



Global Sustainable Tourism Council

Global Sustainable Tourism Council

Naomi Oiwa

Japan Market Development Manager

14 August 2025

Naomi Oiwa



GSTC: Global Sustainable Tourism Council

Japan Market Development Manager

GSTC Sustainable Tourism Course Trainer

JTB Corp, working more than 30 years

- **Corporate, Inbound/Overseas Purchasing and Planning in Sapporo, Tokyo and Thailand.**
-

Hokkaido University Graduate school Tourism studies
Part-time lecturer

Agenda

***Sustainable Tourism**

***GSTC**

***GSTC Standard**

***JTB Sustainable Management and case studies**

An aerial photograph of a dense, vibrant green forest. A winding river or stream flows through the center of the forest, reflecting the surrounding foliage. Mist or low clouds are visible, partially obscuring the forest canopy in some areas, creating a sense of depth and mystery. The overall color palette is dominated by various shades of green, from deep forest greens to lighter, misty greens.

Sustainable Tourism

Sustainability

Ethical

Eco

Food loss

Vegan



SDG s

Economy

Environment

Recycle

Fair trade

Plastic



Decarbonization

Social

What is “Sustainable Tourism”

UN Tourism Definition

“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”

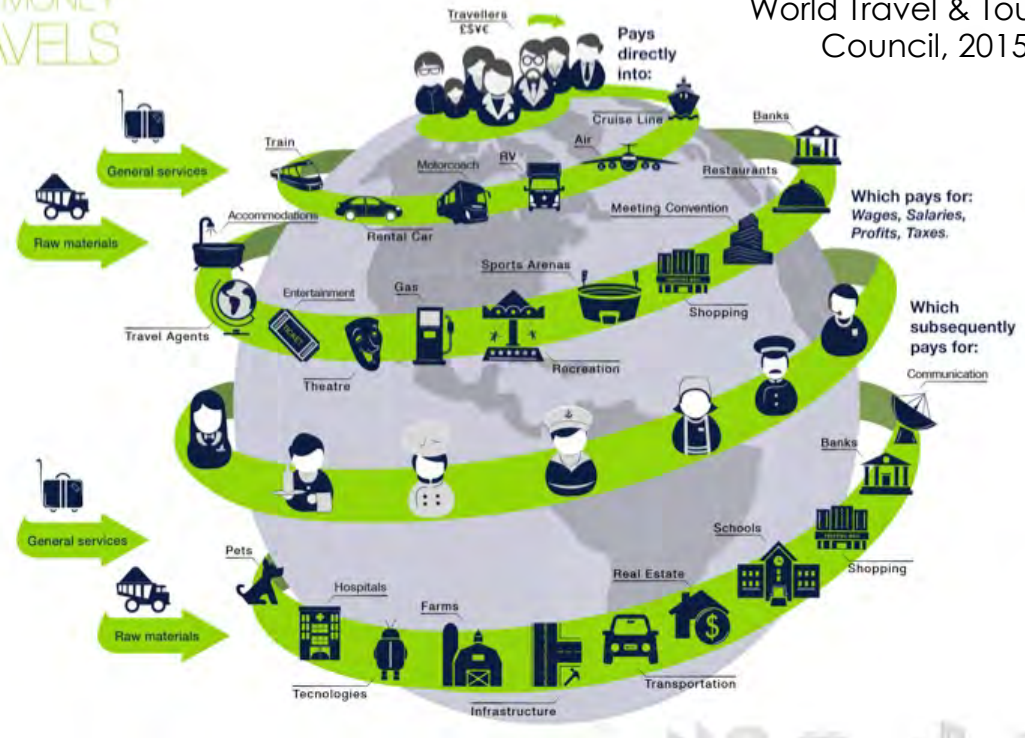
Making Tourism More Sustainable - A Guide for Policy Makers, UNEP and UNWTO, 2005

Who do they communicate with?



Customers
Suppliers
Staff

HOW MONEY TRAVELS



World Travel & Tourism
Council, 2015

The importance of sustainable tourism as a business strategy

Sustainable Tourism Market Growth Outlook

•Forecast of Sustainable Tourism Market Size (2023–2030)

- Valued at **USD 1585 billion** in 2023
- Expected to reach **USD 3389 billion** by 2030
- Expanding at a **CAGR of 13.2%** during the forecast period

Sustainable tourism = A transformative force in the travel industry



Future Data Stats:
<https://www.futuredatastats.com/sustainable-tourism-market>

Greenwashing and Sustainable Tourism

What is Greenwashing?

- **Greenwashing** = Promoting environmental or sustainability claims **without substance**
 - Using vague terms like “eco-friendly” or “sustainable” without justification
 - Displaying solar panels on websites to imply sustainability
 - In the UK, stricter enforcement began in late 2023 for terms like “carbon neutral,” “net zero,” and “nature positive”
 - Companies must **prove effectiveness** of carbon offsetting or face regulatory action
- Solimar International Article

<https://www.solimarinternational.com/what-is-greenwashing-3-tips-to-discern-sustainable-tourism-practices/>

Greenwashing and Sustainable Tourism

How to Identify Genuine Sustainable Tourism

Three Key Questions:

1. Are sustainability goals **important to operations** and supported by a **clear roadmap**?
2. Are sustainability claims **transparent** and **data-backed**?
3. Are claims supported by **credible third-party certifications and standards**?

