



Global Sustainable Tourism Criteria (GSTC)

Increasing the competitiveness of tourism SMEs and destinations in the Adriatic Region

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Milena S. Nikolova
Solimar Europe/ Solimar International
on behalf of **Global Sustainable Tourism Alliance**



Sustainable Tourism

Tourism envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems.



Sustainable Tourism Demand

Association of British Travel Agents (2002)

87%

Important that holiday does not damage the environment

76%

Important that holiday benefit the residents of the destination

TripAdvisor (2008)

34%

Would pay more for an environmentally-friendly holiday

Responsibletravel.org (2004)

87%

Interested in locally-produced food, local culture & local guides



Global Sustainable Tourism Criteria (GSTC)

Addressing gaps in promoting sustainable tourism:

- Mainstream sustainability
- Facilitate the incorporation of sustainability into daily operations of SMEs
- Link sustainability to market access



What are GSTC?

- Initiative to come to a **common understanding of sustainable tourism** for businesses and consumers
- Initiated in 2007 with a **partnership** led by UNEP, UNF, Rainforest Alliance, UNWTO and 40 other organizations from public, private, non-profit and academic arenas
- Launched in October 2008 after **extensive public consultation process** of over 1500 stakeholders



What are GSTC?



**Sustainable
Management**



**Economic
Benefits**



**Cultural
Heritage
Preservation**



**Environmental
Impacts**





What are GSTC?

Indicators

Educational
Materials

Implementation
Tools

The criteria indicate **what should be done**, **not how to do it** or whether the goal has been achieved.



Market Access

- The single largest challenge to small- and medium-sized tourism businesses is access to market
- Increased access to market for sustainable businesses provides an incentive to seek more sustainable operations
- The market access program provides a mean to distribute certified sustainable tourism products to a broad audience, creating new opportunities for sales



Market Access

**Tourism
Businesses**

**Destination
Management
Organization**

**Global
Sustainable
Tourism
Criteria**

Market



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What It is:

- A **distribution mechanism** for GSTC
- **Recognition** for certification programs and hotels working to implement the GSTC
- A **way to harmonize** many global certification sustainable choices easier for travelers
- A **way to boost** demand for suppliers of sustainable products programs

What It is Not:

- Certification program
- Accreditation program for certification programs
- Scoring System
- Distribution channel
- Paid service



The Value of Market Access

- Provide transparent and effective method to give consumers easy access to sustainable travel choices
- Translate “sustainable,” “green,” and “eco-friendly” from buzzwords to foundations for significant revenue streams
- Increase/enhance market awareness for the clientele of certification programs and other sustainability initiatives
- Engender a new market incentive for businesses to seek more sustainable operations



Launching GSTC: Sustainable Tourism Initiative

The USAID supported Global Sustainable Tourism Alliance is partnering with the USAID RCI program to create a series of workshops in the Adriatic region designed to:

- Provide a background of the link between sustainable tourism and competitiveness for destinations and tourism businesses
- Introduce practical tools to help destinations and individual businesses understand how to implement sustainable tourism and minimize climate change
- Identify local solutions to operationalize quality mark programs and integrate with the Global Sustainable Tourism Criteria
- Define the role for destinations to support market access for businesses that have adopted the Quality mark standards and the Global Sustainable Tourism Criteria

