



Global Sustainable Tourism Council

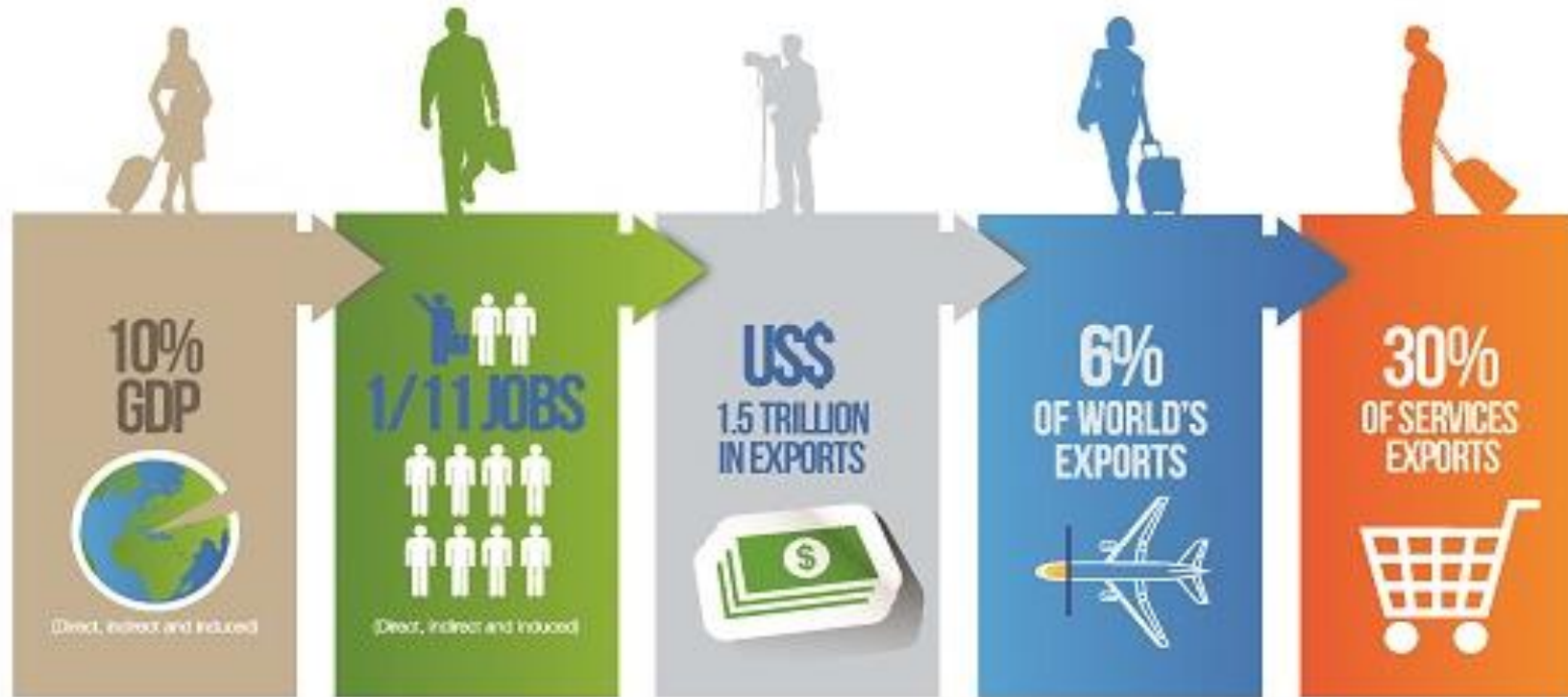
STANDARDS FOR SUSTAINABLE TRAVEL AND TOURISM

AVIATION MARKETING CONFERENCE

