

Global Sustainable Tourism Council

GSTC Tour Operator Criteria

全球可持续旅游议会：旅游经营商标准

VERSION 3, 21 DECEMBER 2016
WITH

Suggested Performance Indicators

Preamble

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Translated by: The Globe Ecotourism Training Centre
翻译本: 环球生态旅游培训中心 – www.getcentre.cn

建议绩效指标
序言

The Global Sustainable Tourism Council (GSTC) Criteria were created to provide a common understanding throughout the world of “sustainable tourism”, and are the minimum that any tourism business should aspire to reach. They are organized around four main themes: effective sustainability planning, maximizing social and economic benefits for the local community, enhancing cultural heritage, and reducing negative impacts to the environment. They have applicability to the entire tourism industry.

对可持续旅游而言，全球可持续旅游标准是对可持续发展所达成共识的结果。对于任何致力于实现可持续旅游的管理组织来说，这些标准都应当成为其力求达到的基准标准。为实现可持续旅游，应达成以下四个目标：(一)有效的可持续发展规划；(二)当地社区之社会与经济利益最大化；(三)提升文化传承效益；(四)减少环境负面影响。上述标准适用于整体旅游产业。

The Criteria have been developed and revised while striving to adhere to the Standard-Setting Code of the ISEAL Alliance, the body recognized to provide guidance on international norms for

developing sustainability standards in all sectors. The Criteria are revised every 3 to 5 years. Plans for revisions plus advance sign-up for public input into future revisions are available on www.gstcouncil.org. The website also provides information on the process and history of the Criteria development.

此标准遵循国际社会与环境认可和标签联盟（ISEAL）的标准制定规范(Standard-Setting Code)而建立与修改，作为国际可持续性旅游标准的指导方针，每三到五年修改一次。相关修订信息、欲参与修订或了解修改的过程与标准建立的沿革，请参照官网 www.gstcouncil.org

Some of the uses of the criteria include the following:

- Serve as the basis for certification for sustainability
- Serve as basic guidelines for businesses of all sizes to become more sustainable, and help businesses choose sustainable tourism programmes that fulfill these global criteria
- Provide greater market access in the growing market for sustainable products, serving as guidance both for travellers and for travel agencies in choosing suppliers and sustainable tourism programmes
- Help consumers identify sound sustainable tourism programmes and businesses
- Serve as a common denominator for information media to recognize sustainable tourism providers
- Help certification and other voluntary programmes ensure that their standards meet a broadly-accepted baseline
- Offer governmental, non-governmental, and private sector programmes a starting point for developing sustainable tourism requirements
- Serve as basic guidelines for education and training bodies, such as hotel schools and universities
- Demonstrate leadership that inspires others to act

该标准的用途包括以下几方面：

- 作为可持续性认证的基础
- 为致力于可持续发展的企业提供基本指南，并协助企业选择符合全球可持续旅游标准的项目
- 向公众推介可持续旅游产品，作为游客与旅行社选择可持续旅游项目与供应商的指导准则
- 帮助消费者识别名实相符的可持续旅游项目与企业
- 成为信息媒体识别可持续旅游供应商的共同基准
- 为认证以及其他自愿性服务计划相关项目提供参考依据，使其符合可持续旅游的基本原则与要求
- 为政府部门、非政府组织、旅游经营者提供可持续旅游发展的基本框架

- 作为旅游院校等机构教育培训的基本指导方针
- 展示领导力，激励他人采取行动

The Criteria indicate *what* should be done, *not how* to do it or whether the goal has been achieved. This role is fulfilled by performance indicators, associated educational materials, and access to tools for implementation, all of which are an indispensable complement to the GSTC Criteria.

最后需要说明的是：该准则仅仅指出了应该做什么，而未表明怎样去做或目标是否已经实现。这些都需要绩效指标、相关教育材料与实施细则来实现，而这一切也正是实施全球可持续旅游不可或缺的补充。

Criteria Application

It is recommended that all criteria be applied to the greatest extent practical, unless for a specific situation the criterion is not applicable and this is justified. There may be circumstances in which a criterion is not applicable to a specific tourism product, given the local regulatory, environmental, social, economic or cultural conditions. 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. Further guidance on these criteria may be found from the supporting indicators and glossary, published by the GSTC.

