



PACIFIC
SUSTAINABLE
TOURISM

Pacific Sustainable Tourism

Destination Standard

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Preamble

The Pacific Sustainable Tourism Industry and Destination Standards provide guidance to the SPTO and its member nations to work towards improved sustainability in tourism as required by the [Pacific Sustainable Tourism Policy Framework \(PSTPF\)](#).

The need for a more sustainable form of tourism in the Pacific has been heightened by the COVID-19 pandemic that has altered the expectations of travellers and host communities and the way businesses conduct their operations.

Endorsed by the Council of Tourism Ministers in October 2021, the PSTPF envisions that the SPTO and its partners will lead by example on a global scale and demonstrate their commitment to sustainable tourism as they recover from the COVID-19 pandemic. The vision of the Pacific Nations is to ensure that:

“We are empowered by and benefitting from tourism that is resilient, prosperous and inclusive. It improves the wellbeing of our communities and protects, restores and promotes our cultures, islands and ocean ecosystems.”

The PSTPF highlights the importance of shifting towards sustainable destination planning and management and tourism business practices that support prosperous and resilient economies. To this end the PSTPF recommends that a Pacific Sustainable Tourism Standard be developed by the SPTO for member nations based on the globally recognised sustainable tourism criteria established by the Global Sustainable Tourism Council (GSTC).

¹ A destination has been defined by the World Tourism Organization (UNWTO) as: “A physical space with or without administrative and/or analytical boundaries in which a visitor can spend an overnight. It is the

Objective

The Pacific Sustainable Tourism **Destination** Standard aims to:

- provide direction and guidance to develop and implement national sustainability standards for SPTO member countries by acting as a benchmark for each destination to assess current performance, and to progressively build upon in areas requiring further development over time
- support member countries and their tourism sector in becoming more sustainable through public and private sector partnerships and action
- create awareness and encourage visitors to travel responsibly.

The intent is that the criteria[#] and indicators within the standard will be a tool for Pacific destinations and the tourism industry to inform their approach to improving sustainable practices.

The destination standard is intended to be the minimum that any tourism destination should aspire to reach. The standard is relevant to governments, tourism organisations, tourism businesses, communities and funding partners.

The criteria indicate what should be done, not how to do it or whether the goal has been achieved. This role is fulfilled by the guidance notes for each criterion and the associated tools and educational materials that will be available on the SPTO Sustainable Tourism Portal and through ongoing capacity building activities delivered in the region.

Who can use the Standard?

The standard has been designed for Pacific nation destinations¹ as well as tourism enterprises. There are two sets of criteria relating to tourism in the Pacific:

The **Pacific Destination Standard** is specifically designed for destinations irrespective of what organisation may be responsible for it or how or by whom any related action is implemented.

cluster (co-location) of products and services, and of activities and experiences along the tourism value chain and a basic unit of analysis of tourism. A destination incorporates various stakeholders and can network to form larger destinations”.

The **Pacific Industry Standard** is specifically designed for tourism enterprises. These may be individual businesses, but they may also be other forms of facility, operation and undertaking. For example, they could include museums, festivals, public buildings and monuments, not only commercial businesses such as accommodation or paid attractions.

How can the Standard be used?

The standard is designed to provide guidance and is not intended to be the definitive set or all-inclusive standard for sustainable tourism. It provides a sound benchmark for each Pacific nation and their tourism industry to develop their own standards. The suggested performance indicators (outlined in the 'ways the standard could be addressed' column in the tables within each set of criteria) provide a list of potential circumstances, factors, evidence, and actions to look for in a destination or tourism enterprise in assessing alignment with the standard. They are also closely aligned with the Sustainable Development Goals (SDGs).

The Pacific Sustainable Tourism Destination Standard has been intentionally aligned with the Global Sustainable Tourism Council sustainable destination criteria which are organised around four main themes: sustainable management; socio-economic impacts; cultural impacts; and environmental impacts. The Destination Standard is recognized by the Global Sustainable Tourism Council. The GSTC-Recognized status means that the standard has been reviewed by GSTC technical experts and the GSTC Assurance Panel and they have deemed the standard is equivalent to the GSTC Criteria for sustainable tourism.

Pacific Nations can use the regional standard as the basis to develop their own national level sustainable tourism standards, if desired.

The structure of the Standard

The Destination standard has four sections which correspond to the four goals of the PSTPF. Each section has several sub-sections. The order of the sections and sub-sections in no way indicates the relative importance of each topic. Many of the criteria are cross-cutting, meaning that the criterion in one topic is interlinked with one or more criteria elsewhere within the overall standard. When using the standard to guide sustainable tourism planning, destinations and businesses should consider the relationship between each of the goals, topics and associated criteria.

Pacific Sustainable Tourism Destination Standard

Application of the Criteria

The standard has been designed to apply to a range of destination and industry settings, regardless of whether tourism as a sector is established or emerging. Not all criteria within the standard will be applicable in all situations. In particular, application of the industry criteria will be influenced by type of tourism product, the scale and scope of each business and the local regulatory, environmental, social, economic or cultural conditions, all of which affect the extent to which a business can achieve the criteria.

Who is Responsible for implementing the Standard?

The Pacific Sustainable Tourism Policy Framework calls on all partners and stakeholders to co-ordinate and collaborate to advance the vision for sustainable tourism through a series of policies and actions.

As with the PSTPF, responsibility for implementation of the criteria within the Pacific Sustainable Tourism Standard does not necessarily reside with one organisation or sector, but rather requires partnership and collaboration with stakeholders across Government, industry, civil society organisations, development partners and the community.

The policies and actions that support the criteria apply to all tourism stakeholders. The Standard has been designed to cater for countries that are well advanced in sustainable tourism practices as well as for countries who are in the early stages of planning and implementation. It is recognized that for a number of Pacific Nations, the National Tourism Organisation or other relevant authority have minimal resources to work with.

Successful implementation of the Standard will require commitment of ongoing financial and technical resources at both national and regional levels, mobilisation of which will require collaboration between Pacific Island countries and development partners.

In the case of micro and community-owned tourism businesses which have a small social, economic and environmental footprint, it is recognized that limited resources may prevent comprehensive application of all criteria.

The pathway to sustainability is an ongoing journey. This Standard is another step on that journey to support taking meaningful actions across the region and having

mutual accountability to address the transformation of the tourism sector. The Pacific Sustainable Tourism Standard is another tool that will contribute to empowering Pacific communities to benefit from tourism, ensure Pacific cultures remain strong and support the maintenance of healthy islands and ocean ecosystems.

Review of the Standard

The SPTO will periodically review the Destination and Industry criteria every few years, or as GSTC criteria is updated (whatever comes first). The next GSTC review is likely take place in approximately December 2024.

The SPTO welcomes feedback from member nations to provide comments on the Pacific Standard at any time.

Definitions:

***Standard**

A document that provides, for common and repeated use, rules, guidelines or characteristics for products or related processes and production methods. In this instance, the term standard refers collectively to the suite of criteria in this document.

#Criteria

A set of individual standards, rules, or tests on which a judgment or decision can be made.

Refer to the end of this document for a full suite of definitions for terms used throughout.

Goal 1: Prosperous Economies

Tourism supports prosperous and resilient economies

These criteria help us demonstrate our commitment to sustainable destination planning and management that will support prosperous economies in the Pacific.

