

# Proposed Draft GSTC-D v2.0 for second round consultation, June 2019

## SECTION A: Sustainable management

### A(a) Management structure and framework

#### **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 is suited to the size and scale of the destination, and has defined responsibilities, oversight, and implementation capability for the management of environmental, economic, social, and cultural issues. This group works with a range of bodies in delivering destination management, has access to sufficient staff capacity, including personnel with experience in sustainability, and its activities are adequately funded.

#### **A2 Destination management strategy and action plan**

The destination has established and is implementing a multi-year destination management strategy and action plan that is publicly available, is suited to its scale and was developed with public participation. The strategy includes an identification and assessment of tourism assets and considers socio-economic, cultural and environmental issues and risks. Actions and outcomes are monitored, evaluated and reviewed periodically. The strategy is politically supported and relates to and influences wider sustainable development policy and action in the destination.

#### **A3 Monitoring and reporting**

The destination is implementing a system to monitor, publicly report, and respond to environmental, economic, social and cultural issues and the impacts of tourism on them. Results are regularly reported and the monitoring system is reviewed and evaluated periodically.

### A(b) Stakeholder engagement

#### **A4 Enterprise engagement and sustainability standards**

The destination regularly informs tourism enterprises about sustainability issues and encourages and supports them in making their operations more sustainable. The destination encourages take-up of sustainability standards, promoting the application of GSTC-I Recognized standards and GSTC-I Accredited certification schemes for tourism enterprises, where available. The destination makes publicly available a list of sustainability certified or verified enterprises.

#### **A5 Resident engagement and feedback**

The destination encourages public participation in destination planning and management on an ongoing basis. Local communities' aspirations, concerns and satisfaction with tourism and destination management are regularly monitored, recorded and publicly reported, and action is taken in response to them.

#### **A6 Local understanding of tourism**

The destination has a system to enhance local understanding of the opportunities and challenges associated with tourism, including the importance of sustainability, and to build the capacity of communities to respond.

#### **A7 Visitor engagement and feedback**

The destination has a system to monitor and publicly report visitor satisfaction with the quality and sustainability of the destination experience and, if necessary, to take action in response.

#### **A8 Promotion and information**

The destination ensures that promotion and visitor information is accurate with regard to the destination and its products, services, and sustainability claims. Promotional messages reflect the destination's values and approach to sustainability and treat local communities and natural and cultural assets with respect. Visitors are informed about the part that they can play in addressing sustainability issues in the destination.

### **A(c) Managing pressure and change**

#### **A9 Managing visitor volumes**

The destination monitors and takes action, as appropriate, to reduce or increase and to manage the volume of visitors at certain times and in certain locations, working to balance the needs of the local economy, community, cultures and environment.

#### **A10 Planning regulations and development control**

The destination has planning guidelines, regulations and/or policies that control the location of development, require environmental, economic, and socio-cultural impact assessment and integrate sustainable land use, design, construction, and demolition. Regulations also apply to operations, including property letting and concessions for tourism purposes. The guidelines, regulations and/or policies are designed to protect natural and cultural resources and the wellbeing of local communities. They were created with local inputs from the public and a thorough review process, are publicly communicated, and are enforced.

#### **A11 Climate change adaptation**

The destination identifies risks and opportunities associated with climate change. Climate change adaptation strategies are pursued for the development, siting, design, and management of facilities, and in the provision of information on climate for both residents and tourists.

#### **A12 Risk and crisis management**

The destination has a risk reduction, crisis management and emergency response plan that is appropriate to the destination. Key elements are communicated to residents, visitors, and enterprises. The plan establishes procedures and provides resources and training for staff, visitors, and residents, and is updated on a regular basis.

## **SECTION B: Socio-economic impacts**

### **B(a) Delivering local economic benefits**

#### **B1 Understanding the economic contribution of tourism**

The direct and indirect economic contribution of tourism to the destination's economy is monitored and publicly reported. Appropriate measures may include visitor expenditure, revenue per available room, employment and investment data.

#### **B2 Decent work and career opportunities**

The destination's enterprises commit to providing equality of opportunity for local employment, training and advancement, a safe and secure working environment, and fair wages for all.

#### **B3 Supporting local entrepreneurs and fair trade**

The destination encourages the retention of tourism spending in the local economy through supporting local enterprises, supply chains and sustainable investment. The system promotes the development and purchase of local sustainable products based on fair trade principles and that reflect the area's nature and culture. These may include food and beverages, crafts, performance arts, agricultural products, etc.

### **B(b) Social wellbeing and impacts**

#### **B4 Support for community**

The destination has a system to enable and encourage enterprises, visitors, and the public to contribute to community and sustainability initiatives in a responsible manner.

#### **B5 Preventing exploitation**

The destination has laws, practices and an established code of conduct to prevent commercial, sexual, or any other form of exploitation and harassment of anyone, particularly of children, adolescents, women, and minorities. The laws and established practices are publicly communicated and enforced.

#### **B6 Property and user rights**

Laws and regulations regarding property rights and acquisitions exist, are documented, are enforced, comply with communal and indigenous rights, ensure public consultation and do not authorize resettlement without prior informed consent and/or reasonable compensation. Laws and regulations also protect user and access rights to key resources.

#### **B7 Safety and security**

The destination has a system to monitor, prevent, publicly report, and respond to crime, safety, and health hazards affecting both visitors and residents.