<https://www.solimarinternational.com/what-is-greenwashing-3-tips-to-discern-sustainable-tourism-practices/>

Singapore's Sustainability Roadmap (Hotel Sector)

- Singapore Hotel Association (SHA) and Singapore Tourism Board (STB)

- **set two main goals:**

- **Sustainability Certification:**
 - By 2025, **60% of hotel rooms** to obtain internationally recognized certification (up from <10%)
- **CO₂ Emissions:**
 - Tracking began in 2023
 - Reduction by 2030
 - **Net-zero by 2050**



- Released on March 21, 2022

Singapore's Sustainability Roadmap (MICE Sector)

•Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS) and STB

• **set three goals:**

- **Sustainability Standards:**

- Established by 2023
- International recognition by 2024

- **Certification:**

- By 2025, all **6 MICE venues** and **80% of SACEOS members** to obtain international/domestic certification

- **Waste and CO₂ Emissions:**

- Tracking began in 2023
- Reduction by 2030
- **Net-zero by 2050**

•Released on December 1, 2022

•**GSTC MICE Standards** supported by STB (Feb 2024)



Japan's Movement Toward Sustainable Regional Development: National Policy

- **Japan Tourism Agency**

- In **June 2020**, Japan established the **Japan Sustainable Tourism Standard for Destinations (JSTS-D)**, aligned with **international standards (GSTC)**.
- Promotion of **Model Projects for Sustainable Tourism**:
 - **10 model projects in 2023**
 - **6 model projects in 2024**
- In **March 2023**, the government formulated the **New Tourism Nation Promotion Basic Plan**, which includes the **“Strategy for Sustainable Regional Tourism Development”** as one of its core policies.
- Japan is gaining global attention as a **leading region in sustainable tourism**.



National Goals and Regional Targets (by 2025)

| | |
|--|---|
| 1. Number of regions working on sustainable tourism development | 100 regions (including 50 regions with international certification or awards) |
|--|---|



About the GSTC & GSTC Program

How to verify sustainability claims?

Labels

Many labels...much confusion...



Global Sustainable Tourism Council 2007

Founding Organizations:



+

UNWTO, UNEP, Rainforest Alliance

+

a coalition of 32 partners

GSTC History



2008 – GSTC Criteria for Hotels
& Tour Operators

2013 – GSTC Destination Criteria

2007

2008

2013

2007 – GSTC Formed

2016 – GSTC Hotel Criteria
and GSTC Tour Operator Criteria
2016 – GSTC Accreditation Program

2021 – GSTC ISEAL Community Member
2021 – GSTC Asia Pacific Office

2014

2016

2021

2024

2014 – GSTC merged with UNEP's
Tour Operator Initiative (TOI)

2024 - GSTC MICE Criteria released in March
GSTC Attractions Criteria to be released in November



Global Sustainable Tourism Council

The leading global authority in
setting and managing **standards**
for sustainable travel & tourism



Global Sustainable Tourism Council

GSTC Program

1. **GSTC-Recognition**– Compliance with the GSTC Standard
2. **Accreditation** – Quality mark for certifications meeting standards of independence, transparency, and competence - in both the standard and its process.
3. **GSTC Sustainable Tourism Training Program**- Developing capabilities for all stakeholders
4. **Making Destinations Sustainable** –Destination assessments provide reports as tools for continuous improvement.

GSTC Accredited Certification Bodies

(Accreditation Body)



*procedures
credibly verified*



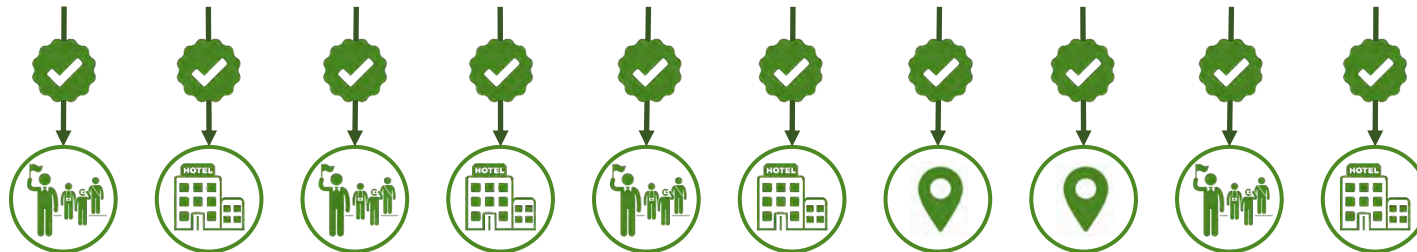
*transparent
impartial
competent*

*Unknown
procedures*



*transparent ?
Impartial ?
Competent ?*

GSTC-Accredited Certifying Bodies



Non-accredited Certification Bodies



GSTC Activities: Providing Training

What courses do we offer as part of our GSTC Official training?

