GSTC’s Mission and Current Activities

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GSTC CEO

8 December 2018
Maun, Botswana
"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"


Also in 2005, UNWTO and UNEP published “The 12 Aims of Sustainable Tourism”
GSTC Criteria Sets

Two sets of GSTC Criteria have been developed:


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, for Botswana’s Okavango Delta Ramsar Site is one of those destinations. The region’s admittance to the GSTC’s Early-Adopter certification signifies its commitment to minimizing its impacts while maximizing benefits to the local population.
Two sets of GSTC Criteria have been developed:


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

*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

#### 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.

<table>
<thead>
<tr>
<th>SECTION A: Demonstrate effective sustainable management</th>
<th>SECTION B: Maximize economic benefits to the host community and minimize negative impacts</th>
<th>SECTION C: Maximize benefits to communities, visitors, and culture; minimize negative impacts</th>
<th>SECTION D: Maximize benefits to the environment and minimize negative impacts</th>
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**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.

![SDGs icons](link)
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
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

- IREO
- Green Destinations
- Travelife
- Control Union
- Eco Tourism Australia
- EarthCheck
- Rainforest Alliance
Accreditation Program – accreditation and verification of standards & certification bodies

Sustainable Tourism Training Program - capacity-building for all stakeholders

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Sustainable Tourism Training Program
GSTC Programs

- Accreditation Program – accreditation and verification of standards & certification bodies
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All are driven by the GSTC Criteria
Achieving the SDGs through Tourism

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.
Market Access: Royal Caribbean

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

Global Tour Operations Target
By the end of 2019, all “sustainable tours” offered by RCL will be provided by GSTC certified operators
Canadian tour operator Transat prefers hotels that are certified sustainable
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
GSTC Destination Program

Roadmap to Sustainable Destinations

Destination leadership pledges to adhere to the GSTC Destination Criteria

GSTC provides training to government and key stakeholders

Expert team assesses current practices guided by GSTC-D; destination council addresses sustainability gaps

Council oversees program to meet sustainability standards and motivate stakeholders

Destination receives public recognition for achievements such as certification
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
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.
- Ayudar a los hoteles y al sector turístico a identificar áreas de mejora y a implementar mejores prácticas.
- Fomentar la coherencia y la integridad en la gestión del turismo.

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...

...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.”

quoted in
“The Nation” online English version
September 8, 2018
Carbon offsets for all conference participants....

...our deep thanks to:

green evolution
environment/energy/carbon finance
Achieving the SDGs through Tourism

Thank you for joining us!

Global Sustainable Tourism Conference 2018
7-10 December 2018, Maun, Botswana
#GSTC2018

www.gstcouncil.org