PSTPF Priority	Topic	Criteria	Ways these criteria could be addressed	GSTC Criteria
Enabling Legislation and Policies	Effective Governance	1.1 A national tourism organisation or coordinating authority suited to the size and scale of the destination is responsible for coordinating, promoting and reporting on sustainable tourism development and management with involvement by the private sector, public sector and civil society. 1.2 The national tourism organisation or coordinating authority: • has defined responsibilities, oversight and implementation capability, which may be determined by relevant legislation. • is adequately funded • takes a proactive approach to working with a range of government bodies and other organisations in delivering sustainable destination management activities and social, cultural and environmental outcomes • has access to sufficient staffing (including personnel with experience in sustainability) • follows principles of sustainability and transparency in its operations and transactions. 1.3 The national tourism organisation or coordinating authority is consulted at the government level on issues related to sustainable development for the 2030 agenda and actively promotes the role of tourism in the achievement of the SDGs.	The country has legislation which defines the functions, powers and responsibilities of the National Tourism organisation or coordinating body. The national tourism organisation's (NTO) or coordinating authority's structure, resources, responsibilities, reporting arrangements, skills and experience of the team are publicly available. The national tourism organisation or coordinating authority has a nominated person to co-ordinate sustainability programmes and work with industry and other government and non-government bodies to improve business practices. The national tourism organisation or coordinating authority has a financial plan and budget showing current and future funding sources for sustainable tourism programmes. The recognised cross sectoral role tourism plays in the 2030 agenda enables dialogues and opportunities between industries at the national level to find and advance solutions for sustainable development.	A1

PSTPF Priority	Topic	Criteria	Ways these criteria could be addressed	GSTC Criteria
Enabling Legislation and Policies	Tourism Strategy and/or Action Plan	1.4 The destination has an up-to-date, publicly available, multi-year tourism strategy/action plan that is developed with stakeholders, defines the destination's unique values and reflects the vision and objectives of the Pacific Sustainable Tourism Policy Framework. The plan is implemented and reporting on progress is transparent and publicly accessible. 1.5 The plan identifies and includes an assessment of tourism assets; considers socio-economic, cultural and environmental issues and risks as well as targets, actions, measures and responsibilities for all stakeholders to ensure sustainable growth and influence wider sustainable development policy and action in the destination.	The national tourism organisation or coordinating authority has a published document setting out the current destination strategy/action plan that supports sustainable tourism and addresses environmental, aesthetic, social, cultural, economic, quality, health and safety issues as well as industry development in the context of the SDGs. The tourism strategy /action plan identifies actions for all stakeholders.	A2
Enabling Legislation and Policies	Safety and security	1.6 Safety and security risks are identified, monitored, adequately prevented and addressed and reported on for both visitors and residents.	The national tourism organisation or coordinating authority has a framework to identify, monitor, publicly report and respond to crime, safety and health hazards for visitors. Security and health services are well established and active in the destination. The needs of visitors are identified and addressed in the delivery of security and health services. Tourism facilities are inspected for compliance with safety and hygiene standards. A communication strategy is in place to inform visitors prior to arrival and within the destination about safety and security risks.	B7
Enabling Legislation and Policies	Risk, Disaster and Crisis Management	1.7 The destination has an up-to-date risk, crisis and emergency response plan to address a range of potential crisis events and this includes business continuity planning. The plan is available to industry and training is provided. Procedures and resources are established for implementing the plan and it is regularly updated.	Integrate disaster and climate risk considerations into tourism policies and investment planning. Embed tourism within national and local disaster management planning. A documented risk reduction, crisis management and emergency response plan for tourism in the destination.	A11

PSTPF Priority	Topic	Criteria	Ways these criteria could be addressed	GSTC Criteria
		1.8 The destination integrates tourism into national disaster and climate risk assessments and response plans. 1.9 Key elements of the risk reduction, crisis management and emergency response plan are communicated to residents, visitors, and enterprises.	The plan recognises a wide range of risks, including natural disasters, terrorism (including cyber threats), health, resource depletion, and others appropriate to the location, including biosecurity. Communication procedures identified for use during and after an emergency. Programme for local delivery of information and training on risk and crisis management and business continuity for the tourism industry. Implement a multi-hazard early warning and communication system that can effectively disseminate warnings to visitors. Establish pre-arranged mechanisms for coordinating physical and financial responses during response and recovery.	
Enabling Legislation and Policies	Building Resilience	1.10 The destination embeds resilience as a key element of their tourism plan and this is based upon a multi-hazard approach.	The destination cultivates an understanding and awareness of the importance of resilience through training and information programs. The destination supports the tourism industry to invest in their own resilience through business continuity planning.	Nil direct equivalent in GSTC criteria, partially captured in A2 and A11.
Enabling Legislation and Policies	Reporting	1.11 Specific indicators are used to monitor progress towards sustainable tourism outcomes consistent with the Pacific Tourism Statistics Strategy (PTSS), the Pacific Sustainable Tourism Policy Framework (PSTPF) and the Pacific Sustainable Tourism Indicators Framework that is currently being developed under the PTSS. Actions and outcomes are regularly monitored, evaluated and publicly reported. The monitoring system is periodically reviewed.	Specific quantifiable socio-economic, cultural, and environmental indicators and targets are identified in the tourism plan and used to measure and report sustainable tourism performance. Economic benefit could also include the ecosystem services delivered through tourism-related protected areas or conservation programmes. Submission of reports to national and regional agencies to support regional sustainability monitoring and reporting on progress.	A3
Enabling Legislation and Policies	Stakeholder Involvement and Communication	1.12 The industry, government agencies, civil society organisations, community representatives, regional and international partners and donor partners are involved in and regularly updated on sustainable destination planning and management activities and results.	The national tourism organisation or coordinating authority has a communication strategy that includes regular communication with industry, government agencies, civil society organisations, community representatives, regional and international partners	A4

PSTPF Priority	Topic	Criteria	Ways these criteria could be addressed	GSTC Criteria
		The industry is supported with access to information on sustainability relevant to the destination, sector and sub-sectors including case studies of practice in action, access to training, development, and networking opportunities and programs that support improved sustainability outcomes for businesses within the destination that are relevant to the size, scale and maturity of the sector. The destination promotes the adoption of sustainability standards, promoting the application of GSTC-I Recognized standards and GSTC-I Accredited certification schemes for tourism enterprises, where available. The destination publicizes a list of sustainability certified enterprises.	and donor partners about sustainable tourism planning and management activities and results for the destination. Evidence of regular communication of sustainability issues to tourism-related businesses (media, meetings, direct contact etc.). Evidence of opportunities for tourism businesses and local communities to participate in training, development, and networking opportunities and programs that support improved sustainability outcomes for businesses within the destination. Businesses that are advancing sustainable business practices are recognised and promoted, for example, through National Tourism Awards programs.	
Enabling Legislation and Policies	National and community economic prosperity	1.13 The national tourism organisation or coordinating authority provide leadership and seek to influence the distribution of economic benefit from large and/or foreign businesses to communities (e.g. cruise sector and international accommodation properties).	Development policies that favour distribution of economic benefits related to the tourism sector. Evidence of public-private-community partnerships. Evidence of resident and community group co-ownership of tourism initiatives and enterprises. The relevant tourism authorities routinely monitor, benchmark and implement policies and initiatives that seek to improve the spending per cruise passenger and the portion that remains within the local economy and its communities.	Nil direct equivalent in GSTC criteria.
Create Unique Destinations Supported by Quality Experiences	Visitor Satisfaction	1.14 Visitor satisfaction with the quality and sustainability of the destination is monitored and action taken as needed for continual improvement.	Periodic international visitor surveys and other feedback mechanisms are implemented and actions taken in response to visitor survey/feedback findings.	A6
Create Unique Destinations Supported by Quality Experiences	Accurate promotion	1.15 Marketing and promotional messages accurately reflect the destination's values, products, services, and visitors are informed about how they can help to support sustainable tourism and contribute to protecting natural and cultural values and respecting local communities.	The destination's marketing strategy is aligned with the destination's values outlined in the tourism plan. Examples of visitor information that include messages regarding sustainable tourism and how visitors can contribute to protecting the natural and cultural values.	A7

PSTPF Priority	Topic	Criteria	Ways these criteria could be addressed	GSTC Criteria
Create Unique Destinations Supported by Quality Experiences	Mobilise Sustainable Tourism Investment	1.16 The contribution of tourism to the destination's economy is annually monitored and publicly reported, and could include visitor expenditure, employment, investment data and evidence on the distribution of economic benefits. 1.17 There is a national enabling framework for sustainable development investment in which the tourism sector is included.	Annual reports on the direct and indirect economic contribution of tourism in the destination consistent with the Pacific Tourism Statistics Strategy 2021-2030 and could include volume, expenditure, employment, value of private and public investment in tourism infrastructure and spread of economic benefits in the destination. The relevant tourism authorities have access to a pool of donors and are informed/consulted on potential cross sectoral sustainable development investment opportunities.	B1

Goal 2: Thriving and Inclusive Communities

Tourism supports the empowerment and wellbeing of our communities

These criteria help us take good care of our communities as well as our visitors.

