GSTC

Global Sustainable Tourism Council

GSTC's Mission and Current Activities

Randy Durband
GSTC CEO

8 December 2018
Maun, Botswana

Global Sustainable Tourism Council

Founding Organizations:

UNWTO

UN environment

Rainforest Alliance

UNITED NATIONS FOUNDATION

"Tourism that takes full account of its current and future **economic, social and environmental impacts**, addressing the needs of **visitors, the industry, the environment and host communities**"

Making Tourism More Sustainable - A Guide for Policy Makers, UNEP and UNWTO, 2005

Also in 2005, UNWTO and UNEP published "The 12 Aims of Sustainable Tourism"

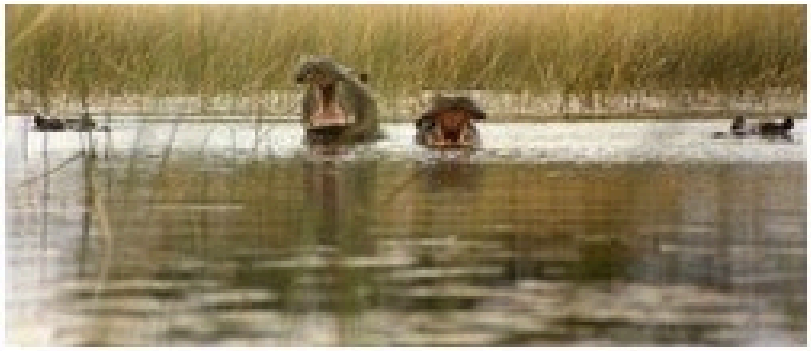
GSTC Criteria Sets

Two sets of GSTC Criteria have been developed:

1. **Criteria for Industry** (Hotels & Tour Operators) (2008, 2012, 2016)

2. **Criteria for Destinations** (2013)

Early-Adopter Spotlight: Botswana's Okavango Delta Ramsar Site



As far as African safaris go, there are a few destinations that rise above the rest, f
is one of those destinations. The region's admittance to the GSTC's Early-Adopter
impacts while maximizing benefits to the local population.

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1st revision begins now with public consultation

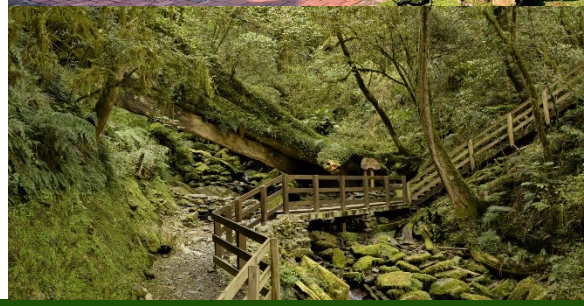
Four Pillars of GSTC Criteria

(A) Sustainability Management

(B) Social & Economic

(C) Culture

(D) Environment



“Sustainable Tourism is about a journey…a process of becoming more and more sustainable” – *GSTC*

“Sustainable tourism should not be taken to refer to a specific type of tourism. Instead, it is an aspiration for the impacts of all forms of tourism.”

- UNWTO Tourism for Development Discussion Paper on the occasion of the International Year of Sustainable Tourism for Development 2017

SDGs & GSTC Destination Criteria

For Hotels & Accommodations | For Tour Operators | For Destinations | For Certification Bodies | For Travelers

GSTC Global Sustainable Tourism Council

ABOUT | GSTC CRITERIA | CERTIFICATION | TRAINING | MEMBERS & MEMBERSHIP | NEWS

SUSTAINABLE DEVELOPMENT GOALS

There is a strong relationship between the GSTC Destination Criteria and the Sustainable Development Goals (SDGs).

Below you will find the corresponding SDGs to each criterion of the GSTC Destination Criteria.

Also available is a list of corresponding criterions (GSTC Destination Criteria) to each SDG.

SECTION A: Demonstrate effective sustainable management	SECTION B: Maximize economic benefits to the host community and minimize negative impacts	SECTION C: Maximize benefits to communities, visitors, and culture; minimize negative impacts	SECTION D: Maximize benefits to the environment and minimize negative impacts

A1 Sustainable destination strategy

The destination has established and is implementing a multi-year destination strategy that is publicly available, is suited to its scale; that considers environmental, economic, social, cultural, quality, health, and safety, and aesthetic issues; and was developed with public participation.

