

Global Sustainable Tourism Council

GSTC Industry Criteria 全球可持續旅遊議會：產業標準

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Preamble

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序言

The Global Sustainable Tourism Council (GSTC) Criteria were created to provide a common understanding throughout the world of “sustainable tourism”, and are the minimum that any tourism business should aspire to reach. They are organized around four main themes: effective sustainability planning, maximizing social and economic benefits for the local community, enhancing cultural heritage, and reducing negative impacts to the environment. They have applicability to the entire tourism industry.

對可持續旅遊而言，全球可持續旅遊標準是對可持續發展所達成共識的結果。對於任何致力於實現可持續旅遊的管理組織來說，這些標準都應當成為其力求達到的基準標準。為實現可持續旅遊，應達成以下四個目標：(一)有效的可持續發展規劃；(二)當地社區之社會與經濟利益最大化；(三)提升文化傳承效益；(四)減少環境負面影響。上述標準適用於整體旅遊產業。

The 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 Criteria are revised every 3 to 5 years. Plans for revisions plus advance sign-up for public input into future revisions are available on www.gstcouncil.org. The website also provides information on the process and history of the Criteria development.

此標準遵循國際社會與環境認可和標籤聯盟（ISEAL）的標準制定規範(Standard-Setting Code)而建立與修改，作為國際可持續性旅遊標準的指導方針，每三到五年修改一次。相

關修訂資訊、欲參與修訂或瞭解修改的過程與標準建立的沿革，請參照官網 www.gstcouncil.org

Some of the uses of the criteria include the following:

- Serve as the basis for certification for sustainability
- Serve as basic guidelines for businesses of all sizes to become more sustainable, and help businesses choose sustainable tourism programmes that fulfill these global criteria
- Provide greater market access in the growing market for sustainable products, serving as guidance both for travellers and for travel agencies in choosing suppliers and sustainable tourism programmes
- Help consumers identify sound sustainable tourism programmes and businesses
- Serve as a common denominator for information media to recognize sustainable tourism providers
- Help certification and other voluntary programmes ensure that their standards meet a broadly-accepted baseline
- Offer governmental, non-governmental, and private sector programmes a starting point for developing sustainable tourism requirements
- Serve as basic guidelines for education and training bodies, such as hotel schools and universities
- Demonstrate leadership that inspires others to act

該標準的用途包括以下幾方面：

- 作為可持續性認證的基礎
- 為致力於可持續發展的企業提供基本指南，並協助企業選擇符合全球可持續旅遊標準的項目
- 向公眾推介可持續旅遊產品，作為遊客與旅行社選擇可持續旅遊項目與供應商的指導準則
- 幫助消費者識別名實相符的可持續旅遊項目與企業
- 成為資訊媒體識別可持續旅遊供應商的基本準則
- 為認證以及其他自願性服務計畫相關專案提供參考依據，使其符合可持續旅遊的基本原則與要求
- 為政府部門、非政府組織、旅遊經營者提供可持續旅遊發展的基本框架
- 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

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.

最後需要說明的是：該準則僅僅指出了應該做什麼，而未表明怎樣去做或目標是否已經實現。這些都需要績效指標、相關教育材料與實施細則來實現，而這一切也正是實施全球可持續旅遊不可或缺的補充。

Criteria Application

It is recommended that all criteria be applied to the greatest extent practical, unless for a specific situation the criterion is not applicable and this is justified. There may be circumstances in which a criterion is not applicable to a specific tourism product, given the local regulatory, environmental, social, economic or cultural conditions. In the case of micro and community-owned tourism businesses which have a small social, economic and environmental footprint, it is recognized that limited resources may prevent comprehensive application of all criteria. Further guidance on these criteria may be found from the supporting indicators and glossary, published by the GSTC.

