## Hannover March 2013



## TUI HQ - Hannover March 2013





- About 130 tourism 'eco-labels' already.
- Debate about....
  - Environmental Standards vs. Sustainability Standards
- "Eco-Tourism"
- "Little attention has been paid in some European environmental standards for tourism to biodiversity conservation, impact on protected areas, and introduction of invasive species."

#### Source: • DestiNet.eu (EcoTrans)

$\bigcirc$	Adventure Green Alaska	
	Austrian Ecolabel for Tourism	GSTC
	Biosphere Responsible Tourism	GSTC approved
	Blue Flag	
۲	Certification for Sustainable Tourism, Costa Rica	GSTC
	Clean Tourism Certificate, Poland	
۲	CSR-Tourism	GSTC
EASTING HERE	EarthCheck	GSTC
(Ka)	ECEAT Quality Label	
Namibia	Eco awards Namibia	
	ECO Certification Program, Australia	GSTC
2	ECO Certification, Malta	GSTC
Latur	Eco Tourism Ireland	GSTC
eco 🐂	Eco-Romania	
- Care	ECOCAMPING	
Ecolabel	Ecolabel Luxembourg	
ANDER TOTOTRA	Environmentally Sustainable Accommodations International Standard	GSTC
Ö	ECOPROFIT	
Juan	Ecotourism Kenya	
ERONACE Martine Anna Allanda Martine Anna Allanda	European Charter for Sustainable Tourism in Protected Areas	
( += )	European Ecolabel	
The second second	Fair Trade in Tourism South Africa	GSTC
©	GREAT Green Deal Guatemala	
Earthat	Green Certificate Latvia	
Ó	Green Globe	

	Green Hospitality Programme, Ireland		
OREEN K Y	Green Key Eco-Rating Program		
Come Kan	Green Key		
	Green Leaf Foundation, Thailand		
Gineen Leaf	Green Leaf™ Environmental Standard		
Given Star	Green Star Hotel, Egypt		
8	Green Tourism Business Scheme, UK		
	Hawaii - Green Business Program		
ibex	ibex fairstay, Switzerland		
	Leaders in Environmentally Accountable Foodservice Canada		
LEGAMOJENTE	Legambiente Turismo, Italy		
ALL BOST	Nature's Best, Sweden		
pintishe	PAN Parks		
Q	Q certification Tourism		
Constructions1	QualityCoast		
and a state	Qualmark, New Zealand		
۲	Rainforest Alliance Sustainable Tourism Verification	GSTC	
	Sello Ambiental Colombiano		
<b></b>	Smart Voyager, Ecuador		
	Sustainable Tourism Eco-Certification Program STEP	GSTC	
7	Blaue Schwalbe		
	The Nordic Swan		
Travelif	Travelife	GSTC	
Valone	Viabono, Germany		
6	European Eco-Tourism Labeling Standard (Standard only!)	GSTC	
GSTC = standard recognized by the Global Sustainable Tourism Council   February 2013			



# **Global Sustainable Tourism Council** Backed by -

- UNWTO (United Nations World Tourism Organisation) - Madrid
- UNEP (United Nations Environment Programme) - Nairobi



- Create universal principles of sustainability for all types and scales of tourism.
- Promote sustainable tourism through a common language: the Global Sustainable Tourism Criteria.
- Promote the widespread adoption of global sustainable tourism standards.
- Ensure the tourism industry continues to drive conservation and poverty alleviation.
- Making destinations more sustainable.



# Originally developed by a coalition of more than 50 organizations:

- UNEP, UN Foundation, UNWTO
- IUCN (International Union for Conservation of Nature), Rainforest Alliance, Conservation International
- Expedia, Travelocity, Sabre, Fairmont, Marriott
- IH&RA, ASTA, Travelife, Travel Weekly

## GSTC works to standards of:

- ISO 9000 quality management
- ISO 14000 environmental management
- ISO 17000 conformity standard
- ISEAL International Social and Environmental Accreditation and Labelling Alliance (London)

### "recognises":

- EETLS European Eco-Tourism Labelling Standard Ecolnet and aware of
- ETQL European Tourism Quality Label (EU Enterprise and Industry Directorate)





# Sustainable Tourism Certification Standards:

- Hotel and Tour Operators March 2012
- Destinations draft for consultation, March 2013
- www.gstcouncil.org

#### A: Demonstrate Sustainable Destination Management

- A1 Tourism Strategy
- A2 Tourism management organization
- A3 Monitoring
- A4 Climate change adaptation
- A5 Inventory of attraction sites
- A6 Planning regulations
- A7 Access for all
- A8 Property acquisitions
- A9 Tourist satisfaction
- A10 Sustainability standards
- A11 Safety and security
- A12 Crisis and emergency preparedness and response
- A13 Promotion



**B: Maximize economic benefits to the** 

host community and minimize negative impacts

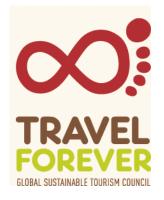
- B1 Economic monitoring
- B2 Local career opportunities
- B3 Stakeholder participation
- B4 Local community opinion
- B5 Local access
- B6 Tourism awareness
- B7 Preventing exploitation
- B8 Support for community
- B9 Supporting local entrepreneurs and fair trade



C: Maximize benefits to communities,

visitors, and cultural heritage and minimize negative impacts

- C1 Attraction protection
- C2 Visitor management
- C3 Visitor behaviour
- C4 Cultural heritage protection
- C5 Site interpretation
- C6 Protection of community property and rights



 <u>D: Maximize benefits to the</u> <u>environment and minimize</u> <u>negative impacts</u>



- D1 Environmental Risk
- D2 Protection of sensitive environments



#### STWG – Hannover March 2013

- What we said
  - Explained ECST! GSTC unaware of us
  - GSTC impressed at ECST "destination management" approach – we offered "input".
  - Emphasised including private sector in sustainability management and wider definition of 'tourism' than just accommodation.
- What we thought
  - Charter is <u>not</u> a "Certification" but a Partnership process
  - Wary of increase in level of 'management' resources?
  - Some areas of environmental management are 'patronising' or covered by statutory bodies outside protected area.
- What we will do.
  - Respond to consultation closed 16/03/2013.
  - Unlikely to want to join (\$8000), but will review our criteria to see whether we should amend to adopt GSTC ideas.)



FOR SUSTAINABLE TOURISM IN PROTECTED AREAS



#### **Conclusions for EUROPARC Atlantic Isles Section**

- 1. Wait to see how ECST deals with GSTC
- 2. Allow for Part 2 'eco-label' any business which has a GSTC recognised/approved Certification ?