

Initiatives of the Global Sustainable Tourism Council to promote sustainable tourism practices

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What is the GSTC?



The leading global authority in setting and managing **standards** for sustainable travel & tourism



Global Sustainable Tourism Council

Founding Organizations:



+

UNWTO, UNEP, Rainforest Alliance



Some GSTC Members

Booking.com

Hilton

TUI GROUP

agoda

airbnb

WWF

IHG
InterContinental Hotels Group

transat

bookdifferent.com



ITB
BERLIN

MARINA BAY Sands
SINGAPORE

PEAK
DESTINATION MANAGEMENT COMPANY

N natural
habitat
ADVENTURES

PATA
Pacific Asia Travel Association

**Innovation
Norway**

Malta
Tourism Authority

botswana
tourism

wonderful
indonesia

Taiwan
THE HEART OF ASIA

GSTC Criteria

To date, three sets of GSTC Criteria have been developed:
Criteria for **Hotels and Tour Operators** (2008, revised 2012, 2017)
Criteria for **Destinations** (2013, revised 2019)
Criteria for **Industry** (2017)

Each set has 41 criteria (and 105 indicators) in 4 pillars:



**Sustainability
Management**



**Social &
Economic**



Cultural



Environmental





SDG and GSTC Destinations Criteria



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 <p>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.</p>     			

Of public domain... in 20 different languages

The screenshot shows the GSTC website's navigation menu. The 'GSTC CRITERIA' dropdown is open, displaying a list of languages on the left and a list of content types on the right. The 'Criteria Translations' option is highlighted in green.

Language	Content Type
+ Arabic - العربية	GSTC Criteria Overview
+ Catalan - Català	GSTC Industry Criteria (for Hotels & Tour Operators)
+ Chinese Simplified - 中文简体	GSTC Destination Criteria
+ Chinese Traditional - 中文繁體	Criteria Translations
+ Czech - Čeština	Criteria Revisions & Feedback
+ French - Français	Glossary
+ German - Deutsch	GSTC-Recognized Standards >
+ Greek - Ελληνικά	
+ Indonesian Bahasa	
+ Italian - Italiano	
+ Japanese - 日本語	

Additional content types visible in the right-hand menu:

- Operators
- GSTC Destination Criteria
- GSTC-Recognized Standards for Hotels and Tour Operators
- GSTC-Recognized Standards for Destinations
- Criteria Translations**
- Criteria Revisions & Feedback
- Glossary

URL: w.gstccouncil.org/gstc-criteria/criteria-translations/

From the Destination criteria

D9 Solid waste

The destination measures and reports on its generation of waste and sets targets for its reduction. It ensures solid waste is properly treated and diverted from landfill, with provision of a multiple-stream collection and recycling system which effectively separates waste by type. The destination encourages enterprises to avoid, reduce, reuse, and recycle solid waste, including food waste. Action is taken to eliminate or reduce single-use items, especially plastics. Any residual solid waste that is not reused or recycled is disposed of safely and sustainably.

- a. Waste monitoring programme, with results and targets published.
- b. Coordinated campaign/advice/support with tourism enterprises on waste management, including food waste.
- c. Campaign to reduce/eliminate single use items, especially plastics.
- d. Waste management programme for public offices and facilities.
- e. Provision of a collection and recycling system, with at least four streams (i.e. organic, paper, metal, glass and plastic).
- f. Provision of sustainable system for disposal of residual waste.
- g. Campaign to eliminate dropping of litter, including by visitors, and to keep public spaces clean.
- h. Adequate bins for separated waste disposal.





Global Tourism Plastics Initiative

The Global Tourism Plastics Initiative unites the tourism sector behind a common vision to address the root causes of plastic pollution. It enables businesses, governments, and other tourism stakeholders to take concerted action, leading by example in the shift towards circularity in the use of plastics.

Lead Organisations

Advisory Group

Signatories

**It's time for tourism to take on plastic
pollution**

www.gstcouncil.org

The Global Tourism Plastics Initiative requires tourism organizations to make a set of concrete and actionable commitments by 2025:

1. Eliminate problematic or unnecessary plastic packaging and items;
2. Take action to move from single-use to reuse models or reusable alternatives;
3. (Engage the value chain to) move towards 100% of plastic packaging to be reusable, recyclable or compostable;
4. Take action to increase the amount of recycled content across all plastic packaging and items used;
5. Collaborate and invest to increase the recycling and composting rates for plastics;
6. Report publicly and annually on progress made towards these targets.

How to reduce plastic and keep guests safe

Learning Zone / Courses / [Health and Safety](#)



CURRENT STATUS

Not Enrolled

PRICE

Free

GET STARTED

Register



Many labels... much confusion...





Certification by GSTC Accredited CBs

(Accreditation Body)



GSTC-Accredited Certifying Bodies





Market Access: 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.



Joint programme: GSTC-Royal Caribbean-WWF

RCL has adopted the GSTC criteria

Ø All tours offered by RCL will be managed by Tour Operators accredited by GSTC and categorized according to their level of sustainability



MSC Cruises

Sustainable Excursions

In 2019, approximately 10% of our excursions were with tour operators certified to the Global Sustainable Tourism Council (GSTC) standards. The GSTC includes two sets of criteria, one for destinations, and one for hotels and tour operators, setting specific requirements to protect and sustain the world's natural and cultural resources, as well as ensuring that tourism acts as a tool to ensure conservation and poverty alleviation.

To support these efforts, we are encouraging more city friendly tours, with 118 e-bike tours in 59 cities offered in 2019.



CHARTING A SUSTAINABLE FUTURE

For us sustainability means protecting the environment, supporting the people who work with us and choose to travel with us, as well as the communities and places that we visit and do business with. Discover our sustainability programme organised around four key pillars: Planet. People. Place and Procurement

DISCOVER MORE

**POST PANDEMIC TOURISM WILL BE
MORE SUSTAINABLE ?**

-
- *The experience of the 2009 crisis*
 - *The drivers toward a more sustainable tourism*
 - *The trends of the market demand*
 - *The responsibility of the tourism industry*

Thank you!
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www.gstcouncil.org