建議廣泛地應用所有標準並充分發揮其指導作用，但是也要因地制宜，在特定環境下，變更或刪去標準的某些條款，則顯得更加理性。對於特定旅遊產品或目的地管理機構，考慮到其地方監管制度與環境、社會、經濟、文化等因素，不可僅僅照抄全球可持續旅遊標準的某些條款。經驗表明：對於小型與社區型企業而言，不論在社會、經濟與環境等方面，其有限的物力、財力等資源往往難以應付全球可持續旅遊標準的全面應用與廣泛實踐。

上述標準的進一步指導檔，參見全球可持續旅遊議會（GSTC）公佈的支持性指標與術語彙編。

GSTC INDUSTRY CRITERIA

全球可持續旅遊產業標準

SECTION A: Demonstrate effective sustainable management

A. 有效的可持續經營管理

A1 Sustainability management system

The organization has implemented a long-term sustainability management system that is suitable to its size and scope, addresses environmental, social, cultural, economic, quality, human rights, health, safety, risk and crisis management issues and drives continuous improvement.

A1 可持續經營管理體系

經營者實施了適合其實際情況與業務範圍的長期的可持續經營管理體系，該體系綜合地考慮了環境、社會、文化、經濟、品質、人權、健康、安全、風險與危機管理等要素，並能持續改善。

A2 Legal compliance

The organization is in compliance with all applicable local, national and international legislation and regulations including, among others, health, safety, labour and environmental aspects.

A2 符合法規

經營者遵守所有相關的國內與國際法律與法規（包括健康、安全、勞動、環境等各方面）。

A3 Reporting and communication

The organization communicates its sustainability policy, actions and performance to stakeholders, including customers, and seeks to engage their support.

A3 報告與宣傳

經營者傳達可持續旅遊之政策、行動與績效給相關業者與客戶，並尋求他們的支持。

A4 Staff engagement

Staff are engaged with development and implementation of the sustainability management system and receive periodic guidance and training regarding their roles and responsibilities in its delivery.

A4 員工參與

員工參與可持續經營管理體系的發展與實行，並定期接受指導與訓練，以指導其瞭解所承擔的經營管理角色與任務。

A5 Customer experience

Customer satisfaction, including aspects of sustainability, is monitored and corrective action taken.

A5 顧客經驗

持續測評顧客滿意度，並據此適當地、貼切地加以改善。

A6 Accurate promotion

Promotional materials and marketing communications are accurate and transparent with regard to the organization and its products and services, including sustainability claims. They do not promise more than is being delivered.

A6. 準確的行銷宣傳

關於可持續發展的主張、機構本身與其產品、服務等方面的宣傳資料與行銷溝通必須準確與清楚地表達，不可過度不實地宣傳。

A7 Buildings and infrastructure

Planning, siting, design, construction, renovation, operation and demolition of buildings and infrastructure...

A7. 建築物與基礎設施

建築物與基礎設施的規劃、選址、設計、建設、修復、施工、拆除

A7.1 Compliance

...comply with zoning requirements and laws related to protected and sensitive areas and to heritage considerations.

A7.1 遵循依據

遵循土地分區管制以及保護區、敏感區、遺產地的相關規定

A7.2 Impact and integrity

...take account of the capacity and integrity of the natural and cultural surroundings.

A7.2 衝擊與完整性

將周邊自然生態與文化遺產的負荷量列入考慮，並維護其完整性。

A7.3 Sustainable practices and materials

...use locally appropriate and sustainable practices and materials.

A7.3 可持續建設的方法與材料

採用適合於當地的、可持續建設的方法與材料

A7.4 Access for all

...provide access and information for persons with special needs, where appropriate.

A7.4 為人群提供可進入性

為特殊需求的人群提供適當的可進入性條件與資訊

A8 Land water and property rights

Acquisition by the organization of land and water rights and of property is legal, complies with local communal and indigenous rights, including their free, prior and informed consent, and does not require involuntary resettlement.

A8 用地、用水以及產權

經營者必須合法地獲得用地、用水以及產權，不應妨害當地公共權益與原住民權益，涉及這些權益的項目或經營應當遵循“自由、事先、知情”同意原則，不要求非自願的重新安置。

A9 Information and interpretation

The organization provides information about and interpretation of the natural surroundings, local culture, and cultural heritage, as well as an explanation of appropriate behaviour while visiting natural areas, living cultures, and cultural heritage sites.

