



SUMMIT COUNTY GSTC ASSESSMENT 2022

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GSTC Assessor



Agenda

- 1) Overview of the GSTC[®]
- 2) Introduction and Methodology
- 3) Results and Recommendations

What is the GSTC?



The leading global authority in setting and managing **standards** for sustainable travel & tourism

GSTC Criteria Development

First GSTC Criteria development:

- More than 80,000 relevant people were invited to comment
- Analyzed more than 4,500 criteria from more than 60 existing certification standards and other voluntary sets of criteria, principles and guidelines.
- Worldwide applicability

Revision every few years



GSTC Criteria Sets

Two sets of GSTC Criteria have been developed:

1. **GSTC Industry Criteria**
(Hotels & Tour Operators)
(2008, 2012, 2016)
2. **GSTC Destination Criteria**
(2013, 2019)



Four Pillars of GSTC Criteria

(A) Sustainability **Management**

(B) **Social** & Economic Benefits

Maximize benefits to the host community and minimize negative impacts

(C) **Cultural** Heritage

Maximize benefits to communities and culture; minimize negative impacts

(D) **Environment**

Maximize benefits to the environment and minimize negative impacts





SDGs & GSTC Criteria

[For Hotels & Accommodations](#) [For Tour Operators](#) [For Destinations](#) [For Certification Bodies](#) [For Travelers](#)

GSTC
Global Sustainable Tourism Council

[ABOUT](#) [GSTC CRITERIA](#) [CERTIFICATION](#) [TRAINING](#) [MEMBERS & MEMBERSHIP](#) [NEWS](#) [Q](#)

SUSTAINABLE DEVELOPMENT GOALS

There is a strong relationship between the GSTC Destination Criteria and the Sustainable Development Goals (SDGs).


Below you will find the corresponding SDGs to each criterion of the GSTC Destination Criteria.

Also available is a [list of corresponding criteria \(GSTC Destination Criteria\) to each SDG.](#)

SECTION A: Demonstrate effective sustainable management	SECTION B: Maximize economic benefits to the host community and minimize negative impacts	SECTION C: Maximize benefits to communities, visitors, and culture; minimize negative impacts	SECTION D: Maximize benefits to the environment and minimize negative impacts
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A1 Sustainable destination strategy

The destination has established and is implementing a multi-year destination strategy that is publicly available, is suited to its scale; that considers environmental, economic, social, cultural, quality, health, and safety, and aesthetic issues; and was developed with public participation.



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GSTC Destination Criteria Application

- Basic guidelines for destinations that wish to become more sustainable
- Help consumers identify sound sustainable tourism destinations
- Common denominator for information media, public
- Offer governmental, non-governmental, and private sector programs a starting point
- Serve as basic guidelines for education and training bodies, such as hotel schools and universities



Why a GSTC Assessment?



Inform action on destination stewardship planning, project work



Catalyze decision-maker support for destination stewardship



Monitoring and evaluation of destination performance



Input into current strategic planning process by the PCCVB



Training and education



Improve communication and tourism's role supporting local communities strategic direction