PSTPF Priority	Topic	Criteria	Ways these criteria could be addressed	GSTC Criteria
Strengthen Social Inclusion	Protecting rights	2.1 The Pacific communities, visitors and staff are protected from tourism activities that involve any form of exploitation, harassment and discrimination ensuring the protection of human rights in line with international standards. The laws and established practices are publicly communicated and enforced. The destination has laws, practices and an established code of conduct to prevent and report on human trafficking, modern slavery and commercial, sexual, or any other form of exploitation, discrimination and harassment of or against anyone, particularly children, adolescents, women, LGBT and other minorities. 2.2 Laws and regulations regarding property rights and acquisitions are documented and enforced to protect Pacific communities from tourism activities that impact on natural and cultural resource ownership and property rights and user and access rights to key resources. They comply with communal and indigenous rights, ensure public consultation and do not authorize resettlement without free prior and informed consent and fair and just compensation.	Communication to industry and visitors on legislation, policies and good practices /codes of conduct that protect Pacific communities from exploitation, discrimination and harassment. Communication to industry and visitors on legislation, policies and good practices /codes of conduct that protect property rights and community use and access to resources. Evidence of enforcement of the above in the context of tourism development and activity. Measures are implemented to support protection of employees' futures through worker savings schemes, crisis insurance schemes or similar.	B5
Strengthen Social Inclusion	Decent and fair work, with opportunities for local employment and equal opportunities for all	2.3 The destination's tourism enterprises commit to providing equal opportunity for local employment, training and advancement, a safe and secure working environment, and a living wage for all, including foreign workers. 2.4 The destination offers access to relevant academic curricula (at the national or sub regional level) addressing the topic of sustainable tourism development, open for students and professionals alike.	Provision of relevant skills training programmes/courses for local industry. Training and employment opportunities are promoted to and taken up by local people, including women, young people and minority groups. Statements of commitment by the destination to the provision of decent work/ career opportunities within the tourism sector.	B2

PSTPF Priority	Topic	Criteria	Ways these criteria could be addressed	GSTC Criteria
			The national tourism organisation or coordinating authority works with other agencies responsible for checking working conditions and receiving/handling grievances. Partnership opportunities for training and research between the academia the public and private sector enables advancement on the development of sustainable tourism in the destination.	
Strengthen Social Inclusion	Accessibility	2.5 The national tourism organisation or coordinating authority works with tourism business, other government bodies and community organisations to make sites, facilities and services, including those of natural and cultural importance, accessible to all, including persons with disabilities and others who have specific access requirements or other special needs. Where sites and facilities are not immediately accessible, access is afforded through the design and implementation of solutions that take into account both the integrity of the site and such reasonable accommodations for persons with access requirements as can be achieved. 2.6 Information is made available on the accessibility of tourism attractions, sites, facilities and services for persons with disabilities and others who have specific access requirements or other special needs.	The existence of any regulations and standards regarding the accessibility of visitor sites, facilities and services. Dissemination to industry of information about accessibility. Evidence of programmes to improve access for people with a range of access needs. Consistent application of accessibility standards in public facilities. Data on the extent/proportion of visitor sites and facilities that are accessible. Information on accessibility included in communications about the destination. Training is conducted for staff to welcome disabled visitors in an appropriate manner.	B8
Repurpose Tourism to Deliver Greater Benefits to Pacific Communities	Supporting local enterprise and communities	2.7 Products and services that are locally sourced and made in Pacific communities are promoted supporting local enterprises, supply chains and sustainable investment.-Development and purchase of local sustainable products based on fair trade principles is also promoted. 2.8 The destination has a system to enable and encourage enterprises, visitors, and the public to contribute to community and sustainability initiatives in a responsible manner.	Advice, finance or other support is available in the destination to assist tourism-related local enterprise. Action to encourage and assist tourism enterprises to purchase goods and services locally to strengthen the destinations supply chain. Initiatives to help local farmers, artisans and food producers to engage in the tourism value chain. Local produce and crafts identified, promoted and available for sale to visitors in the destination. Schemes exist, and are promoted, for visitors and businesses to support local community and sustainability initiatives such as volunteering or financial contributions.	B3

PSTPF Priority	Topic	Criteria	Ways these criteria could be addressed	GSTC Criteria
Community Participation	Community Empowerment	2.9 Communities and other stakeholders are involved in forums to discuss tourism opportunities, challenges and sustainability of tourism including general planning policies and guidelines. 2.10 Communities are empowered through capacity building opportunities to enable them to effectively engage in tourism and expand the pool of stakeholders involved in the industry.	Evidence of the promotion and facilitation of public participation in destination planning/management. Information on the type and level of such participation is included in the tourism plan. Evidence of inclusive community development education opportunities, e.g. • Presence of vocational schools available to develop capacity for tourism • Existence of tourism educational and skills development programmes • Existence of networking programs and opportunities • Existence of community-based mentoring programs and opportunities.	A5
Community Participation	Community satisfaction	2.11 The aspirations, concerns and satisfaction of communities with tourism development and management is monitored regularly, and the results are publicly reported in a timely manner and incorporated into tourism planning and action. 2.12 The destination has a system to enhance local understanding of sustainable tourism opportunities and challenges and to build the capacity of communities to respond.	Surveys at national and community level and other systematic feedback mechanisms, covering tourism issues. Evidence of action taken in response to community feedback.	

Goal 3: Visible and Valued Cultures

Tourism amplifies and promotes our culture and heritage

These criteria help us protect our local way of life, our culture and our heritage.

PSTPF Priority	Topic	Criteria	Ways these criteria could be addressed	GSTC Criteria
Protect and Promote Our Cultures and Enable Prosperous Cultural And Creative Industries	Cultural heritage protection and conservation	3.1 The destination has a policy and framework to protect and conserve cultural assets, including built heritage and cultural landscapes.	Lists of cultural assets, including evaluation and indication of vulnerability. A policy and framework to protect and conserve cultural assets exists, including built heritage and cultural landscapes. Safeguarding natural and cultural heritage through tourism education and product development. Policies and measures to protect and conserve cultural assets are communicated to industry and visitors. Programme of rehabilitation and conservation of assets. Mechanisms for using income from tourism to support conservation of cultural assets.	C1
		3.2 The sale, trade, display or gifting of historical and archaeological artefacts is adequately regulated, enforced and publicly communicated to tourism enterprises and visitors.	Tourism enterprises and visitors are informed about the requirements for sale, trade, display or gifting of historical artefacts. Evidence of enforcement of relevant laws.	C2
Protect and Promote Our Cultures and Enable Prosperous Cultural And Creative Industries	Local life and culture	3.3 The destination supports the celebration and protection of intangible cultural heritage, including local traditions, arts, music, language, gastronomy and other aspects of local identity and distinctiveness. 3.4 The presentation, replication and interpretation of living culture and traditions involves and benefits local communities and provides visitors with an authentic and genuine experience.	Evidence of involvement of local communities in developing and delivering cultural experiences for visitors.	C3
Protect and Promote Our Cultures	Community access	3.5 The destination monitors, protects, and when necessary, rehabilitates or restores local community access to natural and cultural sites.	Monitoring of accessibility to natural and cultural sites for the local community. Evidence of engagement with the local community regarding community access. Specific action to protect and/or rehabilitate local community access.	C4

