全球可持续旅游目的地标准（GSTC-D）

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Global Sustainable Tourism Criteria for Destinations (GSTC-D)

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序　言

可持续旅游正在兴起：旅游者的需求在不断增长，旅游经营者在开发新的绿色产品，各国政府与国际机构在制定新的政策以鼓励可持续旅游实践。然而，"可持续旅游"的真正含义是什么？从获得旅游者信任、促进旅游业繁荣、带动社区发展以及避免乱贴"可持续旅游"标签的角度出发，我们该寻求怎样的一种可信的界定方法与正确的评价依据呢？

对旅游目的地而言，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，目的地应采取跨学科的、综合的方法来实现以下四个目标：㈠目的地可持续营运管理；㈡当地社区经济利益最大化与负面影响最小化；㈢社区特色性保护、游客体验、文化传承效益最大化与负面影响最小化；㈣环境效益最大化与负面影响最小化。

上述标准适用于各种不同类型与规模的旅游目的地。

全球可持续旅游标准是旅游业界响应联合国应对全球挑战所作出的"千年发展目标"（MDG）的一部分，重在解决扶贫、性别平等、包括气候变化在内的环境可持续发展等系列跨领域的问题。

全球可持续旅游标准及其指标是在已经被国际社会公认的标准与方法的基础上制定的，主要包括：联合国世界旅游组织（UNWTO）针对旅游目的地制订的指标、全球可持续旅游委员会（GSTC）针对旅游经营商与酒店业可持续发展制订的指南，以及其它被广泛认可的原则、准则、认证标准与指标。它们反映了来自不同文化与地缘政治的世界各地旅游业与其它部门适用的认证准则、指标、标准与最佳实践。其潜在指标具有针对性、实用性、普适性。

全球可持续旅游委员会（GSTC）负责起草制订和实施全球可持续旅游标准。

该标准的预期用途包括以下几方面：

为致力于可持续发展的旅游目的地提供基本指南；

帮助消费者识别名实相符的可持续旅游目的地;

成为信息媒体识别可持续旅游目的地并向公众推介的共同基准;

为认证以及目的地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。

全球可持续旅游标准只是指出了应该做什么,而不是如何去做或者目标是否已经实现。这些都需要公众、非政府组织、旅游经营者等提供的业绩指标、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目的地标准（GSTC-D）不可缺少的补充。

全球可持续旅游目的地标准（GSTC-D）是整个旅游业实现可持续发展进程的起点。

Preamble

Sustainable tourism is on the rise: consumer demand is growing, travel industry suppliers are developing new green programs, governments and international agencies are creating new policies to encourage sustainable practices in tourism. But what does "sustainable tourism" really mean? How can it be measured and credibly demonstrated, in order to build consumer confidence, promote business prosperity, foster community benefits, and fight false claims?

The Global Sustainable Tourism Criteria are an effort to come to a common understanding of sustainable destinations, and are the minimum undertakings that any tourism management organization which wishes to be sustainable should aspire to reach. To satisfy the definition of sustainable tourism, destinations must take an interdisciplinary, holistic and integrative approach which includes four main objectives: to (i) demonstrate sustainable destination management; (ii) maximize social and economic benefits for the host community and minimize negative impacts; (iii) maximize benefits to communities, visitors and cultural heritage and minimize impacts; and (iv) maximize benefits to the environment and minimize negative impacts. The criteria are designed to be used by all types and scales of destinations.

The criteria are part of the response of the tourism community to the global challenges of the United Nations' Millennium Development Goals. Poverty alleviation, gender equity and environmental sustainability, including climate change, are the main cross-cutting issues that are addressed through the criteria.

The criteria and indicators were developed based on already recognized criteria and approaches including, for example, the UNWTO destination level indicators, GSTC Criteria for Hotels and Tour Operators, and other widely accepted principles and guidelines, certification criteria and indicators. They reflect certification standards, indicators, criteria, and best practices from different cultural and geo-political contexts around the world in tourism and other sectors where applicable. Potential indicators were screened for relevance and practicality, as well as their applicability to a broad range of destination types.

