

# ***The Global Sustainable Tourism Council (GSTC)***

***Setting Standards for the World of Travel &  
Tourism:***

***Sustainable – Responsible – Green***

*制订□□□□与□□规范准则□*

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**Presents: 隆重推出:**

## ***Guidelines for Hotels and Tour Operators***

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## GSTC's Guidelines for Hotels and Tour Operators



Sustainable tourism is on the rise: consumer demand is growing, travel industry suppliers are developing new green programs, and governments are creating new policies to encourage sustainable practices in tourism.

But what does it mean to be sustainable? Or responsible, or green?

**可持续旅游正在兴起：旅游者的需求正在不断增长，旅游业正在开发新的绿色产品，各国政府正在出台新的政策以鼓励可持续旅游发展的实践。**

**然而，“可持续旅游”真正含义是什么？尽责的还是绿色的？**

The Global Sustainable Tourism Council (GSTC) is an independent, non-profit organization that sets standards and guidelines for sustainability in travel and tourism. A large, global, inclusive, multi-disciplinary, years-long process and team developed these guidelines.

**全球可持续旅游委员会（GSTC）是一个致力于制订旅行与旅游行业可持续发展规范与指南的独立的、非盈利的全球组织。全球可持续旅游委员会（GSTC）组织了一个大型的、全球化的、包容性的、多学科与跨专业的团队，经过多年的研发，最终制订与完善了这些准则与指南。**

GSTC can help you and your business become more sustainable in two ways:

1) Any hotel or tour operator can benefit from the guidelines presented below – 37 points to follow for hotels and tour operators, developed by a global initiative of experts from multiple sectors including public, private, and NGOs.

2) Assist your business become certified as sustainable through a GSTC

-Recognized or GSTC -Approved certification body.

For certification, view the current list of GSTC -Recognized and GSTC -Approved certification bodies at:

<http://www.gstcouncil.org/sustainable-tourism-gstc-criteria/gstc-recognized-standards.html>

<http://www.gstcouncil.org/sustainable-tourism-gstc-criteria/gstc-approved-standards.html>

**全球可持续旅游委员会 ( GSTC ) 从两个方面助推您与您的企业进一步实现可持续发展 :**

**1 ) 任何酒店或旅游经营商均可获益于以下所提到的准则与指南- 这是一个全球倡议 ,其指明了酒店业与旅游经营商可持续发展所遵循 37 条重要的准则与规范 , 这个全球倡议是由来自于包括国有与私营企业、政府与非政府组织在内的各行各业的专家与学者共同制订与完善的。**

**2 ) 借助全球可持续旅游委员会 ( GSTC ) 认可或批准的认证机构 , 来证明贵企业可持续发展的实际绩效。**

**全球可持续旅游委员会 ( GSTC ) 认可或批准的认证机构 , 详情敬请查看最新名单 :**

<http://www.gstcouncil.org/sustainable-tourism-gstc-criteria/gstc-recognized-standards.html>

<http://www.gstcouncil.org/sustainable-tourism-gstc-criteria/gstc-approved-standards.html>

To begin your path today toward greater sustainability (pre-certification), follow the guidelines provided in the following pages.

**立即行动起来吧 !请您按照以下页面所提供的准则与指南 , 踏上更加卓越的可持续发展征途。**

Benefits of using these guidelines:

- 1) Help your business operations become more sustainable.
- 2) Help your business choose sustainable tourism programs/ products that fulfill these global criteria.
- 3) Serve as guidance for travel agencies in choosing suppliers and sustainable tourism programs.
- 4) Help consumers identify sound sustainable tourism programs and businesses.
- 5) Serve as a common denominator for information media to recognize sustainable tourism providers – and for your business to select wording in your messaging to the media and in marketing materials about sustainability.

**运用这些准则与指南，可以有益于：**

- 1) 促进贵企业走向更加可持续的经营管理。**
- 2) 帮助贵企业选择可持续旅游的项目/产品，其履行了这些全球规则与标准的义务。**
- 3) 成为旅行社选择可持续项目与供应商的指导准则。**
- 4) 帮助消费者鉴别名实相符的可持续旅游项目与企业。**
- 5) 成为媒体资讯识别可持续旅游提供者的共同基准—有助于贵企业在向媒体推介以及营销中提供可持续发展资料时能够选择恰当的措辞。**

The guidelines indicate what should be done, not how to do it or whether the goal has been achieved.