PSTPF Priority	Topic	Criteria	Ways these criteria could be addressed	GSTC Criteria
Protect and Promote Our Cultures and Enable Prosperous Cultural And Creative Industries	Intellectual Property	3.6 Policies exist to ensure intellectual property rights relating to the cultural and creative industries of Pacific people and communities are protected.	Information about intellectual property rights in the development of cultural and creative products and experiences is communicated to tourism stakeholders. Policies in line with protecting intellectual property rights are developed and implemented.	C5
Protect and Promote Our Cultures and Enable Prosperous Cultural And Creative Industries	Managing impacts	3.7 The destination has a system for management of visitors which is regularly reviewed to minimise the adverse impact of tourism on cultural sites. The system takes account of the characteristics, capacity and sensitivity of all sites. Guidelines for respectful behaviour are available for visitors, tour operators and guides at sensitive sites and cultural events and are delivered at the appropriate time, including before and during the time of the visit to maximise compliance and minimise adverse impacts. Action is taken to monitor and manage the volume and activities of visitors, and to reduce or increase them as necessary at certain times and in certain locations, working to balance the needs of the community, cultural sites and the economy.	Local community representatives are involved in the development of information for visitors. Existence and distribution of published guidelines to strengthen positive visitor behaviours. A code of practice for tour operators and tour guides. The destination is planning/implementing tourism dispersal strategies to release the pressure from overcrowded sites and disperse tourism benefits to other areas identified as alternatives, or new areas with tourism potential. The community is able to determine levels of interaction and tourism activity for cultural assets for their protection and preservation.	C6
Protect and Promote Our Cultures and Enable Prosperous Cultural And Creative Industries	Interpretation	3.8 Accurate and respectful interpretive information developed with host community collaboration to ensure cultural relevance is provided at natural and cultural sites. The information is clearly communicated in languages pertinent to visitors and residents.	Provision of informative interpretative material on site and in formats that are accessible pre-arrival. Provision of ongoing training for tour guides and site managers. Evidence that interpretative material has been well researched and is accurate. Interpretation material that identifies the significance and sensitivity/fragility of sites. Evidence of host community collaboration in preparation of relevant interpretative material. Interpretative material available in relevant languages.	C7

Goal 4: Healthy Islands and Oceans

Tourism accelerates climate action, protects our ecosystems, and supports resilience.

These criteria guide tourism so that it helps support the protection and regeneration of our islands, oceans and ecosystems for future generations to enjoy.

Note that the criteria should ensure alignment with the Pacific Regional Environment Objectives SPREP and Results Framework 2017-2026 where possible.

PSTPF Priority	Topic	Criteria	Ways these criteria could be addressed	GSTC Criteria
Protection of Islands and Oceans	Conservation	4.1 The protection of natural sites, habitats, species, and ecosystems is monitored and effectively addressed and enforced to minimise the adverse impacts of tourism on the natural environment, conserve ecosystems, habitats and species, and prevent the introduction and spread of invasive species.	Action is taken to identify, monitor and mitigate tourism impacts on biodiversity and natural heritage. Mechanisms for using income from tourism to support conservation of natural assets. Communications with visitors and enterprises on reducing spread of weeds and non-native species.	D1
Protection of Islands and Oceans	Planning and Development Controls	4.2 Planning guidelines, regulations and/or policies control the location and nature of development, require environmental, economic, and socio-cultural impact assessment and integrate sustainable land use, design, construction, and demolition. The guidelines, regulations and/or policies also apply to operations, including property rental and concessions for tourism purposes. The guidelines, regulations and policies are developed in consultation with community and industry and are widely communicated and enforced.	Specific policies/regulations/guidelines which control development are documented. Impact assessment requirements are set out, covering environmental, economic, and socio-cultural impacts, at sufficient scale to address long term issues for the destination. Specific regulations on property rental and operation for tourism, with evidence of their application and enforcement. Evidence of public participation in the development of policies/ regulations/ guidelines. Evidence of communication and enforcement of the policies/regulations/guidance, at planning, development and implementation stages.	A9

PSTPF Priority	Topic	Criteria	Ways these criteria could be addressed	GSTC Criteria
Protection of Islands and Oceans	Visitor Management	4.3 The destination has a system for management of visitors which is regularly reviewed to minimise the adverse impact of tourism on natural and cultural sensitive sites. The system takes account of the characteristics, capacity and sensitivity of all sites. Guidelines for respectful behaviour are available for visitors, tour operators and guides at sensitive sites and are delivered at the appropriate time, including before and during the time of the visit to maximise compliance. Action is taken to monitor and manage the volume and activities of visitors, and to reduce or increase them as necessary at certain times and in certain locations, working to balance the needs of the local economy, community, cultural heritage and environment.	An assessment of tourism assets and attractions as well as tourism impacts is contained in the strategy/ action plan. The number of visitors at key sites throughout the year is monitored. Monitoring of visitor flows and impact on natural sites, with results shared across the destination. Impacts of visitor volumes and activities are identified through observation and community and stakeholder feedback. Actions are taken to manage visitor numbers to minimise impacts at highly visited built and natural attractions. Evidence of action to manage and mitigate tourism-related impacts in or around natural sites. Existence and distribution of published guidelines on visitor behaviour at sensitive sites, and periodic monitoring of compliance. A code of practice for tour operators and tour guides and/or other engagement with them on visitor management at natural sites. Cooperation with local conservation bodies to identify environmental risks associated with tourism and measures to reduce them. Provision of training for guides in relation to minimising impact at sensitive sites.	D2 A8

PSTPF Priority	Topic	Criteria	Ways these criteria could be addressed	GSTC Criteria
Protection of Islands and Oceans	Wildlife Protection	4.4 The destination has guidelines and regulations to protect terrestrial coastal and marine wildlife and has a system to ensure compliance with local, national, and international laws and standards for wildlife interactions. The national tourism organisation or coordinating authority supports the development of national legislation and policies where they are absent. 4.5 The destination provides information on the guidelines and regulations to businesses and visitors to ensure interactions with wildlife are respectful and non-invasive and responsibly managed to avoid adverse impacts on the animals concerned and on the viability and behaviour of populations.	Communication to industry and visitors on legislation, policies and good practices /codes of conduct that apply in the destination regarding interaction with wildlife. Endorsement of international standards for wildlife viewing for both marine and terrestrial species. Distribution of a code of practice for wildlife interaction, including viewing, which reflects international standards. System for checking compliance with regulations, and code of practice amongst tourism operations. Actions to monitor wildlife wellbeing and minimize disturbance, in locations where interactions occur. Provision of information to visitors on avoiding trade in endangered species. Relevant staff operating in wildlife tourism related sector are trained on wildlife protection and a clear reporting system is in place for them to prevent/act on related harmful behaviour on wildlife.	D3
Protection of Islands and Oceans	Animal Welfare	4.6 The destination has a system to ensure compliance with local, national, and international laws and standards that seek to ensure animal welfare and conservation of species (animals, plants and all living organisms). This includes the harvesting, breeding and capture, trade, display, and sale of wildlife species and their products. No species of wild animal is acquired, bred or held captive, except by authorized and suitably equipped persons and for properly regulated activities. 4.7 Housing, care and handling of all wild and domestic animals associated with tourism meets the highest standards of animal welfare.	Industry and visitors are informed about the legislation, policies and good practices /codes of conduct regarding animal welfare in the destination. Provision of information to visitors on harmful wildlife interaction, such as touching and feeding. Avenues for visitors to report any issues to authorities. Enforcement of legislation to associated with hunting/fishing activities is licensed/approved by authorities.	D4

PSTPF Priority	Topic	Criteria	Ways these criteria could be addressed	GSTC Criteria
Protection of Islands and Oceans	Light and noise pollution	4.8 The destination has guidelines and regulations to minimize light and noise pollution and encourages enterprises to follow these guidelines and regulations.	Guidelines on light and noise pollution – produced and promoted to tourism enterprises. Identification and monitoring of potential sources of noise and light pollution related to tourism. Mechanisms to enable residents to report noise and light pollution, with follow-up action.	D12
Protection of Islands and Oceans	Water use	4.9 The destination encourages enterprises to measure, monitor, publicly report and manage water usage. Water risk in the destination is assessed and documented. In cases of high-water risk, water stewardship goals are identified and actively pursued with enterprises, to ensure that tourism use does not conflict with the needs of local communities and terrestrial, coastal and marine ecosystems.	Monitoring and reporting of sources and volume of water used for tourism purposes and its effect on local communities and ecosystems. Provision of guidance and support for monitoring and reduction of water usage by enterprises. Setting, publication and enforcement of water use goals for enterprises where water risk has been assessed as high. Promotion and checking of adherence by tourism enterprises to goals. Information is provided to visitors on water risk and minimising water use.	D6
Protection of Islands and Oceans	Water quality	4.10 Water quality is adequately monitored consistent with the Pacific Regional Environment Objectives SPREP and Results Framework 2017-2026 for drinking, recreation and ecological purposes and the results are publicly available. The destination has a system to respond in a timely manner to water quality issues.	A programme of water quality monitoring for drinking, recreational and ecological purposes. Actions to improve water quality are undertaken with the tourism enterprises. Information is provided to visitors on the quality of the local drinking water and how to reduce reliance on use of single use bottled water.	D7
Protection of Islands and Oceans	Wastewater	4.11 The destination has clear and enforced guidelines in place for the siting, maintenance and testing of discharge from septic tanks and wastewater treatment systems.	Written guidelines and regulations on wastewater treatment. System of enforcing guidelines amongst enterprises.	D8