The Global Sustainable Tourism Criteria are administered by the Global Sustainable Tourism Council.

Some of the expected uses of the criteria by tourism management organizations include the following:

- Serve as basic guidelines for destinations which wish to become more sustainable;

- Help consumers identify sound sustainable tourism destinations;

- Serve as a common denominator for information media to recognize destinations and inform the public regarding their sustainability;

- Help certification and other voluntary destination level programs ensure that their standards meet a broadly-accepted baseline;

- Offer governmental, non-governmental, and private sector programs a starting point for developing sustainable tourism requirements; and

- Serve as basic guidelines for education and training bodies, such as hotel schools and universities.

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 from public, NGO and private sector providers all of which are an indispensable complement to the Destination Level Global Sustainable Tourism Criteria.

The Global Sustainable Tourism Criteria for Destinations were conceived as the beginning of a process to make sustainability the standard practice in all forms of tourism.

应 用

　　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，变更或删去标准的某些条款，则显得更加理性。对于特定旅游目的地，考虑到其地方监管制度与环境、社会、经济、文化等因素，不可照搬照抄全球可持续旅游标准的某些条款。经验表明：对于小型的目的地与社区而言，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。

鉴于目的地范围内涵盖了众多的企业、事业单位，政府机构、社团法人以及其他不同形式的个体单位或人员，在应用上述标准时，应当周全地考虑各种活动所产生的累积效应。目的地的整体评测通常需要考量上述各类主体行为累积效应的结果。

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

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 justification is provided. There may be circumstances in which a criterion is not applicable to a specific tourism destination or destination management organization, given the local regulatory, environmental, social, economic or cultural conditions. In the case of smaller destinations and communities, it is recognized that limited resources may prevent comprehensive application of all criteria.

Because destinations are comprised by many different enterprises, organizations and individuals, the application of these criteria should include thorough consideration of the cumulative effects of activities. Measurement at the destination scale will usually capture the net result of cumulative effects at the individual scale. However monitoring of impacts is not an end in itself; it should be viewed as a tool for improving the sustainability of the destination.

Further guidance on these criteria may be found from the supporting indicators and glossary, which will be published by the Global Sustainable Tourism Council.

全球可持续旅游目的地标准
Global Sustainable Tourism Criteria for Destinations

A. 目的地可持续营运管理

SECTION A: DEMONSTRATE SUSTAINABLE DESTINATION MANAGEMENT

A-1 目的地可持续发展战略.

目的地制订了与其规模相适应的中长期发展战略，该战略综合地考虑了环境、经济、社会、文化、质量、健康与安全、审美等各种因素；目的地在制订该战略的过程中，应当有公众参与，且应当向公众公开。

A1. Sustainable Destination Strategy

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

A-2 目的地管理组织.

目的地建立了工作职能部门、工作组或工作委员会等有效的组织体系，这些机构通过有效协调私营、公共部门携手合作的方法与途径来促进旅游业可持续发展。工作组应当与目的地规模相适应，并明确了其在环境、经济、社会、文化等方面的管理职责、监管责任以及执行能力。工作组的活动经费应当有

保障。

A2. Destination management organization

The destination has an effective organization, department, group, or committee responsible for   This group is suited to the size and scale of the destination, and has defined responsibilities, oversight and implementation capability for the management of environmental, economic, social, and cultural issues. This group's activities are appropriately funded.

A-3 监测体系.

目的地针对环境、经济、社会、文化、旅游、人权等方面的事务建立了监测、公开报告、应对措施等综合体系。同时，目的地应当对这些监测系统进行周期性的复审与评估。

A3. Monitoring

The destination has a system to monitor, publicly report, and respond to environmental, economic, social, and cultural, tourism, and human rights issues. The monitoring system is reviewed and evaluated periodically.

