

Naomi Oiwa



GSTC: Global Sustainable Tourism Council

Japan Market Development Manager

GSTC Sustainable Tourism Couse 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

with the state of the state of the

*Sustainable Tourism

*GSTC

*GSTC Standard

*JTB Sustainable Management and case studies





Sustainability

Eco Ethical Food loss SDG s Vegan © Bela Geletneky **Economy Environment** Fair trade Recycle **Plastic Decarbonization Social**



What is "Sustainable Tourism"



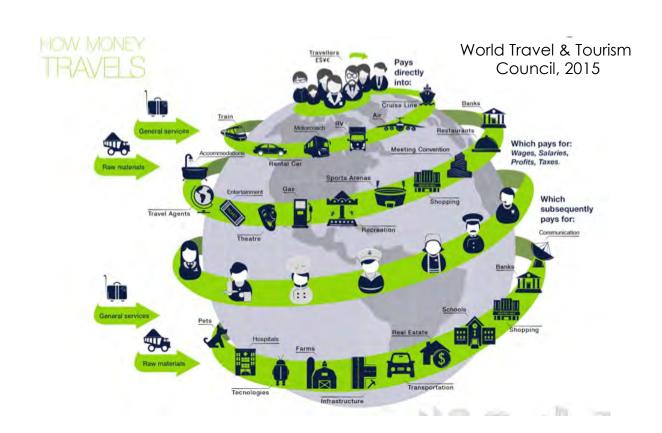




Who do they communicate with?



Customers Suppliers Staff





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.futuredatas tats.com/sustainable-tou rism-market



Greenwashing and Sustainable Tourism

White the state of the state of

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 ze ro," 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 (SACEO) S) 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





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).

JSTS-D

- 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)

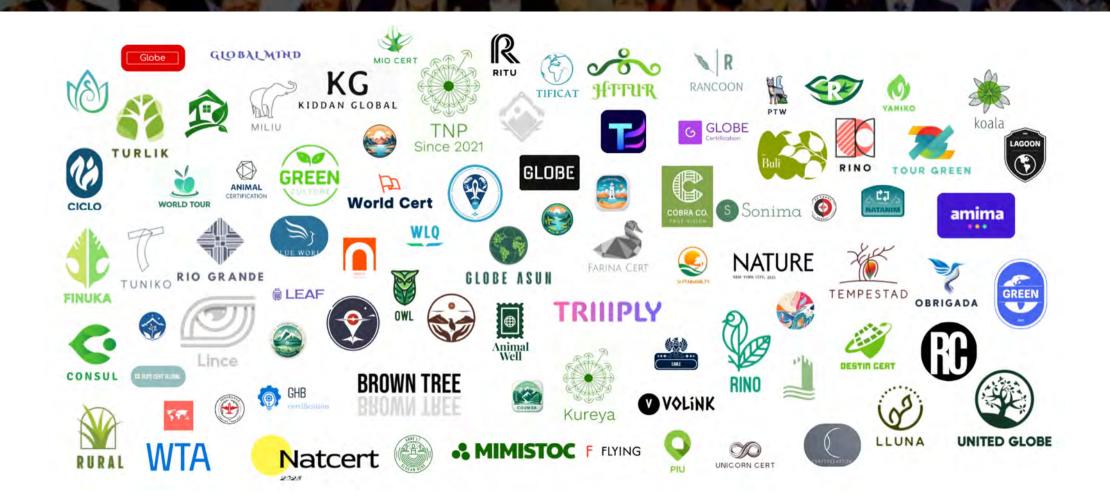
1. Number of regions working on sustainable tourism development

100 regions (including **50 regions** with international certification or awards)





Many labels...much confusion...





Global Sustainable Tourism Council 2007

Founding Organizations:



+

UNWTO, UNEP, Rainforest Alliance
+
a coalition of 32 partners



GSTC History

UNITED NATIONS FOUNDATION 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





GSTC Program

- 1. GSTC-Recognition—Compliance with the GSTC Standard
- 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



Unknown procedures



transparent? Impartial? Competent?

