



GLOBAL SUSTAINABLE
TOURISM COUNCIL

travel forever

Global Sustainable Tourism Criteria For Tourism Industry (GSTC-Industry)

and

Revision of Global Sustainable Tourism Criteria for
Hotels and Tour Operators

Need, Terms of Reference and Development Process

Version 1.1

11 December 2015

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The Global Sustainable Tourism Council

www.gstcouncil.org

To make comments on this document, please email td@GSTCouncil.org

Document Control

This version of the GSTC -Industry Terms of Reference is version 1.1, approved by the GSTC International Standards Working Group for use for public consultation.

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Summary

GSTC Industry

The Global Sustainable Tourism Council is revising the Global Sustainable Tourism Criteria for Hotels and Tour Operators version 2.0 (GSTC-HTO) which is due for a scheduled revision, and expanding the GSTC HTO and to become the GSTC-Industry.

The Vision

GSTC's vision is to develop three sustainable tourism criteria: GSTC–Country, GSTC–Destination, GSTC–Industry; and detailed indicators for GSTC– Industry (e.g. GSTC–Hotels and Tour Operators, GSTC – MICE, GSTC-Attractions, etc.).

Scope

The scope is to slightly modify the current GSTC HTO to become GSTC – Industry, with core criteria addressing all tourism enterprises. The current Hotel and Tour Operators Indicators will be revised to be sector indicators within GSTC-Industry. This paves the way for other sectors to have indicators developed within the context of GSTC – Industry.

The Need

The current GSTC HTO has been well received globally and there is a desire by many stakeholders to have similar guidance and norms for the wider tourism industry. GSTC HTO is not overtly covering the gamut of tourism, yet it is very close to an all encompassing set of criteria for all tourism enterprises.

The Global Sustainable Tourism Criteria for Hotels and Tour Operators (GSTC HTO) are general sustainability aspects that apply more broadly to the greater tourism industry at the enterprise level. Countries have adopted the GSTC HTO as broad sustainability guidelines across sectors and GSTC-Recognized certification programs wish to be able to have their standards Recognized for other tourism sectors.

Within the context of the Sustainable Development Goals, the GSTC has identified and is responding to the need for a wider, multi-sector sustainable tourism norm by developing the GSTC-Industry as an evolution of the globally accepted benchmark standard, the GSTC-HTO.

The Process

The process is intended to comply with the ISEAL standard setting code, the key aspects of the process are:

- Resourced by the GSTC Technical Director, guided by the International Standards Working Group (GSTC-ISWG).
- Two rounds of consultation, initial call for input, then a second with draft criteria.
- The GSTC-ISWG and GSTC Board consider comments before adopting criteria, based on consensus across the balance of interested parties.

Program

The proposed program for development of GSTC-Industry is:

- Initial Consultation Dec 2015-Feb 2016
- Draft Criteria Consultation May-June 2016
- GSTC-Industry Adopted July 2016

Consultation

The GSTC will promote the consultation program using the GSTC website, direct email to known stakeholders, social media (facebook/linked in) and via "redistributors" agreements with key agencies (PATA, TIES, WTTC, UNWTO, UNEP) etc.

The promotion of the consultation will be a link to a GSTC-Industry Consultation webpage which will include links to PDF documents of the current GSTC-HTO, The GSTC Standard-Setting Process, this TOR document and a "Survey Monkey" online questionnaire. The announcement will allow email comments, but the preference will be for the online survey ("survey monkey").

1 Introduction

1.1 GSTC-Industry

This document sets out the Need, Terms of Reference and Development Process for the proposed Global Sustainable Tourism Criteria For Tourism Industry (GSTC-Industry) and Revision of Global Sustainable Tourism Criteria for Hotels and Tour Operators.

The short title of the document is the GSTC-Industry Terms of Reference.

1.2 Revision of GSTC HTO

This document sets out the terms of reference for the revision of the Global Sustainable Tourism Criteria for Hotels and Tour Operators version 2.0, which is due for a scheduled revision and as part of the revisions is being expanded to become the GSTC-Industry.

1.3 ISEAL Standard Setting Code

The GSTC has adopted the ISEAL Alliance Code of Good Practice "Setting Social and Environmental Standards v5.0", as the framework for the revision of the GSTC-HTO and its integration into and development of the GSTC-Industry.