A-4 旅游季节性调控.

目的地动用多种手段并以适宜的方式来降低旅游季节性波动，努力平衡当地经济、社区、文化、环境等方面需求，并努力寻求不同季节的旅游发展机遇。

A4. Tourism seasonality management

The destination dedicates resources to mitigate seasonal variability of tourism where appropriate, working to balance the needs of the local economy, community, cultures and environment, to identify year-round tourism opportunities.

A-5 应对气候变化.

目的地建立了能够识别因气候变化而带来的风险与机遇的管理体系。该体系倡导目的地在项目开发、选址、设计以及管理等各个方面考虑了应对气候变化的措施。该体系要求有助于实现目的地可持续发展以及适应能力,并要求目的地向当地居民、游客进行气候方面的公共宣传与教育。

A5. Climate change adaptation

The destination has a system to identify risks and opportunities associated with climate change. This system encourages climate change adaptation strategies for development, sitting, design, and management of facilities. The system contributes to the sustainability and resilience of the destination and to public education on climate for both residents and tourists.

A-6 旅游资源与吸引物普查与分类.

目的地应当对自然与文化景观景点等方面的旅游资源与吸引物进行普查、分类与评价;这些资讯应当及时更新,并供公众查询。

A6. Inventory of tourism assets and attractions

The destination has an up-to-date, publicly available inventory and assessment of its tourism assets and attractions, including natural and cultural sites.

A-7 规划法规体系.

目的地颁布并实施了包括规划准则、法规条例和/或方针政策在内的规划法规体系,该体系应当展开环境、经济、社会影响评估,并综合考虑了土地使用、规划设计、建筑物拆除等方面的可持续性。该体系旨在保护自然与文化资源,该体系在制订过程中,应当吸纳当地公众意见以及通过全面评审,经历了公众咨询等环节之后加以实施。

A7. Planning Regulations

The destination has planning guidelines, regulations, and/or policies that require environmental, economic, and social impact assessment and integrate sustainable land use, design, construction, and demolition. The guidelines, regulations and/or policies are designed to protect natural and cultural resources, were created with local inputs from the public and a thorough review process, are publicly communicated, and are enforced.

A-8 满足不同人群的可进入条件.

在一定前提条件下,目的地景点及其设施都应当向所有人群开放(景点包括具有重要自然与文化价值的景点;人群包括残疾人以及其他有特殊需求的人)。一些无法直接进入的景点及其设施,应当通过妥善的设计以及实施方案来解决存在的可进入性的问题;该方案应当在维护景观景点完整性的前提下,适度考虑游客住宿等需求的供给条件。

A8. Access for all

Where appropriate, sites and facilities, including those of natural and cultural importance, are accessible to all, including persons with disabilities and others who have specific access requirements. Where such sites and facilities are not immediately accessible, access is afforded through the design and implementation of solutions that take into account both the integrity of the site and such reasonable accommodations for persons with access requirements as can be achieved.

A-9 所有权的获得与保障.

关于所有权征用方面的法律法规,在目的地被颁布并得到了实施,这些法律法规应当遵从于公众以及原居民的权利,且进行了公众咨询,在他们没有被事先告知、没有征求他们同意和/或他们没有得到合理的补偿的情况下,不允许对他们进行

重新安置。

A9. Property acquisitions

Laws and regulations regarding property acquisitions exist, are enforced, comply with communal and indigenous rights, ensure public consultation, and do not authorize resettlement without prior informed consent and/or reasonable compensation.

A-10 游客满意度监测.

目的地建立了对游客满意度监测以及公开报告的机制，并视情开展相应行动来提升游客满意度。

A10. Visitor satisfaction

The destination has a system to monitor and publicly report visitor satisfaction, and, if necessary, to take action to improve visitor satisfaction.

A-11 可持续发展标准化水平提升.

