PACIFIC
SUSTAINABLE
TOURISM

Pacific Sustainable Tourism

Industry Standard

TRC TOURISM RECREATION CONSERVATION

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Preamble

The Pacific Sustainable Tourism Industry and Destination Standards provide guidance to the SPTO and its members 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).

Objective

The Pacific Sustainable Tourism **Industry 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 and the tourism industry 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 industry standard is intended to be the minimum that any tourism business 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 destinations[1] as well as tourism enterprises. There are two sets of standards relating to tourism in the Pacific:

[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 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 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.

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 Industry Standard has been intentionally aligned with the Global Sustainable Tourism Council sustainable industry criteria which are organised around four main themes: sustainable management; socio-economic impacts; cultural impacts; and environmental impacts. Aligned GSTC criteria are indicated in the Pacific Standard to enable the two to be easily cross-referenced.

Alignment of the criteria enables the Pacific Industry Standard to be recognized by the Global Sustainable Tourism Council in the future. GSTC-Recognized Standards are sustainable tourism standards that adhere to and are equivalent to the GSTC Criteria, meaning that the GSTC Criteria are included within the set of standards owned by a Certification Body (such as Earthcheck, Green Destinations etc) or by a local, national, or specialized tourism organization.

The GSTC-Recognized status refers to the standard/system itself and means that the standard has been reviewed by GSTC technical experts and the GSTC Assurance Panel and deemed the standard or system equivalent to the GSTC Criteria for sustainable tourism.

The Pacific Sustainable Tourism **Destination Standard** has achieved GSTC recognition through the Global Sustainable Tourism Council.

The structure of the Standard

The Industry 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.

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 Industry 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 business planning and management that will support prosperous economies in the Pacific.

INDUSTRY STANDARD				
PSTPF Priority	**Topic**	**Criteria**	**Ways these criteria could be addressed**	**GSTC Criteria**
Destination Planning & Development	Destination Planning	1.1 The business participates in sustainable tourism planning and development in the destination.	The business is connected to and receives information about destination planning and development through the local tourism authority. The business contributes to and participates in planning, management, and industry development activities related to sustainable tourism.	**A10**
Sustainable Management	Sustainability Management System	1.2 The business demonstrates its commitment to sustainability through implementation of plans, policies, training and communications which address environmental, social, cultural, economic, quality, human rights, health, safety, risk and crisis management issues and drives continuous improvement.	Documented evidence demonstrating a focus on sustainability in business plans and strategies with aligned vision, goals, actions and policies related to: financial, environmental, people, quality, safety, risk and crisis management and performance. Evidence of sustainability management through: • Business structure – the business owner or member of the management team is tasked with leading the sustainable performance of the business and relevant staff have responsibility sustainability functions and performance. • There are documented policies and standard operating procedures that guide overall sustainable management practices • Goals and targets are set in all relevant areas related to sustainable management of the business and its activities and there is a process for reporting on performance, monitoring achievements and continuous improvement • There is evidence of communication between management and staff regarding sustainability objectives, processes and performance. • There is a training program for staff related to the organisation's sustainability management system.	
Sustainable Management	Legal compliance	1.3 The business complies with all applicable local, national and international legislation and	Legal requirements for the business have been identified relevant to all activities and services provided by the business. (e.g. health, safety, labour and environment, related industry standards etc)	**A2**