2 Global Sustainable Tourism Criteria

2.1 Global Situation

Sustainable tourism is on the rise: consumer demand is growing, travel industry suppliers are developing new green programs, and governments are creating new policies to encourage sustainable practices in tourism. But what does “sustainable tourism” really mean? How can it be measured and credibly demonstrated, in order to build consumer confidence, promote efficiency, and fight false claims?

The Global Sustainable Tourism Criteria are an effort to come to a common understanding 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. Although the criteria are initially intended for use by the accommodation and tour operation sectors, they have applicability to the entire tourism industry.

The criteria are part of the response of the tourism community to the global challenges of the United Nations’ Millennium Development Goals. Poverty alleviation and environmental sustainability – including climate change – are the main cross-cutting issues that are addressed through the criteria.

Beginning in 2007, a coalition of 27 organizations – the Partnership for Global Sustainable Tourism Criteria – came together to develop the criteria. They have out to close to 80,000 tourism stakeholders, analysed more than 4,500 criteria from more than 60 existing certification and other voluntary sets of criteria, and received comments from over 1500 individuals. The first version of the criteria was released in October 2008 and was publicly available for comment until April 2011. The Global Sustainable Tourism Council reviewed all comments received, responded to each, and revised the criteria accordingly. The revised criteria were available for public comment and review from July 15 – October 15, 2011 in English, French, Spanish, and Mandarin. Again all comments were reviewed and addressed, to produce this version 2 of the Global Sustainable Tourism Criteria for hotels and tour operators. The next revision was planned to take place in 2016. The Global Sustainable Tourism Criteria are administered by the Global Sustainable Tourism Council.

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 Global Sustainable Tourism Criteria.

The Global Sustainable Tourism Criteria were conceived as the beginning of a process to make sustainability the standard practice in all forms of tourism.

2.2 The Vision

GSTC's vision is to develop three sustainable tourism criteria:

1. GSTC – Country
2. GSTC – Destinations
3. GSTC – Industry
4. and detailed indicators for tourism industry sectors (based on GSTC – Industry) e.g. GSTC – Hotels and Tour Operators, GSTC – MICE, GSTC-Attractions, etc. etc.

2.3 Background

The GSTC has established criteria for hotels, tours operators and destinations. There is an opportunity for the GSTC to engage further with stakeholders to develop more criteria for other sectors/dimensions of sustainable tourism. Any criteria development by the GSTC should meet the stakeholder engagement requirements of the ISEAL Standards Setting Code.

GSTC has three key strategies:

1. GSTC – Industry: Amend the GSTC HTO to encompass all tourism enterprises and create a specific set of indicators for each sector (initial sector Hotels and Tour Operators).
2. GSTC – Country: Commence developing a new GSTC – Country.
3. Developing new indicators for new sector(s) under GSTC Industry.

NOTE: ISEAL advises standards be revised no sooner than 3 years and no later than 5 years. Therefore, GSTC-H&TOv2 are due for revision, but GSTC-D are not. Therefore GSTC Destinations Criteria are not due for revision until early 2017 are therefore not included here as a current strategy.

2.4 ISEAL Consultation/Process

For background, the development of standards under the ISEAL Standard Setting Code requires the following key tasks:

- Terms of reference (including, need, objectives and risks);
- Public summary of proposed process and work program (published);
- Stakeholder mapping;
- Balance of interests (may need to co-opt ISWG/Task Force members for specific sectors);
- Public consultation (at least 2 rounds, 60 days, meaningful opportunities to contribute by all stakeholders);
- A documented and published process taking comments into account; and
- Decision making clearly set out process (preferably consensus).

NOTE: Clause 5.11.4 requires that any major revisions follow the same process as new standard setting. In other words there is no process benefit to deciding that any scope change of the GSTC criteria is only an “amendment”. However, once item 1 above is completed, item 3 (adding indicators for additional sectors will not require the full ISEAL consultation processes).

3 GSTC – Industry

3.1 Concept

Expand Scope of GSTC HTO to all Tourism Business

The scope is to slightly modify the current GSTC HTO to become GSTC – Industry, with core criteria addressing all tourism enterprises and amend the Hotel and Tour Operators indicators to include all current HTO aspects. This paves the way for other sectors to have indicators developed within the context of GSTC – Industry.

GSTC HTO is clearly not covering the gamut of tourism. Whilst destinations, as communities with the myriad of stakeholders, governing agencies and tourism enterprises are clearly separate, the GSTC HTO is very close to an all encompassing set of criteria for all tourism enterprises.

