



Bureau Veritas

## GSTC SUSTAINABLE TOURISM CERTIFICATION

### BUSINESS CHALLENGE AND BACKGROUND

Travel and tourism account for around 10% of the world's economic activity. It is a rapidly growing sector, with international tourist arrivals forecast to grow from 1.1 billion in 2014 to around 1.8 billion in 2030". The impact of travel and tourism on global and local environments and on host communities can be both positive and negative, providing both opportunities and responsibilities.

### SOLUTION

#### What is the GSTC?

Global Sustainable Tourism Council (GSTC) is an independent and neutral organization, legally registered in the USA as a 501(c)3 non-profit organization that represents a diverse and global membership, including UN agencies, NGO's, national and provincial governments, leading travel companies, hotels, tour operators, individuals and communities – all striving to achieve best practices in sustainable tourism. It is a virtual organization without a main office, with staff and volunteers working from all six populated continents. The GSTC establishes and manages global sustainable standards, known as the GSTC Criteria. The GSTC Criteria form the foundation for GSTC's role as the global Accreditation Body for Certification Programs that certify hotels/accommodations, tour operators, and destinations as having sustainable policies and practices in place. GSTC does not directly certify any products or services; but it accredits those that do.



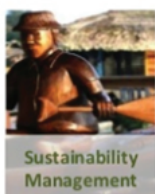
#### GSTC Criteria Overview

The GSTC Criteria serve as the global baseline standards for sustainability in travel and tourism. The Criteria are used for education and awareness-raising, policy-making for businesses and government agencies and other organization types, measurement and evaluation, and as a basis for certification.

They are the result of a worldwide effort to develop a common language about sustainability in tourism. They are arranged in four pillars:

- 1.Sustainable management
- 2.Socioeconomic impacts
- 3.Cultural impacts
- 4.Environmental impacts (including consumption of resources, reducing pollution, and conserving biodiversity and landscapes)

There are two sets: Destination Criteria for public policy-makers and destination managers, and Industry Criteria for hotels and tour operators. These are the guiding principles and minimum requirements that any tourism business or destination should aspire to reach in order to protect and sustain the world's natural and cultural resources, while ensuring tourism meets its potential as a tool for conservation and poverty alleviation.



Sustainability  
Management



Social &  
Economic



Culture &  
Heritage



Environmental



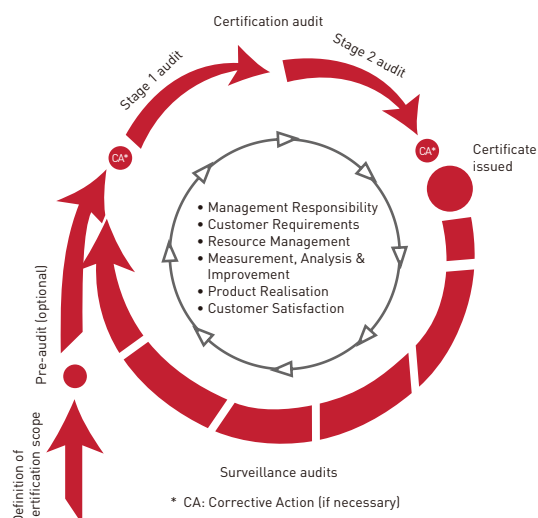
The GSTC Criteria serve as baseline standards for sustainability in global travel and tourism. The Criteria can be used in many important ways:

- Serve as basic guidelines for businesses and destinations of all sizes and all over the world to become more sustainable
- Serve as guidance for travelers and travel providers in choosing suppliers and sustainable tourism programs
- Serve as a common denominator for media to recognize sustainable tourism providers
- Help certification and other voluntary programs ensure that their standards meet a broadly-accepted baseline
- Offer governmental, non-governmental and private sector programs a starting point for developing sustainable tourism requirements
- Serve as baseline guidelines for education and training bodies such as hotel schools and Universities

## HOW DO I CERTIFY TO GSTC?

The Bureau Veritas approach to certification has been established over 30 years and is supported by a global accreditation held with the United Kingdom Accreditation Service (UKAS).

- Definition of certification scope
- Pre-audit (optional): gap analysis and diagnosis of your current position against standard
- Certification audit performed in 2 stages:
  - Stage 1 - readiness review performed to verify that the organization is ready for certification*
  - Stage 2 - evaluation of implementation, including the effectiveness, of the management system of the organization*
- A certificate valid for 3 years is issued upon satisfactory results of stage 2 audit
- Surveillance audits to verify that the management system continues to fulfil the requirements of the standard and monitor the continual improvement
- Re-certification after 3 years to confirm the continued conformance and effectiveness of the management system as a whole



## WHY CHOOSE BUREAU VERITAS?

### Network

6,500 skilled auditors operating in more than 100 countries offer a unique combination of international and local expertise providing consistent services wherever our clients are.

### Expertise

Our auditors have extensive knowledge of specific industry sectors, local regulations, markets and language that enables them to provide solutions adapted to your needs.

### Recognition

Bureau Veritas Certification is recognized by more than 60 national and international accreditation bodies across the world.

### Mark of global recognition

The Bureau Veritas Certification mark is a globally recognized symbol of your organization's ongoing commitment to excellence, sustainability and reliability.

### Experienced Instructors

Our training courses are delivered by lead auditors with years of industry experience and insight, who have been trained in interpersonal communication, intercultural issues and adult learning concepts.

## CONTACT

### For more information

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BV CERTIFICATION

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