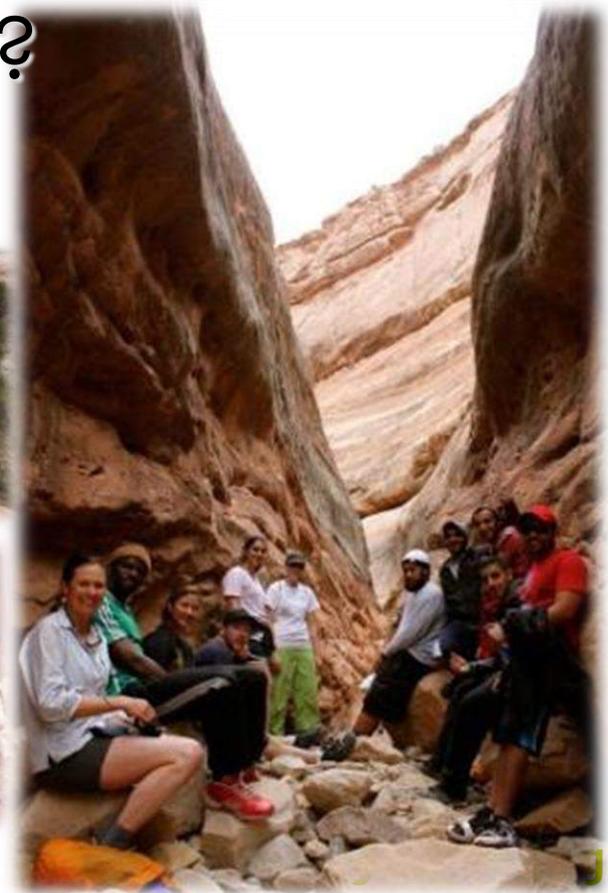
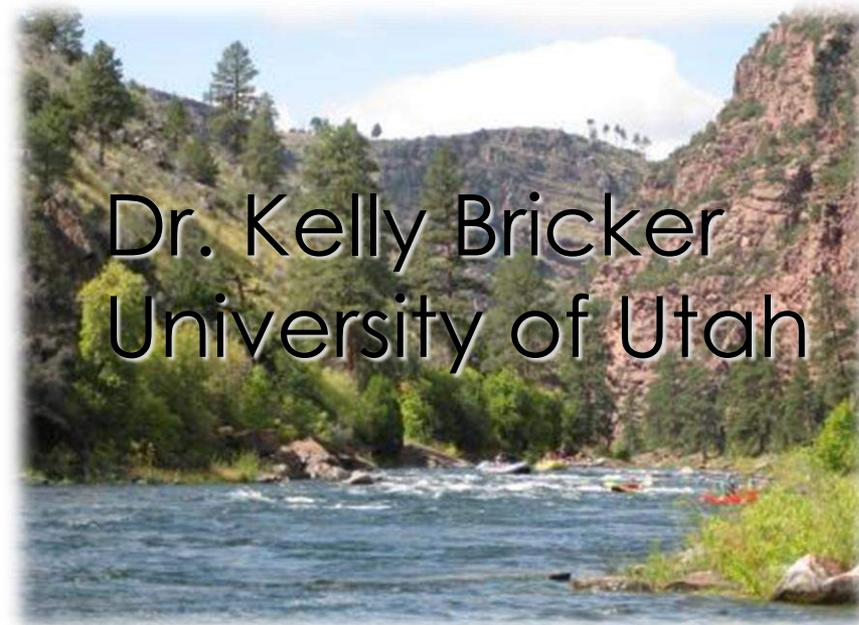


**TRAVELFOREVER**  
GLOBAL SUSTAINABLE TOURISM COUNCIL

Why is a sustainable destination important to my community?