目的地建立了相应的机制来促进企事业单位可持续发展标准化水平提高，目的地所执行的可持续发展标准应当与全球可持续旅游系列标准保持一致。目的地应当让公众知悉已通过了可持续发展认证或鉴定的企事业单位名录。

A11. Sustainability standards

The destination has a system to promote sustainability standards for enterprises consistent with the GSTC criteria. The destination makes publicly available a list of sustainability certified or verified enterprises.

A-12 安全与安全保障体系.

目的地建立了应对犯罪、安全与健康危害等方面的机制，包括监测、预防、处置以及公开报告等方面的内容。

A12. Safety and security

The destination has a system to monitor, prevent, publicly report, and respond to crime, safety, and health hazards.

A-13 危机预防与应急管理.

目的地建立了适用自身危机预防与紧急事件应对的计划。该计划中的重要内容要与社区居民、游客以及企事业单位进行有效沟通。该计划要有明确的工作流程、实施步骤，以及针对员工、游客、当地居民的教育培训计划及其相应的资源保障，该计划应当根据外部环境、内部条件的变化而及时更新。

A13. Crisis and emergency management

The destination has a crisis and emergency response plan that is appropriate to the destination. Key elements are communicated to residents, visitors, and enterprises. The plan establishes procedures and provides resources and training for staff, visitors, and residents, and is updated on a regular basis.

A-14 营销宣传.

目的地关于可持续发展的主张（要求）及其产品、服务等方面的营销宣传必须准确表达,这些营销与宣传资讯应当秉持诚信、尊重他人的原则与当地社区、游客进行沟通。

A14. Promotion

Promotion is accurate with regard to the destination and its products, services, and sustainability claims. The promotional messages treat local communities and tourists authentically and respectfully.

B. 当地社区经济利益最大化与负面影响最小化

SECTION B: MAXIMIZE ECONOMIC BENEFITS TO THE HOST

COMMUNITY AND MINIMIZE NEGATIVE IMPACTS

B-1 经济效益监测.

目的地至少每年开展一次旅游业对目的地经济的直接与间接贡献方面的监测并向公众公开。在条件允许情况下，监测对象应当包括游客消费支出、平均可供出租客房收入、就业人数、投资成本与收益等方面的数据与资料。

B1. Economic monitoring

The direct and indirect economic contribution of tourism to the destination's economy is monitored and publicly reported at least annually. To the extent feasible, this should include visitor expenditure, revenue per available room, employment and investment data.

B-2 居民就业机会.

目的地企事业单位为其所有员工提供平等的聘用与培训机会，并提供可靠的职业安全保障以及合理的薪酬。

B2. Local career opportunities

The destination's enterprises provide equal employment, training opportunities, occupational safety, and fair wages for all.

B-3 公众参与机制.

目的地建立了鼓励公众持续地参与目的地规划与决策的机制。

B3. Public participation

The destination has a system that encourages public participation in destination planning and decision making on an ongoing basis.

B-4 当地社区民意.

目的地及时监测、记录并且公开报告当地社区对于目的地管理的期望值、关注度、满意度。

B4. Local community opinion

Local communities' aspirations, concerns, and satisfaction with destination management are regularly monitored, recorded and publicly reported in a timely manner.

B-5 当地居民的进入与访问权利.

目的地监测、保护并视情恢复社区居民进入与访问自然与文化景观景点的权利。

B5. Local access

The destination monitors, protects, and when necessary rehabilitates or restores local community access to natural and cultural sites.

B-6 旅游意识宣传与教育.

目的地定期举办社区活动,提高居民对旅游业存在的机遇与挑战的认识,增强居民对可持续发展重要性的理解。

B6. Tourism awareness and education

The destination provides regular programs to affected communities to enhance their understanding of opportunities and challenges of tourism, and the importance of sustainability.

B-7 反对剥削.