INDUSTRY STANDARD				
PSTPF Priority	**Topic**	**Criteria**	**Ways these criteria could be addressed**	**GSTC Criteria**
		regulations including, among others, health, safety, labour and environmental aspects.	An up to date list of all legal requirements is maintained. Certificates or other documents that show compliance with all applicable legal requirements.	
Sustainable Management	Emergency and crisis response	1.4 The business has an emergency response plan and procedures and training processes for evacuation are in place and communicated to staff and visitors.	An emergency response plan specific to the tourism industry is developed and reviewed regularly in line with national emergency management plans. Procedures for evacuation in place including escape routes, assembly points and evacuation sites are in place and are made known to visitors. Regular drills are conducted, and emergency response training is provided to staff.	**Linked to A1**
Sustainable Management	Building Resilience	1.5 The business undertakes risk assessment and business continuity planning and develops a plan to minimise disruption and losses and as a result to maintain and enhance competitiveness.	Participate in training and review resources related to crisis and risk management and building resilience. Undertake a risk assessment process for the business. Develop a business continuity plan.	**Nil direct equivalent in GSTC criteria.**
Sustainable Management	Reporting and communication	1.6 The business communicates its sustainability policy, actions and performance to customers and other stakeholders and asks for their support to help achieve sustainability goals.	Regular reports are made available on sustainability performance. Sustainability policies and actions are reported in external and internal communication material. Communications contain messages inviting consumer and stakeholder support.	**A3**
Sustainable Management	Staff engagement	1.7 All staff help to develop and implement sustainability management practices. 1.8 All staff receive guidance and opportunities to participate in sustainability related training relevant to their roles and responsibilities including health and hygiene, quality, safety, social, cultural and environmental aspects as well as crisis management.	Staff have the opportunity to contribute ideas to and be involved in activities that support sustainable business practices. Staff are given opportunities to participate in on-the-job training and other external training programs related to sustainability and records of attendance and achievement are maintained. Training materials to guide staff and help them follow sustainable operating policies and procedures are available in accessible formats (including use of minority languages where needed). Staff hold certificates and qualifications in relevant disciplines/skills relevant to their specific role in the business.	**A4**

INDUSTRY STANDARD				
PSTPF Priority	**Topic**	**Criteria**	**Ways these criteria could be addressed**	**GSTC Criteria**
Protect and Promote Our Cultures	Property Rights of Pacific Communities	1.9 Land used by the business is acquired, leased or utilised legally, arrangements follow and are consistent with cultural practices, and activities do not impact the community's access to key resources.	Land ownership and tenure rights are documented for all sites owned and operated by the business and for those they have direct influence/control over. User and access rights for key resources, including land and water, are documented where applicable. There is documented evidence of communication, consultation and engagement with local communities and evidence of free, prior and informed consent of local communities is documented, where relevant (showing no involuntary resettlement or land acquisition).	**A8**
Quality Experiences	Visitor Satisfaction	1.10 The business aims to provide customers with a satisfying experience and measures and monitors its performance including its sustainability practices. Corrective action is taken where appropriate.	A system to collect monitor, record and respond to customer feedback is in place. This could include guest/passenger surveys and monitoring of online websites (e.g. Trip Advisor) and comments regarding the business on social media. Customer feedback is shared with management and relevant staff or other companies related to the business' service delivery and responses to address negative feedback are implemented. Where possible, feedback is provided to the customer (e.g responding to Trip Advisor or online comment).	**A5**
Unique Destinations	Accurate promotion	1.11 The business accurately and truthfully markets and promotes its products, services and sustainability achievements.	Images used in promotion are of actual experiences offered and places visited by customers. Marketing materials do not promise things which cannot be guaranteed, for example sightings of wildlife or participation in cultural events. Marketing materials are gender sensitive and aligned to community values. Sustainability claims are based on records of past performance.	**A6**
Unique Destinations **Promote Our Cultures**	Information and interpretation	1.12 The business provides information to visitors about its natural surroundings, local culture, and cultural heritage. 1.13 The business helps to educate visitors about how to behave while visiting natural areas, cultural heritage sites and when engaging with Pacific peoples.	Information/interpretation material about the natural and cultural heritage of areas visited is available and provided to customers. Staff are informed and trained about the natural and cultural heritage of the areas visited. Information is provided to customers about appropriate behaviour in the areas visited.	**A9**

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.