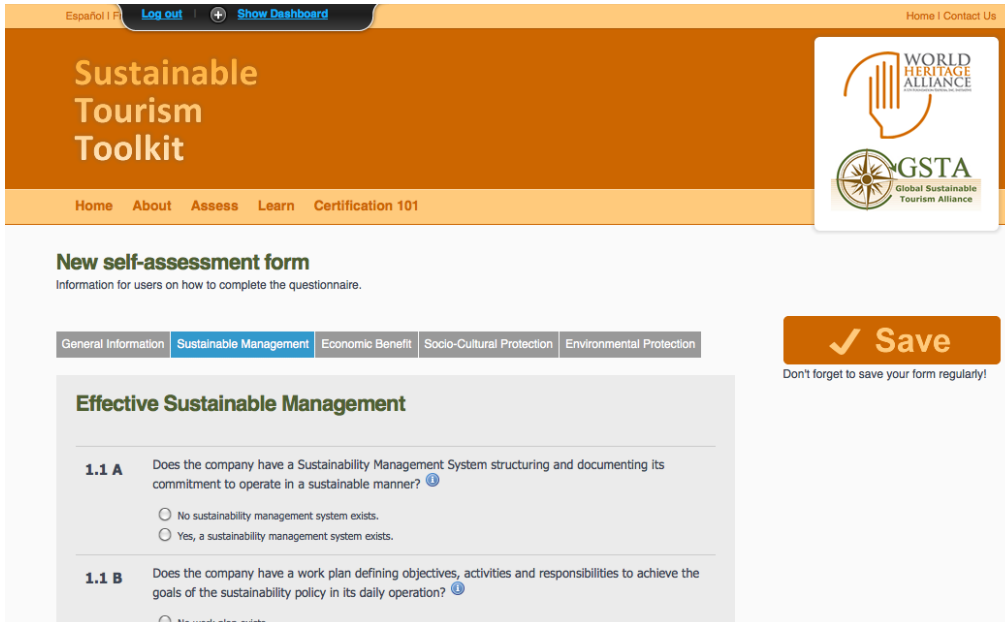


Practical Tools

- Online self-assessment and education materials for how to adopt the Global Sustainable Tourism Criteria
- Powering Tourism Toolkit to identify off-grid energy resources
- Case studies from the WTTC showcasing best practices and practical tools from tourism industry leaders addressing climate change
- Sustainable Tourism Clustering and Destination Management Toolkit



Online Sustainable Tourism Toolkit

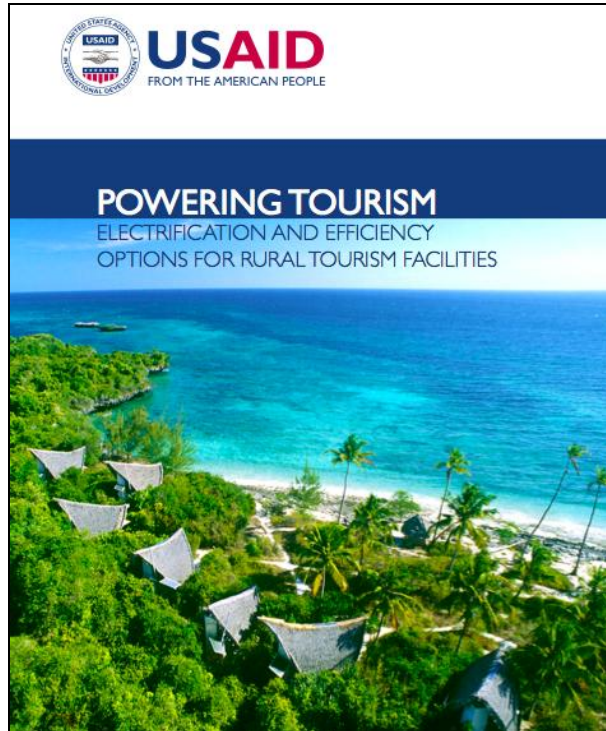


The screenshot shows the 'Sustainable Tourism Toolkit' web application. At the top, there is a navigation bar with 'Español | FR', 'Log out', and 'Show Dashboard' on the left, and 'Home | Contact Us' on the right. The main header area is orange and contains the title 'Sustainable Tourism Toolkit' and a logo for the 'WORLD HERITAGE ALLIANCE' and 'GSTA Global Sustainable Tourism Alliance'. Below the header is a navigation menu with 'Home', 'About', 'Assess', 'Learn', and 'Certification 101'. The main content area is titled 'New self-assessment form' and provides information for users on how to complete the questionnaire. There are tabs for 'General Information', 'Sustainable Management', 'Economic Benefit', 'Socio-Cultural Protection', and 'Environmental Protection'. The 'Sustainable Management' tab is active, showing a section titled 'Effective Sustainable Management' with two questions: '1.1 A Does the company have a Sustainability Management System structuring and documenting its commitment to operate in a sustainable manner?' and '1.1 B Does the company have a work plan defining objectives, activities and responsibilities to achieve the goals of the sustainability policy in its daily operation?'. A 'Save' button is visible on the right side of the form, with a note: 'Don't forget to save your form regularly!'.

