

GSTC's Mission and Current Activities

GSTC Members Meeting - 7 December 2021

Randy Durband, GSTC CEO





Who is the GSTC?

Sustainable Tourism is:

“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 & UNWTO, 2005

GSTC was then formed in 2007

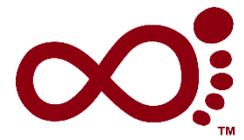
by these Founding Organizations:



UNEP UNWTO Sabre

2015 TOI merger





Four Pillars of GSTC Criteria

(A) Sustainability **Management**

(B) **Social & Economic Benefits**

Maximize benefits to the host community and minimize negative impacts

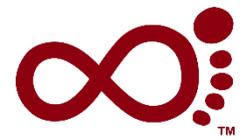
(C) **Cultural Heritage**

Maximize benefits to communities and culture; minimize negative impacts

(D) **Environment**

Maximize benefits to the environment and minimize negative impacts





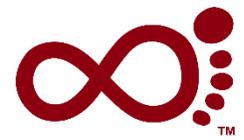
GSTC Criteria

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



GSTC Criteria should be applied in stages

- Download the Criteria free of charge in many languages
- ↓ Use for awareness among staff and other stakeholders

- ↓ Use as an entry-point to a holistic approach by first working to compliance with some but not all the Criteria

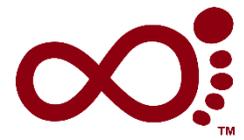
- ↓ Increase over time to eventual compliance with 100%
- ✓ External verification through impartial awards and/or certification



ISEAL Community Member



Tourism Subsector	Global Standard
Hotels/Accommodations	GSTC Industry Criteria
Tour Operators <small>(includes tour packages, land transport, agencies selling travel)</small>	GSTC Industry Criteria
Destination Management + Public Policy	GSTC Destination Criteria
Aviation	IATA and ICAO guidelines
Cruise	No global standards <small>(GSTC is considering developing)</small>
MICE – Meetings, Incentives, Conferences/Conventions, Events / Exhibitions	Several but ISO-14064 seems to stand out <small>(GSTC is considering developing)</small>
Attractions (museums, entertainment, theme parks, cultural & natural sites, etc.)	No global standards
Restaurants/Food	No global standards, but elements are included in MSC, ASC, Preferred by Nature, and others
Other businesses	B-Corp as default when specialized standards are not available



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



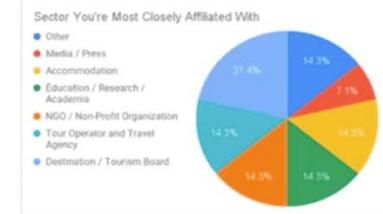
Sustainable Tourism Training Program



50 Participants **24** Countries **7+** Industry Sectors

Countries represented:

Australia, Canada, Denmark, Finland, France, Germany, India, Indonesia, Ireland, Italy, Japan, Mexico, Montenegro, Norway, Philippines, Portugal, San Marino, Singapore, Slovenia, Switzerland, Sweden, Taiwan, UK, USA





Sustainable Tourism Training Program



GSTC SUSTAINABLE
BUSINESS TRAVEL
ONLINE COURSE



Sustainable Tourism Training Program



**GSTC SUSTAINABLE HOTEL
ONLINE COURSE**



Sustainable Tourism Training Program

Other Highlights (2021)

Capacitación en Turismo Sostenible del GSTC

- Since 2020, the GSTC Sustainable Tourism Course has been offered regularly in Spanish
- Additional Spanish-course options in 2022 (April-May, Sept-Oct)

Custom / Private Group Training for Destination Leaders and Industry Stakeholders

- Bahamas Ministry of Tourism and Aviation
- Japan International Cooperation Agency (JICA)
- Japan Tourism Agency (JTA)
- Swisscontact Indonesia
- ICONTEC Colombia
- SIPPO Colombia
- IDM Südtirol



