



FEEL CONFIDENCE

The Global Sustainable Tourism Council-(GSTC)

GSTC certification can provide hotels and tour operators with a wide range of benefits, from enhanced credibility and competitiveness to improved operational efficiency and access to new markets. It aligns with the growing demand for sustainable travel options and helps organizations fulfill their environmental and social responsibilities.



What is GSTC Certification?

The Global Sustainable Tourism Council® (GSTC) establishes and manages global standards for sustainable travel and tourism, known as the GSTC Criteria. There are two sets: Destination Criteria for public policy-makers and destination managers, and Industry Criteria for hotels and tour operators. They are the result of a worldwide effort to develop a common language about sustainability in tourism. They are arranged in four pillars: (A) Sustainable management; (B) Socioeconomic impacts; (C) Cultural impacts; and (D) Environmental impacts. Since tourism destinations each have their own culture, environment, customs, and laws, the Criteria are designed to be adapted to local conditions and supplemented by additional criteria for the specific location and activity.

The GSTC Criteria form the foundation Accreditation for Certification Bodies that certify hotels/accommodations, tour operators/transport providers, and destinations as having sustainable policies and practices in place. GSTC does not directly certify these entities; but provides an accreditation program to Certification Bodies such as RoyalCert which then issue the certificates after successful audits.

Why Get Certified?

A hotel or tour operator may consider getting GSTC (Global Sustainable Tourism Council) certified for several compelling reasons, especially considering your role as a general manager of an international certification body offering assurance services like GSTC certification. Here are some key benefits and reasons why they should consider this certification:

Credibility and Trust: GSTC certification is globally recognized and respected as a mark of sustainability in the tourism industry. It demonstrates a commitment to responsible and sustainable practices. This credibility can attract environmentally and socially conscious travelers who actively seek out sustainable options.

Competitive Advantage: Being GSTC certified can give hotels and tour operators a competitive edge in the market. It can set them apart from competitors who are not certified and help attract a segment of travelers who prioritize sustainability.

Market Access: Some travel companies and agencies may prefer to work with GSTC certified partners, especially if they have sustainability goals of their own. Certification can open up opportunities for collaboration and partnerships.

Compliance with Regulations: In some regions, there are regulatory requirements related to sustainability and environmental practices. GSTC certification can help hotels and tour operators ensure compliance with such regulations, reducing the risk of fines or legal issues.

Operational Efficiency: Implementing sustainable practices often leads to improved operational efficiency. For example, reducing energy and water consumption not only benefits the environment but also reduces operational costs.

Customer Demand: As awareness about environmental and social issues grows, there is an increasing demand from consumers for sustainable travel options. GSTC certification can attract these environmentally conscious customers and result in higher occupancy rates.

Stakeholder Engagement: Certification often involves engaging with stakeholders, including local communities and employees, in sustainable practices. This can lead to positive relationships and a more harmonious operating environment.

Long-Term Sustainability: Focusing on sustainability is not just a short-term trend; it's a long-term strategy. GSTC certification can help hotels and tour operators ensure their operations are sustainable in the face of evolving consumer preferences and environmental challenges.

Improved Reputation: A GSTC certification can enhance a hotel or tour operator's reputation, not only among customers but also within the industry. It can lead to positive press coverage and awards.

Environmental and Social Responsibility: Beyond business benefits, GSTC certification signifies a commitment to environmental and social responsibility and certificate holders also meet the requirements of SDG goals 8,12,14 & 15 and indirectly to goals 13 & 17, which can be personally fulfilling for those involved in the tourism industry.



Why Choose RoyalCert?

Instilling **Confidence** since 1996

At RoyalCert®, we take pride in being a leading international registrar that has been instilling confidence through our exceptional accredited certification, training, inspection, and testing services since 1996. With a global presence in over 40 countries and a growing reach, our mission is to ensure sustainable growth for both our customers and ourselves. Our vast network of +1,700 skilled professionals spread across five continents brings us closer to our clients making supporting them in their journey towards compliance and more sustainable business practices more efficient and accessible. Furthermore, their expertise and dedication ensure that RoyalCert's services uphold the highest quality standards, making a positive impact on businesses worldwide.



NEXT STEP

Visit our website and find our nearest office to Contact Us for Expert Assistance.

Tel : +1 201 322 5020

Email : info@royalcert.com

 | **RoyalCert**



www.royalcert.com