**需要说明的是：该准则与指南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。**

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# **Global Sustainable Tourism Guidelines for Hotels and Tour Operators**

## **全球酒店业与旅游经营商可持续发展指南**

### **A. Demonstrate effective sustainable management**

#### **A. 有效的可持续经营管理**

A1. The organization has implemented a long-term sustainability management system that is suitable to its reality and scope, and which addresses environmental, social, cultural, economic, quality, health and safety issues.

**A1-经营者实施了适合其实际情况与业务范围的长期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、健康、安全等要素。**

A2. The organization is in compliance with all applicable local to international legislation and regulations (including, among others, health, safety, labor and environmental aspects).

**A2-经营者遵守所有相关的国内国际法律法规（包括健康、安全、劳动、环境等各方面）。**

A3. All personnel receive periodic guidance and training regarding their roles and responsibilities with respect to environmental, social, cultural, economic, quality, health and safety issues.

**A3-所有员工均能定期获得环境、社会、文化、经济、品质、健康、安全等方面的教育培训，以指导其了解所承担的经营管理角色与任务。**

A4. Customer satisfaction, including sustainability aspects, is measured and corrective action taken.

**A4-持续测评顾客满意度，并据此适当、贴切地加以改善。**

A5. Promotional materials are accurate and complete with regard to the

organization and its products and services, including sustainability claims. They do not promise more than is being delivered.

**A5-经营者关于可持续发展要求、产品、服务以及其它方面的宣传资料，必须准确、完整，不能作出超过其能力范畴的承诺。**

A6. Planning, design, construction, renovation, operation and demolition of buildings and infrastructure:

comply with zoning requirements and with laws related to protected areas and heritage consideration; respect the natural and cultural heritage surroundings in planning, siting, design and impact assessment; use locally appropriate sustainable practices and materials; provide access for persons with special needs, where appropriate.

**A6-建筑物与基础设施的规划、设计、建设、修复、施工、拆除：**

**遵循土地分区管制以及保护区、遗产地的相关规定；规划、选址、设计以及环境影响评估的过程中，要尊重周边自然生态与文化遗产；采用适合于当地的可持续建设的方法与材料；为特殊需求的人群提供适宜的可进入性条件。**

A7. Land and water rights, and property acquisition are legal, comply with local communal and indigenous rights, including their free, prior and informed consent, and do not require involuntary resettlement.

**A7-经营者必须合法地获得用地、用水以及产权，不应妨害当地公共权益与原住民权益，包括自由权、先占权、知情与同意权，以及非自愿不被重新安置。**

A8. Information about and interpretation of the natural surroundings, local culture, and cultural heritage is provided to customers, as well as explaining appropriate behavior while visiting natural areas, living cultures, and cultural heritage sites.

**A8-向游客提供周边自然资源、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、社区文化与文化遗址时应当遵守行为规范。**

**B. Maximize social & economic benefits to the local community and minimize negative impacts**

## **B. 提升当地社区的经济社会效益并降低负面影响**

B1. The organization actively supports initiatives for local infrastructure and social community development including, among others, education, training, health and sanitation.

**B1-经营者采取积极举措支持当地基础设施与社区其它方面的发展，其中包括教育、培训、健康和公共卫生。**

B2. Local residents are given equal opportunity for employment including in management positions. All employees are equally offered regular training, experience and opportunities for advancement.

**B2-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。所有员工均能公平地获得定期培训、体验，以及职业晋升机会。**

B3. Local services and goods are purchased and offered by the organization, following fair-trade principles.

**B3-经营者应当遵从公平贸易原则，尽可能采购当地物品并更多地吸纳当地人所提供的商业服务。**

B4. The organization offers the means for local small entrepreneurs to develop and sell sustainable products that are based on the area's nature, history and culture (including food and beverages, crafts, performance arts, agricultural products, etc.).

