GSTC
Global Sustainable Tourism Council

全球永續旅遊委員會
目的地準則
2.0 版本
2019 年 12 月 6 日
包含
績效指標與聯合國永續發展目標

依據 GSTC 章程修訂第一版 GSTC 旅遊目的地準則，由全球永續旅遊委員會國際標準專業團隊正式批准，並為全球永續旅遊委員會董事會審核通過。

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全球永續旅遊委員會

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Preamble

The Global Sustainable Tourism Council (GSTC) Criteria were created to provide a common understanding of sustainable tourism. The GSTC Destinations Criteria – known informally also as "GSTC-D" -- are the minimum that any tourism destination should aspire to reach. They are organized around four main themes: sustainable management; socio-economic impacts; cultural impacts; and environmental impacts. They have applicability to the entire tourism sector. The GSTC Criteria have been developed and revised while striving to adhere to the Standard-Setting Code of the ISEAL Alliance, the body recognized to provide guidance on international norms for developing sustainability standards in all sectors. The most recent revision of the GSTC-D took place in 2019 and was based on two rounds of stakeholder consultation. Information on the development of the criteria and plans for future revisions are available on www.gstcouncil.org.

序言

全球永續旅遊委員會（以下簡稱 GSTC） 制定本準則，主要為提供（全球民眾）對永續旅遊的共同認識。GSTC 旅遊目的地準則（英語縮寫通稱 GSTC-D），提供任何旅遊目的地可追求實踐的最低標準。

GSTC-D 準則由四個主軸組成，適用於整個旅遊產業部門，包含：永續管理、社會經濟衝擊、文化衝擊與環境衝擊。

同時 GSTC 準則的制定與修訂皆遵循全球永續標準聯盟（ISEAL Alliance）標準制定規範，該機關為國際公認為所有行業提供永續標準制定指南的國際機構。最新 GSTC-D 準則修訂版本奠基於 2019 年進行兩輪利益相關人的諮詢討論基礎所完成。相關資訊與接續修訂計畫，可參考 GSTC 官方網站 www.gstcouncil.org

What are the Criteria for?

Some of the uses of the GSTC Destination Criteria include the following:

- Serve as the basis for certification for sustainability
- Serve as basic guidelines for destinations that wish to become more sustainable
- Help consumers identify sound sustainable tourism destinations
- Serve as a common denominator for information media to recognize destinations and inform the public regarding their sustainability
- Help certification and other voluntary destination level programs ensure that their standards meet a broadly accepted baseline
- Offer governmental, non-governmental, and private sector programs a starting point for developing sustainable tourism requirements
- Serve as basic guidelines for education and training bodies, such as tourism schools and universities
- Demonstrate leadership that inspires others to act.

The Criteria indicate what should be done, not how to do it or whether the goal has been achieved. This role is fulfilled by performance indicators, associated educational materials, and access to tools for implementation, all of which are an indispensable complement to the GSTC Criteria.

準則的用途為何？

GSTC-D 準則的用途包含有：

- 作為永續認證的基礎
- 為致力於永續發展的旅遊目的地提供基本指南
- 幫助消費者識別旅遊目的地的永續性
- 成為資訊媒體識別永續旅遊目的地，並向公眾推廣永續旅遊的共同基準
- 為認證以及自願性旅遊目的地層級計畫專案提供參考依據，使其永續標準符合廣泛接受的基準線
- 為政府、非政府組織與私部門計畫專案提供發展/制定永續旅遊相關需求的起點
- 作為旅遊院校等機構教育培訓的基本指導方針
- 展示領導力，激勵他人採取行動

GSTC-D 準則，僅闡明了應該做什麼，而未表明如何做或確認目標是否已達成。GSTC-D 準則的操作，需借由績效指標、相關教材與其他執行工具來實踐，而這些都是實施《GSTC-D 準則》不可或缺的補充工具。

To whom do the Criteria apply?

The GSTC-D have been designed for destinations1 . The criteria do not relate to a single body but rather to a named place that can be uniquely identified. The criteria simply require that the condition described pertains in that destination, irrespective of what body may be responsible for it or how or by whom any related action is implemented.

The scope of the GSTC-D is broad and the Criteria can be applied to a wide range of destinations. They may be in any part of the world and of any type (e.g. urban, rural, mountain, coastal or mixed). The criteria can relate to large destinations (e.g. sizeable cities or regions) and to small ones (e.g. national parks, clusters of local communities, etc.). While the GSTC-D relate to the place, not to a body, many of the criteria may nevertheless be taken up by and applied through a destination management organisation which is responsible for a coordinated approach to sustainable tourism within the destination. The existence of such an organisation is a central requirement of the GSTC-D, as stipulated in Criterion A1. It should be noted that such an organisation is not necessarily a local authority or public sector body and requires the involvement of both the public and private sector. Some of the criteria refer to enterprises. These may be individual businesses but they may also be other forms of facility, operation and undertaking. For example they could include museums, festivals, public buildings and monuments, not only commercial businesses such as hotels or paid attractions.

準則適用於誰？

GSTC-D 準則是為旅遊目的地 [1]所設計，這套準則並不針對與單一機構，而是針對可被獨立標示命名的地點（場域）設計，GSTC-D 準則僅提出目的地營運操作應具備相關條件與要求，而未談及由哪個機構負責，也不規範如何或由誰來執行任何相關行動。

GSTC-D 準則的範疇很廣，該準則可以應用於廣泛定義的「旅遊目的地」，可以是全球任何區域與任何型式的旅遊目的地（如都市、鄉村、山區、海岸或混合區），可適用於大尺度目的地（如大都市/

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1 A destination has been defined by the World Tourism Organization (UNWTO) as: "A physical space with or without administrative and/or analytical boundaries in which a visitor can spend an overnight. It is the cluster (co-location) of products and services, and of activities and experiences along the tourism value chain and a basic unit of analysis of tourism. A destination incorporates various stakeholders and can network to form larger destinations".

[1] 聯合國世界旅遊組織針對旅遊目的地定義為：一個具有或不具行政/統計界線的物理空間，該空間可提供遊客到訪過夜，它是一個產品與服務的群聚（集結地點），也是活動與旅遊經驗價值鏈與旅遊分析的基本單位。一個旅遊目的地包含了不同利益相關人並可形成網絡，進而集結成為更大的目的地。

區域），也適用於小規模目的地（如國家公園、在地社區聚落等）。因 GSTC-D 準則與地點（場域）有關連，不適用於單一機構，然而，如同準則 A1 條款規範內容，許多準則內容可由目的地管理組織加以應用，同時負責統籌與協調目的地內永續旅遊的策略操作，這類既有管理組織即是 GSTC-D 準則的核心適用對象。

特別提醒，上述管理組織不必然是在地官方組織或公法人，永續管理是需要公私部門的共同參與，GSTC-D 部分準則更針對私部門所制定，不僅包含區內飯店或付費景點等私人企業，還包含其他型式的設施、營運與業務單位，如: 博物館、慶典儀式、公有建築、歷史古蹟等。

Performance indicators and SDGs

The performance indicators presented here are designed to provide guidance in measuring compliance with the criteria. They are not intended to be the definitive set or all-inclusive, but to provide a solid sample set for users of the GSTC C-D in developing their own indicator sets. The performance indicators essentially provide a suggested list of circumstances, factors, evidence and actions to be looked for in a destination in assessing compliance with the criteria. Application of the criteria will help a destination to contribute towards the 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals. Against each of the criteria, one or more of the 17 SDGs is identified, to which it most closely relates.

績效指標與永續發展目標 (SDGs)

文件中「績效指標」制定的用意在於為管理者提供指導方向，用於測量管理操作是否符合 GSTC-D 準則。「績效指標」也絕非不容更改或包羅萬象的指標建議，而是為 GSTC–D 準則的使用者在制定自己的績效指標時，提供可參考之案例。

基本上，績效指標在評鑑目的地是否符合永續準則時，提供目地的需被檢視的環境現況、要件、證據與相關行動的建議清單。GSTC-D 準則的應用將有助於目的地之永續發展，並為 2030 年聯合國 17 項 SDGs 永續發展目標 (SDGs) 做出貢獻。

每一項 GSTC-D 準則，皆能對應到與其密切相關的一項或多項永續發展目標 (SDGs)。

Language and Translations

English is the official language of the GSTC Criteria and its related system. Translations into other languages appearing on the GSTC website or elsewhere are to be used for training and awareness purposes and are not authorized for usage in technical programs including certification and accreditation except where specifically stipulated by formal agreement between the GSTC or its authorized Accreditation Body and the standard owner and/or Certification Body. In the case of authorized usage of a language other than English, any doubt regarding interpretation of the Criteria shall revert to the official English language version.