GSTC Sustainable Tourism Training Program (STTP)

GSTC Sustainable Tourism Course (STC)

English, Spanish, German, French, Italian, Greek, Swedish, Korean, Turkish, Japanese, Chinese, Indonesian, Malay, Russian, Thai, Vietnamese, and Arabic

GSTC Sustainable
Hospitality Course (SHC)

Sustainable Tour
Operator Course
(TOC)

Destination
Stewardship Course

Sustainable MICE
Course (MICE)

Accessible &
Inclusive Travel
Course (AIT)

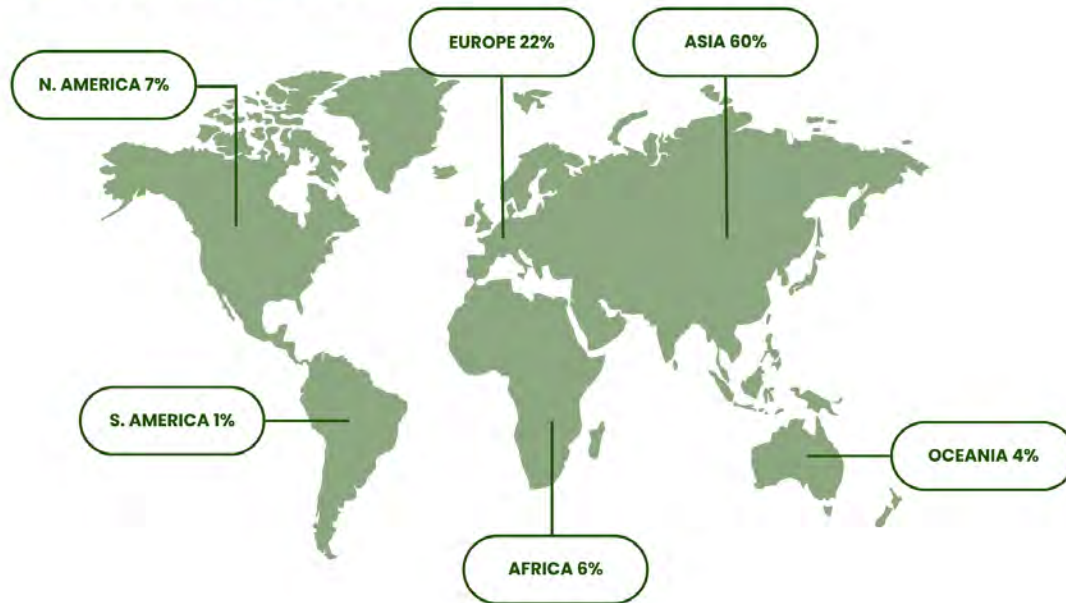
Applied DEI in Travel
Course (DEI)

Sustainable Business
Travel Course (SBT)

Private or Custom
Training

GSTC Training in 2024

The geopolitical scope of public training participants for 2024



of the trainees

2016: 90
2017: 407
2018: 411
2019: 815
2020: 822
2021: 1,308
2022: 1,425
2023: 1,810
2024: 2,365

of the course

2016: 5
2017: 11
2018: 17
2019: 35
2020: 28
2021: 46
2022: 62
2023: 78
2024: 73

GSTC Sustainable Tourism Course



GSTC Members

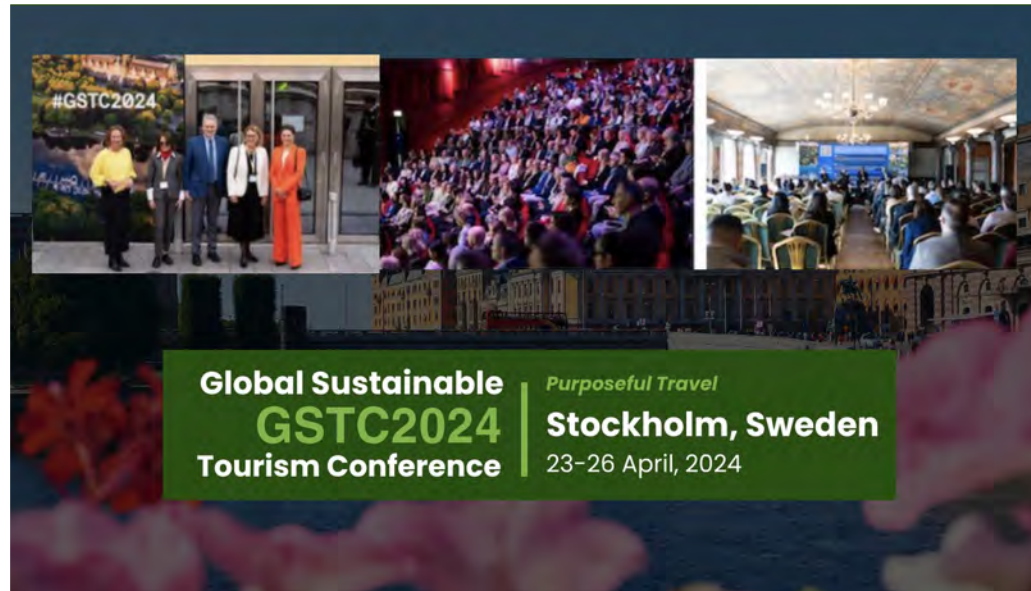
600+ members in 108 countries (2024)



Some of GSTC's Members



GSTC Global Conferences



A background image showing a tablet on a stand displaying the GSTC website. The website content includes the GSTC logo, the title 'GSTC Standards', and a sub-header 'Visionary Services: Developing Less-Known Destinations While Preserving Authenticity and "Sense of Place"'. The text on the screen discusses the importance of authenticity and sense of place in tourism development. A hand is visible in the background, holding a pen over a document.