3.2 The Need

The development of sustainable tourism standards and guidance is the core of the GSTC's aims. This section sets out the need and justification for the development of the GSTC-Industry.

The current GSTC HTO has been well received globally and there is a desire by many stakeholders to have similar guidance and norms for the wider tourism industry.

Many organizations treat the GSTC HTO as all encompassing at present e.g. India has adopted the criteria with little amendment and applied to all tourism. There are a few criteria which will need to be “generalised” to cover other sectors (with the sector specific aspects put into the indicators). The GSTC technical advisors note that there are unlikely to be many additional criteria needing development or added.

One group of key stakeholders are the certification bodies, many of whom are GSTC-Recognized and some GSTC-Approved. Many of these certify other sectors (beyond Hotels and Tour Operators) and express a desire that the GSTC-Recognized status of their standard could extend to other sectors.

The fact that many of these standards (which are GSTC-Recognized) can also apply to the wider tourism industry encompassing events, attractions, visitor centres, convention centres, marina's, transport operations among others is evidence firstly that one standard can encompass the range of the tourism industry sectors and secondly that the GSTC-HTO is broadly applicable to other sectors with minor modification.

The original GSTC-HTO were a response to the Millennium Development Goals, the recently adopted Sustainable Development Goals are a key catalyst for the updating and expansion of the Global Sustainable Tourism Criteria to encompass all tourism enterprise.

The GSTC HTO must be revised and amended with the above ISEAL consultation processes within 2 years from now anyhow (23 Feb 2017), and the process takes about year, so needs to start late 2015 at the latest.

GSTC is taking the opportunity of the revision of the GSTC HTO to use this process to expand the scope of the GSTC HTO to all tourism enterprises. The criteria will be as they are now, essentially overall principles. Then specific indicators for sectors can be developed. As these indicators are guidance we can use the scope expansion of the criteria as a once off to meet the ISEAL standards setting/consultation requirements and use the overall criteria to have more sectors specific indicators (e.g. MICE, Cruise Ships, Events, Attractions/Museums/Conference Centres, Marina's, Airports, Airlines). Sponsor benevolent funding and/or industry group stakeholders can be sought for these sector specific indicator development projects.

In summary, the statement of need is:

The Global Sustainable Tourism Criteria for Hotels and Tour Operators (GSTC HTO) are general sustainability aspects that apply more broadly to the greater tourism industry at the enterprise level. Countries have adopted the GSTC HTO as broad sustainability guidelines across sectors and GSTC-Recognized certification programs wish to be able to have their standards Recognized for other tourism sectors. Within the context of the Sustainable Development Goals, the GSTC has identified and is responding to the need for a wider, multi-sector sustainable tourism norm by developing the GSTC-Industry as an evolution of the globally accepted benchmark standard, the GSTC-HTO.

3.3 Scope

The proposed scope of the GSTC-Industry is to apply generally to all tourism enterprises and products.

The current GSTC-HTO recognises that even with the accommodation and tour sectors there is great diversity and a criteria application section was included.

In this context, the application of the GSTC-Industry will also have a similar guidance for its application:

"These criteria are intended to apply to all tourism enterprises and products. By their nature as global guidance for a very diverse industry, the criteria may completely address all specific aspects of sustainability pertaining to a sector or may include some criteria which are considered irrelevant or not applicable to the sector or product, where this is the case it should be justified.

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 performance indicators for specific tourism industry sectors and the glossary, which are published by the Global Sustainable Tourism Council."

3.4 Objectives and Uses

The GSTC's prime objective is to develop an overall norm for sustainable tourism at the enterprise level and further to provide a framework for sustainability of tourism enterprises with the context of the Sustainable Development Goals.

The GSTC's objective is for GSTC-Industry to address sustainable tourism, oriented towards managing the actions that are under the control of a single enterprise

5. Demonstrate effective sustainable management.
6. Maximize social and economic benefits to the local community and minimize negative impacts.
7. Maximize benefits to cultural heritage and minimize negative impacts.
8. Maximize benefits to the environment and minimize negative impacts.

- D1 Conserving resources
- D2 Reducing pollution
- D3 Conserving biodiversity, ecosystems, and landscapes

Some of the expected uses of the GSTC-Industry include the following:

- Serve as basic guidelines for businesses of all sizes to become more sustainable, and help businesses choose sustainable tourism programs that fulfil these global criteria;
- Serve as guidance for travel agencies in choosing suppliers and sustainable tourism programs;
- Help consumers identify sound sustainable tourism programs and businesses;
- Serve as a common denominator for information media to recognize sustainable tourism providers;
- Help certification and other voluntary 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; and
- Serve as basic guidelines for education and training bodies, such as hotel schools and universities.

