



Global Sustainable Tourism Council

GSTC Mission, Activities, Plans

Randy Durband
GSTC CEO



GSTC

formed in 2007

by these Founding Organizations:



UNEP UNWTO Sabre

GSTC Industry Criteria

2008, 2012, 2016

**ISEAL Community
Member**

GSTC Destination Criteria

2013, 2019

Standards-Setting Code

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

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...



Fair Trade USA™

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 Certified™ 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...



What is ISEAL Code Compliant?



FAIRTRADE INTERNATIONAL

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...



What is ISEAL Code Compliant?



Global Sustainable Tourism Council

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

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...



What is ISEAL Code Compliant?



goodweave®

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...



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...



What is ISEAL Code Compliant?



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...



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...



LINKING ENVIRONMENT AND FARMING Integrated Farm Management

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...



What is ISEAL Code Compliant?



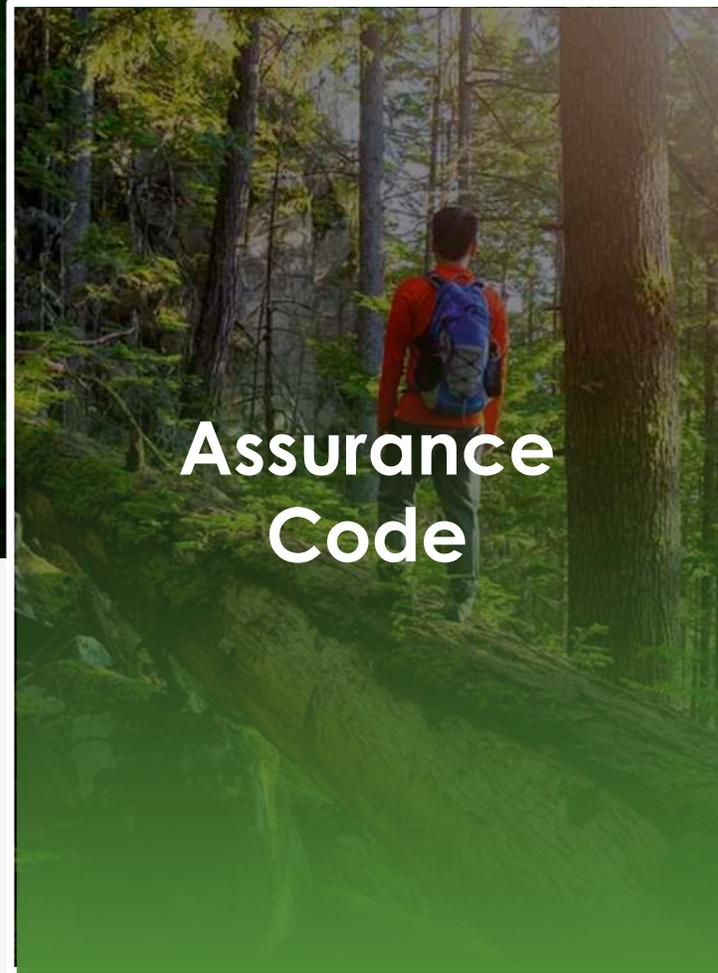
Marine Stewardship Council

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...



What is ISEAL Code Compliant?