GSTC Standards

GSTC Standard Sets

Four sets of GSTC Standards have been developed:

**GSTC Hotels & Tour
Operators Standard**
(2008, 2012, 2016)



**GSTC Destination
Standard**
(2013, 2019)



**GSTC MICE
Standard**
(2024)



**GSTC Attraction
Standard**
(2024)



(The GSTC Standard for Food & Beverage Service Providers in Tourism is under development.)

Four Pillars of GSTC Standards



(A) Sustainability **Management**



(B) **Social** & Economic Benefits

Maximize benefits to the host community and minimize negative impacts



(C) **Cultural** Heritage

Maximize benefits to communities and culture; minimize negative impacts



(D) **Environment**

Maximize benefits to the environment and minimize negative impacts

The Roles of Sustainability Standards

Basis for certification

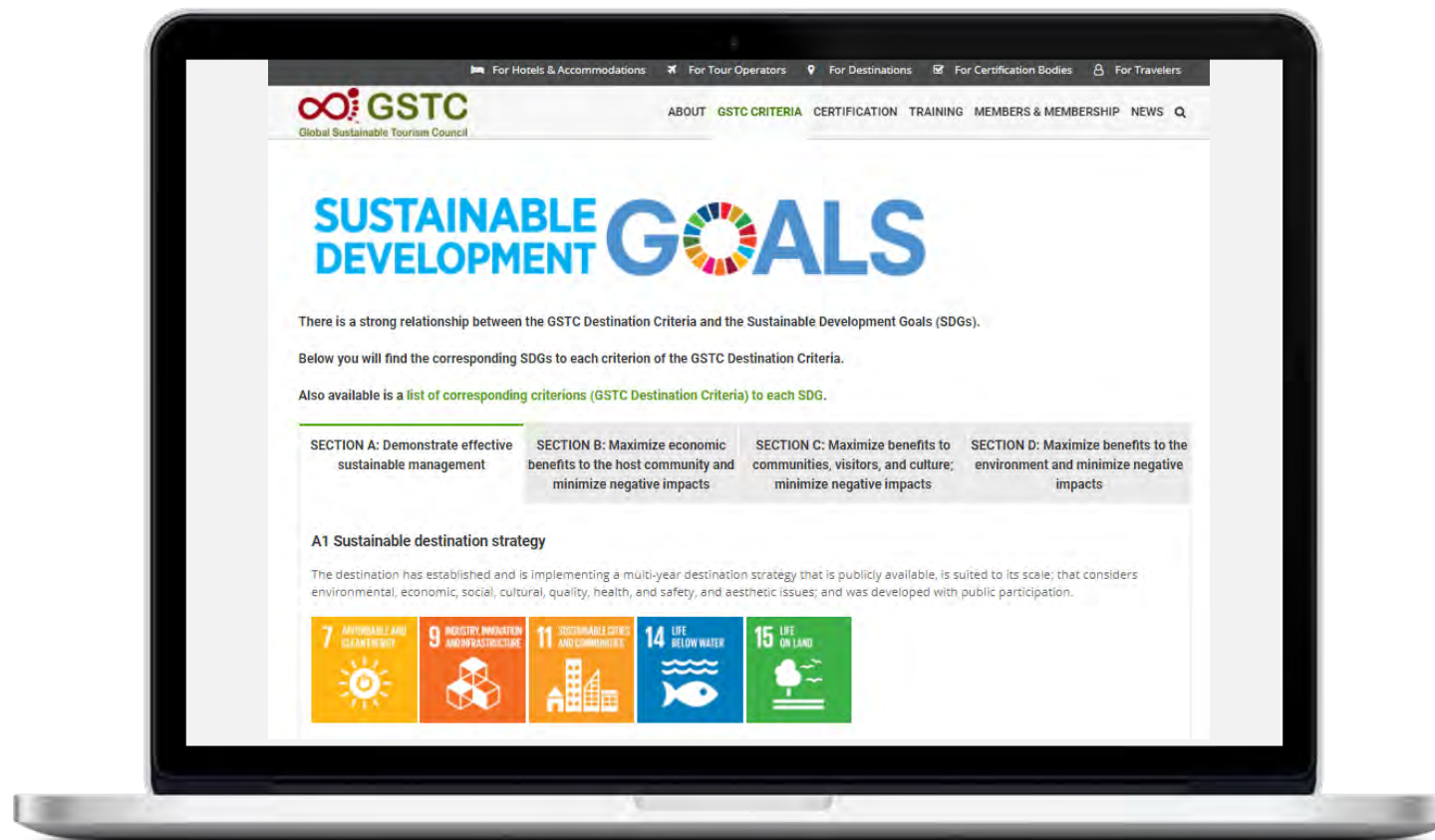
For training, education, awareness

Guidelines for legal and regulatory codes

Measurement & Evaluation

Market Access clarity

SDGs & GSTC Destination Standard





Perfect moments, always

JTB's Sustainability

1. JTB's Sustainability Management
2. Specific Initiatives
3. GSTC Certification Audit (Before and After)



Perfect moments, always

1. JTB's Sustainability Management

The creation of opportunities to bring people together in meaningful ways



We sustainably create value, foster engagement and build connections between people, destinations, and organizations by harnessing the power of partnering, the warmth of a human touch and robust digital underpinnings.



