

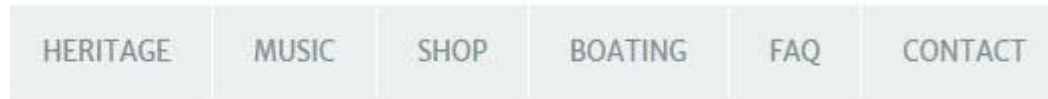
# Responsible Tourism in Destinations RTD9



11<sup>th</sup> March 2015

#RTD9

# Global Standards for Tourism Sustainability –from Inishbofin to the demands of International trade and customers



Mary Mulvey  
Rep Ireland GSTC



CEO Ecotourism  
Ireland



EcoTourism Ireland



Follow us:



working in partnership to develop ecotourism as a product of excellence in Ireland

By embracing ecotourism principles fully into your business you have the potential to create a unique tourism experience using the natural resources of your local area

[JOIN US »](#)



#### Our Certified Members

We are delighted to showcase the following ecotourism members

[READ MORE](#)



#### Criteria for Certification

Established criteria must be met in order to qualify for the ecotourism label

[READ MORE](#)



#### The Journey from Tourism to Ecotourism

Every business is different, but there are two things for sure. First, every business can become an ecotourism business

[READ MORE](#)

#### Ireland's only ecotourism eco label, certification & training

Providing high quality dedicated training for the ecotourism sector in Ireland. A dynamic initiative designed to provide training and networking support to enterprises within the eco-tourism sector and any organisation interested in developing their business in a more environmentally friendly way

[READ MORE](#)

#### ecotourism Ireland award levels



#### ecotourism handbook for Ireland

[click to download](#)

#### Training

#### Support

#### Networking



[ecoireland @AlamedaPedicab](#) thanks for mention great edition

10 hours ago · [reply](#) · [retweet](#) · [favorite](#)

[ecoireland](#) Congrats Dartmoor First dark reserve europe [bit.ly/pYenqr](#) surely ireland could do one for ecotourism ???

15 hours ago · [reply](#) · [retweet](#) · [favorite](#)



Join the conversation

*Having a green ethos is not a marketing strategy for us. We want to be profitable as a business and be able to be leaders in our industry. To our customers, this also means we provide a much more personalised service.*

Fidelma Ray, CycleWest Ireland

In association with: Fáilte Ireland



Advisory panel:



Criteria Measures		
Criteria	Number of Criteria Measures	Number of Points
1. Environmentally sustainable practices	13	96
2. Natural Area Focus	8	32
3. Interpretation and Education	7	34
4. Contributing to Conservation	10	30
5. Benefiting local communities	10	40
6. Visitor satisfaction	4	24
7. Responsible marketing & communication	3	35
8. Cultural respect and awareness	4	12
<b>Sub Total</b>	<b>59</b>	<b>303</b>

educating tourists about the natural

## -Inishbofin a different type of Tourism embracing Green Practise Procurement and



**Planning for the future** – it is hoped to document some of the existing plans and future plans led by the people of Inishbofin and this will help future Eu Funding Opportunities .

**For Tourism Businesses** , an opportunity to get training , mentoring , advise for Certification , and a practical way to learn about sustainability , Lots guest speakers will come to the island for training .to share experiences of ecotourism and how to attract these visitors .The vision of the tourism businesses make the island the first to embrace sustainability for all the destination.

**Research Tour Operators**, Media and guests who also wish to embrace an Eco conscious holiday.

There are many new nature based experiences that could be developed for visitors to the island, Farmers could also adopt the Origin Green Label to food from the island

Inishbofin has unique natural resources and the visitors could contribute to the conservation of many

### **For community**

We hope to work on many projects from Leave no Trace Awareness , provide Eco library loan of books to all residents on the island , look at reuse of waste items and host a workshop and other ways the community can become involved in educating the visitors who come to the island .







Global Standards if we want attract Global Tourists





One standard. One vision we can all embrace.

A truly global initiative.