PSTPF Priority	Topic	Criteria	Ways these criteria could be addressed	GSTC Criteria
		4.12 The destination ensures that wastes are properly treated and reused or released safely without adverse impacts on the local population and the environment.	Monitoring/testing of released wastewater. Provisional of sustainable water treatment systems, for use by the tourism sector, where practical and appropriate.	
Protection of Islands and Oceans	Solid waste	4.13 The destination ensures solid waste is properly treated and diverted from landfill, with provision of a multiple-stream collection and recycling system which effectively separates waste by type. The destination encourages enterprises to avoid, reduce, reuse, and recycle solid waste, including food waste. 4.14 Solid waste is adequately monitored, reduced, separated and recycled, and quantitative goals are set. Action is taken to eliminate or reduce single-use items, especially plastics. Any residual solid waste that is not reused or recycled is disposed of safely and sustainably.	Waste monitoring programme, with results and targets published. Coordinated campaign/advice/support with tourism enterprises on waste management, including food waste. Campaign to reduce/eliminate single use items, especially plastics. Provision of a collection and recycling system, with at least four streams (i.e. organic, paper, metal, glass and plastic). Provision of sustainable system for disposal of residual waste. Campaign to eliminate dropping of litter, including by visitors, and to keep public spaces clean. Adequate system for separated waste disposal.	D9
Build Resilience to Climate Change and Transition to a Low Emission, Resource Efficient Sector	Energy conservation and renewable energy	4.15 The destination has targets to reduce energy consumption, improve efficiency in its use, as well as increase the use of renewable energy. Enterprises are encouraged to measure, monitor, reduce, and publicly report their contribution to these targets.	Energy consumption targets are established, monitored and promoted. Programme to increase energy efficiency for industry. Investment in renewable energy and percent of total sector provision/consumption. Support and incentives for energy monitoring and reduction by enterprises.	D5
Build Resilience to Climate Change and Transition to a Low Emission, Resource Efficient Sector	Greenhouse gas emissions	4.16 The destination has a strategy which includes targets aimed at measuring and minimising the carbon footprint of the sector and reports on mitigation policies and actions.	Supported campaign or other engagement with tourism enterprises on reduction and mitigation of emissions.	D10

PSTPF Priority	Topic	Criteria	Ways these criteria could be addressed	GSTC Criteria
		4.17 The destination considers the carbon footprint related to the travel of its visitors, and promotes appropriate measures aimed at an effective carbon offset that benefits the destination. Enterprises are encouraged to measure, monitor, reduce or minimise, publicly report and mitigate greenhouse gas emissions from all aspects of their operation (including from suppliers and service providers). Offsetting of any remaining emissions is encouraged.	Information for enterprises and visitors on offsetting schemes that meet recognised standards and that will benefit the destination.	
Build Resilience to Climate Change and Transition to a Low Emission, Resource Efficient Sector	Transport	4.18 The destination has a strategy with targets, (or which is aligned to national/regional targets) to reduce transport emissions to and within the destination and encourage investment in and use of sustainable, low-emissions vehicles, public transport and active travel (walking and cycling).	The destination works with the aviation and cruise sectors on emission reduction strategies that reduce, avoid or remove greenhouse gas emissions and which may include carbon offset projects that directly benefit Pacific nations. Increased focus on target markets from short haul destinations. Increased focus on stimulating domestic and regional tourism markets. Investment in more sustainable transport infrastructure, including public transport and low emissions vehicles. Improvement and promotion of low or zero emission transport options for visitors.	D11
Build Resilience to Climate Change and Transition to a Low Emission, Resource Efficient Sector	Climate change adaptation	4.19 The destination identifies risks and opportunities associated with climate change in its tourism plan. 4.20 The impact of a changing climate on the siting, design, development and management of tourism facilities is considered as part of approval and extended processes. 4.21 Information on predicted climate change, associated risks and future conditions is provided for residents, businesses and visitors. 4.22 The destination promotes active climate action planning within the community and with businesses.	The destination management strategy and action plan identifies and addresses climate issues. Regulations, guidelines and zoning for tourism development and activities. accommodate the consequences of climate change. Information on the impact of climate change on the destination is provided to visitors with and the importance of climate friendly choices and opportunity for contribution to support climate adaptation projects (such as voluntary financial contribution).	A10

PSTPF Priority	Topic	Criteria	Ways these criteria could be addressed	GSTC Criteria
		Information on predicted climate change, associated risks and future conditions is provided for residents, businesses, and visitors. 4.23 The destination actively mobilises financial resources for climate change adaptation and mitigation.		
Build Resilience to Climate Change and Transition to a Low Emission, Resource Efficient Sector	Disaster Risk Reduction	4.24 The destination works with government agencies, relevant bodies and industry to prepare for and respond to disasters to protect life, property and business continuity.	The national tourism organisation or relevant authority is represented in cross government working groups related to disaster management. The national tourism organisation or relevant authority works with other international, regional or national organisations working on disaster risk reduction strategies within the destination. A crisis trust fund that industry can contribute to for disaster risk reduction is developed.	Nil direct GSTC equivalent.

Definitions

Term	Definition
Access	Permission, liberty, or ability to enter, approach, or pass to and from a place or to approach or communicate with a person or thing.
Accessible	Providing for the ability of individuals with varied capabilities the opportunity to reach, participate, or understand.
Accurate	Free from error especially as the result of care; conforming exactly to truth or to a standard.
Active travel	Making journeys by physically active means, such as walking or cycling.
Adolescent	A young person who is developing into an adult.
Advancement	Promotion or elevation to a higher rank or position.
Air pollution	The presence of chemicals or compounds in the air which are usually not present and which lower the quality of the air. The transport sector is responsible for a large proportion of urban air pollution.
Animal welfare	Animal welfare means how an animal is coping with the conditions in which it lives. The universally recognized “Five Freedoms”, published in 1965, describe the right to welfare of animals under human control. According to this concept, an animal’s primary welfare needs can be met by providing: freedom from hunger, malnutrition and thirst; freedom from fear and distress; freedom from physical and thermal discomfort; freedom from pain, injury and disease; and freedom to express normal patterns of behaviour.
Appropriate behaviour	Behaviour of any individual involved with a tourism business that is characterized by respect for the sociocultural and ecological fabric of a location.
Archaeological artefacts	Any object manufactured, used or modified by humans. Common examples include tools, utensils, art, food remains, and other products of human activity.
Artefact	Something created by humans usually for a practical purpose; especially an object remaining from a particular period
Assurance	Demonstrable evidence that specified requirements relating to a product, process, system, person or body are fulfilled (adapted from ISO 17000). Synonyms: certification, verification

Authentic	Worthy of acceptance or belief as conforming to or based on fact; not false or imitation: real, actual; true to one's own personality, spirit, or character; made or done the same way as an original;
Basic services	Includes primary education, health care, clean water supply, sanitation, solid waste and energy supply
Benefit	To add positive value
Biodiversity	Variability among living organisms from all sources including, inter alia, terrestrial, marine and other aquatic ecosystems and the ecological complexes of which they are part; this includes diversity within species, between species and of ecosystems
Capacity	The potential or suitability for holding, storing, or accommodating (GSTC-D C6/D2)
Capacity (2)	The ability or facility to act (GSTC-D A5)
Captive	Confined; kept within bounds
Carbon Dioxide	A greenhouse gas produced through respiration and the decomposition of organic substances. Combustion of fossil fuels is primarily responsible for increased atmospheric concentrations of this gas.
Carbon Footprint	The total amount of greenhouse gases produced to directly and indirectly support human activities, usually expressed in equivalent tons of carbon dioxide (CO ₂).
Carbon Neutral	Achieving net zero carbon emissions by balancing a measured amount of carbon released with an equivalent amount sequestered or offset or buying enough carbon credits to make up the difference.
Certification	Voluntary, third party assessment, through an audit, of a tourism enterprise for conformity to a standard.
Child	Young human being, boy or girl; person who has not reached age of discretion.
Child Labour	Work that deprives children of their childhood, their potential and their dignity, and that is harmful to physical and mental development. It refers to work that is mentally, physically, socially or morally dangerous and harmful to children; and interferes with their schooling by depriving them of the opportunity to attend school; obliging them to leave school prematurely; or requiring them to attempt to combine school attendance with excessively long and heavy work