目的地有制订并实施了相关法律与惯例来防止商业剥削、性剥削或者其他形式的剥削、骚扰行为，尤其是制止对儿童、青少年、妇女、少数族裔的剥削、骚扰行为。这些法律与惯例应当经过公众咨询。

B7. Preventing exploitation

The destination has laws and established practices to prevent commercial, sexual, or any other form of exploitation and harassment of anyone, particularly of children, adolescents, women, and minorities. The laws and established practices are publicly communicated.

B-8 支持社区发展.

目的地提供便利条件，鼓励企事业单位、游客、公众积极参与社区活动、支持社区可持续发展，并建立了相应的机制。

B8. Support for community

The destination has a system to enable and encourage enterprises, visitors, and the public to contribute to community and sustainability initiatives.

B-9 扶持当地企业主与支持公平贸易.

目的地应当着眼该地区的自然与文化资源，建立扶持当地企业、支持中小型企业发展的机制，开发与推广具有地方特色的可持续产品，促进公平贸易。可持续产品包括食品、饮料、农产品、工艺品以及艺术表演等。

B9. Supporting local entrepreneurs and fair trade

The destination has a system that supports local and small-and medium-sized enterprises, and promotes and develops local sustainable products and fair trade principles that are based on the area's nature and culture. These may include food and beverage, crafts, performance arts, agricultural products, etc.

C. 社区特色性保护、游客体验、文化传承效益最大化与负面影响最小化

SECTION C: MAXIMIZE BENEFITS TO COMMUNITIES, VISITORS, AND CULTURE; MINIMIZE NEGATIVE IMPACTS

C-1 旅游吸引物保护.

目的地制定了政策并建立了机制,鉴定评价、恢复(重建)、保育（保存）自然与文化景观景点。这些场所包括（历史的、考古的）建筑遗产、乡村风光、城市风情。

C1. Attraction protection

The destination has a policy and system to evaluate, rehabilitate, and conserve natural and cultural sites, including built heritage (historic and archaeological) and rural and urban scenic views.

C-2 游客管理.

目的地制订了旅游景区景点的游客管理制度，包括保存、保护自然与文化资源以及提升品质、提高价值等各种措施。

C2. Visitor management

The destination has a visitor management system for attraction sites that includes measures to preserve, protect, enhance natural and cultural assets.

C-3 游客行为指南.

目的地发布并提供《敏感区域游客行为指南》。该《指南》旨在减少敏感区域的负面影响，并强化游客行为的正面影响。

C3. Visitor behavior

The destination has published and provided guidelines for proper visitor behavior at sensitive sites. Such guidelines are designed to minimize adverse impacts on sensitive sites and strengthen positive visitor behaviors.

C-4 文化遗产保护.

目的地制定了相关法律法规，对历史与考古文物的出售、交易、展示或馈赠等方面的事务均进行了妥善管理。

C4. Cultural heritage protection

The destination has laws governing the proper sale, trade, display, or gifting of historical and archaeological artifacts.

C-5 景区景点解说.

目的地境内的自然与文化景区景点应当向游客提供科学准确的、有适当文化含量的解说信息。编写这些信息时，应当考虑到社区的共同合作，并考虑到以适宜的语言向不同来访者进行有效的传播。

C5. Site interpretation

Accurate interpretive information is provided at natural and cultural sites. The information is culturally appropriate, developed with community collaboration, and communicated in languages pertinent to visitors.

C-6 知识产权保护.

目的地建立了保护社区以及个人知识产权的体系。

C6. Intellectual property

The destination has a system to contribute to the protection and preservation of intellectual property rights of communities and individuals.

D. 环境效益最大化与负面影响最小化

SECTION D: MAXIMIZE BENEFITS TO THE ENVIRONMENT AND MINIMIZE NEGATIVE IMPACTS

D-1 环境风险评估与处置.

目的地对其所面临的环境风险进行了识别与评估，并建立了相应的机制来应对和处置这些风险。

D1. Environmental risks

The destination has identified environmental risks and has a system in place to address these.

