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**Deliverables of Business Standards for  
Sustainable Tourism**

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A decorative graphic in the bottom right corner consisting of several overlapping, semi-transparent colored shapes in shades of blue, green, and red, arranged in a curved, fan-like pattern.

# Business Standards for Sustainable Tourism Project

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# Business Standards for Sustainable Tourism Project Project Team



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# 1. INTRODUCTION

- Tourism is one of the most rapidly growing business domains and will, inevitably, need to make use of the most advanced technologies available at this time to accommodate the needs of this growing market
- There are four related business standards for sustainable tourism including with (1) GSTC, (2) ISO 21401:2018, (3) ISO/TC 228, (4) UN/CEFACT's Green Paper on Sustainable Tourism.
- After the Green Paper on Sustainable Tourism -Experience Programs was published by UN/CEFACT in April 2019, the working experts of Travel/ Tourism Domain found it necessary to develop the business standards for sustainable tourism.
- This white paper suggested ten categories according to the service content or products provided by the tourism sectors, including the core sectors food/ restaurant, accommodation, transportation, destination, shopping, entertainment, tour agency, local government, experience program and traveler.
- And the concept of UN/SDGs (Sustainable Development Goals) will be and should be well considered when to develop the business standards for sustainable tourism.

## 2. PURPOSE AND SCOPE (1/3)

- The UN sustainable development goals do not list sustainable tourism as a separate goal. However, several of the UN/SDGs have their applications in the tourism industry. The definition of tourism industry is "the sum of the industrial and commercial activities that produce goods and services wholly or mainly for tourist consumption." (Weaver and Lawton, 2002, p.471).
- The main sectors are travel agencies, tour operators, transportation, accommodation, food services, attractions, entertainment and specialized merchandise (Weaver, 2006).
- Tourism both globally and regional can have severe impact on local communities, natural resources, climate and economies. Tourism being linked to travel, there is also a link to sustainable travel and transportation.
- Globally we see the realization in the tourism industry that changes are necessary to not only meet the demands of local communities to be able to receive tourists but also utilize tourism to achieve a positive impact on those communities.
- With the help of those standards, it should be possible to differentiate sustainable for non-sustainable tourism. These standards can assist buyers of tourism products and services to make choices with a certain amount of certainty that what they buy is regarded as sustainable.

## 2. PURPOSE AND SCOPE (2/3)

- This project is to produce definitions and guidelines on sustainable tourism. It does not deliver a certification system, but it provides elements upon which certification or labeling systems could be built.
- The project will not only deliver components of future recommendations to government to facilitate, promote sustainable tourism in their constituencies but also will take into consideration work which has been produced by UN/CEFACT on Experience Programs being a subset of sustainable tourism products.
- The use of these documents and relevant list developed in the project will surely be provided any system developers to trade sustainable tourism.
- The sustainable tourism of business standards should be revised in response to environmental, societal, and policy changes in the future, and the comparability of revised versions should be also taking into consideration, to allow the cross-reference of sustainable tourism standards should be easily carried out between different versions to maintain the internal quality consistency of the indicators. Particularly to develop a pilot and foresight of rating system for sustainable tourism.

## 2. PURPOSE AND SCOPE (3/3)

There are many future opportunities, challenges and risks in setting global sustainability standards including with

- (1) centralized unique id challenges
- (2) multi-layer packaging travel product challenges
- (2) centralized data storage challenges
- (4) expose of detail sustainability information
- (5) unified chapter and verse system
- (6) supply chain challenges

# 3. RELATED BUSINESS STANDARDS FOR SUSTAINABLE TOURISM (1/4)



## 3.1 GSTC

- The Global Sustainable Tourism Council (GSTC) establishes the global standards for sustainable travel and tourism, known as the GSTC Criteria.
- The criteria include two sets: the Destination Criteria is for public policymakers and destination managers (the latest version is released in 2019), whereas the Industry Criteria is for hotels and tour operators (the latest version is released in 2016).
- The criteria are arranged in four pillars, Sustainable management, Socioeconomic impacts, Cultural impacts and Environmental impacts.
- The latest version of Destination criteria is updated to correspond to the 2030 Agenda for Sustainable Development and the 17 Sustainable Development Goals (SDGs) that is most closely relates.



# 3. RELATED BUSINESS STANDARDS FOR SUSTAINABLE TOURISM (2/4)

## 3.2 ISO 21401:2018

- ISO/TC 228 released the International standard ISO 21401 in 2018 — Sustainability management system for accommodation establishments.
- This document has been drafted to help accommodation establishments of all sizes, from different geographical, cultural and social backgrounds, to improve sustainability in their related activities.
- It specifies environmental, social and economic requirements to implement a sustainability management system in accommodation establishments in the tourism sector.
- ISO 21401 included four Annexes A, B and C refer to each of the three dimensions of sustainability (environmental, social and economic) and Annex D provides examples of sustainability practices.

# 3. RELATED BUSINESS STANDARDS FOR SUSTAINABLE TOURISM (3/4)

## 3.3 ISO/TC 228

- ISO/TC 228 is a technical committee of the International Organization for Standardization (ISO) responsible for developing internationally accepted standards for terminology and specifications of the services offered by tourism service providers, including related activities, touristic destinations and the requirements of facilities and equipment.
- Published standards in various tourism areas from diving, yacht, beach operation to sustainability management system for accommodation establishments and so on.

