

Sustainability: meeting the current generation's needs while maintaining the ability to satisfy the future generation's needs. Sustainability consists of natural, social and economic resources.

Eco-labels, eco-certificates: the company's compliance with a set of criteria, which usually include environmental, nature protection, social and economic criteria.

The GSTC Criteria: global standards for sustainability in travel and tourism.

THE GLOBAL SUSTAINABLE TOURISM COUNCIL CRITERIA (1)

The Global Sustainable Tourism Council (GSTC) establishes and manages global standards for sustainable travel and tourism, known as the [GSTC Criteria](#)

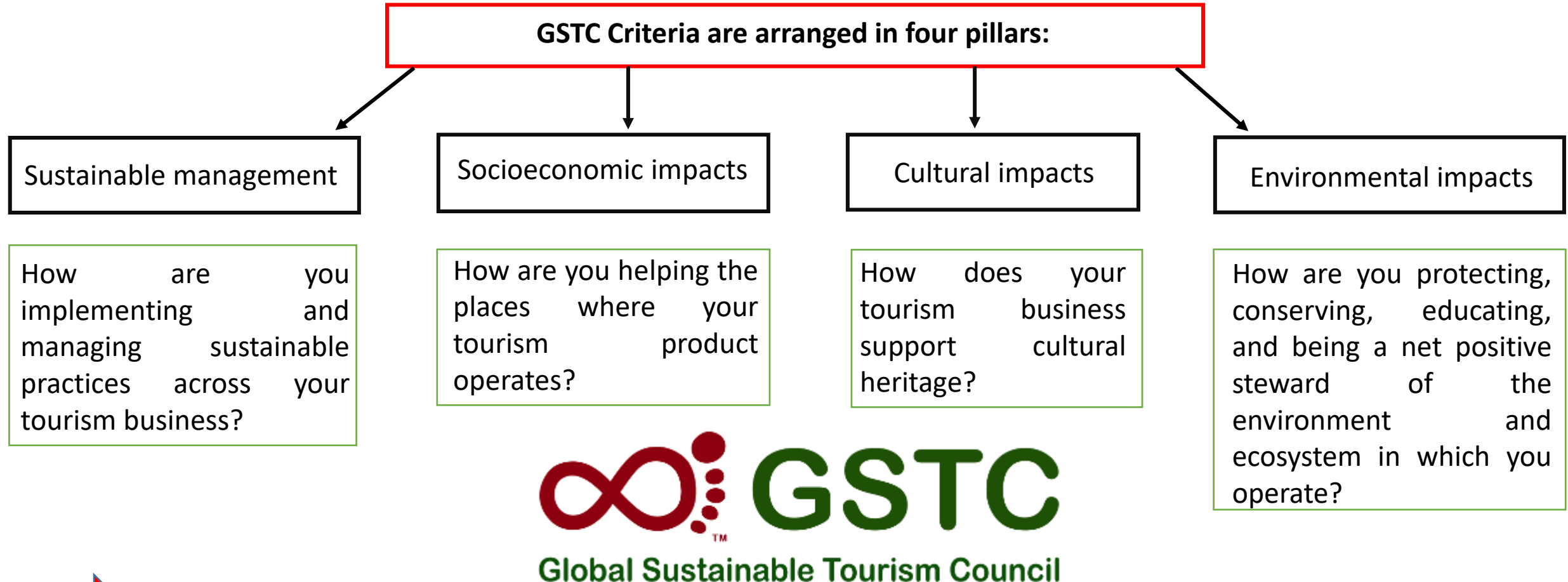
Destination Criteria for public policy-makers and destination managers

Industry Criteria for hotels and tour operators

They are the result of a worldwide effort to develop a common language about sustainability in tourism

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 GLOBAL SUSTAINABLE TOURISM COUNCIL CRITERIA (2)



 [MORE INFO HERE](#)

Measurement instruments:

- annual measurement of tourism indicators,
- energy consumption plans, etc.

Voluntary instruments:

- codes of conduct,
- sustainability certificates,
- awards, etc.

Economic instruments:

- fees/taxes for unsustainable activities,
- economic incentives supporting companies to carry out activities in more sustainable way, etc.

