

Global Sustainable Tourism Council



In recent decades, the global tourism industry has experienced unprecedented growth, transforming it into one of the world's largest and most dynamic sectors. However, this expansion has not come without consequences. The surge in tourism activities has led to environmental degradation, cultural erosion, and social inequality in many destinations worldwide. As travelers become increasingly aware of these issues and seek more responsible ways to explore the world, the concept of sustainable tourism has emerged as a crucial framework for ensuring the long-term viability of the industry.



The Global Sustainable Tourism Council (GSTC) is at the forefront of promoting sustainability in travel and tourism through the establishment and management of global standards known as the GSTC Criteria. These criteria, consisting of Destination Criteria for policy-makers and Industry Criteria for hotels and tour operators, serve as a common language for sustainability in the industry. Organized into four pillars—Sustainable management, Socioeconomic impacts, Cultural impacts, and Environmental impacts—the Criteria are adaptable to local conditions and supplemented by additional criteria specific to each destination and activity.

The vision of GSTC is for tourism to realize its potential as a force for social, cultural, and economic good, while minimizing negative environmental and social impacts. To achieve this vision, GSTC is committed to being a catalyst for change in sustainable travel and tourism, fostering knowledge, understanding, adoption, and demand for sustainable practices.

Through the development of international standards, providing assurance for sustainable tourism, making destinations more sustainable, and increasing knowledge, GSTC aims to drive positive change and ensure that tourism benefits communities and preserves natural and cultural heritage.

What we can assist with:

At Peterson Solutions, we offer comprehensive GSTC consultancy services covering the entire process from the early to the end phases. Our approach is aligned with the latest requirements and guidance of the most up-to-date versions of GSTC standards. Let us help your business achieve GSTC compliance smoothly and efficiently.

We can offer you assistance in ISO scheme certification consultancy which includes:

1. Supporting Documents preparation for audit
2. Provide Risk Analysis and Gap Assessment on your current practice
3. Develop Strategy and Implementation Plan specific for your business
4. Due Diligence assistance
5. Provide in-house training on global trading standard
6. Certification audit preparation and accompaniment
7. Post-audit Corrective Action assistance

Our advice and support is based on almost 100 years of experience and expertise in providing solutions to a broad range of customers including multinational companies, small and medium sized enterprises, farmers' cooperatives, associations, non-governmental organizations and governments.

We deliver solutions with purpose — for the world, for ourselves, for our families.

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