**B4-经营者应当促进当地小企业开发与销售基于该区域的自然、历史与文化的可持续产品（包括食品和饮料，工艺品，艺术展演，农产品等）。**

B5. A documented code of conduct for activities in indigenous and local communities has been developed and implemented with the collaboration and consent of the affected community.

**B5-经营者与原住民及当地社区协商一致，制订了涉及双方活动的行为规范，并得以实施。**

B6. The organization has implemented a policy against commercial, sexual or any other form of exploitation and harassment, particularly of children, adolescents, women and minorities.

**B6-经营者实施了措施，抵制商业、性以及其它形式的剥削与骚扰，在这些方面，尤其要保护儿童、青少年、妇女以及少数族裔。**

B7. The organization offers equal employment opportunities to women, local minorities and others, including in management positions, while restraining child labor.

**B7-经营者公平地雇用妇女、少数族裔等，包括向他们提供管理职位；禁止雇佣童工。**

B8. The international or national legal protection of employees is respected, and employees are paid at least a living wage.

**B8-重视国际或国家层面的劳动者保护法的贯彻执行，员工至少能够获得可以维持其生活的工资收入。**

B9. The activities of the organization do not jeopardize the provision of basic services, such as food, water, energy, healthcare or sanitation, to neighboring communities.

**B9-经营者的行为不得危及相邻社区的基础服务供给，包括食物、水、能源、医疗卫生等。**

B10. Tourism activity does not adversely affect local access to livelihoods, including land and aquatic resource use, rights-of-way, transport and housing.

**B10-开展旅游休闲活动力求避免负面影响于当地社区民众的生活，包括陆地与水生生物资源的利用、道路通行、交通运输工具使用以及住房供给等。**

### **C. Maximize benefits to cultural heritage and minimize negative impacts**

#### **C. 将文化遗产效益发挥到最大并将负面影响降到最小**

C1. The organization follows established guidelines or a code of behavior for visits to culturally or historically sensitive sites, in order to minimize negative visitor impact and maximize enjoyment.

**C1-经营者开展经营活动应当遵守游客参访文化与历史敏感区域的指导方针与行为准则，以期尽量实现“游客负面影响最小化、游览体验最佳化”。**

C2. Historical and archeological artifacts are not sold, traded or displayed, except as permitted by local to international law.

**C2-除国内、国际法律法规的允许之外，不可出售、交易或陈列具有历史、考古意义的工艺品。**

C3. The organization contributes to the protection and preservation of local



historical, archeological, culturally and spiritually important properties and sites, and does not impede access to them by local residents.

**C3-经营者应当促进当地历史、考古、文化与精神资产以及景观景点的维护 ,并且不妨碍当地居民的进入与访问权利。**

C4. The organization incorporates elements of local art, architecture, or cultural heritage in its operations, design, decoration, food, or shops; while respecting the intellectual property rights of local communities.

**C4-经营者将当地艺术、建筑或文化遗产元素运用至其经营、设计、装饰、食品或商店经营时 ,必须尊重当地社区的知识产权。**

**D. Maximize benefits to the environment and minimize negative impacts**

**D. 环境效益最大化与负面影响最小化**

**Conserving resources**

**节约资源**

D1 Purchasing policies favor locally appropriate and ecologically sustainable products, including building materials, capital goods, food, beverages and consumables.

**D1-经营者采购建材、生产资料、食品、饮料以及消耗品时 ,应当优先考虑当地相应的生态、环保产品。**

D2 The purchase and use of disposable and consumable goods is measured and the organization actively seeks ways to reduce their use.

**D2-经营者应当衡量是否一定要购买与使用一次性消耗品 ,并想方设法减少使用该类产品。**

D3 Energy consumption is measured, sources are indicated, and measures are adopted to minimize overall consumption, and encourage the use of renewable energy.

**D3-监测能源消耗与确认其来源 ,运用有效措施减少耗能总量 ,鼓励使用可再生能源。**

D4 Water consumption is measured, sources are indicated, and measures are adopted to minimize overall consumption. Water sourcing is sustainable, and does not adversely affect environmental flows.