## Introducing the Global Sustainable Tourism Criteria

A set of common guidelines created with the input of experts, groups and companies from around the planet, defining sustainable tourism in a way that is actionable, measurable and credible. Setting a minimum standard of sustainability for tourism businesses across the globe.





## GSTC Criteria: Global input. Global standard.

### Establishment of GSTC Criteria:

- Outreach to **80,000** constituencies
- **2,000** experts
- **18-month** process
- **5** rounds
- **4,500** existing criteria analyzed
- **91%** approval for any criterion
- ISEAL compliant

## 37 criteria, 4 pillars.

Sustainability  
Management



Social &  
Economic



Cultural



Environmental





## GSTC Integrity Program

### *Recognition, Approval, and Accreditation of Sustainable Tourism Standards*

The GSTC Integrity Program offers the GSTC Recognition, Approval and Accreditation processes. GSTC Recognition, Approval, and Accreditation is a step-wise process created to ensure that sustainable tourism standards and certification programs meet or exceed the global baseline standards of sustainability- the GSTC Criteria.\* The completion of these steps helps standard owners and certification programs build consumer confidence, promote efficiency, and fight false claims.

Stage 1: *GSTC-Recognition*

Stage 2: *GSTC-Approval*

Stage 3: *GSTC-Accredited*

## Destination Criteria

### Early Adopter Destination - Cusco Region of Peru



The Destination Cusco-Sacred Valley-Machu Picchu Peru, known locally as the Cusco region is

### Early Adopter Destination - Jackson Hole, Grand Teton & Yellowstone



### Early Adopter Destination - Lanzarote, Canary Islands



### Early Adopter Destination - Fjord, Norway



## The Global Sustainable Tourism Council names Randy Durband new CEO

Created: Friday, 21 March 2014 15:30



WASHINGTON, D.C. (March 21, 2014) - The Global Sustainable Tourism Council (GSTC) is pleased to announce the appointment of Randy Durband as its new Chief Executive Officer. Durband assumes executive responsibilities effective immediately.

"Randy is a charismatic and dynamic leader who brings tremendous experience in the travel industry," said GSTC Board Chair Kelly Bricker said. "He is full of enthusiasm and energy; his unique ability to inspire individuals is exactly what we need at this stage of our organization's growth. We are confident that with Randy at the helm of the GSCT, we

will continue to grow sustainability in the tourism sector."

## Executive Vice President

Tauck World Discovery

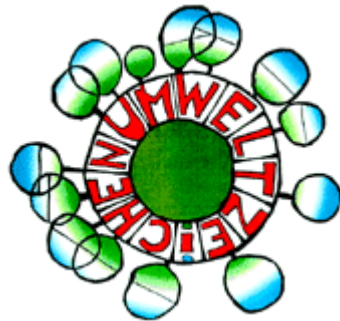
May 1986 – October 2003 (17 years 6 months) | Norwalk, Connecticut USA

Held many roles and positions over the years: Served on the top-level Executive Committee. Brand Management, Yield Management, developed online strategies, Guest Relations, Tour Director, Manager of the worldwide Tour Director ranks during expansion from US/Canada to worldwide product line, and even more.

TAUCK 



Ireland in first 12 labels in world  
approved criteria Jan 2012



Austrian  
Eco label







# ITB BERLIN

THE WORLD'S LEADING TRAVEL TRADE SHOW®

4 – 8 March 2015

Trade Visitors: 4 - 8 March 2015, 10 a.m.- 6 p.m.