建议广泛地应用所有标准并充分发挥其指导作用，但是也要因地制宜，在特定环境下，变更或删除标准的某些条款，则显得更加理性。对于特定旅游产品或目的地管理机构，考虑到其地方监管制度与环境、社会、经济、文化等因素，不可仅仅照抄全球可持续旅游标准的某些条款。经验表明：对于小型与小区型企业而言，不论在社会、经济与环境等方面，其有限的物力、财力等资源往往难以应付全球可持续旅游标准的全面应用与广泛实践。

上述标准的进一步指导文件，参见全球可持续旅游议会（GSTC）公布的支持性指标与术语汇编。

Performance Indicators

The performance indicators presented here are designed to provide guidance in measuring compliance with the GSTC Criteria for Tour Operators.

This draft set of indicators will be updated periodically, as new information is developed. If you would like to suggest new indicators or other improvements, please send your suggestions to accreditation@gstccouncil.org.

绩效指标作为衡量旅游经营商是否符合可持续性旅游标准的指导准则。此草案将会因应新信息之出现而定期更新。若您有对于指标有何建议，请将您的意见寄到此信箱：

accreditation@gstccouncil.org

Combined Indicators and Criteria

This document is the combined Criteria and the Performance Indicators.

GSTC INDUSTRY CRITERIA 全球可持续旅游产业标准	INDICATORS FOR TOUR OPERATORS 旅游经营商评量指标
SECTION A: Demonstrate effective sustainable management	
A. 有效的可持续经营管理	
A1 Sustainability management system The organization has implemented a long-term sustainability management system that is suitable to its size and scope, addresses environmental, social, cultural, economic, quality, human rights, health, safety, risk and crisis management issues and drives continuous improvement. A1 可持续经营管理体系 经营者实施了适合其实际情况与业务范围的长期的可持续经营管理体系，该体系综合地考虑了环境、社会、文化、经济、品质、人权、健康、安全、风险与危机管理等要素，并能持续改善。	a. The Sustainability Management System is clearly documented. b. The SM System covers environmental, social, cultural, economic, quality, human rights, health and safety issues. c. The SM System includes consideration of risk and crisis management. d. Documentary evidence shows implementation of the SM system. e. The SM System includes a process for monitoring continuous improvement in sustainability performance. a. 可持续经营管理体系有清楚的文件说明 b. 涵盖环境、社会、经济、品质、人权、健康与安全议题 c. 考虑风险与危机管理 d. 以文件证明其确实实施可持续经营管理系统 e. 持续监测可持续经营的进步成效
A2 Legal compliance The organization is in compliance with all applicable local, national and international legislation and regulations including, among others, health, safety, labour and environmental aspects. A2 符合法规 经营者遵守所有相关的国内与国际法律与法规（包括健康、安全、劳动、环境等各方面）。	a. An up to date list of all applicable legal requirements is maintained. b. Certificates or other documentary evidence show compliance with all applicable legal requirements. a. 持续更新所有适用的法规清单 b. 认证与其他文件证明其符合法规要求
A3 Reporting and communication The organization communicates its sustainability policy, actions and performance to stakeholders, including customers, and seeks to engage their support. A3 报告与宣传 经营者传达可持续旅游之政策、行动	a. Regular reports are made available on sustainability performance. b. Sustainability policies and actions are reported in external and internal communication material. c. Communications contain messages inviting consumer and stakeholder support. a. 定期提供可持续经营绩效的报告

与绩效给相关业者与客户，并寻求他们的支持。	b. 透过外部与内部方式传达可持续经营政策与行动 c. 传达内容包含邀请客户与相关业者支持的信息
A4 Staff engagement Staff are engaged with development and implementation of the sustainability management system and receive periodic guidance and training regarding their roles and responsibilities in its delivery. A4 员工参与 员工参与可持续经营管理体系的发展与实行，并定期接受指导与训练，以指导其了解所承担的经营管理角色与任务。	a. Evidence is available of staff involvement with the SM System. b. Records of courses and on-the-job training, with attendance levels, are available. c. Staff training and guidance materials are available in accessible format (including use of minority languages where needed). d. Staff hold certificates and qualifications in relevant disciplines/skills. a. 提供证据显示员工参与可持续经营管理体系 b. 提供上课与在职训练纪录，包含出勤纪录 c. 员工训练与指导资料易于取得，视情况增加少数国籍员工的语言版本 d. 员工具备相关训练与技能方面的证照和资格
A5 Customer experience Customer satisfaction, including aspects of sustainability, is monitored and corrective action taken. A5 顾客经验 持续测评顾客满意度，并据此适当地、贴切地加以改善。	a. A customer feedback system is in place, together with analysis of the results. b. Negative feedback and responses made to this are recorded. c. There is evidence of corrective actions taken. a. 需具备客户反馈系统和结果分析 b. 记录负面反馈与反应 c. 证据显示进行适当、贴切的改善