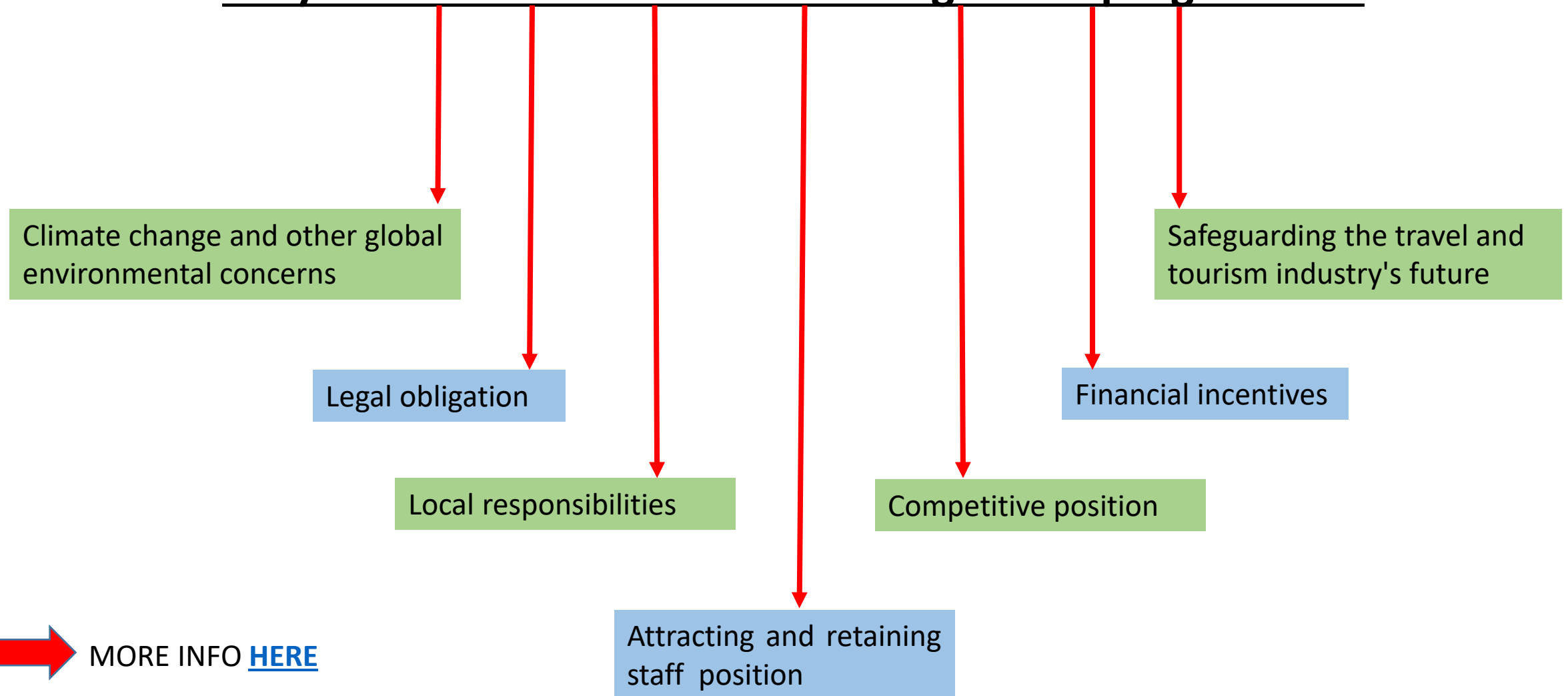
Support instruments:

- training courses,
- marketing campaigns aimed at influencing the behavior of tourists, etc.

Control instruments:

- instruments aimed at establishing a legal framework and strict control over the development and growth tourism activity, etc.

Why have an environmental management programme?



 **MORE INFO [HERE](#)**

Environmental audits

An environmental audit is a tool which companies use to evaluate and quantify their environmental performance in order to identify compliance or management system implementation gaps.

environmental
compliance audit

company's legal compliance
status

environmental
management audit

company's performance on its
own environmental standards

functional environmental
audits

specific audits which are focused
on one environmental element
or impact

 MORE INFO [HERE](#) AND [HERE](#)

Eco-labels, eco-certificates - the company's compliance with a set of criteria, which usually include environmental, nature protection, social and economic criteria.