INDUSTRY CRITERIA				
PSTPF Priority	**Topic**	**Criteria**	**Ways these criteria could be addressed**	**GSTC Criteria**
Protect and Promote Our Cultures	Preventing exploitation and discrimination of Pacific communities	2.1 The business respects and protects its employees, all members of the community, customers and visitors against any form of exploitation and harassment particularly of children, adolescents, women, minorities and other vulnerable groups.	A documented policy against exploitation and harassment of vulnerable groups exists and is communicated and actively implemented. The business engages with the local community, in destinations where it is particularly active, in working against exploitation and harassment. Records of employee ages are kept and show absence of any form of child labour (as defined by ILO). The business supports action against child sex tourism. Services providers and premises where there is any evidence of possible exploitation are not contracted or visited.	**B5**
Strengthen Social Inclusion	Decent and fair work, with opportunities for local employment and equal opportunities for all.	2.2 The business: (a) Provides employment opportunities for local residents and supports other businesses that do the same (b) Provides a safe, fair and secure working environment with a decent living wage for all, including foreign workers (c) Offers opportunities for employment at all levels of the business without discrimination by gender, race, religion, disability or in other ways	The business is aware of and complies with national labour standards and regulations. Wage levels are monitored and reviewed against local norms to ensure a decent living wage. Training records are kept for all staff, showing the level and frequency of training received. Water, sanitation and hygiene facilities are provided for all onsite workers. Employee satisfaction is monitored. An employee grievance mechanism is in place. Groups at risk of discrimination are identified and monitored, for example informal workers. Internal promotion includes members of these groups. The business forges partnerships with local education institutions to provide training for locals to improve their competitiveness in the labour market.	**B2** **B6** **B7**

INDUSTRY CRITERIA				
PSTPF Priority	**Topic**	**Criteria**	**Ways these criteria could be addressed**	**GSTC Criteria**
		(d) Provides training and opportunities for advancement to all staff (e) Provides opportunities for the local community to participate in training opportunities whenever possible.		
Strengthen Social Inclusion	Accessibility	2.3 New building or infrastructure developments or renovations are planned with consideration of accessibility for people with physical disabilities and other special needs, relevant to the nature of the operation. 2.4 Accessibility measures are aligned with guidance from relevant experts and clear information about the level of accessibility for sites, products, services and experiences is included in promotional materials.	Review resources regarding best practices in accessible and inclusive tourism. Implement strategies to provide improved information and access for persons with special needs where appropriate.	**A7.4**
Tourism Delivers Greater Benefits to Communities **Enable Prosperous Cultural and Creative Industries**	Supporting and promoting local products and services	2.5 The business supports and promotes local artisans, producers and businesses, fair trade practices and sustainable products that are supportive to the area's nature, culture, local identity and local economy.	Review all items purchased by the business and ensure that goods and services are sourced from locally owned and fair trade producers and providers where possible. Promote locally owned, made and sourced products and services to visitors. These may include supply of food and beverages, cultural handicrafts, knowledge sharing/storytelling and guiding, performance arts, agricultural products, etc.	**B3** **B4**

INDUSTRY CRITERIA				
PSTPF Priority	**Topic**	**Criteria**	**Ways these criteria could be addressed**	**GSTC Criteria**
Tourism Delivers Greater Benefits to Communities	Spreading the benefits of tourism	2.6 The business contributes to the socio-economic development of local communities and provides visitors with opportunities to do the same. Initiatives include education, training, health, sanitation or projects which address the impacts of climate change.	The business supports initiatives with local communities and keeps a record of any support provided. The business favours service providers includes or promotes products/services or experiences that engage with and support local communities.	**B1**
Protect and Promote Our Cultures	Community satisfaction	2.7 The business' activities do not interfere with: (a) community access to food, water, energy, health and sanitation services (b) the activities of other businesses, their access to land or aquatic environments used to make a living, right-of -way and transport (c) local housing	Monitor the impact of the business on the surrounding community. Provide opportunities for the community to give feedback about the level of satisfaction with tourism activities Address issues that the community may have and communicate with them about actions being taken.	**B8** **B9**

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.

