SUSTAINABLE TOURISM FOR INDIA

CRITERIA AND INDICATORS

APPLICABLE TO ACCOMMODATION SECTOR AND TOUR OPERATORS
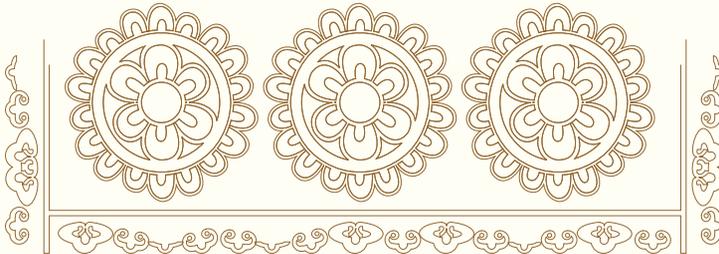
Ministry of Tourism, Government of India
www.incredibleindia.org

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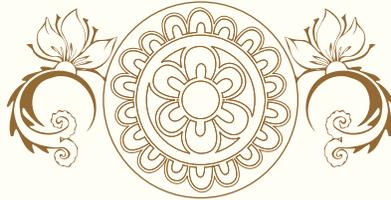
1. Preface

Sustainable tourism practices in India are not new, bound together by the twin travel dicta of Bharat Darshan and Atithi Devo Bhavah, now known the world over through the medium of the Incredible !ndia campaign.

When undertaking a journey away from home, indeed that of life itself, we ought to be guided by the quality of life's offering and taking from our environment what is needed, while responsibly leaving behind that which would sustain the destination and future travellers.

Today, that balance has been eroded by global shifts in population with resultant quantum leaps in the call on the earth's depleting finite resources, despite innovations in technology and access to information.

Quicker access to distant locations, larger disposable incomes and rising lifestyle aspirations now characterise the growing numbers of travellers. When the balance between natural processes is subjected to heavy pressure, the resultant damage can create positions where weather patterns and lifestyles are thrown out of gear.

Burning of fossil fuels and the ensuing greenhouse effect has led to global warming while the use of non-biodegradable containers such as aerosols has dented the ozone shield, raising ultra-violet radiation.

Accommodation units, tour operators, MSME providers of visitor services, transporters and nature tour outfitters are all part of the supply chain which must balance bio-diversity conservation with the professional quality of visitor experiences. Essentially, this implies meeting the challenge to create a sustainable balance between visitor numbers without sacrificing natural and cultural heritage. For tourism service providers, this also means acceptance of sustainable service agreements, facilitated by the government and targeting sustainable visitor satisfaction.

In fragile eco-systems, this takes on another crucial dimension. Local communities become the motive force for sustainable practices, especially in the preservation of cultural identities and natural heritage. While tempering the impact of the ecological footprint, this can also create the pressure point for an equitable local share in the economic benefits of tourism.

These considerations continue to be central to the Ministry of Tourism's priorities for the 12th Five Year Plan.

This publication brings these strands together, with the expectation that tourism today will enable future communities and travellers to also gain from sustainable, inclusive experiences.

2. Background

The tourism sector's capability as a sustainable and inclusive development driver, especially for livelihoods, was renewed with the 10th Five Year Plan, the National Tourism Policy, the global Incredible !ndia campaign and the Millennium Development Goals.

To supplement traditional farm-based income, many rural communities have moved towards livelihood diversification. Such attempts have included out-migration or provision of visitor services on tourism circuits in various states.

Industrialization and development trends worldwide have fostered urban-centric growth, often disconnected with the rural heartland. This trend of urbanization has also dented job opportunities and income levels in rural areas, apart from an urbanization syndrome in the countryside. Conversely, the stresses of urban life have created a need for counter-urbanization, which could, for example, strengthen the bond between India and Bharat.

Sustainable tourism can provide solutions to the issues of inclusive growth. Besides, the 'return to roots' focus, in tourism, is interlinked with increased access to information, enlarged interest in heritage and culture, improved accessibility and climate change concerns.

India has taken a lead in this field. Tourism experiences across the country now provide quality time visits for participatory settings, where the takeaway includes the enduring way of life, art, culture and heritage that are community-owned, culturally expressive and environmentally sustainable. There is simultaneous benefit for local communities with the enriching connection between visitor and host. Attitudes and mindsets are transformed, imparting local pride and visitor appreciation. The visitor thus comes face to front with India's vernacular traditions as they vibe with the present.

The geographical spread and habitat diversity of India makes it a multiple-interest, all-season destination.

Sustainable visitor strategies based on art, craft, cultural & natural heritage and environment care can hence target larger tourism yields, which could contribute significantly to conservation and to the rural sector in particular.

Tourism hence has the potential of being a non-polluting, sustainable, income provider. With the global emphasis on sustainability and combating climate change, this creates a major opportunity to position the Indian tourism experience as a unique visitor takeaway, in low-impact settings.

The primary target segment here is low-volume but high-yield visitors, compatible with the carrying capacity of the local environment, alternate energy options, local community acceptance and visitor satisfaction. This income route can reach the most disadvantaged, if local communities are strengthened through support to capacity building and sustainable rural infrastructure, while laying emphasis on the role of women and youth.

3. Sustainable Tourism Scenario

Tourism is one economic sector in India that has the potential to grow at a high rate and ensure the development of infrastructure at the destinations. It has the capacity to capitalize on the country's success in the services sector and provide sustainable models of growth.

In India, the travel and tourism sector is estimated to create 78 jobs per million rupees of investment, compared to 45 jobs in the manufacturing sector for similar investment. Along with construction, it is one of the largest sectors of the service industry in India. Apart from providing employment to a wide spectrum of job seekers from the unskilled to the specialized, a higher proportion of tourism benefits (jobs, MSME trade opportunities), accrue to women. Moreover, emphasis would increasingly be given to organising more short-term courses for the unskilled workforce, as well as unemployed youth, on the pattern of 'Hunar-se-Rozgar' and 'skill certification of service providers'. Besides, strategies followed during the 11th Plan may have to be suitably recalibrated to take care of the challenges from competing countries and to harness the full potential of Indian tourism.

There are other concerns as well. A study conducted by the Ministry of Tourism, Government of India at important tourist destinations, reveals that lack of hygiene and sanitation is a major irritant for foreign and domestic tourists. Therefore, creation of awareness, as well as making the requisite facilities available, will be given high importance during 12th Five Year Plan through the following measures:

- Major social awareness campaign under the 'Atithi Devo Bhavah' initiative

- Involving schools, NGOs, industry associations, etc. in carrying out sustained cleanliness drives at important tourist destinations.
  Suitable incentives and awards will be provided to all organizations and individuals involved in this initiative

- Top most priority will be given for sanctioning Central Financial Assistance for setting up of way-side amenities, bio-degradable toilets, etc.