Methodology

1

Destination
Stewardship
Stakeholders
Meeting

2

Desk Top
Review
300+
Documents,
Interviews, Site
Visits

3

Draft
Presentation

Methodology

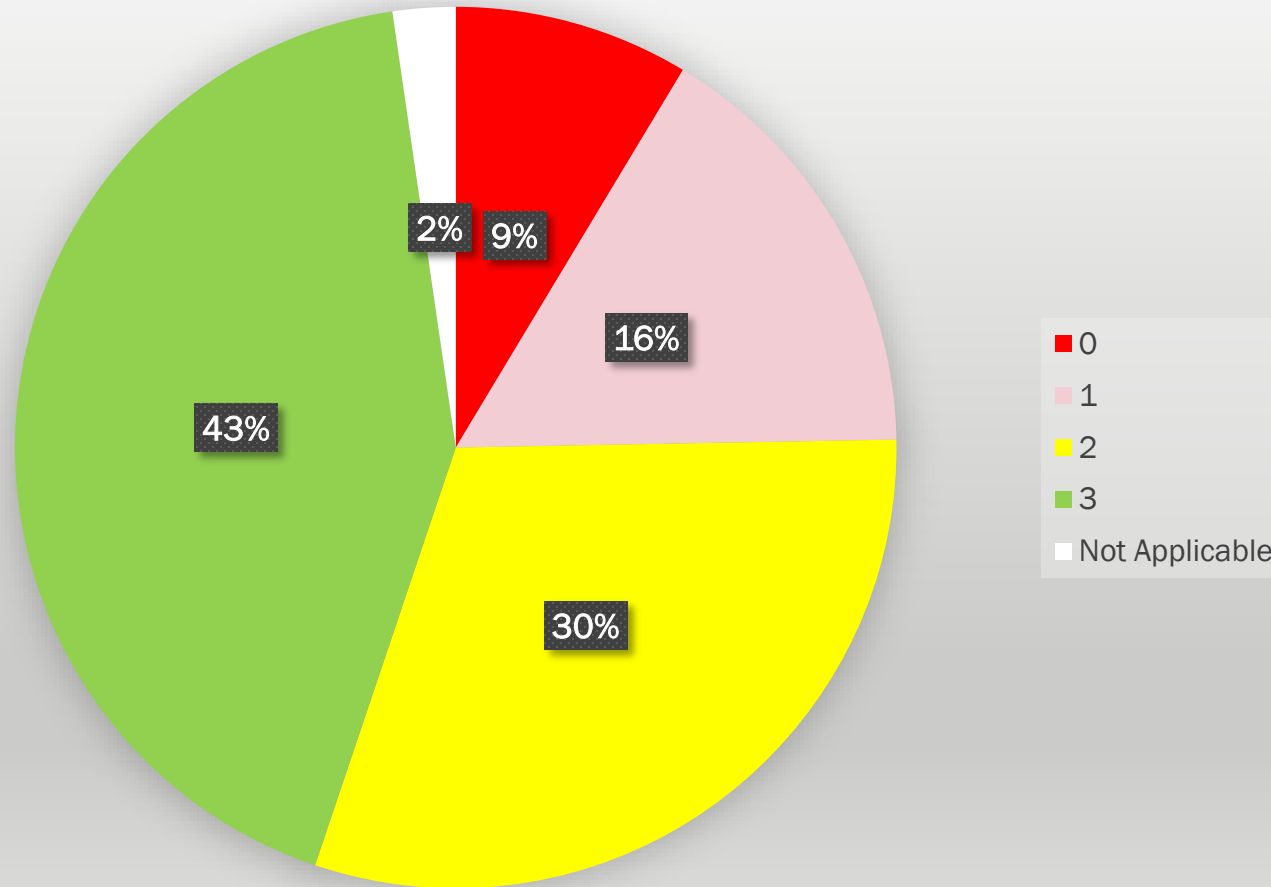
Indicator Scoring	
No document exists	0
Document exists	1
Document and evidence of implementation	2
Document, evidence, and improving trends	3
Not applicable in the destination	NA

Criteria Scoring
Areas of Risk < 1
Areas of Moderate Risk 1.00-1.49
Needs Improvement 1.50-1.99
Good Performance 2.00-2.49
Excellent Performance ≥ 2.50