3.5 GSTC Industry the basis for Sector Indicators

The GSTC-HTO Performance Indicators have gained wide acceptance and are seen by many as a critical aspect of the criteria.

GSTC proposes to develop additional sector specific indicators as guidance and can do this more cost effectively with a simpler process than if we developed sector specific criteria. GSTC can (concurrently with the above) start to develop specific indicators for additional sectors. This

could be surf tourism, cruise ships, attractions (museums, visitor centres), events, convention centres etc.

With the GSTC - Industry being the overall framework, for each sector specific indicators can be readily developed. GSTC may commence with this as soon as there is tourism sector specific engagement (as co-opted members of the ISWG and/or a “task force” reporting to the ISWG). A “Task Force” means we can engage stakeholders into the process without demanding they join GSTC (ISWG members must be GSTC members).

The cost of developing new indicators can be relatively modest for some technical drafting work (by the Technical Director or others) and analysis/reporting of consultation results. The consultation is essentially done via pages on our website and social media, if we wish to cover multiple languages (for our advisements/draft criteria/indicators and interpreting/reporting on consultation comments) either pro-bono translation or sponsorship may be required.

4 Process and Program

4.1 Standard Setting Process

NOTE: The GSTC Standard-Setting System Report sets out the overall process for decision making and standard setting.

The next revision of the GSTC HTO is to be a stated scope expansion to cover all tourism business (GSTC Industry). The process is intended to comply with the ISEAL standard setting code, starting by publishing this Terms of Reference (including the needs statement).

The key aspects of the process are:

- The process is resourced by the GSTC Technical Director and guided by the International Standards Working Group (GSTC-ISWG).
- There will be two rounds of public consultation, an initial one based on this Terms of Reference and a second when draft criteria are available.
- The GSTC-ISWG will consider comments on the first round of consultation to development the draft criteria and then consider comments on the draft criteria in finalising the recommended criteria.
- The recommended criteria will be forwarded to the GSTC Board who may amend, reject or chose to adopt the GSTC-Industry criteria.

A key aspect of the GSTC's standard setting process is to aim for consensus on the content of the standard among a balance of interested parties. The GSTC Board may determine when alternative decision making procedures should come into effect.

The range and diversity of interested parties related to sustainability of tourism means there may be challenges for reaching true consensus. If necessary, the GSTC will work towards consensus but have a fall-back mechanism for making decisions should consensus not be reached on a given issue. In this event the GSTC will document the decision-making procedure.

GSTC intends to make and an explicit effort to inform interested parties of this procedure before the start of the standard development or revision process, through their public summary

4.2 Program

The current program proposed is(subject to change and available resources):

- GSTC-Industry (includes revision of GSTC HTO v2.0)
 - Initial Consultation Dec 2015-Feb 2016
 - Draft Criteria Consultation May-June 2016
 - GSTC-Industry Adopted July 2016

5 Consultation

5.1 Two Stages

The consultation program will involve two key stages:

- Initial Consultation Dec 2015-Feb 2016
- Draft Criteria Consultation May-June 2016

5.2 Stakeholder Mapping

The GSTC has now undertaken two major consultation processes for the development and revision of the HTO criteria and has a good understanding of the key stakeholders. By way of example, the following proportion of key stakeholders made comment on the revision of the HTO:

- Hotel/Motel 6.5%
- Other Accommodation Provider 2.4%
- Tour Operator 8.5%
- Travel Agency 2.4%
- Attraction Provider 2.0%
- Certification Program 2.4%
- Public Sector/Government 9.8%
- NGO/Non-Profit 17.1%
- Consulting Firm 22.4%
- Donor Agency/Multilateral Institution 1.2%
- Academia 17.9%
- Concerned Traveler 7.3%

The GSTC has developed a wide stakeholder data base including national level and international tourism organisations and industry bodies and tourism sector groups. Other stakeholders such as conservation NGO's and certification programs are included.

5.3 Consultation Process

The GSTC will promote the stage 1 consultation program using the following mechanisms:

9. GSTC website announcement
10. Direct email out to all stakeholders on the GSTC stakeholder/contacts list
11. Announcement on social media (Facebook/Linked in)
12. Extended promotion through key tourism industry bodies partnering by sending the announcement to their members/contacts.(e.g. PATA, TIES, WTTC), international agencies (UNWTO, UNEP).

