GSTC

formed in 2007
by these Founding Organizations:

GSTC Industry Criteria
2008, 2012, 2016

GSTC Destination Criteria
2013, 2019

UNITED NATIONS FOUNDATION

UNEP   UNWTO   Sabre

ISEAL Community Member

Standards-Setting Code

GSTC
Global Sustainable Tourism Council

Four Pillars of GSTC Criteria

A: Demonstrate sustainable destination management
A: Sürdürülebilir destinasyon yönetimi sergileyin

B: Maximize economic benefits to the
host community and minimize negative impacts
*B: Ev sahibi toplum için ekonomik faydaları en
üst düzeye çıkarmak, olumsuz etkileri en aza indirmek*

C: Maximize benefits to communities, visitors,
and culture; minimize negative impacts
*C: Toplum, ziyaretçiler ve kültür için faydaları en
üst düzeye çıkarmak, olumsuz etkileri en aza indirmek*

D. Maximize benefits to the environment and minimize negative impacts
D. Çevreye olan faydaları en üst düzeye çıkarmak ve olumsuz etkileri en aza indirmek

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ISEAL Alliance – Partial list of Members

Climate Neutral Group

Climate Neutral Group (CNG) is dedicated to combatting climate change and supports organisations in achieving Absolute-zero emissions by mid-century, setting targets that are in line with, or more stringent than, the Paris Agreement. CNG was founded 20 years ago and has since rapidly expanded to provide...

iseal What is ISEAL Code Compliant?

Fair Trade USA

Fair Trade USA® is a non-profit organisation and the leading certifier of fair trade products in North America. Its trusted Fair Trade Certfied™ seal on a product signifies that it was made according to rigorous fair trade standards that promote sustainable livelihoods and safe working conditions, protection of the...

iseal What is ISEAL Code Compliant?

Fairtrade International

Fairtrade International is the organisation that coordinates Fairtrade labelling at an international level. Its standards are designed to tackle poverty and empower producers in the world's poorest countries. Fairtrade International also helps producers to gain Fairtrade certification and develop market opportunities...

iseal What is ISEAL Code Compliant?

Global Sustainable Tourism Council

The Global Sustainable Tourism Council (GSTC) establishes and manages global sustainable standards, known as the GSTC Criteria. There are two sets: Destination Criteria for public policy-makers and destination managers,...

Gold Standard

Gold Standard's vision is 'Climate security and sustainable development for all'. Their role as a standards body is to maximise the impact of climate and development activities. It was developed with an aim to ensure that projects that reduced carbon emissions under the UN's Clean Development Mechanism (CDM) also...

iseal What is ISEAL Code Compliant?

GoodWeave

GoodWeave is a non-profit organisation that seeks to end exploitative child labour in the carpet industry and offer educational opportunities to children and support to communities affected by exploitative practices by certifying carpets and rugs free from exploitive production. To earn the GoodWeave label, rug...

iseal What is ISEAL Code Compliant?

Forest Stewardship Council

The Forest Stewardship Council International Center is an international not-for-profit organisation established to promote the responsible management of the world's forests. FSC is a certification system that provides internationally recognised standard-setting, trademark assurance and accreditation to companies,...

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GEO Foundation

GEO Foundation is a global non-profit organisation whose main activity areas include advocacy for sustainability in and through golf, guidance and standard setting, capacity building and certification. Working in close collaboration with the industry and wider stakeholders, GEO Foundation addresses a gap in the market...

iseal What is ISEAL Code Compliant?

Global Infrastructure Basel

Global Infrastructure Basel is a Swiss foundation based in Basel working to promote sustainable and resilient infrastructure through sustainable infrastructure design and financing on a global scale.

Initiative for Responsible Mining Assurance

The Initiative for Responsible Mining Assurance (IRMA) approach to responsible mining is to certify social and environmental performance at mine sites globally using an internationally recognised standard that has been developed in consultation with a wide range of stakeholders. IRMA's global standard, developed...

LEAF

LEAF is a registered charity based in the UK which promotes sustainable food and farming and aims to 'inspire and enable prosperous farming that enriches the environment and engages local communities'. It designs and operates the LEAF Marque Standard – a global environmental assurance system recognising sustainably...

iseal What is ISEAL Code Compliant?

Marine Stewardship Council

The Marine Stewardship Council (MSC) is a certification and eco-labelling program for sustainable seafood from wild fisheries. They work with fisheries, seafood companies, scientists, conservation groups and the public to promote the best environmental choice in seafood globally. MSC's standards cover sustainable...

iseal What is ISEAL Code Compliant?