Climate Change	Climate change refers to a statistically significant variation in either the mean state of the climate or in its variability, persisting for an extended period (typically decades or longer). Climate change may be due to natural internal processes or external forcings, or to persistent anthropogenic changes in the composition of the atmosphere or in land use.
Climate change adaptation	Anticipating the adverse effects of climate change and taking appropriate action to prevent or minimise the damage they can cause, or taking advantage of opportunities that may arise.
Climate change mitigation	Actions to limit the magnitude or rate of long-term climate change and its related effects. Climate change mitigation generally involves reductions in human (anthropogenic) emissions of greenhouse gases (GHGs).
Climate Neutral	The concept of reducing or offsetting any greenhouse gases produced by any entity (individual, business, country, etc.) so as to create a 'neutral' effect on global warming for that entity
CO2 Offsets	A carbon offset is a reduction in emissions of carbon dioxide or greenhouse gases made in order to compensate for or to offset an emission made elsewhere
Code of conduct	A set of rules that guide what is and is not acceptable or expected behaviour in a given situation
Code of practice	Set of guidelines and/or regulations to be followed by members of some profession, trade, occupation, organization etc.; does not normally have the force of law
Collaboration	The act of working together with other people or organizations to create or achieve something
Communal rights	Rights held in common by members of a community
Community consent	Often annotated as free, prior, and informed, consent, community consent indicates approval of any outside incursion or development into community lands or practices. Consent does not require unanimity among all of the members of a community. Rather, consent should be determined pursuant to customary law and practice, or in some other way agreed upon by the community.
Compliance	Conformity in fulfilling official requirements.
Concession	A grant of land or property especially by a government in return for services or for a particular use; the right to undertake and profit by a specified activity.
Congestion	A situation in which there is too much traffic and movement is difficult

Conservation	Planned management of a natural resource to prevent exploitation, destruction, or neglect
Conservation management	Conservation management is a planned intervention in order to maintain a species or habitat in a favourable condition
Continuous improvement	An ongoing effort to make incremental improvements to products, services or processes over time. Processes are constantly audited and modified based on their efficiency, effectiveness and sustainability
Crisis management	The application of strategies designed to help an organization deal with a sudden and significant negative event.
Criterion	A standard, rule, or test on which a judgment or decision can be made
Cultural	Of or relating to a particular group of people and their habits, beliefs, traditions, etc.
Cultural artefact	Any object manufactured, used or modified by humans that expresses the particular characteristic of a people or peoples, including way of life, spiritual beliefs, or a collective sense of history.
Cultural assets	Inherited assets which people identify and value as a reflection and expression of their evolving knowledge, beliefs and traditions. Cultural assets may be tangible or intangible.
Cultural heritage	Cultural heritage is the legacy of physical artefacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations.
Cultural landscape	Landscapes, regardless of scale, that have been affected, influenced, or shaped by human involvement
Culturally appropriate	Respecting and accepting cultural difference
Culturally or historically sensitive sites	Sites which, by reason of their cultural or historical significance, call for tact, care, or caution in their treatment.
Cumulative impact	The impact of a series of repeated or different events or actions which may be greater than the sum of their individual impacts.
Customer satisfaction	A measure of how products and services supplied by a company meet or surpass customer expectation.

Decent work	Decent work involves opportunities for work that is productive and delivers a fair income, security in the workplace and social protection for families, better prospects for personal development and social integration, freedom for people to express their concerns, organize and participate in the decisions that affect their lives and equality of opportunity and treatment for all women and men.
Destination	A destination is a geographical area consisting of all the services and infrastructure necessary for the stay of a specific tourist or tourism segment. Destinations are the competitive units of incoming tourism.
Destination Management Organization	Organization responsible for the implementation of strategic tourism policies, product development and co-ordinated management of all the elements that make up a destination (accommodation, attractions, access, marketing, human resources, image). The form and structure of a DMO can vary, depending on the context in which it operates.
Direct economic contribution	The direct effects from initial spending which creates additional activity in the local economy
Discrimination	Unequal treatment of persons on grounds which are not justifiable in law
Economic benefit	Any benefit(s) that can be quantified in terms of money generated, such as net income, revenues, etc. It can also be money saved when discussing a policy to reduce costs.
Ecosystem	All the living things in an area and the way they affect each other and the environment
Emergency response plan	A set of written procedures for dealing with emergencies that minimize the impact of the event and facilitate recovery from the event
Environmental certification	Means by which a product, process, business or service is publicly identified as having been certified or verified in compliance with an environmental standard.
Environmental Impact Assessment	Environmental Impact Assessment (EIA) is a tool used to identify the environmental, social and economic impacts of a project prior to decision-making. It aims to predict environmental impacts at an early stage in project planning and design, find ways and means to reduce adverse impacts, shape projects to suit the local environment and present the predictions and options to decision-makers.
Environmentally sustainable	A factor or practice is environmentally sustainable if it contributes to the quality of environment on a long-term basis. It is a rate at which renewable resource harvest, pollution creation, or non-renewable resource depletion can be continued indefinitely without damage to the environment.
Equitable	Dealing fairly and equally with all concerned

Established	Accepted or respected because of having existed for a long period of time
Exploitation	The act of treating people unfairly in order to benefit from their efforts or labour
Fair and just compensation	Compensation for property that places a property owner in the same position as before the property is taken. Just compensation is usually the fair market value of the property taken.
Fair trade	Fair trade is based on dialogue, transparency and respect, seeking greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South. ‘Fairtrade’ or ‘Fair Trade’ standards comprise minimum social, economic and environmental requirements, which producers must meet to be certified.
Free prior and informed consent	A specific right that pertains to indigenous peoples and is recognised in the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP), allowing them to give or withhold consent to a project that may affect them or their territories. UNDRIP gives specific meaning to the terms ‘free’, ‘prior’, ‘informed’ and ‘consent’.
Free roaming wildlife	Undomesticated animal species that live wild in an area
Gastronomy	Culinary customs or style
GHG emissions	A measurement associated with a specific set of gases associated with human activities that alter the Earth’s energy balance and thus its climate. Greenhouse gases (GHG) include water vapour, carbon dioxide, methane, and nitrous oxide. Application of the global warming potential (GWP) of each GHG allows all such emissions to be translated into a common unit, Carbon Dioxide Equivalent (CO ₂ e,) which compares and relates all GHG emissions and can be reported as a single combined quantity.
Global Sustainable Tourism Criteria	The Global Sustainable Tourism Council (GSTC) Criteria serve as the global standards for sustainability in travel and tourism. The GSTC Criteria are used for education and awareness-raising, policy-making and as a basis for certification. The Criteria are the minimum, not the maximum, which businesses, governments, and destinations should achieve to approach social, environmental, cultural, and economic sustainability.
Greenhouse Gas	Atmospheric gases that contribute to the greenhouse effect and sustain life on earth. Increasing concentrations of greenhouse gases in the atmosphere are altering the habitat humans evolved to thrive in; this is a process called global warming or climate change. Greenhouse gases include carbon dioxide, water vapor, nitrous oxide, ozone, methane, and CFCs.
Grey water	Collected rainwater and wastewater generated by household processes, such as washing dishes, laundry, and bathing
GSTC-I Accredited	Approved by GSTC as a certification body competent to certify organisations to a GSTC-Recognized standard

GSTC-I Recognized	Applies to a sustainable tourism standard which has been deemed equivalent to the GSTC-I / D Criteria for sustainable tourism
Habitat	A terrestrial, freshwater, or marine geographical unit or airway that supports assemblages of living organisms and their interactions with the non-living environment.
Harassment	Unwanted behaviour that is found offensive by the recipient
Harmful substances	Chemical substances that could pose a threat to the environment and human health.
Harvesting	The activity of picking or collecting plants, animals, or fish to eat or for other human use
Hazard	A potential source of harm or adverse effect on a person or persons
High Biodiversity Value	A concentration of biological diversity including endemic species, and rare, threatened or endangered species, that is significant at the global, regional or national level.
Historical significance	Significance is defined as the importance of a property to the history, architecture, archaeology, engineering, or culture of a community, a State, or the nation. Significance may be based on association with historical events; association with a significant person; distinctive physical characteristics of design, construction, or form; and potential to yield important information.
Human rights	Human rights are the basic rights and freedoms that all humans should be guaranteed. They are universal, apply equally to all, and are founded on the principle of dignity for every human being. They are elaborated in the thirty Articles of the Universal Declaration of Human Rights (1948).
Human trafficking	The recruitment, harbouring or transporting of people into a situation of exploitation through the use of violence, deception or coercion and forced labour
Impact	The contribution of an action or intervention to an outcome or change in social, economic or environmental condition. The contribution may be intended or unintended, positive or negative, long-term or short-term.
Indicator	Quantitative or qualitative factor or variable that provides a simple and reliable means to measure achievement of outcomes, to reflect the changes connected to a standards system, or to help assess the performance of an organization.
Indigenous communities	Tribal peoples in independent countries whose social, cultural, and economic conditions distinguish them from other sections of the national community, and whose status is regulated wholly or partially by their own customs or traditions or by special laws or regulations.