ATHENS - FEBRUARY 2023

Luigi Cabrini - Chair, GSTC

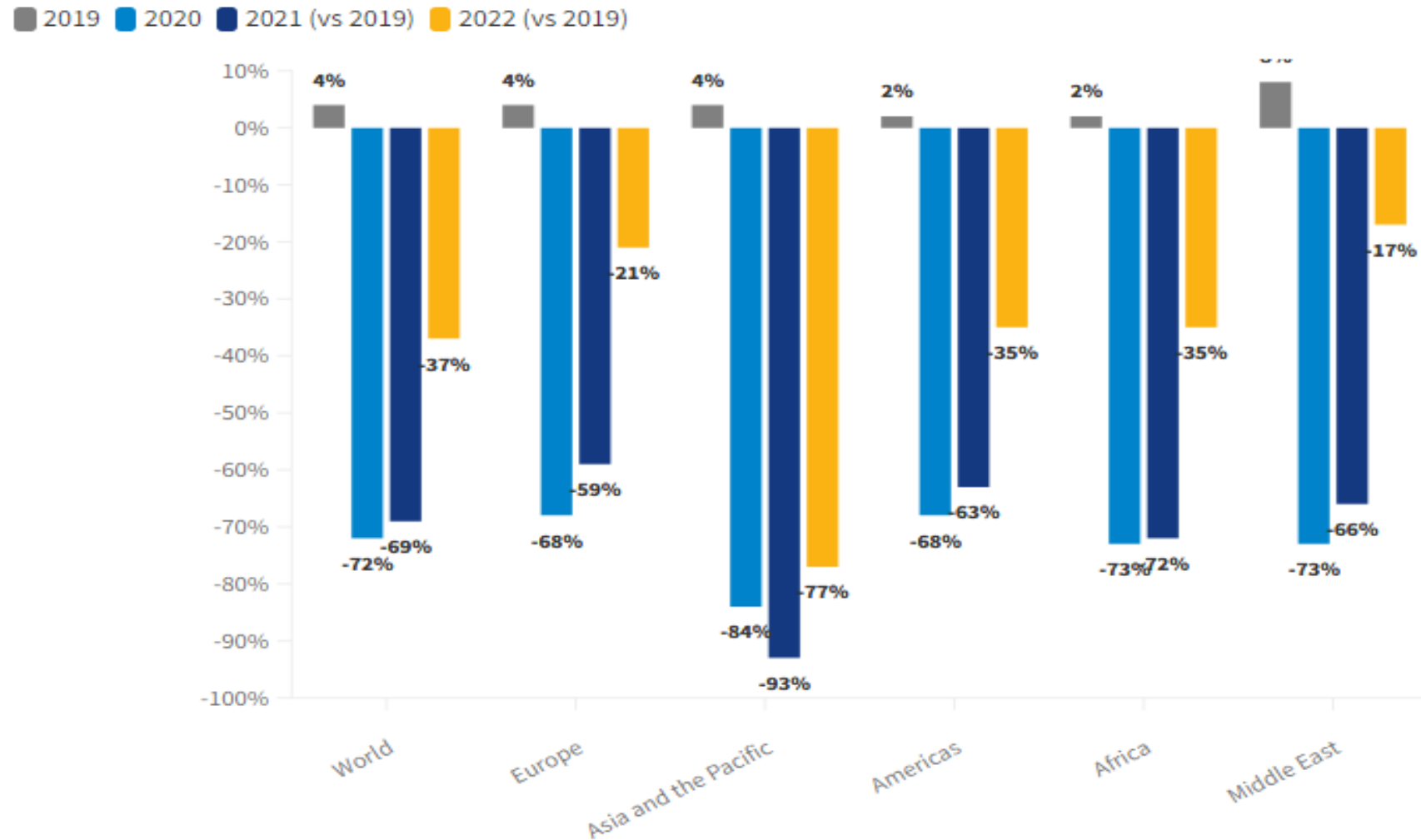
Tourism in the world before the pandemics