# 3. RELATED BUSINESS STANDARDS FOR SUSTAINABLE TOURISM (4/4)

## 3.4 UN/CEFACT's Green Paper on Sustainable Tourism

- In 2019, UN/CEFACT released the Green Paper on sustainable tourism, which aims on the new trend in tourism called Experience Programs (EPs).
- EPs, specifically focused on local areas or regions within countries, could be provided by various agents such as tour agency, DMO, OTA, or etc.
- Tourists (domestic or international) tend to visit regions not only to see them, but also to experience the nature, events and activities of that region and to engage with the people and local culture in a meaningful way.
- EPs can be delivered in forms of cultural, medical, sports, nature, arts, community-based and etc. and emphasizes a large variety of information to be communicated and shared between participants (originators, operators, participating businesses, customers, etc.).
- This green paper proposes examples of Experience Programs which have had a positive impact on local economies as well as guidance on how local authorities can valorize such assets to attract tourism revenues to their regions and become more sustainable.

# Related Business Standards for Sustainable Tourism

## GSTC

GSTC Criteria 4 pillars- Sustainable management, Socioeconomic impacts, Cultural impacts; and Environmental impacts.

Include two sets:

- Destination Criteria: public policy-makers and destination managers (the latest version is released in 2019)
- Industry Criteria: hotels and tour operators (the latest version is released in 2016).

## ISO/TC 228

- Responsible for developing internationally accepted standards services offered by tourism service providers, including related activities, touristic destinations and the requirements of facilities and equipment.
- Published standards from diving, yacht, beach operation to sustainability management system for accommodation establishments and so on.

## ISO 21401:2018

Sustainability management system for accommodation establishments

- Specifies environmental, social and economic requirements to implement a sustainability management system in accommodation establishments in the tourism sector.
- 4 Annexes A, B and C refer to each of the three dimensions of sustainability (environmental, social and economic) and Annex D provides examples of sustainability practices.

## UN/CEFACT's

Green Paper on Sustainable Tourism 2019

- New trend in tourism called Experience Programs (Eps) focused on local areas or regions within countries.
- Form of cultural, medical, sports, nature, arts, community-based etc.
- Examples of Eps showed positive impact on local economies and work with local region to become more sustainable.

# Business Standards for Sustainable Tourism

Related standards to sustainable tourism are reviewed and suggestions are classified into ten categories according to the service content or products provided by the tourism sectors. It's expected that more discussion on business standards of ST can serve as a reference to foster the feasibility of building a future electronic exchange system database in beneficial for sustainable development in the tourism industry.



# Business Standards for Sustainable Tourism

## 1. Tour Agency







- Tour Agency help tourist in planning and booking reservations for their itinerary, accommodation, and transportation to and from the destination.
- The sustainability focus of tour agency can involve the sustainable concepts into the **itinerary planning in a way to improve the welfare of local people, minimize negative environment impacts, and help to conserve heritage cultures and all kinds of habitats in a long run.**

	<p>1.4 Grant <b>access to all men and women to basic tourist services</b>. In addition, tourists are allowed to have equal rights and services in natural resources, economic resources and tourism resources</p> <p>1.5 Develop travel itinerary that take into account climate change issues and economic, social and environmental disasters in tourist areas.</p>
	<p>3.3 In response to various infectious diseases, travel agencies should strive to foreseen the epidemic situation in the region and <b>ensure the safety and security of travelers</b> in the region</p> <p>3.8 Help all travelers to prevent and obtain <b>adequate health care plan</b> at an affordable cost</p>
	<p>4.4 Increase the proportion of <b>young people and adults with technical and professional skills</b> required for sustainable tourism practices</p> <p>4.7 <b>Educate employees and tourists with knowledge and skills for sustainable tourism</b> to facilitate cultural diversity and sustainable cultural development</p>
	<p>8.6 Travel agencies can provide a certain percentage of <b>employment opportunities and training for young people.</b></p>
	<p>11.4 <b>Respect the traditional culture and the privacy</b> of local residents and communities.</p> <p>11.6 Travel on a <b>sustainable transportation system.</b></p>
	<p>12.2 Provide <b>E-tourism brochure</b> to reduce paper waste and through technology and artificial intelligence, like cloud systems and data analysis to better understand visitors' preferences.</p> <p>12.5 Travel agency should encourage travelers to bring their own environmentally friendly tableware or straws during the trip.</p> <p>12.6 <b>Arrange travel choices according to sustainability factors</b> such as sustainable affiliate or self-report of sustainability hotel properties, food-beverages services, and transport company</p>
	<p>14.1 Do not arrange <b>tourism activities that will affect marine resources and ecology</b></p>
	<p>15.1 Promote <b>green tourism</b> that can reduce environmental pollution and resource consumption such as environmentally friendly and low-carbon emission tour.</p> <p>15.2 Promote <b>responsible tourism</b> practices by arranging leave no trace tours.</p>

# Business Standards for Sustainable Tourism

## 2. Accommodation

- Accommodation buildings require a significant amount of energy resources to operate and provide appropriate service for visitors regardless the size of the entities.
- Companies in this sector are strongly suggested to implement energy management system to reduce environmental impacts and to improve their reputations with visitors, who are increasingly concerned about environmental sustainability.
- The sustainability focus of accommodation can be water management, energy management, labor practice, climate change adaption and ecological impacts.