While making efforts for the targeted 12th Five Year Plan growth in Foreign and domestic tourists, the Ministry will endeavour to make the growth sustainable. This is proposed to be achieved through the following measures:

- Sustainable Tourism criteria for India (STCI) and indicators for hotels, tour operators have been finalized. Similarly, the criteria and indicators for rural tourism and home-stays are being evolved. Action will be initiated for Tourism industry constituents, not yet covered.

- The scope of Market Development Assistance scheme would be enlarged to cover participation of representatives of recognised national associations in workshops/ seminars on sustainable tourism, organised by reputed organisations in India or overseas.

- Training of various stake holders under the existing plan schemes of the Ministry.

Sustainable tourism development will include advancing some of the following niche tourism products or developing additional niche products such as (h) and (i) given below:

a)   Adventure

b)   Medical

c)   Wellness

d)   Golf

e)   Polo

f)   Cruise

g)   Meetings Incentives Conferences & Exhibitions (MICE)

h)   Pilgrimage/Spiritual travel

i)   Film Tourism

j)   Eco/ Wildlife/ Caravan Tourism

As tourism is a multi-sectoral activity, active convergence in the resources of various sectors involved in promotion of tourism at Central and State level is necessary for achieving the optimum results.

The intention is that countrywide experiential tourism attractions get developed for the socio-economic benefit of local communities, especially in order to strengthen inclusive economic growth. It is equally important to ensure that increased socio-economic well-being does not cause permanent or long-term damage to the country's physical, cultural and environmental heritage. The use of existing resources, both tangible and intangible, has to be undertaken judiciously for the well-being of the present generation, but not at the cost of depriving future generations of any part of our inheritance.

The Planning Commission, in the Approach Paper to the 12th Five Year Plan, has mentioned that Tourism and Hospitality Sector has a key role to play in promoting faster, sustainable and more inclusive economic growth.

4. Sustainable Tourism Criteria for India Committee

In 1988, the United Nations World Tourism organization (UNWTO) defined sustainable tourism as 'leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems'. Later in 1992, the 'Earth Summit' in Rio established the triple principles of environmental, economic and social sustainability. Since then, the principles of sustainable tourism have been adopted by the tourism industry worldwide.

In India, the tourism sector is based on its unique endowments of biodiversity, forests, rivers, and its rich culture and heritage. The challenges in this sector lie in successfully preserving these in their original form, and making them accessible to domestic and international travelers, together with safeguarding the economic interest and heritage of local communities.

The importance of Sustainable Tourism worldwide has increased significantly due to the impact of increased human activity on climate. Nevertheless, it is necessary that the negative impact of the Tourism industry is not enlarged unrealistically. Full advantage can then be drawn from the potential of tourism for inclusive growth, with livelihood support to the poor, most disadvantaged, women and youth.

Sustainable tourism implies minimizing the negative and maximizing the positive effects of all forms and activities of tourism on:

a.   Environment

b.   Local Communities

c.   Heritage (cultural, natural, built, oral, intangible)

d.   Inclusive economic growth

Tourism is primarily driven by the private sector, with a multiplicity of stakeholders, whose sizes range from micro enterprises to large transnational corporations. The actions of these players, along with those of tourists and the local communities, determine the overall impact of tourism on the environment, whether positive or negative.

Governments – Central, State and Local – have a critical role in determining the policies for sustainable tourism. Moreover, many policies and much of the legislation surrounding sustainable tourism falls in the area of governance, such as land use, labour laws, environmental regulations and waste disposal. One of the primary functions of the Government in enhancing Sustainable Tourism is, therefore, to create an environment that enables or influences the private sector to operate more sustainably, and influence patterns of visitor flows and behaviour to optimize the impact of tourism. Positive intervention by the Government, is thus necessary, going beyond providing an enabling environment.

Recognizing its role in promoting Sustainable Tourism, the Ministry of Tourism, Government of India, had, as far back as 1998, extensively deliberated with the industry and other stakeholders to formulate the wide-ranging "Ecotourism in India – Policy and Guidelines", covering:

a.   Ecotourism definition

b.   Ecotourism resources of India

c.   Policy and planning

d.   Operational guidelines for (i) government (ii) developers, operators and suppliers, (iii) visitors. (iv) destination population / host community, and (v) NGOs/scientific & research institutions

e.   Environmental pledge

In this, due cognizance was taken of key parameters, such as, carrying capacity, the polluter pays principle, regulatory issues, environment care, sustaining heritage (cultural, natural, built, oral, intangible), and inclusive economic growth.

Around that time, the United Nations Environment Programme (UNEP) and UNWTO brought out a publication entitled "Making Tourism More Sustainable – A Guide for Policy Makers". This lists the following aims of an agenda for sustainable tourism:

a.   Economic Viability

b.   Local Prosperity

c.   Employment Quality

d.   Social Equity

e.   Visitor Fulfillment

f.   Local Control

g.   Community Wellbeing

h.   Cultural Richness

i.   Physical Integrity

j.   Biological Diversity

k.   Resource Efficiency

l.   Environmental Purity

Later, certain organizations grouped together, garnering the goodwill of UNEP and UNWTO, to promote the "Global Sustainable Tourism Council" and their "Global Sustainable Tourism Criteria" (GSTC) for adoption by hotels and tour operators, drawn from criteria generated by a variety of sources. However, these criteria refer only to hotels and tour operators, and exclude several major constituents of the tourism industry such as local communities, destination management, transport, airlines, beaches and backwaters, wellness, as also operational focus which require indicators and governance coefficients, going beyond statements of intent.

Against this background, it was considered necessary to define criteria for sustainable tourism to suit Indian conditions, specifically taking cognizance of India's attainments in sustainability, while also considering criteria generated by other sources, including GSTC. As several stakeholders in sustainable tourism such as airlines etc., fall outside the ambit of Ministry of Tourism, Government of India, the Sustainable Tourism Criteria for India, at present include only tour operators and the accommodation sector that come directly within the Ministry's purview.

Accordingly, Ministry of Tourism, Government of India, convened a National Workshop on Sustainable Tourism Criteria for India, in July 2010.

Based on the recommendations of this National Workshop on Sustainable Tourism Criteria for India, a sub-committee chaired by the Joint Secretary (Tourism), Government of India, and comprising expert stakeholders was constituted in 2010 for defining **Sustainable Tourism Criteria for India (STCI)** and indicators.