Dr. Kelly Bricker  
University of Utah



# Today's Talk

Global Tourism Trends

Sustainable Tourism  
Trends

The Global Sustainable  
Tourism Council

The Criteria for Sustainable  
Tourism

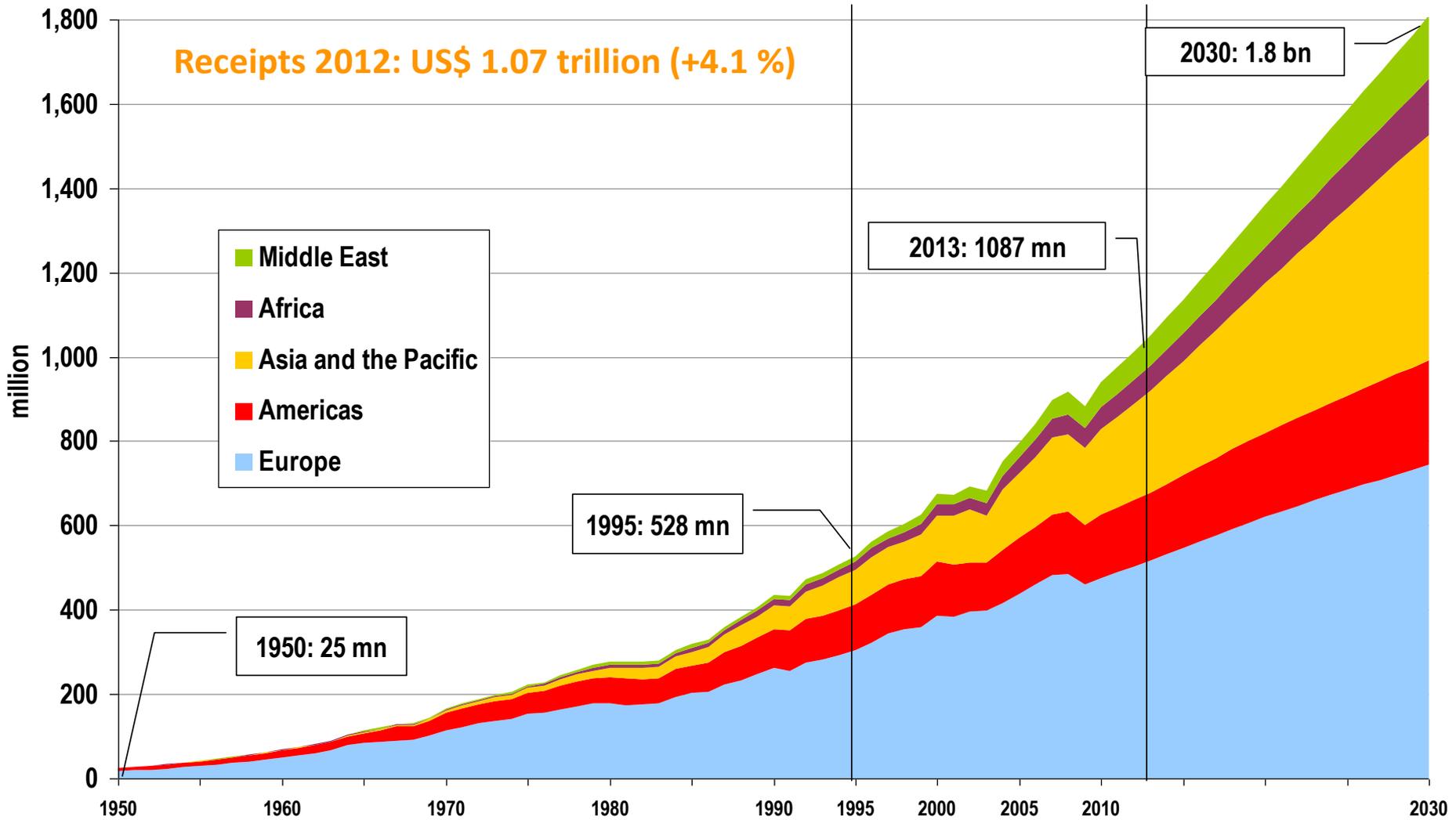
The Benefits

Early Adopters of the  
Criteria

Findings

Summary

# Global Trends: Current situation and forecast

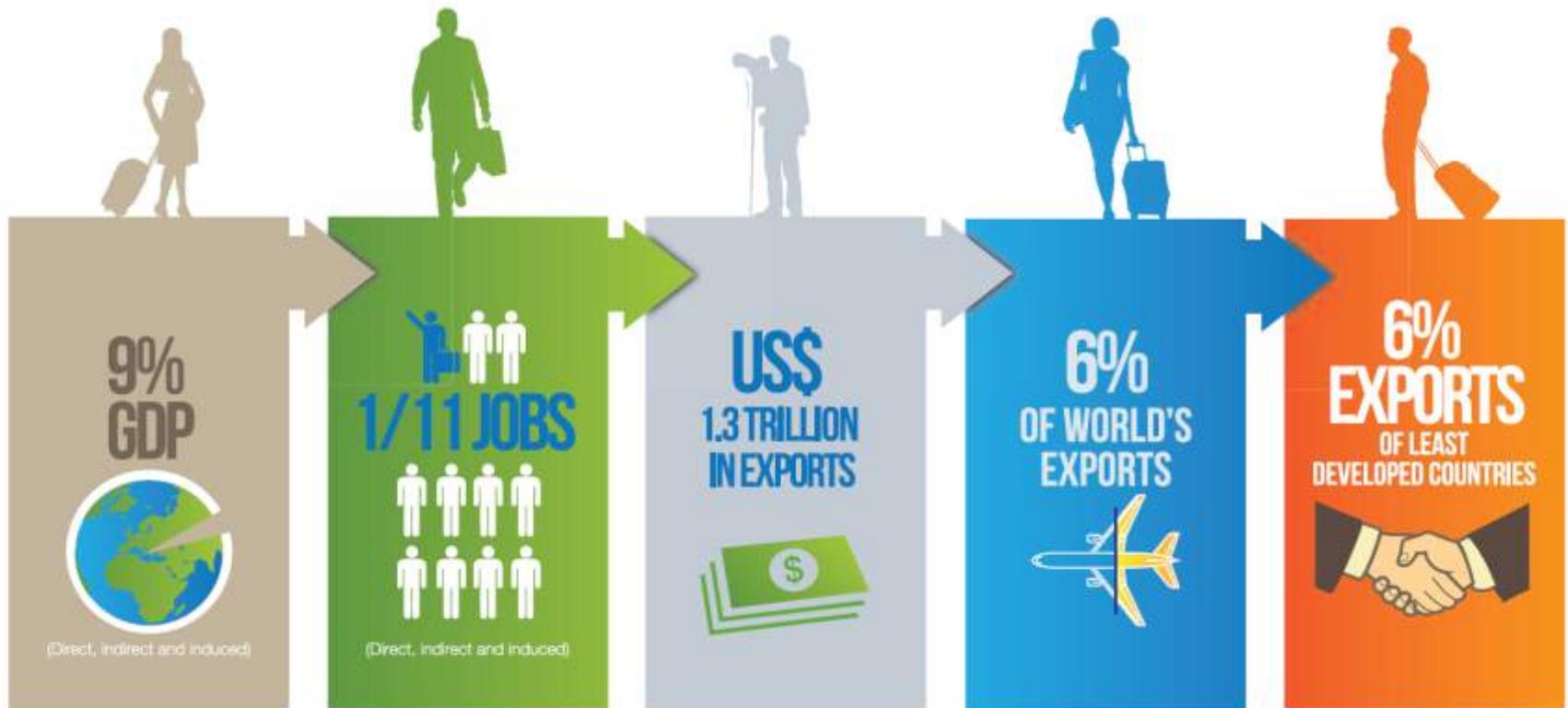


Tourism is one of the fastest growing sectors

**International Tourist Arrivals 2013: 1,087 million**



# Tourism in the world: Impacts



from **25** million international tourists in 1950

to **1,087** million in 2013

**1.8** billion international tourists forecast for 2030

# BRICS leading outbound growth



## Russia

- Expenditure on trips abroad **+ 29%** (Jan-Sep 2013)
- From 12<sup>th</sup> to 5<sup>th</sup> largest outbound market (2000 – 2012)
- US\$ 43 bn (2012)