	<p>6.1 Have plans for <b>Water risk assessment</b>.</p> <p>6.3 Do <b>sewage</b> treatment.</p> <p>6.4 Use <b>water-saving</b> equipment to minimize water consumption. Ex: Use water-saving shower head and toilet.</p>
	<p>7.2 Favor the use of renewable sources, furthermore, the share of <b>renewable energy</b> in total energy supply is monitored and managed. Ex: solar panels on the roof.</p> <p>7.3 Use the <b>air circulation equipment</b> to ensure the air is not excessively ventilated, and excessive energy is used for cooling.</p> <p>7.3 Use equipment and practices to minimize energy use, ex: Use <b>LED lights</b> to reduce power consumption and purchase "<b>Energy Star</b>" appliances wherever possible.</p>
	<p>8.5 Everyone can get <b>equal pay for equal work</b> and protecting the rights of disabled to work.</p> <p>8.8 Protecting the <b>rights of labor, child labor and women</b> in industries and promoting a <b>safe working environment</b>.</p>
	<p>12.2 Buy <b>organic, fair trade, eco-friendly toiletries</b> and in room products.</p> <p>12.5 <b>Provide recycling bins</b> in public areas. Ex: lobby and poolside.</p> <p>12.5 <b>Donate</b> leftover guest amenities, old furniture, and appliances to charities.</p> <p>12.5 Buy previously used or <b>recycled-content products</b> whenever possible.</p>
	<p>13.1 Have <b>climate risk management</b> plan and regularly monitor the negative impact of climate change, ex: the flood, typhoon, and drought where the lodging facility located.</p> <p>13.3 <b>Carbon Footprint per tourist/night</b> is monitored and managed during their stay.</p> <p>13.3 Take action to <b>avoid and reduce significant annual emissions from all sources</b> controlled by the lodging facility.</p>
	<p>14.1 <b>Wastewater and solid waste</b> are disposed of to a municipal or government approved treatment system, ex: island resort never dumped waste directly on the beachside to reduce marine pollution.</p>
	<p>15.2 Preserve and cultivate of local planting tree species, <b>strengthening green landscaping and plant maintenance operations</b>.</p> <p>15.4 Ensure the conservation of mountain ecosystems and <b>increase ecological diversity</b>.</p> <p>15.5 Being aware of, and mitigates, activity with potential to disturb <b>wildlife and habitats</b> around the property.</p>

# Business Standards for Sustainable Tourism

## 3. Transportation

- Transport service majorly rely on fuel transport vehicles ex: cars, tour bus, inland railway, aircraft, ferry and cruise. Heavy reliance on hydrocarbon fuels, the industry generates a significant amount of carbon dioxide (CO2) emissions and is thus subject to compliance costs and risks associated with climate change mitigation policies.
- The sustainability focus of transportation can be fuel management in sustainable tourism planning, includes **increasing fuel efficiency through vehicle and carrier design as well as and incorporating alternative and sustainable fuels.**

	<p>3.6 Implement <b>safety management</b> plan to decrease the injury from transportation accidents, ex: tour bus, airline and cruise line</p> <p>3.9 Significantly <b>reduce air and water pollution</b> from all transportation systems</p>
	<p>6.3 Take <b>cruise pollution</b> into account including sewage or black water, gray water, oily bilge water, ballast water, solid waste, and hazardous waste.</p>
	<p>7.2 Significantly expand and apply the proportion of <b>renewable energy</b> from the energy system to transportation</p> <p>7.3 Avoid transporting tourist in highly polluting, outdated vehicles. Adopt <b>green, low-carbon emission environment-friendly transportation vehicles</b></p> <p>7.3 Double the energy efficiency by enabling clean energy supply for transportation ex: <b>solar powerboat</b></p>
	<p>11.2 Public and private transport should enable <b>safe, affordable and easy-to-use sustainable transportation</b> for all the needs of women, children, persons with disabilities and the elderly tourists, (e.g. MM Mobility Management Scheme)</p> <p>12.4 Implements practices to <b>minimize pollution from noise, light, runoff, erosion, ozone-depleting substances, and air, water and soil contaminants</b> on all tour related transportation, ex: cruise line, tour bus, railway, airline and etc..</p>
	<p>13.3 Direct and indirect <b>greenhouse gas emissions are monitored and managed</b> especially aircraft and cruise line.</p>
	<p>14.1 Wastewater and solid waste are disposed through a municipal or government approved treatment system, ex: cruise line never dumped <b>wastewater directly into the ocean</b> to reduce marine pollution</p>
	<p>15.2 <b>Reduce usage of fossil fuel vehicles to the natural habitats</b> to lower the impacts or damage to forests and soils.</p>



# Business Standards for Sustainable Tourism

## 4. Food/Restaurant

- Food can play an important role in determining an individual's motivation to visit a particular destination. Tasting local food can be an initiating part toward the immersing traditional travel experience program, as it provides entertainment and cultural context in exciting ways.
- The sustainability planning in the restaurant sector could focus on the connection as a **mediator between local producers and tourists**, communicating with each of them being mindful to **focus on local food consumption to meet sustainability**.

