



Global Sustainable Tourism Council

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# Roadmap to Destination Sustainability

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# Facilitators



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# Destination Stewardship

“**Destination Stewardship**” is our description for the framework whereby the public sector, private sector, and the residents of local community are engaged jointly to preserve, protect, and benefit from visitors to their touristic destination.

The **GSTC Destination Criteria** and our destination programs provide support to destinations seeking to manage and operate truly sustainable and responsible forms of tourism.



# WORKSHOP OBJECTIVES

- **Identify GSTC Destination Programs**
- **Identify and Addressing Community Challenges**
- **Enhance Stakeholders Role in Building Partnerships**
- **Share Ideas and Innovations Regarding Sustainable Community Success**
- **Identify Tools and Resources for Destination Stewardship and Management**



# Aligning Community Vision with Sustainability Goals

What do you know about your community values and what's important to them?

What challenges is your community facing?

What positive developments or initiatives are currently taking place in your community?

# Aligning Community Vision with Sustainability Goals

How are you aligning your efforts with sustainability goals?

What evidence supports your current initiatives?

In thinking about your community, what does a sustainable destination look like?

# Aligning Community Vision with Sustainability Goals

Which sustainability goals are currently lacking in your community?

Which goals do you feel are particularly strong or well-established?

# Community and Stakeholder Engagement

How can we engage diverse voices in creating a shared vision?

Identify key local stakeholders in your community.  
Create a comprehensive master list.



# Create your roadmap

What actionable steps can we implement to address gaps in our sustainability goals?

# Four Pillars of GSTC Criteria



A: Demonstrate sustainable destination management



B: Maximize economic benefits to the host community and minimize negative impacts



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



D. Maximize benefits to the environment and minimize negative impacts

# Sustainable Management

## 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.

- 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.



# Section A Self-Assessment

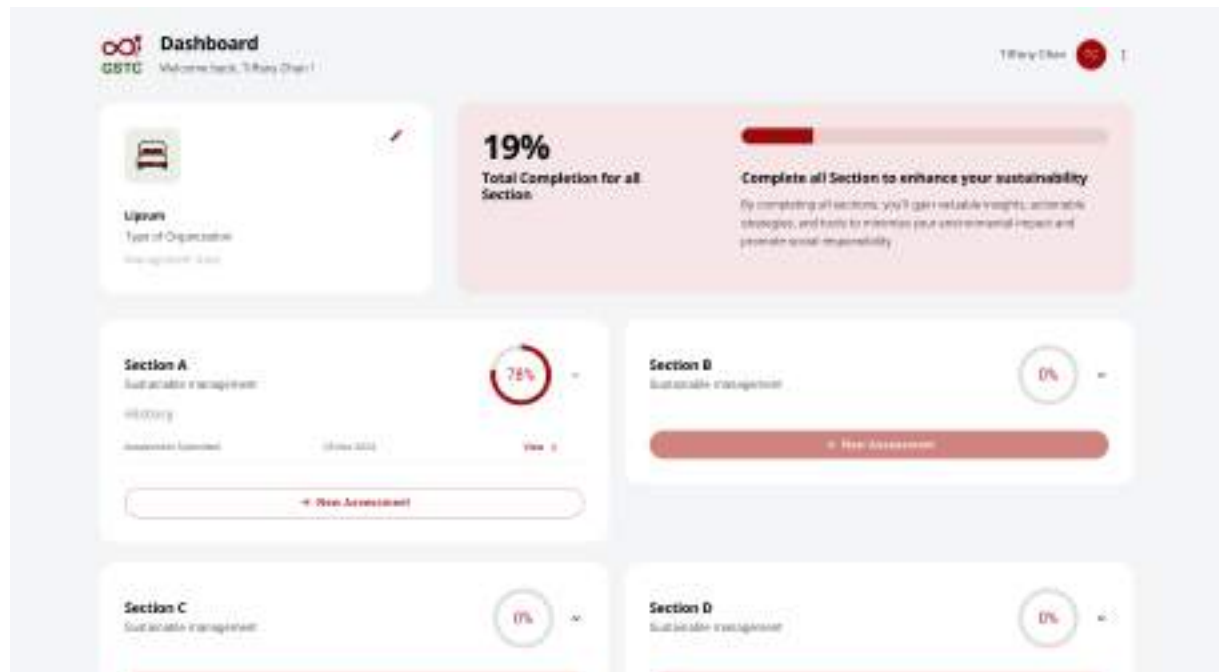
**A1** Destination management responsibility

**A2** Destination management strategy and action plan

**A4** Enterprise engagement and sustainability standards

**A5** Resident engagement and feedback

# GSTC-D Self-Assessment Tool



# GSTC-D Self-Assessment Tool

Lesson A1

Destination Management Responsibility

Progress:  75%



a. Management structure and framework

The GSTC Destination criteria begin with establishing a robust sustainability management framework. Let's start the assessment to gauge your readiness.