## China

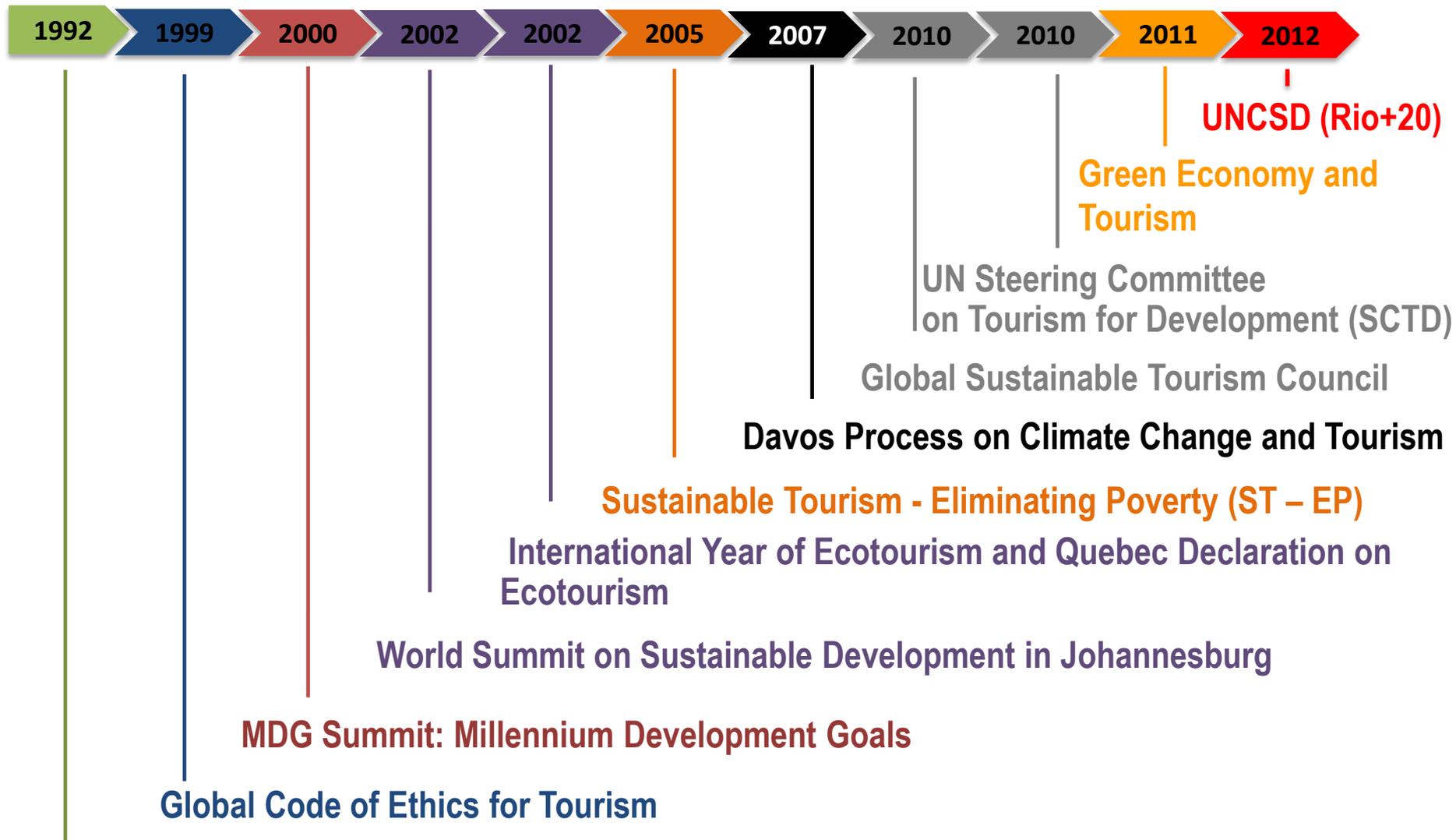
- Became N<sup>o</sup> 1 source market in the world (2012) US\$ 102 bn
- Expenditure on trips abroad **+ 22%** (Jan-Sep 2013)



## Brasil

- Expenditure on trips abroad **+ 15%** (Jan-Sep 2013)

# Sustainable Tourism Trends: From Rio 92 to Rio+20



# Tourism in the Green Economy - Key Messages

- ➔ Green tourism has the potential to create new jobs
- ➔ Investing in greening of tourism can reduce costs
- ➔ Tourists are demanding the greening of tourism
- ➔ The private sector can, and must be mobilized to support green tourism
- ➔ The development of tourism is accompanied by significant **challenges**:



Energy and  
GHG  
emissions



Water  
consumption



Waste  
management



Loss of  
biological  
diversity



Effective  
management  
of cultural  
heritage



# Green Scenario vs. BAU Scenario 2010-2050

## Green Scenario



- Resource efficiency and low carbon development



- Higher level of investments
- Change in energy and environmental policies
- Allocates 0.2% of global GDP per year

## Business-as-usual (BAU) Scenario



- Favours a more conventional use of resources and fossil fuels



- Increased levels of investment
- Not change in energy and environmental policies
- Investment 2% GDP according to existing patterns without targeting



44%  
52%  
18%

Energy consumption growth

154%

Green House Emissions

131%

Water Consumption

152%

Solid Waste Disposal

251%



580 million

Direct Employment

544 million

# The Future We Want: final document adopted at Rio+20

## ***Sustainable Tourism*** (par. 130-131)

We emphasize that well designed and managed tourism can make a significant contribution to the three dimensions of sustainable development, has close linkages to other sectors, and can create decent jobs and generate trade opportunities.

We recognize the need to support sustainable tourism activities.....

We call for enhanced support for sustainable tourism activities and relevant capacity building in developing countries.....

We encourage the promotion of investment in sustainable tourism...

We underline the importance of establishing appropriate guidelines and regulations in accordance with national priorities and legislation for promoting and supporting sustainable tourism.

# Sustainable Development Goals (SDGs)

- ❑ Main outcome of the **Rio+20** Conference
- ❑ Agreement by **Member States** to launch a process to develop a set of Sustainable Development Goals
- ❑ Build upon the **Millennium Development Goals**
- ❑ Will converge with the **post 2015 development agenda**
- ❑ **UNWTO** is engaged with the ongoing work, discussions and processes related to the establishment of the SDGs.



