

Η ΑΝΑΠΤΥΞΗ ΕΝΟΣ ΤΟΥΡΙΣΤΙΚΟΥ ΠΡΟΟΡΙΣΜΟΥ ΜΕΣΑ ΑΠΟ ΤΗΝ ΑΕΙΦΟΡΙΑ *ΠΡΟΚΛΗΣΕΙΣ ΚΑΙ ΕΥΚΑΙΡΙΕΣ*

Dr. Ιωάννης Παππάς
Member of the Board of Directors, GSTC



Εταιρεία
Θεσσαλικών
Μελετών

WHY Does It Matter?

Global Tourism Impacts

- Int'l tourism represents 7% of worldwide exports (UNTWO Tourism Highlights, 2016).
- Travel and tourism supports 284 million people in employment - 1 in 11 jobs on the planet (WTTO Economic Impact Update, July 2016).





TOURISM AND CLIMATE CHANGE



***More than ½ Chinese are traveling during China National Day holiday
in 2016***



www.cscac.com.cn

www.cscac.com.cn



WHAT is “Sustainable Tourism?”

UNWTO Definition

“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.”

Making Tourism More Sustainable - A Guide for Policy Makers, UNEP and UNWTO, 2005

What Does Sustainable Tourism Mean: Practitioner Views

Ángeles, Agroturismo

Arkaia, Spain:

Sustainable tourism is tourism that respects the natural, cultural and social environment, extolling the values of the region and, at the same time, allows you to enjoy the essence and authenticity of a place and its people

sustainability-leaders.com

Ekrar, Pakistan:

Any tourism activity that is not providing and ensuring direct financial benefit to communities from where tourism money is being generated is *not* sustainable tourism.

WHAT is “Sustainable Tourism?”

Indicators of Sustainable Development for Tourism Destinations

Source : WTO



UNWTO: SUSTAINABLE TOURISM

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"

Thus, sustainable tourism should:

- 1) Make **optimal use of environmental resources** that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
- 2) Respect the **socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values**, and contribute to inter-cultural understanding and tolerance.
- 3) Ensure **viable, long-term economic operations, providing socio-economic benefits to all stakeholders** that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Sector Linkages in Global Tourism



Amsterdam, 19 April 2017

Booking.com Reveals 2017 Sustainable Travel Considerations



Amsterdam, Netherlands, 19 April 2017 - To celebrate Earth Day on 22 April, Booking.com, the world's largest travel marketplace, has released findings from its global Sustainable Travel Index. As the world's largest travel marketplace, Booking.com has the widest choice of incredible places to stay, has released findings from its global Sustainable Travel Index, which is designed as the International Year of Sustainable Tourism for Development, this new research points to some promising signs when it comes to the eco-considerations weighed by both travellers and accommodations.

G+1 0 in Share 119 Tweet Like 894

Top-5 reasons global travellers choose eco-friendly accommodations:

To help reduce environmental impact	52%
They provide a more locally-relevant experience	36%
They treat the local community better	31%
They tend to provide more locally-sourced/organic food	30%
An interest in experiencing new trends in travel accommodations	24%



Many labels... much confusion...





GLOBAL SUSTAINABLE
TOURISM COUNCIL

travel forever

Founding Organizations:



Rainforest
Alliance

UNITED NATIONS
FOUNDATION



www.gstcouncil.org

www.gstcouncil.org

To date, two sets of GSTC Criteria have been developed:

Criteria for **Hotels and Tour Operators** (2008, revised 2012, 2017)

Criteria for **Destinations** (Nov 2013)

Each set has 41 criteria in 4 pillars:



**Sustainability
Management**



**Social &
Economic**



Cultural



Environmental

GSTC Criteria – available in many languages

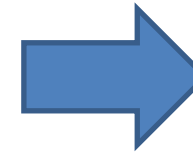


You are here: > [Home](#) > [Document Directory](#) >



GSTC Criteria

-  [Criteria for Destinations \(16\)](#)
-  [Criteria for Hotels and Tour Operators \(13\)](#)
-  [Guidelines For Hotels and Tour Operators \(7\)](#)