GSTC-Accredited Certifying Bodies

























Non-accredited Certificati on Bodies













GSTC Accredited Certification Bodies

2025.5

Hotels/Accommodation and Tour Operator(14)

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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 & Inclussive Travel Course (AIT)

Applied DEI in Travel
Course (DEI)

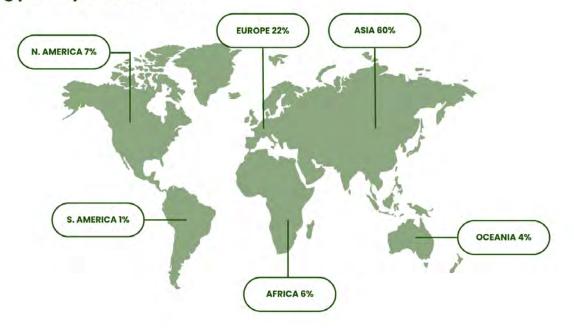
Sustainable Business Travel Course (SBT)

Private or Custom Training



GSTC Training in 2024

The geopolitical scope of public training participants for 2024



# of the trainees	# of the course

2016: 90	2016: 5
2017: 407	2017: 11
2018: 411	2018: 17
2019: 815	2019: 35
2020: 822	2020: 28
2021: 1,308	2021: 46
2022: 1,425	2022: 62
2023: 1,810	2023: 78
2024: 2,365	2024: 73



GSTC Sustainable Tourism Course











GSTC Members

600+ members in 108 countries (2024)





Some of GSTC's Members

Booking.com





























































GSTC Global Conferences







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









JTB's Sustainability

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



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



The JTB Group Mission

Vision Statement

Our Promise to the Customer (Brand Promise)

ONE JTB Values

JTB Group Code of Conduct

Business domain

JTB Group Mission

strive to foster peace and global interconnectedness

Vision Statement

Pioneering Ways to bring people, places and possibilities together in a New Era

Our Promise to the customer "Perfect moments, always"

We continue to build on this legacy by creating value and connections and leading the way on our shared journey towards greater sustainability.

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

DEIB



Switch to exchange creation business that achieve sustainability based on DEIB

customers enjoy new excitement

Rebranding

Diverse and dynamic brand that continues to create and challenge exchanges

Brands attract a more diverse workforce

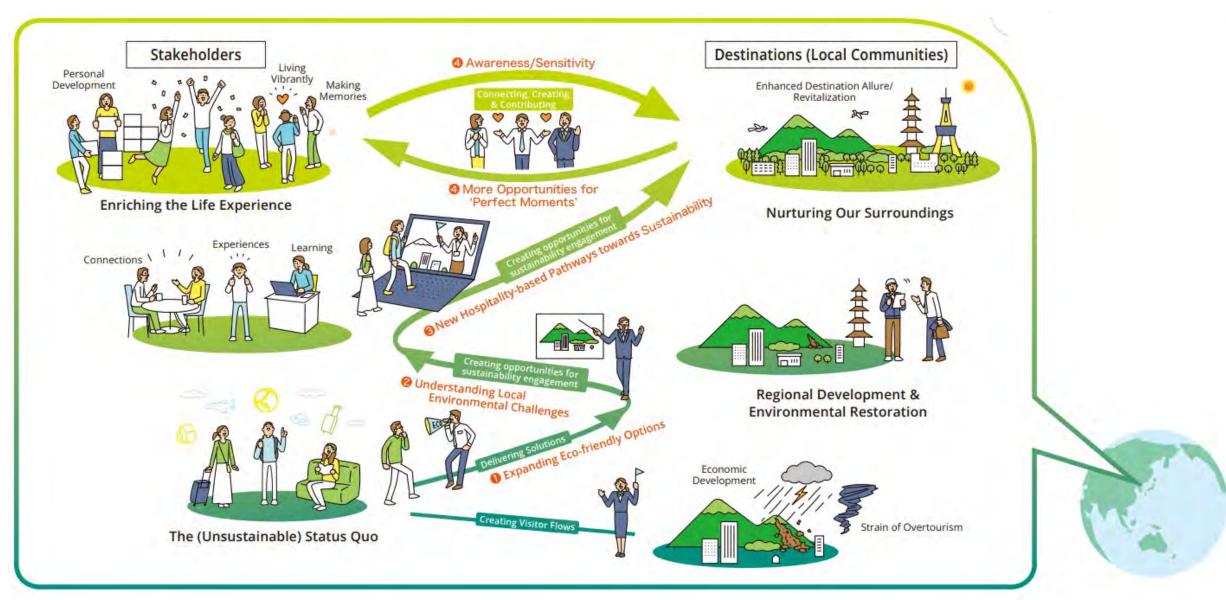
Sustainable Business Management



Use of backcasting to update our Medium-term Management Plan against our Long-term Vision for 2035 Medium-term Management Plan **Business Plan** As an organization, we aspire to: Objectives By FY2029 (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 Achieve strong Group-wide profitability transformation Robust reinvestment cycle (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 < Primary Customer Base > < Purpose > **Tourism Business Strategy** Travelers (FIT/Corporate/Institutional) Traveler Satisfaction/Solutions **Business** Communities (Government Agencies (DMOs), **Area Solutions Strategy** Strategies Area Revitalization Solutions Tourism Operators) **Business Solutions Strategy** Businesses **Business Communication Solutions** Sustainability **Enriching the** Nurturing **Engaged Partnering Priorities Human Experience** Our Surroundings

JTB's Aspirations





MOU with GSTC





News Release

Branding & Communication Team, JTB Corp.