INDUSTRY CRITERIA				
PSTPF Priority	**Topic**	**Criteria**	**Ways these criteria could be addressed**	**GSTC Criteria**
Protect and Promote Our Cultures	Engaging with Pacific peoples	3.1 The business follows international and national good practice and locally agreed guidance for the management and promotion of visits to local communities and culturally or historically sensitive sites to minimize adverse impacts and maximize local benefits and help visitors enjoy their stay.	Ensure there is agreement and willingness to have visitors in communities. Ensure that outcomes of tourism development and activity are positive, and that adverse impacts on natural resources, cultural heritage and the way of life of the communities are identified, prevented or eliminated. Ensure there is a mechanism for communities to provide feedback about the impact of tourism, and for concerns to be addressed. Participate in the protection of natural and cultural assets of indigenous communities, as well as of their traditional lands. Ensure that there are equitable partnerships between the business and local communities. Involve communities in the design of the tourism product and aim to share the benefits within communities as widely as possible. Develop codes of conduct for visitors. Use local guides and provide appropriate training.	**C1**
Protect and Promote Our Cultures	Protecting cultural heritage	3.2 The business does not impede local access to places of historical, archaeological, cultural and spiritual significance. 3.3 The business contributes to protecting, preserving and enhancing places of historical, archaeological, cultural and spiritual significance. 3.4 Historical and archaeological artefacts are not sold, traded or displayed, except as permitted by local and international law.	The business keeps a record of any contributions it makes to the protection of cultural heritage in its main areas of operation/visited. The business provides in-kind or other support for cultural heritage in its main areas of operation/sites visited. The business ensures that its activities do not impede local access to sites. Any use of artefacts is transparent and/or documented and reported. Where artefacts are used, laws and bylaws have been identified that permit such use. Visitors are prevented from removing or damaging artefacts.	**C2** **C4**

INDUSTRY CRITERIA				
PSTPF Priority	**Topic**	**Criteria**	**Ways these criteria could be addressed**	**GSTC Criteria**
Protect and Promote Our Cultures **Create Unique Destinations Supported by Quality Experiences**	Promoting and presenting culture and heritage	3.5 The business ensures the local way of life, culture and traditions are presented sensitively and respectfully and involve and benefit local communities while respecting the intellectual property rights of local communities. 3.6 The business provides visitors with an authentic and genuine cultural experience.	Sites visited and experiences offered provide an authentic experience of local culture and heritage. Living cultural heritage and traditions are evident in cuisine, retail, events and other services offered. Copyright and intellectual property rights have been observed and necessary permissions obtained. The views of the local community have been sought on the presentation of local cultural heritage.	**C3**

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.

INDUSTRY CRITERIA				
PSTPF Priority	**Topic**	**Criteria**	**Ways these criteria could be addressed**	**GSTC Criteria**
Protect Our Islands, Coastal and Ocean Ecosystems **Build resilience to Climate Change and Transition to a Low Emission, Resource Efficient Sector**	Sustainable Building and Infrastructure	4.1 Land use, planning, siting, design, construction, renovation, operation and demolition of buildings and infrastructure: • Complies with zoning requirements and laws related to protected, sensitive or heritage areas. • Limits impact and maintains the integrity of its natural and cultural surroundings • Uses locally appropriate and sustainable practices and materials. • provides access and information for persons with special needs, where appropriate.	For buildings and infrastructure owned and operated by the business or that the business has responsibility for managing there is: Demonstrated awareness of, and compliance with, laws relating to land use and activities in the local area Up to date licenses and permits are maintained. An awareness of any relevant area management plans and guidance (e.g. for particular zones, design, etc.), related to the site. New building or infrastructure developments or renovations are planned with: • Visual amenity, landscape, cultural and natural heritage is considered. • Site selection, design and access consider environmental impact including protection of biologically sensitive areas, threatened or protected species, impact on wildlife habitats, water bodies, courses and catchments. • Climate change risk factors are considered. • Preservation of archaeological, cultural heritage and sacred sites. Where possible new building or infrastructure developments use: • Sustainable design, materials and construction practices, including management of building waste • local materials, practices and crafts in buildings and design. • Native and endemic plants obtained from sustainable sources. • Evidence of this planning is demonstrated through the use of impact assessments for all planned developments and renovations.	**A7.1** **A7.2** **A7.3**