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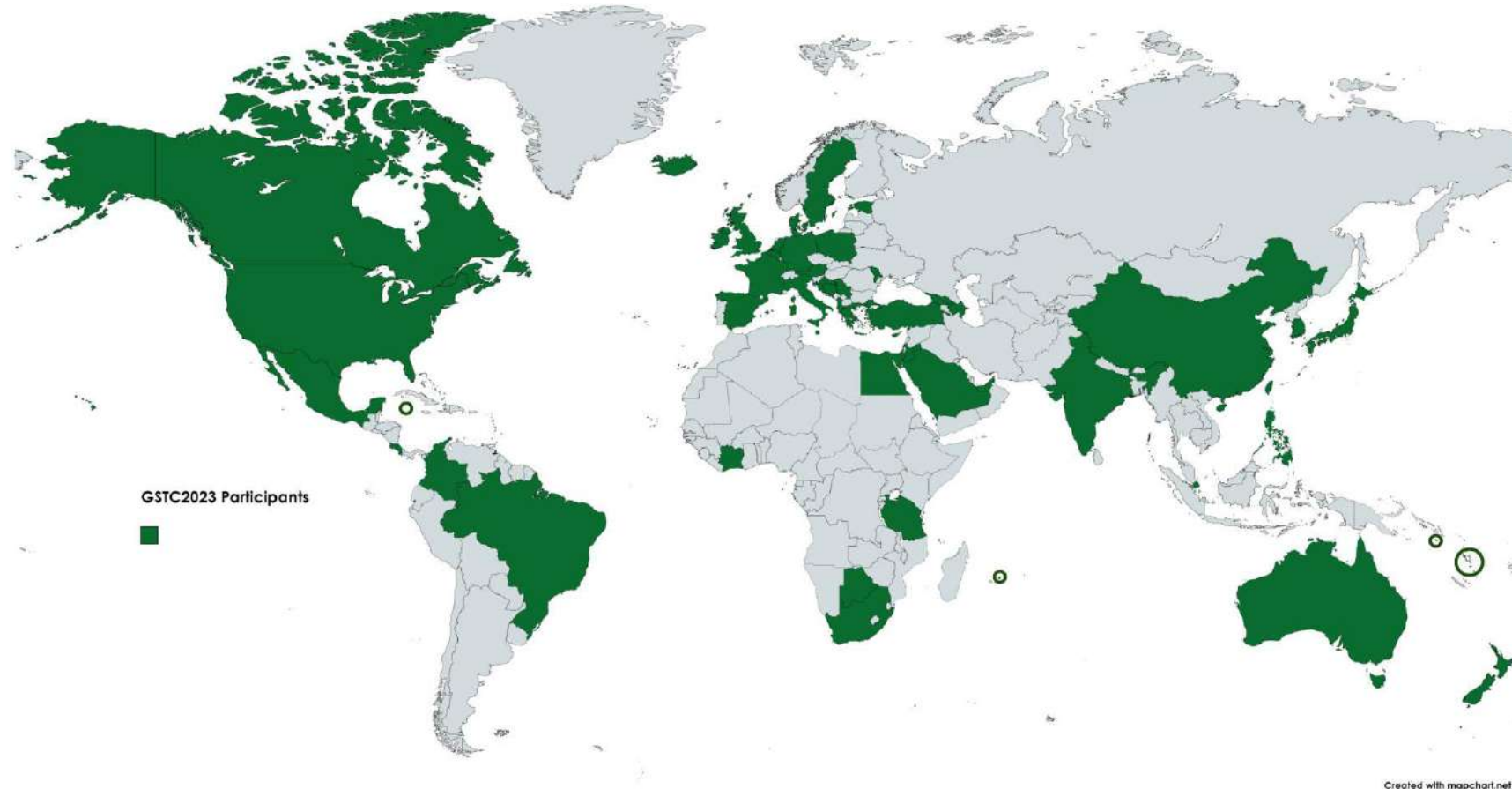Global Sustainable Tourism Council