The Role of Standards

- Basis for certification
- For training, education, awareness
- Guidelines for legal and regulatory codes
- Measurement & Evaluation
- Market Access clarity

The Role of Certification

- Verify the validity of claims and fighting false claims (“greenwashing”)
- Risk management
- Provides discipline for improvement
- Market access function

GSTC Programs

- **Accreditation Program** – accreditation and verification of standards & certification bodies
- **Sustainable Tourism Training Program** - capacity-building for all stakeholders
- **Market Access** – increasing demand and access for sustainable product
- **Destination Program** – destinations managed sustainably

*All are driven by the **GSTC Criteria***

Accredited Certification Bodies

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Sustainable Tourism Training Program

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Source: http://www.un.org/sustainabledevelopment/sustainable-development-goals/

Market Access: TUI Group

TUI GROUP

CREDIBILITY THROUGH CERTIFICATION

We expect our own hotels and hotel partners to implement credible, independent sustainability certifications to demonstrate social and environmental good practice. Our ambition is to increase the number of hotels with sustainability certifications to accommodate 10 million customers a year by 2020.

We encourage our hotels to aim for certification that meets the Global Sustainable Tourism Council (GSTC) standard. A mandatory clause in contracts with our accommodation suppliers outlines minimum expectations and requires them to work towards credible GSTC-recognised sustainability certification.

1,220 HOTELS

HOTELS CERTIFIED TO GSTC RECOGNISED STANDARDS

80% OF TUI

GROUP-OWNED HOTELS HAD SUSTAINABILITY CERTIFICATIONS

Market Access: Royal Caribbean

ROYAL CARIBBEAN CRUISES LTD.

WWF

Sustainable Seafood Target

Responsibly source 90 percent of its wild-caught seafood by volume from MSC certified sustainable fisheries by 2020

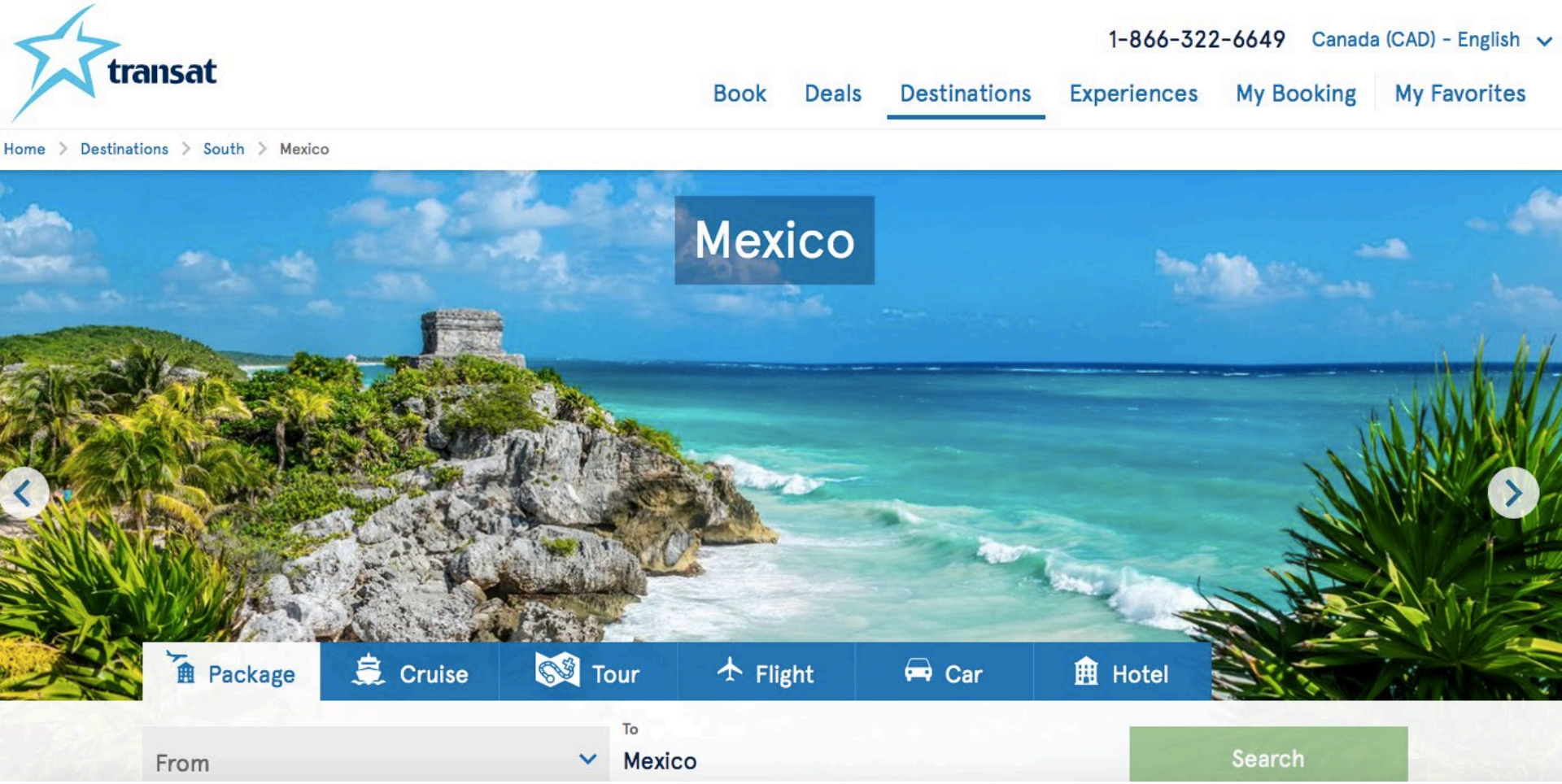
CERTIFIED SUSTAINABLE SEAFOOD MSC www.msc.org

