



From Sustainable Tourism Standards to data *a realistic pathway*

Dr Ioannis PAPPAS

**MEASURING EU TOURISM
ENVIRONMENTAL IMPACTS**

WEBINAR
12 March 2024

#EUTourism

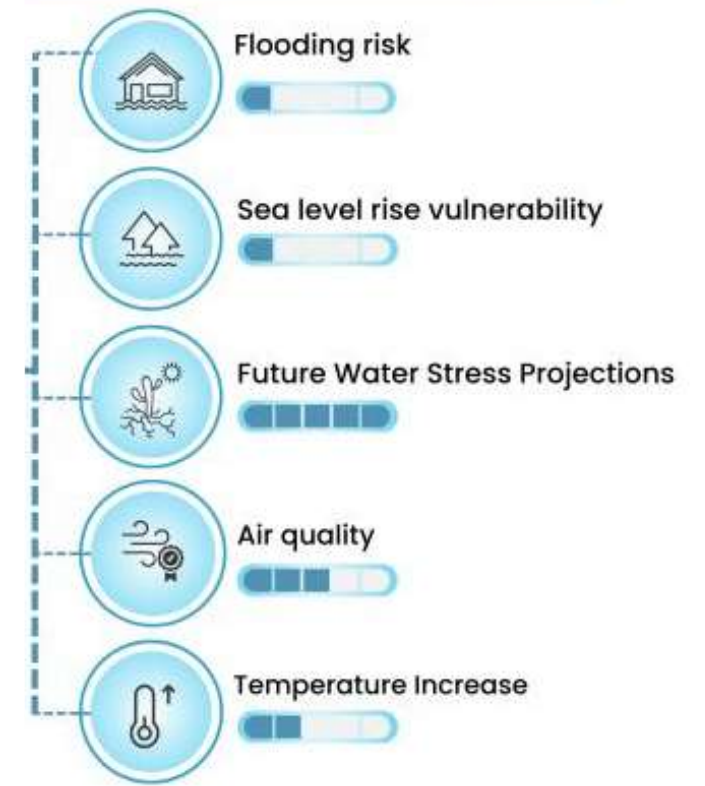


The Realistic Pathway : from data, to KPIs, to performance #EUTourism

sustainability data management flow should be **simple, fast, and cheap** between stakeholders in tourism.

