

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)

	Adventure Green Alaska		
	Austrian Ecolabel for Tourism		GSTC
	Biosphere Responsible Tourism		GSTC approved
	Blue Flag		
	Certification for Sustainable Tourism, Costa Rica		GSTC
	Clean Tourism Certificate, Poland		
	CSR-Tourism		GSTC
	EarthCheck		GSTC
	ECEAT Quality Label		
	Eco awards Namibia		
	ECO Certification Program, Australia		GSTC
	ECO Certification, Malta		GSTC
	Eco Tourism Ireland		GSTC
	Eco-Romania		
	ECOCAMPING		
	Ecolabel Luxembourg		
	Environmentally Sustainable Accommodations International Standard		GSTC
	ECOPROFIT		
	Ecotourism Kenya		
	European Charter for Sustainable Tourism in Protected Areas		
	European Ecolabel		
	Fair Trade in Tourism South Africa		GSTC
	GREAT Green Deal Guatemala		
	Green Certificate Latvia		
	Green Globe		
	Green Hospitality Programme, Ireland		
	Green Key Eco-Rating Program		
	Green Key		
	Green Leaf Foundation, Thailand		
	Green Leaf™ Environmental Standard		
	Green Star Hotel, Egypt		
	Green Tourism Business Scheme, UK		
	Hawaii - Green Business Program		
	ibex fairstay, Switzerland		
	Leaders in Environmentally Accountable Foodservice Canada		
	Legambiente Turismo, Italy		
	Nature's Best, Sweden		
	PAN Parks		
	Q certification Tourism		
	QualityCoast		
	Qualmark, New Zealand		
	Rainforest Alliance Sustainable Tourism Verification		GSTC
	Sello Ambiental Colombiano		
	Smart Voyager, Ecuador		
	Sustainable Tourism Eco-Certification Program STEP		GSTC
	Blaue Schwalbe		
	The Nordic Swan		
	Travelife		GSTC
	Viabono, Germany		
	European Eco-Tourism Labeling Standard (Standard only!)		GSTC



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

GSTC Destination Criteria

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*



GSTC Destination Criteria

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*



GSTC Destination Criteria

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*



GSTC Destination Criteria

- D: Maximize benefits to the environment and minimize negative impacts

- *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 not 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.)

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 ?