The key concerns kept in mind by the Committee were:

(i)   Carrying capacity.

(ii)   Anthropogenic character, applying to all major human impacts on the environment.

(iii)   Local community participation, engagement and,   benefit.

(iv)   Ministry of Environment & Forests, Government of India guidelines.

(v)   Bio-degradable toilets.

(vi)   Water harvesting.

(vii)   Lessons from successes and failures, national & international.

(iix)   Institutional certification and viewpoints: ISO, BIS, BEE, LEED etc.

(ix)   Polluter Pays Principle.

The Sustainable Tourism Criteria for India (STCI) and indicators, evolved by the Committee for the accommodation sector and tour operators sector, are annexed with this Report.

The ratification of these indicators and criteria by the industry associations, has progressed well, and they are now accordingly planned for implementation.

Among the ensuing tasks, the foremost is implementation of the criteria and indicators for tour operators and the accommodation sector; and the development of criteria and indicators for rural tourism and home-stays, and other sectors.

The implementation of Sustainable Tourism Criteria for India (STCI will progress on the basis of:

1. Workshops to advocate sustainability by the Ministry of Tourism, Government of India, for all stakeholders across the regions of the country.

2. Extensive range of incentives for establishments complying with STCI, specially focusing on international market access, through the Ministry's Market Development Assistance scheme, and also, operational advantage concerning energy, water and other input requirements, as feasible.

3. Ministry of Tourism, Government of India support to proposals from all tourism sector associations for skill development, as in 'Hunar Se Rozgar' for unskilled, low-skilled and, semi-skilled and craftsperson categories.

4. MSME tourism service providers to be specially supported after meeting eligibility and STCI compliance conditions.

5. Certification through innovative use of existing mechanisms, there is a need for appointing consultants or a project monitoring unit.

6. Training of Trainers for Sustainable Tourism through institutional arrangements.

7. School and college curricula to incorporate sustainable tourism.

8. Advance calendar of participatory activies, displayed on the Ministry's website.

9.   Capacity building in industry and Government by identifying institutions for developing a pool of trainers, training of trainers, etc.

10.   Evolving governance coefficients, using contemporary technology, for incorporation in the rating / approval mechanism, to enable realistic monitoring and evaluation of sustainable tourism implementation by all tourism industry constituents.

5. Action Steps

1.   Ratification of the Sustainable Tourism Criteria for India and Indicators for tour operators and the accommodation sector by all industry associations; and down-streamed by them to all categories of their membership for applicability. The Ministry's sanction may be re-worded accordingly.

2.   Implementation of the Sustainable Tourism Criteria for India and Indicators for tour operators and the accommodation sector may be done on voluntary basis.

3.   Ministry of Tourism, Government of India would convene regional sensitization workshops for all industry associations and their memberships & other stakeholders for Sustainable Tourism Criteria for India, and indicators, together with State Tourism Departments, other implementing partners and focal points.

4.   Simultaneously, the Ministry will facilitate creation of governance coefficients for effective assessment of implementation of all Sustainable Tourism Criteria for India and Indicators. Action will also be initiated to create Sustainable Tourism Criteria for India and Indicators not yet devised for sectors such as tourism transport, destination management etc.

5.   Similarly, sustainable tourism focus would also be professionally imparted to all NGO/Implementing Partners and to all local communities/institutions as they do not have a tourism background. This is necessary to meet visitor requirements and value chain enhancement for competitive advantage. This tourism focus should be an essential component of each site's workplan.

6.   The tourism industry being a principal stakeholder, will be brought on board from project inception at all sites, to ensure local community and NGO/Implementing Partners' clarity on visitor satisfaction; and to professionally formulate the tourism product to reach target markets in India and overseas.

7. Priority to be accorded to local initiatives, especially institutional creation of Village Tourism Development Committee (VTDC), SHGs, home-stays etc. For this, software (CBSP) workplan finalization must precede hardware (infrastructure) workplan formulation, and be based on Participatory Rural Appraisal to create the site Baseline, which is the basis for gauging workplan implementation. Local felt needs should be worked into the software workplan, that must ideally lead to the hardware workplan components. Amendments to workplans can be made as per Ministry's A&RT circular letter of 9 September 2005. The Ministry's sanction may be re-worded accordingly.

8. Entry point strategy for sites' back and forward convergence as well as governance, should be mandated, to take cognizance of other schemes/yojanas at each site, to avoid duplication of workplan components and to optimise fund utilisation.

9. Central and state tourism funds may be made conditional on workplan allocation and compliance for Waste Management, Hygiene and Sanitation as pre-requisites for local communities' health and visitor satisfaction. Ministry's sanction may be re-worded accordingly.

10. A computerised Management Information System may be developed for effective reporting, and must be regularly complied with by all NGO/Implementing Partners and Focal Points.

11. Use of local materials, styles and skills must be adhered to, through advisory support of a panel of architects specialized in the vernacular idiom.

12. All MSMEs and VTDCs may be formally registered and, through community participation and empowerment of weaker sections especially women, enable local ownership of assets, with tourism revenue funneled back to the site.

13. Success benchmarks should be widely disseminated, for higher yields and to strengthen livelihoods.

14. Continual technological updating is necessary with budgetary allocation.

15. In particular, energy conservation as a catalytic intervention to address climate change concerns, may be incorporated in capacity building.

16. Since the States have legislative capability for tourism, they should proceed sensitively, especially with regard to ecological footprint.

17. A two-year advance calendar of activities be created to facilitate best-practice and implementation of Sustainable Tourism Criteria for India and Indicators by new entrants.

18. Organisations complying with Sustainable Tourism Criteria for India, may receive incentives from the Ministry of Tourism, Government of India, such as, eligibility under the Market Development Assistance Scheme, and weightage in application for National Tourism Awards.

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SUSTAINABLE TOURISM CRITERIA FOR INDIA- APPLICABILITY TO ACOMMODATION SECTOR

PRINCIPLES

A   Demonstrate Effective Sustainable Management

A 1.   The organisation has implemented a long-term sustainability management system that is suitable to its reality and scale, and that considers environmental, sociocultural, quality, health and safety issues.

A 2.   The organisation is in compliance with all relevant national legislation and regulations

A 3.   All personnel receive periodic training in the management of environmental, socio-cultural, quality health and safety practices.

A 4.   Customer satisfaction is measured and corrective action taken, where appropriate.

A 5.   Promotional materials are accurate and complete and do not promise more than can be delivered by the organisation.

B   Design and construction of buildings and infrastructure

B 1.   Comply with land usage and protected or heritage area requirements

B 2.   Respect the natural, cultural, social, built and heritage surroundings in siting, design, impact assessment, land rights and acquisition in, so far as new construction, including additions and extensions to property, is concerned.