# SDGs - Clusters of Focus Areas



**Poverty eradication**



**Gender equality, empowerment of women, education, decent work for all, health and population dynamics**



**Water and sanitation**



**Economic growth, industrialization, infrastructure, energy**



**Sustainable cities and human settlements, sustainable consumption and production patterns, climate change**



**Conservation and sustainable use of marine resources, oceans and seas**

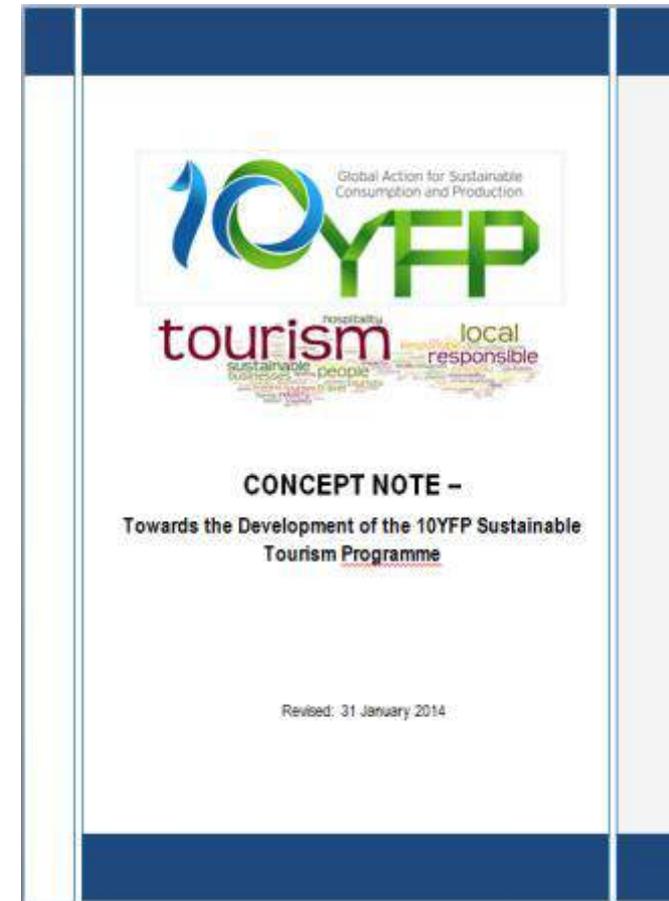


**Means of implementation and Global Partnership for Sustainable Development**



**Peaceful and non-violent societies, rule of law, and capable institutions**

# 10YFP - Programmes



# 10YFP - Sustainable Tourism Programme

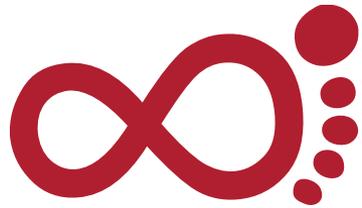


Tourism as a bridge between consumption and production



## Some considerations...

- Progress in recognition of tourism as a sector for **economic growth and development**
- Progress in **knowledge and tools** for sustainable tourism
- Several **flagship projects** and **innovative initiatives**
- Recognition from **private sector** of the importance of sustainability in tourism
- *But:* overall and global approach which puts into action **acquired knowledge** still **missing**



**TRAVELFOREVER**  
GLOBAL SUSTAINABLE TOURISM COUNCIL

**What and Who is the GSTC?**

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

# Supporters include:

- ✓ United Nations: UNWTO + UNEP
- ✓ NGO's: IUCN, Rainforest Alliance, Universities
- ✓ Private Sector: TUI Travel, Sabre
- ✓ Travel Trade Associations: PATA, ATTA, ASTA

*Plays a unique role relating to standards*

## **Global and Virtual**

- Advocacy for sustainable tourism, and for ST's place in international conservation and development activities

# Global Sustainable Tourism Council's Criteria

- **Created with the input of worldwide expert NGO's, academics, private sector, public authorities**
  - **Define sustainable tourism in a way that is actionable, measurable and credible.**
  - **A minimum standard of sustainability for tourism businesses and destinations across the globe.**
- 
- A group of hikers with backpacks walking on a dirt trail through a desert canyon landscape. The hikers are seen from behind, moving away from the camera. The terrain is rugged with red rock formations and sparse green vegetation. The sky is clear and blue.

# 37 criteria for hotels & tour operators 41 criteria for destinations

all based on these 4 pillars

## Sustainability Management



## Social & Economic



## Cultural



## Environmental



- 
- **Worldwide applicability**
  - **Suitable for developed and developing countries**
  - **For large and small businesses, and for destinations**
  - **For urban, rural, and natural areas**
  - **Considering traditional and indigenous communities**

# Utilizing the GSTC Criteria

## The criteria...

- View a destination as a unified entity of communities, tourism-related activities, and the cultural and ecological surroundings
- Consider cumulative impacts of all tourism activities
- Emphasize the role of destination management organizations in planning, voluntary initiatives, and regulation

## The criteria...

- View a destination as a unified entity of communities, tourism-related activities, and the cultural and ecological surroundings
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# Example of Criteria

## ***D. Maximize benefits to the environment and minimize negative impacts***

### **D5 Energy conservation**

The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report energy consumption, and reduce reliance on fossil fuels.

