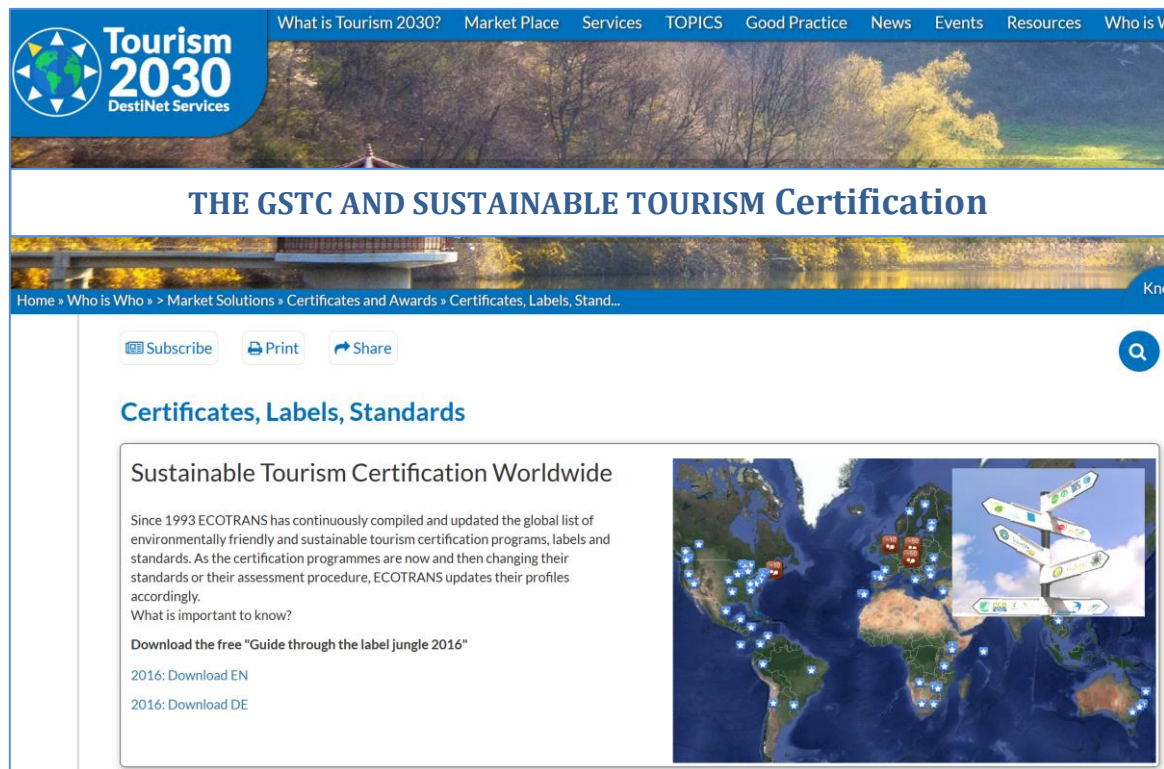


CSRTTC Examination System – Comprehension and Application of Tourism Sustainability Certification



Competence in Sustainable & Responsible Travel & Tourism Course **TRIANGLE**



Notes for Students & Tutors

The examination system for the CSRTTC course has been devised as an 'assessment for learning' process, with the aim of developing in successful participants the knowledge and skills involved in the certification of sustainable and responsible tourism development. This has been designed in accordance to ISEAL guidance on evaluation of auditor competence, from which the assessment process is given structure. (cf: Evaluation of Auditor Competence R074 Internal Version 1 - September, 2007 www.isealalliance.org)

Introduction to the exam

This section of the CSRTTC course examination method is to ensure you are fully informed of the Global Sustainable Tourism Council and its role in the current world of tourism sustainability certification, within the overall context of sustainable development vis a vis the SDG 2030 Goals. Success in this part of the examination aims to show you have the competence to accurately portray the GSTC accreditation process and can a) achieve their course examination standard, from which many of these questions are derived to preserve the integrity, and b) apply the Tourism 2030 Portal tool kit alongside your conceptual understanding of tourism sustainability certification.

Examination Questions 2018

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Date of Assessment:

Qu 1. Sustainable Development and Tourism Activity -Use your own words to describe the four key principles of sustainable development that should be followed in order to ensure the long-term sustainability of the tourism industry.

Principle 1 **Sustainable management** which involves a sustainable strategy to implement and monitor sustainability guidelines. Tourism seasonality management, inventory of tourism assets and attractions, planning regulations, visitors' satisfaction, safety and security, and more importantly, the crisis and emergency management are some of the main issues to be considered.

Principle 2 **Socioeconomic impact** which deals with issues like economic monitoring, local career opportunities, public participation, local access, tourism awareness and education, supporting fair trade and preventing exploitation.

