Global Sustainable Tourism Council

Early Adopter Program for

The GSTC Attraction Criteria

November 15, 2024
GSTC Early Adopter Program for the GSTC Attraction Criteria

1. Purpose

The GSTC Attraction Criteria was published on 15 November 2024, following its completion of the development on 31 October 2024. GSTC would like to move forward in promoting and practicing the implementation of the Criteria in the field.

The Early Adopter Program for the Attraction Criteria is designed to support the development of the applicable implementation of the newly developed GSTC Attraction Criteria based on the roadmap for different players. The Criteria can be used for education, training, and certification. Participation in the Early Adopter Program does not imply or guarantee to be a mark such as certification.

2. Target

2.1. Scope

- Museums, theme parks, national parks and other types of attractions

2.2. Sector

- Both public and private organizations from any type of attractions

2.3. Numbers

- Maximum 10 from each public and private sector
- Aim to cover different continents

3. Proposed Activities

Year	Goal	Activities for Public Sector	Activities for Private Sector
Year 1	Shared awareness of the global requirements	● Adopting the Criteria as guidelines for managing and implementing its own Attraction business ● Adopting the Criteria for guiding the Attraction business in sustainability (e.g. adopting national guidelines) ● Training for awareness and understanding of the global Criteria for both the public and private sectors ● Developing a roadmap with a step-by-step approach to applying the global	● Adopting the Criteria as guidelines for managing and implementing its own Attraction business ● Training for awareness and understanding of the global Criteria for its employees and/or suppliers ● Developing a roadmap with a step-by-step approach to applying the Criteria to its operation

		Criteria to both public and private sector	
Year 2	Regular assessment for improvement	• Self-assessment and improvement plan based on the assessment result (Mandatory) • 2nd party assessment (Optional)	• Self-assessment and improvement plan based on the assessment result (Mandatory) • 2nd party assessment (Optional)

4. Proposed Co-activities & Networking

4.1. Online session

- Kick-off meeting
- Online meetings every four months

4.2. Offline session

- Meetings during the GSTC Conferences: the GSTC Conference in August 2025 in Fiji and February 2026 in Phuket.
  Note: Early Adopter Program Participants are required to actively participate in person in the GSTC conferences. However, the fee for the Early Adopter Program does not cover conference participation.
- Voluntary meetings via the 2nd party assessments

www.gstcouncil.org

5. Expected Outcome and Impact

5.1. Output

- \# of Training (by Early Adopters and GSTC)

- Self-assessment and reporting (Assessment is mandatory and publicly sharing the result is optional) (by Early Adopters)

- Publication of a "Guidance on the sustainable Attraction" (by GSTC)

5.2. Outcome

- Increased awareness about sustainable Attraction

- Increased understanding of requirements for sustainable Attraction

- Better understanding of weaknesses and challenges for the Attraction industry

- Internal improvements based on the self-assessment results

5.3. Impact (mid/long-term)

- Increased sustainable practices by the Attraction industry and the suppliers

- Increased number of GSTC-Certified Attraction businesses

- Increased consumers' choice of the sustainable Attraction businesses

6. Benefits

6.1. Promotional opportunity

- Posts on the GSTC website and social media

- Webinar presentation opportunity

- Be highlighted at the GSTC Conference

- Preferred to use their practices as case studies in the GSTC
  Sustainable Attraction Training

6.2. Knowledge and experience sharing opportunity

- Networking opportunities among the Early Adopters and sharing
  their challenges for applying and meeting the global Criteria

7. Requirements

7.1. General

- Submission of the application

- Submission of good practices (minimum three cases*)
  (*the template is given in the Application form)

- Signed agreement on the commitment, Intellectual Property Rights,
  and Transparency.
  Note: This will be shared only with the selected candidates later.

- Mandatory attendance at the onsite GSTC conference to share the
  process of the Program

7.2. Fee (one-time payment)

	Small size (under 100 staff)	Medium (under 500 staff)	Big size (above 500 staff)
public	3,000 USD	6,000 USD	10,000USD
private	2,000 USD	6,000 USD	10,000USD

Note: The fee covers online/offline meeting facilitation, reporting of early adopter activities, promotional activities via the GSTC network, and other administrative process management fees by the GSTC Secretariat. It does not cover membership fees, individual self-assessment, 2nd party assessment, travel expenses, conference registration, other paid promotional activities, or any activities not specified in the Early Adopter agreement document.

8.   Schedule

- Announcement: November 15, 2024

- Application Submission: November 15 - January 31, 2025

- Candidate Selection: First half of February, 2025

- Announcement of the Early Adopters: mid February, 2025

- Kick-off meeting: late February, 2025

- Early Adopter Program Operation: ~ February 2027

9.   Application

- The deadline for applications is January 31, 2025

- Please fill in the Application form(including the template for Good
  Practices), and submit it to criteria@gstc.org