WHY TOURISM MATTERS

© World Tourism Organization (UNWTO) 2015

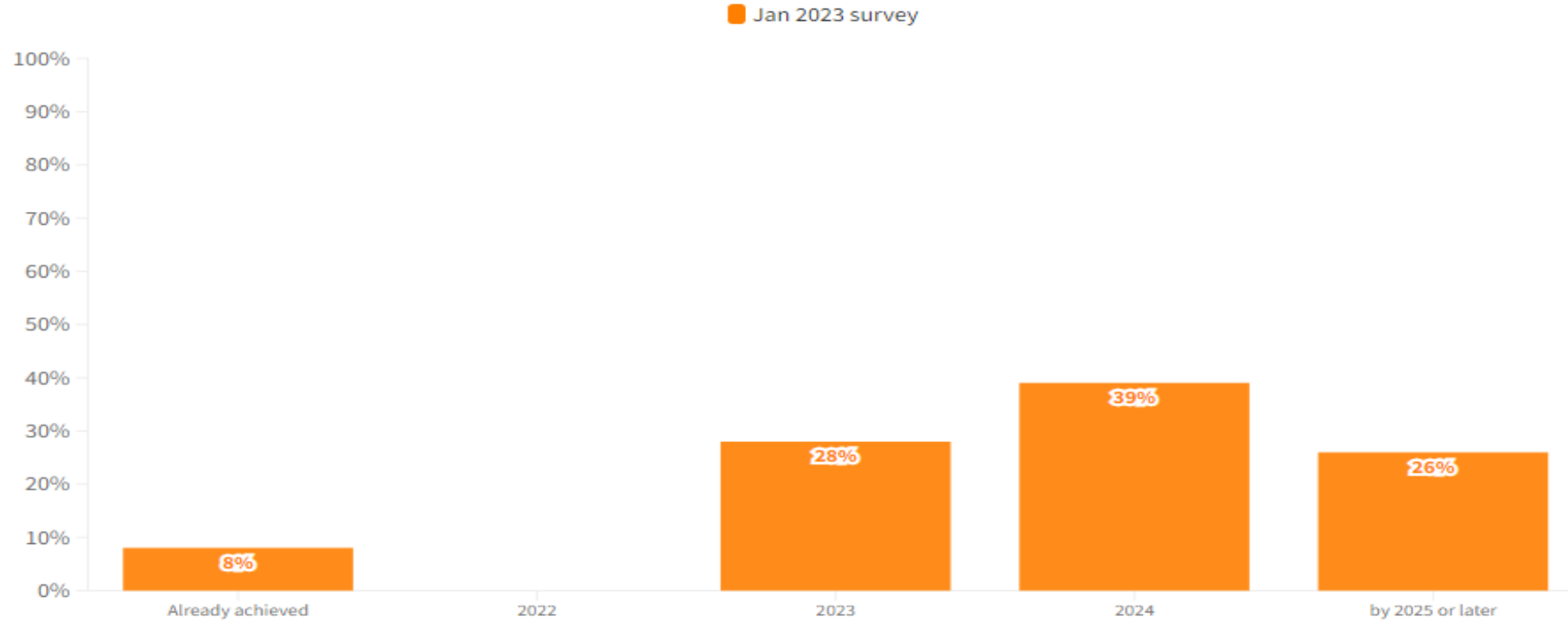
International tourists arrivals



Source: World Tourism Organization (UNWTO) ©
Data as collected by UNWTO, January 2023. Published: 17/01/2023