Criteria GSTC : Describes the What Should and NOT How should Be

Level 1 : Hotels and Tour Operators



Level 2 : Destinations



Level 3 : Countries

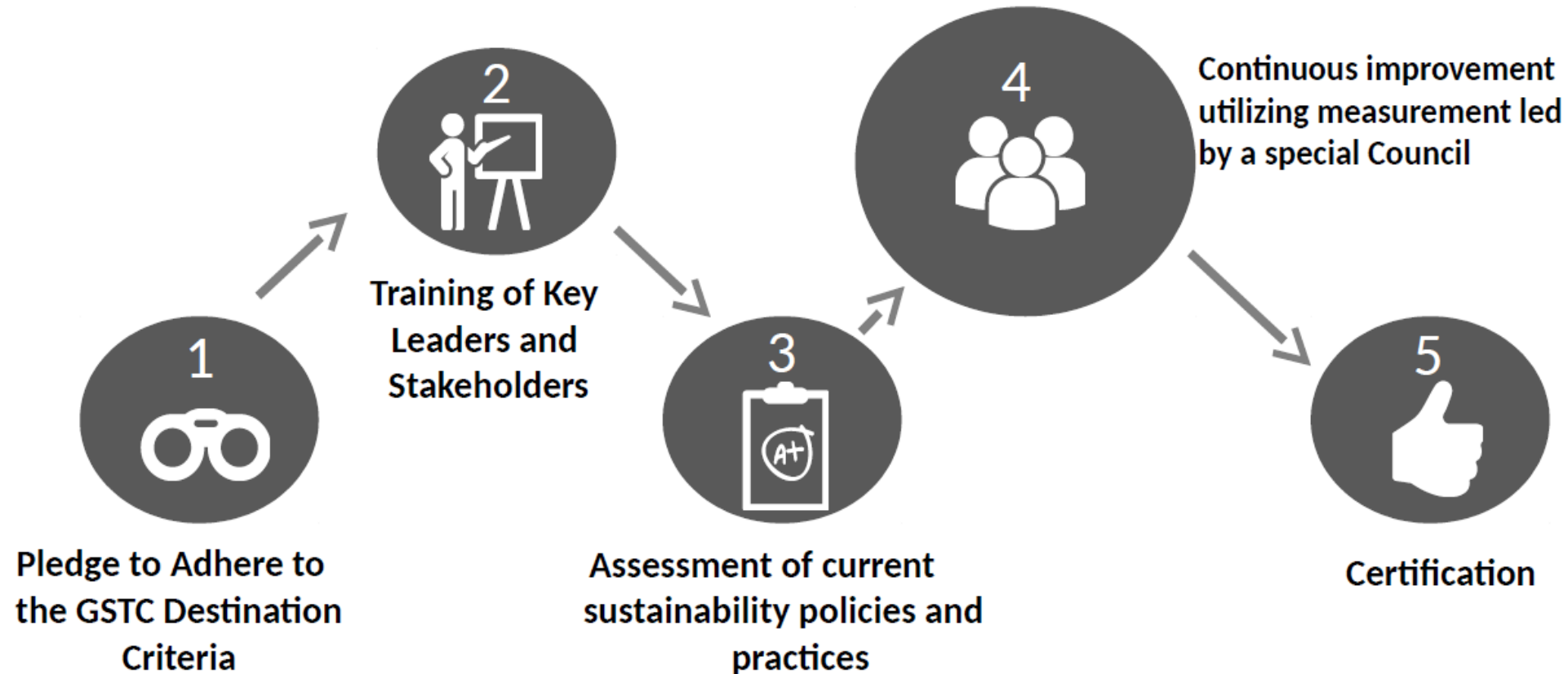


GSTC Destination Criteria in Action...

GSTC-DESTINATIONS A2. Tourism 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.*