翻譯語言

英語是 GSTC 準則與相關系統採用的官方語言，各國語言的翻譯版本也將陸續呈現在 GSTC 官方網站上，及 GSTC 相關訓練計畫或其他宣導場合。然，未授權任何單位使用於技術專案計畫（包括驗證和認證），除非 GSTC 正式授權予驗證機構 (Accreditation Body)、標準擁有者 (Standard Owner) 及認證機構 (Certification Body)，並與之有正式協議者除外。

在授權使用非英語版本情況下，對於準則詮釋有任何疑問，應以正式官方英語版本為準。

Transition period

The transition periods for replacing GSTC Destination Criteria v1.0 with v2.0 are based on function, as follows:

- For purposes of policy-setting, training, and any other purposes not related to certification, v2.0 should be used with immediate effect
- Owners of GSTC-Recognized destination/community standards shall have a period of two years to comply with the new v2.0, up to 31st December 2021. Owners may wish to adapt their standard to the revisions earlier, but should do so no later than June 30th, 2021, to allow time for any necessary adjustments per GSTC's review of the compliance of those changes.
- Certification Bodies that were accredited to certify destinations to GSTC Destination Criteria v1.0 must have the revised v2.0 fully integrated into the certification system with evidence of past application of it by December 31st, 2021. Their normal maintenance of accredited status shall not be delayed during the transition period. New applicants for Accreditation after December 2019 must ensure that they are using GSTC-D v2.0, or a GSTC-Recognized standard that is equivalent to v2.0, prior to submitting an application for Accreditation.

過渡時期

在 GSTC-D 準則 1.0 版本轉換至 2.0 版本的過渡時期，根據不同功能目的，使用說明如下：

- 對於政策制定、培訓及其他與認證無關之使用，應立即使用 2.0 版本
- 對於 GSTC 已承認之目的地/社區標準的擁有者，將有兩年緩衝期進行版本 2.0 的修正作業，最遲至 2021 年 12 月 31 日前必須完版本更新，針對希望盡早完成改版的目的地/社區標準的擁有者，需考量 GSTC 之檢視作業所需足夠審閱與調整時間，建議最遲於 2021 年 6 月 30 日前完成提交作業。
- 對於依照 GSTC-D 準則 1.0 版本驗證通過 (Accredited) 的認證單位 (CB)，需將 2.0 版本的修正版整合至其認證機制，並於 2021 年 12 月 31 日前與原申請文件一同重新提交。改版期間，關於原定相關驗證作業程序，仍須如期進行。2019 年 12 月後，新的認證機制驗證 (Accreditation) 申請或申請 GSTC 標準承認 (Recognized) 之申請，皆須以 GSTC-D 版本 2.0 為基準，進行文件提交。

Revisions to the GSTC Criteria

This version (v2.0) has been formally adopted by the Board of the Directors as the definitive version of the GSTC Destination Criteria (GSTC-D), as from 6 December 2019. This version of the GSTC Destination Criteria (v2.0) is the 1st revision since their December 2013 formal release. GSTC shall conduct periodic reviews of no less than five years after the previous revision to determine whether the current version remains relevant and whether and when a formal revision process should commence. The next such review shall likely take place approximately December 2024. GSTC welcomes comment on the Criteria at any time via the Criteria section of www.gstcouncil.org. Should comments provide evidence of need to conduct a review earlier than December 2024, GSTC may conduct a review at an earlier date.

GSTC 準則修定

本 GSTC-D 準則 2.0 版本於 2019 年 12 月 6 日起，由 GSTC 全球永續旅遊委員會董事會正式通過施行。本 2.0 版本系修改自 2013 年 12 月首次正式公布的 1.0 版本。

GSTC 將進行定期準則審查，頻率應不少於五年一次，通過重新審查 GSTC-D 準則，以確認當前版本的適用性，同時確認是否要啟動新一輪正式的準則修訂流程，下一次審查計畫於 2024 年 12 月展開，

GSTC 歡迎各界隨時對準則提出相關建議，請參閱 GSTC 官方網站準則頁面 www.gstcouncil.org，以獲得更多訊息。若有明確理由需提早進行準則修訂，GSTC 亦可能於 2024 年 12 月之前著手進行 GSTC-D 版本的審查作業。

The structure of the criteria

The criteria are in four sections, each with two or three sub-sections, as shown below. The order of the sections and sub-sections in no way indicates the relative importance of each topic.

準則架構

本準則分為四章，每章包含 2-3 個分節，具體架構如下表所示。章節順序與主題重要性無關。

SECTION A: Sustainable management	**SECTION C: Cultural sustainability**
A(a) Management structure and framework	C(a) Protecting cultural heritage
A(b) Stakeholder engagement	C(b) Visiting cultural sites
A(c) Managing pressure and change	
第一章：永續管理	**第三章：文化的永續發展**
A(a) 管理架構	**C(a) 文化資產保存**
A(b) 利益相關人參與	**C(b) 文化景點參訪**
A(c) 壓力與變化管理	
SECTION B: Socio-economic sustainability	**SECTION D: Environmental sustainability**
B(a) Delivering local economic benefits	D(a) Conservation of natural heritage
B(b) Social wellbeing and impacts	D(b) Resource management
	D(c) Management of waste and emissions
第二章：社會經濟的永續發展	**第四章：環境的永續發展**
B(a) 在地的經濟效益	**D(a) 自然遺產保育**
B(b) 社會福祉與衝擊	**D(b) 自然資源管理**
	D(c) 廢水、廢棄物與廢氣排放管理

全球永續旅遊委員會永續目的地準則 2.0 版本

準則	績效指標	聯合國永續發展目標
第一章：永續管理 SECTION A: Sustainable management		
A(a) Management structure and framework **A(a) 管理架構**		
A1 Destination management responsibility The destination has an effective organization, department, group, or committee responsible for a coordinated approach to sustainable tourism, with involvement by the private sector, public sector and civil society. This group has defined responsibilities, oversight, and implementation capability for the management of socio- economic, cultural and environmental issues. The group is adequately funded, works with a range of bodies in delivering destination management, has access to sufficient staffing (including personnel with experience in sustainability) and follows principles of sustainability and transparency in its operations and transactions. **A1 目的地管理責任** 目的地管理單位建立了有效的組織、部門、團隊或委員會負責協調公私部門與公民社會共同參與，並採取行動推動永續旅遊發展。這個組織需要明確地管理其在社會經濟、文化與環境等課題的責任，並具有監督以及執行能力。 該組織同時需要有充足的資金來源，與一系列機構合作共同進行目的地管理，同時應具有足夠的工作人員（包含有永續工作相關經驗的人員），並在業務營運過程中遵循永續與透明原則。	a. Documentary evidence showing relevant make-up and responsibilities of the group. b. A financial plan and budget showing current and future funding sources. c. Evidence of links and engagement with other bodies. d. Records of permanent staff and contracted personnel, indicating relevant experience. e. Management guidelines and processes, which demonstrate awareness and adherence to sustainability principles and transparency in operations and letting of contracts. a. 可說明該組織架構與相關權責之證明文件。 b. 當前與未來的資金來源的預算與財務計畫。 c. 其他組織團體、機構之串連、參與的證明。 d. 可證明永久員工與簽約員工擁有與永續相關的工作經驗的證明文件。 e. 目的地管理指南與流程明確說明對永續原則的認知與遵守，且營運與合約執行流程的管理透明化。	**16** 和平、正義與強大機構 **17** 促進目標實現的伙伴關係