B 3.   Use locally appropriate principles of sustainable construction, including local styles, skills and materials for new construction and additions or extensions to property.

B 4.   Provide access and facilities for persons with special needs in accordance with principles of universal design.

B 5.   Information about and interpretation of the natural surroundings, customs, local culture and cultural heritage is provided to visitors, as well as explanations of appropriate behaviour while visiting natural areas, living cultures and cultural heritage sites.

C   **Maximise social and economic benefits to the local community and minimise negative impacts**

C 1.   The organisation actively supports initiatives for social and community participation and development, including, among others, infrastructure, education, health, and sanitation

C 2.   Local residents are employed, including in management positions, wherever feasible. Training is offered, as necessary.

C 3.   Local and fair trade services and goods, particularly from MSMEs, are purchased by the organisation, where available.

C 4.   The organisation encourages the means for local small entrepreneurs to develop and sell sustainable products that are based on the area's nature, history, and culture (including food and drink, crafts, performance arts, agricultural products).

C 5.   A code of behaviour for activities in indigenous and local communities has been developed, with the consent of, and in collaboration with the community and/or neighbourhood

C 6.   The organisation has implemented a policy against commercial exploitation, particularly of children and adolescents, including sexual exploitation.

C 7.   The organisation should provide equal opportunities in recruitment and career growth to all segments of society, irrespective of caste, creed, religion, ethnicity and gender, while completely shunning child labour.

C 8.   All employees, including contractual labour, are treated in accordance with national legislation and are paid a fair wage, with the minimum being in accordance with the law

C 9.   The acitvities of the organisation do not jeopardise the provision of basic services such as water, energy or sanitation to neighbouring communities.

D   **Maximise benefits to cultural and historical heritage and minimise negative impacts**

D 1.   The organisation follows established guidelines or a code of behaviour at culturally, ecologically or historically sensitive sites, in order to minimise visitor impact and maximise satisfaction

D 2.   Historical and archaeological artifacts are not sold, traded or displayed, except as permitted by law.

D 3. The organisation contributes to the protection of local, historical, archaeological, culturally and spiritually important properties and sites, as well as natural phenomena, and does not impede access to them by local residents.

D 4. The intellectual property rights of local communities will be respected whenever the organisation uses elements of local art and tradition, architecture, or cultural heritage in its operations, design, decoration, food or shops.

E   Maximise benefits to the environment and minimise negative impacts

E 1   Conserving Resources

E 1.1 Purchasing policy favours environmentally responsible and eco-friendly products for building materials, capital goods, food and consumables.

E 1.2 The purchase of disposable and consumer goods is measured, and the organisation actively seeks ways to reduce their use.

E 1.3 Energy consumption should be measures, sources indicated, and measures to decrease overall consumption should be adopted, while encouraging the use of renewable energy.

E 1.4 Water consumption should be measured, sources indicated and measures to decrease overall consumption, should be adopted. The organisation practices rainwater harvesting wherever water tables have been receding.

E 2   Reducing Pollution

E 2.1 The organisation implements a step-by-step plan to identify, and then quantify, sources of greenhouse gas emissions under its control, and activate measures to offset climate change in a time-bound manner.

E 2.2 Wastewater, including gray water, is treated effectively and reused, where possible.

E 2.3 A solid waste management plan is implemented, with quantitative goals to minimise waste that is non-biodegradable, not reused or recycled.

D 2.3 The use of harmful substances including pesticides, harmful chemicals, swimming pool disinfectants and cleaning material is minimised; substituted, when available, by innocuous products, and all chemical use is properly managed.

E 2.4 The organisation implements practices to reduce pollution from noise,

light, runoff, erosion, ozone-depleting compounds and air and soil contaminants.

E 3   Conserving biodiversity, ecosystems and landscapes

E 3.1   The organisation does not participate in, accept, allow or encourage the use of, or display or trade in endangered species of flora and fauna, except trophy displays, as permitted under the law.

E 3.2   No wildlife is held in captivity.

E 3.3   The organisation uses endemic native species for landscaping and restoration and takes measures to avoid the introduction of invasive alien species.

E 3.4   The organisation supports biodiversity conservation, including supporting natural protected ares and areas of high biodiversity value.

E 3.5   Interactions with wildlife must not produce adverse effects on the viability of populations in the wild. Any disturbance of natural ecosystems is minimised, and, if it occurs inadvertently, steps are taken for immediate rehabilitation and/or compensatory contribution to conservation management.

SUSTAINABLE TOURISM CRITERIA FOR INDIA- APPLICABILITY TO TOUR OPERATORS

PRINCIPLES

A   Demonstrate Effective Sustainable Management

A 1.   The organisation has implemented a long-term sustainability management system that is suitable to its reality and scale, and that considers environmental, sociocultural, quality, health and safety issues.

A 2.   The organisation is in compliance with all relevant national legislation and regulations

A 3.   All personnel receive periodic training in the management of environmental, socio-cultural, quality health and safety practices.

A 4.   Customer satisfaction is measured and corrective action taken, where appropriate.

A 5.   Promotional materials are accurate and complete and do not promise more than can be delivered by the organisation.

B   Design and construction of buildings and infrastructure

B 1.   Comply with land usage and protected or heritage area requirements

B 2.   Respect the natural, cultural, social, built and heritage surroundings in siting, design, impact assessment, land rights and acquisition in, so far as new construction, including additions and extensions to property, is concerned.

B 3.   Use locally appropriate principles of sustainable construction, including local styles, skills and materials for new construction and additions or extensions to property.

B 4.   Provide access and facilities for persons with special needs in accordance with principles of universal design.

B 5.   Information about and interpretation of the natural surroundings, customs, local culture and cultural heritage is provided to visitors, as well as explanations of appropriate behaviour while visiting natural areas, living cultures and cultural heritage sites.

C **Maximise social and economic benefits to the local community and minimise negative impacts**

C 1. The organisation actively supports initiatives for social and community participation and development, including, among others, infrastructure, education, health, and sanitation

C 2. Local residents are employed, including in management positions, wherever feasible. Training is offered, as necessary.

C 3. Local and fair trade services and goods, particularly from MSMEs, are purchased by the organisation, where available.

C 4. The organisation encourages the means for local small entrepreneurs to develop and sell sustainable products that are based on the area's nature, history, and culture (including food and drink, crafts, performance arts, agricultural products).

C 5. A code of behaviour for activities in indigenous and local communities has been developed, with the consent of, and in collaboration with the community and/or neighbourhood

C 6. The organisation has implemented a policy against commercial exploitation, particularly of children and adolescents, including sexual exploitation.

