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Outline

GSTC's Role in Sustainable Tourism

GSTC Criteria

Tour Operators

A Leading Role for Destination Managers



Q: What and Who is the GSTC?

A: The leading global authority in setting standards for what can be called “sustainable” in travel & tourism

GSTC H/TOv2: 37 criteria for hotels & tour operators

GSTC-D: 41 criteria for destinations

all based on these 4 pillars

Sustainability Management



Social & Economic



Cultural



Environmental



A: Demonstrate effective sustainable management

GSTC-H/TO v2:

A8 Information about and interpretation of the natural surroundings, local culture, and cultural heritage is provided to customers, as well as explaining appropriate behavior while visiting natural areas, living cultures, and cultural heritage sites.

A8 주변 자연환경과 지역문화와 문화유산에 대한 정보와 해설을 소비자에게 제공 하며, 방문하는 자연지역과 지역사회와 문화유산지역에서 적절한 행동지침에 대해서 설명한다.

B: Maximize economic benefits to the host community and minimize negative impacts

GSTC H/TO v2:

B5 A documented code of conduct for activities in indigenous and local communities has been developed and implemented with the collaboration and consent of the affected community.

B5 원주민과 지역사회에 대한 문서화된 행동강령이 관광의 영향을 받는 지역사회의 협력 및 합의로 개발되고 실행된다.

B: Maximize economic benefits to the host community and minimize negative impacts

GSTC-D:

B2 Local career opportunities

The destination's enterprises provide equal employment, training opportunities, occupational safety, and fair wages for all.

B2 지역주민 경력 기회

관광지의 기업은 모든 사람에게 동등한 고용 및 훈련 기회, 직업적 안전성과 공정한 급여를 제공한다.

B: Maximize economic benefits to the host community and minimize negative impacts

GSTC-D:

B3 Public participation

The destination has a system that encourages public participation in destination planning and decision making on an ongoing basis.

B3 대중 참여

관광지는 진행과정상에서 관광지 계획과 의사결정에 대중의 참여를 장려하는 체 계를 가지고 있다.

D: Maximize benefits to the environment and minimize negative impacts

GSTC-D:

D3 Wildlife protection

The destination has a system to ensure compliance with local, national, and international laws and standards for the harvest or capture, display, and sale of wildlife (including plants and animals).

D3 야생동식물 보호

관광지는 야생동식물의 수확 또는 포획, 전시 및 판매에 대한 지역적 국가적 국제적 표준 준수를 보장하는 체계를 가지고 있다.

Definitions

Outbound Tour Operator – markets and sells product from foreign source markets to a destination; clients travel “out” from those markets and “into” a foreign destination, for example, “outbound” from Korea into Cambodia

Inbound Tour Operator – operates product inside a destination country or region; clients travel “into” their operating areas

Many companies are both inbound & outbound tour operators

Inbound Operators' role in product development

Inbound Operators develop and operate itineraries

Adventure & Specialty Tour Operators are successfully selling “responsible” travel



But, what about mainstream tour operators

They must find creative and effective marketing terminology for responsible behaviors and product components

They must use certified sustainable hotels and other service providers

Need to be informed and regulated by destinations on local sustainability issues

Destinations need to drive sustainability

Voluntary action by some parties within the private sector is not enough

Through awareness-raising and reasoned regulation, DESTINATIONS must take a lead in informing and requiring responsible behavior by travelers and travel companies

- Based on global sustainable principles
- Tuned to the local context

How can destinations lead?

Know the issues

Educate the visitors and the travel companies that bring them to the destination

Strive toward greater sustainability

- Destination Sustainability certification
- Promote hotel and other private sector players' certification

Thank you for your attention!



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