Summary - Criteria Scoring

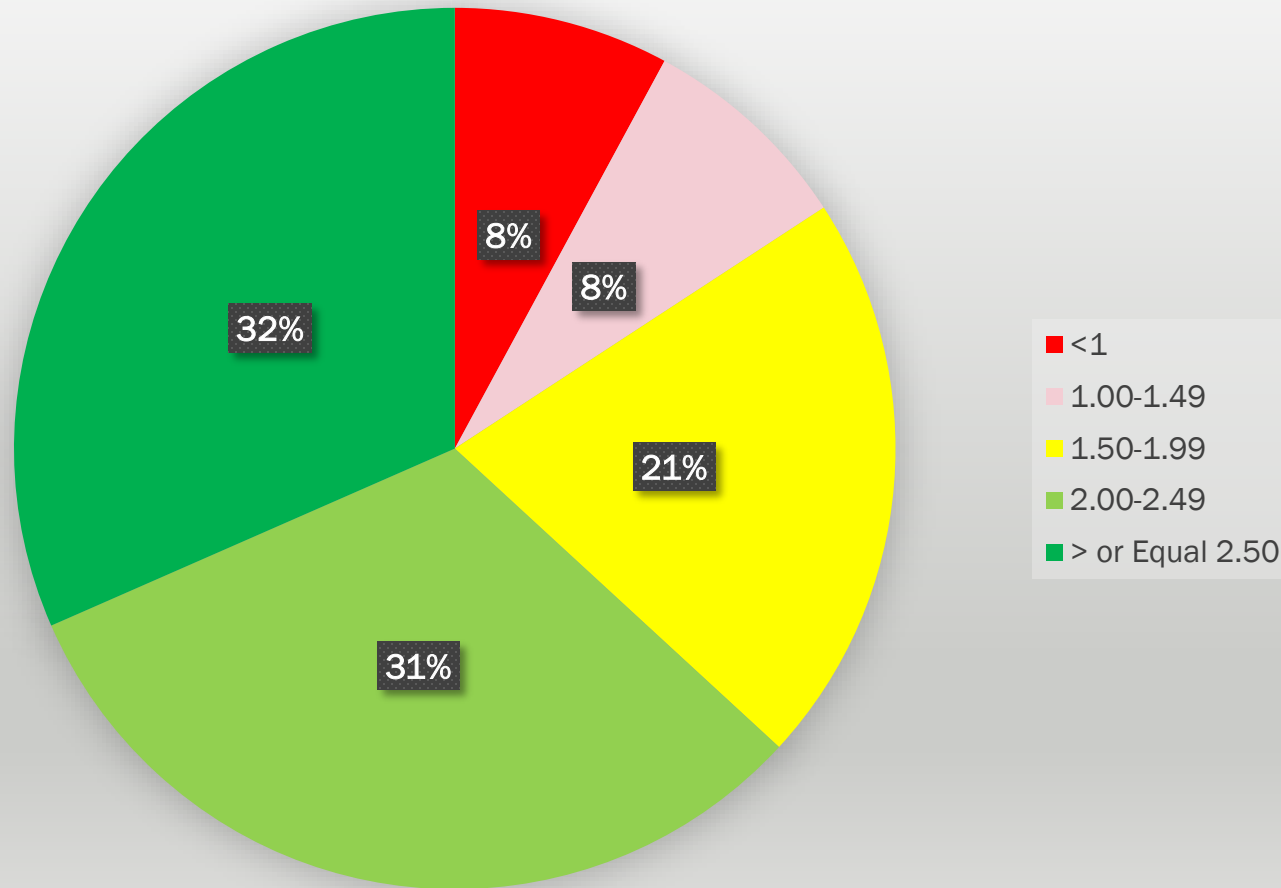
PILLARS	Scoring based on the # of INDICATORS per CRITERIA
A) SUSTAINABLE MANAGEMENT	1.84
B) SOCIO-ECONOMIC SUSTAINABILITY	2.49
C) CULTURAL SUSTAINABILITY	1.75
D) ENVIRONMENTAL SUSTAINABILITY	2.34
Criteria Average	<u>2.10</u>

All Indicators (n=174)



