GSTC
Global Sustainable Tourism Council

greenevolution
environment/energy/carbon finance

GSTC : Role and Mission for Sustainable Destinations

Dr Ioannis PAPPAS, Director Med, GSTC

Green Evolution SA, CEO & Co-Founder

COMCEC
Cooperation for Development

13th MEETING OF THE COMCEC TOURISM WORKING GROUP

February 13th, 2019, Crowne Plaza Hotel, Ankara

Sustainable Tourism

"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

Many labels… much confusion…

GLOBAL SUSTAINABLE TOURISM COUNCIL (GSTC)

GSTC
Global Sustainable Tourism Council

Founding Organizations:

UNWTO
UN environment
Rainforest Alliance
UNITED NATIONS FOUNDATION

Independent and Neutral Organization, owner and manager of the global baseline standards for sustainability in travel and tourism based on the UN System & and International Experts for Sustainable Tourism

"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**"

Making Tourism More Sustainable - A Guide for Policy Makers, UNEP and UNWTO, 2005

Also in 2005, UNWTO and UNEP published "The 12 Aims of Sustainable Tourism"

GSTC Criteria

For Hotels & Accommodations | For Tour Operators | For Destinations | For Certification Bodies | For Travelers

GSTC
Global Sustainable Tourism Council

ABOUT | GSTC CRITERIA | CERTIFICATION | TRAINING | MEMBERS & MEMBERSHIP | NEWS

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.

SECTION A: Demonstrate effective sustainable management	SECTION B: Maximize economic benefits to the host community and minimize negative impacts	SECTION C: Maximize benefits to communities, visitors, and culture; minimize negative impacts	SECTION D: Maximize benefits to the environment and minimize negative impacts

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.

The Value of Standards

- Basis for certification
- For training, education, awareness
- Guidelines for legal and regulatory codes
- Measurement & Evaluation
- Market Access clarity

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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***

The Role of Certification

- Verify the validity of claims and fighting false claims ("greenwashing")
- Risk management
- Provides discipline for improvement
- Market access function

Accredited Certification Bodies

VIREO

GREEN DESTINATIONS

Travelife
Sustainability in tourism

CONTROLUNION

eco TOURISM AUSTRALIA

EARTHCHECK

Rainforest Alliance

GSTC
Global Sustainable Tourism Council

SUSTAINABLE TOURISM TRAINING PROGRAM

MARKET ACCESS : TUI GROUP

TUI GROUP

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.

1,220 HOTELS

HOTELS CERTIFIED TO GSTC RECOGNISED STANDARDS

80% OF TUI

GROUP-OWNED HOTELS HAD SUSTAINABILITY CERTIFICATIONS

MARKET ACCESS : ROYAL CARIBBEAN

ROYAL CARIBBEAN CRUISES LTD.

WWF

Sustainable Seafood Target

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

CERTIFIED SUSTAINABLE SEAFOOD MSC www.msc.org

Global Tour Operations Target

By the end of 2019, all “sustainable tours” offered by RCL will be provided by GSTC certified operators

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What Is a Destination?

- A tourism destination is defined as “a geographic area currently or potentially attractive to tourists”.

- When discussing sustainable tourism standards for destinations, think of a destination as a unified entity of communities, tourism-related activities, and the cultural and ecological surroundings, and consider cumulative impacts of all tourism activities.

GSTC Destinations Program

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GSTC Destination Assessments to Date

1. Jackson Hole, Wyoming, USA
2. Mt. Huangshan, China
3. St. Kitts & Nevis, West Indies
4. Fjords Norway
5. Lanzarote, Spain
6. **Okavango Delta, Botswana**
7. Cuzco & Sacred Valley, Peru
8. **Lago Llanquihue, Chile**
9. Southern Sardinia, Italy
10. Mara Naboisho Conservancy, Kenya
11. St. Croix, USVI
12. Sierra Gorda, México
13. Samoa, South Pacific
14. **Riviera Maya, México**
15. Lombok, Indonesia
16. Sieman, Indonesia
17. Pangandaran, Indonesia
18. Wakatobi, Indonesia
19. **Cayman Islands**
20. Sinaloa Sur, México
21. Sedona, Arizona, USA
22. Hwaseong Fortress, Suwon City, Republic of Korea
23. Little Stirrup Cay ("Coco Cay"), Bahamas
24. **Chelenko, Aysén, Chile**

www.gstcouncil.org

opters

evis

Lake District, Chile

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1. Destination Management Organization

- ✓ Responsible for planning and governance
- ✓ Public and private sector
- ✓ Inclusive stakeholder interests represented

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☆ EXAMPLE: RIVIERA MAYA, MÉXICO

2. Destination Strategic Plan

- ✓ Multi-year
- ✓ Mainstreams 4 pillars of sustainability
- ✓ Developed with public participation
- ✓ Performance monitoring

