



# Guidelines for the GSTC Certification Certificate

## version 1.0

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### Document History

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## **Document Controls**

This is version 1.0 of the Guidelines for the GSTC Certification Certificate, 2024.

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The Global Sustainable Tourism Council

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## 1. Introduction

- 1.1. This document outlines the guidelines for GSTC-Accredited Certification Bodies (CBs) for issuing the GSTC-Certified Certificate.
- 1.2. The Certificates issued under Turkiye Sustainable Tourism Program, shall follow the guideline set by Turkiye Promotion and Development Agency (TGA).

## 2. Information on the Certificate

- 2.1. The CB shall include the following items on the certificate.
- 2.2. **GSTC-Accredited Certification Body Logo**
  - 2.2.1. This logo signifies the accreditation status of the Certification Body (CB) and it is for use in the promotion of the CB's programs.
  - 2.2.2. The CB shall ensure that the logo image is clearly identifiable. This includes verifying that there are no unauthorized changes in proportions, color alterations, cropping, or quality degradation.
  - 2.2.3. The CB may consider positioning the CB's logo alongside the Accredited CB logo to avoid confusion with the GSTC-Certified Logo.
- 2.3. **Certification Body Logo**
  - 2.3.1. The official logo of the CB, used to signify the authority and authenticity of the issuing body.
  - 2.3.2. The CB must use only the logo and name of the organization as specified for GSTC-Accredited status. Logos of partner organizations with different names and branding shall not be included on the certificate and shall not be displayed alongside the GSTC-Accredited CB Logo.

2.3.3. If another organization's logo needs to be included on the certificate, the CB shall notify GSTC in advance to get the approval, except when operating under the CS-CB Framework. For more information, please refer to clause 2.5.2.

#### 2.4. **GSTC-Certified Logo**

2.4.1. The GSTC-Certified Logo is for the use of GSTC-Certified Hotel/Accommodation, Tour Operator, or Destination to the GSTC Criteria or a GSTC-Recognized Standard by a GSTC-Accredited CB.

2.4.2. The CB shall present the GSTC-Certified Logo to appropriately identify the corresponding certification logo.

2.4.3. The GSTC-Certified Logo shall not be created or distributed by the CB for purposes other than those related to the issuance or public announcement of the certificate.

2.4.4. At the time of certificate issuance, the CB shall request and obtain the GSTC-Certified Logo from GSTC.

2.4.5. All other usages of the GSTC Trademark shall adhere to the general provisions outlined in the Certification Body Licensing Agreement (CBLA).

#### 2.5. **Certification Scheme Logo**

2.5.1. The logo represents a Certification Scheme (CS) owning GSTC-Recognized Standard.

2.5.2. In case the CB is acting in partnership with a CS under the CS-CB Framework, the logo of the CS shall appear in conjunction with CB's logo, the GSTC-Certified Logo and GSTC-Accredited Logo.

**2.6. Unique Identification Code for Certified Business**

2.6.1. The CB shall include the unique identification code on certificates to ensure the traceability and credibility of the certificate.

2.6.2. Each instance of the GSTC-Certified Logo shall contain a unique "GSTC-Certified" identification code and the code shall be indicated with the GSTC-Certified Logo.

**2.7. Information of the Certified Client**

2.7.1. Each certificate shall include the full names and the legally registered addresses relevant to the certified client and the CB.

2.7.2. The signature or other defined authorization of the person(s) of the CB shall be included on the certificate.

2.7.3. For the Certificate of GSTC-Certified Destination: The certificate shall include both the Destination Management Organization's legally registered name and address, together with the official name of the Destination.

2.7.4. For the Certificate of GSTC-Certified Hotel/Accommodation or Tour Operator: The certificate shall include the legally registered name and address of the certified business.

**2.8. Scope of the Certification**

2.8.1. Each certificate shall clearly specify the scope of the certification according to the classification of tourism activities and reference standard outlined in the GSTC Accreditation Manual:

2.8.1.1. Tourism activities: Hotel/Accommodation, Tour Operator,  
Tour Product, or Destination

2.8.1.2. Reference standard: GSTC Hotel Criteria, GSTC Tour Operator Criteria, GSTC Destination Criteria, or GSTC-Recognized standard (please provide the name and version of the standard)

2.8.2. If a hotel is connected to or includes other businesses such as golf courses, residences, or a shopping mall, the certified business scope must be identified.

2.9. **Validity and Duration of the Certificate**

2.9.1. The CB shall display the validity period of certification (issue date and expiry date) on the certificate to ensure transparency and to inform stakeholders of the current status of the certification.

**3. General Rules**

3.1. The GSTC Logos shall be used according to the GSTC [Logo Usage Guidelines for Certified Entities](#), [GSTC-Accredited Certification Body Logo—terms of Use](#), and [GSTC-Certified Logo—Terms of Use](#).

3.2. Each GSTC Logo given above shall only be used where it has a contrasting background and is of a size with the text component being readable by a person of average eyesight.