

GLOBAL SUSTAINABLE TOURISM COUNCIL

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Maui County - Climate Action Advisory Committee,
presentation to the CARE Committee, Maui County Council

October 19, 2022

Background

- originally formed in 2007 as non-governmental Partnership for Global Sustainable Tourism
- formally founded in 2010 by United Nations Foundation to set “gold standard” for sustainable tourism
- a ‘virtual’ global organization with no main office, but staff, board of directors, working groups worldwide
- Washington, DC mailing address (registered in U.S. as a 501(c)3 non-profit)

Background, cont.

- promotes sustainable travel & tourism, and sustainable tourism practices
- established 2 sets of Global Sustainable Tourism Council (GSTC) criteria, for:
 - hotels/accommodations & tour operators
 - destination managers & governments
- GSTC is an 'accreditor' & provides consistency between standards used by certifiers

Background, cont.

- pursuing sustainable tourism certification would help Maui County meet the Statewide 'Aloha Challenge' Sustainable Development Goals
- GSTC developed its criteria as a response from tourism industry to the UN Millennium Development Goals in 2008, since replaced by UN Sustainable Development Goals





Accreditation vs. Certification

- GSTC is the main Accreditation Body for programs that certify Sustainability practices of Hotels, Accommodations, Tour Operators & Destinations
- Certification must be done by GSTC-accredited 3rd party Certification Bodies, e.g., for Destinations:
 - *EarthCheck*
 - *Green Destinations*
 - *Vireo Srl*
 - + others for Hotels, Accommodations, Tour Operators

Implementation

- If Maui County seeks Sustainable Tourism Destination designation, it would need to assign an organization with adequate capacity to implement the program
- proposed new Maui County 'Tourism Management Commission' potentially would be ideal
- existing Hawaii Tourism Authority & Maui Visitors Bureau focus on marketing & tourism promotion; not well equipped to address management & sustainable tourism

Other Purposes of GSTC

- provides recognition of Standards based on GSTC Criteria
- promotes market access through Online Travel Agencies & Travel Providers
- promotes Training Classes to professionals through its Sustainable Tourism Training Program (STTP)

Destination Criteria for Sustainable Tourism

- 4 pillars:
- 1) Sustainable Management
 - management structure and framework, stakeholder engagement, and managing pressure and change, including:
destination management responsibility; destination management strategy and action plan monitoring and reporting; enterprise engagement and sustainability standards; resident engagement and feedback; visitor engagement and feedback; promotion and information; managing visitor volumes and activities; planning regulations and development control; climate change adaptation; and risk and crisis management

Destination Criteria for Sustainable Tourism, cont.

- 4 pillars:
- 2) Socio-Economic Sustainability
 - delivering local economic benefits, and social wellbeing and impacts, including:
measuring the economic contribution of tourism; decent work and career opportunities; supporting local entrepreneurs and fair trade; support for community; preventing exploitation and discrimination; property and user rights; safety and security; and access for all.

Destination Criteria for Sustainable Tourism, cont.

- 4 pillars:
- 3) Cultural Sustainability
 - protecting cultural heritage, and visiting cultural sites, including: protection of cultural assets; cultural artefacts; intangible heritage; traditional access; intellectual property; visitor management at cultural sites; and site interpretation.

Destination Criteria for Sustainable Tourism, cont.

- 4 pillars:
- 4) Environmental Sustainability
 - conservation of natural heritage, resource management, and management of waste and emissions, including:
protection of sensitive environments; visitor management at natural sites; wildlife interaction; species exploitation and animal welfare; energy conservation; water stewardship; water quality; wastewater; solid waste; greenhouse gas emissions and climate change mitigation; low-impact transportation; and light and noise pollution

Membership in GSTC

- includes Tourism Boards, Tourism Institutes, Certification Bodies, Hotels, Travel Companies, Tour Operators, Academic & Educational Groups, Consultants, Non-Profit Groups

Implementation

- today there are at least 25 Certified Sustainable Tourism Destinations (worldwide)
- only 3 so far in United States:
 - Jackson Hole/Teton County, Wyoming
 - Vail, Colorado
 - Breckenridge, Colorado

Implementation, cont.

- I've met by Zoom with officials from:
- Jackson Hole/Teton County, Wyoming - Director of Riverwind Foundation & former president of Jackson Hole Chamber of Commerce (Tim O'Donoghue)
- Colorado - Director of Sustainability, Walking Mountains Science Center, Colorado; Senior Advisor for Mountain IDEAL; Vail Mayor (Melissa Kirr, Bobby Chappell, Kim Langmaid)
- great success! - & all are willing to follow up with us to help (Vail Mayor will visit Maui in spring 2023)

Questions

- ???

CARE Committee

From: Axel I. Beers
Sent: Tuesday, October 18, 2022 12:06 PM
To: CARE Committee
Cc: Kelly King; Lesley J. Milner; Ellen B. McKinley
Subject: Presentation for CARE-98, October 19
Attachments: GSTC (2).pptx

Aloha,

Barry Solomon has submitted this presentation on CARE-98 for tomorrow's CARE Committee meeting.

Thank you,
Axel



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Now is the time to provide input to update the South Maui Community Plan! <https://southmaui.wearemaui.org/get-involved/>

we are
SOUTH MAUI