# Criteria examples

*D. Maximize benefits to the environment and minimize negative impacts*

## **D6 Water Management**

The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report water usage.

# Criteria examples

*C: Maximize benefits to communities, visitors, and culture; minimize negative impacts*

## **C2 Visitor management**

The destination has a visitor management system for attraction sites that includes measures to preserve, protect, and enhance natural and cultural assets.

# Criteria examples

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

## **B2 Local career opportunities**

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

# Criteria examples

## *A: Demonstrate sustainable destination management*

### **A2 Destination management organization**

The destination has an effective organization, department, group, or committee responsible for a coordinated approach to sustainable tourism, with involvement by the private sector and public sector. This group is suited to the size and scale of the destination, and has defined responsibilities, oversight, and implementation capability for the management of environmental, economic, social, and cultural issues. This group's activities are appropriately funded.

# Example of Indicators

## **Indicators for Criteria B2 – Local Career Opportunities**

- IN-B2.a. Legislation or policies supporting equal opportunities in employment for all, including women, youth, disabled people, minorities, and other vulnerable populations
- IN-B2.b. Training programs that provide equal access to all, including women, youth, disabled people, minorities, and other vulnerable populations
- IN-B2.c. Legislation or policies supporting occupational safety for all
- IN-B2.d. Legislation or policies supporting fair wages for all, including women, youth, disabled people, minorities, and other vulnerable populations

# In the public domain...in many languages

The screenshot shows the website for the Global Sustainable Tourism Council (GSTC). The header includes navigation links: HOME, ABOUT, OBJECTIVES, GSTC CRITERIA, PARTICIPATE, RESOURCES, BLOG, and MEMBERS. The main logo reads "TRAVEL FOREVER GLOBAL SUSTAINABLE TOURISM COUNCIL". A breadcrumb trail indicates the current location: Home > Document Directory > GSTC Criteria > Criteria for Destinations. A language selection bar features flags and labels for Arabic, Chinese, Czech, German, Japanese, Korean, Lao, Portugese, Russian, Spanish, Thai, Vietnamese, and French. The main content area is titled "Criteria for Destinations" and lists four downloadable documents: Arabic Criteria for Destinations, Chinese Criteria for Destinations (中文终稿), English Criteria for Destinations, and German Criteria for Destinations. Each entry includes a "Download" button and the language name.

Language	Document Title	Action
Arabic	Arabic Criteria for Destinations	Download
Chinese	Chinese Criteria for Destinations (中文终稿)	Download
English	English Criteria for Destinations	Download
German	German Criteria for Destinations	Download

# Destinations – Early Adopter Program

[HOME](#)[ABOUT](#) ▾[OBJECTIVES](#) ▾[GSTC CRITERIA](#) ▾[PARTICIPATE](#) ▾[RESOURCES](#) ▾[BLOG](#)[MEMBERS](#) ▾

## Early Adopter Destination- Riviera Maya, Mexico



The Riviera Maya's rich cultural and natural heritage attracts approximately 4 million tourists a year. It is a world-class destination featuring the best of ancient and living Mayan culture. The Riviera Maya is home to both beautiful beaches and biodiversity, including the Mesoamerican Reef System, which is the largest barrier reef in the Western Hemisphere. Tourism is the key pillar of the local economy, representing 95% of Quintana Roo's Gross Domestic Product.

The phenomenal tourism growth experienced in the Riviera Maya over the past 20 years has resulted in significant impacts to its natural and cultural environment. To respond to this challenge, NGOs and the local government have actively implemented a wide range of sustainable practices in the region, including improved state-level policies and regulations for environmental protection and certification programs for hotels and tourism businesses, all aimed at minimizing the negative impacts of tourism and maximizing positive ones. The results of the destination assessment conducted as part of the GSTC Early Adopter Program showed some significant areas of success, as well as risks that require immediate attention.