	<p>3.9 Providing or encourage the source of <b>organic food</b> ingredients to avoid illnesses caused by chemical contamination.</p> <p>3.5 Signs or guideline posted on menu for <b>harmful use of alcohol</b>.</p> <p>3.a Strictly reinforce the <b>non-smoking</b> environment inner space and surrounding area.</p>
	<p>6.3 Collect rainwater or <b>recycled used water</b> in activities where the use of drinking water is not required (e.g. flushing, washing).</p> <p>6.3 Take action to build the <b>wastewater system</b> to reduce sewer water pollution and avoiding wastewater dumping.</p> <p>6.4 Initiated <b>water saving</b> plan such as lower pressure of kitchen faucets, washbasins, and the restrooms, and automatic activation of kitchen sinks or tap water.</p>
	<p>7.2 Percentage of use <b>renewable energy</b> (wind, solar or photovoltaic).</p> <p>7.3 Adopt efficiency <b>energy management</b>, has smart energy meters and documentation for the assessment for energy conservation.</p>
	<p>8.5 Handicapped people are <b>hired without any discrimination</b> at Cashier Area or for any other suitable jobs. (people with disabilities, jobless...etc.)</p> <p>8.6 Create Job opportunities in the restaurant to <b>youth and aged people for equal pay</b> for work of equal value.</p> <p>8.8 Take actions to protect <b>labor rights</b> and promote a safe and secure working environment (safety and labor right check regularly).</p>
	<p>12.3 Assess the <b>food waste</b> during food preparation and distribution.</p> <p>12.3 Train employees to avoid food waste during all stages of meal production, from the receipt of food to distribution.</p> <p>12.5 Adopt strategies to <b>minimize the use of disposables materials</b> as much as possible, and documented in the records.</p> <p>12.5 Adopt strategies to <b>reduce the use of plastic</b> in the distribution of meals.</p>
	<p>14.4 Stop providing meals made from <b>endangered marine animals and plants</b>.</p> <p>14.b Purchase seafood ingredients from <b>sustainable supply chain</b> or local fish farms.</p>
	<p>15.7 Stop providing meals made from <b>endangered animals and plants on land</b>.</p> <p>15.7 Purchase meat ingredients from <b>sustainable supply chain</b> or local farms.</p>

# Business Standards for Sustainable Tourism

## 5. Destination






- A destination is more than a place with heritage resources (cultural and natural), infrastructures and services that attract tourists which also serves the local residents and governments on the basis of economic growth.
- Destinations are subject to a wide variety of economic, social, and environmental changes over time and in highly different stages of development. **Managing sustainable tourism** should be a long-term scope and undertake a strategic plan for desirable results for the **community, city and the nation**.

	<p>2.3 Increase the market and high <b>added value of land and local production resources</b>, work on <b>equal access to employment opportunities</b> and double income.</p> <p>2.4 <b>Sustain ecosystems, adapt to climate change, extreme weather events, droughts, floods and other disasters improve responsiveness</b> and promote sustainable food production systems.</p>
	<p>3.3 Passengers should be reminded to protect themselves during an epidemic.</p> <p>3.4 Promote LOHAS travels to <b>advance the quality of life</b> of the elderly.</p>
	<p>4.4 Address aging and declining populations in tourist areas, and <b>reward sustainable tourism vocational skills and entrepreneurship</b> to increase the proportion of youth and adults with the necessary skills for sustainable tourism.</p>
	<p>6.2 Assist the establishment of <b>public-use sewage and sanitation facilities</b> to maintain the hygiene for all and advocate for reducing open defecation in the communities.</p>
	<p>7.3 Avoid long-distance travel by vehicles and <b>encourage in-depth tours in the local area</b>.</p> <p>7.3 Increase the use of electric vehicle or transportation such as electric tour bus or railway system, to <b>reduce carbon emissions to and from the destination</b>.</p>
	<p>8.5 <b>Non-discrimination of destination tourism hiring and wage</b> provided, including men and women, young people and persons with disabilities, and provide equal pay for equal work.</p>
	<p>11.4 Promote local tours and activities to protect and <b>safeguard cultural and natural heritage</b>.</p> <p>11.b Develop <b>comprehensive disaster risk management at all levels</b> in the region for climate change mitigation, adaptation and resilience for sustainable development.</p>
	<p>14.1 <b>Reduce marine pollution events and activities at all kinds</b>, such as call for sunscreen-ban for water sports activities in the tourism area.</p> <p>14.c <b>Strengthen conservation education events and experience tours</b> on topics of sustainable use of marine resource.</p>
	<p>15.4 <b>Promote education tours to raise awareness of the conservation</b> of mountain ecosystems and increase ecological diversity.</p> <p>15.7 <b>Educate tourists against poaching and trafficking in conservation</b> animals and plants on land.</p>

# Business Standards for Sustainable Tourism

## 6. Shopping

- Tourist visits destination outside their place of residence to shop for goods is considered to be a determining factor for travel decision and prime motivation in some cases. This sector is also in representing a significant source of income for national economies both directly and through the many linkages to other sectors in the economy according to UNWTO.
- Shopping stations such as souvenirs stops have become the intermediary role of local producers and tourists, thus the sustainability can focus on **delivering local characteristics to tourists** through authentic layout of local products, advocating local specialties consumption in contributing to local economy growth.

