Criteria Catalogue for Companies

May 2021

This set of criteria is GSTC recognized since Mai 2021

1 Management

1.1 Mission Statement/Guiding principles

The company has a set of guiding principles or a mission statement which has been published on its website and includes the management of following aspects: (i) human rights, (ii) working conditions, (iii) environmental protection, (iv) biological diversity, (v) continuous improvement.

1.2 Sustainability Manager

The management takes responsibility for CSR and has appointed a person in charge of CSR, with sufficient competencies and time budget. The sustainability representative coordinates the internal sustainability duties, engages and motivates staff and is contact person for external stakeholders.

1.3 Legal Compliance

The company ensures that all relevant laws and all applicable local, national and international obligations are met (e.g. health, safety, labour, environmental, anti-corruption).

1.4 Human rights

The company has identified the relevant human rights aspects and risks and established procedures for carrying out due diligence.

The company guarantees that its business practices comply with the rights and co-determination of local communities and is guided by internationally and nationally best practices and locally agreed guidelines.

1.5 Risk management

The company has a crisis or risk management plan to protect tourists in an emergency and, if necessary, to draw consequences for tourism services. Responsible employees are trained for acute safety and health risks for tourists by appropriate bodies.

1.6 Stakeholder Analysis

The company has identified its internal and external stakeholders (e.g. by stakeholder mapping) and has assessed mutual interactions.

1.7 Stakeholder Dialogue

The company is in an active CSR dialogue with its stakeholders, provides information on its own CSR management, and promotes sustainable development among the stakeholders.

1.8 Prioritisation of Fields of Action

The company has carried out an evaluation, established priorities regarding sustainability topics, and has identified its most important spheres of activity (portfolio analysis).

1.9 Monitoring and Continuous Improvement

The company has a functioning suggestion system and improvement management in place. As part of the monitoring of continuous improvements, the improvement programme is updated annually.

1.10 Sustainability Report

For each certification and recertification, the company prepares and publishes a sustainability report with current data and indicators.

1.11 Sustainable tourism planning on site

The company contributes positively to sustainable tourism planning and management at the destination.

2 Business Data

2.1 Economic stability

The company regularly collects data on economic stability.

2.1.1 Revenue structure

2.1.2 Development of turnover over the past three years

2.1.3 Turnover per employee

2.1.4 Turnover sales

2.1.5 Expenditure pattern

2.1.6 Proportion (%) of the price remaining in the destination

2.1.7 Turnover per guest/night

2.1.8 Average duration of stay (Days)

3 Offer

3.1 Development of offers

The company regularly evaluates the degree of sustainability in its own travel products.

3.1.1 CSR Index (%) product development

3.2 Accessibility

The company provides barrier-free access and surveys the proportion of barrier-free beds. Appropriate information is provided for persons with special needs (e.g. on the website).

3.2.1 Percentage (%) of accessible beds

4 Customers

4.1 Information and Communication

The company actively promotes sustainable travel to its customers through transparent communication.

Information about the sustainability of the service providers is provided in an appropriate place.

The advertising messages and images used in the marketing activities present the places or the destination respectfully and give an authentic, realistic image of the destination or the product.

4.2 Customers Satisfaction

The company regularly gathers data on customer satisfaction including perception of sustainability issues.

4.2.1 Satisfaction index (%) customers

4.2.2 Response rate (%) to customer survey

4.2.3 Guide to customer ratio (group size per guide)

4.2.4 Percentage (%) of guests who come back (regular guests)

4.3 Guest Information and management of complaints

The company regularly surveys the degree of quality and sustainability in its customer information.

The company actively informs guests on (i) environmentally friendly travel to the destination, (ii) environmentally friendly mobility in the destination and (iii) environmentally and socially compatible behaviour on site.

4.3.1 CSR Index (%) customer information

5 Employees

5.1 Security

The company ensures a safe working environment for its employees.

5.2 (Sustainability) training

All employees (including those in the destinations) receive training at least once a year on at least one of the following topics: (i) human rights, (ii) working conditions (including health and safety, risk and crisis management, efficiency and quality), (iii) environmental protection, (iv) biodiversity and (v) their role and responsibility in the implementation of these aspects.

5.3 Incentive system and social benefits

The company offers its employees voluntary social benefits, promotion opportunities and other additional benefits (e.g. mobility allowance, free meals, etc.).

5.4 Salary

The company undertakes to comply with the minimum wage and collective agreements. Wages must be at least living wages and cover the local cost of living.

5.5 Overtime regulations

The company has overtime regulations.

5.6 Representation of interests

The company supports the formation of an employee representative body or a works council.