A2 Destination management strategy and action plan The destination has established and is implementing a multi-year destination management strategy and action plan that is publicly available, is suited to its scale, was developed with stakeholder engagement and is based on sustainability principles. The strategy includes an identification and assessment of tourism assets and considers socio-economic, cultural and environmental issues and risks. The strategy relates to and influences wider sustainable development policy and action in the destination. **A2 目的地管理策略與行動計畫** 目的地管理單位制定了與其規模相適應的中長期管理策略與行動計畫，該策略與行動計畫在制定過程中，以永續原則為基礎，由利益相關人共同參與制定。 **管理策略**包含對旅遊資產的辨識與評估，並綜合考量社會經濟、文化與環境方面的課題與風險。該策略應能**連結與影響**比目的地更廣泛的永續發展政策與行動。	a. A published document setting out the current destination strategy and action. b. The strategy/plan clearly visible and available online. c. Evidence of stakeholder consultation, meetings etc. in developing the plan. d. Reference to sustainability principles and an assessment of assets, issues and risks, contained in the strategy and action plan. e. Specific references in the strategy/action plan to wider sustainable development policy (including pursuit of the SDGs), and vice versa. a. 一份公開發行的文件，載明目的地當前的策略與行動計畫。 b. 策略與行動計畫要具**能見度**，且可在網路上**查詢**。 c. 策略行動計畫發展過程中，保留利益相關人諮詢會議之參與證明文件。 d. 策略與行動計畫應採用永續原則，且包含對資產、課題與風險的評估。 e. 策略與行動計畫內容應具體觸及更廣的永續發展政策（包含遵循聯合國永續發展目標），反之亦然。	17 促進目標實現的伙伴關係
A3 Monitoring and reporting The destination is implementing a system to monitor and respond to socio-economic, cultural and environmental issues and impacts arising from tourism. Actions and outcomes are regularly monitored, evaluated and publicly reported. The monitoring system is periodically reviewed **A3 監測與報告** 目的地管理單位針對因旅遊產生之社會經濟、文化與環境課題與衝擊，制定一套監測與應變系統。定期監控、評估及公開揭露相關行動計畫與實施成果。同時，目的地管理單位對監測系統需進行定期審查及檢視。	a. Specific quantifiable socio-economic, cultural and environmental indicators and targets identified. b. Measurement against these indicators, with results recorded and publicised at least annually. c. Written evidence of monitoring and reporting of actions and outcomes. d. Previous reviews of monitoring system and schedule for future reviews. a. 有明確可量化的社會經濟、文化和環境指標與目標。 b. 對這些指標進行量測、紀錄結果並至少每年公布一次。 c. 對行動與結果進行監測與報告，並保留書面紀錄。 d. 監控流程須包含針對過去監測系統的審查以及對未來審查的時間表。	12 負責任消費和生產
A(b) Stakeholder engagement		

A(b) 利益相關人參與		
A4 Enterprise engagement and sustainability standards The destination regularly informs tourism related enterprises about sustainability issues and encourages and supports them in making their operations more sustainable. The destination promotes the adoption of sustainability standards, promoting the application of GSTC-I Recognized standards and GSTC-I Accredited certification schemes for tourism enterprises, where available. The destination publicizes a list of sustainability certified enterprises. **A4 企業參與和永續標準** 目的地管理單位定期向旅遊業者通報永續相關議題並鼓勵、支持他們在營運操作上的永續實踐。在可能的情況下，目的地管理單位向旅遊業者推廣採用永續標準，並推廣區域內 GSTC 承認之產業永續標準及 GSTC 驗證通過的產業認證機制。目的地管理單位應公布獲得永續認證的企業名單。	a. Evidence of regular communication of sustainability issues to tourism-related businesses (Media, meetings, direct contact etc.). b. Sustainability support and advice to tourism related business – available and promoted. c. Number and percentage of businesses certified against tourism sustainability standards (and whether GSTC recognised/accredited), with targets for wider outreach. d. Evidence of promotion of certification schemes. e. List of tourism-related certified enterprises, kept up to date. a. 與旅遊業者定期交流永續相關議題，並保留證明文件（媒體訊息、會議、直接連繫等）。 b. 針對已準備好並且被目的地管理單位推廣的旅遊業者，目的地管理單位提供永續相關的支持與建議。 c. 有一定數量和比例的企業獲得永續旅遊認證(透過 GSTC 承認的標準機制或 GSTC 驗證通過的認證系統皆可)，且以更多企業獲得此類認證為目標。 d. 推廣認證機制的相關證明文件。 e. 羅列通過永續旅遊相關認證的企業名單，並且定期更新。	17 促進目標實現的伙伴關係
A5 Resident engagement and feedback The destination enables and promotes public participation in sustainable destination planning and management. Local communities' aspirations, concerns and satisfaction with tourism sustainability and destination management are regularly monitored and publicly reported, and action is taken in response to them. The destination has a system to enhance local understanding of sustainable tourism opportunities and challenges and to build the capacity of communities to respond. **A5 在地居民參與及回饋** 目的地管理單位應該讓公眾有機會參與永續旅遊目的地的規劃與管理。並積極加強	a. Evidence of the promotion and facilitation of public participation in destination planning/management. b. Information on the type and level of such participation. c. Surveys of residents and other systematic feedback mechanisms, covering tourism issues. d. Evidence of action taken in response to residents' feedback. e. Programme of information, education and training on tourism provided for residents. a. 促進及協助公眾參與目的地的規劃與管理的證明文件。 b. 上述公眾參與的型式與層級（對象）等相關訊息的證明文件。	17 促進目標實現的伙伴關係 11 永續城市和社區

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公共參與，定期監測與公開永續報告，及其他相關回應在地社區期望的回饋行動。 目的地管理單位應建置一套系統，用以加強在地對永續旅遊相關機會與挑戰的認知，並建立社區處理永續議題的應變能力。	c. 針對旅遊相關課題，對在地居民與其他系統化回饋機制進行調查。 d. 針對在地居民的回饋所採取的相關行動，並保留相關證明文件。 e. 為本地居民提供永續旅遊相關訊息傳遞、教育與培訓計畫。	
A6 Visitor engagement and feedback The destination has a system to monitor and publicly report visitor satisfaction with the quality and sustainability of the destination experience and, if necessary, to take action in response. Visitors are informed about sustainability issues in the destination and the part that they can play in addressing them. **A6 遊客參與及回饋** 管理單位針對目的地旅遊體驗的品質與永續性，建立遊客滿意度監測及公開報告的機制，並在必要時採取相對應的行動。遊客需要被告知目的地存在的永續課題，以及遊客在解決這些課題中可參與扮演的角色。	a. Visitor surveys (and other feedback mechanisms) – carried out and reported. b. Surveys and feedback includes visitor reaction to sustainability issues. c. Evidence of actions taken in response to visitor survey/feedback findings. d. Examples of visitor information that covers sustainability issues and how to respond to them. a. 遊客調查（以及其他回饋機制）– 需被執行與報告。 b. 調查與回饋中需包含遊客對永續相關課題的回應。 c. 針對遊客調查與回饋的結果，管理單位應保留回應行動之相關證明文件。 d. 在提供的遊客訊息中有與永續議題相關的案例，也包含遊客對該（永續）議題的反饋。	12 負責任 消費和生產 11 永續 城市和社區
A7 Promotion and information Promotion and visitor information material about the destination is accurate with regard to its products, services, and sustainability claims. Marketing messages and other communications reflect the destination's values and approach to sustainability and treat local communities and natural and cultural assets with respect. **A7 推廣和訊息** 目的地管理單位必須準確表達關於產品、服務與永續方面要求的推廣與遊客訊息傳遞等素材。行銷資訊與其他溝通訊息需反映目的地對於永續的價值觀、永續發展理念，以及秉持對在地社區、自然與文化資產的尊重。	a. Current information and promotional material with appropriate content. b. A process exists for checking the accuracy and appropriateness of destination promotion and information. c. Evidence of consultation with local communities and environmental and cultural bodies on communications content and delivery. a. 現有的訊息和推廣材料應具備適當的內容。 b. 具備對目的地推廣訊息的準確性與適當性的審核流程。 c. 與在地社區、環境與文化組織針對相關內容進行諮詢與訊息傳遞溝通，並保留相關證明文件。	12 負責任 消費和生產 11 永續 城市和社區
A(c) Managing pressure and change **A(c) 壓力與變化管理**		