C 7. The organisation should provide equal opportunities in recruitment and career growth to all segments of society, irrespective of caste, creed, religion, ethnicity and gender, while completely shunning child labour.

C 8. All employees, including contractual labour, are treated in accordance with national legislation and are paid a fair wage, with the minimum being in accordance with the law

C 9. The acitvities of the organisation do not jeopardise the provision of basic services such as water, energy or sanitation to neighbouring communities.

D **Maximise benefits to cultural and historical heritage and minimise negative impacts**

D 1. The organisation follows established guidelines or a code of behaviour at culturally, ecologically or historically sensitive sites, in order to minimise visitor impact and maximise satisfaction

D 2. Historical and archaeological artifacts are not sold, traded or displayed, except as permitted by law.

D 3.   The organisation contributes to the protection of local, historical, archaeological, culturally and spiritually important properties and sites, as well as natural phenomena, and does not impede access to them by local residents.

D 4.   The intellectual property rights of local communities will be respected whenever the organisation uses elements of local art and tradition, architecture, or cultural heritage in its operations, design, decoration, food or shops.

E   Maximise benefits to the environment and minimise negative impacts

E 1   Conserving Resources

E 1.1   Purchasing policy favours environmentally responsible and eco-friendly products for building materials, capital goods, food and consumables.

E 1.2   The purchase of disposable and consumer goods is measured, and the organisation actively seeks ways to reduce their use.

E 1.3   Energy consumption should be measures, sources indicated, and measures to decrease overall consumption should be adopted, while encouraging the use of renewable energy.

E 1.4   Water consumption should be measured, sources indicated and measures to decrease overall consumption, should be adopted. The organisation practices rainwater harvesting wherever water tables have been receding.

E 2   Reducing Pollution

E 2.1   The organisation implements a step-by-step plan to identify, and then quantify, sources of greenhouse gas emissions under its control, and activate measures to offset climate change in a time-bound manner.

E 2.2   Wastewater, including gray water, is treated effectively and reused, where possible.

E 2.3   A solid waste management plan is implemented, with quantitative goals to minimise waste that is non-biodegradable, not reused or recycled.

D 2.3   The use of harmful substances including pesticides, harmful chemicals, swimming pool disinfectants and cleaning material is minimised; substituted, when available, by innocuous products, and all chemical use is properly managed.

E 2.4   The organisation implements practices to reduce pollution from noise,

light, runoff, erosion, ozone-depleting compounds and air and soil contaminants.

E 3   Conserving biodiversity, ecosystems and landscapes

E 3.1   The organisation does not participate in, accept, allow or encourage the use of, or display or trade in endangered species of flora and fauna, except trophy displays, as permitted under the law.

E 3.2   No wildlife is held in captivity.

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E 3.4   The organisation supports biodiversity conservation, including supporting natural protected ares and areas of high biodiversity value.

E 3.5   Interactions with wildlife must not produce adverse effects on the viability of populations in the wild. Any disturbance of natural ecosystems is minimised, and, if it occurs inadvertently, steps are taken for immediate rehabilitation and/or compensatory contribution to conservation management.

SUSTAINABLE TOURISM FOR INDIA CRITERIA (STCI)- APPLICABILITY TO ACCOMMODATION SECTOR	
STCI PRINCIPLES	POTENTIAL INDICATORS
DEMONSTRATE EFFECTIVE SUSTAINABLE MANAGEMENT	
A 1 The establishment has implemented a long-term sustainability management system that is suitable to its reality and scale, and that considers environmental, socio-cultural, quality, health and safety issues.	1. A Sustainability Management Plan must be written, agreed, adopted and signed by Directors/owners. 2. Plan must be communicated to all levels of personnel in a language they understand. Should also be accessible to outsiders. 3. Plan must be reviewed annually. 4. Plan includes sections on: i) Environmental issues ii) Socio-cultural issues iii) Health & Safety of guests & employees iv) Quality control v) Local community participation 5. Responsibilities for periodic monitoring and action taken to be defined in the Plan.
A 2 The establishment is in compliance with all relevant national legislation and regulations.	1) Annual signed statement by Directors/Owners that the establishment is in compliance with all relevant legislation. 2) Statement must provide details of infringements, fines paid, remedial actions taken, matters under litigation
A 3 All personnel receive annual training in the management of environmental,socio-cultural,quality health and safety practices.	1) Existence of a Sustainability Training Programme for all levels of employees, with specific training packets on environmental, socio-cultural, quality, health and safety. 2) Record of training sessions held and list of participants. 3) Literature available on different topics. 4) Participation in training programme to be recorded in employee profiles. 5) Each organization must identify a trainer.

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	STCI PRINCIPLES	POTENTIAL INDICATORS
A 4	Customer satisfaction is measured and corrective action taken where appropriate.	1) Customer feedback forms in each room and at Reception 2) Record of forms / letters received 3) Customer ratings measured: (i) Total of all Customer Rating Scores ÷ Total no. of forms received (ii) No of complaints received as % of no. of guests (iii) % of complaints resolved, with time-frame (iv) % of repeat guests (v) ratings/remarks in Websites vi) Feedback should be electronically received
A 5	Promotional materials incorporate requisite environmental concerns , are accurate and complete and do not promise more than can be delivered by the organisation.	1) Advertising agencies and tour operators have been briefed appropriately. 2) Interpretation material is available on the Site.
A6	DESIGN AND CONSTRUCTION OF BUILDINGS AND INFRASTRUCTURE	
A 6.1	Comply with land usage and protected or heritage area requirements.	1) NOC from State Tourism Dept and/or Municipal Authorities and/or ASI has been obtained. 2) There is clear title to the property. 3) There has been no involuntary removal of the local people from land.
A 6.2	The property respects the natural, cultural, social, built and heritage surroundings in siting, design, impact assessment, land rights and acquisition insofar as new construction, including additions and	1) New construction should not adversely impact : i) Flora and fauna of the area, ii) The vista and scenic views - whether from the property itself or from the vicinity, iii) Monuments and features of socio-cultural value, iv) water bodies or courses, v) animal paths,