### ITB CONVENTION

ITB ASIA

Friday, 07 March 2014

**ITB Destination Day 3**

► 10:35 - 11:45:

Keynote Panel: Challenges From Demographic Change / Developing Barrier-Free Travel Offers

► 11:55 - 13:00:

### 'Interjections': Tourism And Poverty Reduction - Claims And Reality



► 10:40 - 10:45:

## Opening of the Convention

► 10:45 - 11:45:

## Responsible Tourism Development: A 50-Year Vision

▶ 12:00 - 12:45:

## Human Rights In Destinations: Problems, Causes, Recommendations

► 12:45 - 13:45:

## Human Rights Due Diligence: Challenges And Opportunities For Companies

► 14:00 - 15:00:

### Studiosus Debate: Is Project Funding In Tourism Just Greenwashing?

► **15:15 - 16:00:**

## Overcoming Green Fatigue: How To Talk To Guests About Sustainability

► 16:15 - 16:45:

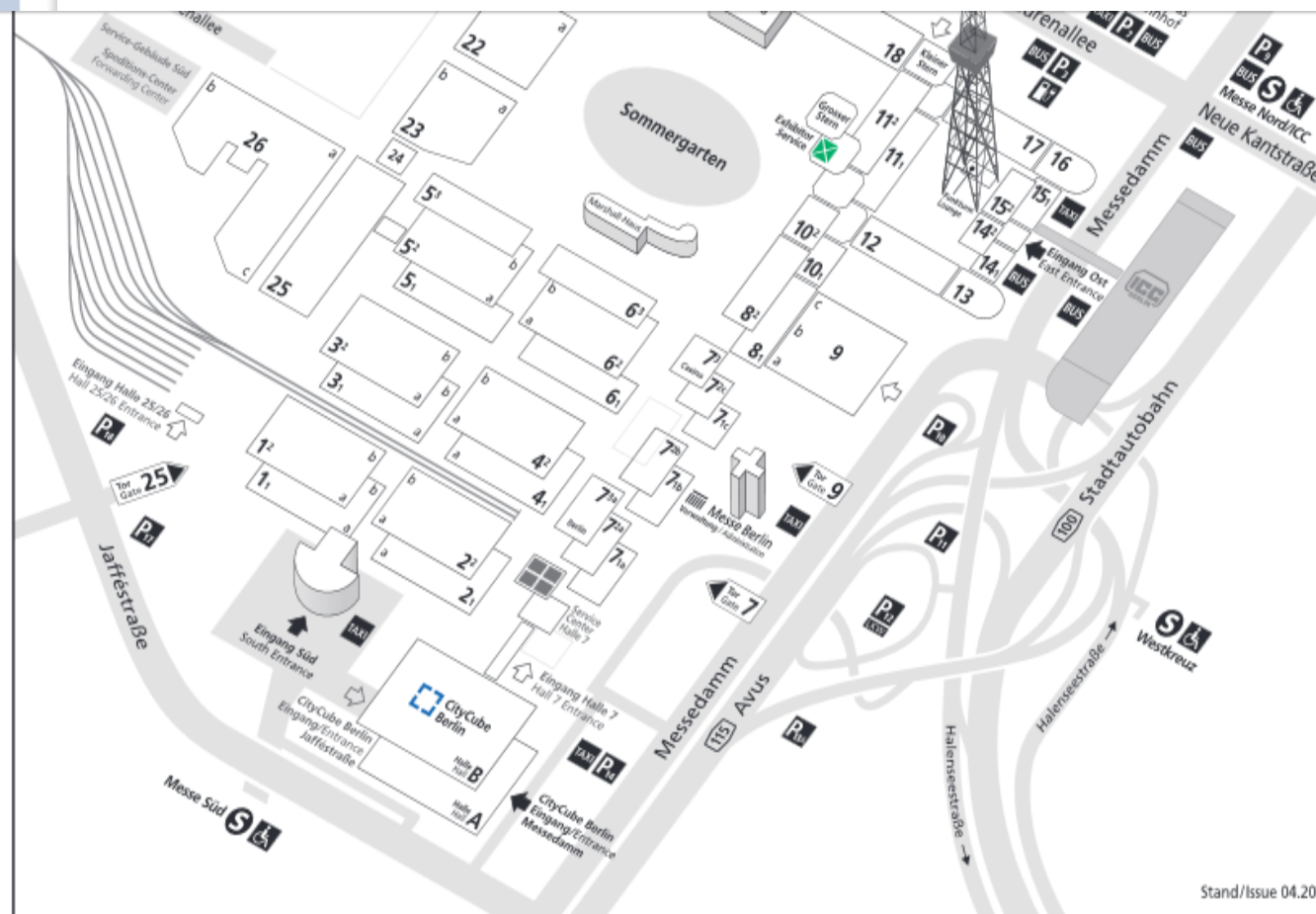
### Glamping: Camping, Luxury, Sustainability – Market Niche With Growth Potential?

