



# GSTC Emerging Destinations Workshop



NOVEMBER

2-3

YOGYAKARTA  
INDONESIA

2017



# Challenges & Issues

- Growth oriented development (number);
- Impact of information technology;
- Over Tourism;
- Destination Management;
- .....

# GSTC Criteria

4 pillars

**Sustainable  
Management**



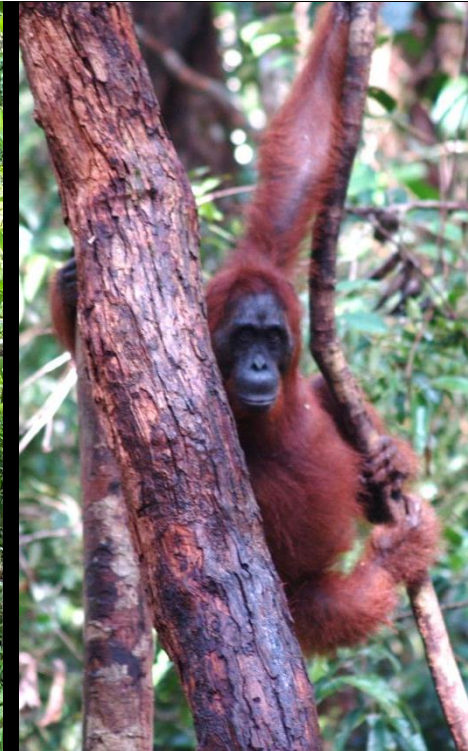
**Socioeconomic  
impact**



**Cultural  
impacts**



**Environmental  
impacts**





# GSTC Criteria

The GSTC criteria are the minimum efforts that any tourism management organization needs to achieve when considering sustainability in their practice. To meet the definition of sustainable tourism, destinations must take an interdisciplinary, holistic and integrative approach that includes four main goals:

- (i) **Sustainable Management:** *Demonstrate sustainable destinations management;*
- (ii) **Socioeconomic impact:** *Maximize economic benefits to the host community and minimize negative impacts;*
- (iii) **Cultural impacts:** *Maximize benefits to communities, visitors, and culture; minimize negative impacts; and*
- (iv) **Environmental impacts:** *Maximize benefits to the environment and minimize negative impacts.*

# GSTC Criteria

## **Two sets of GSTC Criteria:**

### **1. GSTC Industry Criteria (for Hotels and Tour Operators)**

This set of Criteria relates to the sustainable management of private sector travel industry, focusing currently on Hotels and Tour Operators.

### **2. GSTC Destination Criteria**

This set of Criteria relates to sustainable management of tourism Destinations.

# STANDAR DESTINASI BERKELANJUTAN -- GSTC



## CRITERIA

### SECTION A:

#### *Demonstrate sustainable destination management*

**A1 Sustainable destination strategy**

**A2 Destination management organization**

**A3 Monitoring**

**A4 Tourism seasonality management**

**A5 Climate change adaptation**

**A6 Inventory of tourism assets and attractions**

**A7 Planning Regulations**

**A8 Access for all**

**A9 Property acquisitions**

**A10 Visitor satisfaction**

**A11 Sustainability standards**

**A12 Safety and security**

**A13 Crisis and emergency management**

**A14 Promotion**

# STANDAR DESTINASI BERKELANJUTAN -- GSTC



## CRITERIA

### SECTION B:

*Maximize economic benefits to the host community and minimize negative impacts*

**B1 Economic monitoring**

**B2 Local career opportunities**

**B3 Public participation**

**B4 Local community opinion**

**B5 Local access**

**B6 Tourism awareness and education**

**B7 Preventing exploitation**

**B8 Support for community**

**B9 Supporting local entrepreneurs and fair trade**

# GSTC - SUSTAINABLE DESTINATION STANDARD



## CRITERIA

### SECTION C:

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

C1 Attraction protection

C2 Visitor management

C3 Visitor behavior

C4 Cultural heritage protection

C5 Site interpretation

C6 Intellectual property



# STANDAR DESTINASI BERKELANJUTAN -- GSTC



## CRITERIA

### SECTION D:

*Maximize benefits to the environment and minimize negative impacts*

D1 Environmental risks

D2 Protection of sensitive environments

D3 Wildlife protection

D4 Greenhouse gas emissions

D5 Energy conservation

D7 Water Management

D8 Water security

D9 Water quality

D10 Wastewater

D11 Solid waste reduction

D12 Low-impact transportation

# Challenges & Issues

- What are three key challenges in your destination to foster sustainable destination?
  - Management
  - Environment
  - Culture
  - Community participation
- How do you think the challenges can be overcome?
- Considering your roles, what are your challenges to accelerate the process?
- Do you think implementing standard will be helpful?  
Why?

# What are the challenges in implementing sustainable tourism in your area or destination?

- (i) **Sustainable Management:** *Demonstrate sustainable destinations management;*
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- (iii) **Cultural impacts:** *Maximize benefits to communities, visitors, and culture; minimize negative impacts; and*
- (iv) **Environmental impacts:** *Maximize benefits to the environment and minimize negative impacts.*

# How can I contribute or what can I do to overcome the challenges in implementing sustainable tourism?

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# What are your expected outcome/ results in implementing sustainable tourism?

- (i) **Sustainable Management:** *Demonstrate sustainable destinations management;*
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# Tour Operator

- 1) Green washing, setting the target,
- 2) A) Inconsistent policy implementation :
  - Sociocultural approach
  - Clear communication at all levels
- B) Employing local people :
  - Investing loan

# Challenges of NGOs

## **(i) Sustainable Management:**

*- Not the same understanding for the sustainable management topic*

**(i) Socioeconomic impact:** *Maximize economic benefits to the host community and minimize negative impacts;*

**(ii) Cultural impacts:** *Maximize benefits to communities, visitors, and culture; minimize negative impacts; and*

**(iii) Environmental impacts:** *Maximize benefits to the environment and minimize negative impacts.*