	STCI PRINCIPLES	POTENTIAL INDICATORS
	extensions to property, is concerned.	vi) rights of way of neighbouring communities 2) There is minimal deforestation and excavation 3) No alien or invasive species of plants are deliberately introduced into the property
A 6.3	The property uses locally appropriate principles of sustainable construction including local styles, skills and materials for new construction and additions or extensions to property.	Use of local skills and material, integration with local styles wherever possible, vernacular architecture.
A 6. 4	The establishment provide provides access and facilities for persons with special needs in accordance with principles of universal design.	1) Ramps for wheelchairs 2) Toilets for physically challenged 3) Provision for critical information (e.g. Fire & Safety Precautions) in Braille 4) Clear signage indicating availability of special facilities, 5) Visual alarms/door-bell indicators for deaf persons
A 6.5	Information about and interpretation of the natural surroundings, customs, local culture and cultural heritage is provided to visitors, as well as explanations of appropriate behaviour while visiting natural areas, living cultures and cultural heritage sites.	Multilingual literature is available in the rooms or lobby on the local customs, culture, heritage, flora and fauna, together with advice on appropriate behaviour

	STCI PRINCIPLES	POTENTIAL INDICATORS
	MAXIMISE SOCIAL AND ECONOMIC BENEFITS TO THE LOCAL COMMUNITY AND MINIMISE NEGATIVE IMPACT	
B	The establishment actively supports initiatives for social and community participation and development, including, among others, infrastructure, education, health, and sanitation	1) Percentage of revenue contributed to local community for public benefit 2) Engagement and consultation with community in plans intended for them 3) Encouragement to personnel to participate in community development activities
B 1	Local residents are employed, including in management positions wherever feasible. Training is offered as necessary.	1) Number of local persons employed 2) Locals employed as % of total 3) Designations of local persons 4) Special training (e.g language skills) given to local persons to improve upward mobility 5) Ensure that community based home stays are locally owned 6) Gender equity
B 2	Local and fair trade services and goods, particularly from MSMEs, are purchased by the establishment where available.	1) Prioritize consumables and services procured from local vendors depending upon availability 2) clear-cut purchase policy giving preference to local goods and services and eco-labelled products 3) Evidence of development of vendors in the area
B 3	The establishment encourages the means for local small entrepreneurs to develop and sell sustainable products that are based on the area's nature, history, and culture (including food and drink, crafts, performance arts, agricultural products).	1) Hotel allows direct or aided access to guests by local crafts-persons, farmers , performance artistes 2) Shopping arcade offers goods produced by local artisans

	STCI PRINCIPLES	POTENTIAL INDICATORS
B 4	A code of behaviour for activities in indigenous and local communities has been developed, with the consent of and in collaboration with the community and/or neighbourhood	To develop local Sustainable Charter
B 5	The establishment has implemented a policy against commercial exploitation, particularly of children and adolescents, including sexual exploitation.	1) No persons below 18 are employed in the property, directly or indirectly 2) All vendors are required to certify that they do not engage child labour 3) Employees and guests are cautioned that sexual misconduct with minors will not be tolerated and will be immediately reported to the authorities 4) Personnel & procurement policies declare that there is no discrimination in salary, training, designation and promotion prospects on the basis of caste, creed, religion, gender or sexual orientation and the same applies to suppliers. 5) Employees and suppliers advised to report violations to highest levels.
B 6	The establishment should provide equal opportunities in recruitment and career growth to all segments of society, irrespective of caste, creed, religion, ethnicity and gender while completely shunning child labour.	Merged with B 5 above
B7	All employees, including contractual labour, are treated in accordance with national legislation and	Merged with A 1 2) Written instructions to labour contractors, if any 3) Spot inspection by management of labour contractors pay scales

	STCI PRINCIPLES	POTENTIAL INDICATORS
	are paid a fair wage, with the minimum being in accordance with the law	
B 8	The activities of the establishment do not jeopardise the provision of or access to basic services such as water, energy or sanitation to neighbouring communities.	1) There are no direct or indirect complaints by the community of reduction in water availability, power cuts, sewerage and waste management (use recycle principle) as a result of the property's operations 2) There should be no instance of organization directly or indirectly
	MAXIMISE BENEFITS TO CULTURAL & HISTORICAL HERITAGE AND REMOVE NEGATIVE IMPACTS	
C	The establishment follows established guidelines or a code of behaviour at culturally, ecologically or historically sensitive sites, in order to minimise visitor impact and maximise satisfaction	Guests and employees are given guidelines on environmental, cultural , historically sensitive sites in vicinity and advised appropriate behaviour
C 1	Historical and archaeological artefacts are not sold, traded or displayed, except as permitted by law.	1) Precautionary notices issued to guests 2) Shopping arcade does not display prohibited items for sale 3) Vigilance kept on taxi drivers, tourist guides, touts
C 2	The establishment contributes to the protection of local, historical, archaeological, culturally and spiritually important properties and sites, as well as natural phenomena, and does	1) Monetary/in-kind contribution to protection and maintenance of important local sites 2) Free passage to such sites by local residents, if located within property

	STCI PRINCIPLES	POTENTIAL INDICATORS
	not impede access to them by local residents.	
C 3	The intellectual property rights of local communities will be respected whenever the establishment uses elements of local art and tradition, architecture, or cultural heritage in its operations, design, decoration, food or shops.	1) Due credit given, as due, in descriptive literature, plaques etc and sources indicated 2) Payment is made, if demanded, for utilisation of community-owned or intellectual property , whether patented or not 3) No litigation to obtain unfair advantage through misuse of community's intellectual property, culture and heritage
	MAXIMISE BENEFITS TO THE ENVIRONMENT AND REMOVE NEGATIVE IMPACTS	
D	Conserving Resources	
D 1	Purchasing policy favours environmentally responsible and eco-friendly products for building materials, capital goods, food and consumables.	1) Existence of Corporate Purchasing policy specifying procurement of eco-responsible or eco-labelled goods 2) Attempt to maximize expenditure on eco-friendly/eco-labelled goods
D 1.1	The purchase of disposable and consumer goods is measured, and the establishment actively seeks ways to reduce their use.	1) Purchasing policy requires re-usable, returnable and recyclable goods where available 2) Goods purchased in bulk wherever possible 3) Vendors persuaded to take back packaging material 4) Segregation and treatment of waste at source 5) Drinking water in rooms and at banquets not to be served in disposable plastic glasses