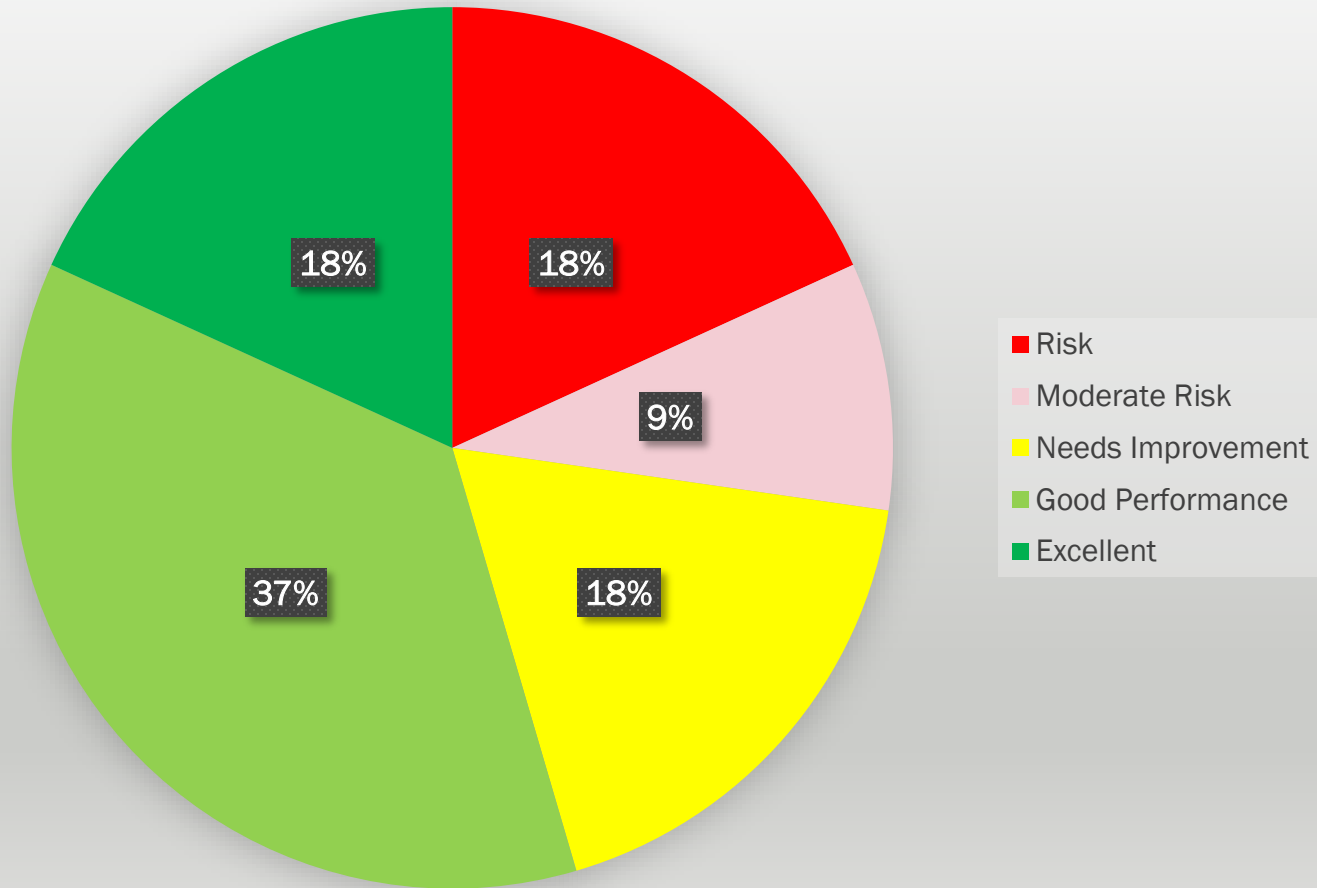
Total Indicator Summary

All Criteria (n=38)



Total Criteria Summary

Section A Criteria



Sustainability Management

11 Criteria

Overall Score
1.84

A7.
Promotion &
Information

A10. Climate
Change
Adaptation

Areas of
Excellent
Performance

A1. Destination
Management
Responsibility

A4. Enterprise
Engagement and
Sustainability
Standards

A5. Resident
Engagement and
Feedback

A9 Planning
Regulations &
Dev. Control

Areas of
Good
Performance

A6. Visitor
Engagement &
Feedback

A8. Monitoring
Visitor Volumes
& Activities

Needs
Improvement

A2. Destination
Management
System

A3. Monitoring
& Reporting

A11. Risk &
Crisis
Management

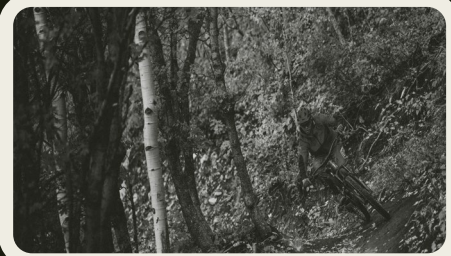
Areas of Risk
to Moderate
Risk

Section A - Sustainable Management Summary of Recommendations



A2-Destination Management Strategy & Action Plan

- Underway! Comprehensive Destination Stewardship Strategy
- Be inclusive of SDGs relevant to tourism development
- Integrate comprehensive plans with destination stewardship plan



A3-Monitoring & Reporting

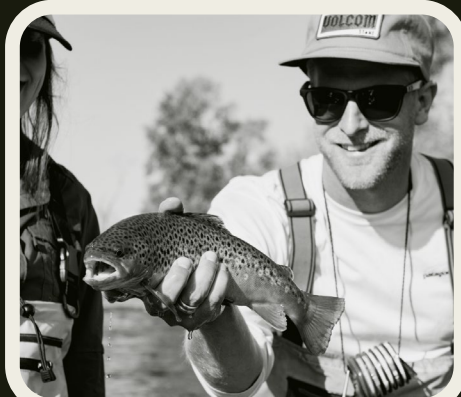
- Holistic Monitoring Program, environmental, social-economic, cultural issues
- Data used in goal setting