	6.5 Make sure the shop is located in an area with good drainage system and implements a shunt processing system for <b>drinking water and sewage treatment</b> .
	7.3 Install <b>energy saving management system</b> (such as IoT sensors) for lighting devices, air-conditioning equipment, cleaning supplies, etc.
	12.5 To <b>limit plastic shopping bags</b> are provided by the shop/shopping mall. 12.5 To <b>limit merchandise with plastic packaging</b> materials are displayed and sold in the shop/shopping mall. 12.8 The IoT and other types of innovative digital technologies are implemented to <b>increase the awareness of sustainability</b> and efficiency of customer relationship management. 12.b Encourage the merchandise of the shop or shopping complex are purchased from <b>local suppliers or made by the local citizens</b> .
	14.4 <b>Stop selling products</b> in the shop/shopping complex made from <b>endangered marine animals and plants</b> .
	15.5 <b>Stop selling products</b> in the shop/shopping complex made from <b>endangered animals and plants on land</b> .

# Business Standards for Sustainable Tourism

## 7. Entertainment

- Entertainment in the tourism industry is comprised business that operate entertainment and leisure facilities and provide related service to visitors globally. Business like theme parks, ski resorts, sports stadiums, golf course and other venues no matter indoors or outdoors can be highly varied in scales.
- The growth of entertainment industries over the years has resulted in over exploitation of natural resources, water, land or air. The sustainability focus can be action taken **counteract the impact on the use of natural resources, infrastructure, and socio-cultural well being of communities.**

	<p>3.6 Implement <b>corrective actions in response</b> to the serious fatalities and injuries while entering, riding or interacting with any of the facilities and features therein.</p> <p>3.6 Conduct <b>routine inspection of risk plan to assuring facility safety</b> such as the amusement park rides, ski slopes as well as venues where large crowds of people may be present, such as indoor water parks, sports and concert venues.</p> <p>3.a <b>Creating smoke-free facilities</b> (ex:casinos) to attract more non-smoking tourists and prevent the employees exposed to secondhand smoke related to respiratory illness.</p>
	<p>6.3 Do <b>sewage</b> treatment.</p> <p>6.4 <b>Reduce artificial snow making</b> in skiing resorts, such as snow cannons which heavily rely on water during snow making.</p> <p>6.4 Use <b>water-saving</b> equipment to minimize water consumption. Ex: Use water-saving shower head and toilet.</p>
	<p>7.3 Large outdoor (<b>sports venues</b>) and indoor entertainment facilities (<b>casinos</b>) are advised to implement <b>energy management system</b> to reduce environmental impacts and to improve energy efficiency.</p>
	<p>8.8 Protect <b>labor rights and promote safe and secure working environments</b> for all worker in theme parks, casino, and cruise ship in the tourism related entertainment industry to reduce low-wage environment, and long-hour work duties.</p>
	<p>12.4 Promote <b>less energy-intensive golf course to reduce water, pesticide, fertilizer and fossil fuel</b> use to minimize the adverse impact on human health and environment.</p>
	<p>13.3 Take actions to reduce significant annual emissions from all <b>diesel generators</b> in the highly demand entertainment industry to run power supply which produce high levels of air pollution.</p>
	<p>15.2 Limited <b>skiing resort growth and expansion</b> around the environment fragile natural habitats.</p> <p>15.2 <b>Encourage habitat restoration, reseeded of exposed runs</b> in the skiing industry to attract skiers support sustainable development.</p>

# Business Standards for Sustainable Tourism

## 8. Local Government







- While national government of tourism is in charge of regulations and develop major socio-economic activities to promote tourism within and outside the country, the local government served as an official local authority which provide the infrastructure, policy and planning procedures to maximize the benefit for local communities by creating linkages between government and its residents and businesses.
- Effective local governance has been identified as one of the most influencing factors in sustainable tourism development for **policy reinforcement and financial and human resource allocation** in supporting the local sustainability at all kinds.

	<p>9.1 Have planning <b>guidelines, regulations and/or policies</b> which control the location and nature of development, require environmental, economic, and socio-cultural impact assessment and integrate sustainable land use, design, construction, and demolition.</p>
	<p>11.a Local communities' <b>aspirations, concerns and satisfaction with tourism sustainability</b> and destination management are regularly monitored and publicly reported, and action is taken in response to them.</p>
	<p>12.8 Make <b>guideline for visitors about sustainability</b> issues in the destination and the part that they can play or contribute to the local communities.</p> <p>12.b Regularly monitor and publicly report visitor satisfaction with the quality and sustainability of the destination experience and take action in response.</p> <p>12.b Take action to <b>monitor and manage the volume and activities of visitors</b>, and to reduce or increase them as necessary at certain locations varied by seasonality, working to <b>balance the needs of the local economy, community, cultural heritage and environment</b>.</p>
	<p>17.14 Make policies in <b>establishing targets</b> for private sector hotel and tour operator <b>certification</b>.</p> <p>17.14 <b>Sustainability principles and assessment of assets, issues and risks</b> should be part of the governance strategy and action plan.</p> <p>17.14 Local management guidelines and processes could <b>demonstrate awareness and adherence to sustainability principles and transparency</b> in operations and letting of contracts.</p> <p>17.14 Implementing a system to <b>monitor and respond to socio-economic, cultural and environmental issues and impacts arising from tourism</b>.</p> <p>17.17 Adoption of national or provincial policy frameworks that <b>encourage actual practice and implementation with local tourism business</b> or institutions.</p> <p>17.17 <b>Promote the collaboration between public and private sector in making the destination being certified as sustainable</b>.</p>

# Business Standards for Sustainable Tourism

## 9. Experience Programs








- Experience programs (EPs), specifically focused on local areas or regions within countries, are a growing global trend. From the perspective of regional vitalization, environmental sustainability, and the promotion of Quality of Life for visitors and residents has generated more attention.
- With experience program, the travelers could gain authentic, local experiences; and to help promote the **Quality of Life of both visitors** (who experience the variety of EPs in the region) mentally or physically, **and the inhabitants of regions** (who earn a living by working in EP-related businesses).