A9. 資訊與解說

經營者提供周邊自然資源、當地文化與文化遺產的相關資訊與解說，並且要告知遊客在訪問這些自然區域、活的文化與文化遺址時應當遵守的行為規範。

A10 Destination engagement

The organization is involved with sustainable tourism planning and management in the destination, where such opportunities exist.

A10 目的地參與
經營者參與可持續旅遊目的地的規劃與管理



SECTION B: Maximize social and economic benefits to the local community and minimize negative impacts

B. 当地社区社会与经济利益最大化与负面影响最小化

B1 Community support

The organization actively supports initiatives for local infrastructure and social community development. Examples of initiatives include education, training, health and sanitation and projects which address the impacts of climate change.

B1 支持社區發展

經營者採取積極舉措支持當地基礎設施與社區方面的發展，其中包括教育、培訓、健康和公共衛生，與其他氣候變遷相關的專案。

B2 Local employment

Local residents are given equal opportunities for employment and advancement, including in management positions.

B2 雇用當地員工

經營者在聘用員工時，當地居民被給予平等以及職業晉升機會，包括獲得管理職位

B3 Local purchasing

When purchasing and offering goods and services, the organization gives priority to local and fair trade suppliers whenever these are available and of sufficient quality.

B3 採購當地資源

經營者採購或提供產品與服務時，應當在資源可取得且品質達到要求的情況下，優先考慮當地符合公平貿易條件的供應商

B4 Local entrepreneurs

The organization supports local entrepreneurs in the development and sale of sustainable products and services that are based on the area's nature, history and culture.

B4 扶持當地企業主

經營者應支援當地企業的發展機制與銷售具有地方自然、歷史與文化特色的可持續產品及服務

B5 Exploitation and harassment

The organization has implemented a policy against commercial, sexual or any other form of exploitation or harassment, particularly of children, adolescents, women, minorities and other vulnerable groups.

B5 剝削與騷擾

經營者實施措施，抵制商業、性以及其它形式的剝削與騷擾，尤其要保護兒童、青少年、婦女以及弱勢團體。

B6 Equal opportunity

The organization offers employment opportunities, including in management positions, without discrimination by gender, race, religion, disability or in other ways.

B6 平等機會

經營者在聘用員工時，當地居民被給予平等機會，包括獲得管理職位、不因性別、種族、宗教、身體殘疾等其他因素而受到歧視。

B7 Decent work

Labour rights are respected, a safe and secure working environment is provided and employees are paid at least a living wage. Employees are offered regular training, experience and opportunities for advancement.

B7 尊嚴勞動

重視勞工權利與提供安全的工作環境。員工至少能夠獲得可以維持其生活的工資收入，且所有員工均能獲得定期培訓、經驗，以及職業晉升機會。

B8 Community services

The activities of the organization do not jeopardize the provision of basic services, such as food, water, energy, healthcare or sanitation, to neighbouring communities.

B8 社區服務

經營者的行為不得危及相鄰社區的基礎服務供給，包括食物、水、能源、醫療衛生等。

B9 Local livelihoods

The activities of the organization do not adversely affect local access to livelihoods, including land and aquatic resource use, rights-of-way, transport and housing.

B9 當地民眾的生活

經營者的行為力求避免負面影響于當地社區民眾的生活，包括陸地與水生生物資源的利用、道路通行、交通運輸工具使用以及住房供給等。

SECTION C: Maximize benefits to cultural heritage and minimize negative impacts

C. 将文化遗产效益发挥到最大并将负面影响降到最小

C1 Cultural interactions

The organization follows international and national good practice and locally agreed guidance for the management and promotion of visits to indigenous communities and culturally or historically sensitive sites in order to minimize adverse impacts and maximize local benefits and visitor fulfilment.

