

# GLOBAL SUSTAINABLE TOURISM COUNCIL (GTSC)

## Introduction about Global Sustainable Tourism Council (GTSC) Certification services

### ABOUT GSTC

The Global Sustainable Tourism Council (GSTC) standards are established to provide knowledge about “sustainable tourism”, and are the minimum standards that tourism businesses need to achieve.



The standards are based on 4 main pillars:

- Demonstrate effective sustainable management.
- Maximize social and economic benefits to the local community and minimize negative impacts.
- Maximize benefits to cultural heritage and minimize negative impacts.
- Maximize benefits to the environment and minimize negative impacts.

The Global Sustainable Tourism Council (GSTC) establishes and manages global standards for sustainable travel and tourism, known as the GSTC Criteria. The GSTC Criteria form the foundation Accreditation for Certification Bodies, such as Bureau Veritas Certification, that certify hotels/accommodations, tour operators/transport providers, and destinations as having sustainable policies and practices in place. GSTC does not directly certify any products or services; but provides an accreditation program through its partner ASI/Assurance Services International to accredit Certification Bodies.

### APPLICABLE FOR

- Hotels & Accommodations
- Tour Operators
- Government & Destinations
- Tourism businesses

### BENEFITS FOR GETTING GSTC CERTIFICATION

- Improve marketing capabilities.
- Improve business reputation.
- Cost effective.
- Provide greater market access in the growing market
- Comply with industry standards for sustainability.
- Increase credibility through information of the GSTC website.



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