[Read more...](#)

# GSTC Destination Program

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1. Training: how to use the GSTC-D
2. Assessment: to provide a professional 3rd-party evaluation of how current measures compare to international (GSTC) standards
3. Destination certification



# The Future

---

1. Destinations are managed more sustainably, conforming to GSTC-D
1. Private sector players -- hotels, tour operators and transport companies, attractions, etc. – act in sustainable manners that conform to GSTC Criteria and local/regional mandates
2. Destinations promote their progress for both #1 and #2, including certification for both destinations and private enterprises

# 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

**New tools are being developed:**

- **The Global Sustainable Tourism Review (GSTR)**
- **Total Impact Measurement & Management (TIMM)**



QualityCoast Scorecard 2012 - 2014: NOORDWIJK (NL)					
YEAR 2011-2012	Overall	YEAR 2013-2014	Overall	Status, situation	Local Policy
	Score (1 to 10)		Score (1 to 10)	Score (1 to 10)	Score (1 to 10)
<b>NATURE</b>	8,4	<b>NATURE</b>	8,3	8,4	8,3
NATURE & CONSERVATION	7,8	NATURE & CONSERVATION	8,0	8,0	8,2
ACCESS, INFORMATION, EDUCATION	8,8	ACCESS, INFORMATION, EDUCATION	8,0	7,8	8,5
GREEN POLICIES	8,8	GREEN POLICIES	8,3	9,0	8,1
OPEN LANDSCAPES	8,6	OPEN LANDSCAPES	8,5	8,7	8,0
LIGHT & NOISE MANAGEMENT	8,2	<b>ENVIRONMENT</b>	8,5	8,6	8,5
<b>ENVIRONMENT</b>	8,1	ENVIRONMENTAL MANAGEMENT	8,6	9,5	8,1
BLUE FLAGS & BEACHES	8,7	BLUE FLAGS & BEACHES	9,2	8,7	9,7
WATER MANAGEMENT	7,8	WATER MANAGEMENT	8,1	7,9	8,2
SUSTAINABLE TRANSPORTATION	9,1	SUSTAINABLE MOBILITY	8,1	8,0	8,3
WASTE & RECYCLING	7,6	WASTE & RECYCLING	7,4	7,0	8,0
					8,3
					8,7
					8,1
					8,7
					8,3
					8,0
					8,7
					8,8
					8,7
					8,2
		COMMUNITY & SAFETY	8,8	9,2	8,7
		& JUSTICE	9,5	10,0	9,3
		COMMUNITY PARTICIPATION	7,8	8,3	7,8
HEALTH & SAFETY	9,3	HEALTH & SAFETY	9,0	9,3	8,9
<b>FINAL SCORE 2012</b>	<b>8,1</b>	<b>FINAL SCORE 2014</b>	<b>8,3</b>	<b>8,4</b>	<b>8,3</b>

Indicators reflect:

- Sustainability qualities: status / situation
- Sustainability policy of the destination (GSTC-D)
- Local policy performance compared to national performance

Sources:

- Databases
- Information from destinations

3<sup>rd</sup> party evaluation

# Measurement & Evaluation: the GSTR

1	Island or coastal destination	Overall % sustainable	QualityCoast Award	Marine life	Nature	Landscape	Coast	Environment	Clean sea	Beach award	Culture	Social	Hotels
1	Azores (PT)	84	GOLD	●	●	●	●	●	●	●	●	●	●
2	Ierapetra, Crete (GR)	82	GOLD	●	●	●	●	●	●	●	●	●	●
3	Migliarino-San Rossore (IT)	81	GOLD	●	●	●	●	●	●	●	●	●	●
4	Gozo-Comino (MT)	81	GOLD	●	●	●	●	●	●	●	●	●	●
5	Noordwijk (NL)	81	GOLD	●	●	●	●	●	●	●	●	●	●
6	Goedereede-Ouddorp (NL)	81	GOLD	●	●	●	●	●	●	●	●	●	●
7	Oostvoorne-Rockanje (NL)	81	GOLD	●	●	●	●	●	●	●	●	●	●
8	Fuerteventura (ES)	81	GOLD	●	●	●	●	●	●	●	●	●	●
9	Koksijde (BE)	80	GOLD	●	●	●	●	●	●	●	●	●	●
10	Samothraki (GR)	80	GOLD	●	●	●	●	●	●	●	●	●	●
11	Schouwen Duiveland (NL)	80	GOLD	●	●	●	●	●	●	●	●	●	●
12	Lagos, Algarve (PT)	79	GOLD	●	●	●	●	●	●	●	●	●	●
13	Ameland (NL)	78	GOLD	●	●	●	●	●	●	●	●	●	●
14	Baiona, Galicia (ES)	78	GOLD	●	●	●	●	●	●	●	●	●	●
15	Pafos Region (CY)	77	GOLD	●	●	●	●	●	●	●	●	●	●
16	Norderney, NS (DE)	77	Silver	●	●	●	●	●	●	●	●	●	●
17	Alonissos, Sporades (GR)	76	GOLD	●	●	●	●	●	●	●	●	●	●
18	Cascais-Estoril, Lisboa (PT)	75	Silver	●	●	●	●	●	●	●	●	●	●
19	S.Cruz-Torres Vedras, Oeste (PT)	72	Bronze	●	●	●	●	●	●	●	●	●	●
20	Nazaré, Oeste (PT)	72	Bronze	●	●	●	●	●	●	●	●	●	●