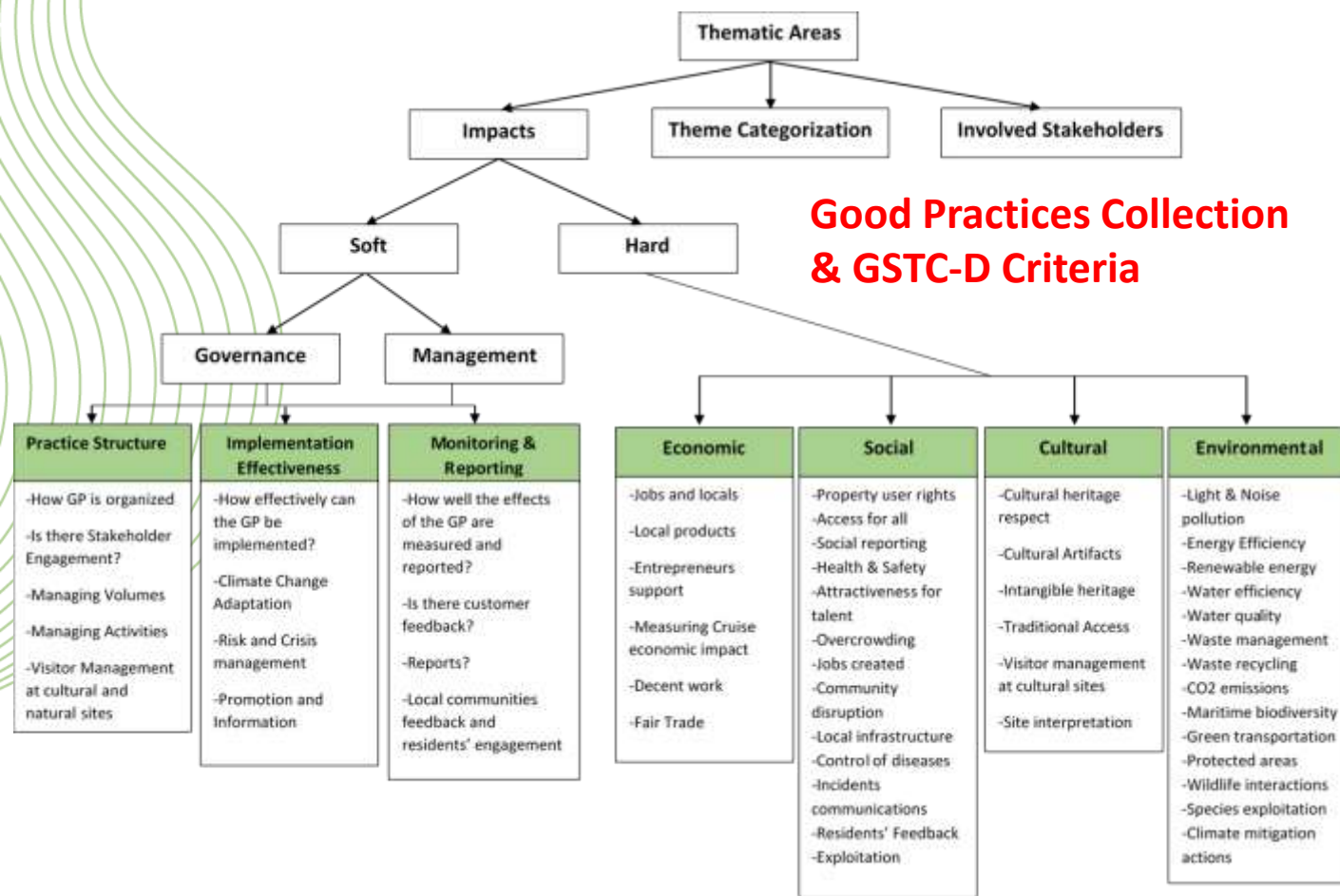
reliable sustainability Key Performance Indicators (KPIs), it's essential to **choose metrics** that align with **organization's goals**, reflect the **brand**, and contribute to **positive environmental change**.

effective sustainability KPIs strike a balance between comprehensiveness and simplicity.



Source : GreenView

How to Create Good Sustainability KPIs ?



The main pillars for creating meaningful sustainability KPIs

1. **Materiality Assessment**
2. **Meaningful and Impactful KPIs**
3. **Quantifiable Metrics**
4. **Linking the KPIs to sustainability standards**

Are standards a suitable tool for introducing KPIs ?

#EUTourism

Two sets of GSTC Criteria have been developed:

1. GSTC Industry Criteria (Hotels & Tour Operators) (2008, 2012, 2016)
2. GSTC Destination Criteria (2013, 2019)

In more than 30 languages
Free of any cost!



**Sustainability
Management**

11 Criteria
51 indicators



**Social &
Economic**

8 Criteria
32 Indicators



Cultural

7 Criteria
26 Indicators



Environmental

12 Criteria
65 Indicators



GSTC Industry Criteria

Version 3
21 December 2016
Performance Indicators
For Hotels and Accommodations
and
Tour Operators

The GSTC Industry Criteria are the result of a
collaborative process involving
the GSTC Council, the
GSTC Secretariat, and
the GSTC Industry Working Group.