Sustainable Tourism Training Program

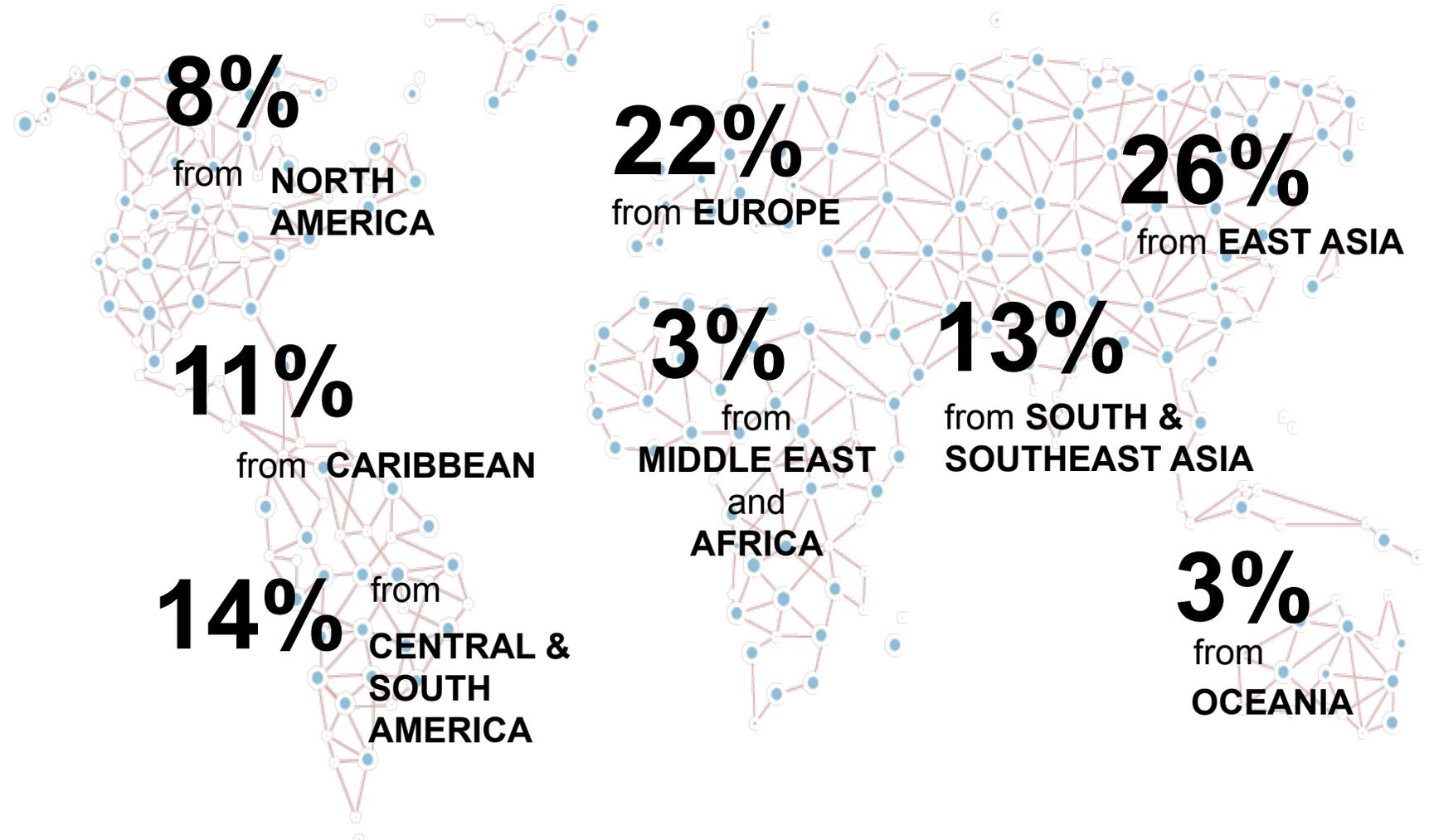
STTP Training Participants (2021)

of Participants

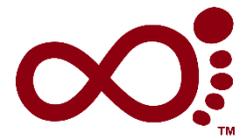
2016: 90
2017: 407
2018: 411
2019: 815
2020: 822
2021: 1308

of Training Classes

2016: 5
2017: 11
2018: 17
2019: 35
2020: 28
2021: 46



*Including ongoing training sessions (as of November 2021)



Destination Stewardship Report



Center for Responsible Travel



Destination Stewardship Report

The Destination Stewardship Report is an e-quarterly collaboration between the Destination Stewardship Center and the Global Sustainable Tourism Council that provides practical information and insights useful to anyone whose work or interests involve improving destination stewardship in a post-pandemic world.

SUBSCRIBE TO QUARTERLY DESTINATION STEWARDSHIP REPORT



Destination Stewardship Report – Autumn 2021 (Volume 2, Issue 2)

November 3rd, 2021

Destination Stewardship Report Autumn 2021 October-December (Volume 2, Issue 2) The Destination Stewardship Report is an e-quarterly collaboration between the Destination Stewardship Center and Global Sustainable [...]