C1 文化互動

經營者在管理與推廣遊客前往原住民社區、文化與歷史敏感區域時，應當遵循國際或國家的優良實踐作法與受到當地認可的指導方針，以達到負面影響最小化、當地利益與遊客滿意度之最大化。

C2 Protecting cultural heritage

The organization contributes to the protection, preservation and enhancement of local properties, sites and traditions of historical, archaeological, cultural and spiritual significance and does not impede access to them by local residents.

C2 保護文化遺產

經營者應當促進當地歷史、考古、文化與精神資產的維護、保存與強化，並且不妨礙當地居民的進入與訪問權利。

C3 Presenting culture and heritage

The organization values and incorporates authentic elements of traditional and contemporary local culture in its operations, design, decoration, cuisine, or shops, while respecting the intellectual property rights of local communities.

C3 經營者重視並將傳統和當代地方文化的真實元素融入其營運、設計、裝飾、餐飲與店鋪中，同時也尊重當地社區的智慧財產權

C4 Artefacts

Historical and archaeological artefacts are not sold, traded or displayed, except as permitted by local and international law.

除國內、國際法律法規的允許之外，不可出售、交易或陳列具有歷史和考古意義的工藝品

Section D: Maximize benefits to the environment and minimize negative impacts

D. 环境效益最大化与负面影响最小化

D1 Conserving resources

D1 節約資源

Section D: Maximize benefits to the environment and minimize negative impacts

D. 环境效益最大化与负面影响最小化

D1 Conserving resources

D1 節約資源

D1.1 Environmentally preferable purchasing

Purchasing policies favour environmentally sustainable suppliers and products, including capital goods, food, beverages, building materials and consumables.

D1.1 環境友好採購

經營者採購生產資料、食品、飲料、建材以及消耗品時，應當優先考慮符合可持續標準的供應商與產品。

D1.2 Efficient purchasing

The organization carefully manages the purchasing of consumable and disposable goods, including food, in order to minimize waste.

D1.2 高效採購

經營者應當謹慎地管理一次性消耗品的採購，包含食物，以設法減少浪費。

D1.3 Energy conservation

Energy consumption is measured by type and steps are taken to minimize overall consumption. The organization makes efforts to increase its use of renewable energy.

D1.3 節約能源

監測能源消耗的種類，運用有效措施減少耗能總量，並盡力提升可再生能源的利用比重。

D1.4 Water conservation

Water risk is assessed, water consumption is measured by type, and steps are taken to minimize overall consumption. Water sourcing is sustainable and does not adversely affect environmental flows. In areas of high water risk, context-based water stewardship goals are identified and pursued.

D1.4 節約用水

評估水風險、監測水資源消耗與確認其種類，採取有效措施減少耗水總量。採購與使用符合可持續發展要求、並且不對環境流量產生不利影響的用水。在高度水風險的區域，基於情境確認與進行水資源管理的目標。

D2 Reducing pollution

D2 減少污染

D2.1 Greenhouse gas emissions

Significant greenhouse gas emissions from all sources controlled by the organization are identified, calculated where possible and procedures implemented to avoid or to minimize them. Offsetting of the organization's remaining emissions is encouraged.

D2.1 溫室氣體減排

經營者必須對所有可能排放溫室氣體的源頭進行監控，並實施減少排放量的程式以及補償剩餘排放量的鼓勵機制。

D2.2 Transport

The organization seeks to reduce transportation requirements and actively encourages the use of cleaner and more resource efficient alternatives by customers, employees, suppliers and in its own operations.

D2.2 交通運輸

經營者設法減少交通運輸，並在自家營運範圍內鼓勵顧客、員工、供應商使用清潔能源或節省能源的運輸方式。

D2.3 Wastewater

Wastewater, including grey water, is effectively treated and is only reused or released safely, with no adverse effects to the local population or the environment.

D2.3 廢水管理

對包括灰水在內的廢水進行有效處理，只以安全的方式再利用或排放廢水，避免對當地居民或環境造成不利影響。

D2.4 Solid waste

Waste, including food waste, is measured, mechanisms are in place to reduce waste and, where reduction is not feasible, to reuse or recycle it. Any residual waste disposal has no adverse effect on the local population or the environment.