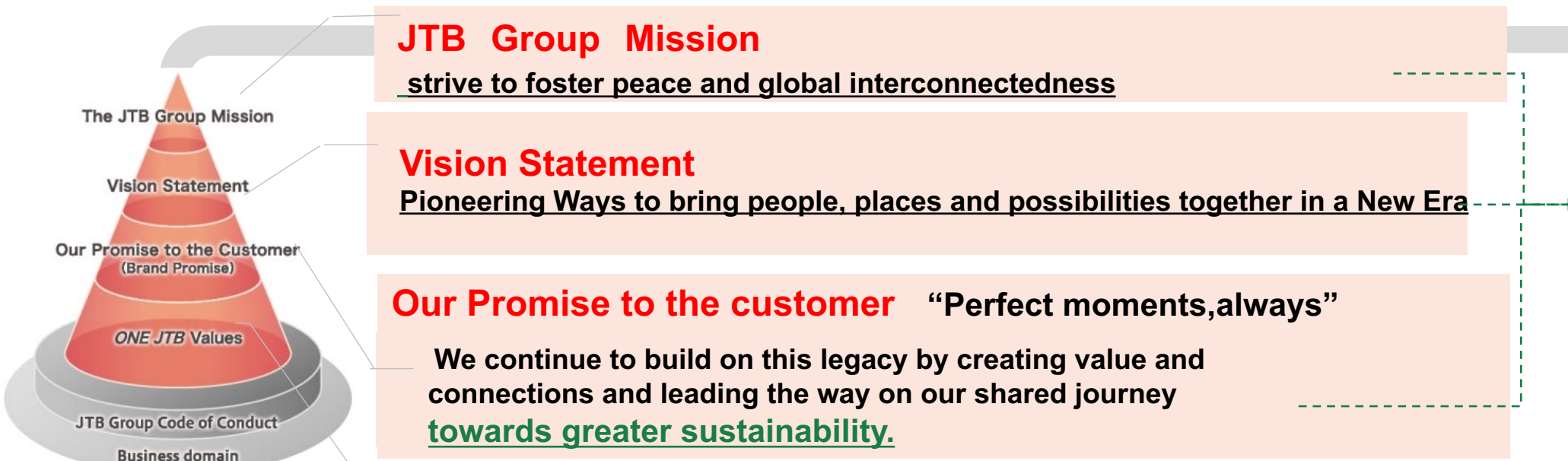
Sustainable Business Management

The JTB Way and Sustainability x DEIB



Cycle of sustainable growth for the JTB Group and its employees

Base business activities on sustainability



ONE JTB Values

Engagement

Maximizing the power of each individual

Alignment between business and employee vectors

DEIB

Switch to exchange creation business that achieve sustainability based on DEIB

customers enjoy new excitement

Rebranding



感動のそばに、いつも。

Diverse and dynamic brand that continues to create and challenge exchanges

Brands attract a more diverse workforce

Business Plan
Objectives

Use of backcasting to update our Medium-term Management Plan against our **Long-term Vision** for 2035

Medium-term Management Plan

By FY2029

- Achieve strong Group-wide profitability
- Robust reinvestment cycle

As an organization, we aspire to:

- (1) Deliver a superior 'real value' experience to our customers in Japan and around the world
- (2) Maintain a stable financial foundation and a robust investment cycle that support portfolio transformation
- (3) **Contribute to a sustainable society and enhance the pride and motivation of our workforce**
- (4) Generate more business value by doing more for society

Business
Strategies

< Primary Customer Base >

< Purpose >

Tourism Business Strategy



Travelers (FIT/Corporate/Institutional)

Traveler Satisfaction/Solutions

Area Solutions Strategy



Communities (Government Agencies (DMOs),
Tourism Operators)