A6 Accurate promotion Promotional materials and marketing communications are accurate and transparent with regard to the organization and its products and services, including sustainability claims. They do not promise more than is being delivered. A6. 准确的营销宣传 关于可持续发展的主张、机构本身与其产品、服务等方面的宣传资料与营销沟通必须准确与清楚地表达，不可过度不实地宣传。	a. Images used in promotion are of actual experiences offered and facilities provided. b. Sustainability claims are based on records of past performance. a. 不可在图片中宣传实际上无提供之服务与设施 b. 必须根据之前的绩效纪录提出可持续发展的主张
A7 Buildings and infrastructure Planning, siting, design, construction, renovation, operation and demolition of buildings and infrastructure... A7. 建筑物与基础设施 建筑物与基础设施的规划、选址、设计、建设、修复、施工、拆除	Indicators for A7 criteria relate to the buildings and infrastructure associated with the accommodation being certified A7 标准的指标针对通过住宿认证的建筑物和基础设施
A7.1 Compliance ...comply with zoning requirements and laws related to protected and sensitive areas and to heritage considerations. A7.1 遵循依据 遵循土地分区管制以及保护区、敏感区、遗产地的相关规定	a. Awareness of, and compliance with, laws relating to land use and activities in the local area is demonstrated. b. All required licences and permits are up to date. c. Awareness of, and compliance with, non-statutory area management plans and guidance (e.g. for particular zones, design, etc.), is demonstrated. a. 了解并遵守当地土地利用和活动有关的法律 b. 所有必需的证照和许可证都是最新的 c. 了解并遵守非法定区域管理计划和指南（例如特定区域、设计等）
A7.2 Impact and integrity ...take account of the capacity and integrity of the natural and cultural surroundings. A7.2 冲击与完整性 将周边自然生态与文化遗产的负荷量列入考虑，并维护其完整性。	a. Site selection, design and access have taken account of visual amenity, landscape, cultural and natural heritage. b. Site selection, design and access have taken account of the protection of biologically sensitive areas and the assimilative capacity of ecosystems. c. The integrity of archaeological, cultural heritage, and sacred sites has been preserved. d. The integrity and connectivity of natural sites and protected areas has been preserved. e. Threatened or protected species have not been displaced and impact on all wildlife habitats has been minimized and mitigated. f. Water courses/catchments/wetlands have not been altered and run-off