Indigenous peoples	Usually considered to include cultural groups and their descendants who have a historical continuity or association with a given region, or parts of a region, and who currently inhabit or have formerly inhabited the region either before its subsequent colonization or annexation, or alongside other cultural groups during the formation of a nation-state, or independently or largely isolated from the influence of the claimed governance by a nation State, and who furthermore have maintained, at least in part, their distinct linguistic, cultural and social / organizational characteristics, and in doing so remain differentiated in some degree from the surrounding populations and dominant culture of the nation State. Also include people who are self-identified as indigenous, and those recognized as such by other groups.
Indigenous rights	The individual and collective rights of Indigenous peoples to maintain and strengthen their own institutions, cultures and traditions, and to pursue their development in keeping with their own needs and aspirations. The United Nations Declaration on the Rights of Indigenous Peoples prohibits discrimination against indigenous peoples and promotes their full and effective participation in all matters that concern them.
Indirect economic contribution	Multiplier effects which result from spending with suppliers by a sector or industry
Infrastructure	Construction needed to support the proper functioning or economic development of an area, including roads, railway lines, harbours, airport runways, water, electricity, other power supplies, sewerage disposal systems and other utilities.
Intangible heritage	Traditions or living expressions inherited from our ancestors and passed on to our descendants, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts.
Integrity	The quality of being whole and complete. Ecological integrity is defined as the full potential of indigenous biotic and abiotic factors, and natural processes, functioning in sustainable communities, habitats, and landscapes.
Intellectual property	Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce. IP is protected in law. Special considerations apply to indigenous and local communities concerning the protection, promotion and preservation of traditional knowledge, traditional cultural expressions and genetic resources.
Interpretation	An educational process that is intended to stimulate and facilitate people's understanding of place, so that empathy towards conservation, heritage, culture and landscape is developed, revealing the significance and meanings of natural and cultural phenomena to visitors, usually with the intent of providing a satisfying learning experience and encouraging more sustainable behaviour
Invasive species	Species which has been introduced to an environment where it is non-native, or alien, and whose introduction causes environmental or economic damage or harm to human health.

Inventory	An itemized list of current assets; a stock take of natural resources at a given point in time.
IUCN Red List	A compendium of information on the taxonomy, conservation status and distribution of plants, fungi and animal species that have been globally evaluated using the IUCN Red List Categories and Criteria. This system is designed to determine the relative risk of extinction, and the main purpose of the IUCN Red List is to catalogue and highlight those plants and animals that are facing a higher risk of global extinction.
Jeopardize	To expose to danger or risk
Key resources	The assets (both material and social resources) and activities required for a means of living
Labour rights	Labour rights or workers' rights are a group of legal rights and claimed human rights having to do with labour relations between workers and their employers, usually obtained under labour and employment law. Since 1919, the International Labour Organization has maintained and developed a system of international labour standards aimed at promoting opportunities for women and men to obtain decent and productive work, in conditions of freedom, equity, security and dignity.
LGBT	Acronym standing for lesbian, gay, bisexual, transgender, or queer. An umbrella term for use when labelling topics pertaining to sexuality orientation and gender identity.
License	Legal permission granted to an individual, business, or organization to do something. The licence confers a right which the person or firm did not previously possess and is a legal agreement which may contain restrictions as to how the licence is employed.
Light pollution	The excessive, misdirected, or invasive use of outdoor artificial lighting
Livelihood	A livelihood comprises the capabilities, assets (including both material and social resources) and activities required for a means of living.
Living culture	Living culture, or intangible cultural heritage, refers to the practices, representations, expressions, knowledge and skills handed down from generation to generation. This heritage provides communities with a sense of identity and is continuously recreated in response to their environment
Living organism	Any living system (such as animal, plant, fungus, or micro-organism)
Living wage	The remuneration received for a standard work week by a worker in a particular place sufficient to afford a decent standard of living for the worker and her or his family. Elements of a decent standard of living including food, water, housing, education, health care, transport, clothing, and other essential needs including provision for unexpected events.

Local	The area of and immediately around the destination or location of business operations. The size of the area can vary depending on the physical geography and population density and distribution.
Local community	The collection of people living in the immediate area of a destination or tourism business and potentially affected socially, economically, or environmentally by its presence or operation.
Local distinctiveness	The essence of what makes a place special: the sum of landscape, wildlife, archaeology, history, traditions, buildings and crafts – everything that makes somewhere truly unique.
Local minorities	A social group or category of people from within a specified area in relation to the destination or tourism business (see definition for “local”) who are different from the larger group in the country or area in some way. Often refers to groups that suffer from disparities of power or unequal treatment on the basis of that identity or to situations in which such groups are numerical minorities with respect to dominant cultural or ethnic majorities.
Local residents	Those living in the immediate area of a destination or tourism business and potentially affected socially, economically, or environmentally by its presence or operation.
Local supplier	An individual or an enterprise from within a specified area in relation to a tourism business (see definition of “local”) that provides a good or service to the tourism business
Locally appropriate	Commensurate with the sociocultural and ecological norms of a particular area, especially as it pertains to avoiding damage to local aesthetics, customs, or biodiversity
Low-impact transportation	A transport system that uses less fossil fuel, which may involve a combination of moving from private to public transport; reducing the overall amount of travel; fuel efficiency; and alternative fuels (including muscle power).
Management	The organization and coordination of activities in order to achieve defined objectives.
Management position	A position within a business responsible for one or more of the following activities: planning, directing and overseeing the operations and fiscal health of a business or operating unit within an organization; overseeing and leading the work of a group of people; planning and maintaining work systems, procedures, and policies that enable and encourage the optimum performance of people and other resources.
Maximize	To make the most of; to increase to a maximum level
Minimize	To reduce; to keep to a minimum

Modern slavery	Comprises slavery, servitude, forced and compulsory labour and human trafficking. The common factors are that a victim is, or is intended to be, used or exploited for someone else's (usually financial) gain, without respect for their human rights.
Multi-stream collection	The process of separating recyclables by material type prior to collection
Native species	Plants, animals, or other living organisms that are found, or are known to have been found, as part of local natural ecosystems.
Natural area	An area with a characteristic association of wildlife and natural features. Each natural area has a unique identity resulting from the interaction of wildlife, landforms, geology, land use and human impact.
Natural assets	Assets of the natural environment, including biological and physical assets
Natural heritage	Natural features consisting of physical and biological formations or groups of such formations, which are of outstanding universal value from the aesthetic or scientific point of view; geological and physiographical formations and precisely delineated areas which constitute the habitat of threatened species of animals and plants of outstanding universal value from the point of view of science or conservation; natural sites or precisely delineated natural areas of outstanding universal value from the point of view of science, conservation or natural beauty
Neighbouring communities	A community that is located immediately adjoining or relatively near to a tourism business or to the areas in which the tourism business operates
Noise pollution	Any disturbing or unwanted noise that interferes with or harms humans or wildlife
Non-invasive	Having no tendency to spread to a degree believed to cause damage to the environment, human economy or human health. Some native species may be invasive.
Offsetting	Once GHG emissions have been calculated and reduced where possible, a number of schemes exist to offset what cannot be reduced, through the purchase of certified emission reductions. The offsets are credits for reductions in greenhouse gas emissions made at another location, such as a wind farm or a clean cook stove project, and each credit represents one ton of emissions avoided or captured.
Pesticide	Any substance or mixture of substances that is used to prevent, destroy or control unwanted pests — harmful insects, small animals, wild plants, and other unwanted organisms including vectors of human or animal disease. Pesticides are used because of their toxic properties towards target species but may also cause harm to non-target species. The mode of action which makes them effective pesticides also makes them hazardous to humans and / or the environment, often in subtle ways. It is important to understand associated risks and to limit use of these substances to necessary situations and limit potential damage to human health and the environment.
Planning guidelines	Guidance on development in or affecting a specified area, aimed primarily at planners, developers, builders and householders