Area Revitalization Solutions

Business Solutions Strategy



Businesses

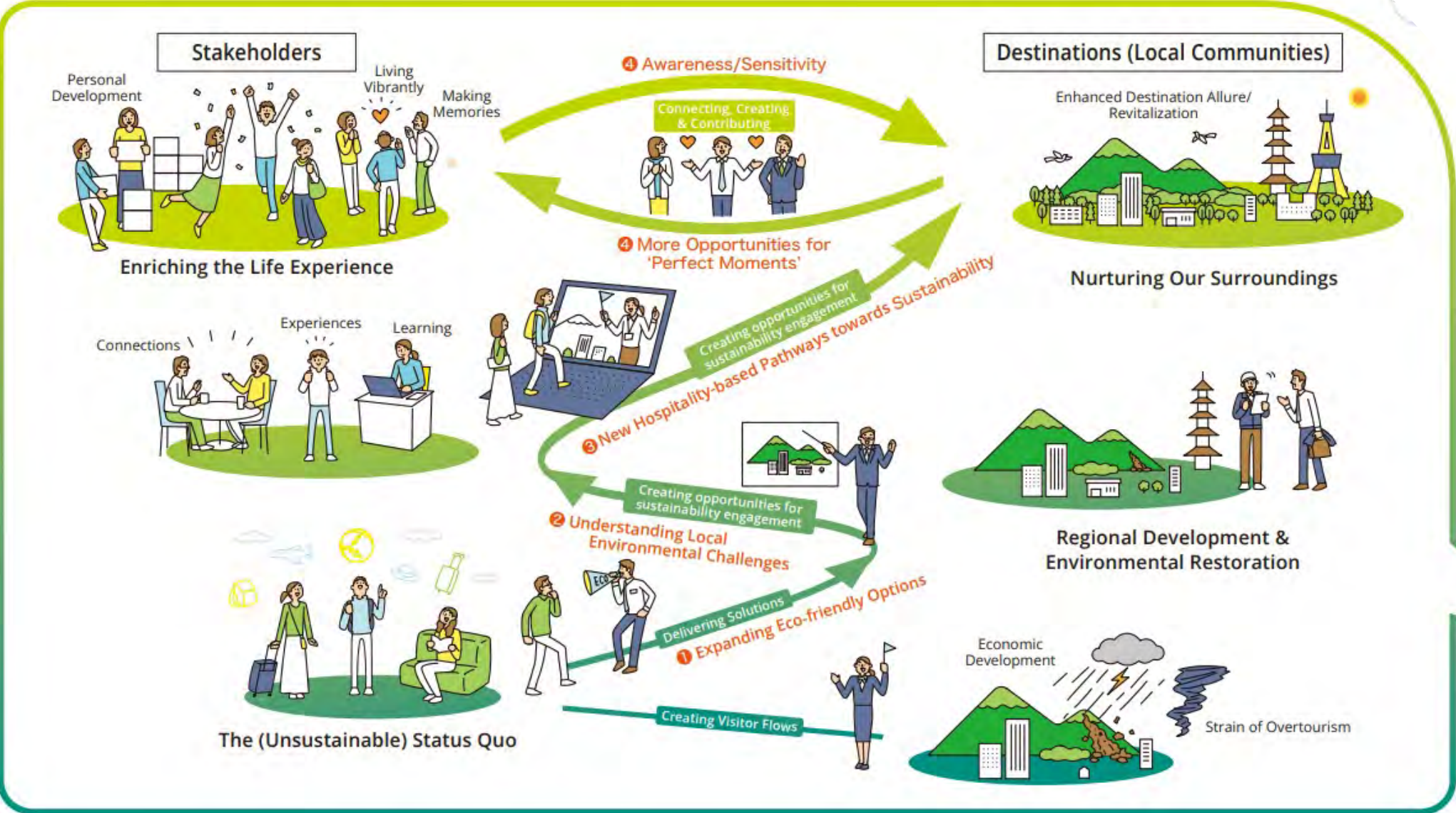
Business Communication Solutions

Sustainability
Priorities

Enriching the
Human Experience

Nurturing
Our Surroundings

Engaged Partnering





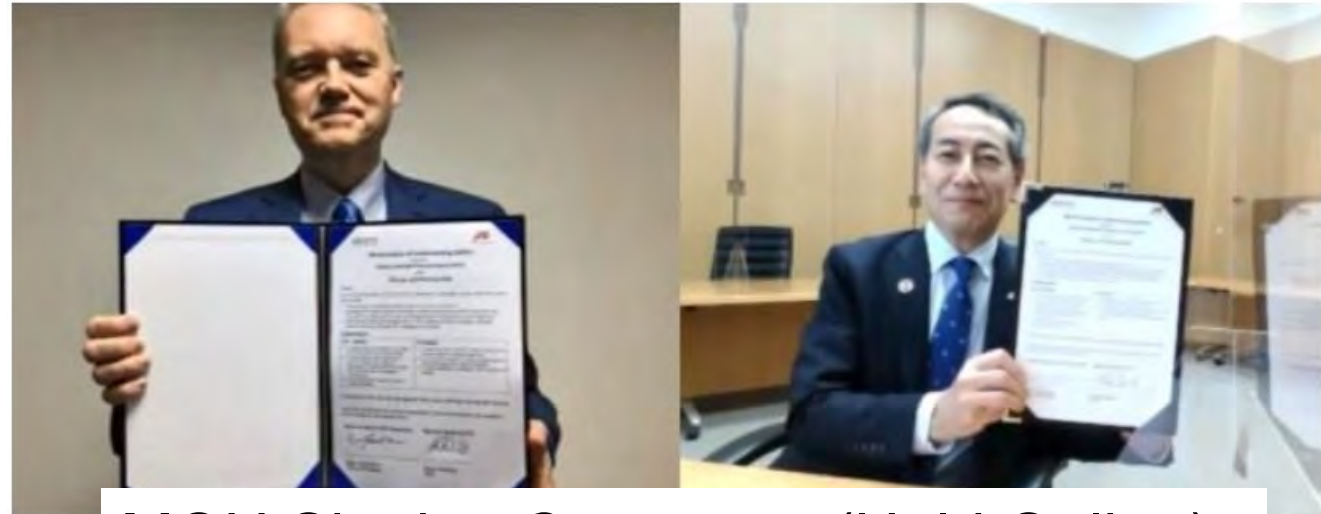
Pursuing Sustainability in Alignment with Global Criteria:

A Groundbreaking MOU Between JTB and GSTC

Tokyo, Japan, March 11, 2022 – As a proud, new member of the Global Sustainable Tourism Council (GSTC), the JTB Group signed a groundbreaking Memorandum of Understanding (MOU) with GSTC on March 3, 2022, heralding the beginning of a new chapter in JTB's journey towards sustainability in alignment with GSTC's sustainable global tourism criteria.



■ JTB Sustainability Online: <https://www.jtbcorp.jp/en/sustainability/>





Perfect moments, always

2. Specific Initiatives



I 環境課題に取り組むホテルを積極的に利用します

環境に配慮した省エネ・節電などの取り組みに積極的に参加しています。

We actively choose hotels that address environmental issues



自然の恵みを守るため、エコプロジェクトに取り組む「ル・パルシオン エコリゾート」/カナダ



様々な環境配慮プログラムを実施している「フェアモント ル・シャトー フロントナック」/カナダ

II その地ならではの食材や食文化にこだわります

その土地の伝統の味を守り、伝えていくこともサステナブル。また地元産食材を利用することは、輸送にかかるCO₂の排出削減やその地の雇用を守ることにもつながります。「つながり旅」では全コースで、旅行中に1回は地元産食材やその地ならではの食文化を取り入れることで、お楽しみいただきながら、地球の恵みを未来につなげる取り組みに貢献します。



We focus on local ingredients and food culture

III その地で受け継がれてきた文化・伝統を楽しみ、寄り添います

旅の醍醐味は、旅先について学び深く知ることにあります。「つながり旅」では、その地で受け継がれてきた文化・伝統を楽しみ、寄り添います。

We enjoy and embrace the cultural and traditional heritage of the area



数百年にわたって伝統を守り文化を継承するウェールズの領主モスティン家/イギリス



昔ながらの伝統製法でシロップを造り続けるメーブル農家/カナダ

IV 鉄道の旅で移動時のCO₂排出削減を目指します

現地で移動に利用する公共機関は、鉄道をはじめとした公共交通機関が最も環境に優しいです。また、鉄道を利用することで、CO₂の排出削減に貢献します。

We aim to reduce CO₂ emissions by using trains for travel.



スイス国内での移動は公共交通機関を利用

Mālama Hawaii “The Spirit of Caring for Hawaii”

https://www.jtb.co.jp/operate/information/sdgs/kaigai/hawaii/?utm_source=qr&utm_medium=offline&utm_campaign=hanbai_130g

Keep Your Distance: Hawaii’s Marine Life Rules

*Sea Turtle: Minimum 3 meters

*Dolphin : Minimum 45 meters

Five Actions to Become a “Pono Traveler”

Do not enter
restricted areas



Bring your own eco-bag,
reusable bottle



Avoid using sunscreens that c
ontain harmful ingredients



When visiting forests, clean
mud off the soles of your
shoes



*The total number of participants from 2012 to 2024, with more than 130,000 participants since 1982.



The partnership's common goals

1. Contributing to the local economy by actively using local materials and services
2. Preserving and nurturing local culture and traditions
3. Protecting nature and the environment, which are the foundations of tourism
4. Properly managing and sustainably using tourism resources while minimizing environmental impact
5. Establishing fair labor conditions and creating a healthy and comfortable work environment



1,000

As of
October 2024

85
passed STC
in Japan, 2023



29 people
from JTB



Introduction to "GSTC Certification" and "GSTC Standards" - "What JTB Employees Need to Know"



「GSTC認証」と「GSTCクライテリア」入門 ～JTB社員が知っておくべきこと～

「GSTCクライテリア」4つの柱

GSTCクライテリア(基準)