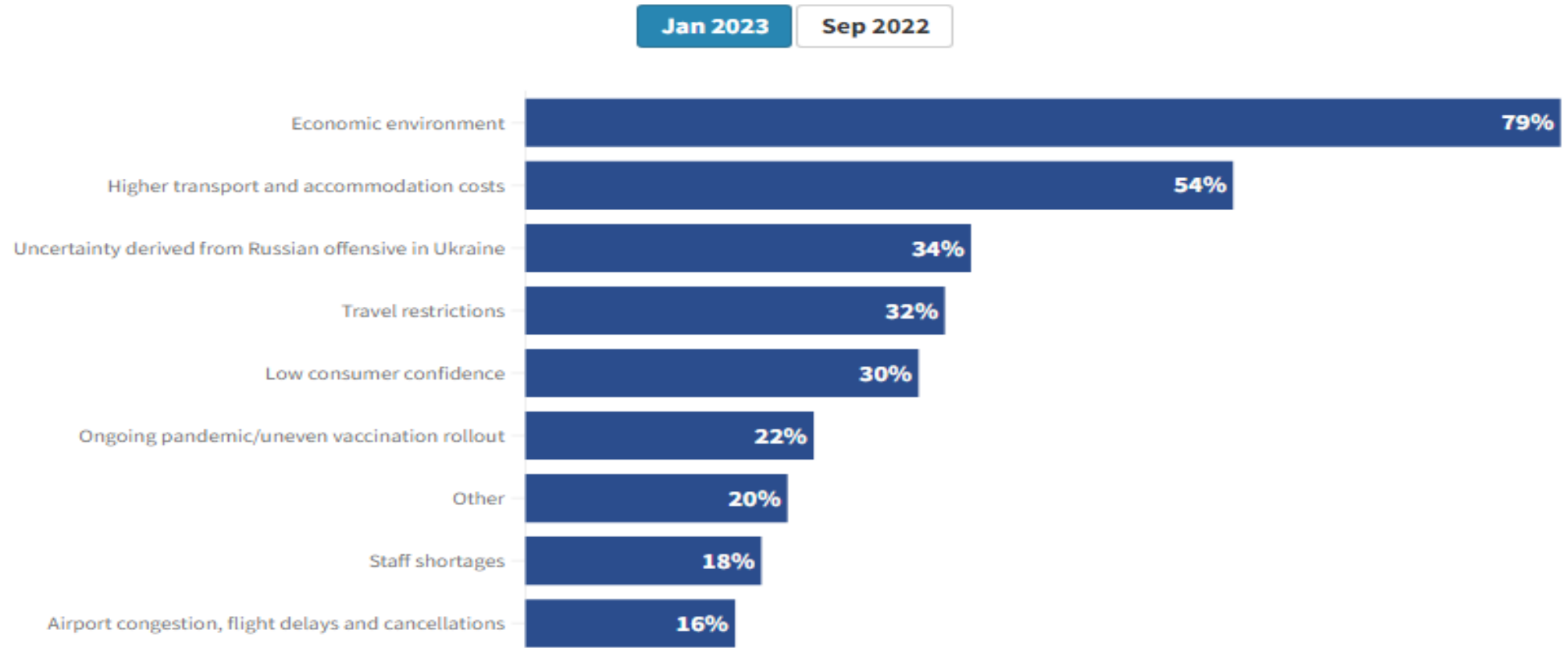
When do you expect international tourism to return to pre-pandemic 2019 levels in your country?

Oct. 2020 survey Jan. 2021 survey May 2021 survey **Sep. 2021 survey** Jan. 2022 survey May 2022 survey Sep. 2022 survey
Jan 2023 survey



UNWTO conducted a global survey among its UNWTO Panel of Tourism Experts on the impact of COVID-19 on tourism and the expected time of recovery. Data as collected by UNWTO, January 2023. Published: 17/01/2023

What are the main factors weighing on the recovery of international tourism?



UNWTO conducted a global survey among its UNWTO Panel of Tourism Experts on the impact of COVID-19 on tourism and the expected time of recovery. Data as collected by UNWTO, January 2023. Published: 17/01/2023

An aerial photograph of a dense, lush green forest. A winding river or stream flows through the center of the forest, surrounded by thick mist or fog. The overall scene is serene and natural.

The pandemic has
increased demand for
sustainable tourism?

Booking.com research in 2021

83% of global travelers think sustainable travel is vital

61% say the pandemic has made them want to travel more sustainably in the future

Almost half (49%) still believe that in 2021, there aren't enough sustainable travel options available

53% admit they get annoyed if somewhere they are staying stops them from being sustainable, for example by not providing recycling facilities

What is the GSTC?



Global Sustainable Tourism Council

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



Global Sustainable Tourism Council

Some of GSTC's Members

Booking.com



Hilton



hotelbeds



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

GSTC Criteria

GSTC Industry Criteria

Guiding principles for all types of tourism businesses

Detail supports certification and accreditation of hotels/accommodations and tour operators