A8 Managing visitor volumes and activities The destination has a system for visitor management which is regularly reviewed. Action is taken to monitor and manage the volume and activities of visitors, and to reduce or increase them as necessary at certain times and in certain locations, working to balance the needs of the local economy, community, cultural heritage and environment. **A8 遊客數量與活動管理** 目的地管理單位應建立遊客管理系統，且對其進行定期審查。目的地管理單位採取行動監測與管理遊客的數量和活動，於特定時刻和地點，根據需要增減遊客數量和活動，以平衡在地經濟、社區發展需求和文化遺產、環境的乘載量。	a. The destination management strategy and action plan addresses seasonality and spread of visitation. b. Variation in visitor volumes throughout the year is monitored, including in the most visited locations. c. Impacts of visitor volumes and activities are identified through observation and community and stakeholder feedback. d. Actions taken to manage visitor flows and impacts. e. Marketing strategy and selection of target markets takes account of visit patterns, the impact of activities and destination needs. a. 目的地的管理策略和行動計畫需要解決遊客量分布的淡旺季季節性問題，並實現遊客流量分散。 b. 對全年遊客量的變化進行監測，包括遊客最多的地區。 c. 通過觀察及社區、利益相關人的回饋，識別遊客數量和活動對目的地的衝擊。 d. 採取行動，對客流及其衝擊進行管理。 e. 行銷策略和對目標市場的選擇，需考量遊客行為模式、活動衝擊和目的地的需求。	12 負責任 消費和生產 11 永續 城市和社區
A9 Planning regulations and development control The destination has planning guidelines, regulations and/or policies which control the location and nature of development, require environmental, economic, and socio-cultural impact assessment and integrate sustainable land use, design, construction, and demolition. Regulations also apply to operations, including property rental and concessions for tourism purposes. The guidelines, regulations and policies were created with public participation and are widely communicated and enforced. **A9 法規規劃和開發控制** 目的地管理單位應公布並實施規劃指南、法規條例和/或政策方針，用以控制開發區位和開發性質，並要求對環境、經濟、社會文化影響進行評估。綜合考量土地使用、規劃設計、建築結構	a. Specific policies/regulations/ guidelines which control development – documented and identified by title and date. b. Impact assessment requirements are set out, covering environmental, economic, and sociocultural impacts, at sufficient scale to address long term issues for the destination. c. Specific regulations on property rental and operation for tourism, with evidence of their application and enforcement. d. Evidence of public participation in the development of policies/regulations/guidelines. e. Evidence of consultation with, and consent from indigenous people or minority ethnic groups when tourism development has been proposed or has occurred in their territories. f. Evidence of communication and enforcement of the policies/regulations/guidance, at planning, development and implementation stages.	11 永續 城市和社區 9 產業、創新和 基礎設施

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物的興建與拆除等面向的永續發展。法規條例同樣應用在營運，包含與旅遊目的相關的物業租賃和特許使用。 指南、法規條例和/或方針政策是在公眾參與下而制定，並經歷廣泛溝通與執行。	a. 控制開發應有明確的政策、條例或指南，所有該類文件應存檔並有明確的名稱和日期以利辨識。 b. 對環境、經濟以及社會文化分別進行明確的影響評估，且評估的規模需考量如何解決目的地長期存在的課題。 c. 對旅遊業相關的物業租賃和特許營業項目應建立具體規範，並有證明文件說明相關使用與執行符合相關條例。 d. 制定政策、條例或指南時，應有公眾參與且保留相關證明文件。 e. 旅遊開發計畫之提出，是在本地原住民或少數民族生活區域時，需與他們協商並徵得同意，且有證明文件說明執行過程。 f. 在目的地規劃、開發和執行階段，相關政策、條例、指南的傳播與執行皆有證明文件。
A10 Climate change adaptation The destination identifies risks and opportunities associated with climate change. Climate change adaptation strategies are pursued for the siting, design, development and management of tourism facilities. Information on predicted climate change, associated risks and future conditions is provided for residents, businesses and visitors. **A10 適應氣候變遷** 目的地管理單位能夠指認與氣候變遷相關的風險與機會。在旅遊設施的選址、設計與開發和管理上，採取能適應氣候變遷的策略。目的地管理單位應向在地居民、業者及遊客提供氣候變遷相關預測、風險和未來可能面臨狀況等相關訊息。	a. The destination management strategy and action plan identifies and addresses climate issues. b. Regulations, guidelines and zoning for tourism development and activities accommodate the consequences of climate change. c. A climate risk assessment, covering current and future risks – undertaken and made publicly available. d. Evidence of consideration of impact on, and contribution of, local ecosystems to climate change adaptation. e. Information on climate change that has been made publicly available a. 目的地管理策略與行動計畫，需能指認並且強調氣候課題。 b. 旅遊業發展和活動的規範、準則與分區應考量氣候變遷的課題。 c. 公開提供氣候變遷風險評估，該評估需涵蓋當前與未來的風險。 d. 在適應氣候變遷時，充分考量當地生態系統對氣候變遷的影響和貢獻，並保留相關證明文件。 e. 公開氣候變遷相關訊息。	13 氣候行動
A11 Risk and crisis management The destination has a risk reduction, crisis management and emergency response plan that is appropriate to the destination. Key	a. A documented risk reduction, crisis management and emergency response plan for tourism in the destination. b. The plan recognises a wide range of risks, including natural disasters, terrorism, health,	16 和平、正義與強大機構

elements are communicated to residents, visitors, and enterprises. Procedures and resources are established for implementing the plan and it is regularly updated.	resource depletion, and others appropriate to the location. c. Communication procedures identified for use during and after an emergency. d. Programme for local delivery of information and training on risk and crisis management	11 永續 城市和社區
A11 風險與危機管理 目的地管理單位應制定一套適合自身降低風險、危機管理和緊急應變的計畫。並向在地居民、遊客與企業充分溝通傳達應變計畫的關鍵內容，擬定相關程序及建立資源以利應變計畫之執行與定期更新。	a. 目的地管理單位應制定適合於目的地旅遊產業降低風險、危機管理和緊急處理計畫之書面檔案的記錄與存檔。 b. 計畫應能辨識更廣泛的風險，包含自然災害、恐怖主義、疾病健康、資源枯竭和其他當地可能會出現的風險。 c. 該計畫應包含在緊急狀況出現期間和後期得以使用的溝通流程。 d. 對於風險與危機管理，應有在地遞訊息傳遞與培訓的計畫。	

準則	績效指標	聯合國永續發展目標
SECTION B: Socio-economic sustainability **第二章：社會經濟的永續發展**		
B(a) Delivering local economic benefits **B(a) 在地的經濟效益分配**		
B1 Measuring the economic contribution of tourism The direct and indirect economic contribution of tourism to the destination's economy is monitored and publicly reported. Appropriate measures may include levels of visitor volume, visitor expenditure, employment and investment and evidence on the distribution of economic benefits. **B1 評估遊遊業的經濟貢獻** 監測並公開報告旅遊業對目的地直接與間接的經濟貢獻。適當的監測項目包含遊客類別、數量、旅遊開支、當地就業人數與投資成本，以及經濟收益分配等的相關證明文件。	a. Programme of economic data gathering. b. Annual reports on the direct and indirect economic contribution of tourism in the destination. c. Data covering a range of measures of economic impact (e.g. volume, expenditure, employment, investment and spread of economic benefit in the destination). a. 經濟數據的收集方案。 b. 關於旅遊業目的地直接和間接的年度經濟貢獻報告。 c. 數據應包含更廣泛的經濟衝擊指標（例如：遊客數量、開支、就業人數、投資以及目的地範圍內的經濟利益分配等）。	9 產業、創新和基礎設施 8 良好工作和經濟增長 1 無貧窮
B2 Decent work and career opportunities The destination encourages and supports career opportunities and training in tourism. The destination's tourism enterprises commit to providing equality of opportunity for local employment, training and advancement, a safe and secure working environment, and a living wage for all. **B2 合適的工作與就業機會** 目的地管理單位鼓勵和支持旅遊業相關的就業機會與培訓。目的地內的旅遊業者承諾提供平等的在地就業、培訓與升遷機會，為所有員工提供安全、可靠的工作環境與基本生活工資。	a. Provision of relevant skills training programmes/courses, available locally. b. Statements of commitment by tourism enterprises to the provision of decent work/ career opportunities. c. Training and employment opportunities promoted to and taken up by local people, including women, young people, minorities and people with disabilities. d. Channels for checking working conditions and receiving/handling grievances (e.g. involvement of labour unions). a. 提供在當地即可參加的相關技能培訓計畫或課程。 b. 旅遊業者承諾提供合適的工作及就業機會。 c. 對當地人提供培訓和就業機會，對象應含括婦女、青年、少數民族和身心障礙人士。	8 良好工作和經濟增長 4 優質教育 5 性別平等 10 減少不平等