The GSTC will provide a "final call" through the above channels after a 6 week period allowing another 2 weeks for comments (in reality comments are accepted later).

The promotion of the consultation will be a link to a GSTC-Industry Consultation webpage which will include links to PDF documents of the current GSTC-HTO, The GSTC Standard-Setting Process, this TOR document and a "Survey Monkey" online questionnaire.

The announcement will allow email comments, but the preference will be for the online survey ("survey monkey").

Stage 2 consultation will be much the same, with the exception of direct email of the draft criteria to all stakeholders with the option of providing direct comment or using the online survey.

Appendix 1

GSTC-Industry Initial Consultation Survey

The following are the survey questions to be used on a "Survey Monkey" questionnaire.

NOTE See Appendix 2 for promotion and distribution messages to promote the survey.

Have Your Say!

The Global Sustainable Tourism Council invites all interested parties to have their say in the revision of the Global Sustainable Tourism Criteria for Hotels and Tour Operators and the expansion become the GSTC-Industry.

1. Name and email address.
2. Would you like to receive emails about GSTC criteria development?
 - Yes/No
3. Would you like to receive the GSTC email newsletter?
 - Yes/No
4. Where are you located?
 - North America
 - Latin America/Caribbean
 - Europe
 - Middle east
 - Africa
 - South Asia
 - East/Asia Pacific
 - Australia/New Zealand
5. How are you connected to the tourism industry?
 - Hotel/Motel
 - Other accommodation provider
 - Tour Operator
 - Travel Agency
 - Transportation
 - Attraction Provider
 - MICE organiser/provider
 - Certification Program
 - Public Sector/Government
 - NGO/Non profit
 - Tourism Destination Manager
 - Consulting Firm

- Donor Agency/Multilateral Institution
 - Academia
 - Journalist/Media
 - Concerned Traveller
6. Have you previously completed a feedback survey about the GSTC criteria?
- Yes/No
7. Which Criteria? (Tick any/all)
- GSTC HOT v1.0
 - GSTC HTO v2.0
 - GSTC Destinations
8. Do you agree with expanding the GSTC Hotels and Tour Operators to cover GSTC- Industry?
- Strongly Agree
 - Agree
 - Unsure
 - Disagree
 - Strongly Disagree
9. Do you think GSTC should separate the Indicators for Hotels and Tour Operators once the GSTC- Industry are developed?
- Yes/No
10. Once the GSTC-Industry are finalised do you see value in GSTC developing Indicators (engaging with stakeholders from that sector) for the following sectors:
- MICE
 - Attractions
 - Visitor Centres, museums
 - Adventure/expeditions
 - Marinas
 - Land transportation
 - Air transportation
 - Sea transport
 - Cruise Ships
11. Please list any other sectors the GSTC should develop Indicators for (engaging with stakeholders from that sector):
- FREE TEXT ANSWER
12. The GSTC HTO has four sections:
- SECTION A: Demonstrate effective sustainable management
 - SECTION B: Maximize social and economic benefits to the local community and minimize negative impacts
 - SECTION C: Maximize benefits to cultural heritage and minimize negative impacts.

- SECTION D: Maximize benefits to the environment and minimize negative impacts

Do you agree that these four section provide a suitable framework for the GSTC-Industry?

- Strongly Agree
- Agree
- Unsure
- Disagree
- Strongly Disagree

13. Now thinking about the GSTC-HTO section A: Demonstrate effective sustainable management, this has criteria which address:

- A1 Sustainability management system
- A2 Legal compliance
- A3 Guidance and training
- A4 Customer Satisfaction
- A5 Accurate Promotion
- A6 Buildings and Infrastructure
- A.6.1 Compliance
- A.6.2 Respect heritage
- A.6.3 Sustainable practices and materials
- A.6.4 Access
- A7 Land water and property rights
- A8 Information and interpretation

Are there additional aspects which should be included in the GSTC-Industry Section A?

- Yes/No
- If yes FREE TEXT ANSWER

Are there any aspects which should not be included in the GSTC-Industry Section A?

