de manera continua.

Performance Indicators:

IN-B3.a. System for involving public, private, and community stakeholders in destination management planning and decision making

IN-B3.b. Public meeting(s) to discuss destination management issues each year

Criteria examples

B: Maximize economic benefits to the host community and minimize negative impacts

B2 Local career opportunities

The destination's enterprises provide equal employment, training opportunities, occupational safety, and fair wages for all.

B2 Oportunidades profesionales en el entorno local

Las empresas del destino ofrecen iguales oportunidades de empleo y formación, seguridad ocupacional y sueldos justos para todos.

The Role of Standards

- Basis for certification
- For training, education, awareness
- Guidelines for legal and regulatory codes
- Measurement & Evaluation
- Market Access clarity





GSTC Criteria

- Worldwide applicability
- Suitable for developed and developing countries
- For large and small businesses, and for destinations
- For urban, rural, and natural areas
- Considering traditional and indigenous communities
- Translations are available in many languages

The Role of Certification

- Verify the validity of claims and fighting false claims (“greenwashing”)
- Risk management mitigation
- Provides discipline for improvement
- Market access function



GSTC's Programs:

- **Accreditation** – *providing internationally recognized accreditation to qualified certification bodies*
- **Market Access** – *increasing demand and access for sustainable product*
- **Destination Program** – *destinations managed sustainably*
- **Sustainable Tourism Training Program** - *capacity-building for all*

*All are driven by the **GSTC Criteria***



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GSTC Integrity Program

“GSTC Recognized” is placed on a set of standards that includes the GSTC Criteria

Refers to *words only*

Does *NOT* refer to:

- the *process* by which the standards are applied
- the organization that owns the standards

A certifying body is not Recognized; it's standards are



GSTC Integrity Program

“GSTC Accredited” = the standards used to certify are GSTC Recognized, and have been verified for professionalism and objectivity in their application

GSTC Logo usage is allowed for the optional use of the owner of the standard and for its certificate holders



Recognized versus Accredited

These are two very different things

Recognition of standards is designed to promote the 4 pillars of sustainability

Accredited is designed to distinguish certification schemes with rigorous auditing and neutrality from others



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Codes for sustainable standards, certification, accreditation
in all sectors



Accreditation Bodies

X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Certification Bodies



CONTINUOUS IMPROVEMENT is built into each level



Accreditation Bodies



Certification Bodies

Eco-labeling is on the rise

MARKET

Green Building

Paper & Printing

Find Products

Logo Use

Using FSC Trademarks

Trademark Standards and Resources

Fraud Reporting

LOGO USE

Helping you to choose



Paper towels in Korea with the FSC logo



Novotel amenities



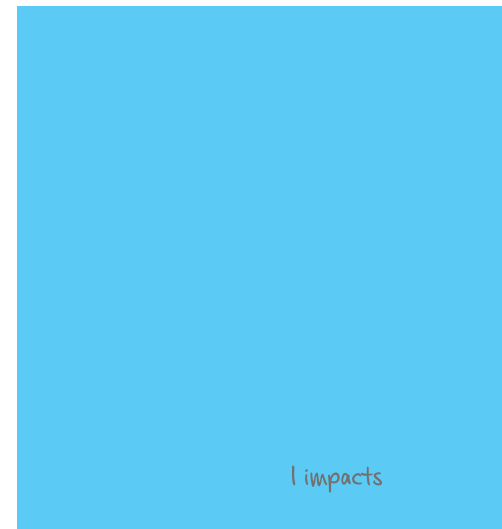
Rainforest Alliance fair trade coffee at McDonalds

Travel products have very little consumer-facing ecolabeling

Travel & Tourism offers *services*
...these are more difficult to label than are tangible commodity *products*

However...

The GSTC framework is now applied to making supply chains more sustainable...two leading cases



SUSTAINABILITY CERTIFICATION

To demonstrate their commitment to social and environmental good practice, we expect our own hotels and our hotel partners to implement credible sustainability certifications. Our goal is to increase the number of hotels achieving credible certifications that by 2020 we can take more than 10 million guests to hotels with credible certifications – up from 10 million in 2015.

GLOBAL SUSTAINABLE TOURISM COUNCIL

GSTC is a global initiative dedicated to promoting sustainable tourism practices around the world. At the heart of GSTC are the Global Sustainable Tourism Criteria (GSTC Criteria), principles covering all aspects of sustainable tourism – social and economic – that provide a framework for assessing the sustainability of tourism businesses.

