

TRAVEL FOREVER
GLOBAL SUSTAINABLE TOURISM COUNCIL

Corporate Social Responsibility...

Sustainability is Key!

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Corporate Social Responsibility

- Society
- Culture
- Ecology
- Economy

Enterprises committed to CSR take responsibility for the impact of their business activities on society by fulfilling social and ecological requirements beyond legal provisions in their core business.

(from TourCert.org)



The Global Sustainable Tourism Criteria

- Created with the input of experts, groups and companies from around the planet.
- Define sustainable tourism in a way that is actionable, measurable and credible.



Global Sustainable Tourism Criteria

- **Hotels and Tour Operators**
- **Destinations**
- **Stakeholder process**
 - UNEP, UN Foundation, UNWTO, IUCN,
 - Rainforest Alliance, Conservation International
 - Expedia, Travelocity, Sabre, Fairmont, Marriott
 - IH&RA, ASTA, Travelife, Travel Weekly
- **Clear guidelines and criteria:** the minimum for tourism business's and destinations **to sustain the world's natural and cultural resources**, while ensuring tourism's potential **to alleviate poverty**.





Global Sustainable Tourism Criteria
Hotels and Tour Operators
Version 2

A. Demonstrate effective sustainable management (1)

A1 The organization has implemented a long-term sustainability management system that is suitable to its reality and scope, and which addresses environmental, social, cultural, economic, quality, health and safety issues.

A2 The organization is in compliance with all applicable local to international legislation and regulations (including, among others, health, safety, labor and environmental aspects).

A3 All personnel receive periodic guidance and training regarding their roles and responsibilities with respect to environmental, social, cultural, economic, quality, health and safety issues.

A4 Customer satisfaction, including sustainability aspects, is measured and corrective action taken. (1)

A5 Promotional materials are accurate and complete with regard to the organization and its products and services, including sustainability claims. They do not promise more than is being delivered.

A. Demonstrate effective sustainable management (2)

A6 Planning, design, construction, renovation, operation and demolition of buildings and infrastructure...

A.6.1 ...comply with zoning requirements and with laws related to protected areas and heritage consideration.

A.6.2 ...respect the natural and cultural heritage surroundings in planning, siting, design and impact assessment.

A.6.3 ...use locally appropriate sustainable practices and materials.

A.6.4 ...provide access for persons with special needs, where appropriate.

A7 Land and water rights, and property acquisition are legal, comply with local communal and indigenous rights, including their free, prior and informed consent, and do not require involuntary resettlement.

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.

B. Maximize social and economic benefits to the local community and minimize negative impacts (1)

B1 The organization actively supports initiatives for local infrastructure and social community development including, among others, education, training, health and sanitation. (2)

B2 Local residents are given equal opportunity for employment including in management positions. All employees are equally offered regular training, experience and opportunities for advancement

B3 Local services and goods are purchased and offered by the organization, following fair-trade principles.

B4 The organization offers the means for local small entrepreneurs to develop and sell sustainable products that are based on the area's nature, history and culture (including food and beverages, crafts, performance arts, agricultural products, etc.).

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.

B. Maximize social and economic benefits to the local community and minimize negative impacts (2)

B6 The organization has implemented a policy against commercial, sexual or any other form of exploitation and harassment, particularly of children, adolescents, women and minorities. (3)

B7 The organization offers equal employment opportunities to women, local minorities and others, including in management positions, while restraining child labor. (4)

B8 The international or national legal protection of employees is respected, and employees are paid at least a living wage.

B9 The activities of the organization do not jeopardize the provision of basic services, such as food, water, energy, healthcare or sanitation, to neighboring communities. (5)

B10 Tourism activity does not adversely affect local access to livelihoods, including land and aquatic resource use, rights-of-way, transport and housing.

C. Maximize benefits to cultural heritage and minimize negative impacts

C1 The organization follows established guidelines or a code of behavior for visits to culturally or historically sensitive sites, in order to minimize negative visitor impact and maximize enjoyment.

C2 Historical and archeological artifacts are not sold, traded or displayed, except as permitted by local to international law.