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	d. 建立檢查工作條件和接受處理投訴的管道（例如：工會的參與）。	
B3 Supporting local entrepreneurs and fair trade The destination encourages the retention of tourism spending in the local economy through supporting local enterprises, supply chains and sustainable investment. It promotes the development and purchase of local sustainable products based on fair trade principles and that reflect the area's nature and culture. These may include food and beverages, crafts, performance arts, agricultural products, etc. **B3 支持本地企業與公平貿易** 目的地管理單位透過支持本地企業、供應鏈及永續投資，鼓勵並提高在（產）地消費。 在提倡公平交易原則的基礎上，開發與購買富有當地自然與文化特色的永續產品，包含食品、飲料、工藝品、表演藝術與農產品等。	a. Advice, finance or other support – available in the destination for tourism-related SMEs. b. Assistance with market access for local tourism related SMEs. c. Action to encourage and assist local tourism enterprises to purchase goods and services locally. d. Initiatives to help local farmers, artisans and food producers to engage in the tourism value chain. e. Local produce and crafts identified, promoted and available for sale to visitors in the destination. a. 為目的地之旅遊相關的中小型企業提供建議、資金或其他支援。 b. 協助當地旅遊相關的中小企業進入市場。 c. 以實際行動鼓勵與協助當地旅遊企業購買在地商品及服務。 d. 幫助當地農民、工匠和食品生產商進入旅遊產業鏈。 e. 目的地管理單位對在地產品與工藝品進行識別推廣與出售之行動。	8 良好工作和經濟增長 12 負責任消費和生產 2 零飢餓
B(b) Social wellbeing and impacts **B(b) 社會福祉與衝擊**		
B4 Support for community The destination has a system to enable and encourage enterprises, visitors, and the public to contribute to community and sustainability initiatives in a responsible manner. **B4 支持社區發展.** 目的地管理單位應建立一套能夠鼓勵企業、遊客、大眾以負責任的方式為在地社區與永續發展計畫做出貢獻的系統。	a. Support for local community and sustainability initiatives by local tourism enterprises is encouraged and facilitated. b. Schemes exist, and are promoted, for visitors to support local community and sustainability initiatives. c. Volunteering and engagement with the community does not involve intrusion or exploitation. a. 鼓勵和促進當地旅遊企業對當地社區和永續發展計畫的支持。 b. 具備並持續推廣促進遊客支持當地社區和永續發展計畫的方案。 c. 志願服務與社區參與不可涉及侵擾或剝削。	4 優質教育 3 良好健康與福祉
B5 Preventing exploitation and discrimination The destination upholds international standards on human rights. It has laws,	a. Reference (title, date) to specific laws that pertain in the destination regarding human rights, exploitation, discrimination and harassment.	10 減少不平等

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practices and an established code of conduct to prevent and report on human trafficking, modern slavery and commercial, sexual, or any other form of exploitation, discrimination and harassment of or against anyone, particularly children, adolescents, women, LGBT and other minorities. The laws and established practices are publicly communicated and enforced.

b. Evidence of communication and enforcement of above laws and related good practice (including to tourism enterprises and visitors).
c. Risk and impact analysis regarding human rights, including human trafficking, modern slavery and child labour – conducted regularly.
d. Destination and key tourism players are signatories to the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism.

B5 防止剝削與歧視

目的地管理單位應支持國際人權標準，執行相關法律、條例，建立行為守則，以防止和通報販賣人口、現代奴役以及對任何人進行商業/性/其他型式的剝削、歧視和騷擾行為，特別是針對兒童、青少年、婦女、LGBT 和其他少數族群。

相關法律和實施細節都需公開傳達且具有效力。

a. 目的地管理單位公布有關人權、剝削、歧視以及騷擾的特定法律（名稱，日期）。
b. 溝通與執行上述法律和相關有效的實踐證明（包括與旅遊企業和遊客的實踐）。
c. 定期進行有關人權議題的風險和衝擊分析，包括人口販運、現代奴役以及童工議題。
d. 目的地管理單位和主要旅遊業參與者簽署《保護兒童免受旅行和旅遊業性剝削行為守則》。

B6 Property and user rights
Laws and regulations regarding property rights and acquisitions are documented and enforced. They comply with communal and indigenous rights, ensure public consultation and do not authorize resettlement without free prior and informed consent and fair and just compensation. Laws and regulations also protect user and access rights to key resources.

B6 產權與使用權

目的地管理單位記錄並執行有關產權和收購的法律與規範。這些法規維護在地社區住戶與原住民的產權與使用權，確保公開諮詢之法定程序，在沒有事先通知並徵求同意、且完成公平、公正補償的情況下，不得批准對原住民（戶）進行重新安置。法規同時應保護核心資源的使用者及使用權限不受侵犯。

a. Reference (title, date) to specific laws that pertain in the destination regarding property rights and acquisitions and user and access rights to resources.
b. Reference in the above laws to communal and indigenous rights, public consultation and resettlement.
c. Evidence of enforcement of the above laws in the context of tourism development and activity.
d. Evidence of community consultation, consent and compensation.

a. 目的地管理單位公布有關產權、收購、使用者及使用權的具體法律（名稱、日期）。
b. 上述法律中應包含本地社區和原住民的權利、公眾意見徵詢以及重新安置等內容。
c. 提供在旅遊業發展和活動中執行上述法律的證明文件。
d. 提供關於社區諮詢、同意以及補償的相關證明文件。

B7 Safety and security
The destination has a system to monitor, prevent, publicly report, and respond to crime, safety, and health hazards that addresses the needs of both visitors and residents.

a. Security and health services are well established and active in the destination.
b. The needs of visitors are identified and addressed in the delivery of security and health services.
c. Tourism facilities are inspected for compliance with safety and hygiene standards.

B7 安全與保障 目的地管理單位建立一套監測、預防且公開的報告、應對犯罪、安全、健康危害的機制，以滿足旅客與居民的需求。	a. 在目的地建立良好且可執行的安全和健康服務機制。 b. 指認並解決遊客對於安全及健康服務的需求與資訊傳達。 c. 檢查旅遊設施是否符合安全和衛生標準。	16 和平、正義與強大機構
B8 Access for all Where practical, sites, facilities and services, including those of natural and cultural importance, are accessible to all, including persons with disabilities and others who have specific access requirements or other special needs. Where sites and facilities are not immediately accessible, access is afforded through the design and implementation of solutions that take into account both the integrity of the site and such reasonable accommodations for persons with access requirements as can be achieved. Information is made available on the accessibility of sites, facilities and services. **B8** 無障礙 / 可及性 在實際可行的條件下，應確保所有人，包含身心障礙和其他有特殊需求的人士，都可以無障礙地進入特定場所、使用設施與享受服務，包含重要的自然與文化場所。而，針對原本不具有無障礙環境的景點及設施，應透過妥善的通用設計及解決方案，考量場所體驗的完整性及特殊需求使用者出入的合理性，提高其可及性。 同時，目的地管理單位應提供區內場所、設施與服務，關於無障礙/可及性等相關訊息。	a. The existence of any regulations and standards regarding the accessibility of visitor sites, facilities and services. b. Consistent application of accessibility standards in public facilities. c. Data on the extent/proportion of visitor sites and facilities that are accessible. d. Evidence of programmes to improve access for people with a range of access needs. e. Information on accessibility included in communications about the destination as a whole. f. Details of accessibility included in visitor information about key sites. a. 於遊客景點、設施以及服務等層面，具備無障礙使用條例和標準。 b. 在公共設施中採用一致的無障礙設施標準。 c. 建構具備無障礙設施的遊客景點及設施的範圍/比例資料。 d. 相關符合各種有特殊需求族群的無障礙設施改善方案之證明文件。 e. 目的地的宣傳資訊中包含無障礙使用的相關資訊。 f. 主要景區的遊客資訊中應包含無障礙使用的細節。	3 良好健康與福祉 10 減少不平等