D2.4 固體廢棄物管理

計算廢棄物的數量，包括廚餘，制定減少廢棄物的機制。在無法減少的情況下，重新利用或回收廢棄物。任何殘餘廢棄物的棄置均不能對當地居民與環境造成不利影響。

D2.5 Harmful substances

The use of harmful substances, including pesticides, paints, swimming pool disinfectants, and cleaning materials, is minimized, and substituted when available by innocuous products or processes. All storage, use, handling, and disposal of chemicals are properly managed.

D2.5 有害物質

盡量減少使用農藥、塗料、游泳池消毒劑與清潔材料等有害物質，以相應的無害產品或技術取而代之。同時，正確管理所有化學物品的存儲、使用、處理與處置。

D2.6 Minimize pollution

The organization implements practices to minimize pollution from noise, light, runoff, erosion, ozone-depleting substances, and air, water and soil contaminants.

D2.6 減少污染

經營者應採取措施以減少來自噪音、亮光、徑流、侵蝕、消耗臭氧層化合物以及空氣、水、土壤污染物所造成的污染。

D3 Conserving biodiversity, ecosystems and landscapes

D3 保護生物多樣性、生態系統和景觀

D3.1 Biodiversity conservation

The organization supports and contributes to biodiversity conservation, including through appropriate management of its own property. Particular attention is paid to natural protected areas and areas of high biodiversity value. Any disturbance of natural ecosystems is minimized, rehabilitated and there is a compensatory contribution to conservation management.

D3.1 保護生物多樣性

經營者應當支持並致力於生物多樣性保育，包括適當的物業管理，並高度關注自然保護區與高度生物多樣性區域。盡可能減少對自然生態系統的干擾行為，通過休養生息等保育管理措施對自然生態系統進行有益的補償。

D3.2 Invasive species

The organization takes measures to avoid the introduction of invasive species. Native species are used for landscaping and restoration wherever feasible, particularly in natural landscapes.

D3.2 入侵物種

經營者應採取措施以避免入侵物種的引入。盡量使用本地原生物種來進行綠化恢復與環境美化，尤其是自然景觀。

D3.3 Visits to natural sites

The organization follows appropriate guidelines for the management and promotion of visits to natural sites in order to minimize adverse impacts and maximize visitor fulfilment.

D3.3 參訪自然景觀景點

經營者應當遵循指導方針來適當地管理與推廣自然景觀景點，以極小化環境不利影響與極大化參觀者的滿意度。

D3.4 Wildlife interactions

Interactions with free roaming wildlife, taking into account cumulative impacts, are non-invasive and responsibly managed to avoid adverse effects on the animals concerned and on the viability and behaviour of populations in the wild.

D3.4 與野生動物互動

與四處遊蕩的野生動物互動時，要考慮到累積影響，不能對其族群的生存及其生活習性造成不良的後果，並避免干擾。

D3.5 Animal welfare

No species of wild animal is acquired, bred or held captive, except by authorized and suitably equipped persons and for properly regulated activities in compliance with local and international law. Housing, care and handling of all wild and domestic animals meets the highest standards of animal welfare.

D3.5 動物福利

必須得到國內、國際法律法規的許可並被列入妥當的監管範疇，以及征得主管部門同意並且有適當設備可以圈養照護的條件下，才能取得、飼養或採捕任何野生動物。飼養與照顧所有野生動物或家畜必須符合動物福利規範的最高標準。

D3.6 Wildlife harvesting and trade

Wildlife species are not harvested, consumed, displayed, sold, or traded, except as part of a regulated activity that ensures that their utilization is sustainable, and in compliance with local and international laws.

D3.6 野生動物宰殺/捕撈與交易

野生動物不可進行宰殺/捕撈、消費、展示、出售或交易等行為，除了受到特定規範的活動且其利用符合可持續性標準，並符合當地和國際法律。