► 17:00 - 17:30:

### CSR Outlook: Cruise Ship Sustainability

► 18:00 - 20:00:

International ITB Responsible Tourism Networking In Hall 4.1




## ITB WORLD TRAVEL TRENDS REPORT

2014/2015

PREPARED BY IPK INTERNATIONAL ON BEHALF OF  
ITB BERLIN – The World's Leading Travel Trade Show\*



[itb-berlin.com/academy](http://itb-berlin.com/academy)

 Messe Berlin

## Feb 2015 Americans seek new travel experiences !

Furthermore, new patterns of American leisure travel are continuing to emerge, according to Suzanne Cook, president of Suzanne Cook Consulting and former head of research at the US Travel Association. Consumers are more interested in individual and local experiences, authenticity, well-being, community and engagement as part of their travel, she said. As a result, demand is rising for specialist and niche travel and tourism, such as wellness, sustainable trips and adventure/sports.

## Why is Travel in the Slow Lane of Sustainability?

Mark Spalding, Mary Mulvey

Tuesday, October 7

3:30PM - 4:30PM

MR 18A



Mark Spalding

Ocean Foundation - Chair/President



Mary Mulvey

Ecotourism Ireland - CEO



### SXSW Eco Audience:

Apple, ARPA-E, AT&T, Autodesk, Bloomberg, Chevrolet, Chevron, Clinton Foundation, ConocoPhillips, Dell, eBay, EDF, GE, Goldman Sachs, Good Inc, Google, Greenpeace, HP, IBM, Intel, Khosla Ventures, Kleiner Perkins, Lockheed Martin, Method, MIT, Morgan Stanley, National Geographic, National Wildlife Federation, NIKE, NRDC, NREL, NRG Energy, Opower, Patagonia, Philips, Rainforest Alliance, Rocky Mountain Institute, Saks Fifth Avenue, Samsung, SAS, Seventh Generation, Shell, Siemens, Sierra Club, Sony, U.S. DOD, U.S. DOE, USDA, Walmart, Waste Management, Whole Foods Market, Zappos.com

“  
Creating that marketplace for  
exchange of ideas and  
progressive thinking is what  
South by Southwest Eco is all  
about. - Forbes

# What would success look like for Wild Atlantic Way ?

Fáilte Ireland has adopted the internationally accepted **'VICE'** model for sustainable tourism development which considers the four key and interdependent elements of **V**isitor experience, **I**ndustry, **C**ommunity and **E**nvironment.