	<p>4.4 Increase the proportion of <b>youth and adults equipped with the necessary skills</b> for sustainable tourism.</p> <p>4.7 Ensuring <b>tourists acquire knowledge and skills</b> for sustainable tourism to facilitate cultural diversity and sustainable cultural development</p> <p>4.7 Program provider should teach all <b>employees the concept of environmental protection and humanistic conservation</b>, and best sustainable practice during the program</p>
	<p>8.5 <b>Non-discrimination of program hiring and wage provided</b>, including men and women, young people and persons with disabilities, and provide equal pay for equal work</p> <p>8.9 Promote sustainable tourism that creates job opportunities, promotes local culture awareness and economic development.</p>
	<p>11.4 Promote local tours and activities to <b>protect and safeguard cultural and natural heritage</b></p>
	<p>12.2 Using E-platform or apps to share program information or photos to <b>reduce paper waste</b>.</p> <p>12.5 Encourage travelers to bring their own <b>environmentally friendly tableware</b> or straws during the trip.</p>
	<p>14.1 <b>Reduce marine pollution events and activities at all kinds</b>, such as call for sunscreen-ban for water sports activities in the tourism area.</p> <p>14.1 <b>Do not</b> arrange tourism activities that will <b>affect marine resources and ecology</b></p>
	<p>15.1 Encourage an <b>environmentally friendly model and low-carbon emission</b> program.</p> <p>15.1 Take the <b>responsibility of restraining tourists</b>, implement the concept of responsible behavior and conservation, and formulate relevant punishment and penalties for violations.</p> <p>15.2 Promote responsible tourism practices by arranging <b>leave no trace</b> programs.</p>

# Business Standards for Sustainable Tourism

## 10. Traveler

- Travelers are closely related to the tourism industry and the total number of travelers in the world has been increasing year by year, exceeding 1.3 billion in 2017 and is expected to increase after the coronavirus. Traveler's behavior has grown into a new form of travel to experience programs (EPs) with a variety of forms and subjects, which can be seen as a shift to travel-sustainable tourism.

	<p>1.4 Interact equally with the <b>people of the areas you visit</b>, pay appropriate compensation when using local resources, etc., and take action to contribute to the enrichment and sustainability of the region through travel.</p>
	<p>3.5 Act with <b>strict prohibition of ingestion to drug abuse, alcoholic beverages</b> and other substances during travel.</p> <p>3.6 <b>Follow local traffic rules</b> for using transportation, automobiles, etc. and prioritize the prevention of traffic jams, over tourism and accidents.</p> <p>3.9 Make efforts to <b>prohibit or minimize conduct of all hazardous substances</b> which will lead to air, water and soil contamination at the destination.</p> <p>3.a In principle, to <b>strictly obey the tobacco regulations</b> when traveling.</p>
	<p>6.2 Do not defecate in the open air. Consideration shall be given to environmental maintenance.</p> <p>6.4 All people <b>cooperate in the availability and sustainable management of water and sanitation</b></p>
	<p>7.1 <b>Avoid CO2 emissions and other air pollution</b> by ensuring universal access, including the use of affordable and reliable modern energy services and natural energy. <b>Travel and transportation plans</b> shall be carried out with these considerations in mind.</p>
	<p>11.4 Cooperate in the sustainable continuation of tourism resources through actions that take into account the <b>protection and conservation of local cultural and natural heritage in all areas of travel</b>.</p>
	<p>12.5 Adopt strategies to <b>reduce the use of plastic and disposable material</b> for travel consumption.</p> <p>12.8 Ensure to have information and <b>awareness about sustainable development</b> and lifestyles in harmony with nature wherever in traveling.</p>
	<p>16.2 Stop actions to abuse, exploitation, trade and <b>all forms of violence against children and work</b> from the perspective of a traveler to eradicate torture.</p>

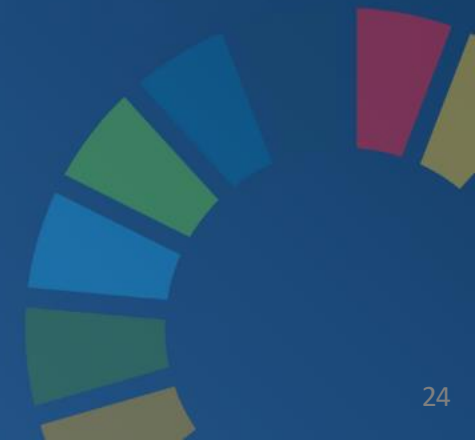
# To Develop Self-assessing System



## 1. To Develop Self-assessing System

SDGs requires “Develop and implement tools to monitor sustainable development impacts for sustainable tourism” in 12.b.

Here we developed Self-assessing system for the sustainable tourism.





