



Sustainable Travel Taiwan
台灣永續旅行協會

GSTC and Sustainable Tourism

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Characteristic of Sustainability

- ▶ **【Complicated】** -sustainability is a complicated word that does not easily translate in every language. (It is about a complicated **management system**.)
 - ▶ 永續是一複雜的字眼，並不容易以不同語言翻譯來完整表達其意涵。
- ▶ **【Simple】** - It is easy to feel that it is some special area that is best left to experts. However, the basic principle of sustainability is **balance** and this can be integrated by everyone into **everyday actions and job roles**.
 - ▶ 永續卻也很容易被誤解為專業知識或神秘的領域，需要由學者、專家來研究或執行；-然事實並非如此，【永續】的基本理念關鍵在於-平衡發展 (balance)，而且是每個人可以融入每日生活或工作中實踐的行動。



**Management
Governance**



Sourced from: Sustainable Tourism Implementation, ETC, Feb 2021

UNWTO PRIORITIES FOR TOURISM RECOVERY

全球旅遊業恢復將以UNWTO聯合國世界旅遊組織的指南為基礎-在疫情衝擊下，融合更強建與永續的目標，進行觀光產業的重新啟動。



- ▶ 1. Provide liquidity and protect jobs.
- ▶ 2. Recover confidence through safety & security.
- ▶ 3. Public-private collaboration for an efficient reopening.
- ▶ 4. Open borders with responsibility.
- ▶ 5. Harmonize and coordinate protocols & procedures.
- ▶ 6. Added value jobs through new technologies.
- ▶ 7. **Innovation and Sustainability** as the new normal. 創新與永續將成為新的常態
 - Investment in the digital transformation for better destinations' planning & management.
 - Accelerate the transition towards a circular economy in the tourism value chain.

Tourism and COVID-19 Priorities for Tourism Recovery Global Guidelines **28 MAY 2020**



Many labels... much confusion...



Sourced from : GSTC Roi Ariel

To unify Global Sustainable Tourism Standard



- ▶ **Global Sustainable Tourism Council-GSTC**
 - ▶ Rainforest Alliance
 - ▶ United Nations Environment Programme , UNEP) 、
 - ▶ United Nations Foundation
 - ▶ United Nations World Tourism Organization, UNWTO



GSTC - Accreditation Body

- ▶ The leading **global authority** in **establishing** and **managing standards** for sustainable travel & tourism. (GSTC為全球建置與管理永續旅遊標準的領導權威)

- ▶ Two sets of GSTC Criteria have been developed:
 1. **GSTC Industry Criteria (Hotels & Tour Operators)**
(2008, 2012, 2016) – 42 criteria/167(H)/182(TO) Indicators
 2. **GSTC Destination Criteria (2013, 2019)** – 38 criteria / 174 Indicators

GSTC Network

Booking.com

Hilton



Japan Tourism Agency



WWF



ROYAL CARIBBEAN
CRUISES LTD.



Switzerland
Tourism.



ITB
BERLIN



Sri Lanka Tourism
Development Authority

TURISMO DE
PORTUGAL



botswana

tourism

wonderful
indonesia



CBT
THAILAND



Innovation
Norway



Four Pillars of GSTC Sustainable Criteria

	2008 Global Sustainable Tourism Criteria 42 criteria/167(H)/182(TO) Indicators	2019-V2 Global Sustainable Tourism Criteria for Destinations 38 criteria / 174 Indicators	
A	Sustainable Management	Sustainable management	
B	Social and Economic Benefits	Socio-economic sustainability	
C	Cultural Heritage	Cultural sustainability	
D	Environment	Environmental sustainability	