Destination Stewardship Report – Summer 2021 (Volume 2, Issue 1)

July 16th, 2021

Destination Stewardship Report Summer 2021 July-September (Volume 2, Issue 1) The Destination Stewardship Report is an e-quarterly collaboration between the Destination Stewardship Center and Global Sustainable [...]



Destination Stewardship Report – Spring 2021 (Volume 1, Issue 4)

April 16th, 2021

Destination Stewardship Report Spring 2021 April-June (Volume 1, Issue 4) The Destination Stewardship Report is an e-quarterly collaboration between the Destination Stewardship Center and Global [...]

DESTINATION STEWARDSHIP

YEARBOOK

2020
2021





2021
BCRTS
Tourism Summit



REIMAGINING THE FUTURE OF TOURISM: REBUILD, REFRAME AND RETHINK

3 GSTC Destination Management Workshops, 6 BCRTS Panels, 25 Virtual Booths

November 3rd & 4th, 2021

Workshop 1: Measuring Carbon Emissions

Workshop 2: Engagement with the Private Sector

Workshop 3: Natural Areas and Visitor Management

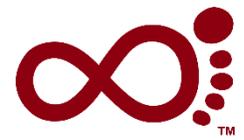
Session 1: Visitor Use Management and Overtourism

Session 2: Public-Private Sector Collaboration

Session 3: Indigenous Destination and Community Partners

- 891 registrations from 60 countries
- Over 300 global workshop participants
- Recordings available on GSTC YouTube channel





GSTC Programs & Activities

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 - ✓ recognition of standards
- **Market Access**
 - ✓ supply-chain development



Attributes

GSTC Criteria (in full or in part)

Measurement

rating or scoring attributes

Verification

awards, certification



Assurance

“Recognition” of standards & systems

Attributes

2008 to the present

Relates to words only, not processes

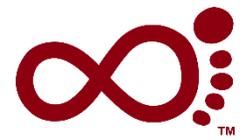
Accreditation of certification bodies

Verification

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



Hilton



“We have aligned our LightStay management system with the GSTC Criteria.”

“we continue to identify opportunities to achieve certification to the GSTC Criteria for our hotels to ensure the sustainability of our operations.”



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





Accreditation of certification bodies

- ✓ Review of the **rigour** of the audit process, auditor qualifications, certification committee composition, and more

- ✓ **Impartiality** of the auditors and certification decision-makers is essential
 - ISEAL Alliance Assurance Code line 5.1.4: "technical experts employed by assurance providers or oversight bodies are independent of the client"
 - GSTC Accreditation Manual line 8.5.4.1 inspired by ISO 17065: "personnel who have provided consultancy services for a client shall not be used for auditing or decision making for that client for a period of a minimum of two years"

Providing generic "how-to" content is fine, but coaching to improvement for specific businesses must be separated from the audit process and the certification decision



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TUI Group: Preferring Sustainable Services



TUI encourages all hotels offered to its 27 million customers to obtain certification that meets the GSTC Criteria

When TUI's Better Holidays, Better World sustainability strategy was rolled out across the business in 2015, the ambitious goal to deliver 10 million 'greener and fairer' holidays per year by 2020 was set. Data published in the latest sustainability report shows that this goal was achieved. 10.3 million customers stayed in hotels with sustainability certifications in 2019 alone, reaching our ambition of 10 million one year early.



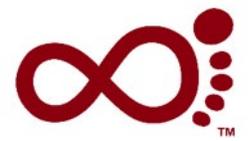


Holiday-Makers Requiring Sustainable Hotels

easyJet holidays

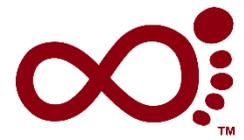
easyJet holidays will be supporting 100% of its directly contracted hotels to achieve certification by a GSTC Accredited Certification Body or certification to a GSTC Recognized Standard by the end of 2025.

Jet2holidays[®]
Package holidays you can trust



American Express Global Business Travel (AMEX GBT)

“Preferred contracting with hotels based on the GSTC Criteria as a global standard for a global framework with our regional partner Certification Bodies”



Royal Caribbean: Using Certified Tour Operators



ROYAL CARIBBEAN CRUISES LTD.



Global Tour Operations Target

Target for 1,000 “sustainable tours” by 2019.