A6-Visitor Engagement & Feedback

- Monitor the visitor experience, quality of visit, environment
- Create on-going portal for visitor feedback

Section A - Sustainable Management Summary of Recommendations



A8-Managing Visitor Volumes & Activities

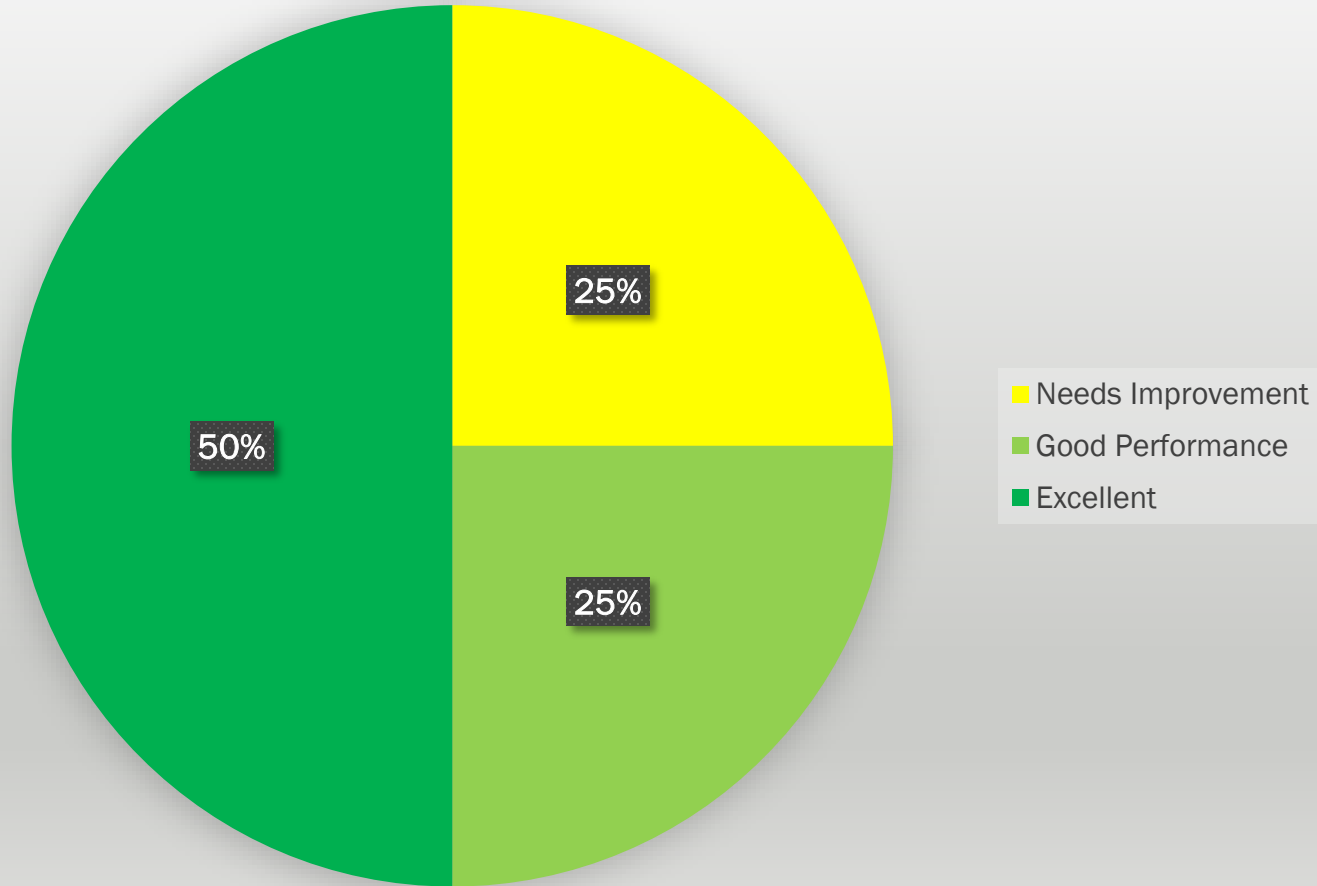
- Underway! Comprehensive Destination Stewardship Strategy
- Be inclusive of SDGs relevant to tourism development
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A11-Risk & Crisis Management

- Holistic Monitoring Program, environmental, social-economic, cultural issues
- Data used in goal setting