GSTC's Members Categories

Hotel/Accommodation
Online Travel Agency (OTA)
Travel Agency (outbound)
Corporate & Business Travel
National Tourism Organization (NTO)
Destination Management Organization
(DMO)
Government Agency
Non-Profit Organization
Academic or Educational Organization
Tour Operator (inbound) / DMC
Media
Consultancy
Association
Cruise
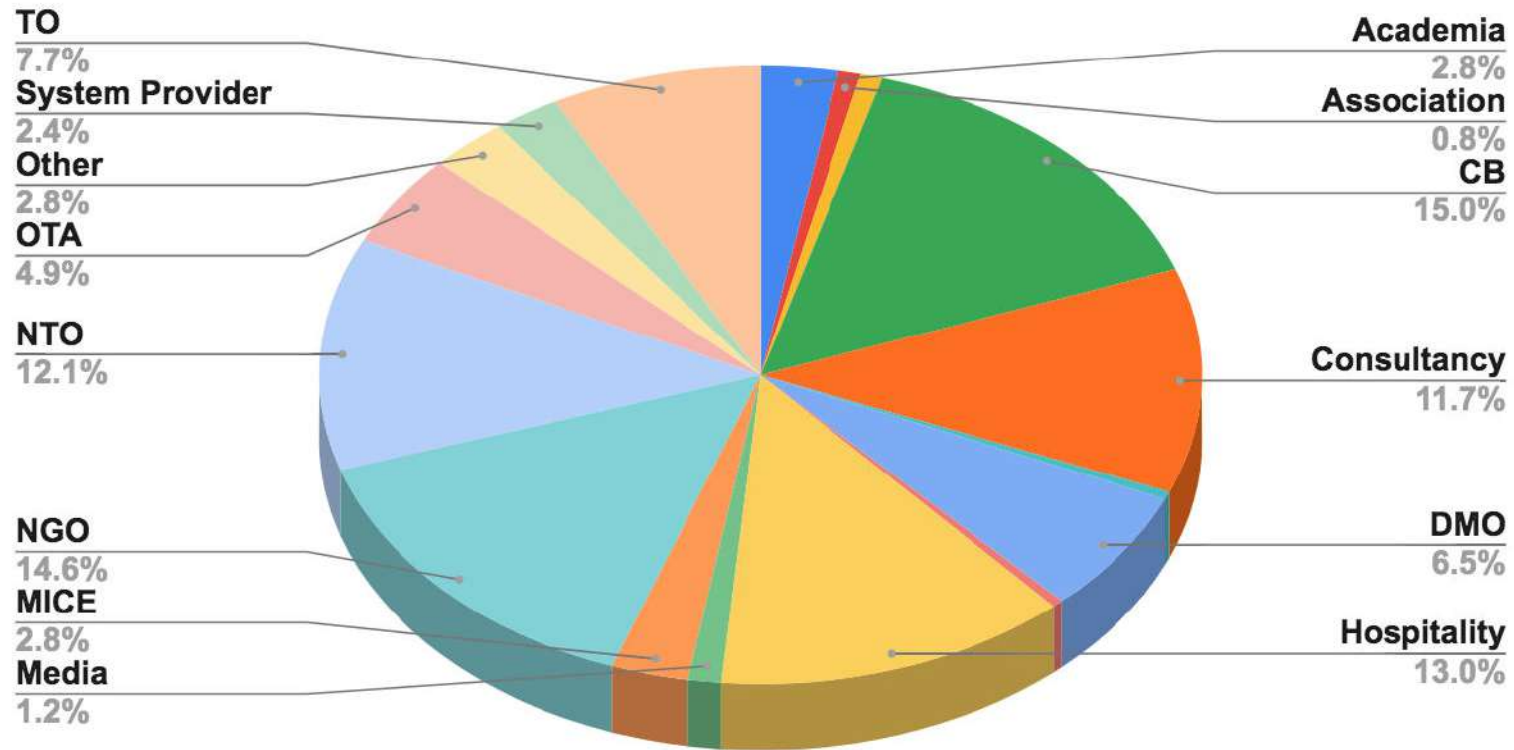Certification Body
Attraction

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

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ABOUT   GSTC CRITERIA   CERTIFICATION   TRAINING   MEMBERSHIP   EVENTS   NEWS   DONATE

GSTC2023 Global Conference
Antalya, Türkiye, May 9-12

For Hotels &
Accommodations

For Tour
Operators

For Destinations
& Governments

For Corporate &
Business Travel

For Certification
Bodies

For Travelers

78 countries

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#GSTC2023 Attendees

GSTC2023 Participants

GSTC 2023 Event Attendees

TO
7.7%
System Provider
2.4%
Other
2.8%
OTA
4.9%
NTO
12.1%
NGO
14.6%
MICE
2.8%
Media
1.2%

