

CSRTTC Examination System – Comprehension and Application of Tourism Sustainability Certification



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

A screenshot of a website page. At the top left is the 'Tourism 2030 DestiNet Services' logo. The main navigation bar includes links for 'What is Tourism 2030?', 'Market Place', 'Services', 'TOPICS', 'Good Practice', 'News', 'Events', 'Resources', and 'Who is W'. The page title is 'THE GSTC AND SUSTAINABLE TOURISM Certification'. Below the title is a breadcrumb trail: 'Home » Who is Who » » Market Solutions » Certificates and Awards » Certificates, Labels, Stand...'. There are buttons for 'Subscribe', 'Print', and 'Share'. The main content area is titled 'Certificates, Labels, Standards' and features an article 'Sustainable Tourism Certification Worldwide'. The article text states: 'Since 1993 ECOTRANS has continuously compiled and updated the global list of environmentally friendly and sustainable tourism certification programs, labels and standards. As the certification programmes are now and then changing their standards or their assessment procedure, ECOTRANS updates their profiles accordingly. What is important to know? Download the free "Guide through the label jungle 2016"'. Below this text are two download links: '2016: Download EN' and '2016: Download DE'. To the right of the text is a world map with various certification logos overlaid on different regions, and a separate image of a signpost with multiple directional arrows.

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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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: The base for any sustainable development is a functioning and intact ecosystem

Principle 2: Ensure and develop social sustainability in the destination like equal rights, balanced diets, quality education and access to the benefits of the sust. Development (take in part in it)

Principle 3: Support financial sustainability to establish a long term sust. Development in a destination, make it auto-sufficient and create incentives to become more sust.

Principle 4: All actions have to witness the limitations of resources on the planet => within carrying capacity of the earth

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

A Blue Flag as first certification

B GSTC

C Mohonk Agreement 2000

Qu 3. What year was the GSTC formed?

1895

1967

2009: The PDF Tourism Certification Context (modul 2) refers to 2007 and the GSTC to August 2010.

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: serve as basic guidelines for company to get more sustainable and travellers to choose a sustainable, denominator for media and also baseline for governmental, NGO and educational programs

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 Sustainable Management

B Socioeconomic impacts

C Cultural impacts

D Environmental impacts

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? Select one of criteria used for this purpose:

- 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. True!
- b. GSTC-Industry should be used with the understanding that micro businesses may not achieve comprehensive application of all criteria. True!

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

A Tourism business must be aware of the work and the cost to meet the standards. On the other hand, they can improve the quality of their product, the quality level of the firm in general and lower the cost due emission reduction.

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? TRUE

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. TRUE
- b. Destination management organizations (DMOs) do not need to develop a sustainability strategy unless it is required by law. FALSE
- c. The GSTC require that a sustainable destination management strategy must be published and reviewed periodically. TRUE
- d. The development of a destination’s sustainability strategy requires permission of the regional government. FALSE
- e. The destination sustainability management strategy must cover environmental, social, cultural and economic issues. TRUE

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.

Proactivetur

1. The company has a strong focus on social sustainability but doesn't measure or collect a lot of data from the various operations and projects. It would be useful to use the social criteria to see in which parts the company already works fulfil the requirements and in which categories, the company could get new the impulses for change or improvement. One way would be to improve the communication between the different stakeholders in the progress due meetings and technology systems.

2. Transport: So far, the company is highly dependent on Diesel cars. For the transportation of luggage, customers and just for business trips the cars are in use and operate over the hole Algarve. In the next years a new electronic or hybrid cars could reduce the emissions.

3. Compensation: There is no system of measurable compensation like due atmosphere in place. The company takes part in reforestation programs like in Monchique but doesn't calculate the compensation. Also, business trips are not fully compensated. With the application of the criteria this sust. problem would became measurable and further actions could come into place.

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

A Biosphere

B TourCert

C Green Destinations

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

A Österreichisches Umweltzeichen

B Viabono

C Blue Flag

Please state in your own words the benefits of certification for

A a business such as ah hotel or tour operator

For a firm the benefits are the access to new customer markets, lower cost (energy, waste etc.) and especially the quality improvement of their product.

They can review their own sustainability highlights and improve for example as a hotel the quality of the service due customer and employee satisfaction indexes. In comparison to the other businesses they can measure their quality and can showcase a certification as proof. They can also attract new kind of customer groups with a certification label, which assure the quality of the product.

B a destination

In Europe with thousands of different destinations it can be difficult to find something outstanding for own region. As a sustainable destination you definitely have a branding and a story to tell in the marketing. Of course, it can be a lot of work to establish bride network of all sustainable companies in the region and connect them in a network. Also, there is a certain amount of additional strategy planning involved, but at the end the quality of the hole destination product improved a lot.

Also, the certification criteria can work as a baseline for all the marketing and product development.

C from the traveler's point of view

The traveler benefit from the quality assurance. If a traveler already knows a certification brand or research about the meaning on the internet, they can aspect a quality standard. So, it gives an

orientation function, especially for travelers, who are already aware of sustainability and search for this kind of products.

Moreover, the customers get more involved in the regional customs and culture, so in an ideal world improve their cultural understanding of a region/country and get a real “travel like a local” experience.

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.