GSTC's Roadmap for Sustainable Destinations



GSTC Destination Criteria: **Early Adopters**



Norwegian Fjords



Okavango Delta,
Botswana



Teton County,
Wyoming, USA

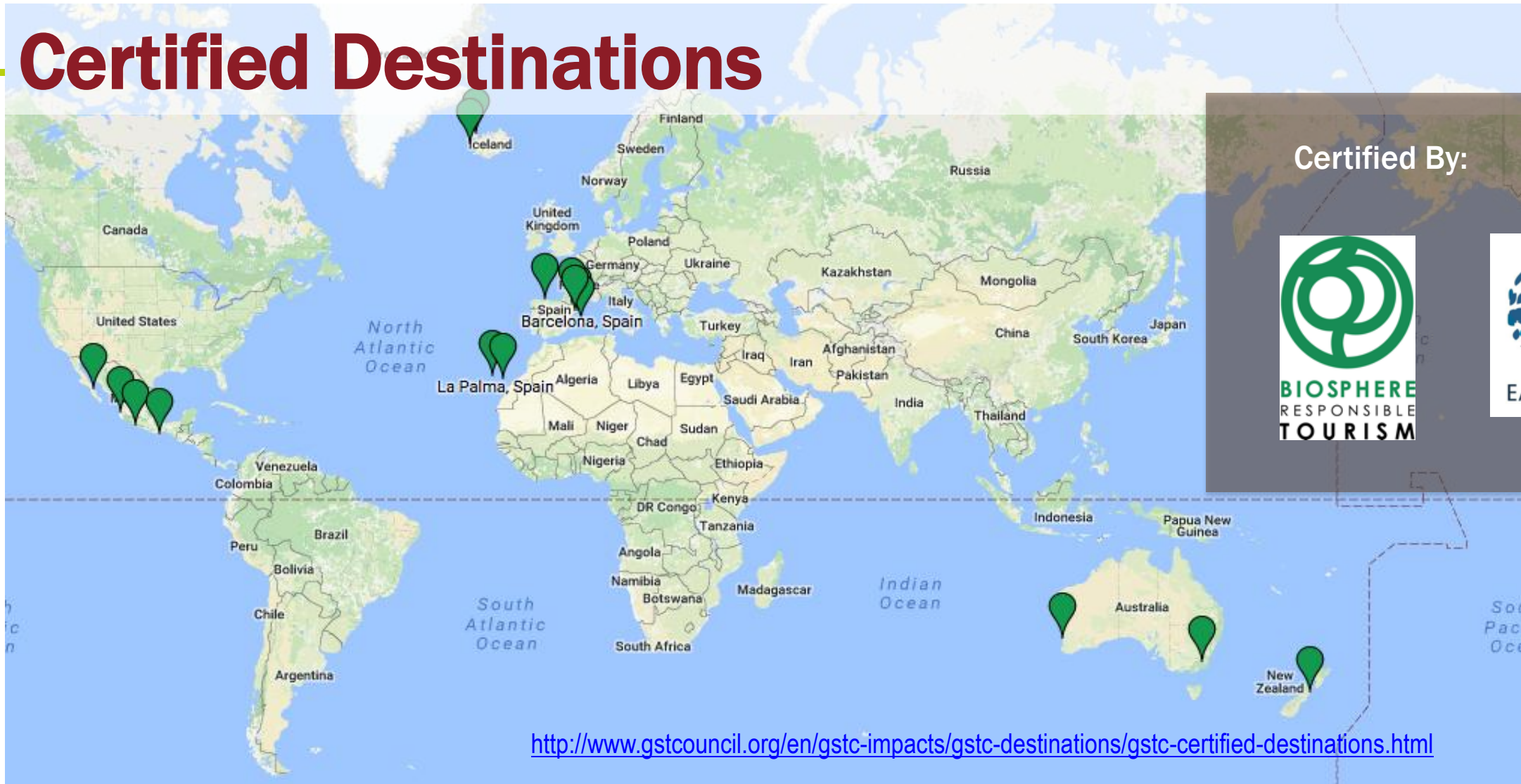


St. Kitts & Nevis



Lake District,
Chile

Certified Destinations



Certified By:



<http://www.gstcouncil.org/en/gstc-impacts/gstc-destinations/gstc-certified-destinations.html>

Sustainable Destination Examples



Zuid-Limburg
♀ Zuid-Limburg, Netherlands



Uckermark
♀ Uckermark, Germany

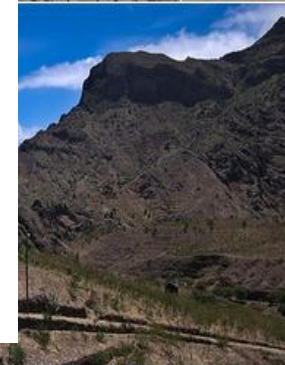


Mackenzie Delta
♀ Inuvik, NT X0E, Canada



Goeree-Overflakkee
♀ Goeree-Overflakkee, Netherlands

<http://greendestinations.info/top100-2016/>



<https://ethicaltraveler.org/galleries/in-pictures-ethical-destinations-2016/>

SLOVENIA GREEN
20 destinations.
11 accommodations.

IN PROCESS
20 destinations.
8 accommodations. 3 agencies.