	STCI PRINCIPLES	POTENTIAL INDICATORS
D 1.2	Energy consumption should be measured, sources indicated, and measures to decrease overall consumption should be adopted while encouraging the use of renewable energy.	1) Records of energy monthly consumption for past 2 years maintained. Separate records for electricity and diesel/fuel oil consumption 2) Rolling plan for reduction in energy consumption for 3 years, e.g. 20% over existing in Year 1 compared to previous year, and 10% every year thereafter 3) External energy audit in Year 1 and every 2-3 years thereafter 4) Purchase and installation of energy saving devices recorded, and actual energy saved quantified (use of BE labelled products). These would include use of CFL/LED lights, motion-activated lights, gas or induction cooking ranges, master switch in rooms, translucent lamp-shades, signage in guest rooms 5) Installation of solar photovoltaic lighting systems for outdoor areas, e.g. parking lots 6) Installation of solar hot water systems for rooms, kitchen, laundry 7) Annual Report should indicate energy consumption per guest-night
D 1.3	Water consumption should be measured, sources indicated and measures to decrease overall consumption should be adopted. The organisation practices rainwater harvesting wherever water tables have been receding	1) Water usage from different sources (Municipality, groundwater etc) for last 2 years is recorded 2) Water consumption different activities (kitchen, laundry, gardening etc) is recorded. 3) Targets set for water use reduction in each activity and records kept of progress against target on monthly basis as aggregate and per guest-night 4) Rainwater harvesting measures and other measures adopted to re-charge ground-water 5) Water-saving appliances in guest rooms, e.g. cisterns, showers. 6) Periodic inspection of all water lines and boilers for leakage

	STCI PRINCIPLES	POTENTIAL INDICATORS
		7) Reduction in laundry load with longer linen-change period as default 8) Appropriate signages for guests 9) Training of personnel in water conservation
	Reducing Pollution	
D 2	The establishment implements a step-by-step plan to identify and then quantify sources of greenhouse gas emissions under its control, and activates measures to offset climate change in a time-bound manner.	1) Measurement of direct GHG emissions by weight 2) Initiatives to reduce GHG emissions 3) Year-wise progress in reduction of GHG (aggregate and per guest-night)
D 2.1	Wastewater, including gray water, is treated effectively and reused where possible.	Grey-water recycling & usage technologies adopted and implemented, with records of quantities re-used and nature of re-use
D 2.2	A solid waste management plan is implemented, with quantitative goals to minimise waste that is non-biodegradable, not reused or recycled.	Solid Waste Management Plan to be incorporated into Sustainability Management Plan and measure: 1) Total waste generated by type (aggregate and per guest-night) 2) Qty of waste sent to land-fill 3) Qty of waste incinerated 4) Qty of waste composted 5) Qty of waste sold to scrap merchants Monthly figures maintained and compared with past records to assess performance in waste reduction
D 2.3	The use of harmful substances including pesticides, harmful chemicals, swimming	1) Identification of all hazardous material used in the property. 2) Insistence of requisite standards for safety, degradability and toxicity sought

	STCI PRINCIPLES	POTENTIAL INDICATORS
	pool disinfectants and cleaning material is minimised, substituted when available by innocuous products, and all chemical use is properly managed	from vendors when new products are introduced 3) Data on consumption of hazardous material recorded and measured to assess reduction 4) Purchase of phosphate-free or biodegradable detergents for cleaning
D 2.4	The establishment implements practices to reduce pollution from noise, light, ozone-depleting compounds and air and soil contaminants and takes measures to counter runoff and erosion	1) Air, water and soil pollution covered above 2) Refrigerants for air-conditioning, cooling must be free of CFC and HCFC 3) Lighting designed so that it is confined to property, is not obtrusive to neighbourhood 4) Sound amplification upto 75 DB for outdoor events is turned off after 10.00 p.m. 5) Diesel generators are muffled/use residential quality noise dampening 6) Soil erosion is prevented using natural binding plants or geotextiles or natural grasses such as Vetiver
	Conserving biodiversity, ecosystems and landscapes	
D 3	The establishment does not participate in, accept, allow or encourage the use of or display or trade in endangered species of flora and fauna, except trophy displays as permitted under the law	Property does not display or permit vendors to sell, display or promote trade in endangered species of flora and fauna, except those licensed
D 3.1	No wildlife is held in captivity	1) No wildlife is kept on premises or even allowed for displays. Strays into property are herded out or otherwise removed with expert help 2) Wildlife conservation and methods of handling are expressly mentioned in

	STCI PRINCIPLES	POTENTIAL INDICATORS
		Sustainability Management and Employee Training plans 3) Importance of wildlife conservation and precautionary notes issued to all guests at jungle/nature resorts
D 3.2	The establishment uses endemic native species for landscaping and restoration and takes measures to avoid the introduction of invasive alien species.	Gardens should use endemic native species of plants
D 3.3	The establishment supports biodiversity conservation, including supporting natural protected areas and areas of high biodiversity value.	Establishment extends financial or technical support for biodiversity conservation efforts in the area
D 3.4	Interactions with wildlife must not produce adverse effects on the viability of populations in the wild. Any disturbance of natural ecosystems is minimised and if it occurs inadvertently, steps are taken for immediate rehabilitation and/or compensatory contribution to conservation management.	1) No activity of the hotel should adversely impact wildlife - flora or fauna 2) If any disruption of ecosystems is anticipated by expansion, construction etc, suitable animal experts or conservationists are consulted prior to such activity so as to minimise adverse effects 3) Sustainability Management Plan must expressly provide these instructions

SUSTAINABLE TOURISM CRITERIA FOR INDIA (STCI)- FOR THE TOUR OPERATORS SECTOR		
	STCI PRINCIPLES	POTENTIAL INDICATORS
A 1	Implement a Sustainability Management System	1. A Sustainability Management Plan exists that is appropriate to the business' size and scale 2. Checklist: Sustainability Management Plan considers: • Environmental • Sociocultural • Quality • Health and Safety Issues 3. Scales with point systems: i) System is implemented ii) Sustainability Management Plan is communicated internally and externally iii) Plan is integrated at decision-making level, includes monitoring, analysis and evaluation and adaptive management iv) Stakeholder input and progress reported v) System is comprehensive vi) Plan includes environmental, socio-cultural, quality, health and safety issues
A 2	Legal Compliance	• Compliance with all relevant legislation and regulations • Procedure exists for maintaining and implementation of up-to-date list of legal requirements, according to market practices, specially where the country is a signatory to international treaties
A 3	Employee Training	• Scale: i) Literature exists on some limited topics. ii) Some literature is available and staff is made aware of where it is located. iii) Literature on all critical issues exists and staff is informed of location. iv) Literature on all critical issues is available and provided to management staff.