**D4-监测水资源消耗与确认其来源，采取有效措施减少耗水总量。采购与使用符合可持续发展要求的、并且不对环境流产生不利影响的用水。**

### **Reducing pollution**

#### **减少污染**

D5 Greenhouse gas emissions from all sources controlled by the organization are measured, procedures are implemented to minimize them, and offsetting remaining emissions is encouraged.

**D5-经营者必须对所有可能排放温室气体的源头进行监控,并实施减少排放量的程序以及补偿剩余排放量的鼓励机制。**

D6 The organization encourages its customers, staff and suppliers to reduce transportation-related greenhouse gas emissions.

**D6-经营者鼓励其消费者、员工及其供应商减少与运输相关的温室气体排放量。**

D7 Wastewater, including gray water, is effectively treated and is only reused or released safely, with no adverse effects to the local population and the environment.

**D7-对包括灰水在内的废水进行有效处理、再利用或安全地排放，避免对当地居民与环境造成不利影响。**

D8 Waste is measured, mechanisms are in place to reduce waste, and where reduction is not feasible, to re-use or recycle it. Any residual waste disposal has no adverse effect on the local population and the environment.

**D8-实施固体废弃物减量管理，设置量化目标，以期将不能被再利用或不能再循环的废弃物减到最少程度。任何残余废弃物的处理均不能对当地居民与环境造成不利影响。**

D9 The use of harmful substances, including pesticides, paints, swimming pool disinfectants, and cleaning materials, is minimized, and substituted when available, by innocuous products or processes. All storage, use, handling, and disposal of chemicals are properly managed.

**D9-尽量减少使用农药、涂料、游泳池消毒剂与清洁材料等有害物质，相应的无害产品或技术成熟时取而代之。同时，正确管理所有化学物品的存储、使用、处理与处置。**

D10 The organization implements practices to minimize pollution from noise,

light, runoff, erosion, ozone-depleting compounds, and air, water and soil contaminants.

**D10-经营者应采取措施以减少来自噪音、亮光、径流、侵蚀、消耗臭氧层化合物，以及空气、水、土壤污染物所造成的污染。**

### **Conserving biodiversity, ecosystems, and landscapes**

#### **保护生物多样性、保持生态系统、保存景观资源**

D11 Wildlife species are not harvested, consumed, displayed, sold, or traded, except as part of a regulated activity that ensures that their utilization is sustainable, and in compliance with local to international laws.

**D11-只有得到国内、国际法律法规的许可，并且因为被列入监管范畴能够确保可持续利用的前提下，野生生物才能被捕获、消费、陈列展览、出售或交易。**

D12 No captive wildlife is held, except for properly regulated activities, in compliance with local to international law. Living specimens of protected and wildlife species are only kept by those authorized and suitably equipped to house and care for them humanely.

**D12-除非得到国内、国际法律法规的许可以及被列入妥当的监管范畴，否则不得采捕野生物。只有征得主管部门同意并且有适当设备可以圈养照护的条件下，才能持有保育类活体野生物。**

D13 The organization takes measures to avoid the introduction of invasive alien species. Native species are used for landscaping and restoration wherever feasible, particularly in natural landscapes.

**D13-经营者应采取措施以避免外来物种入侵。尽量使用本地原生物种来进行绿化恢复与环境美化，尤其是自然景观。**

D14 The organization supports and contributes to biodiversity conservation, including natural protected areas and areas of high biodiversity value.

**D14-经营者应当支持并致力于生物多样性保育，包括支持或赞成设立自然保护区与生物多样性价值高的区域。**

D15 Interactions with wildlife, taking into account cumulative impacts, do not produce adverse effects on the viability and behavior of populations in the wild. Any

disturbance of natural ecosystems is minimized, rehabilitated, and there is a compensatory contribution to conservation management.

**D15-与野生动物之间的互动要考虑到累积影响 ,不能对其族群的生存及其生活习性造成不良的后果。尽可能减少对自然生态系统的干扰行为 ,通过休养生息等保育管理措施对自然生态系统进行有益的补偿。**

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