# What have we learned from Early Adopters?

Certification may assist with:

- Differentiate their product
- Meet emerging consumer demands
- Support environmental conservation
- Support community well-being
- Save money
- Help tourists make more educated travel decisions
- Build a sustainable future



# Sustainable Destination Program

- **Training for Destination Management**
- **Destination Assessments**



# Stakeholder Benefits

## Program Benefits

- Establishing the long-term sustainability of the industry
- Bringing the community together to “elevate” the industry
- Help businesses increase efficiency and save money
- Differentiating their product

## Perceived Challenges

- Cost, time and expertise
- Lack of awareness
- Government perception



# Summary from “Early Adopters”

---

## Areas Needing Improvement and Recommendations:

### **Coordinated Tourism Management at the Destination Level.**

Reinvigorate a local Sustainable Tourism Committee.  
Institutionalization of brand and logo.  
Strengthen the capacity of public officials.

### **Multi-Year Tourism Plan or Strategy for the Destination**

Develop and implement an action agenda.

### **Comprehensive Monitoring of Tourism Data**

Strengthen monitoring of tourism data.

### **Environmental Impact Monitoring**

Improved monitoring of impacts.



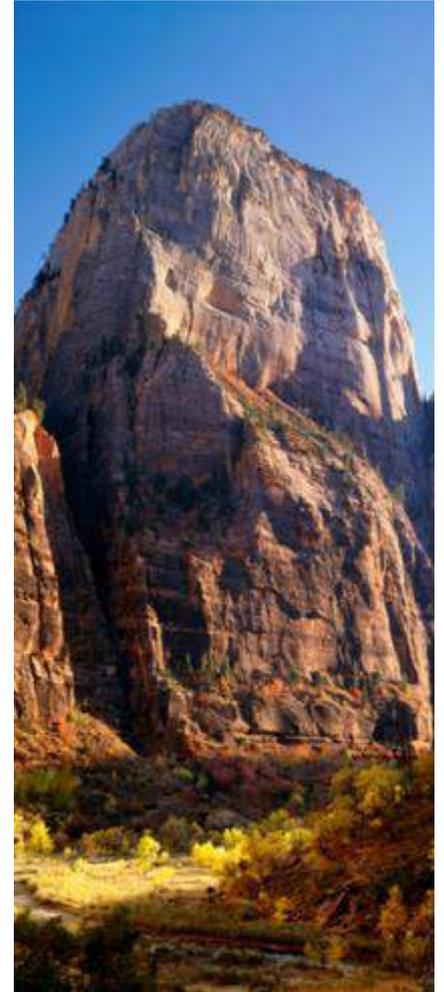
# Recommendations

## Advice

- Take a grass roots approach
- Make the application user friendly
- Be aware of infrastructure barriers
- Include resources
- Incorporate the program into the states branding efforts

## Recommendations

- Build a strong educational component
- Conduct pilot tests
- Heavily incorporate stakeholders in the development process



# How You Can Engage with GSTC

## Everyone:

- Gain familiarity with the criteria and apply them widely
- **Organize GSTC Sustainable T&T Training Classes**
- **Certification: appreciate its value and promote its application to destinations and travel companies**



# How You Can Engage with GSTC

## **Public Sector:**

- Use GSTC tools and services
- Work towards destination certification

## **Private Companies:**

- Certification from a GSTC-Recognized/Approved certification body
- Join or sponsor

## **NGO's and Educators:**

- Join us and participate in working groups
- Incorporate the criteria into programs

# THE INTERNATIONAL ECOTOURISM SOCIETY



**THE INTERNATIONAL ecotourism SOCIETY**

Ecotourism and Sustainable Tourism Conference

## ESTC15

April 27 - 30, 2015  
Quito, Ecuador

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Uniting Conservation, Communities  
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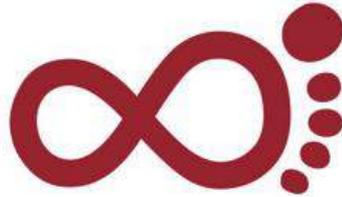


## Quito, Ecuador

April 27-30, 2015



Thank you!



**TRAVEL FOREVER**  
GLOBAL SUSTAINABLE TOURISM COUNCIL

[www.gstcouncil.org](http://www.gstcouncil.org)

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