Academia
2.8%
Association
0.8%
CB
15.0%
Consultancy
11.7%
DMO
6.5%
Hospitality
13.0%

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Kavango Zambezi
(KAZA) Transfrontier
Conservation Area
Secretariat

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Sustainable Tourism Training Program

Sustainable Tourism Course

+ schedule

Sustainable Business Travel Course

+ schedule

Sustainable Hotel Course

+ schedule

Private or Custom Training

Auditor Training

Applied DEI in Travel Course

Accessible & Inclusive Travel Course

Tourism Subsector	Global Standard
Hotels/Accommodations	GSTC Industry Criteria
Tour Operators (includes tour packages, land transport, agencies selling travel)	GSTC Industry Criteria
Destination Management + Public Policy	GSTC Destination Criteria
Aviation	IATA and ICAO guidelines (no standards)
Cruise	IMO guidelines (no standards)
MICE – Meetings, Incentives, Conferences/Conventions, Events / Exhibitions	Several but none are applied globally *GSTC is developing MICE Criteria*
Attractions (museums, entertainment, theme parks, cultural & natural sites, etc.)	No global standards *GSTC is developing Attractions Criteria*
F & B	No global standards, but elements are included in MSC, ASC, Fair Trade, and others
Other businesses	B-Corp as default when specialized standards are not available

Sample Pathway to Sustainability

	Attributes	Level of Verification	Time Requirement
Tier 1	14 of the GSTC Criteria	Self-assessment	end of 2024
Tier 2	28 of the GSTC Criteria	low level desktop review of self-assessment by expert assessor	end of 2026
Tier 3	All 42 of the GSTC Criteria	Full certification by a GSTC-accredited Certification Body	end of 2028

Türkiye Ministry of Tourism is launching such a program; with strong mandates

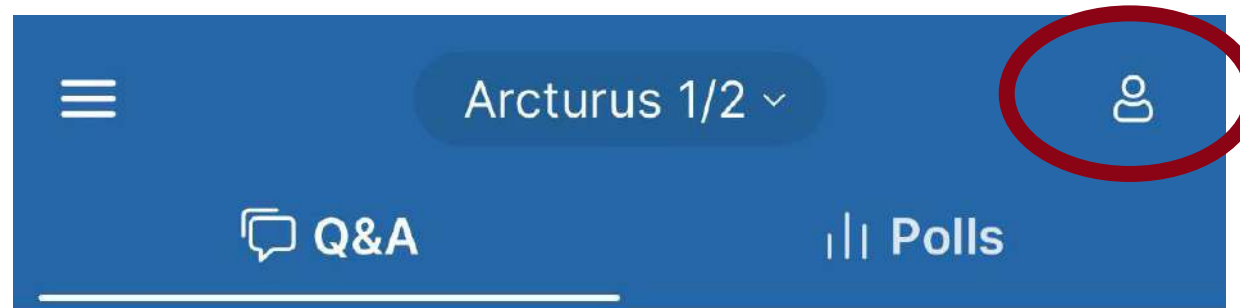Singapore Tourism Board is promoting and subsidizing hotel certification

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Conference Themes & Goals

- **All our conferences have a Destination Stewardship track**
- **Other themes: Hotels, Tour Operations, MICE**

- **Everyone here is an expert and could be on stage**
- **Designed for interactive shared learning**
- **Emphasis on real solutions to common challenges**
- **Time for Q&A**
- **Please visit the sponsored tables**

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Join at
slido.com
#GSTC2023

Create a profile on Slido

Let's give Slido a try

Are you aware of the EU Green Claims Directive?

❑ Yes, very aware
❑ Yes, a little
❑ No

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Slido Giveaway

Giveaway: The most active participant on Slido during the two-day conference will receive a prize. The winner will be announced on *May 11th*.

Prize: 3-night accommodation and registration to GSTC2024.

Social Media Giveaway

Social media giveaway: Post about the Conference on social media with the hashtag #GSTC2023 during *May 9th to 12th*

The most active person on social media will be announced on *May 19th*

Prize: 3-night accommodation and registration to GSTC2024

GSTC Sponsors

Conference Media Partners

GSTC
Global Sustainable Tourism Council

Investing in Our Planet – The Global Environment Facility

Yasemin Biro Kirtman – Senior Environmental Specialist, The Global Environment Facility (GEF)

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