TUI focuses on certifications that are aligned with the Global Sustainable Tourism Criteria. Currently 25 standards have achieved GSTC recognition or approval, including TraveLife,



77% of TUI group-owned hotels had sustainability certifications

ability
porter, with
product offering
board and
stricter criteria
to international

standards (including GRI and LEED) and cover areas such as reducing waste, use of water, energy and harmful chemicals, supporting local communities and protecting employees, wildlife and human rights.

www.travlife.org

www.gstcouncil.org

Royal Caribbean & WWF Set Sustainability Goals

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, all “sustainable tours” offered by RCL will be provided by GSTC certified operators



Sustainable Consumption and Production



25% of consumption demand
controls 40-50% of production

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Destinos - Programa Early Adopter

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Early-Adopter Spotlight: Lake Llanquihue in Chile Completes “Early Adopter” Assessment of Global Sustainable Tourism Criteria for Destinations

Thursday, 05 December, 2013 20:14

Last Updated on Thursday, 05 December, 2013 20:14

Written by GSTC Staff

0 Comments



The Chilean destination of Lake Llanquihue has completed the [Global Sustainable Tourism Council's](#) (GSTC) Early Adopters pilot program to test its new Criteria and Indicators for Destinations. The destination joins the Cusco-Sacred Valley-Machu Picchu corridor in Peru as the first South American destinations to participate in and complete the [GSTC Early Adopters](#) program.

The Early Adopters program is overseen by GSTC's Destination Working Group and managed by NGO partner [Sustainable Travel International](#) (STI). The Destination Criteria complement the existing GSTC Criteria for Hotels and

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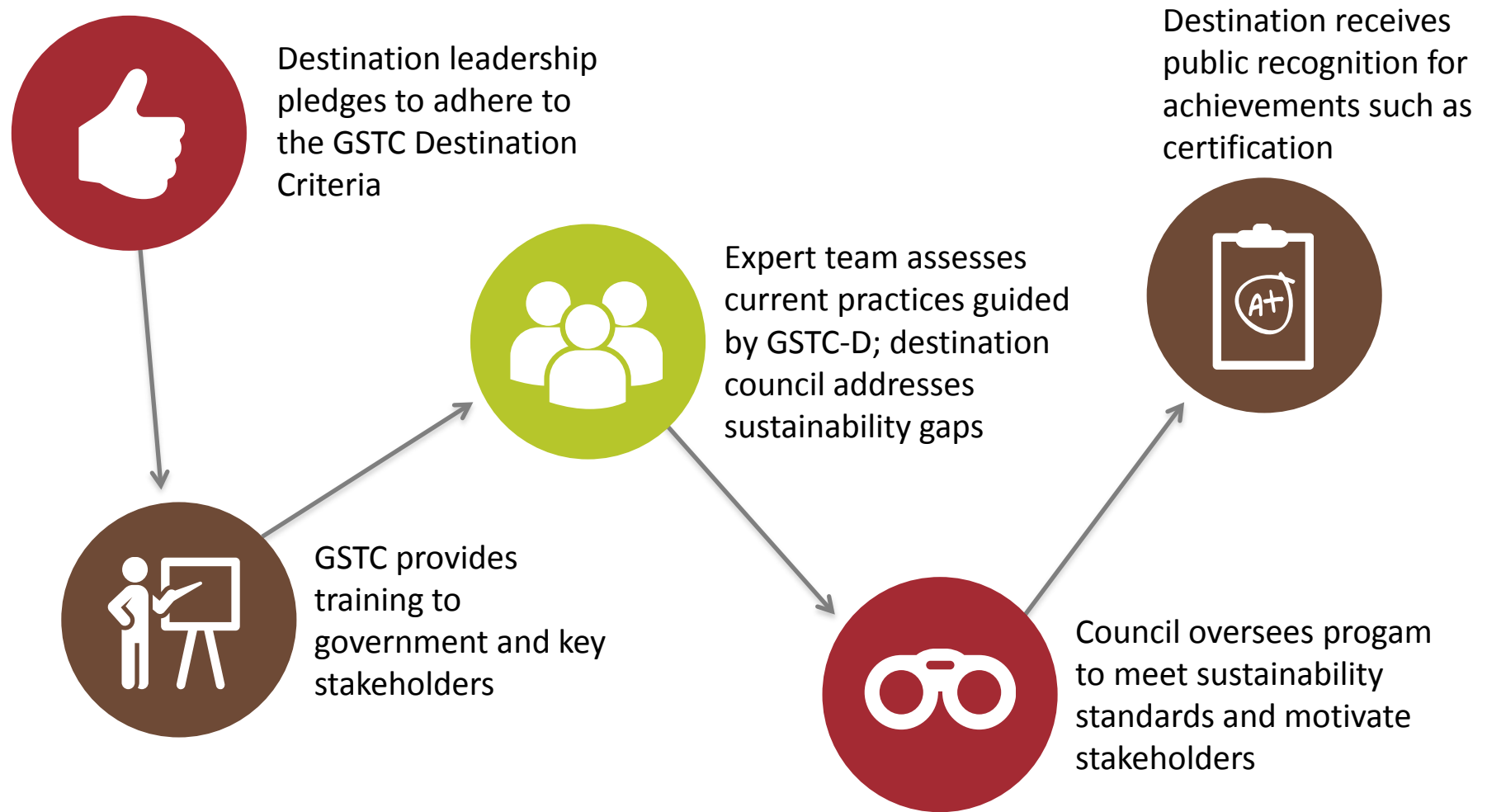
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www.gstcouncil.org