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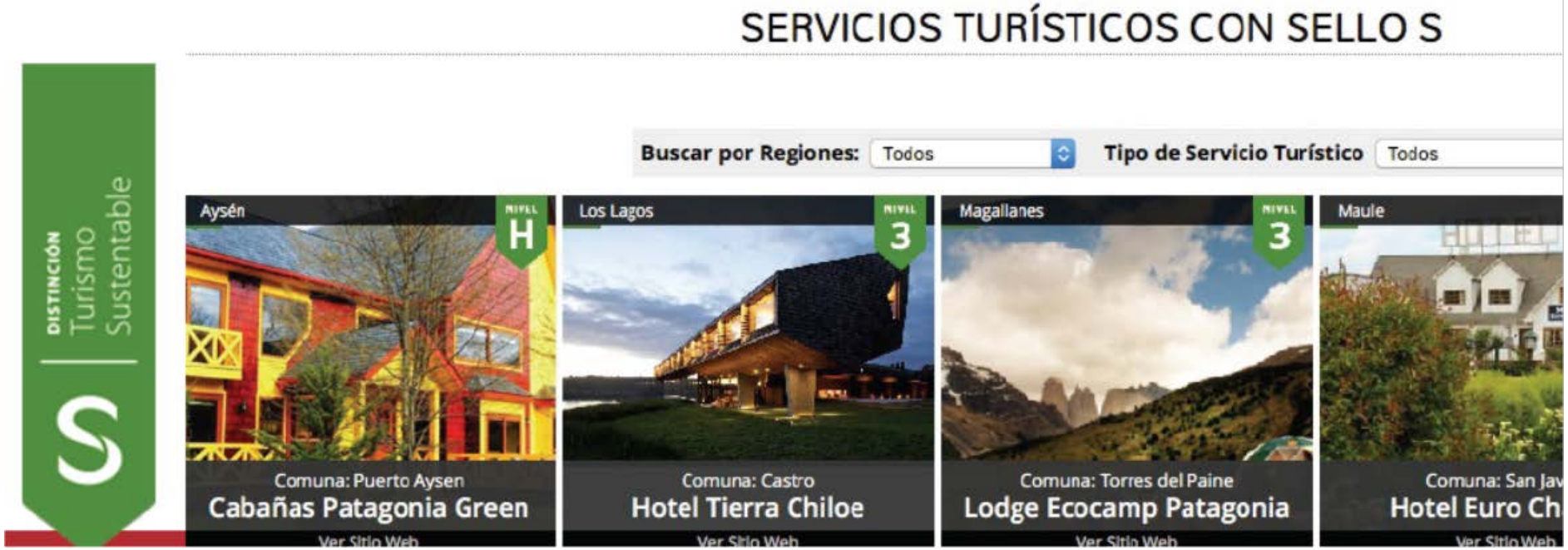
☆ **EXAMPLE: CAYMAN ISLANDS**

3. Implementation of Sustainability Standards

- ✓ Policies encouraging <u>hotel and tour operator</u> adoption of standards consistent with GSTC
- ✓ Verified/certified entities published

☆ EXAMPLE: CHILE



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4. Effective Marketing – Not Greenwashing

- ✓ No unqualified "sustainability" claims
- ✓ Specific examples of *experiences*, not products

☆ EXAMPLES: CHILE, BOTSWANA

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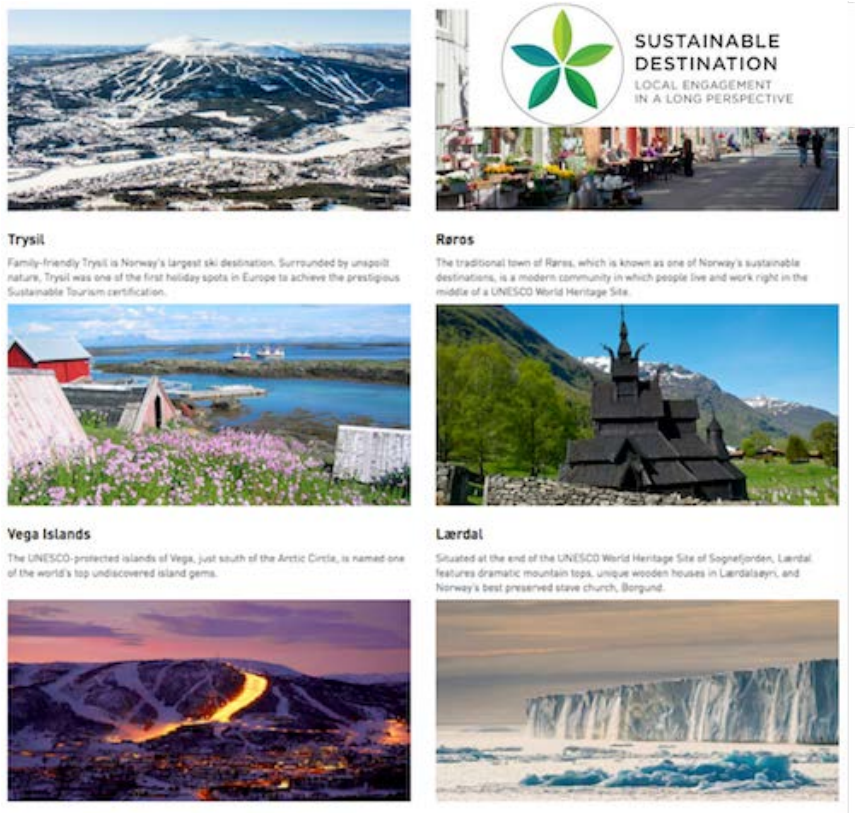
Norway Sustainable Destination Certification