Pursuing Sustainability in Alignment with Global Criteria:

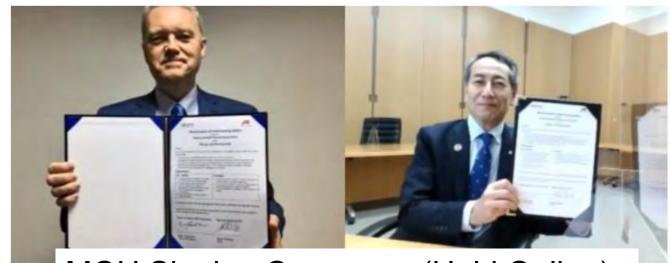
A Groundbreaking MOU Between JTB and GSTC

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/





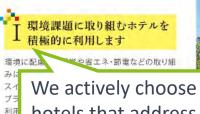
2. Specific Initiatives

Tour Development Practices





We focus on local ingredients and food culture



hotels that address environmental issues



な敷地の自然を守るため なエコプロジェクトに取り組む レバルション 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 これからの

未来につなげる

旅のために

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CO:の排出削減やその地の雇 田を守ることにもつたがいます。

「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。





旅の醍醐味

旅先について学び深く知

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

「つながり旅」では、

自然環境や文化・伝統の多様性を 守るための様々な取り組みに敬意を払い、 "旅を通じてできること"を取り込みました。 これからも旅先での自然や歴史、文化、 人々との出会いを通じて、未来に 向けてできることを考え、

取り組んでいきます。

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

スイス国内での移動は 公共交通機関を利用

IV 鉄道の旅で移動時の CO₂排出削減を目指します

現地での移動にガン

共交通機関 が誇る大自 がら楽しむ の軽減に関 場合と比較

参加 C L も ※ スイス 連邦 ※ 乗用車利用 【該当コ 自然の美 車窓から 使わず、鉄道をはじめとした公

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



GSTC-I A9 Information and Interpretation: JTB Website – Guidelines for Sustainable Travel



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

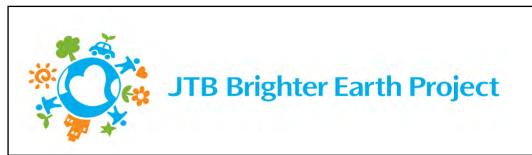




When visiting forests, clean mud off the soles of your shoes

Activities Continuing for Over 40 Years









Number of programs
491
cases

JTB Number of participants

8,319 people

888

22,595 people

Total number of participants*







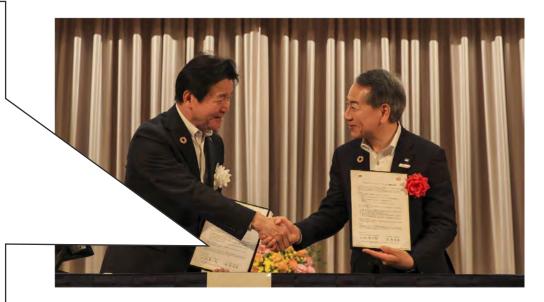
*The total number of participants from 2012 to 2024, with more than 130,000 participants since 1982.