[Get Started >](#)

# GSTC-D Self-Assessment Tool

**Criteria A1** Destination Management Responsibility Progress  14%

Q1. Does the destination have a group or committee responsible for coordinating sustainable tourism?

Yes  In progress  No

Q2. Is the group involved with the private, public, and civil society?

Yes  In progress  No

Q3. Does the group have clear responsibilities and the ability to manage social, cultural, and environmental issues?



# GSTC-D Self-Assessment Tool





# Destination Assessment

**GSTC Assessment is a tool for destination organizations to identify risk areas and opportunities for applying the GSTC Criteria.**

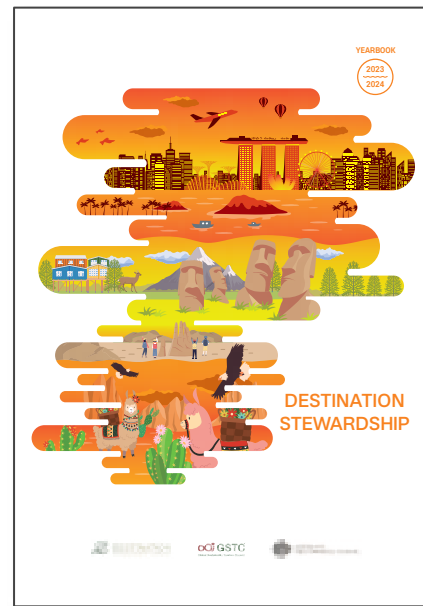
GSTC Assessment is not certification. As an accreditation body, the GSTC does not directly certify any organization or product.



# Destination Stewardship Report



The screenshot shows the website for the Destination Stewardship Report. At the top, the GSTC logo is on the left, and navigation links for HOME, SYSTEM, CERTIFICATION, ACCREDITATION, TRAINING, MEMBERSHIP, EVENTS, NEWS, and CONTACT are on the right. The main heading is "Destination Stewardship Report". Below it, a paragraph explains that the report is an quarterly collaboration between the Destination Stewardship Center, Center for Responsible Travel, and the Global Sustainable Tourism Council. A green button labeled "BROWSE BY QUARTERLY DESTINATION STEWARDSHIP REPORT" is centered. Two report entries are listed: "Destination Stewardship Report – Volume 6, Issue 1" (August 2024) and "Destination Stewardship Report – Volume 6, Issue 2" (April 2024). Each entry includes a thumbnail image, the report title, and a brief description of its content.



The cover of the "Destination Stewardship Yearbook 2023-2024" features a vibrant, stylized illustration of various global destinations. The artwork is composed of horizontal, rounded rectangular shapes in shades of orange, yellow, and green, each containing a different scene: a city skyline with a hot air balloon, a tropical beach with palm trees, a mountain range with a cabin, a desert landscape with a camel, and a coastal town. The text "YEARBOOK 2023-2024" is in the top right corner, and "DESTINATION STEWARDSHIP" is written in large, bold letters on the right side. Logos for GSTC, DESTINATION STEWARDSHIP CENTER, and CENTER FOR RESPONSIBLE TRAVEL are at the bottom.



# Destination Stewardship Starter Kit

## Translated into:

- French
- Spanish
- Greek
- German



# Sustainable Tourism Training Program



**Sustainable Tourism  
Course**

+ schedule



**Sustainable Business  
Travel Course**

+ schedule



**Sustainable Hotel  
Course**

+ schedule



**Private or Custom  
Training**



**Auditor Training**



**Applied DEI in Travel  
Course**



**Accessible & Inclusive  
Travel Course**





The Wayfinder is an **industry-led** destination management framework, guiding destination organizations through a **continuous improvement pathway** that **measures, monitors** and **improves** destination stewardship capability and outcomes.



# Wayfinder Framework

The Wayfinder unifies destination organizations in their understanding of stewardship and how to approach it. Made up of nine core modules, the Wayfinder framework is **a set of standards recognized by the Global Sustainable Tourism Council** and aligned with the **United Nations Sustainable Development Goals**.



Management Structure & Framework



Stakeholder Engagement



Resiliency, Risk & Crisis Management



Brand, Marketing & Communications



Destination Development



Economic Prosperity



Environmental Preservation & Ecological Balance



Social Well-Being



Identification & Preservation of Culture & Heritage



Wherever you are on your journey,  
we'll meet you there.

visit [www.destinationwayfinder.com](http://www.destinationwayfinder.com)

get in touch [info@destinationwayfinder.com](mailto:info@destinationwayfinder.com)



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Global Sustainable Tourism Council

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**Thank you!**  
**Any questions?**

**[destinations@gstc.org](mailto:destinations@gstc.org)**

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