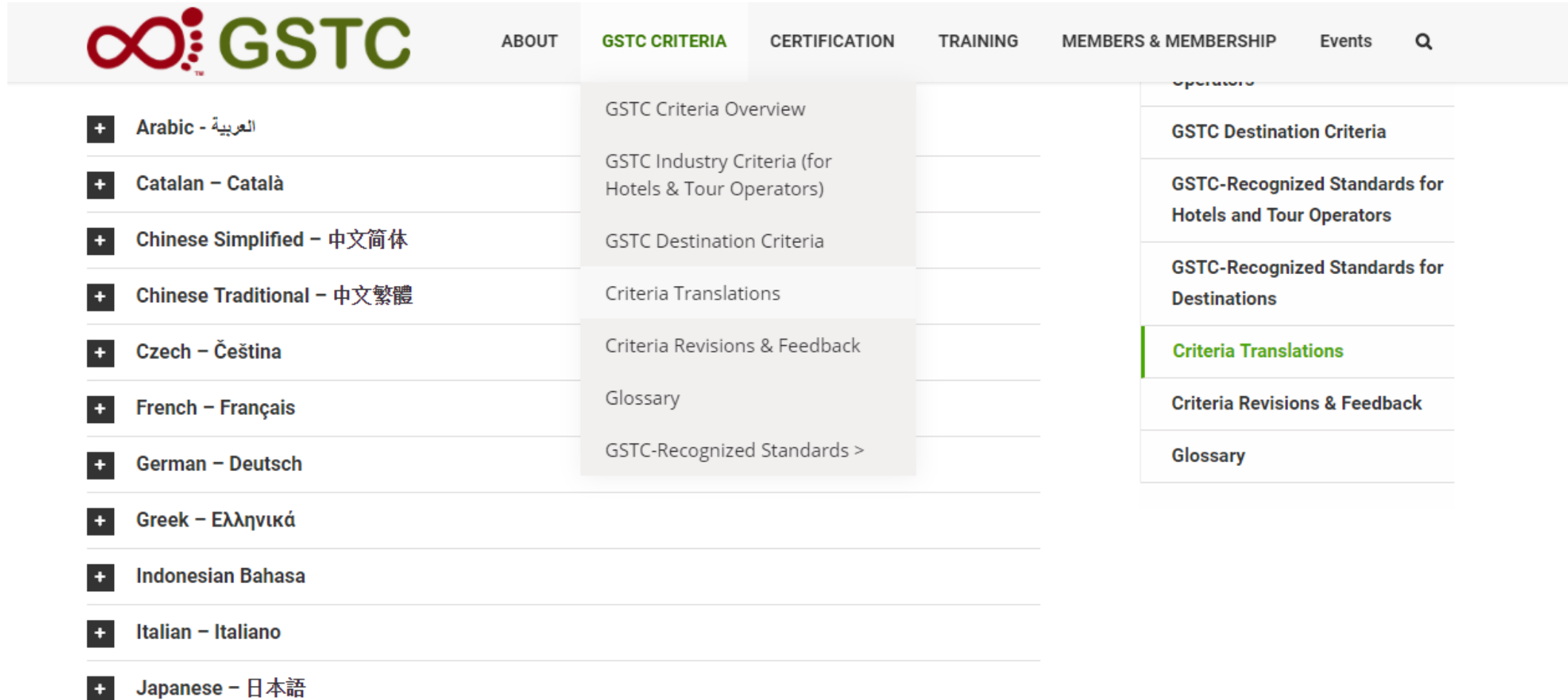
GSTC Destination Criteria

Guidance for policy-makers: national, provincial, municipal

A “how-to” manual for destination stewardship

Detail supports certification and accreditation of destinations

Of public domain... in 20 different languages



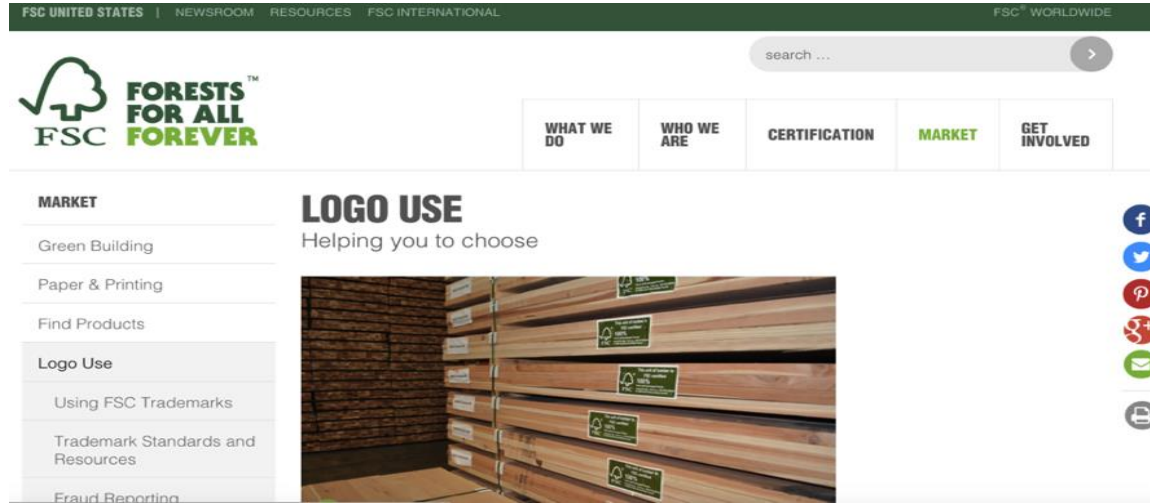
The screenshot displays the GSTC website's navigation menu. The 'GSTC CRITERIA' dropdown menu is open, listing 20 languages with expandable icons (+). The sidebar menu on the right lists various criteria and standards, with 'Criteria Translations' highlighted in green.