Section B Criteria



Socio-
Economic
Sustainability

8 Criteria

Overall Score

2.49

B1. Measuring
Economic
Contribution of
Tourism

B6. Property &
User Rights

B7. Safety &
Security

B8. Access for All

Areas of
Excellent
Performance

B3. Supporting
Local
Entrepreneurs &
Fair Trade

B4. Support for
Community

Areas of
Good
Performance

**B2. Decent
Work & Career
Opportunities**

**B5. Preventing
Exploitation &
Discrimination**

**Needs
Improvement**

Section B - Socio-Economic Sustainability

Summary of Recommendations



B2-Decent Work and Career Opportunities

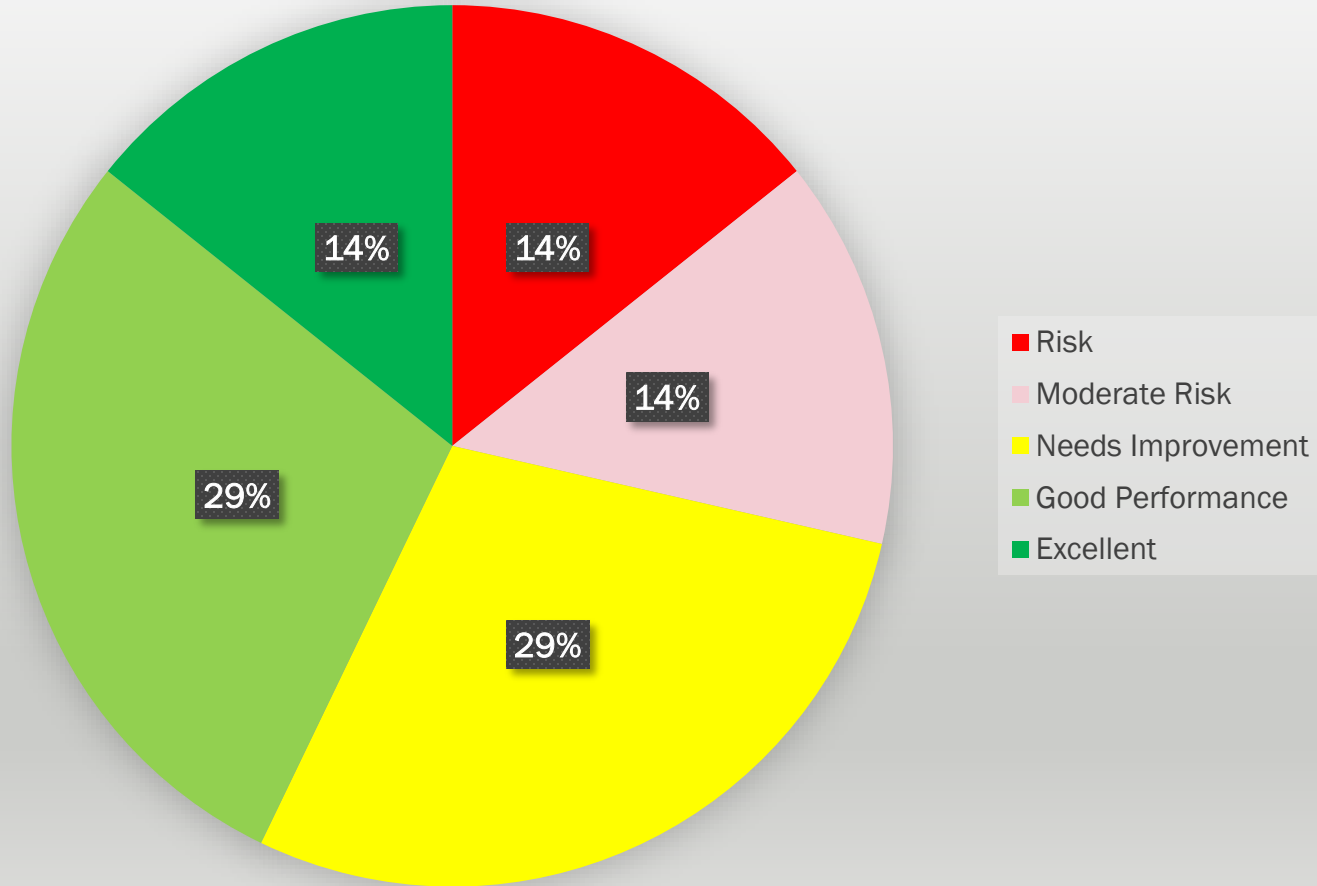
- Underway! Comprehensive Destination Stewardship Strategy
- Be inclusive of SDGs relevant to tourism development
- Integrate comprehensive plans with destination stewardship plan