準則	績效指標	聯合國永續發展目標
第三章：文化的永續發展		
C(a) 文化資產保存		
C1 Protection of cultural assets The destination has a policy and system to evaluate, rehabilitate, and conserve cultural assets, including built heritage and cultural landscapes. **C1 文化資產保存** 目的地管理單位應建立一套評估、修復與保存文化資產的政策與系統，包含修復遺產和文化地景。	a. Lists of cultural assets, including evaluation and indication of vulnerability. b. Programme of rehabilitation and conservation of assets. c. Mechanisms for using income from tourism to support conservation of cultural assets. a. 建立文化資產清單，包括評估和脆弱性指標。 b. 文化資產修復與保護方案。 c. 建立以旅遊收入支持文化資產保護的機制。	11 永續城市和社區
C2 Cultural artefacts The destination has laws governing the proper sale, trade, display, or gifting of historical and archaeological artefacts. The laws are enforced and publicly communicated, including to tourism enterprises and visitors **C2 文物** 目的地管理單位頒布法律，規範有關歷史和考古工藝品的銷售、貿易與展示或贈與等行為。相關法規應強制執行，並向旅遊業者與遊客公開傳達。	a. Reference to relevant laws relating to historical artefacts pertaining in the destination (title, date). b. Evidence of communication of relevant laws to tourism enterprises and visitors. c. Evidence of enforcement of relevant laws. a. 目的地管理單位頒布與歷史文物相關的法律（名稱、日期）。 b. 向旅遊企業和遊客傳達相關法律的證明文件。 c. 執行相關法律的證明文件。	11 永續城市和社區
C3 Intangible heritage The destination supports the celebration and protection of intangible cultural heritage, including local traditions, arts, music, language, gastronomy and other aspects of local identity and distinctiveness. The presentation, replication and interpretation of living culture and traditions is sensitive and respectful, seeks to involve and benefit local communities, and provides visitors with an authentic and genuine experience. **C3 非物質文化遺產** 目的地管理單位支持非物質文化遺產的頌揚與保護，包含當地傳統文化、藝術、音樂、語言、美食與其他具當地特色與獨特	a. Identification and listing of intangible cultural heritage. b. Examples of celebration and visitor experiences of intangible cultural heritage (events, distinctive products etc.). c. Evidence of involvement of local and indigenous communities in developing and delivering visitor experiences based on intangible cultural heritage. d. Feedback from visitors and local communities on delivery of intangible heritage experiences. a. 指認非物質文化遺產並列冊。 b. 非物質文化遺產的慶典活動和遊客體驗（如活動、特色產品等）的示範案例。	11 永續城市和社區 12 負責任消費和生產

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性的非物質文化遺產。對現有生活文化與傳統的展演、重現與詮釋需謹慎且心懷尊重。尋求當地社區參與並造福當地社區，同時為遊客提供真實、原汁原味的在地體驗。	c. 本地和原住民社區參與發展和向遊客傳達以非物質文化遺產為基礎的旅遊體驗之證明文件。 d. 有遊客和當地社區對提供非物質文化遺產體驗的回饋。	
C4 Traditional access The destination monitors, protects, and when necessary rehabilitates or restores local community access to natural and cultural sites. **C4 傳統的使用** 針對在地傳統的自然與文化場所，目的地管理單位需進行監測、保護並在必要時重建或修復，以協助在地社區居民能重新使用與傳承傳統文化。	a. Monitoring of accessibility to natural and cultural sites for the local community. b. Evidence of engagement with the local community regarding traditional access. c. Specific action to protect and/or rehabilitate local community access. a. 監測當地社區對自然和文化景區的可及性。 b. 針對傳統的場所使用問題，與當地社區進行相關互動的證明文件。 c. 保護和/或恢復當地社區（對相關資源/空間）之使用權的特定行動。	11 永續 城市和社區
C5 Intellectual property The destination has a system to contribute to the protection and preservation of intellectual property rights of communities and individuals **C5 智慧財產** 目的地管理單位應建立一套保護與保存當地社區或個人智慧財權的系統。	a. Reference to laws on intellectual property pertaining in the destination (title, date). b. Communication of intellectual property rights to tourism stakeholders. c. Evidence that intellectual property rights are protected in the development of cultural experiences for visitor. a. 目的地管理單位公布與智慧財產有關的法律（名稱、日期）。 b. 向旅遊業利益相關人傳達智慧財產權。 c. 在開發遊客文化體驗活動過程中，充分保護了智慧財產權，並保留證明文件。	16 和平、正義與 強大機構
C(b) 文化景點參訪		
C6 Visitor management at cultural sites The destination has a system for the management of visitors within and around cultural sites, which takes account of their characteristics, capacity and sensitivity and seeks to optimize visitor flow and minimize adverse impacts. Guidelines for visitor behaviour at sensitive sites and cultural events are made available to visitors, tour operators and guides before and at the time of the visit. **C6 文化景點的遊客管理** 目的地管理單位應建立一套針對文化景點內部與週邊的遊客管理系統，該系統考量	a. Monitoring of visitor flows and impact on cultural sites, with results shared across the destination. b. Evidence of action to manage tourism-related impacts in or around cultural sites. c. Existence and distribution of published guidelines on visitor behaviour at sensitive sites and cultural events and periodic monitoring of compliance. d. A code of practice for tour operators and tour guides and/or other engagement with them on visitor management at cultural sites. e. Provision of training for guides. a. 監測遊客流量對文化景點的影響，並與整個目的地分享結果。	11 永續 城市和社區 12 負責任 消費和生產

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	b. 在文化景點內部或周邊，對旅遊相關衝擊進行主動管理的行動證明。 c. 公布在敏感區域和文化事件中的遊客行為準則，並定期監測其遵守情況。 d. 制定針對旅遊經營者和解說員有關文化景點遊客管理的行為守則，和/或進行其他相關互動。 e. 提供解說員培訓。	
到該區域特性、承載量、敏感度，同時提升遊客動線品質，降低負面衝擊。在敏感區域與文化慶典中，針對遊客、旅遊業者與解說員，於參觀期間與參觀前，設計提供參觀行為指南。		
C7 Site interpretation Accurate interpretative material is provided which informs visitors of the significance of the cultural and natural aspects of the sites they visit. The information is culturally appropriate, developed with host community collaboration, and clearly communicated in languages pertinent to visitors and residents. **C7 景點解說** 目的地管理單位應向遊客提供正確的解說資訊，以傳達給遊客其拜訪之文化與自然景點的重要性。這些訊息內容在文化上的呈現是適當的，並且是與在地社區共同發展完成，以訪客與居民可理解的語言，進行清楚有效的溝通傳達。	a. Provision of informative interpretative material on site and in formats that are accessible pre-arrival. b. Evidence that interpretative material has been well researched and is accurate. c. Interpretation material that identifies the significance and sensitivity/fragility of sites. d. Evidence of host community collaboration in preparation of relevant interpretative material. e. Interpretative material available in relevant languages. a. 在景點提供內容豐富的解說資訊，並利用其他形式在遊客到達前向其提供相關資訊。 b. 景點解說資訊經充分研究且準確無虞的證明文件。 c. 景點解說資訊中明確標明景點的重要意義，以及該區域的敏感性/脆弱性。 d. 在編寫相關解說資訊過程中與本地居民進行合作並保留相關證明文件。 e. 提多種語言版本的解說資訊。	11 永續城市和社區 4 優質教育

準則	績效指標	聯合國永續發展目標
第四章：環境的永續發展		
D(a) 自然遺產保育		
D1 Protection of sensitive environments The destination has a system to monitor, measure and respond to the impacts of tourism on the natural environment, conserve ecosystems, habitats and species, and prevent the introduction and spread of invasive species. **D1 環境敏感區保護** 目的地管理單位應建立一套系統，用以監控、量測和應對旅遊對自然環境、生態保育、棲地與物種產生的衝擊。同時防止外來物種的入侵和擴散。	a. List of natural heritage sites and assets, indicating type, conservation status and vulnerability. b. Programmes to conserve biodiversity and natural heritage. c. Programmes to eradicate and control invasive species. d. Action to identify, monitor and mitigate tourism impacts on biodiversity and natural heritage. e. Mechanisms for using income from tourism to support conservation of natural assets. f. Communications with visitors and enterprises on reducing spread of alien species a. 建立自然遺產和資產清單，指明類型、保存狀況和脆弱性。 b. 保護生物多樣性和自然遺產的方案。 c. 建立根除和控制入侵物種的方案。 d. 辨識、監測和減輕旅遊對生物多樣性和自然遺產的衝擊之行動。 e. 建立以旅遊收入支持自然資源保護的機制。 f. 針對減少外來物種傳播議題，與遊客和企業溝通。	
D2 Visitor management at natural sites The destination has a system for the management of visitors within and around natural sites, which takes account of their characteristics, capacity and sensitivity and seeks to optimize visitor flow and minimize adverse impacts. Guidelines for visitor behaviour at sensitive sites are made available to visitors, tour operators and guides before and at the time of the visit. **D2 自然景點的遊客管理** 目的地管理單位應建立一套自然景點內部與週邊的遊客管理系統，該系統考量該區域特性、承載量、敏感度，同時提升遊客動線品質，降低負面衝擊。在敏感區域與文化慶典中，針對遊客、旅遊業者與解說	a. Monitoring of visitor flows and impact on natural sites, with results shared across the destination. b. Evidence of action to manage and mitigate tourism-related impacts in or around natural sites. c. Existence and distribution of published guidelines on visitor behaviour at sensitive sites, and periodic monitoring of compliance. d. A code of practice for tour operators and tour guides and/or other engagement with them on visitor management at natural sites. e. Cooperation with local conservation bodies to identify environmental risks associated with tourism and measures to reduce them. f. f. Provision of training for guides. a. 監控遊客量與行為對自然景點的衝擊，並與整個目的地分享結果。	14 水下生物 15 陸域生物