5.7 Fairness and inclusion

The company offers fair and equal training and employment opportunities, irrespective of origin, ethnicity, age, religion, gender, sexual orientation or disability.

Local residents are given equal opportunity for employment, advancement and recruitment in management positions.

5.8 Employment structure

The company regularly gathers data on employment structure.

5.8.1 Number of employees (full-time equivalent)

5.8.2 Number of managerial positions, specialist personnel, apprentices, other employees

5.8.3 Proportion (%) of women in managerial positions

5.9 Employee satisfaction

The company regularly surveys levels of employee satisfaction.

5.9.1 Satisfaction index (%) employee

5.9.2 Proportion (%) of participants answering survey

5.9.3 Average length of employment (years)

6 Service providers

6.1 Suppliers Involvement of service providers

The company involves local businesses in the development and sale of products and services based on the nature, history and culture of the region.

6.2 Supplier Code

The company ensures (e.g. through contractual clauses or a supplier code of conduct) that their suppliers adhere to basic sustainability principles in the following areas: (i) human rights, (ii) working conditions, (iii) environmental protection and (iv) biodiversity.

6.3 Survey of service providers

The company regularly conducts a survey of service providers and suppliers and surveys their level of sustainability.

6.2.1 CSR index (%) Suppliers

6.2.2 Total number of suppliers

6.2.3 Proportion (%) of suppliers surveyed

6.2.4 Proportion (%) of suppliers with sustainability label

6.4 Business Partners

The company regularly carries out a survey of its business partners and assesses their level of satisfaction as well as the quality of the own sustainability communication.

6.4.1 CSR Index (%) business partners

7 Local communities

7.1 Support of Sustainability Projects

The company supports sustainable initiatives or projects at its own location.

7.1.1 Expenditure (€) to support sustainability projects e.g. in the areas of education, training, health, sanitation or projects addressing the impacts of climate change.

7.2 Securing basic common goods and livelihoods

The company's activities respect the general availability of local services and do not compromise the provision of basic food, water supply, access to rights of way, transport and local housing and other services to local communities.

The company ensures that its activities do not compromise residents' access to local properties, sites and traditions of historical, archaeological, cultural and spiritual significance.

7.3 Rights of local communities

The acquisition of land and water rights and property by the company is compliant with local and indigenous rights.

When acquiring land and water rights and property, the local population was informed and consulted in advance and their free, prior consent was obtained so that no involuntary resettlement is required.

7.4 Protection and preservation of cultural assets

The company integrates authentic elements of traditional and contemporary local culture into its activities, gastronomic offerings or other offerings, while respecting the intellectual property rights of local communities.
Historical and archaeological artefacts are sold, traded or exhibited by the company only when permitted by local and international law.

7.5 Landscape and townscape typical for the region

The company supports initiatives for the preservation of traditional cultural landscapes as well as projects to preserve and beautify the cultural-historical townscape and architectural features.

7.6 Protection of vulnerable groups

The company ensures the protection of every human being (children, adolescents, women, minorities and other vulnerable groups), especially children from sexual abuse, in the company itself and along the supply chain and orients itself to the recommendations of “The Code” (Code of Conduct for the Protection of Children from Sexual Exploitation in the Travel and Tourism Industry) and the ILO-Declaration on Fundamental Principles and Rights at Work. The organization does not employ illegal child labour. The agreement partners do not accept commercial or any other form of exploitation and harassment.

8 Climate protection

8.1 CO2 emissions from tourist trips

The company regularly collects data on the climate impact of the journeys sold and the percentage breakdown of paxes by route.

8.1.1 CO2 emissions (t)

8.1.2 Total flight (CO2) per guest per day

8.1.3 Total flight (CO2) per route

8.1.4 Offset CO2 emissions (t)

8.1.5 Proportion (%) of carbon offset

8.1.6 CO2 emissions (kg) minus offset carbon emissions per customer and day

8.2 Green Electricity

The company obtains 100% green electricity.

8.3 CO_2-Emissions and compensation

The company regularly surveys CO2 emissions at the site. The company compensates at least 50% of the emissions from business trips.

8.3.1 CO2 emissions (t) in total and according to cause (electricity, heating, business travel)

8.3.2 CO2 emissions (t) from business flights

8.3.3 CO2 emissions (t) per employee

8.3.4 Share (%) of compensated business trips

8.4 Mobility (flights and other)

The company continuously evaluates resource-efficient alternatives for transport and actively promotes the use of clean and resource-efficient alternatives by customers, employees or suppliers.

9 Resource management

9.1 Energy

The company regularly surveys the energy consumption at the company site.