Language	Criteria Category
+ 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	

Sidebar Menu:

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

Eco-labelling is on the rise



Paper towels in Korea with the FSC logo



Novotel amenities



Rainforest Alliance fair trade coffee at McDonalds

Many labels... much confusion...



Press release

Global sweep finds 40% of firms' green claims could be misleading

A CMA co-ordinated global review of randomly selected websites has so far found that 40% of green claims made online could be misleading consumers.

Published 28 January 2021

From: [Competition and Markets Authority](#)



The International Consumer Protection Enforcement Network (ICPEN) hosts an annual sweep of websites, which gives consumer authorities across the world the opportunity to target fraudulent, deceptive or unfair conduct online. The Competition and Markets Authority (CMA) and The Netherlands Authority for Consumers and Markets (ACM) led the latest sweep, focusing on misleading environmental claims for the first time.

This comes as [the CMA's own investigation into misleading environmental claims](#) is ongoing, to better understand the impact of green marketing on

Members found that 4 in 10 of these websites appeared to be using tactics that could be considered misleading and therefore potentially break consumer law. These included:

- Vague claims and unclear language including terms such as 'eco' or 'sustainable' or reference to 'natural products' without adequate explanation or evidence of the claims.
- Own brand eco logos and labels not associated with an accredited organisation.
- Hiding or omitting certain information, such as a product's pollution levels, to appear more eco-friendly.

<https://www.gov.uk/government/publications/green-claims-code-making-environmental-claims/environmental-claims-on-goods-and-services>

Certification by GSTC Accredited CBs

(Accreditation Body)



GSTC-Accredited Certifying Bodies



TUI Group: Preferring Sustainable Services

TUI encourages all hotels offered to its 27 million customers to obtain certification that meets the GSTC Criteria

10.3 million customers stayed in hotels with sustainability certifications in 2019 alone, reaching our ambition of 10 million one year early.



1,220 HOTELS

HOTELS CERTIFIED TO GSTC
RECOGNISED STANDARDS

80% OF TUI

GROUP-OWNED HOTELS
HAD SUSTAINABILITY
CERTIFICATIONS

Hilton

“We have aligned our LightStay management system with the GSTC Criteria”

“we continue to identify opportunities to achieve certification to the GSTC Criteria for our hotels to ensure the sustainability of our operations”



Holiday-Makers Requiring Sustainable Hotels

easyJet holidays

easyJet holidays will be supporting 100% of its directly contracted hotels to achieve certification by a GSTC Accredited Certification Body or certification to a GSTC Recognized Standard by the end of 2025.

Jet2holidays[®]
Package holidays you can trust

Royal Caribbean: Using Certified Tour Operators



Global Tour Operations Target

Target for 1,000 “sustainable tours”

Was greatly exceeded with 2,014 tours provided by sustainably certified operators



Assessment of destinations



1. Jackson Hole, Wyoming, USA
2. Mt. Huangshan, China
3. *St. Kitts & Nevis*
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, Mexico
15. *Lombok, Indonesia*
16. *Sieman, Indonesia*
17. *Pangandaran, Indonesia*
18. *Wakatobi, Indonesia*
19. *Cayman Islands*
20. Sinaloa Sur, Mexico
21. Sedona, Arizona, USA
22. Hwaseong Fortress, Suwon City, Republic of Korea
23. *Little Stirrup Cay, Bahamas*
24. Chelenko, Chile
25. *Labadee, Haiti*
26. *Cozumel, México*
27. San Pedro de Atacama, Chile
28. *Roatán, Honduras*
29. Belize City, Belize
30. Ras Al Khaimah, UAE
31. Dubrovnik, Croatia
32. *Corfu, Greece*
33. *Heraklion, Greece*
34. Athens, Greece

Corfu and Heraklion destination assessments

Athens, 28 July 2022. Cruise Lines International Association (CLIA), the world's largest cruise industry trade association, welcomes the completion of sustainability destination assessments in the popular Greek cruise destinations of Corfu and Heraklion.