員，於參觀期間與參觀前，設計提供參觀行為指南。	b. 有管理和減輕自然景點內或周邊與旅遊相關衝擊的行動證明文件。 c. 公布敏感區域內的遊客行為準則，並定期監測其遵守情況。 d. 制定旅遊經營者和解說員關於自然景點遊客管理的行為守則，和/或進行其他相關互動。 e. 與地方保存機構合作，以辨識與旅遊業有關的環境風險並採取措施降低風險。 f. 提供解說員培訓。	
D3 Wildlife interaction The destination has a system to ensure compliance with local, national, and international laws and standards for wildlife interactions. Interactions with free roaming wildlife, taking into account cumulative impacts, are non-invasive and responsibly managed to avoid adverse impacts on the animals concerned and on the viability and behaviour of populations in the wild. **D3 野生動物互動** 目的地管理單位應建立一套系統，以確保遵循當地、國家與國際法律關於與野生動物互動之相關標準。與自由活動的野生動物互動，應考量到累積互動可能造成的影響，且應確保互動過程的非入侵性，並對互動進行積極負責任管理，以避免對動物的生存能力、行為以及族群數造成負面影響。	a. Reference (title, date) to international, national and local laws that apply in the destination regarding interaction with wildlife. b. Endorsement of international standards for wildlife viewing for both marine and terrestrial species. c. Distribution of a code of practice for wildlife interaction, including viewing, which reflects international standards. d. System for checking compliance with regulations, and code of practice amongst tourism operations. e. Actions to monitor wildlife wellbeing and minimize disturbance, in locations where interactions occur. f. Provision of information to visitors on harmful wildlife interaction, such as touching and feeding. a. 目的地管理單位引用關於野生生物互動之國際、國家及地方法律之名稱及立法日期。 b. 採用關於海洋和陸地物種野生動物觀賞的國際標準。 c. 發布反映國際標準的與野生動物互動（包括觀賞）的行為守則。 d. 建立體系，檢查旅遊相關業務遵守上述法律法規以及行為守則之執行情形。 e. 在發生野生動物互動的地方，採取監控野生動物福祉，盡量降低干擾的措施。 f. 向遊客提供何謂有害野生動物的互動之資訊，如觸摸和餵食。	14 水下生物 15 陸域生物
D4 Species exploitation and animal welfare The destination has a system to ensure compliance with local, national, and international laws and standards that seek to ensure animal welfare and conservation of species (animals, plants and all living organisms). This includes the harvesting or	a. Reference (title, date) to specific international, national and local laws, standards and guidelines that apply in the destination regarding animal welfare and conservation of species. b. Notification of laws, standards and guidelines to tourism enterprises and guides.	14 水下生物

capture, trade, display, and sale of wildlife species and their products. No species of wild animal is acquired, bred or held captive, except by authorized and suitably equipped persons and for properly regulated activities. Housing, care and handling of all wild and domestic animals meets the highest standards of animal welfare.

D4 物種入侵與動物福利
目的地管理單位應建立一套系統,以確保遵循當地、國家合國際法律和標準,力求確保動物福利及物種(動物、植物和所有生物)保育。這包含禁止捕抓、狩獵野生動物,禁止貿易、展示和銷售野生動物及使用野生動物製作之商品。除經合法授權、裝備適當的人員或為法律允許的活動之外,不得捕抓、繁殖或圈養任何野生動物。所有野生動物和家畜的圈養、照護與處理應符合動物福利的最高標準。

c. A system for inspection of the conditions of captive wildlife and domestic animals, including their housing and handling.
d. Licensing and checking of qualifications of personnel responsible for captive wildlife.
e. Action to promote the Convention on International Trade in Endangered Species (CITES) in the tourism sector and to ensure compliance with it.
f. Provision of information to visitors on avoiding trade in endangered species, e.g. in purchase of souvenirs derived from threatened species of wildlife notified by IUCN or CITES.
g. Enforcement of legislation to ensure that any hunting activity is part of a scientifically based, properly managed and strictly enforced approach to conservation.

a. 目的地管理單位制定動物福利和物種保護之國際、國家及地方性的法律、標準和準則(名稱,日期)。
b. 向旅遊企業和解說員通報這些法律、標準和準則。
c. 建立檢查圈養野生動物和家畜狀況(包括它們的居住和處置)的系統。
d. 對負責圈養野生動物人員的資格進行執照發放和檢查。
e. 在旅遊部門中推廣《瀕危物種國際貿易公約》(CITES),並確保遵守該公約。
f. 向遊客提供有關避免瀕危物種貿易的資訊,例如:購買《世界自然保護聯盟》(IUCN) 和《瀕危野生動植物種國際貿易公約》(CITES) 通報的受威脅野生動物的紀念品。
g. 加強立法以確保任何狩獵活動都有其科學依據、且被妥善管理,捕獵活動應嚴格執行保護策略。

D(b) 自然資源管理

D5 Energy conservation
The destination has targets to reduce energy consumption, improve efficiency in its use, as well as increase the use of renewable energy. The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report their contribution to these targets.

a. Energy consumption targets are publicised and promoted.
b. Programme to increase energy efficiency – e.g. promoting and supporting insulation.
c. Investment in renewable energy and percent of total provision/consumption.
d. Support and incentives for energy monitoring and reduction by enterprises.

D5 節約能源. 目的地管理單位應設定目標以減少耗能，提高能源有效使用，以及增加再生能源的使用。目的地管理單位應建立一套系統，鼓勵企業量測、監控、公開報告他們對這些目標的貢獻。	a. 公布和推廣能源消耗目標。 b. 提出提高能源效率的方案─例如推廣和支持隔熱材料。 c. 投資可再生能源，提高可再生能源在整體能源供應/消耗中的比例。 d. 支援和獎勵對能源進行監控並減少消耗的企業。	
D6 Water stewardship The destination encourages enterprises to measure, monitor, publicly report and manage water usage. Water risk in the destination is assessed and documented. In cases of high water risk, water stewardship goals are identified and actively pursued with enterprises, to ensure that tourism use does not conflict with the needs of local communities and ecosystems. D6 水資源管理 目的地管理單位鼓勵企業量測、監控、公開報告並管理用水情況。同時應對水資源風險進行評估與記錄建檔。在水資源風險高的情形下，確認水資源管理目標，並積極與企業一起執行，以確保因旅遊產生的水資源使用不與當地社區和生態系統的水資源需求相衝突。	a. Provision of guidance and support for monitoring and reduction of water usage by enterprises. b. Program to regularly assess water risk. c. Setting, publication and enforcement of water stewardship goals, where water risk has been assessed as high. d. Monitoring and control of sources and volume of water used for tourism purposes and its effect on local communities and ecosystems. Promotion and checking of adherence to goals by tourism enterprises. e. Visitor information on water risk and minimising water use. a. 為企業監測和減少用水提供指導和支持。 b. 建立定期評估水資源風險的計畫。 c. 在水資源被評估為高風險之地區，設定、公布和執行水資源管理目標。 d. 監測和控制旅遊目的地的水源與用水量，以及其對當地社區和生態系統的影響。宣傳和檢查旅遊企業對用水目標的執行情況。 e. 向遊客提供關於水資源風險和節約用水的資訊。	6 清潔飲水和衛生設施
D7 Water quality The destination monitors water quality for drinking, recreational and ecological purposes using quality standards. The monitoring results are publicly available, and the destination has a system to respond in a timely manner to water quality issues. **D7 水質** 目的地管理單位應建立對飲用、休閒與生態用水水質進行達標監控的機制。水質監控結果之資訊應隨時公布公開，並且就監控結果的水質問題即時採取相應的處置措施。	a. Programme of water quality monitoring. b. Existence of data and reports on water quality. c. Monitoring bathing water, with certification and identification of sites reaching set standards. d. Evidence of actions to improve water quality. e. Information for visitors on quality of local drinking water, to encourage use as alternative to bottled water. a. 水質監測方案。 b. 水質資料和報告。 c. 監控沐浴用水，對達到設定標準的景點進行認證和鑑定。 d. 具備改善水質行動的證明文件。	3 良好健康與福祉 6 清潔飲水和衛生設施