- Yes/No
- If yes FREE TEXT ANSWER

14. Do you have any comments on specific criteria in Section A?

- Yes/No
- If yes FREE TEXT ANSWER

15. Now thinking about the GSTC-HTO Section B: Maximize social and economic benefits to the local community and minimize negative impacts, this has criteria which address:

- B1 Community support
- B2 Local employment
- B3 Local purchasing
- B4 Local entrepreneurs
- B5 Code of conduct - community
- B6 Exploitation and harassment
- B7 Equal opportunity
- B8 Employee protection and wages

- B9 Community services
- B10 Local livelihoods

Are there additional aspects which should be included in the GSTC-Industry Section B?

- Yes/No
- If yes FREE TEXT ANSWER

16. Are there any aspects which should NOT be included in the GSTC-Industry Section B?

- Yes/No
- If yes FREE TEXT ANSWER

17. Do you have any comments on specific criteria in Section B?

- Yes/No
- If yes FREE TEXT ANSWER

18. Now thinking about the GSTC-HTO Section C: Maximize benefits to cultural heritage and minimize negative impacts, this has criteria which address:

- C1 Code of behaviour - visits
- C2 Artefacts
- C3 Site protection and access
- C4 Presenting culture and heritage

Are there additional aspects which should be included in the GSTC-Industry Section C?

- Yes/No
- If yes FREE TEXT ANSWER

19. Are there any aspects which should not be included in the GSTC-Industry Section C?

- Yes/No
- If yes FREE TEXT ANSWER

20. Do you have any comments on specific criteria in Section C?

- Yes/No
- If yes FREE TEXT ANSWER

21. Now thinking about the GSTC-HTO Section D: Maximize benefits to the environment and minimize negative impacts, this has criteria which address:

- D1 Conserving resources
 - D1.1 Local purchasing
 - D1.2 Disposable goods
 - D1.3 Energy conservation
 - D1.4 Water conservation
- D2 Reducing pollution
 - D2.1 Greenhouse gas emissions
 - D2.2 Transport greenhouse gas emissions
 - D2.3 Wastewater
 - D2.4 Waste

- D2.5 Harmful substances
- D2.6 Minimise pollution
- D3 Conserving biodiversity, ecosystems and landscapes
- D3.1 Wildlife harvesting
- D3.2 Captive wildlife
- D3.3 Alien species
- D3.4 Biodiversity conservation
- D3.5 Wildlife interactions

Are there additional aspects which should be included in the GSTC-Industry Section D?

- Yes/No
- If yes FREE TEXT ANSWER

22. Are there any aspects which should not be included in the GSTC-Industry Section D?

- Yes/No
- If yes FREE TEXT ANSWER

23. Do you have any comments on specific criteria in Section D?

- Yes/No
- If yes FREE TEXT ANSWER

24. Do you have any other comments you help GSTC in identifying stakeholders we should be consulting with for the development of GSTC-Industry? If so please provide contact details:

- If yes FREE TEXT ANSWER

25. Can you help GSTC in identifying stakeholders we should be consulting with for the development of sector specific indicators under GSTC-Industry? If so please indicate the sector and provide contact details:

- If yes FREE TEXT ANSWER

26. Noting that the GSTC will undertake a further round of consultation once the draft GSTC-Industry has been prepared, do you agree that this survey has provided a reasonable framework for your input at this initial phase?

- Strongly Agree
- Agree
- Unsure
- Disagree
- Strongly Disagree

- Also FREE TEXT ANSWER

27. Any other comments you wish to make are very welcome!

- If yes FREE TEXT ANSWER

Appendix 2

Initial Consultation - Website Text

TEXT ON GSTC HOME PAGE HOTLINK HAVE YOUR SAY

In the development of GSTC-Industry

(More text...)The GSTC invites you to have input the development of the Global Sustainable Tourism Criteria for Industry, including the revision of the GSTC Hotels and Tour Operators.

HOTLINK TO GSTC-INDUSTRY CONSULTATION PAGE

GSTC-INDUSTRY CONSULTATION PAGE

NOTE: All website promotion, direct emails, newsletters Facebook, Llinked-in pages link to this page.//////

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HAVE YOUR SAY AND MORE INFORMATION

Global Sustainable Tourism Criteria and Indicators for Hotels and Tour Operators (GSTC HTO) (HYPERLINK TO Current GSTC HTO.PDF)

GSTC-Industry HAVE YOUR SAY (HYPERLINK TO Survey Monkey Questionnaire)

GSTC-Industry Terms of Reference (HYPERLINK TO GSTC Industry TOR.PDF)

GSTC Standard Setting System Report (HYPERLINK TO GSTC Standard Setting System Report.PDF)