Was greatly exceeded with 2,014 tours provided by sustainably certified operators

SUSTAINABILITY GOAL ACHIEVED:

1370 DESTINATION TOURS
provided by operators certified to the GSTC standard

Map destinations: USA, Mexico, Nicaragua, Costa Rica, Peru, Brazil, Uruguay, Bahamas, Jamaica, Aruba, Denmark, Germany, Belgium, France, Spain, Israel, Greece, Finland, Estonia, Slovenia, Croatia, Montenegro.



MSC Cruises: Sustainability Tour Program

“In 2019, approximately 10% of our excursions were with tour operators certified to the GSTC Criteria.

By the end of 2021, we aim for all tour operators used by MSC Cruises at our frequent destinations to be certified to a GSTC certification programme, or to be engaged in the process.”

– *MSC Cruises Sustainability Report 2019 (page 51)*

PLACE

SUSTAINABILITY REPORT 2019

SHORE EXCURSIONS

Shore visits are the highlight of our cruises and we work hard to ensure that the tours we offer are delivered sustainably, safely and can be enjoyed by people of all abilities.

Sustainable excursions

In 2019, approximately 10% of our excursions were with tour operators certified to the Global Sustainable Tourism Council (GSTC) standards. The GSTC includes two sets of criteria, one for destinations, and one for hotels and tour operators. They set specific requirements in order to protect and sustain the world's natural and cultural resources, as well as ensuring that tourism acts as a tool to ensure conservation and poverty alleviation.

By the end of 2021, we aim for all tour operators used by MSC Cruises at our frequent destinations to be certified to a GSTC certification programme, or to be engaged in the process.



GERT DEWULF
DE BUCK TRAVEL
GSTC certified tour operator

“We've been collaborating with MSC Cruises since 2012. Our most popular tour is from the port of Zeebrugge, where we bring guests to the city of Bruges for a guided walk and canal boat trip to see the unique historical city.

Our GSTC Certification by Travelife requires that we operate our business in a socially and environmentally friendly manner. This includes our services, how we monitor and manage our impacts, and how we support our suppliers on their road to sustainability. In total, more than 200 criteria need to be fulfilled.

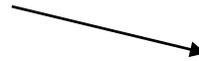
As a result of being GSTC certified by Travelife, we are much more aware of the choices and decisions we make and the actions we take.”



ROYAL CARIBBEAN CRUISES LTD.



Royal Caribbean CEO Adam Goldstein (and Chair of CLIA)
CLIA CEO Kelly Craighead
GSTC CEO Randy Durband
September 2019



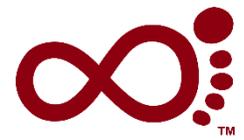
NEWS



MSC CRUISES TO LAUNCH PROTECTOURS – A SUSTAINABILITY TOUR PROGRAM AS PART OF LONG-STANDING COMMITMENT TO THE ENVIRONMENT

28/01/2020

Geneva, Switzerland, 28 January 2020 – Demonstrating a continued dedication to the environment, MSC Cruises, the world's fastest growing cruise line, has today unveiled not only a series of carefully selected shore excursions specifically designed to help protect and preserve Earth's natural beauty but also set specific objectives for local tour operator partners to become internationally certified under the Global Sustainable Tourism Council certification program.



Levels of assurance





Market Access

The key to these strategies:

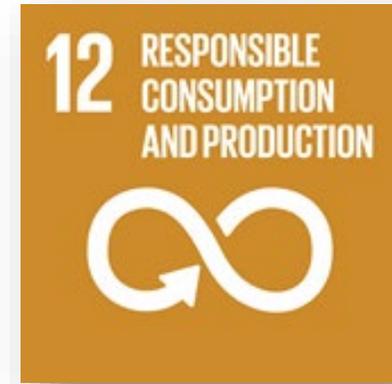
Setting targets

- ✓ Attainable but challenging
- ✓ Reasonable timetables 3+ years
months or years, not decades

“We choose to go the moon!”

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

Target reached: July 20, 1969





Man announces he will quit drinking by 2050



Where does GSTC go next?



- Measurement
- Impacts Reporting via technical reports + storytelling
- Apply the GSTC Criteria at all stages in the journey to sustainability
- Criteria expansion into additional travel and tourism sectors
- Continue to strengthen member engagement
- Preferred contracting of certified businesses
- Stronger emphasis on social issues from Section B
- ISEAL Alliance Code Compliance by end of 2023



How Can Members apply the GSTC Criteria?