# Overview of Developing Self-assessing System

## 2. Overview of Developing Self-assessing System

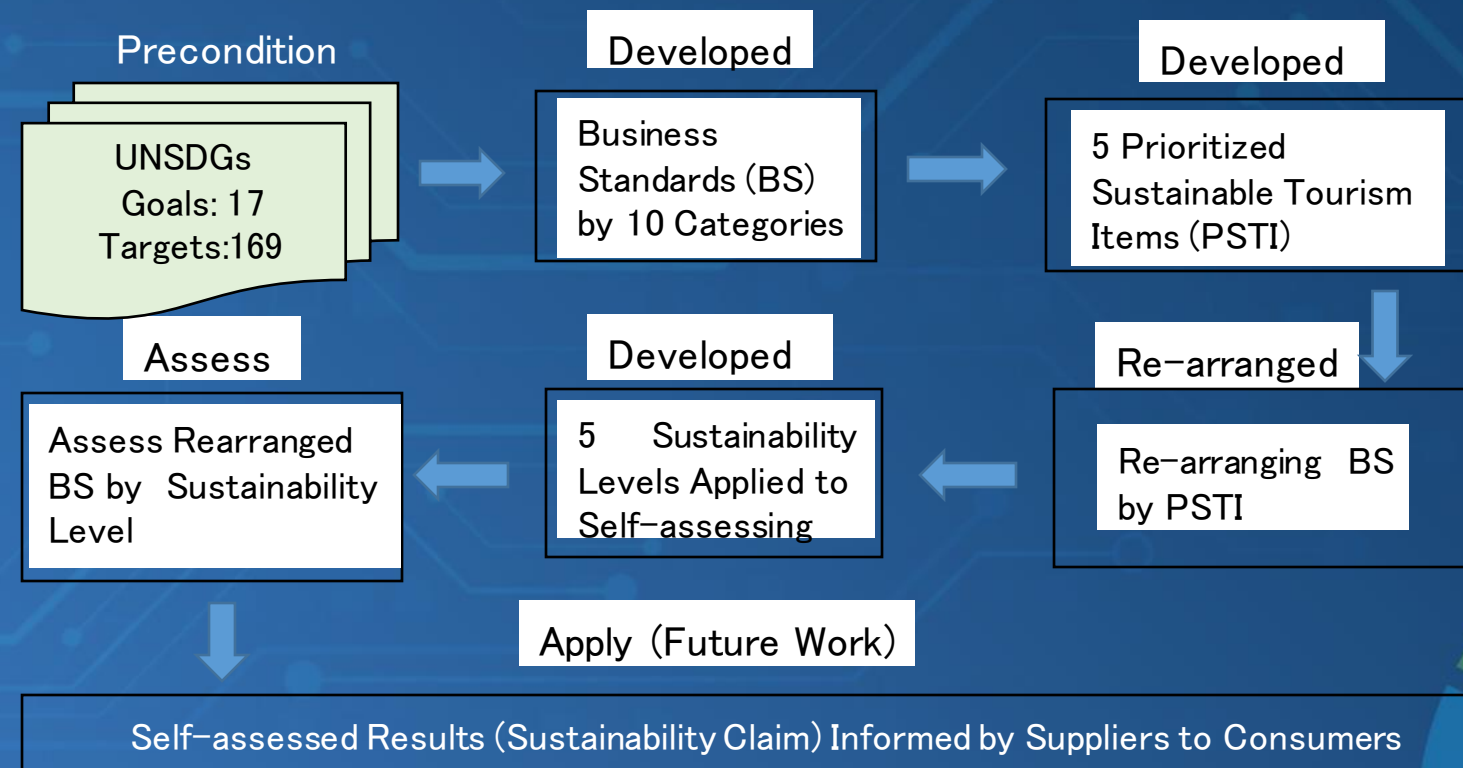


Fig.1 Overview of Developing Self-assessing System

# Prioritized Sustainable Tourism Items (PSTI)

## 3. Prioritized Sustainable Tourism Items (PSTI)

In the SDGs, we can find the directly pointed tourism targets and extracted 5 prioritized sustainable tourism items.

- Target 8.9 : “job creation and products promotion”.
- Target 11.4 , 14.7 : “cultural and natural heritage protection and natural environment conservation”.
- Target 12.b : “to monitor sustainable development impacts for sustainable tourism”.  
= “destination management”.
- Other tourism related targets : “Other prioritized sustainable tourism item”

5 prioritized sustainable tourism items extracted are shown as in the following.

- A. “Job creation and products promotion”
- B. “Natural environment conservation”
- C. “Cultural heritage conservation”
- D. “Destination management”
- E. “Other prioritized sustainable tourism item”

# Re-arranging the Business Standards by PSTI

## 4. Re-arranging Business Standards by PSTI

Business Standards are re-arranged by PSTI by each Category in order to self-assess the Sustainability Level.

For example, in Category 4.1 Restaurant, the Business Standards are re-arranged and you may see the working results by the

number of Business Standards by PSTI shown in Tab. 1.

In the Table the prioritized sustainable tourism item A includes 3 Business Standards: 8.5, 8.6 and 8.8.

Tab. 1 An Example of Re-arranging Business Standards by PSTI

Prioritized sustainable tourism item Category	A. Job creation and products promotion	B. Natural environment conservation	C. Cultural heritage conservation	D. Destination management	E. Other prioritized sustainable tourism item
4.1 Restaurant	3	14	0	0	2

# Sustainability Levels

## 5. Sustainability Levels

The improvement paths on Sustainability Levels are indicated by the staged representation as fig.2.