Principle 3 **Cultural Impacts** which holds within itself subjects such as visitor management, cultural heritage protection, site interpretation, and visitor behaviour.

Principle 4 **Environmental impacts** which encompasses the very important topics of protection of environment and wildlife, environmental risks, energy conservation, noise and light pollution, greenhouse gas and CO2 emissions, water security and management, solid waste reduction, low-impact transportation and solid waste reduction.

All the four principles are related to the 17 goals of sustainable development to create a better and a more sustainable world for everyone in the future.

Qu 2. List three publications/initiatives you could name as the important milestones in sustainable tourism certification since 1987?

- A. **Voluntary Initiatives on Sustainable Tourism (2002)**
- B. **Sustainability in Tourism: a guide through the Label Jungle (2012-16)**
- C. **European Tourism Labelling: research for TRAN (2017)**

Qu 3. What year was the GSTC formed?

1895

1967

2009

2015

Qu 4. Describe the main part of the GSTC's mission? (Choose one)

- a.** To help all tourism organizations become accredited to the GSTC according to the GSTC criteria.
- b. To encourage sustainability in all aspects of travel & tourism.
- c. To develop an award for the most sustainable businesses
- d. To promote sustainable travel and tourism to an international market-place.

Qu 5. Describe the four key areas of the GSTC's objectives (choose one):

- a. Certification – developing an international certificate for sustainable tourism businesses and destinations
- b.** Accreditation – setting up an international organisation to develop and verify standards and practices applied by sustainable tourism certification programs.
- c. Promoting greater market access for GSTC-accredited sustainable tourism certification programs.
- d. Guiding destination management for better implementation of sustainable tourism development.
- e. Requiring national tourism organisations to implement sustainable tourism policies marketing based on the GSTC Criteria.

Qu 6. Write down the GSTC's four pillars of sustainability that structure the GSTC Criteria,

- A. **Environmental impacts**
- B. **Socioeconomic impacts**
- C. **Cultural impacts**
- D. **Sustainable management**

Qu 8. Which organisation below is not a certification body? (Select one)

- a. Biosphere Responsible Tourism
- b. Travelife
- c.** Global Sustainable Tourism Council (GSTC)
- d. TourCert

Qu 9. The GSTC currently offer a sustainable tourism standard the "GSTC-Recognized" status?

- a. That the standard only works with sustainable products and service that have been assessed by the GSTC's marketing group.
- b.** That the GSTC has verified that the standard aligns with the GSTC Criteria and is administered by an organisation that is a member of the GSTC.
- c. That the standard has been reviewed by GSTC Accreditation Panel and deemed equivalent to the GSTC Criteria.

Qu 10. Which of the following is a correct statement regarding the “GSTC Certified” status? (Select one)

- a. Certification bodies that have been awarded the GSTC-Approval for their standards can claim to be “GSTC Certified”.
- b. Businesses (hotels, tour operators, attractions, destinations) certified by certifying bodies that are GSTC-Recognized or GSTC-Approved are designated as “GSTC Certified”.
- c. Businesses (hotels, tour operators, attractions, destinations) certified by certifying bodies that are GSTC-Approved or GSTC-Accredited are designated as “GSTC Certified”.**
- d. Accreditation bodies that comply with the highest ISO or ISEAL social and environmental standards can use the “GSTC Certified” mark.

QU 11. Are the following statements about the GSTC Industry Criteria (“GSTC-Industry”) correct?

- a. The GSTC-Industry can benefit all tourism entities, but some criteria may be justifiably not applicable to the specific local context. Is this True or False? **T**/F (delete as necessary)
- b. GSTC-Industry should be used with the understanding that micro businesses may not achieve comprehensive application of all criteria. Is this True or False? **T**/F (delete as necessary)

Qu 12. Describe, in your own words, what a tourism business needs to consider in order to meet the GSTC sustainable tourism standard?

The Tour Operator Criteria are organized around four main themes: effective sustainability planning, maximizing social and economic benefits for the local community, enhancing cultural heritage, and reducing negative impacts to the environment.

The Criteria for Tour Operators are the same as for Hotels, and both are identical to the GSTC Industry Criteria, but the Performance Indicators vary between Tour Operators and Hotels. In the previous years, GSTC had shared criteria for hotels and tour operators but from December 2016, they got distinct criteria. The purpose was 1) to create distinct Performance Indicators for each; and 2) to create a framework for future additional subsector Criteria

Qu 13. Is the following description of the term “conservation management” as used in the GSTC Industry Criteria - ie- ‘A planned intervention in order to maintain a species or habitat in a favourable condition’. - an appropriate definition? Is this True or False? **T**/F

Qu 14. A destination can achieve the “GSTC Certified” mark by: (Select one)

- a. Creating a national sustainable tourism standard that meets the “GSTC Recognized” requirements.
- b. Becoming certified by a certifying body that has achieved the “GSTC Recognized” status.
- c. Becoming certified by a certifying body that has achieved the “GSTC Approved” or “GSTC Accredited” status.**
- d. Becoming certified by the GSTC’s marketing group.