C3 The organization contributes to the protection and preservation of local historical, archeological, culturally and spiritually important properties and sites, and does not impede access to them by local residents.

C4 The organization incorporates elements of local art, architecture, or cultural heritage in its operations, design, decoration, food, or shops; while respecting the intellectual property rights of local communities.

D. Maximize benefits to the environment and minimize negative impacts

- Conserving Resources

D1.1 Purchasing policies favor locally appropriate and ecologically sustainable products, including building materials, capital goods, food, beverages and consumables.

D1.2 The purchase and use of disposable and consumable goods is measured and the organization actively seeks ways to reduce their use.

D1.3 Energy consumption is measured, sources are indicated, and measures are adopted to minimize overall consumption, and encourage the use of renewable energy.

D1.4 Water consumption is measured, sources are indicated, and measures are adopted to minimize overall consumption. **Water sourcing is sustainable, and does not adversely affect environmental flows.**

D. Maximize benefits to the environment and minimize negative impacts

-Reducing Pollution

D2.1 Greenhouse gas emissions from all sources controlled by the organization are measured, procedures are implemented to minimize them, and offsetting remaining emissions is encouraged.

D2.2 The organization encourages its customers, staff and suppliers to reduce transportation-related greenhouse gas emissions.

D2.3 Wastewater, including gray water, is effectively treated and is only reused or released safely, with no adverse effects to the local population and the environment. (6)

D2.4 Waste is measured, mechanisms are in place to reduce waste, and where reduction is not feasible, to re-use or recycle it. Any residual waste disposal has no adverse effect on the local population and the environment.

D2.5 The use of harmful substances, including pesticides, paints, swimming pool disinfectants, and cleaning materials, is minimized, and substituted when available, by innocuous products or processes. All storage, use, handling, and disposal of chemicals are properly managed. (7)

D2.6 The organization implements practices to minimize pollution from noise, light, runoff, erosion, ozone-depleting compounds, and air, water and soil contaminants.

D. Maximize benefits to the environment and minimize negative impacts

- Conserving biodiversity, ecosystems and landscapes

D3.1 Wildlife species are not harvested, consumed, displayed, sold, or traded, except as part of a regulated activity that ensures that their utilization is sustainable, and in compliance with local to international laws. (8)

D3.2 No captive wildlife is held, except for properly regulated activities, in compliance with local to international law. Living specimens of protected and wildlife species are only kept by those authorized and suitably equipped to house and care for them humanely.

D3.3 The organization takes measures to avoid the introduction of invasive alien species. Native species are used for landscaping and restoration wherever feasible, particularly in natural landscapes.

D3.4 The organization supports and contributes to biodiversity conservation, including natural protected areas and areas of high biodiversity value.

D3.5 Interactions with wildlife, taking into account cumulative impacts, do not produce adverse effects on the viability and behavior of populations in the wild. Any disturbance of natural ecosystems is minimized, rehabilitated, and there is a compensatory contribution to conservation management. (9)

Global Sustainable Tourism Criteria Destinations

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- Demonstrate effective **sustainable management**
 - Maximize **economic benefits** to the host community and **minimize negative impacts**
 - **Maximize benefits to communities**, visitors, and cultural heritage and minimize negative impacts
 - **Maximize benefits to the environment** and minimize negative impacts

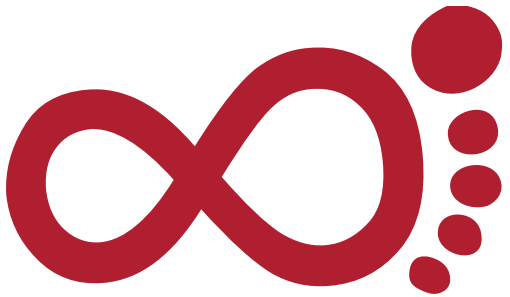
Global Sustainable Tourism Council

- **Accreditation of Certification Systems**
 - **Recognition** of Certification Standards
 - **Approval** of Certification Systems
- **Developing Criteria and Indicators**
- **Membership Outreach**
- **UNWTO**
- **PATA Agreement**



CSR = GSTC





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