Pollution	Presence of matter (gas, liquid, solid) or energy (heat, noise, radiation) whose nature, location, or quantity directly or indirectly alters characteristics or processes of any part of the environment, and causes (or has the potential to cause) damage to the condition, health, safety, or welfare of animals, humans, plants, or property.
Population viability	The ability of a population or sub-population of a species to persist in an area
Preferred supplier list	A complete list of businesses and organizations that provide the tourism business with goods and supplies
Promotion	Action taken to make people aware of something or somewhere in order to increase its sales or popularity
Promotional materials	Any sales promotional, marketing or advertising materials (including websites) produced or distributed by or on behalf of the tourism business in connection with its products or activities, or which otherwise make reference to or express or imply a connection with the tourism business.
Properly managed	Administered in a way that eliminates or minimizes risk in order to avoid internal and external harm or destruction
Protected Areas	A clearly defined geographical space, recognized, dedicated and managed, through legal or other effective means, to achieve the long-term conservation of nature with associated ecosystem services and cultural values.
Public participation	A process that directly engages the public in decision-making and gives full consideration to public input in making that decision
Purchasing policy	Documented system and procedures for acquiring goods and services, including rules and guidelines, sourcing policies, and favoured or approved suppliers.
Quality	The degree of value or excellence of a product or service; can sometimes refer to a high level of value or excellence.
Recycling system	System to collect and process waste materials that would otherwise be thrown away and turn them into new products and services
Regular basis	With a routine frequency
Regulated	Under the control of law or constituted authority
Rehabilitate	Process of returning something to its original condition

Renewable energy	Renewable energy is derived from natural processes that are replenished constantly. In its various forms, it derives directly or indirectly from the sun, or from heat generated deep within the earth. Included in the definition is energy generated from solar, wind, biomass, geothermal, hydropower and ocean resources, and biofuels and hydrogen derived from renewable resources.
Replication	The act of making or doing something again in exactly the same way
Resettlement	The process of moving people to a different place to live, because they are no longer allowed to stay in the area where they used to live
Respect	Providing consideration and deference to the actions, beliefs, or existence of another person or thing
Restoration	Restoration is the ecological process of restoring a site to a natural landscape and habitat, safe for humans, wildlife, and plant communities, following some form of ecological degradation or destruction.
Risk management	The identification, analysis, assessment, control, and avoidance, minimization, or elimination of unacceptable risks.
Risk reduction	Addressing a set of risks so as to reduce either the likelihood of their occurrence, or the consequence of their occurrence, or both
Run-off	Water flow over the ground surface to the drainage system or direct to watercourse. This occurs if the ground is impermeable, is saturated or if rainfall is particularly intense.
Sensitivity	Degree to which a site may be readily affected or changed by external influences
Sexual exploitation	Sexual exploitation is the sexual abuse of men and women of all ages through the exchange of sex or sexual acts for drugs, food, shelter, protection, other basics of life, and/or money
Significant	Of a noticeably or measurably large amount; having or likely to have influence or effect
Single-use item	A product or packaging intended to throw out after only one use
Soil contaminants	Soil contaminants are chemicals, nutrients or elements that are more than normally or naturally concentrated in the soil as a result of human action. Solvents, pesticides and petroleum products are localized contaminants found in a small geographic area, for example from a leaking fuel storage tank.
Solid Waste Management Plan	A strategy to reduce the quantity of solid waste that is delivered to landfill, by reducing the sources of waste and reusing or recycling as much as possible of the remainder. As a management plan, it should have concrete goals and objectives, as well as performance indicators

Special needs	The individual requirements of a person with a mental, emotional, or physical disability
Species	A class of animals, plants or other organisms whose members have the same main characteristics and are able to breed with each other
Stakeholder	Individual or group that has an interest in any decision or activity of an organization.
Standard	A document that provides, for common and repeated use, rules, guidelines or characteristics for products or related processes and production methods.
Supply chain	The many components, including accommodation, transport and excursions, and also bars and restaurants, handicrafts, food production, waste disposal, and the infrastructure that supports tourism in destinations
Sustainability	Using resources in an environmentally responsible, socially fair and economically viable manner, so that by meeting the needs of current users, the possibility of their use by future generations is not compromised
Sustainability Management System	A management system (set of interrelated elements) to establish a sustainability policy and objectives and processes to achieve those objectives.
Sustainable Destination Strategy	A sustainable destination strategy is a plan of action, based on stakeholder consultation and engagement, which sets out the agreed vision, objectives and direction for sustainable tourism in a destination and designed to be used as a basis for identifying destination management actions.
Sustainable investment	An investment approach that considers social and environmental good as well as financial return
Sustainable materials	Sustainable materials provide environmental, social and economic benefits while protecting public health and environment over their whole life cycle, from the extraction of raw materials until the final disposal.
Sustainable practices	Sustainable practices are employed in order to eliminate negative environmental impacts in the design, construction, restoration or demolition of a building or structure. Examples include incorporating energy efficiency, minimizing the carbon footprint over the life cycle of a structure, making use of natural light and low impact materials and connecting users with the natural environment.
Sustainable tourism	Sustainable tourism takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities. Sustainable tourism should make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity; respect the sociocultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to

	intercultural understanding and tolerance; ensure viable, long-term economic operations, providing socioeconomic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.
Threatened Species	Umbrella term for any species categorized as Critically Endangered, Endangered or Vulnerable by the IUCN Red List of Threatened Species.
Tourism assets	A facility or feature of value for its benefit or utility to the visitor experience
Tourism-related enterprises	Enterprises delivering any of a range of products which together comprise the visitor experience. These may include transport, accommodation, catering, natural resources, cultural, recreational, entertainment and other facilities and services, such as shops and banks, tour guides and other tour operators.
Tradition	An inherited, established, or customary pattern of thought, action, or behaviour
Transparent	Free from pretence or deceit
Values	Stable long-lasting standards by which people order their lives and make their choices
Verification	Verify: to prove, show, find out, or state that (something) is true or correct
Visitor management	Managing visitor movements and influencing visitor behaviour in order to protect the values and attributes of a destination or site and contribute to a high quality visitor experience
Wastewater	Wastewater is any water that has been adversely affected in quality by anthropogenic influence. Wastewater can originate from a combination of domestic, industrial, commercial or agricultural activities, surface runoff or stormwater, and from sewer inflow or infiltration.
Water quality	The physical, chemical, biological and aesthetic (appearance and smell) characteristics of water
Water risk	The probability and severity of an entity experiencing a deleterious water-related event. The Aqueduct Water Risk Atlas maps aggregated scores of 12 key water indicators in 15,000 watersheds around the world. Alternatively, WWF has a Water Risk Filter at http://waterriskfilter.panda.org/ . Overall water risk identifies areas with higher exposure to water-related risks and is an aggregated measure of all selected indicators from the Physical Quantity, Quality and Regulatory and Reputational Risk categories.

Water stewardship	Water stewardship is about taking action to help ensure that water is managed sustainably as a shared, public resource. It can be defined as the use of water that is socially equitable, environmentally sustainable and economically beneficial, achieved through a stakeholder-inclusive process that involves site- and catchment-based actions.
Wild animal	A member of any animal species known to be, or to have once been, capable of living in a natural, undomesticated state
Wildlife	Living things that are neither human nor domesticated
Wildlife interaction	Any human encounter or contact, intentional or otherwise, with a species of animal living, or plant growing, in its natural environment



PACIFIC
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TOURISM