ISEAL Community Member



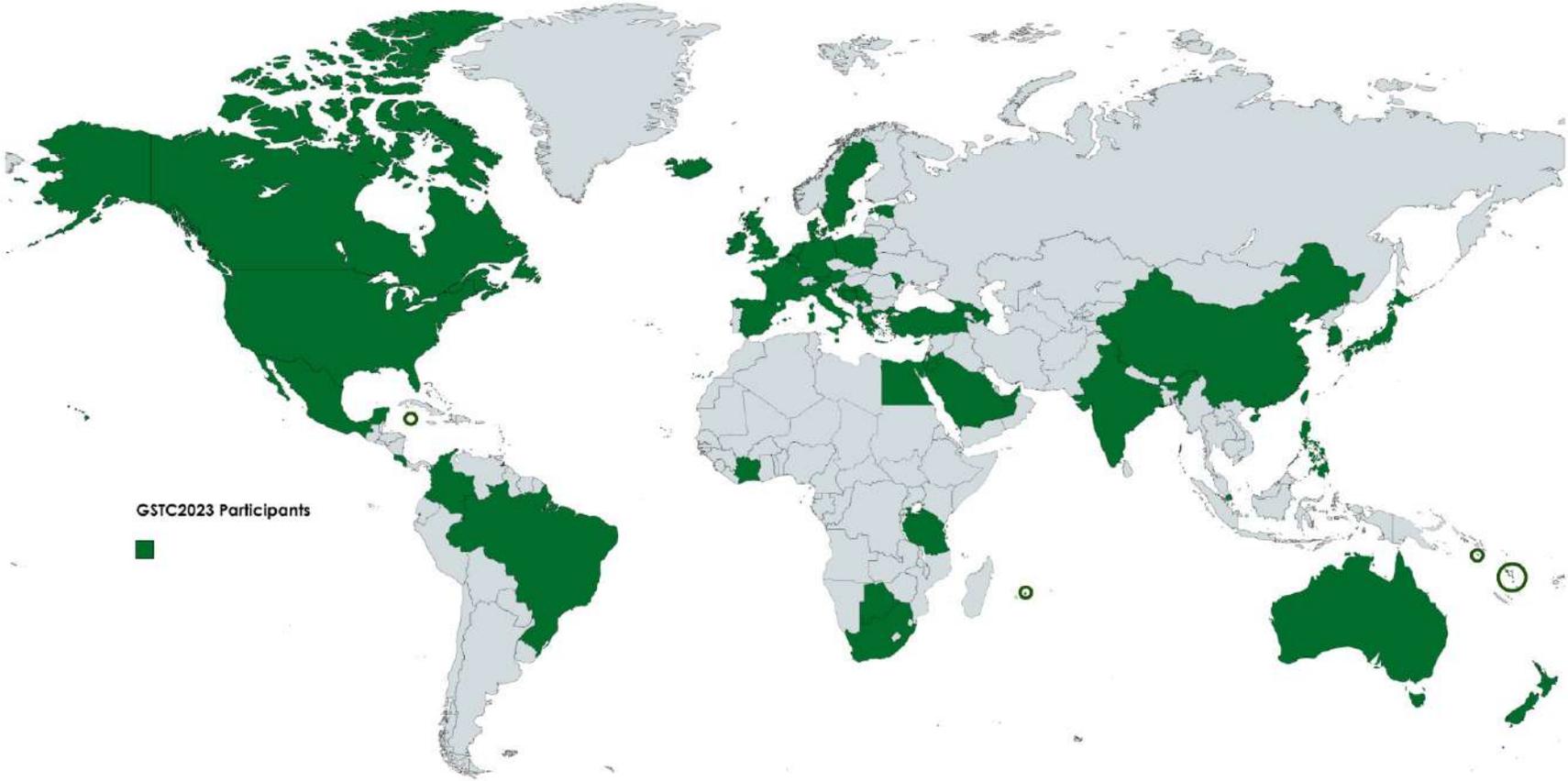
GSTC's Members Categories

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



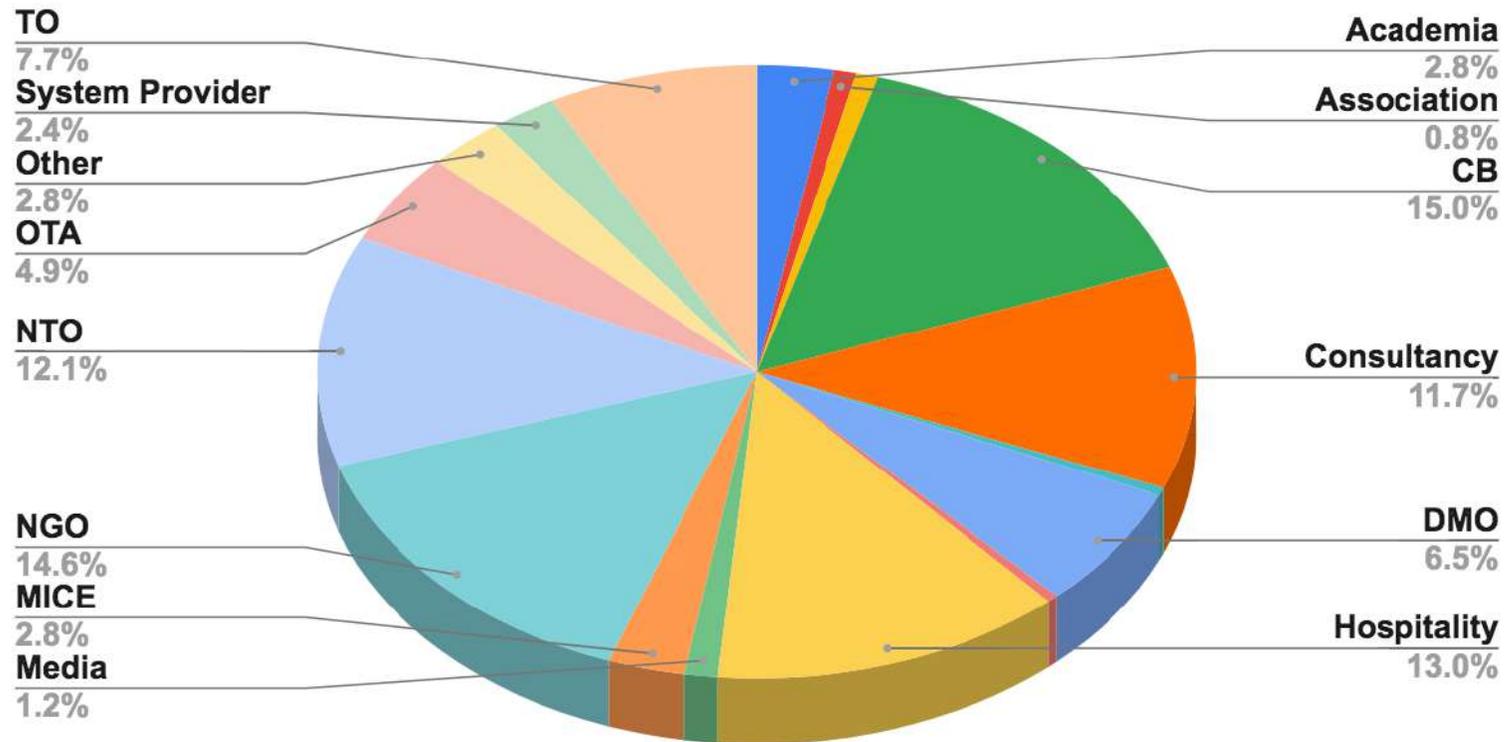
78 countries

#GSTC2023 Attendees



Created with mapchart.net

GSTC 2023 Event Attendees



GSTC Board of Directors



GSTC Board of Directors



Luigi Cabrini
Chairman of the Board
of Directors of the GSTC



Dr. Kelly Bricker
Professor, Sustainable
Tourism, Ecotourism &
Nature-based Recreation,
Arizona State University



CB Ramkumar
Director of Green Dreams
for the Planet



Dr. Ioannis Pappas
CEO of Green
Evolution SA



Natalie Kidd
Chief People and
Purpose Officer,
Intrepid Group



Randy Durband
CEO of GSTC



Dr. Elif Balci Fisunoğlu
Vice General Manager,
Tourism Operations
and Development. TGA