- GSTC-compliant self-assessment tool
- Customized work plan
- Comprehensive resource library
- Sustainable tourism marketplace
- Link to TSC Market Access Program



Powering Tourism Toolkit

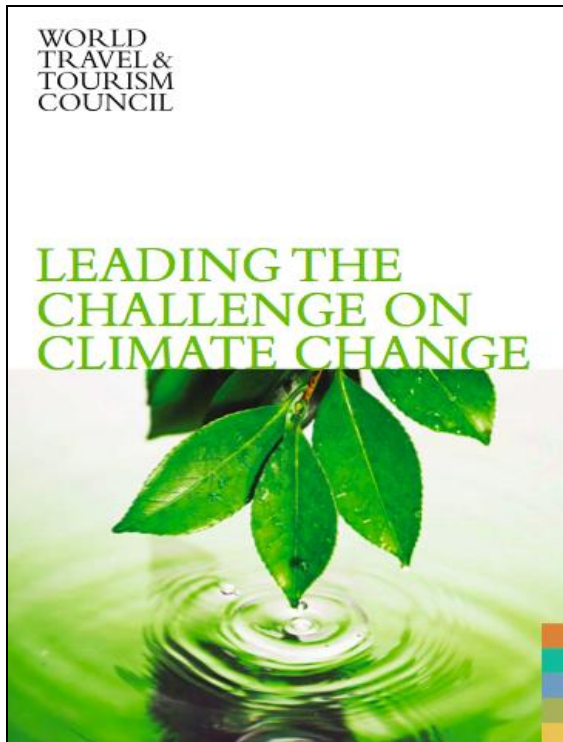


- Created by USAID to help tourism professionals understand and evaluate the range of options for meeting their off-grid energy needs, highlighting efficient and sustainable use of energy
- Provides a seven-step approach to creating a reliable and affordable energy system by working with staff and visitors, equipment vendors, installers, financial institutions, and energy service providers
- Powering Tourism illustrates each step through hypothetical and real life case studies

http://pdf.usaid.gov/pdf_docs/PNADN865.pdf



WTTC Climate Change Report & Case Studies



- The World Travel & Tourism Council (WTTC) is made up of the foremost 100 Travel & Tourism organizations
- ***Leading the Challenge on Climate Change*** provides an overview of how the tourism industry is tackling Greenhouse Gas emissions and identifies priority areas for action by industry
- Includes real-life case studies that highlight best practices and practical tools according to each sustainability theme discussed in the report

http://www.wttc.org/bin/pdf/original_pdf_file/climate_change_final.pdf



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Sustainable Tourism Clustering and Destination Management Toolkit

- Designed for tourism development practitioners, trade associations, local governments, and/or civil society to bring destination stakeholders together in a formalized manner that facilitates cooperative destination management, marketing, and the conservation of natural and cultural resources
- Provides a comprehensive source of information, training, templates, resources, financial models, and other tools to help tourism clusters in emerging destinations succeed
- Explores the role the destination or the tourism cluster can provide to help provide market access for small tourism enterprises adopting the Global Sustainable Tourism Criteria



Anticipated Outcomes

- At least 250 tourism businesses trained on the Global Sustainable Tourism Criteria, tourism and climate change, and provided tools to help them adopt the criteria immediately
- At least 100 tourism businesses with improved environmental and social performance through the implementation of the Online Sustainable Tourism Toolkit
- At least 300 representatives from tourism businesses, NGOs, and public sector trained in how to create sustainable tourism clusters and provided a toolkit for how to implement at a destination level
- At least 2 destinations operating the quality mark program integrated with the Global Sustainable Tourism Criteria and providing market access to at least 100 tourism businesses through the TSC market access program



Thank You!

Milena S. Nikolova:

m.nikolova@solimareurope.com

For more Information:

<http://www.sustainabletourismcriteria.org/>

<http://www.gstalliance.net/>



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