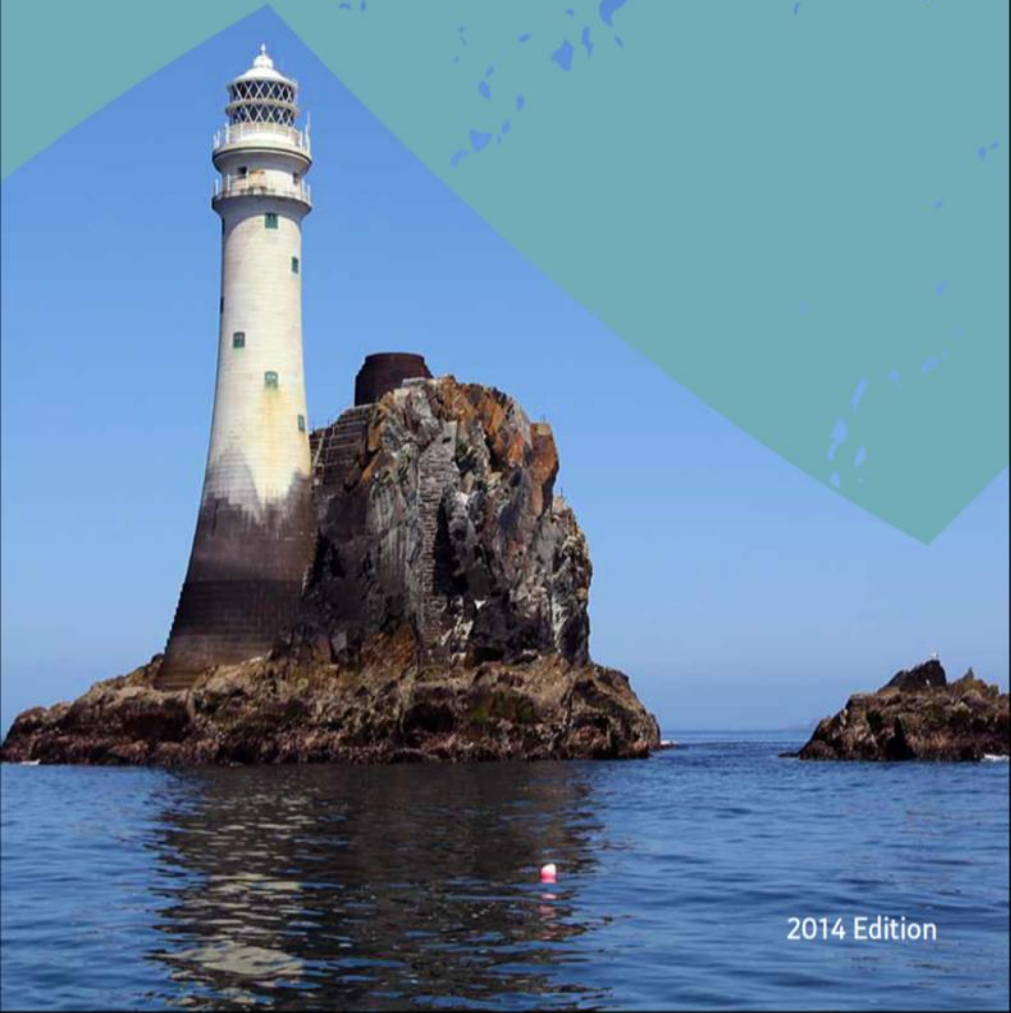
In order for the sustainable development of the Wild Atlantic Way the following overarching outcomes must be achieved:

1. There are high levels of **Visitor** awareness, advocacy and visits to the Wild Atlantic Way
2. The Wild Atlantic Way is successfully incorporated within the plans and strategies of **tourism businesses** along the Wild Atlantic Way
3. The **Communities** of the Wild Atlantic Way act as custodians and advocates and are active participants in its management and delivery
4. The natural **environment** is recognised, leveraged and enhanced as the cornerstone of the Wild Atlantic Way



# 150 Secrets of the Wild Atlantic Way

...Go where the locals go



2014 Edition



PROUD SUPPORTER OF



leave no trace  
IRELAND  
2014

  
**EcoTourism Ireland**  
Gold  
april 2014 – april 2016

*Dream by the stream & wake up to the sound  
of the Ocean on your Wild Atlantic Stay.*

## Conclusion

- We need to have a united sector to lobby , educate share and support .
- If we want to leave real benefits in Community - use standards that are designed to contribute to conservation , local economy , food and heritage .
- All Standards should aspire GSTC recognition and talk to a global audience .
- Destination awards are not enough to develop community benefits – most applicants use there certifications to enhance applications .
- Recognition of our quality is emerging in product and marketing in both Fáilte Ireland & Tourism Ireland – demonstration of commitment in 2014 .
- Certification is a process and quality mark of Global Recognition and distributed to Global Booking engines .
- We have seen great new Ecotourism start ups in past few years