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	e. 為遊客提供有關當地飲用水品質的資訊，以鼓勵遊客採行替代瓶裝水之方案。	

D(c) 廢水、廢棄物與廢氣排放管理

| **D8 Wastewater**
The destination has clear and enforced guidelines in place for the siting, maintenance and testing of discharge from septic tanks and wastewater treatment systems. The destination ensures that wastes are properly treated and reused or released safely without adverse impacts on the local population and the environment.

D8 廢水
目的地管理單位建立明確且強制執行的廢水處理原則，規定廢水排放物（灰水、棕水）處理系統的選址、維護、排放檢測。目的地管理單位確保廢水得到適當的處置、再利用或安全排放，確保不會對當地居民與環境造成不利影響。 | a. Written guidelines and regulations on wastewater treatment.
b. System of enforcing guidelines amongst enterprises.
c. Monitoring/testing of released wastewater.
d. Provisional of sustainable municipal water treatment systems, for use by the tourism sector, where practical and appropriate.

a. 制定廢水處理的書面指南和規範。
b. 建立企業強制執行指南的體系。
c. 監測/測試廢水排放。
d. 提供永續的都市水處理系統，供旅遊部門在可行和適當的情況下使用。 | 3 良好健康與福祉

14 水下生物 |
| **D9 Solid waste**
The destination measures and reports on its generation of waste and sets targets for its reduction. It ensures solid waste is properly treated and diverted from landfill, with provision of a multiple-stream collection and recycling system which effectively separates waste by type. The destination encourages enterprises to avoid, reduce, reuse, and recycle solid waste, including food waste. Action is taken to eliminate or reduce singleuse items, especially plastics. Any residual solid waste that is not reused or recycled is disposed of safely and sustainably.

D9 固體廢棄物
目的地管理單位量測並報告其產生的固體廢棄物，並設置廢棄物減量目標。目的地管理單位確保固體廢棄物得到妥善處理，盡量減少垃圾掩埋，提供多管道和方式的回收、循環系統，以針對廢棄物進行有效分類。
目的地管理單位應鼓勵企業避免、減少、再利用和回收固體廢棄物，包含食品垃圾。目的地管理單位採取措施以消除、減少一次性物品使用，特別是一次性塑膠物 | a. Waste monitoring programme, with results and targets published.
b. Coordinated campaign/advice/support with tourism enterprises on waste management, including food waste.
c. Campaign to reduce/eliminate single use items, especially plastics.
d. Waste management programme for public offices and facilities.
e. Provision of a collection and recycling system, with at least four streams (i.e. organic, paper, metal, glass and plastic).
f. Provision of sustainable system for disposal of residual waste.
g. Campaign to eliminate dropping of litter, including by visitors, and to keep public spaces clean.
h. Adequate bins for separated waste disposal.

a. 建立廢棄物監測方案，並公布結果和目標。
b. 與旅遊企業針對廢棄物管理（包括食物浪費）共同進行活動/建議/支持。
c. 減少/消除一次性物品（特別是塑膠製品）的倡議行動。
d. 公共辦公室和設施的廢棄物管理計畫。 | 14 水下生物

12 負責任消費和生產

15 陸域生物 |

品。任何剩餘未能重複使用或回收的固體廢棄物應以安全、永續的方法進行處置。	e. 提供至少具有四類（即有機物、紙張、金屬、玻璃和塑膠）的分類收集和回收系統。 f. 提供處理剩餘廢棄物的永續性系統。 g. 舉辦旨在消除包括訪客在內的禁止亂扔垃圾，並保持公共場所清潔的運動。 h. 設置足夠進行垃圾分類的垃圾箱。	
D10 GHG emissions and climate change mitigation The destination has targets to reduce greenhouse gas emissions, and implements and reports on mitigation policies and actions. Enterprises are encouraged to measure, monitor, reduce or minimise, publicly report and mitigate greenhouse gas emissions from all aspects of their operation (including from suppliers and service providers). Offsetting of any remaining emissions is encouraged. **D10 溫室氣體排放與減緩氣候變遷** 目的地管理單位應設定減少溫室氣體排放的目標，並實施和報告其減緩排放的政策和行動。目的地管理單位應鼓勵企業量測、監控、減少或最小化、公開報告其營運各方面如何減緩溫室氣體排放（包含其供應商和服務提供者產生的排放）。鼓勵對排放進行補償。	a. Published target for percentage of emissions reduction by specified date. b. Annual climate report, including monitoring and mitigation actions. c. Supported campaign or other engagement with tourism enterprises on reduction and mitigation of emissions. d. Action to reduce emissions from public sector operations. e. Information for enterprises and visitors on offsetting schemes that meet recognised standards. a. 公布在指定日期之前的減排百分比目標。 b. 公布年度氣候報告，包括監測和減緩氣候變遷的行動。 c. 支持旅遊企業推動和參與減少、降低溫室氣體排放之活動。 d. 採取行動減少公共部門產生的溫室氣體排放。 e. 向企業和遊客提供有關符合公認標準的溫室氣體排放補償計畫的資訊。	13 氣候行動
D11 Low-impact transportation The destination has targets to reduce transport emissions from travel to and within the destination. An increase in the use of sustainable, low-emissions vehicles and public transport and active travel (e.g., walking and cycling) is sought in order to reduce the contribution of tourism to air pollution, congestion and climate change. **D11 低碳交通運輸系統** 目的地管理單位設定減少往來目的地，以及目的地內部旅遊運輸所產生的排放的目標。增加使用永續、低排放車輛、公共運輸以及運動旅行（如步行和騎車），以減少旅遊產業對空氣污染、交通擁擠和氣候變遷的影響。	a. Investment in more sustainable transport infrastructure, including public transport and low emissions vehicles. b. Information promoted to visitors on alternative transport options to and within the destination c. Data on visitor use of alternative transport modes. d. Improvement and promotion of cycling and walking opportunities. e. Prioritization of visitor markets accessible by short and more sustainable transport options. f. Public sector and tourism enterprises prioritise low-impact transportation in their own operations. a. 投資於更永續的交通基礎設施，包括公共交通和低排放車輛。 b. 向遊客宣傳前往目的地和目的地內的替代交通方式的資訊。	13 氣候行動 9 產業、創新和基礎設施

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	c. 建立訪客使用替代運輸方式的數據。 d. 改善和推廣騎自行車和步行條件。 e. 通過鼓勵短途或和更永續的交通方式，對目的地的遊客市場進行優先排序。 f. 公部門和旅遊企業在其自身運營中優先使用低碳交通。	
D12 Light and noise pollution The destination has guidelines and regulations to minimize light and noise pollution. The destination encourages enterprises to follow these guidelines and regulations. **D12 光害與噪音污染.** 目的地管理單位制定儘量減少光害與噪音污染的方針與規範。目的地管理單位鼓勵企業單位遵循這些指南與規範。	a. Guidelines on light and noise pollution – produced and promoted to tourism enterprises. b. Identification and monitoring of potential sources of noise and light pollution related to tourism. c. Mechanisms to enable residents to report noise and light pollution, with follow-up action. a. 製作光害與噪音污染的指南—提供並推廣給旅遊企業。 b. 識別和監測與旅遊業有關的潛在噪音和光害來源。 c. 建立機制，提供居民回報其發現的噪音和光害污染的管道，並採取後續行動。	3 良好 健康與福祉 11 永續 城市和社區