- Encourage staff to read and use the Criteria
 - The Criteria are translated into many languages!
 - Spanish and Chinese language versions of our website
 - Explore our website!
 - Accessibility tools on our website





Languages

For Hotels For Tour Operators For Destinations For Business Travel For Certification Bodies How to be a Responsible Traveler



ABOUT GSTC CRITERIA CERTIFICATION TRAINING MEMBERSHIP EVENTS NEWS DONATE  

GSTC Criteria

Global standards for sustainable travel and tourism



For Hotels & Accommodations



For Tour Operators



For Destinations & Governments



For Corporate & Business Travel



For Certification Bodies



For Travelers





Accessibility

For Hotels For Tour Operators For Destinations For Business Travel For Certification Bodies How to be a Responsible Traveler



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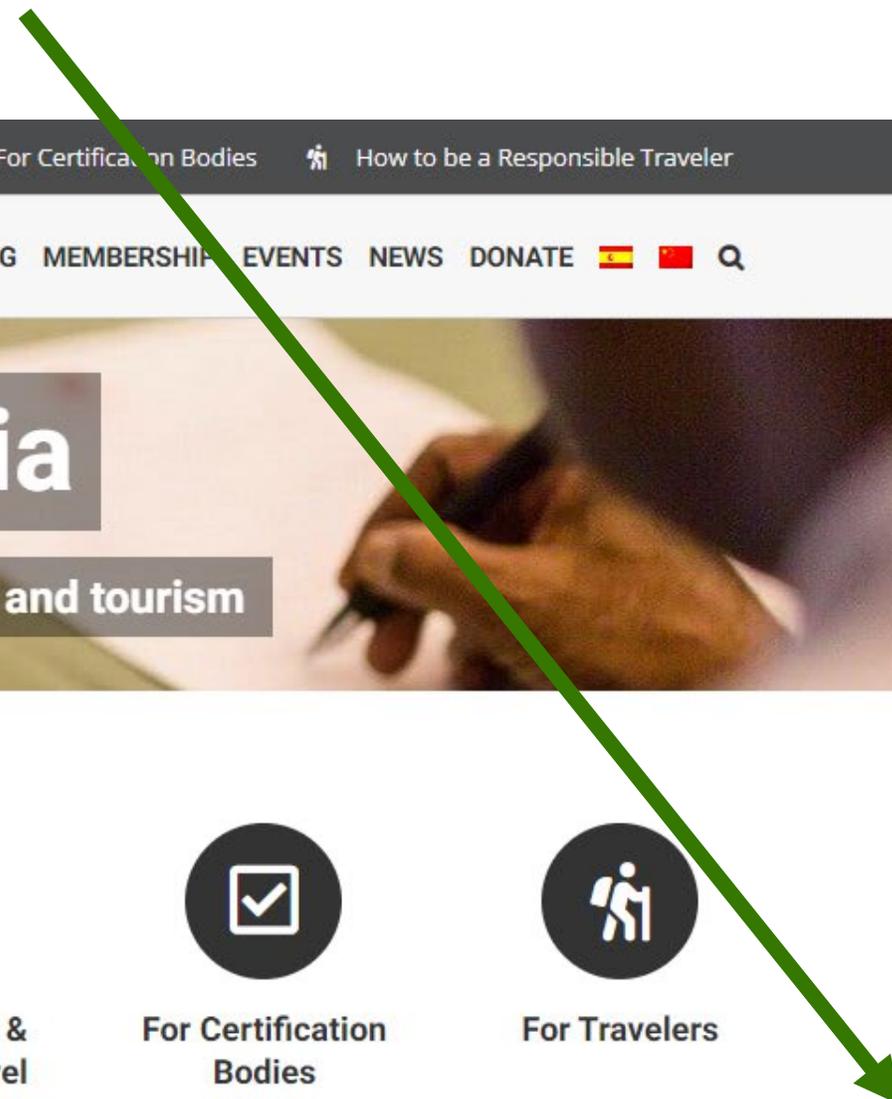
For Corporate & Business Travel

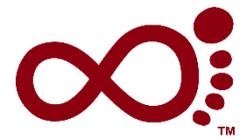


For Certification Bodies



For Travelers





Specific pages



For Hotels For Tour Operators For Destinations For Business Travel For Certification Bodies How to be a Responsible Traveler



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 - Explore our website!
 - Accessibility tools on our website
- Conduct self-assessments of your organization against the Criteria
- Send staff to GSTC training classes
- Preferred contracting of certified hotels & tour operators/DMC's
- Countless other ways! It's a journey....