EXAMPLES



Green Globe

The Green Globe certification is a structured assessment of the sustainability performance of travel and tourism businesses and their supply chain partners. It provides an environmental management framework for hotels and other tourism organizations.

 MORE INFO [HERE](#) AND [HERE](#)



Green certificate, Latvia

An eco-label affirming environmental quality in vacation properties which save natural resources and use them rationally, offer environment friendly tourist activities, healthy, locally produced food and extensive information on the local natural, cultural and historical attractions.

A modern and sustainable rural tourism company does not exist in isolation from the environment and society

Interaction with the local community is a resource that helps to create a full and high-quality tourism offer

It is important for the entrepreneur to identify the information, get acquainted with the residents and entrepreneurs of the area, and see the potential of the tourism offer

Local knowledge

Local ingredients
and products

Involvement
and cooperation



With the help of local people, a rural tourism entrepreneur finds answers to a potential customer's questions:

What can be done here?

What is interesting here?

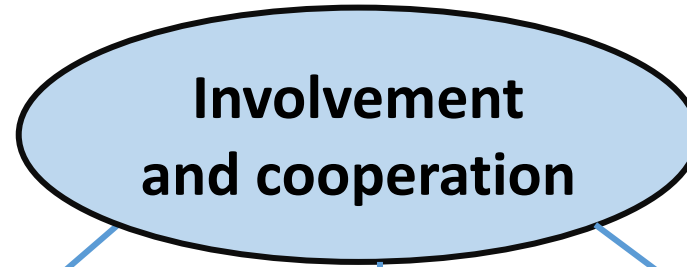
Local historical sites, beautiful landscapes, mushroom and berry sites, local stories and legends, local activities, etc. - **all of these things are worth including in your tourism offer**, creating, for example, days programs for group visits, cycling trips in the area, walking routes



Cooperation with local food producers, local craftsmen is a good thing – of course, if these products are of good quality

It is important for customers to know the origin of the food, so indications and information about the farms from which the food was obtained are important

By being in direct contact with customers, a rural tourism entrepreneur can become an important source of information for a local producer regarding the quality of his product, the necessary changes, ideas for new products



**Involvement
and cooperation**

Rural tourism entrepreneurs **obtain useful information for the use of local resources through both informal and formal contacts**

In order to find out about useful people and entrepreneurs in the neighborhood with whom to establish cooperation, **it is worth to regularly contact the local TIC, get involved in parish or county development strategies and plans, various project activities**

In this way, **the entrepreneur influences his business environment and helps to create the neighborhood as a quality and sustainable tourist destination that attracts tourists**

ACTIVITY 1. Eco-certificates and eco-labels

Check the following links about different eco-certificates and eco-labels in tourism:

<https://www.ecolabelindex.com/ecolabels/?st=category,tourism>

<http://www.greentourism.eu/en/GreenLabel/IndexPublic>

Write a list of those which you know or have heard of. Try to find for each an example in your home country.

ACTIVITY 2. Environmental management programme

Check the following link for the manual «Environmental Management for Hotels» (**without paying attention to the fact that it is for hotels!**) and read the 1.1 sub-chapter «Why have an environmental management programme» in the 1. chapter «Policy management»:

<https://sustainablehospitalityalliance.org/resource/environmental-management-for-hotels>". Make

a list of all reasons mentioned in this sub-chapter, starting from the most important one in your opinion. Explain for each reason why it is important/not important in your opinion.

The Global Sustainable Tourism Council Criteria are the result of a worldwide effort to develop a common language about sustainability in tourism.

There are **five main categories of instruments (measurement, economic, voluntary, support and control)** that are used for sustainability for tourism businesses.

Different eco-labels and eco-certificates can be used to communicate environmental efforts.

Having an environmental management programme can give your business a financial and competitive edge. It will be better prepared for different demands in the future.

Relationships with local community consists of three main parts: local knowledge, local ingredients and products, involvement and cooperation. Interaction with locals can help to improve tourism offer.