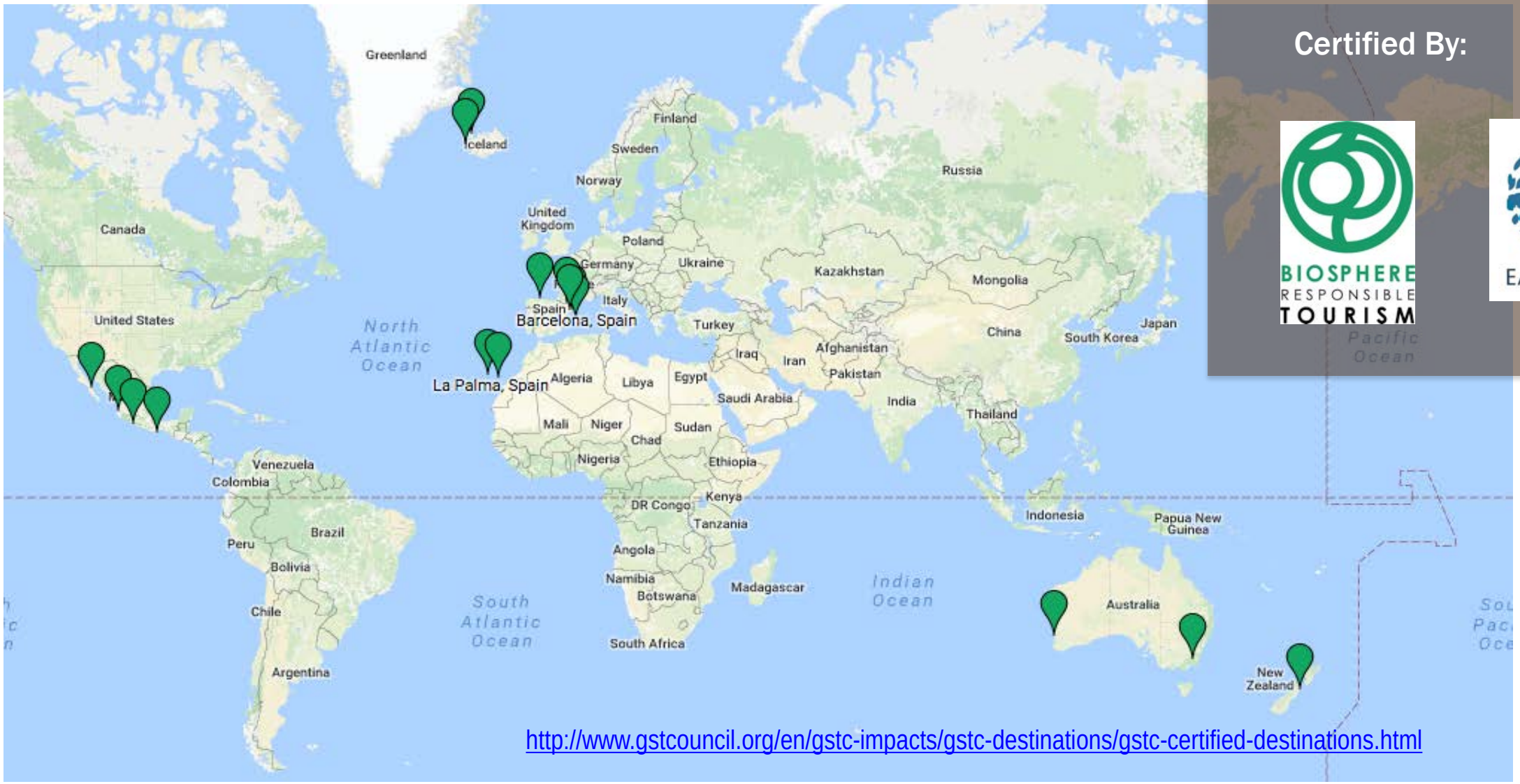
Innovation Norway works with local and regional DMOs to implement a destination certification program that helps strengthen local competence and encourage public-private partnerships.

<u>44 criteria and 108 indicators</u>
A: Political commitment
B: Industry commitment
C: Environment, nature and culture
D: Social values and viability
E: Economic viability



https://www.visitnorway.com/about/sustainability/

Certified Destinations



Certified By:

BIOSPHERE RESPONSIBLE TOURISM

EARTHCHECK

http://www.gstcouncil.org/en/gstc-impacts/gstc-destinations/gstc-certified-destinations.html

https://goo.gl/uyu4tK

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THANK YOU!

Website: www.gstcouncil.org / GSTC Criteria
Facebook: @GlobalSustainableTourismCouncil
Twitter: @GSTCouncil