Roadmap to Sustainable Destinations

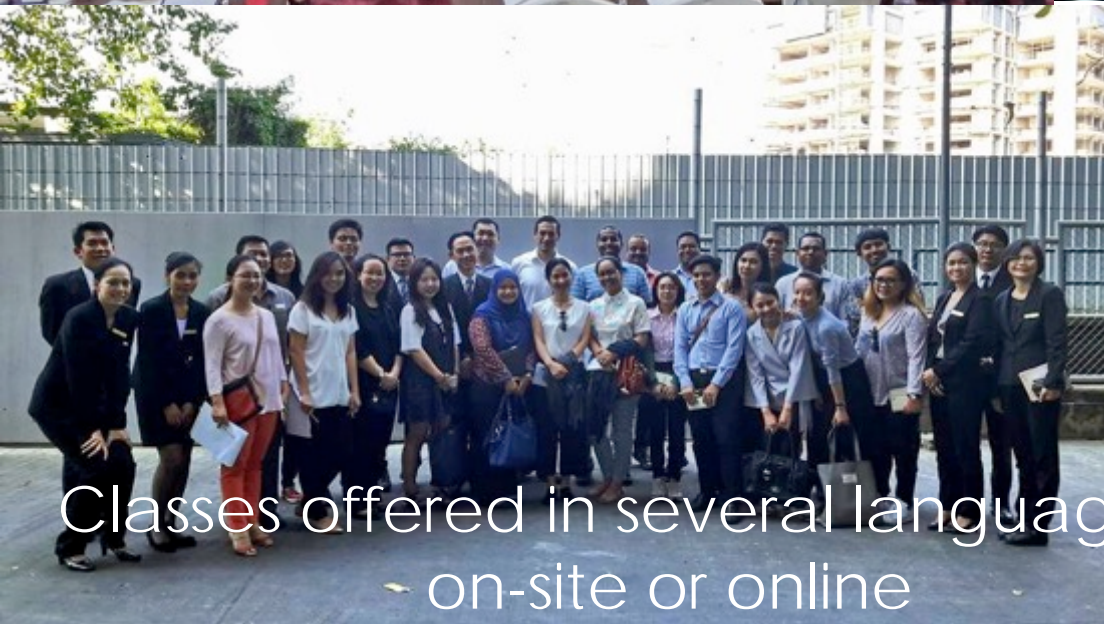


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Sustainable Tourism Training Program



GSTC Sustainable Tourism Training Program | Jan-June 2017

259 Participants from 40 Countries

34 from
NORTH
AMERICA

12 from
CENTRAL &
SOUTH AMERICA

66 from
EUROPE

4 from
MIDDLE EAST

4 from
AFRICA

65 from
EAST ASIA

68 from
SOUTH &
SOUTHEAST ASIA

6 from
OCEANIA



www.gstc.org **GSTC**

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GSTC Working Groups:

- *International Standards*
- *Education & Training*
- *Communications & Membership*
- *Market Access*
- *Destination Stewardship*
- *Business Travel*

GSTC Country Representatives:

- *Beatriz Barreal – Mexico*
- *Natalia Naranjo – Colombia & Ecuador*
- *Ioannis Pappas – Greece*
- *Blake Rogers – Canada*
- *Jorge Moller - Chile*



Conference Preview – increase knowledge and awareness of...

✧ Effective sustainable tourism strategies for businesses, policy-makers, and destination managers – in Aysen and throughout the world

✧ The value and roles of standards and certification in sustainable consumption and production, including the value of Certification Bodies gaining GSTC Accreditation, and harmonizing public sector and private sector approaches to certification

✧ Other key themes: climate change adaptation, marketing sustainable products, indigenous tourism

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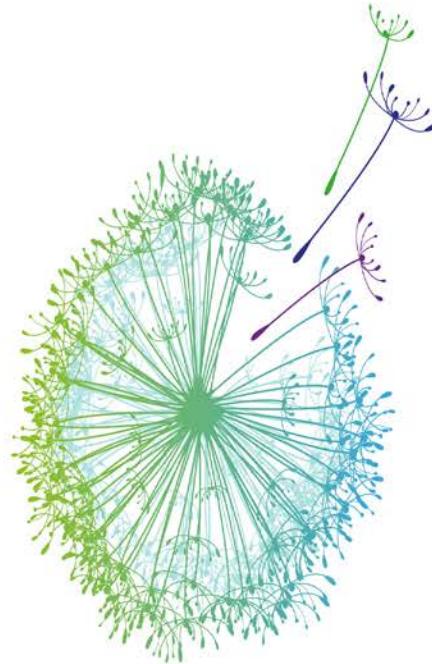
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2017
**AÑO INTERNACIONAL
DEL TURISMO SOSTENIBLE
PARA EL DESARROLLO**

GSTC

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