INDUSTRY CRITERIA				
PSTPF Priority	**Topic**	**Criteria**	**Ways these criteria could be addressed**	**GSTC Criteria**
Protect Our Islands, Coastal and Ocean Ecosystems **Build Resilience to Climate Change and Transition to A Low Emission, Resource Efficient Sector**	Sustainable purchasing	4.2 The business has a policy of using environmentally sustainable suppliers and efficient purchasing of products including capital goods, food, beverages, building materials and consumables to minimise waste.	Documented environmental purchasing policy. Preference for products and suppliers with environmental/fair trade/organic certification. Preference for products grown, made and/or sourced locally. A focus on minimising waste (packaging/food waste etc – e.g. buying in bulk). Alternatives to plastic are used/encouraged.	**D1.1** **D1.2**
Build Resilience to Climate Change and Transition to a Low Emission, Resource Efficient Sector	Energy conservation	4.3 The business measures and monitors energy use by type and takes all possible steps to minimise its use of energy and educates visitors to do the same. Where possible, renewable energy sources are used.	Sources of energy use are identified. Records of energy usage are regularly maintained and monitored and reduction goals are set. Steps to reduce energy consumption are implemented (e.g replacing equipment over time with energy efficient alternatives). Training on effective energy management is provided. Standard operating procedures relating to energy use are implemented. Staff and guests are encouraged and given guidance on ways to minimise energy use. Opportunities to access renewable energy sources are pursued.	**D1.3**
Build Resilience to Climate Change and Transition to a Low Emission, Resource Efficient Sector	Water conservation	4.4 The business measures, monitors water consumption by type and takes all possible steps to minimise its use of water and educates visitors to do the same. 4.5 Water use is from a sustainable source and does not impact community access to water supply for everyday needs and does not adversely impact the aquatic environment.	Sources of water use are identified and originates from a legal/sustainable source. Tourism water use does not impact community access to water. Records of water usage are regularly maintained and monitored and reduction goals are set. Steps to reduce water consumption are implemented (e.g replacing equipment over time with water efficient alternatives). Training on effective water management is provided. Standard operating procedures relating to water use are implemented. Staff and guests are encouraged and given guidance on ways to minimise water use.	**D1.4**

INDUSTRY CRITERIA				
PSTPF Priority	**Topic**	**Criteria**	**Ways these criteria could be addressed**	**GSTC Criteria**
Build Resilience to Climate Change and Transition to a Low Emission, Resource Efficient Sector	Greenhouse gas emissions	4.6 The business understands its sources of greenhouse gas emissions and takes steps to measure, monitor and reduce them. Offsetting of the business's remaining emissions occurs where necessary.	Efficient energy management (see above). Efficient use of transport/fuel. Use of a carbon calculator to measure emissions. Purchase of certified carbon offsets. Partnerships for emission reductions are established including with Government or NGOs.	**D2.1**
Build Resilience to Climate Change and Transition to a Low Emission, Resource Efficient Sector	Transport	4.7 The business seeks to reduce transportation requirements and actively encourages the use of cleaner and more resource efficient alternatives by customers, employees, suppliers and in its own operations.	Fuel consumption is limited and alternative transport (bicycle use etc) is encouraged. Daily transport is limited through planned trips, ride sharing etc. Information about alternative transport sources is provided to visitors. (e.g. walking distances and times to sites of interest, access to public transport, bicycle hire etc).	**D2.2**
Build Resilience to Climate Change and Transition to a Low Emission, Resource Efficient Sector	Wastewater	4.8 Wastewater, including grey water, is effectively treated and is only reused or released safely, so that the local population and environment are not impacted.	The business takes all possible steps to ensure wastewater generated is managed effectively with a suitable wastewater treatment system in place.	**D2.3**
Build Resilience to Climate Change and Transition to a Low Emission, Resource Efficient Sector	Solid waste	4.9 The business takes steps to measure, reduce, reuse and recycle all forms of solid waste including food waste. Waste is disposed of in a manner that does not affect the local population or the environment.	A waste management plan is in place. Actions are taken to reduce, separate reuse or recycle waste. Waste disposal is to an approved facility with minimal impact on the local population. Training on effective waste management is provided. Standard operating procedures relating to waste management are implemented. Records on waste management actions are maintained. Staff and guests are encouraged and given guidance on ways to minimise waste.	**D2.4**

