

The Global Partnership for Sustainable Tourism Criteria Partner Testimonials

Working together for the universal adoption of sustainable tourism principles



William A Maloney
CTC, Chief Operating Officer
ASTA

“Travel agents and the traveling public are increasingly looking for ways to travel more responsibly, but the inherent problem has been determining who practices what they preach when it comes to sustainable tourism,” said William A Maloney, CTC, ASTA's COO. “For this reason, ASTA feels it especially important to be a part of this global partnership that is leading the way in defining once and for all what it means to be a sustainable travel company. As an organization with its own Green Member program, it's incumbent upon us to ensure that our steps toward a travel retailers' green initiative were in sync with responsible global developments. We can serve as a conduit for the wishes of the traveling consumer, the seller of travel and travel suppliers, sharing best practices, education and promotions which will serve to keep travel growing responsibly. The criteria for sustainable tourism will serve a dual purpose in that they will provide our members with much-needed guidelines for assessing future business partners' commitment to sustainable tourism while offering consumers clear and reliable information about the travel choices they make.”



Janna Morrison
Senior Vice President, Corporate Social Responsibility
Choice Hotels International Inc.

“The STC Partnership is a collaborative effort to provide a much needed common framework and understanding of sustainable tourism practices. Tourism is an important and growing industry that supports sustainability and will clearly benefit from this common framework. Ultimately this effort will result in a positive impact on communities and the environment.”



Dr. Ahmed Djoghlaif

Executive Secretary

Secretariat of the Convention on Biological Diversity

“We’re losing biodiversity, one of our biggest assets, at an unprecedented rate, and inaction would mean long-term poverty, increased exposure to the negative impacts of climate change, and loss of opportunities for development. With the global tourism criteria for sustainability, launched here today with substantive support from the private sector, the industry is becoming part of the solution. The Secretariat of the CBD is proud of its contribution to this process.”



Paul Brown

President Expedia Partner Services Group and Expedia North America

Expedia

"Expedia is proud to support the Global Partnership for Sustainable Tourism Criteria and committed to using these criteria as a standard for designating a travel partner "sustainable". Consumers today are more motivated than ever to incorporate sustainable practices into their lives, at Expedia we are motivated as well and dedicated to being a leader in sustainable travel. We're proud of our travel partners – hotels and tour operators – who are already excelling in this area, and hopeful that they will set the bar for their peers around the world. We hope that our travelers will see and appreciate the hard work our partners go through to fulfill these criteria and reach the benchmark of sustainability."



Tensie Whelan

Executive Director

Rainforest Alliance

“The Rainforest Alliance celebrates the outcomes of the STC Partnership, which we believe will help the tourism industry put itself on a sustainable path. The sustainable tourism criteria that have been developed will shape the minimum requirements that the Sustainable Tourism Stewardship Council will demand from accredited certification programs and help travelers have the assurance that they are helping, not harming the environment.”



Ronald Sanabria
Director, Sustainable Tourism Program
Rainforest Alliance

“The development of global baseline criteria for sustainable tourism will fortify the Rainforest Alliance’s best management practices training and technical assistance program. We will ensure that our tools and methodologies incorporate the outcomes of the STC Partnership so we can further support and promote tourism businesses that commit to these internationally agreed-upon sustainability requirements. We strongly believe that by creating this common language, we will be able to establish more alliances with peer programs across the globe.”



Jeff Glueck
Chief Marketing Officer
Travelocity/Sabre

“Consumers deserve widely-accepted standards to separate green from greenwashed. These criteria will allow true certification of sustainable practices in hotels and resorts and other travel suppliers,” said Jeff Glueck, chief marketing officer of Travelocity/Sabre. “They will give travelers confidence that they can make choices to help the sustainability cause. They also will help the forward-thinking suppliers who deserve credit for doing things right.”



Achim Steiner
Executive Director
United Nations Environment Programme (UNEP)

“As arguably the world's biggest industry, tourism has the chance to either mine the natural resource base and the communities it touches, or maintain and boost the livelihoods and locations where tourists and visitors go.”

“The Sustainable Tourism Criteria initiative is about steering the industry onto a truly sustainable path--one that echoes to the challenge of our time: namely the fostering and federating of a global Green Economy that thrives on the interest rather than the capital of our economically-important nature-based assets.”



Francesco Frangialli

Secretary-General

United Nations World Tourism Organization (UNWTO)

“Ensuring a tourism development which is sustainable on its economic, social and environmental aspects, is a main strategic objective of the World Tourism Organization; a United Nations Specialized Agency with a membership of 154 States, and open to the participation of the private sector. The Global Sustainable Tourism Criteria is an important initiative which aims at bridging the divide between the conceptual work on sustainability principles and its application by the tourism companies. There is a need of a simple yet comprehensive set of criteria against which tour operators, hoteliers, and the tourists themselves can evaluate and adapt their operations and choices.”

“Tourism is one of the fastest growing industries and a strong contributor to sustainable development and poverty alleviation. Over 900 millions international tourists travelled last year and UNWTO forecasts 1.6 billion tourists by the year 2020. In order to minimize the negative impacts of this growth, sustainability should translate from words to facts, and be an imperative for all tourism stakeholders. The GSTC initiative, thanks to the strong support of several organizations and the wide consultation process undertaken will undoubtedly constitute a major reference for the entire tourism sector and an important step in making sustainability an inherent part of tourism development.”

Klara Glowczewska

Travel Editor in Chief

Condé Nast Traveler

"We believe the GSTC Partnership is an important step towards establishing sustainable tourism practices across the entire travel industry," said Condé Nast Traveler Editor in Chief Klara Glowczewska.

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