	is reduced where possible and any residue is captured or channeled and filtered. g. Risk factors (including climate change, natural phenomena, and visitor safety) have been assessed and addressed. h. Impact assessment (including cumulative impacts) has been undertaken and documented as appropriate. a. 选址、设计、进入和访问需考虑视觉美化、景观、文化与自然遗产因素 b. 选址、设计、进入和访问需考虑生物多样化敏感区域保护与生态系统的同化能力 c. 保持考古、文化遗产与圣地的完整性 d. 保持自然景观地与保护区的完整性 e. 濒危与受保护的物种不被强迫迁移，将所有野生动物种栖息地受到的影响降到最低与缓解 f. 不改变水道、集水区、湿地，尽可能减少径流，并收集或引导和过滤任何残留物 g. 评估并解决风险因子，包含气候变迁、自然现象及游客安全 h. 进行影响评估（包括累积影响）并酌情记录
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A7.3 Sustainable practices and materials ...use locally appropriate and sustainable practices and materials. A7.3 可持续建设的方法与材料 采用适合于当地的、可持续建设的方法与材料	a. Local materials, practices and crafts have been used in buildings and design where practicable and appropriate. b. Native and endemic plants obtained from sustainable sources have been used in landscaping and decoration, avoiding exotic and invasive species. c. Plants have been selected for their ability to tolerate prevailing or anticipated conditions eg drought tolerant plants d. Sustainable design, materials and construction practices have been used in buildings, with appropriate certification where possible. e. Waste from construction is sorted and disposed of in an environmentally sound manner. a. 在可行和适当的情况下，在建筑物和设计中使用当地材料、方法和工艺 b. 采用符合可持续原则所采集的本地和特有种植物应用在景观与装饰上，避免使用外来与入侵物种 c. 选择植物时已考虑其耐受当时或预期条件的能力，例如耐旱植物 d. 采用可持续性设计、材料与建筑方法于建筑，并符合相应的认证 e. 建筑废弃物以无害环境的方式进行分类与弃置
A7.4 Access for all ...provide access and information for persons with special needs, where appropriate. A7.4 为人群提供可进入性 为特殊需求的人群提供适当的可进入性条件与信息	a. Sites, buildings and activities are accessible to persons with physical disabilities and other special needs, as appropriate to the nature of the operation. b. Clear and accurate information is provided on the level of accessibility. c. Accessibility is certified or checked with relevant experts/user bodies. a. 根据活动的性质，使身体残疾者和其他特殊需求的人可进入场地、建筑物和进行活动 b. 提供可取得之清楚且明确的信息 c. 可进入性通过相关专家/用户机构的认证或检查
A8 Land water and property rights Acquisition by the organization of land and water rights and of property is legal, complies with local communal and indigenous rights, including their free, prior and informed consent, and does not require involuntary resettlement. A8 用地、用水以及产权 经营者必须合法地获得用地、用水以及产权，不应妨害当地公共利益与原住民权益，涉及这些权益的项	a. Land ownership and tenure rights are documented. b. User and access rights for key resources, including land and water, are documented where applicable. c. There is documentary evidence of communication, consultation and engagement with local and indigenous communities. d. Evidence of free, prior and informed consent of local communities is documented, where relevant (showing no involuntary resettlement or land acquisition). a. 土地所有权和使用权的文件证明 b. 在适用情况下记录关键资源的使用权利，包括土地和水 c. 持有与当地和原住民社区沟通、协商和参与的书面证据 d. 在相关情况下，提供文件证明当地社区经过自由、事先

目或经营应当遵循“自由、事先、知情”同意原则，不要求非自愿的重新安置。	和知情同意（显示无非自愿重新安置或征地的纪录）
A9 Information and interpretation The organization provides information about and interpretation of the natural surroundings, local culture, and cultural heritage, as well as an explanation of appropriate behaviour while visiting natural areas, living cultures, and cultural heritage sites. A8. 资讯与解说 经营者提供周边自然资源、当地文化与文化遗产的相关资讯与解说，并且要告知游客在访问这些自然区域、活的文化与文化遗产时应当遵守的行为规范。	a. Information/interpretation material about the natural and cultural heritage of the local area is available and provided to customers. b. Staff are informed and trained about the natural and cultural heritage of the local area. c. Information is provided to customers about appropriate behaviour in the local area. a. 提供当地自然与文化遗产的信息和解说数据给顾客 b. 告知和培训当地员工有关当地自然和文化遗产的知识 c. 顾客需被告知在当地应当遵守的行为规范
A10 Destination engagement The organization is involved with sustainable tourism planning and management in the destination, where such opportunities exist. A10 目的地参与 经营者参与可持续旅游目的地的规划与管理	a. The organization is a member of the local Destination Management Organization or equivalent body, where such an organization exists. b. The organization participates in partnerships between local communities, NGOs and other local bodies where these exist. c. The organization participates in planning and management meetings and activities concerning sustainable tourism in the destination. a. 经营者为当地目的地管理机构或同等类型机构 b. 经营者参与当地社区、非政府组织与其他机构之间的伙伴关系 c. 经营者参与目的地可持续旅游相关的规划并管理会议与活动

SECTION B: Maximize social and economic benefits to the local community and minimize negative impacts