The project, co-funded by CLIA in partnership with the two municipalities and port authorities, was conducted by the Global Sustainable Tourism Council (GSTC), using the **GSTC Destination Criteria**. The assessments will help the cities to identify key risks and set the foundation for an action plan for sustainable tourism.



Athens destination assessment



**GLOBAL SUSTAINABLE TOURISM COUNCIL
DESTINATION ASSESSMENTS
ATHENS 2021**

1ST DELIVERABLE

Π1. ΑΝΑΛΥΣΗ ΒΑΣΗΣ ΤΟΥ ΠΡΟΟΡΙΣΜΟΥ – DESK PART

GE-GSTC-ATH-0321-1-EN



Co-funded by Greece and the European Union



**GLOBAL SUSTAINABLE TOURISM COUNCIL
DESTINATION ASSESSMENTS
ATHENS 2021**

2ND DELIVERABLE

Π2. ΕΠΙΤΟΠΙΑ ΑΞΙΟΛΟΓΗΣΗ-ONSITE

GE-GSTC-ATH-0521-1-EN



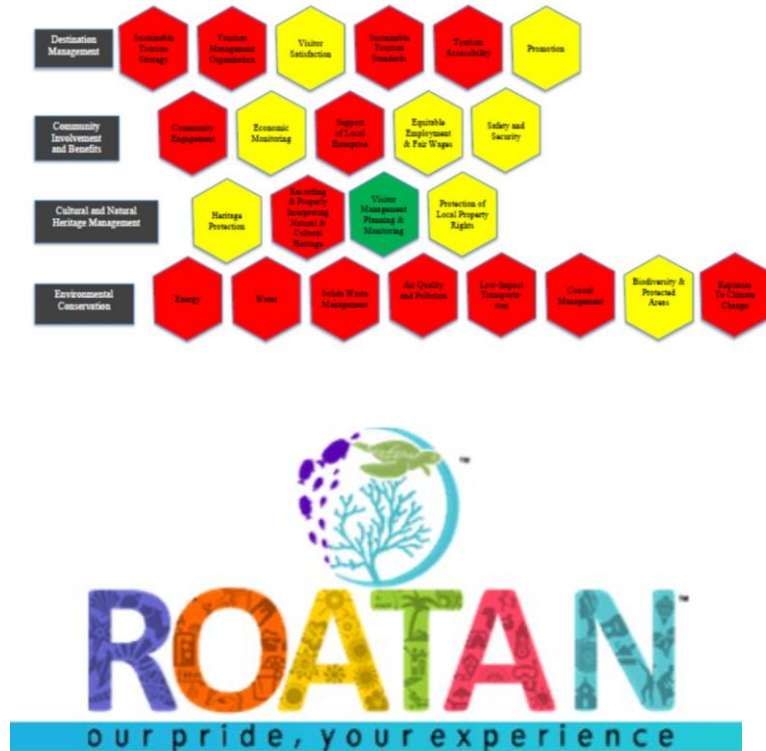
Co-funded by Greece and the European Union



Example Improvement Scenario

2013

ROATAN DESTINATION ASSESSMENT RESULTS



EXAMPLE ROATÁN HONDURAS 2013-2019

ROATAN DESTINATION ASSESSMENT RESULTS

2019 Sustainability Snapshot

DESTINATION MANAGEMENT



SOCIAL AND ECONOMIC BENEFITS



NATURAL AND CULTURAL ASSET MGMT



ENVIRONMENTAL SUSTAINABILITY



Conclusions

The pandemic has been a devastating shock to tourism with millions of jobs lost and thousands of businesses (particularly SMEs) in bankrupt.

We must take the opportunity in tourism recovery to reduce those negative impacts that already threatened the growth of tourism.

The challenges have not changed: overtourism, global warming, waste of resources (and food), reduction of biodiversity, plastic pollution, etc.

GSTC helps businesses, destinations and public authorities to improve their levels of sustainability and to provide them market access in response to an increased demand

Thank you!

chair@gstcouncil.org