INDUSTRY CRITERIA				
PSTPF Priority	**Topic**	**Criteria**	**Ways these criteria could be addressed**	**GSTC Criteria**
Protect Our Islands, Coastal and Ocean Ecosystems	Harmful substances	4.10 The business minimises the use of harmful substances, including pesticides, paints, swimming pool disinfectants, and cleaning materials and these are substituted when available by low or toxin free products or processes. All storage, use, handling, and disposal of chemicals are properly managed. 4.11 Visitors are encouraged to use low or toxin free products, such as reef friendly sunscreens.	An inventory of harmful substances is kept and material Safety data sheets are held. Environmentally friendly alternatives are used where possible. Chemicals are stored appropriately. Visitors are encouraged not to use substances which are harmful to the environment (toxic sunscreens and repellents).	**D2.5**
Protect Our Islands, Coastal and Ocean Ecosystems	Minimize pollution	4.12 The business implements practices to minimize pollution from noise, light, runoff, erosion, ozone-depleting substances, and air, water and soil contaminants.	Sources of pollution are identified. Pollution is monitored. Steps are taken to reduce or eliminate pollution.	**D2.6**
Protect Our Islands, Coastal and Ocean Ecosystems	Biodiversity conservation	4.13 The business supports and contributes to biodiversity conservation, including through appropriate management of its own property. Particular attention is paid to natural protected areas and areas of high biodiversity particularly when delivering services to visitors. Any disturbance of natural ecosystems is minimized, rehabilitated and there is a compensatory contribution to conservation management where necessary.	There is awareness of areas with high biodiversity conservation value. Steps are taken to ensure those areas are protected. Disturbance to wildlife and habitats is minimised. Visitors are provided with opportunities to contribute to biodiversity conservation. The business engages with environmental NGOs in the region and contributes to conservation management.	**D3.1**
Protect Our Islands, Coastal and Ocean Ecosystems	Invasive species	4.14 The organization takes measures to avoid the introduction of invasive species. Native species are used for landscaping and restoration wherever feasible, particularly in natural landscapes.	Invasive species are identified, particularly in landscaped areas. Steps are taken to remove them or limit their spread. Only native species are used in landscaping.	**D3.2**

INDUSTRY CRITERIA				
PSTPF Priority	**Topic**	**Criteria**	**Ways these criteria could be addressed**	**GSTC Criteria**
Protect Our Islands, Coastal and Ocean Ecosystems	Visits to natural sites	4.15 Guidelines for the management and promotion of visits to natural sites are followed and steps are taken to minimize the impact of visitors on natural areas and maximise visitor enjoyment.	There is awareness of any guidelines in place for accessing natural areas. Guidelines are used to inform guests about appropriate behaviour. Visitation to fragile sites is carefully managed, with appropriate limits on visitor numbers where needed. The business engages with local conservation bodies to understand and issues related to specific sites. Guides are trained appropriately.	**D3.3**
Protect Our Islands, Coastal and Ocean Ecosystems	Wildlife interactions	4.16 Interactions with wildlife are responsibly managed and do not have adverse effects on the animals concerned, the viability and behaviours of populations in the wild.	There is awareness of any guidelines that relate to wildlife interactions and those guidelines are followed. Codes of conduct related to wildlife interactions are developed and communicated to guests. Feeding of wildlife is discouraged or not permitted. Disturbance to wildlife is discouraged. Wildlife interactions are monitored and managed.	**D3.4**
Protect Our Islands, Coastal and Ocean Ecosystems	Animal Welfare and Wildlife Protection	4.17 The housing, care and handling of all wild and domestic animals associated with the business meets the highest standards of animal welfare and is in compliance with local and international law. 4.18 The business supports national and regional terrestrial coastal and marine wildlife protection requirements ensuring their protection and sustainable management. 4.19 The business does not harvest, consume, display, sell or trade wildlife species, except as part of a regulated activity that ensures that their utilization is sustainable, and in compliance with local and international laws.	The business is aware of and complies with relevant laws and regulations concerning wildlife harvesting and trade. Visitors are informed of laws and regulations concerning wildlife harvesting, consumption, trade and purchasing Souvenirs made from threatened species are not sold by the business Visitors are made aware of souvenirs made from threatened species and discouraged from buying them.	**D3.5** **D3.6**

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 (CO2).
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_2e,) 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
SUSTAINABLE
TOURISM