8.2.1 Energy consumption (kWh) in total, per employee and per guest

8.2.2 Electricity consumption (kWh) in total, per employee and per guest

8.2.3 Heating energy consumption (kWh) in total, per employee and per guest

9.2 Paper

The company regularly surveys its paper consumption at the office

9.1.1 Paper weight (kg) in total and per employee

9.1.2 Proportion (%) of 100% recycled paper within total paper

9.3 Waste

The company regularly surveys waste generation at the company site (incl. food waste and single-use or disposable products), strives for low-waste purchasing and promotes the circular economy by reusing or recycling waste.

The company ensures that waste disposal does not have a negative impact on the local population and the environment.

9.3.1 Volume of waste (l) in total

9.3.2 Volume of waste (l) per guest day

9.3.3 Percentage (%) of residual waste

9.3.4 Residual waste (l) per guest day

9.3.5 Percentage (%) of plastic waste

9.3.6 Percentage (%) of foodwaste

9.3.7 Proportion (%) of waste recycled or reused

9.4 Water

The company regularly surveys water consumption at the site and identifies water sources.

The company assesses water risk, especially in areas affected by water scarcity, and operates an efficient and economical water supply that is adapted to the water needs of the region and does not adversely affect the environment.

Waste water, including grey water, is used sensibly and reused or discharged if it does not have a negative impact on the local population and the environment.

9.4.1 Water consumption (m3) in total

9.4.2 Water consumption (m3) per guest

9.5 Chemicals and hazardous substances

The company collects data on the use of chemicals at the company site and takes measures to minimise or replace them.

The company maintains a register of hazardous substances.

9.5.1 Solid detergents (kg) in total

9.5.2 Solid detergents (kg) per guest-night

9.5.3 Liquid detergents (l) in total

9.5.4 Liquid detergents (l) per guest-night

9.5.5 Total hazardous substances (l)

9.5.6 Hazardous substances (l) per guest

9.6 Pollution

The company identifies and minimises sources of environmental pollution from runoff, erosion, ozone-depleting substances, as well as air-, water-, noise-, light- and soil pollution.

9.7 Purchase of goods and services

When purchasing goods and services, the company gives priority to sustainable offerings (regionally produced, organic, fair trade and environmentally friendly products, services, capital goods and building materials).

9.7.1 Share (%) of expenditure on sustainable products and services

9.8 Sustainable Food

The company regularly surveys the share of sustainable food (including packed lunches on the tours).

9.8.1 Percentage (%) of fairly traded food

9.8.2 Percentage (%) of food sourced within the region

9.8.3 Percentage (%) of organic food

9.8.4 Percentage (%) of sustainable food in total

10 Protection and conservation of the environment

10.1 Biodiversity conservation

The company contributes to the conservation of natural protected areas and areas of high biodiversity value, including in the management of its own properties. Any disturbance of natural ecosystems is minimised, rehabilitated and a compensatory contribution is made.

The company informs its clients/guests about the biodiversity of the region and possible protected areas and provides behavioural advice in ecologically or culturally sensitive areas as well as recommendations on how guests can contribute to the protection of biodiversity and cultural heritage.

10.2 Invasive species

The company ensures that invasive animal and plant species are neither introduced nor kept in company-owned facilities and in facilities with direct influence.

Wherever possible, the company uses native species for landscaping and restoration.

10.3 Wildlife interactions

Interactions with wildlife are regularly reviewed and shall be designed to avoid adverse impacts on the animals concerned, their behaviour and the viability of their populations.

The company is aware of and complies with existing local, national and international guidelines, also demands compliance from service providers, participates in the development and implementation of local standards and makes use of relevant experts when necessary.

Wildlife species are not hunted, consumed, exhibited, sold or traded unless this is done in accordance with local and international laws and contributes to sustainable use.

10.4 Animal Welfare

The company ensures the protection of animals and avoids activities that endanger animal welfare. No species of wild animal is acquired or bred.

Housing, care and handling of all wild and domestic animals meets the highest standards of animal welfare and is in compliance with local and international law.

11 Company-owned buildings and infrastructure

11.1 Land Consumption

The company collects data on its land consumption.

11.1.1 Total area (m2)

11.1.2 Soil sealing (m2)

11.1.3 Percentage (%) of soil sealed

11.2 Land use

Land use (planning, siting, design, construction, renovation, operation and demolition) takes into account natural and cultural features and complies with the requirements of the local land use plan and legislation relating to protected and sensitive areas and heritage concerns.

11.3 Local and sustainable construction methods and materials

Planning, design and construction are based on locally appropriate and sustainable practices and materials.