⇒持続可能な旅行と観光のための具体的な指針を示す国際基準

4つの柱

| GSTC基準と指標 | |
|-------------------------------------|---|
| ※GSTC-1「観光産業向け基準」→ 42の基準と182の指標からなる | |
| セクションA: 持続可能なマネジメント | 効果的な持続可能な 経営管理 の明示 (例)マネジメント、法の遵守、従業員の参画 |
| セクションB: 社会経済への影響 | 地域コミュニティの 社会的・経済的 な利益の最大化、悪影響の最小化 (例)地域雇用、地元購入、機会均等、地元住民の生活 |
| セクションC: 文化への影響 | 文化遺産 の魅力を最大化、悪影響の最小化 (例)文化遺産の保護 |
| セクションD: 環境への影響 | 環境 メリットの最大化、環境負荷の最小化 (例)環境に配慮した購入、省エネ、節水、生物多様性 |

これら4つの柱で構成されています

“JTB Group Sustainability”

JTB Group Sustainability

1. Why we take action
2. What we aim for

"Environmental Policy and Guidelines"

Environmental Guidelines

Environmental Policy Sections

1. Comply with legislation and international standards
2. Strengthen climate change actions
3. Use resources wisely and reduce waste
4. Use water resources efficiently
5. Conserve and restore biodiversity
6. Contribute to local communities
7. Protect natural and cultural heritage
8. Train employees
9. Discuss/disclose information with employees and stakeholders
10. Establish environmental management system

Six areas based on the GSTC standards



Environmental Guidelines

- I. Climate Change and Energy
- II. Resources (paper, plastic) and Waste
- III. Water
- IV. Biodiversity
- V. Local Communities
- VI. Cultural and Natural Heritage Sites

The Global Sustainable Tourism Council® (GSTC) is a non-profit organization that establishes and manages global standards for sustainable travel and tourism.

Employee Activities : Sustainability Month



▼ 海外

JTB Inbound Trip
Kuoni Tumlare
上海佳途国際旅行社
MC&A, Inc.
Quickly Travel Agência de Viagens e Turismo

▼ 西日本



| | | | |
|---------|-------|------|------------|
| 大阪第一事業部 | 京都支店 | 岡山支店 | 高知支店 |
| 大阪第二事業部 | 神戸支店 | 福山支店 | 仕入商品事業部 |
| 大阪第三事業部 | 滋賀支店 | 山陰支店 | 西日本仕入販売部 |
| 大阪教育事業部 | 奈良支店 | 山口支店 | 西日本MICE事業部 |
| 大阪北エリア | 和歌山支店 | 高松支店 | 提携販売 |
| 大阪南エリア | 姫路支店 | 松山支店 | 西日本営業部 |
| 京都中央支店 | 広島支店 | 徳島支店 | |

中国ターミナルサービス株式会社

▼ 九州・沖縄

福岡支店
北九州支店
大分支店
佐賀支店
長崎支店

▼ 東日本

24/09/27

▼ 中部

名古屋事業部
名古屋教育事業部
名古屋エリアトラベルゲート名古屋店
長野支店
静岡支店
浜松支店
豊橋支店
三河支店
三重支店
岐阜支店


仕入商品事業部
デジタル推進部
仕入商品事業部
営業管理部
仕入商品事業部
海外商品企画部
仕入商品事業部
国内仕入戦略部
仕入商品事業部
東日本仕入販売部

マーケティング部
仕入商品事業部
国内商品企画部
仕入商品事業部
海外商品企画部
仕入商品事業部
国内仕入戦略部
仕入商品事業部
東日本仕入販売部

Web販売事業部
コールセンター販売部
営業管理部
仕入商品事業部
海外商品企画部
仕入商品事業部
国内仕入戦略部
仕入商品事業部
東日本仕入販売部

販売・マーケティング部
エスコート商品販売事業部
営業推進部
エスコート商品販売事業部
海外旅行部
エスコート商品販売事業部
国内旅行部

センター
ン事業部
BS 第一事業部
BS 第二事業部
BS 第三事業部
BS 第四事業部
BS 第五事業部
BS 第六事業部
BS 第七事業部
BS 第八事業部
東京中央支店
メディカル事業部
事業企画チーム
事業推進部 法人営業チーム



★ JTB サステナビリティ月間 2024
みんなで考えよう「サステナのWA！」

★ サステナビリティってなんだろう？
ゲームしながらみんなで考える SDGs

家族みんなで
取り組もう！

サステナ★Mission BINGO

わたしの★ぼくの
サステナミッション

わたしの★ぼくの
サステナミッション

※ミッションに取り組んだきつかけや、やってみた感想を書いてね！

月 日 () ニックネーム

ピングが完成したら、写真をとってシェアしてね！感想だけでもOKだよ！
お父さん・お母さんに送ってもらってね。どちらからでも送れるよ。






https://www.jtbcorp.jp/jp/sustainability/pdf/report_2024_en.pdf



Perfect moments, always

3. GSTC Certification Audit (Before and After)

- 1) **Understanding** of sustainable tourism among **employees**
- 2) Development of **internal management systems**
- 3) Involvement of a **diverse supply chain**
- 4) **Resources, time, and cost** required for certification
- 5) **Complexity of evidence** required for multiple indicators
- 6) **Scheduling tour audits** to meet all required days, numbers, and element

Obtained "GSTC Tour Operator Certification" for domestic tours

(as of November 1, 2024)

Awarded by Bureau Veritas, an international certification body recognized by the Global Sustainable Tourism Council

