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:

United Nations Foundation + UNWTO, UNEP, Rainforest Alliance
Some GSTC Members

- Booking.com
- Hilton
- TUI Group
- agoda
- Airbnb
- WWF
- IHG
- Transat
- bookdifferent.com
- ITB Berlin
- Marina Bay Sands
- PEAK
- Natural Habitat Adventures
- PATA
- Innovation Norway
- Malta Tourism Authority
- Botswana Tourism
- Wonderful Indonesia
- Taiwan
GSTC Criteria

To date, three sets of GSTC Criteria have been developed:
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
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

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.
Of public domain... in 20 different languages
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.
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.

It’s time for tourism to take on plastic pollution
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
Many labels… much confusion…
Certification by GSTC Accredited CBs

(Accreditation Body)

GSTC

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.
RCL has adopted the GSTC criteria

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