B. 当地社区社会与经济利益最大化与负面影响最小化

B1 Community support The organization actively supports initiatives for local infrastructure and social community development. Examples of initiatives include education, training, health and sanitation and projects which address the impacts of climate change. B1 支持社区发展 经营者采取积极举措支持当地基础设施与社区方面的发展，其中包括教育、培训、健康和公共卫生，与其他气候变迁相关的项目。	a. The organization engages with the local community in identifying needs and opportunities for support and evaluating their potential benefit/impact. b. The level and nature of contributions made to schemes in the local community is recorded. c. The local community is offered the opportunity to access the tourism facilities and services provided. a. 经营者与当地社区合作，确认需要支持的项目和机会，并评估其潜在效益/影响 b. 记录在当地社区计划中所做的贡献程度与性质 c. 当地社区有机会使用所提供的旅游设施和服务
B2 Local employment Local residents are given equal opportunities for employment and advancement, including in management positions. B2 雇用当地员工 经营者在聘用员工时，当地居民被给予平等以及职业晋升机会，包括获得管理职位	a. The proportion of total employment from persons already residing in the local community is measured and managed. b. The proportion of employment in management positions from persons already residing in the local community is measured and managed. c. Training is offered to local residents to enhance their employment opportunities. a. 评估与管理当地居民在全部雇员中的比重 b. 评估与管理当地居民担任管理职位的比重 c. 提供当地居民受训机会，以提升晋升机会
B3 Local purchasing When purchasing and offering goods and services, the organization gives priority to local and fair trade suppliers whenever these are available and of sufficient quality. B3 采购当地资源 经营者采购或提供产品与服务时，应当在资源可取得且质量达到要求的情况下，优先考虑当地符合公平贸易条件的供货商	a. The organization regularly audits its sources of supply of goods and services. b. The proportion of goods and services purchased from locally owned and operated businesses is measured and managed. c. The proportion of non-locally owned or operated suppliers that are fair trade is measured and managed. a. 经营者定期审核产品与服务供应的来源 b. 采购当地企业(本地拥有与经营)所提供产品与服务时，对其在总采购比重上进行评估与管理 c. 采购非当地供货商生产但符合公平贸易条件的产品时，对其在总采购比重进行评估与管理
B4 Local entrepreneurs	a. Locally owned businesses are given access to premises and customers for

The organization supports local entrepreneurs in the development and sale of sustainable products and services that are based on the area's nature, history and culture. B4 扶持当地企业主 经营者应支持当地企业的发展机制与销售具有地方自然、历史与文化特色的可持续产品及服务	commercial activity. b. Where appropriate, the organization provides advice and support to local service providers with whom it engages, on the quality and sustainability of their service. c. Opportunities for joint ventures and partnerships with local entrepreneurs are considered and pursued where appropriate. a. 本地拥有的企业可以进入商业活动场所和接触客户 b. 在适当情况下, 经营者提供关于服务质量与可持续性经营的相关建议与支持给当地合作之服务提供商 c. 在适当情况下, 提供当地企业主合资与合作关系的机会
B5 Exploitation and harassment The organization has implemented a policy against commercial, sexual or any other form of exploitation or harassment, particularly of children, adolescents, women, minorities and other vulnerable groups. B5 剥削与骚扰 经营者实施措施, 抵制商业、性以及其它形式的剥削与骚扰, 尤其要保护儿童、青少年、妇女以及弱势团体。	a. The organization has a documented policy against exploitation and harassment of vulnerable groups. b. Action is taken to communicate and implement the policy. c. The organization engages with the local community in working against exploitation and harassment. d. Records of employee ages are kept and show absence of any form of child labour (as defined by ILO). e. The organization supports action against child sex tourism. a. 经营者制定反剥削和骚扰弱势团体的书面政策 b. 传播并实施此政策 c. 经营者与当地社区合作抵制剥削与骚扰 d. 保存雇员年龄记录, 并显示没有任何形式的童工纪录 (根据国际劳工组织之定义) e. 经营者应抵制儿童性旅游
B6 Equal opportunity The organization offers employment opportunities, including in management positions, without discrimination by gender, race, religion, disability or in other ways. B6 平等机会 经营者在聘用员工时, 当地居民被给予平等机会, 包括获得管理职位、不因性别、种族、宗教、身体残疾等其他因素而受到歧视。	a. The organization has identified groups at risk of discrimination, including women and local minorities. b. The proportion of employees drawn from each of these groups is monitored and is commensurate with local demographics. c. Internal promotion includes members of these groups. a. 经营者确认有被歧视风险的族群, 包括妇女和地方少数民族 b. 雇员中含有这些族群的比重应受到管控, 并与当地的人口统计比重相对应 c. 内部晋升时应包含这些族群
B7 Decent work Labour rights are respected, a safe and secure working environment is provided and employees are paid at least a living wage. Employees are offered regular training, experience and opportunities for advancement.	a. The organization demonstrates awareness of, and compliance with, international labour standards and regulations. b. Wage levels are monitored and regularly reviewed against national norms for a living wage. c. Training records are kept for all staff, showing the level and frequency of training received. d. Employee contracts show support for health care and social security.

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