Global Tour Operations Target

By the end of 2019, all “sustainable tours” offered by RCL will be provided by GSTC certified operators

GSTC

Canadian tour operator Transat prefers hotels that are certified sustainable



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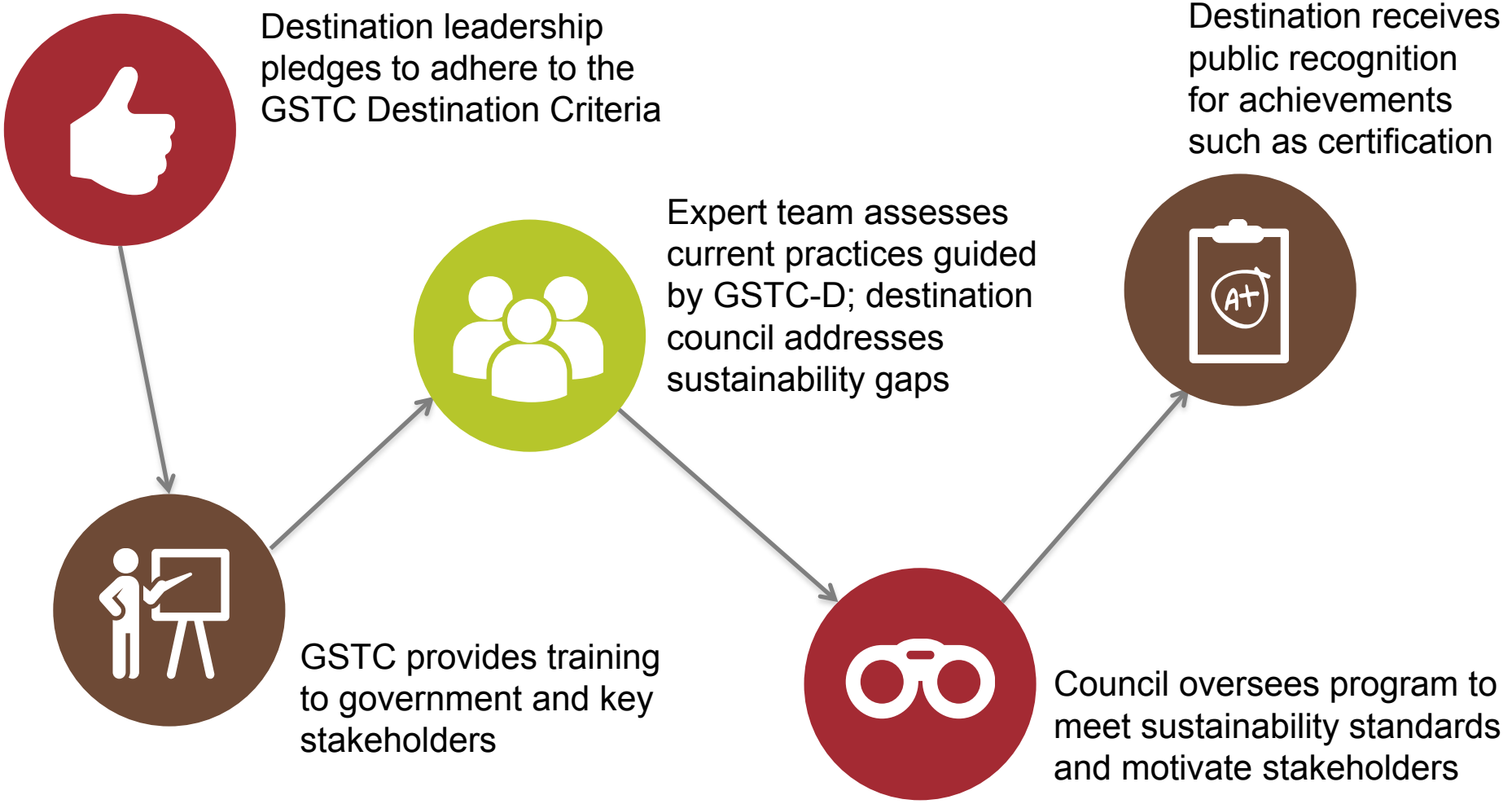
GSTC Destination Program