D-2 脆弱环境保护.

目的地建立了旅游业影响环境的监测机制，保护动物栖息地、动植物种群以及生态系统，并防止外来物种入侵。

D2. Protection of sensitive environments

The destination has a system to monitor the environmental impact of tourism, conserve habitats, species, and ecosystems, and prevent the introduction of invasive species.

D-3 野生物种保护.

目的地建立了机制，确保对野生动、植物进行捕获或采集、展示、出售等行为必须遵守当地的、国家的以及国际层面上的法律与准则。

D3. Wildlife protection

The destination has a system to ensure compliance with local, national, and international laws and standards for the harvest or capture, display, and sale of wildlife (including plants and animals).

D-4 温室气体减排.

目的地建立了机制，鼓励企事业单位在其运营的各个环节进行计量、监测、公开报告温室气体排放量，并采取措施最大化减少、减缓其温室气体排放（包括来自于服务提供商的温室

气体排放)。

The destination has a system to encourage enterprises to measure, monitor, minimize, publicly report, and mitigate their greenhouse gas emissions from all aspects of their operation (including emissions from service providers).

D-5 节约能源.

目的地建立了相应的机制，鼓励企事业单位计量、监测、公开报告能源消耗量,不断减少能源消耗以及减少对化石燃料的依赖度。

D5. Energy conservation

The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report energy consumption, and reduce reliance on fossil fuels.

D-6 水资源管理.

目的地建立了鼓励企事业单位计量、监测、公开报告并且不断减少用水量的相关机制。

D6. Water management

The destination has a system to encourage enterprises to measure, monitor, reduce, and publicly report water usage.

D-7 用水供需保障.

目的地建立了水资源的监测机制,统筹兼顾企事业单位的用水量与目的地社区的需水量之间的平衡。

D7. Water security.

The destination has a system to monitor its water resources to ensure that use by

enterprises is compatible with the water requirements of the destination community.

D-8 水质监测.

目的地建立了机制，对饮用水、休闲疗养用水的水质进行达标监测。目的地应当发布水质监测报告，并且就监测报告中所反映的问题及时采取相应的处置措施。

D8. Water quality

The destination has a system to monitor drinking and recreational water quality using quality standards. The monitoring results are publicly available, and the destination has a system to respond in a timely manner to water quality issues.

D-9 废水管理.

目的地清晰地确立了污水、排放物处理系统的选址、维护、检测等方面的方针与准则，并强制实施这些方针与准则，确保污水得到了合理处置、再利用或实现了安全排放，确保对当地居民与环境的不利影响最小化。

D9. Wastewater

The destination has clear and enforced guidelines in place for the siting, maintenance and testing of discharge from septic tanks and wastewater treatment systems, and ensures wastes are properly treated and reused or released safely with minimal adverse effects to the local population and the environment.

D-10 固体废弃物减排.

目的地鼓励企事业单位根据减量化、再利用、再循环(3R)原则处置固体废弃物并建立了相应的机制。任何没有被再利用或再循环利用的剩余固体废弃物，均要进行安全处置以及按照可持续发展要求的方式进行妥善处理。

D10. Solid waste reduction

The destination has a system to encourage enterprises to reduce, reuse, and recycle solid waste. Any residual solid waste that is not reused or recycled is disposed of safely and sustainably.

D-11 噪音与光污染控制.

目的地制定了尽量减少噪音与光污染的方针与规范。目的地鼓励企事业单位遵循这些方针与规范。

D11. Light and noise pollution

The destination has guidelines and regulations to minimize light and noise pollution. The destination encourages enterprises to follow these guidelines and regulations.

D-12 降低交通运输系统的负面影响.

目的地采取措施，推广使用公共交通、动态交通（步行、骑行）等环境影响较小的交通运输系统，并建立了相关机制。

D12. Low-impact transportation

The destination has a system to increase the use of low-impact transportation, including public transportation and active transportation (e.g., walking and cycling).