B5-Preventing Exploitation and Discrimination

- Holistic Monitoring Program, environmental, social-economic, cultural issues
- Data used in goal setting

Section C Criteria



Cultural
Sustainability

7 Criteria

Overall Score
1.75

C4. Traditional Access

Areas of
Excellent
Performance

C3. Intangible
Heritage

C7. Site
Interpretation

Areas of
Good
Performance

**C1. Protection
of Cultural
Assets**

**C2. Cultural
Artifacts**

**Needs
Improvement**

**C5. Intellectual
Property**

**C6. Visitor
Management at
Cultural Sites**

**Areas of Risk
or Moderate
Risk**

Section C - Cultural Sustainability

Summary of Recommendations



C1-Protection of Cultural Assets

- Destination Stewardship Council should form partnerships with organizations trying to restore and preserve historic sites, offer tours, and manage campaigns and fundraisers.
- Summit County should work with relevant organizations (e.g., Historic Preservation Society) to document and monitor impacts to cultural sites.



C2-Cultural Artifacts

- Communicate relevant laws to tourism entities and to visitors through a Destination Stewardship information site.

Section C - Cultural Sustainability

Summary of Recommendations



C5-Intellectual Property

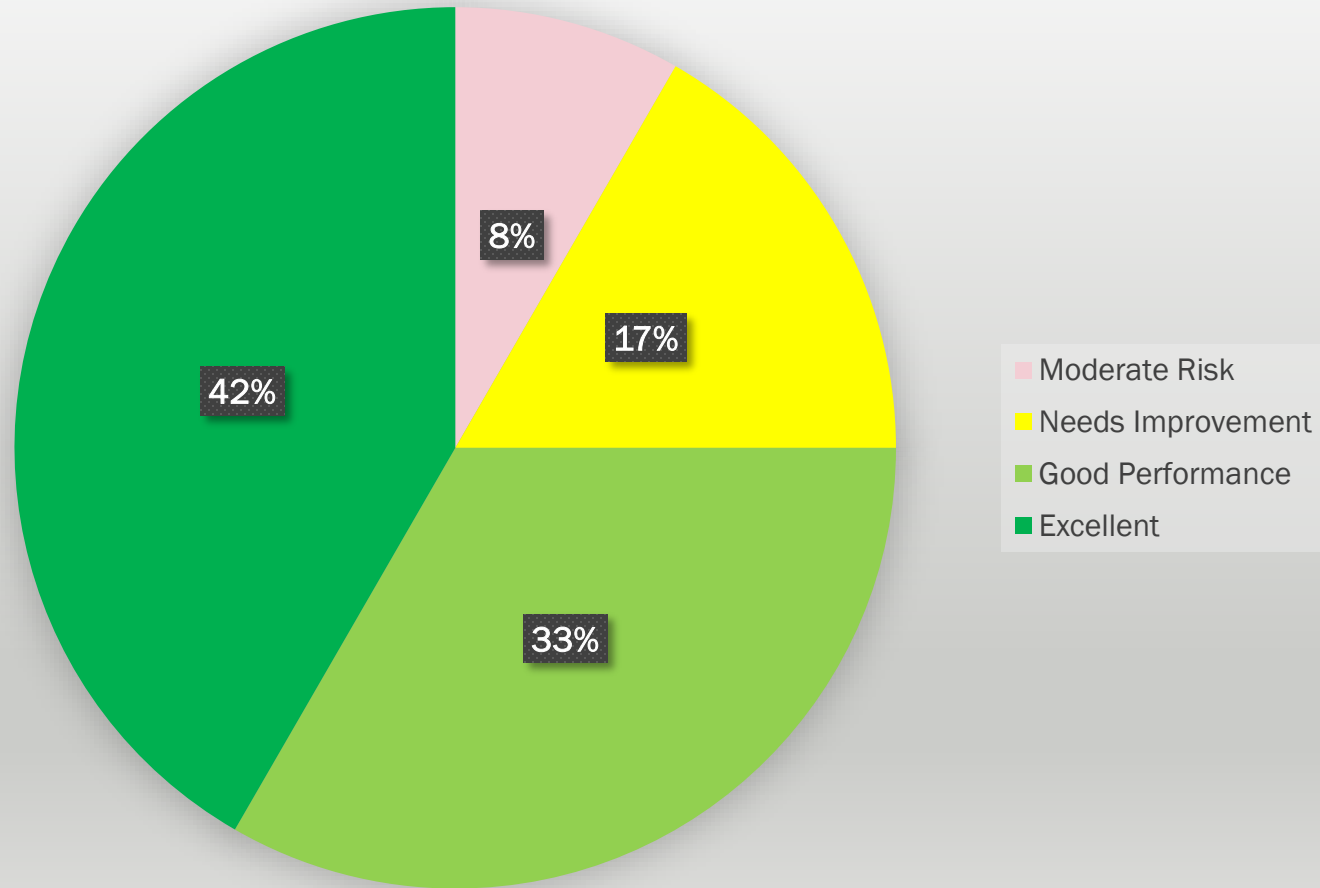
- Reference to IP laws could be added to a Destination Stewardship Plan for clarity and calling out the importance of this aspect to tourism development in Summit County.