Cathy Parsons
Accreditation
Panel Chair,
GSTC



Matt Callaghan
Sustainability
Director,
EasyJet



Kuniko Takasaki
Chief Communication
Officer, JTB Group



Rika Jean-François
CSR Commissioner,
ITB Berlin



Koko Tang
Co-founder and CEO
of Vinetree Tourism

GSTC Board of Directors



Charlotte Wwiebe
Group
Sustainability Director,
TUI Group



Glenn Mandziuk
CEO,
Sustainable
Hospitality Alliance



Ingunn Sørnes
Special Adviser,
Innovation Norway



Ameet Konkar
Sustainability
Director,
Airbnb



Beatriz Barreal Danel
Founder and
CEO of Sustainable
Riviera Maya



Wu Wenda
Director of Mt. Huangshan
Scenic Area Administrative
Committee (HSAC)



Hyun (Hugh) Kim
Executive Director,
Jeonbuk Culture and
Tourism Organization
(JBCT)



Prof. Kumi Kato
Professor,
Faculty of Tourism,
Wakayama
University



Dr. Anna Spenceley
Chair, IUCN Tourism and
Protected Areas
Specialist Group;
Travalyst Independent
Advisory Group



Netsai Bollmann
Programme Manager,
Kavango Zambezi
(KAZA) Transfrontier
Conservation Area
Secretariat

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 <i>GSTC is developing MICE Criteria</i>
Attractions (museums, entertainment, theme parks, cultural & natural sites, etc.)	No global standards <i>GSTC is developing Attractions Criteria</i>
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

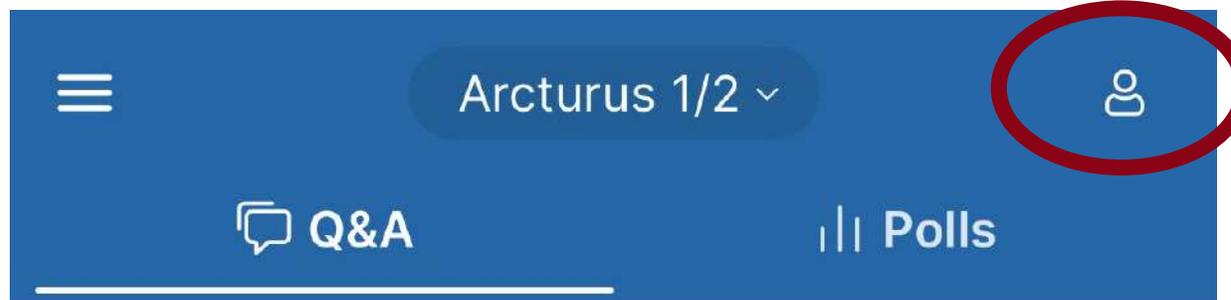
Conference Themes & Goals

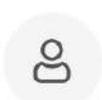
- **All our conferences have a Destination Stewardship track**
- **Other themes: Hotels, Tour Operations, MICE**
- **Everyone here is an expert and could be on stage**
- **Designed for interactive shared learning**
- **Emphasis on real solutions to common challenges**
- **Time for Q&A**
- **Please visit the sponsored tables**

Join at
slido.com
#GSTC2023



Create a profile on Slido



 Type your question

Let's give Slido a try

**Are you aware of the
EU Green Claims Directive?**

- Yes, very aware
- Yes, a little
- No



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

**Training &
Awareness**

*Continuous
Improvement*

**EU Green
Claims
Directive**

Harmonization

National Programs

**Learn &
Share**

***Pathways
to Improvement***

The Power of Contracting

Criteria

Verification

Measurement

#GSTC2023 Organizers



Carbon Footprint Sponsors



GSTC Sponsors



Conference Media Partners





THANK YOU FOR
BEING PART OF

#GSTC2023

GLOBAL SUSTAINABLE TOURISM CONFERENCE

ANTALYA · TÜRKİYE

9 – 12 MAY 2023

Investing in Our Planet – The Global Environment Facility

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