#### **B8 Access for all**

Where possible, sites, facilities and services, including those of natural and cultural importance, are accessible to all, including persons with disabilities and others who have specific access requirements. Where such sites and facilities are not immediately accessible, access is afforded through the design and implementation of solutions that take into account both the integrity of

the site and such reasonable accommodations for persons with access requirements as can be achieved. Information is made available on the accessibility of sites, facilities and services.

## **SECTION C: Cultural impacts**

### **C(a) Protecting cultural heritage**

#### **C1 Protection of cultural assets**

The destination has a policy and system to evaluate, rehabilitate, and conserve cultural assets, including built heritage and cultural landscapes.

#### **C2 Cultural artefacts**

The destination has laws governing the proper sale, trade, display, or gifting of historical and archaeological artefacts. The laws are publicly communicated, including to tourism enterprises and visitors.

#### **C3 Intangible heritage**

The destination supports the celebration and protection of intangible cultural heritage, including local traditions, arts, music, language, cuisine and other aspects of local identity and distinctiveness. The presentation, replication and interpretation of living culture and traditions is sensitive and respectful, seeks the involvement of local communities and provides visitors with an authentic and genuine experience.

#### **C4 Traditional access**

The destination monitors, protects, and when necessary rehabilitates or restores local community access to natural and cultural sites.

#### **C5 Intellectual property**

The destination has a system to contribute to the protection and preservation of intellectual property rights.

### **C(b) Visiting cultural sites**

#### **C6 Visitor management and behaviour at cultural sites**

The destination has a system for the management of visitors within and around cultural sites, which takes account of their carrying capacity and seeks to optimize visitor flow and minimizes adverse impacts. Guidelines have been prepared and published for visitor behaviour at sensitive sites, which are made available to visitors and tour guides before and at the time of the visit.

#### **C7 Site interpretation**

Accurate interpretative material is provided which informs visitors of the significance of the cultural and natural aspects of the sites they visit. The information is culturally appropriate, developed with host community collaboration, and clearly communicated in languages pertinent to visitors and residents.

## **SECTION D: Environmental impacts**

### **D(a) Conservation of natural heritage**

#### **D1 Protection of sensitive environments**

The destination has a system to monitor the environmental impacts of tourism, conserve ecosystems, habitats and species, and prevent the introduction of invasive species.

#### **D2 Visitor management and behaviour at natural sites**

The destination has a system for the management of visitors within and around natural sites, which takes account of their carrying capacity and seeks to optimize visitor flow and minimizes adverse impacts. Guidelines have been prepared and published for visitor behaviour at sensitive sites, which are made available to visitors and tour guides before and at the time of the visit.

#### **D3 Wildlife interaction**

The destination has a system to ensure compliance with local, national, and international laws and standards for wildlife interactions. Interactions with free roaming wildlife, taking into account cumulative impacts, are non-invasive and responsibly managed to avoid adverse impacts on the animals concerned and on the viability and behaviour of populations in the wild.

#### **D4 Species exploitation and animal welfare**

The destination has a system to ensure compliance with local, national, and international laws and standards that seek to protect animal welfare and species survival (both plants and animals). This includes their harvesting or capture, trade, display, and sale. No species of wild animal is acquired, bred or held captive, except by authorized and suitably equipped persons and for properly regulated activities. Housing, care and handling of all wild and domestic animals meets the highest standards of animal welfare.

### **D(b) Resource management**

#### **D5 Energy conservation**

The destination has targets to reduce energy consumption, improve efficiency in its use, as well as increase the use of renewable energy. The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report their contribution to these targets.

#### **D6 Water stewardship**

The destination encourages enterprises to adopt a contextually appropriate response for measurement, monitoring, publicly reporting and managing water usage. Water risk in the destination is assessed and documented. In case of high water risk, contextual water stewardship goals are identified and actively pursued with enterprises.

#### **D7 Water quality**

The destination monitors water quality for drinking, recreational and ecological purposes using quality standards. The monitoring results are publicly available, and the destination has a system to respond in a timely manner to water quality issues.

## **D(c) Pollution and waste management**

### **D8 Wastewater**

The destination has clear and enforced guidelines in place for the siting, maintenance and testing of discharge from septic tanks and wastewater treatment systems, and ensures wastes are properly treated and reused or released safely with minimal adverse effects to the local population and the environment.

### **D9 Solid waste**

The destination has targets for reducing waste generation. The destination encourages enterprises to reduce, reuse, and recycle solid waste, including food waste. Action is taken to eliminate or reduce single-use plastics. Any residual solid waste that is not reused or recycled is disposed of safely and sustainably.

### **D10 Greenhouse gas emissions**

The destination encourages enterprises to measure, monitor, reduce or minimise, publicly report, and mitigate their greenhouse gas emissions from all aspects of their operation (including emissions from service providers). Offsetting of any remaining emissions is encouraged.

### **D11 Low-impact transportation**

The destination has targets to reduce transport emissions from travel to and within the destination. An increase in the use of sustainable, low-emissions public transport and active travel (e.g., walking and cycling) is sought in order to reduce the contribution of tourism to air pollution, congestion and climate change.

### **D12 Light and noise pollution**

The destination has guidelines and regulations to minimize light and noise pollution. The destination encourages enterprises to follow these guidelines and regulations.