C6-Visitor Management at Cultural Sites

- Encourage the development of a code of practice for visiting historic sites, and communicate appropriate behaviors to help protect the sites.
- Track visitation/tours to historic sites, and provide annual reporting of visitation.

Section C Criteria



Environmental Sustainability

12 Criteria

Overall Score 2.34

D1. Protection
of Sensitive
Environments

D5. Energy
Conservation

D7. Water
Quality

D8.
Wastewater

D12. Light
Pollution

Areas of
Excellent
Performance

D6. Water
Stewardship

D9. Solid Waste

D10. GHG
Emissions &
Climate
Mitigation

D11. Low-Impact
Transportation

Areas of
Good
Performance

D2. Visitor
Management

D4. Species
Exploitation
& Welfare

Needs
Improvement

D3. Wildlife Interaction

Areas of
Moderate
Risk

Section D - Environmental Sustainability

Summary of Recommendations

D2-Visitor Management at Natural Sites



- Publish consistent guidelines on visiting natural areas through pre-trip information channels, through tourism entities (hotels, tour operators, etc.). Guidelines should focus on behavior and actions visitors can take to reduce their impact, and protect biodiversity.
- Work with conservation organizations to promote messaging and communicate actions visitors can take to reduce environmental risks within the destination, especially areas that may be considered “sensitive.”

D3-Wildlife Interaction



- Work with relevant stakeholders, agencies, and organizations to provide guidance, best practices, regulations, information on wildlife protection and minimizing negative impacts, and interactions, where they typically occur.
- Work with existing organizations to increase awareness on minimizing impacts and interactions with wildlife. Increase the visibility of information, maximize appropriate behaviors.

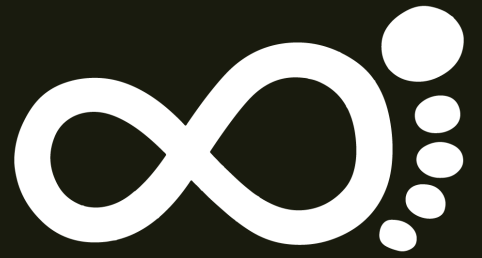
Section D - Environmental Sustainability

Summary of Recommendations

D4-Species Exploitation & Animal Welfare



- Work with relevant organizations to communicate support for CITES, and do not purchase souvenirs derived from threatened species or wildlife, as per the Div. of Wildlife in Utah
- Communicate information from the Div. of Wildlife regarding threatened and endangered species, and its relevance to visitors to Summit County



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COMMENDATIONS



A10. CLIMATE CHANGE ADAPTATION



B1. MEASURING THE ECONOMIC CONTRIBUTION

Photo credit: PCCVB


A landscape photograph showing a mountain range in the background under a hazy, overcast sky. In the foreground, there are several evergreen trees, with a large, detailed one on the right side. The overall tone is muted and atmospheric.

B6. PROPERTY AND USER RIGHTS

Photo credit: Scott Greer on Unsplash

B8. ACCESS FOR ALL





C4. TRADITIONAL ACCESS

D5. ENERGY CONSERVATION



D8. WASTEWATER





QUESTIONS?
THANK YOU!

GSTC[®]

For more information on the GSTC Criteria and organization, visit: www.gstcouncil.org