SLOVENIA
GREEN KONZORCIJ



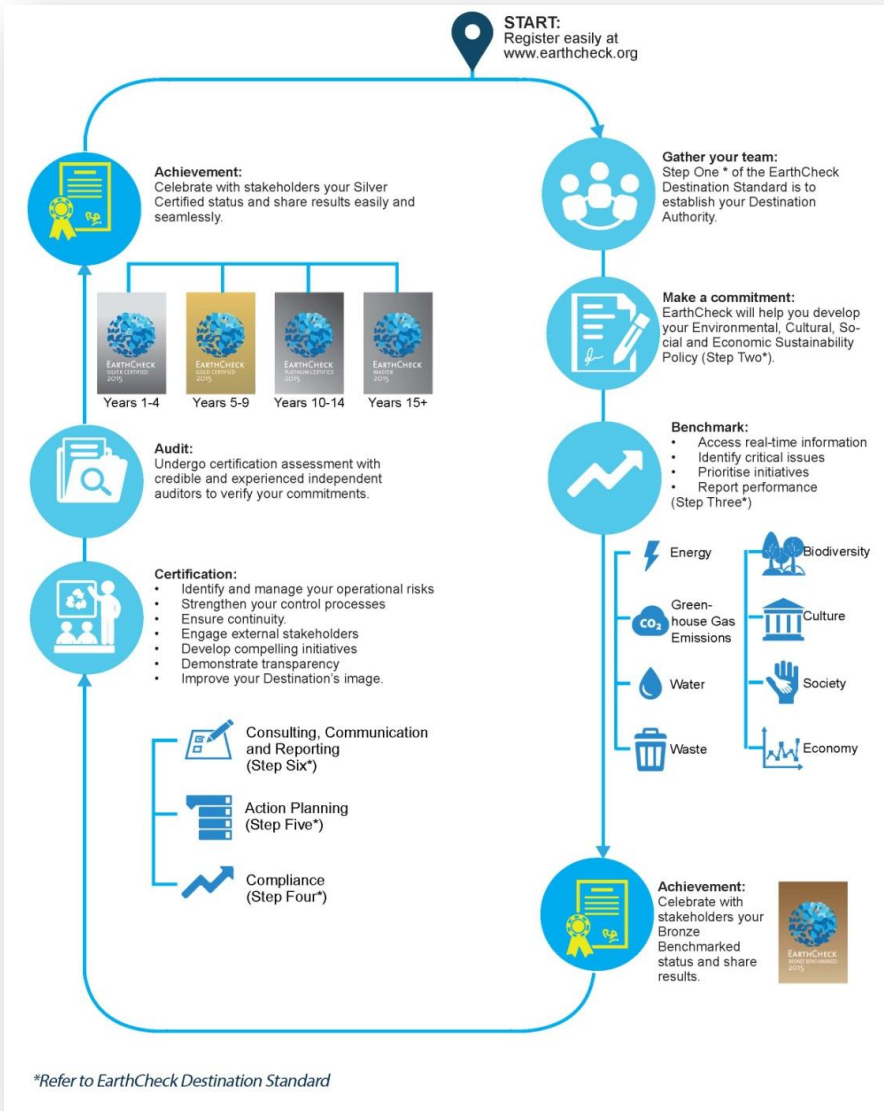


Green Destinations Standard

The Green Destinations Standard is a GSTC-recognised set of criteria to measure, monitor and improve the sustainability policy and management of



Green Destinations developed a complete, affordable and easy-to-use Assessment certification programme that fits the needs of both small and larger destinations.



EARTHCHECK DESTINATION: KAIKOURA, NEW ZEALAND



EARTHCHECK
PLATINUM CERTIFIED
2015

SAVINGS



41 Million MJ
of energy



equates to enough
energy to power
1,715
Households
for a year



USD \$1.64
Million
In financial savings



6,165 m³
of waste



equates to
enough waste to
fill **186** shipping
containers



USD \$0.43
Million
In financial savings



4.7 million
kilograms of CO₂-e



equates to taking
1,578 cars off the
road



Financial savings could
be seen once a cost is
imposed on carbon
dioxide emissions.

DESTINATION PROFILE

Since joining the EarthCheck Destination Program in 2001:

↓ **1.8%** Population

↑ **3%** Day Visitors

↑ **14%** Overnight Visitor Stays



Website: www.gstcouncil.org / [GSTC Criteria](#)

Facebook: [@GlobalSustainableTourismCouncil](#)

Twitter: [@GSTCouncil](#)