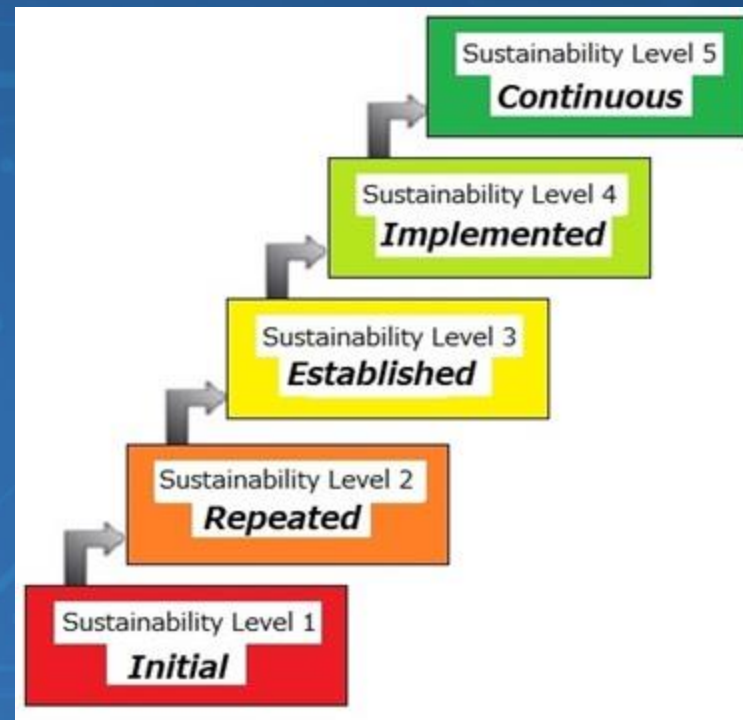


Fig.2 Improvement paths on Sustainability levels

# Each Stage of Sustainability Level

## 6. Each Stage of Sustainability Level

Sustainability Level 1 <i>Initial</i>	There is no awareness of the SDGs There is a lack of awareness for the prioritized sustainable tourism items.
Sustainability Level 2 <i>Repeated</i>	The SDGs are recognized to some extent. But only limited items are taken up and implemented in a limited manner.
Sustainability Level 3 <i>Established</i>	A standard performance process is approved in the organization. Sufficient awareness of the SDGs is recognized.
Sustainability Level 4 <i>Implemented</i>	The SDGs is understood well. Many of the prioritized sustainable tourism items have been implemented.
Sustainability Level 5 <i>Continuous</i>	Under full recognition of the SDGs, the prioritized sustainable tourism items are fully understood and implemented.

# An Example of Indicating the Self-assessing Results

## 7. An Example of Indicating the Self-assessing Results

An example of indicating the self-assessing results is shown in Tab. 2.

The numbers in this table indicate the sustainability level on each prioritized sustainable tourism item.

The assessment of 0 indicates that there is the Business Standards to be taken, but Restaurant ABC has not yet taken action.

The (-) column indicates that there is no Business Standards that corresponds to the prioritized sustainable tourism item.

Tab. 2 Example of the self-assessing result

Prioritized sustainable tourism item	A. Job creation and products promotion	B. Natural environment conservation	C. Cultural heritage conservation	D. Destination management	E. Other prioritized sustainable tourism item
Category num. Practitioner					
4.1 Restaurant ABC	1	2	-	-	0

# Utilization of Self-assessing System

## 8. Utilization of Self-assessing System

- By publishing the Business Standards and the Self-assessed Results through the network, the consumers will be able to identify the sustainability level when purchasing EPs, etc.

Fig.3 shows the flow of the self-assessing information through the network.

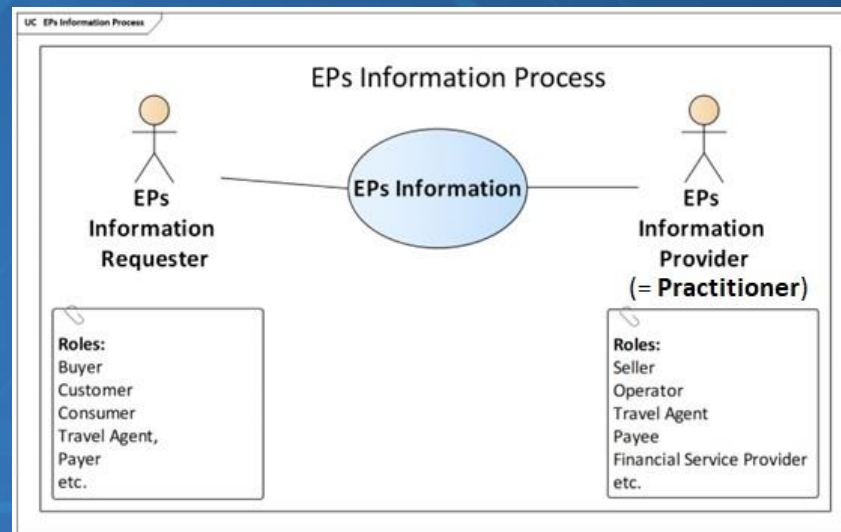


Fig.3 Flow of the self-assessing information

# 40<sup>th</sup> UN/CEFACT Forum

8-12 May 2023



**Thank you for your  
attention!**

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