Qu 15. Which of the following are key aspects of a sustainable destination management strategy?

Mark as either T/F

- a. A destination needs to develop a tourism strategy appropriate to its scale. **T**/F
- b. Destination management organizations (DMOs) do not need to develop a sustainability strategy unless it is required by law. T/**F**
- c. The GSTC require that a sustainable destination management strategy must be published and reviewed periodically. **T**/F
- d. The development of a destination's sustainability strategy requires permission of the regional government. T/**F**
- e. The destination sustainability management strategy must cover environmental, social, cultural and economic issues. **T**/F

Qu 16. Could you see how to use the GSTC Criteria in practical terms in an organisation or place you know? List three ways in which you can now apply the GSTC Industry Criteria and/or the Destination Criteria in your own work.

Stadhalle Hotel in Vienna is the example of a business that has implemented many of the sustainable standards set by the GSTC. For the first section, **Demonstrate Effective Sustainable Management**, the hotel has implemented a long-term sustainability management system, suitable to its size and scope, which addresses environmental, social, cultural, economic issues and drives continuous improvement. The hotel communicates its sustainability policy, actions and performance to stakeholders, including customers, and seeks to engage their support. The staff is engaged with development and implementation of the sustainability management system and receive periodic guidance and training regarding their roles and responsibilities. Customer satisfaction is monitored and corrective actions are taken. Regarding the second section, **Maximize Social and Economic Benefits to the Local Community and Minimize Negative Impacts**, the hotel gives equal employment opportunities to the local residents. For the organic breakfast, when purchasing goods, the hotel gives priority to local suppliers and supplies its coffee on fair trade. At this hotel, labour rights are respected, a safe and secure working environment is provided and employees are paid reasonably. They are also offered opportunities for advancement. For the next section, **Maximize Benefits to Cultural Heritage and Minimize Negative Impacts**, the hotel values and incorporates authentic elements of local culture in its design and decoration. Considering the last section, **Maximize Benefits to the Environment and Minimize Negative Impacts**, water and energy consumption is measured and the hotel makes efforts to increase its use of renewable energy. The hotel seeks to reduce transportation requirements and actively encourages the use of cleaner alternatives by customers. Waste is measured and mechanisms are in place to reduce it and, where reduction is not feasible, to reuse or recycle it.

List three certificates that have received 'GSTC – Recognized' status.

GSTC – Recognized and GSTC – Accredited

A GREEN DESTINATIONS CERTIFICATION PROGRAM

B BIOSPHERE RESPONSIBLE TOURISM

C RAINFOREST ALLIANCE CERTIFICATION PROGRAMME

List three tourism sustainability certificates with more than one hundred businesses in Europe.

A Austrian Eco-label (345)

B EU Eco-label (246)

C Alpenvereine and Green Key (100)

Please state in your own words the benefits of certification for

A a business such as a hotel or tour operator

Applying for and achieving sustainability certificates will give value and credibility to businesses like hotels and tour operators. Holding such certifications will be a competitive advantage for such businesses. Certificates help them to improve efficiencies and reduce their operating costs. Moreover, certification brings about chances for the businesses to independently assess their environmental and social impacts. There are different certification schemes that create opportunities for hoteliers and tour operators to identify the ways they can improve their internal management processes and enhance it to a more sustainable management system. The existence of such schemes satisfies customers who are consciously asking for information about how their suppliers consider social and environmental initiatives.

B a destination

When a destination is certified as a sustainable destination by a certification body that is GSTC Accredited, it means that the destination complies with the highest social and environmental standards that exist in the market. We are living in a world that the public is showing growing concern about the harmful effects and also positive impacts of travel and tourism industry in their surrounding environment. Thus, certification can provide a credible solution to the complex environmental and social issues.

Travel businesses and destination should publicize their certifications and sustainability reports and display information regarding the certification body that issued their certificates. All the related stakeholders need to be kept informed and also engaged during the whole process. It is an absolute fact that there is a need to display vividly when a business or destination is operating with sound management that not only considers the present situation but also the future generations.

C from the traveler's point of view

Green group and sustainable travelers are always concerned about seeking confirmation that sustainability practices are in the right place. To satisfy this specific stakeholder's need, certification is of great importance and value since it identifies that a business has been operating in a sustainable way and the management is doing actions to keep the negative environmental impacts to the minimum and is engaged to develop its positive social and cultural influences.

Thank you for completing this examination. Now please upload your completed submission to your CSRTTC Course folder, and inform your tutor by email or Skype that you have completed all your modules, including this comprehension assessment.