Roadmap to Sustainable Destinations



GSTC Destination Program

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Criterios GSTC para Destinos

Los Criterios GSTC para Destinos y los Indicadores de Desempeño relacionados fueron desarrollados en base a criterios y enfoques ya reconocidos, incluyendo, por ejemplo, los indicadores de nivel de destino OMT, Criterios GSTC para Hoteles y Operadores Turísticos, y otros casi 40 principios y lineamientos ampliamente aceptados, criterios de certificación e indicadores. Los Criterios reflejan estándares de certificación, indicadores, criterios y mejores prácticas de diferentes contextos culturales y geopolíticos de todo el mundo en materia de turismo y otros sectores, según corresponda. Se examinaron los posibles indicadores de relevancia y practicidad, así como su aplicabilidad a una amplia gama de tipos de destino. Fueron probados en el campo alrededor del mundo. Para detalles sobre cómo se desarrollaron los criterios, hacer clic aquí

Algunos de los usos esperados de los Criterios por las organizaciones de gestión de turismo incluyen los siguientes:

- Servir como guía básica para los destinos que desean ser más sostenibles.
- Ayudar a los consumidores a identificar destinos turísticos sólidos y sostenibles.
- Servir como denominador común para que los medios de comunicación reconozcan los destinos e informen al público sobre su sostenibilidad.
- Ayudar a los programas de certificación y otros programas de voluntariado a comprobar que sus estándares cumplan con la normativa básica ampliamente aceptada.
- Ofrecer a los programas gubernamentales, no gubernamentales y del sector privado un punto de partida para desarrollar requisitos de turismo sostenible

/criterios-gstc/criterios-gstc-para-la-industria-de-hoteles/?lang=es los organizaciones de educación y formación, como las

Criterios GSTC
Criterios GSTC para la Industria (Hoteles & Operadores Turísticos)
Criterios GSTC para la Industria de Hoteles
Criterios GSTC para la Industria de Operadores Turísticos
Criterios GSTC para Destinos
Traducción de los Criterios
Revisión de Criterios y Retroalimentación
Estándares para Hoteles y

Mr. Weerasak Kowsurat
Thailand Minister of Tourism & Sports

"…the head counts of foreign tourists…are not the top priority...

quoted in
"The Nation" online English version
September 8, 2018

...targets like 36 million visitors this year are no longer important, but **it is more crucial to focus on the GSTC** [global sustainable tourism council] index for further development."

Carbon offsets for all conference participants….

…our deep thanks to:

Source: http://www.un.org/sustainabledevelopment/sustainable-development-goals/

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Thank you for joining us!

www.gstcouncil.org