GSTC Recognized Standards

- ▶ Hotels 36
- ▶ Tour Operators 15
- ▶ Destinations 12



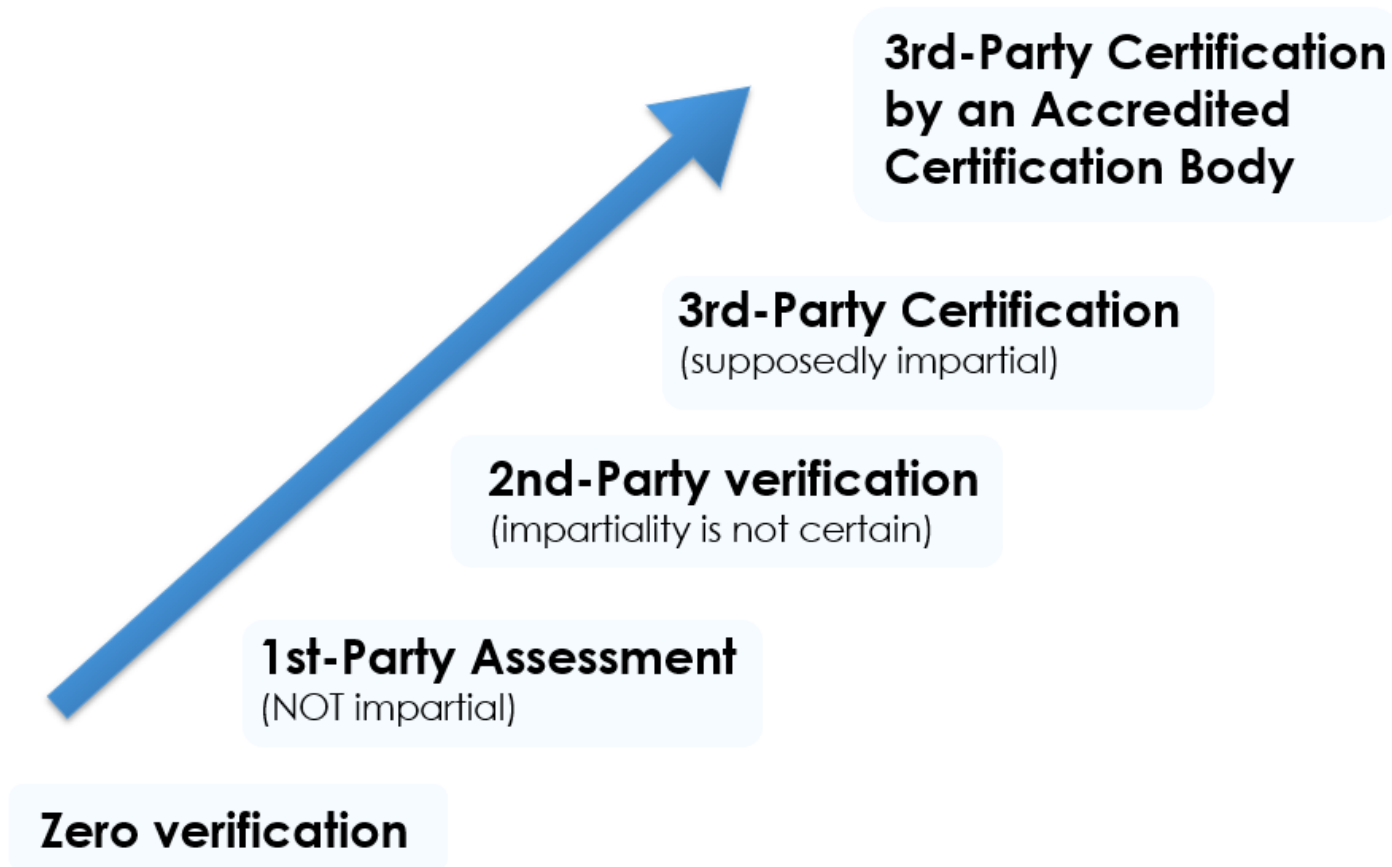
GSTC Accredited CBs

- ▶ Hotels 4
- ▶ Tour Operators 4
- ▶ Destinations 2





Levels of Assurance



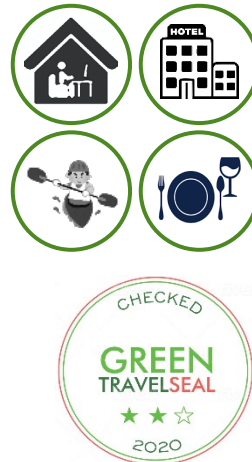
Sustainable Performance Data Exchange

Complicated Part

3rd Party Certified Companies / DMOs



2nd Party Certified Companies

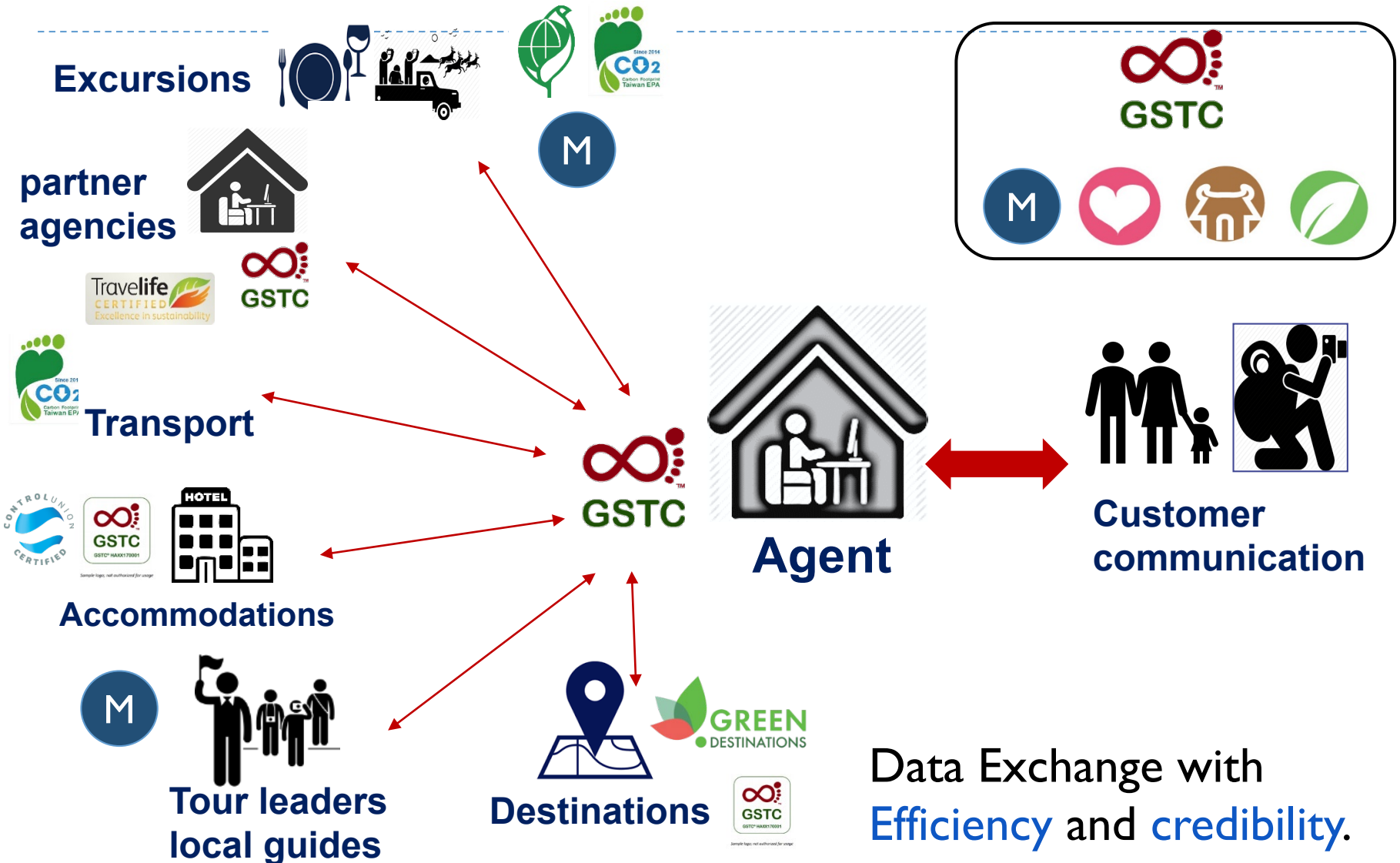


Simple Part

1st Party Sustainable Actions



Stakeholders in Sustainable Tourism Supply Chain



Question for Monique....From your experience what maybe the gap for global sustainable data exchange?

▶ 1. All the sustainable certification schemes are about to audit if the organization has built up a sustainable management and monitoring system (the complicated part I mentioned in the presentation). “To make the balance”

And every certification bodies recognized or accredited by GSTC, has similar sustainable language in standards, but still they are with different auditing system.

It would be really good to sort out the gap in between, and connecting the certification schemes’ rating system with digital sustainable standards.

And how to perform the “balance” spirit from the digital standards will help the supply chain communication.



2. Tourism performance is much more complicated and flexible than an object (like shampoo). When auditing there are some qualitative indicators which are not easy objectively unified globally, and there are some quantitative standards which will be evaluated according to the location and condition.

▶ Sustainability is more about how the company is improving, other than how much or how many the company has to achieve.

▶ It is not exactly 100% the same idea with carbon emission reduction.



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Thank You for
Your Attention!

www.sustainabletravel.org.tw