GSTC Destination Criteria

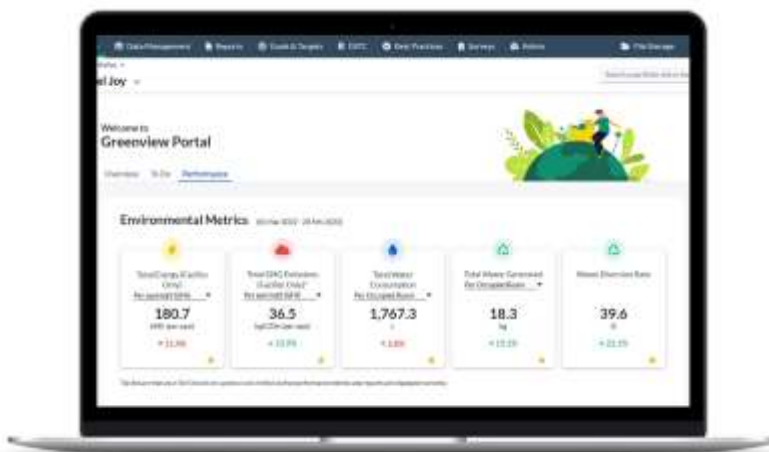
Version 1.0
4 November 2013
Performance Indicators and DDGs

The GSTC Destination Criteria are the result of a
collaborative process involving
the GSTC Council, the
GSTC Secretariat, and
the GSTC Destination Working Group.

www.gstcouncil.org



- All-in-one sustainability data management software — record data and initiatives, set goals and targets
- Decode standards requirements with step-by-step guidance and clear satisfactory outcomes
- Reduce time and money spent on the auditing process
- Creating valuable indicators for assessing ongoing progress



D1.3 Set energy reduction targets and monitor progress

CREATE TARGET

Target Preview
Achieve 40% reduction of total GHG Emissions by 2021 in comparison to 2017.

Calculation	Value
Comparable Value (2019)	2,00,000 kgCO2e
Current Value (Trailing-12 months)	1,59,023 kgCO2e
Target Value (2025)	1,20,000 kgCO2e

Achieve 20% increase in annual cash contribution by 2022 in comparison to 2019.

Current (T-12) 18,750 USD	Target (2022) 20,000 USD
-------------------------------------	------------------------------------

difference against target: 1,250 USD

[collapse](#)

Community Giving Efforts

Initiatives [+ Log Initiative](#)

Track activities or efforts done at the site with the following initiative subtypes:

- **Efficiency and Environment** - Initiatives that promote efficient resource consumption, waste reduction or renewable energy use at your site.
- **Social Impact** - Initiatives that contribute to community development socially and/or environmentally, and benefit internal and/or external beneficiaries.
- **Procurement** - Initiatives that facilitate the sourcing of sustainable goods and services for your site.
- **Other** - Initiatives that do not fall into the above categories.

Initiative Name	Tracking Criteria	Period	Notes	Last Updated By	Status	Actions
EFFICIENCY AND ENVIRONMENT collapse						
Renew pools and Jacuzzi	Efficiency Savings, Financial Impact	03 May 2022 - no end date		06 Oct 2022	PROGRESS	View/Edit Delete
Smart Irrigation	Efficiency Savings, Financial Impact	18 Jun 2022 - 29 Jul 2022		11 Feb 2022	PROGRESS	View/Edit Delete
Solar Panels Installation	Efficiency Savings, Financial Impact	01 Sep 2022 - no end date		21 Jun 2022	PLANNED	View/Edit Delete
SOCIAL IMPACT expand						
PROCUREMENT expand						

The need for Regulation Compliance (for example EU Green Claims) created a change of market approach

(example of Booking.com Travel Sustainable Badge, announcement to platform Hosts / 8th of March 2024, more than 1.5 million accommodations will be affected!)



What this means for you:

- **If your property has one or more third-party certifications (formerly Level 3+),** we'll continue to showcase this by adding a label and the option for travelers to filter by certified properties.
- **The practices you shared with us will still be displayed on your property page,** regardless of your previous Travel Sustainable level or certification status. You'll still be able to add and update these practices on the Extranet.
- **Our Travel Sustainable name, leaf logo, and levels will be removed from all listings on March 25** to make sure our focus on third-party certifications is clear.

Based on Data from



Standardizing Certification Data : Collaboration is a must!

#EUTourism



Questions?