Partnership Agreement with Hotel Suppliers



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



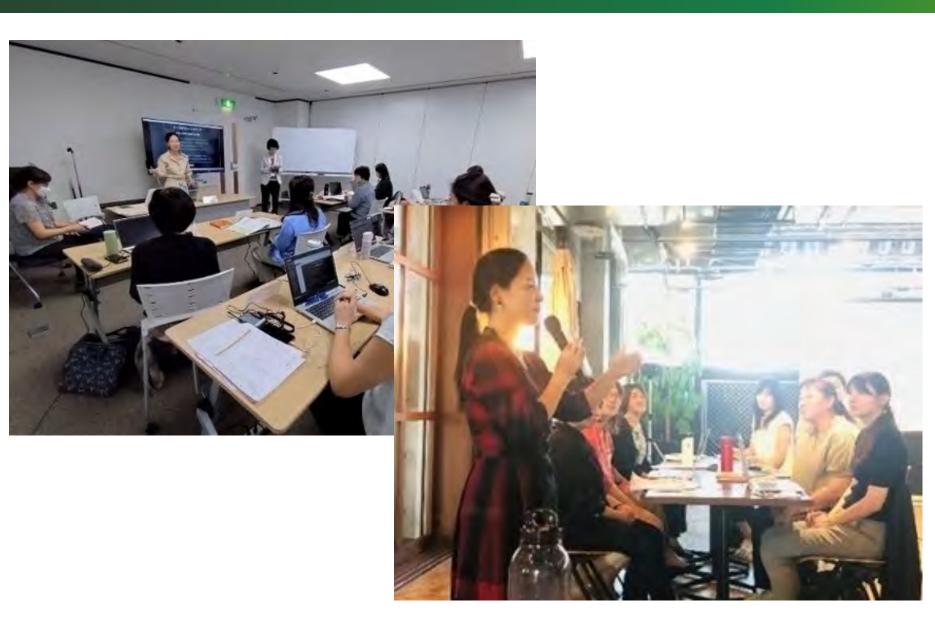




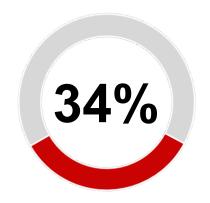
As of October 2024

Promote understanding of GSTC Standard in JTB





85 passed STC in Japan,2023



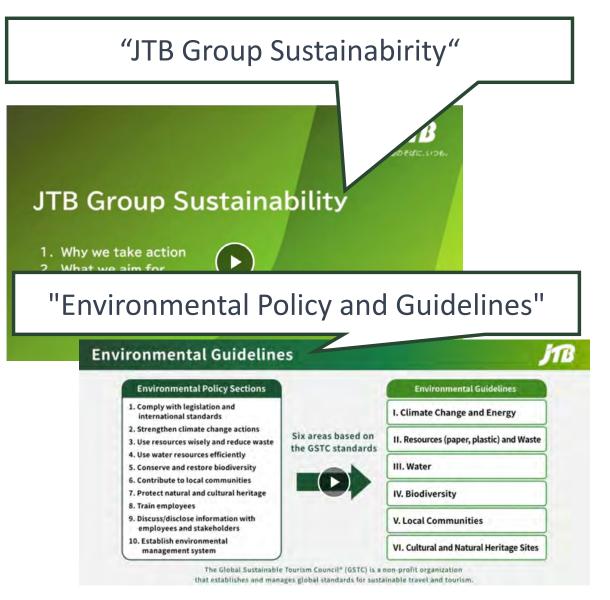
29 people from JTB

Employee Training



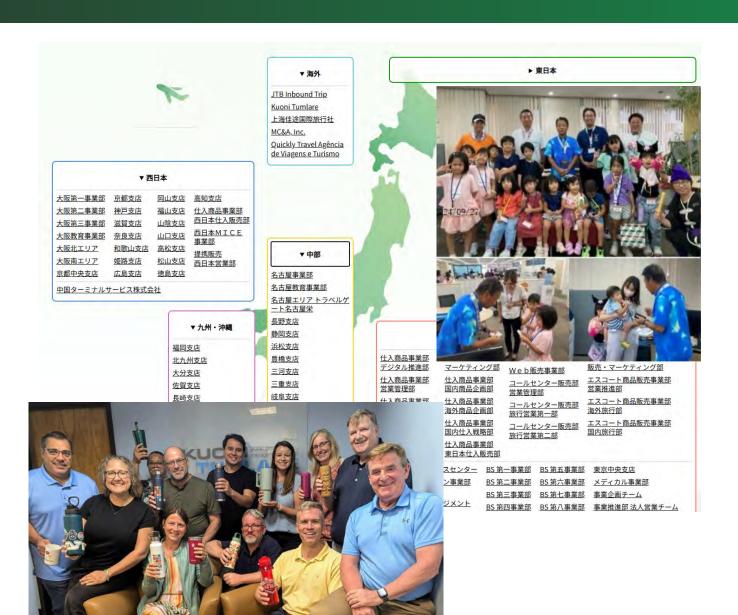
Introduction to "GSTC Certification" and "GSTC Standards" - "What JTB Employees Need to Know





Employee Activities: Sustainability Month







ビンゴが完成したら、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。





JTB Sustainability Report





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



3. GSTC Certification Audit (Before and After)

Challenges (Before the Audit)



- 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