	STCI PRINCIPLES	POTENTIAL INDICATORS
		v) Literature on all critical issues available and provided to all staff. vi) Training plan exists; staff is provided training materials in the local language; time for learning on their own and a mixture of classroom and self-paced training is provided at company's expense. ix) Formal training plan and programme exists, is functional and certain percentage of staff participate at company's expense x) Periodicity of training, aproximately once in two years a. Number of days of training per employee b. Number of employees trained per specific training activity/topic c. Amount of money invested in training per employee, including value of in-kind contribution. d. Elements of sustanability are covered in trainings e. Employee evaluations include elements of sustainable operations f. Focus on training of trainers.
A 4	Customer Satisfication	• Average Customer Satisfaction rating • Corrective action plan exists • Number or type of complaints received as percentage of total guests • Percentage of complaints received that have been resolved
A 5	Promotional materials are accurate and complete and do not promise more than can be delivered by the business.	1. Scale: i) Materials are accurate in description of services ii) Materials are complete 2. Customer and/or Tour operators survey questions (i) Marketing materials complete and accurate and not exaggerated (ii) Marketing materials set realistic

	STCI PRINCIPLES	POTENTIAL INDICATORS
		expectations for clients and areaavailable in print and electronic formats.
A 6	Design and construction of buildings and infrastructure	
A 6.1	Comply with local zoning and protected or heritage area requirements	i) Land use is in compliance with local zoning and protected or heritage area laws and regulations ii) Penal provision for non-compliance with building norms
A 6.2	Design and construction of buildings and infrastructure	i) Site plan has a documented design that takes into account all STCI with specific emphasis on risk areas of impact associated with setting and design ii) Design and construction reduce heating, cooling, ligthing and water consumption through passive design appropriate to local conditions, and techonology iii) Buildings wtih emphasis on visual compatibility with the natural environment iv) Transportation and circulation with emphasis on minimizing fossil-fuel consumption v) Utility systems with an emphasis on energy-efficient heating, cooling and lighting, water conservation, waste water treatment; and solid waste management. vi) Reduction of on-site and off-site development impacts on air,water, and sound quality.
A 6.2.1	Siting respects natural and cultural heritage surroundings	i) Archaeological, cultural heritage, and sacred sites have not been disturbed ii) Endangered wildlife has not been displaced or habitat destroyed iii) Buildings do not destroy scenic beauty

	STCI PRINCIPLES	POTENTIAL INDICATORS
		iv) Earth movements have been minimized v) Water courses including aquifers and subterrainean links have not been altered vi) Runoff from buildings, parking lots, and grounds is channeled and filtered and harvested and reused. vii) Location of buildings not over water bodies and wetlands, whether seasonal or permanent viii) Location of buildings and roads not in designated no-building zones ix) Vegetation disturbance has been minimized and restored with endemic and not exotic species x) Gardens, green areas, golf courses and sporting fields use local and endemic vegetation where ever possible or grasses that are adapted to local climate
A 6.2.2	Design respects natural and cultural heritage surroundings	i) Existing historic and cultural buildings and landscapes have been restored, in vernacular idiom ii) Buildings use regional construction materials, as long as these are obtained sustainably iii) New buildings reflect regional vernacular architecture, and include regional art and crafts iv) Existing structures have been restored on set heritage norms
A 6.2.3	Natural and cultural impact has been assessed	i) Environmental and social impact assessment has been completed ii) Plans are in compliance with recommendations and are checked for continued compliance Land acquisition is legal

	STCI PRINCIPLES	POTENTIAL INDICATORS
A 6.2.4	Land rights and acquisition respect natural and cultural heritage	i) Land acquisition is in accordance with all protected area or cultural heritage regulations; action should take into account fencing and animal corridor blocking issues. ii) Local Community have not been involuntarily removed from the land. iii) Where local communities or indigenous peoples have legal, traditional, collective, or customary rights over the possession and use of the land, the Stakeholders affected have had the opportunity to accept or reject the proposed use iv) Use for tourism has been authorized with the prior informed consent of stakeholders affected including Panchayats and NGOs with a redressal mechanism in placee v) Number of unresolved complaints by local communities
A.6.3	Design and construction of buildings and infrastructure use locally appropriate principles of sustainable construction A6.3.1 take due cognizance of the vernacular idiom namely, oral, natural and built heritage A6.3.2 Cost of environment safeguards to be part of project cost	i) Construction plan follows sustainable site design, and the plan incorporates use of architects and designers specialized in the vernacular idiom, conservation architects, landscape designers etc. ii) Construction plan documents meet all STCI, with specific emphasis on risk areas of impact associated with construction iii) Minimize within acceptable norms areas of vegetation disturbance, earth grading, and water channel alternation. iv) Reduce wastes and emissions v) Incorporate local materials and crafts into structures, native plants into landscaping, and local community consultations for programs and operations . vi) Safe and clean workplace provided

	STCI PRINCIPLES	POTENTIAL INDICATORS
A 6.4	Provide access for persons with Special Needs	i) Facilities and services are accessible to persons with special needs ii) Level of accessibility is clearly communicated to the customer
A.7.	Information about and interpretation of the natural surrondings, local culture and cultural heritage is provided to customers, as well as explaining appropriate behaviour while visiting natural areas, living cultures, and cultutral heritage sites	i) Company has interpretation program ii) Company has delivery mechanism for interpretations (i.e., collateral, tour guide, podcast) iii) Staff training programs in interpretation for tourism iv) Interpretive materials are accurate v) Scale:
B.	Maximize social and economic benefits to the local community and minimize negative impacts	
B 1.	The company actively supports initiatives for the communities social and infrastructure development including, among others, education, health, gender equity and environment care and sanitation	i) Percentage of annual gross income contributed to local* community for public benefit through commercial, in kind, or pro bono engagement ii) Plan developed in collaboration with community
B.2	Local residents are employed, including in management positions. Training is offered as necessary.	i) Percentage of local employees on staff, management and non-management ii) Percentage of payroll distributed to local employees iii) Number of trainings received within and outside of operations per employee iv) Number of internal promotions of local population

	STCI PRINCIPLES	POTENTIAL INDICATORS
		v) Retention rate of trained employees, part-time, seasonal and full-time vi) Ratio of local year-round employees to local temporary employees vii) Training Scale viii) Amount of monetary investment in training and educational assistance as a percentage of payroll
B.3	Local and fair-trade services and goods provided by Micro, Small and Medium Enteprises are purchased by the business, where available.	i) Percentage of purchases of services and goods from local providers ii) Percentage of purchases that are fair trade purchases iii) Number of facilities built using local material iv) Purchasing policy gives priority to local and fair trade suppliers that meet quality and environmentally friendly criteria v) Checklist of available local, sustainable goods, services, and contract services vi) Percentage of available local, sustainable goods, services and contract services utilized vii) Percentage of local owned restaurants, services, and shops utilized on tours
B.4	The company provides the first option to Micro, Small and Medium Service Providers to develop and sell sustainable products that are based on the area's nature, history, and culture, including food and drink, crafts, performing arts, agricultural products, etc.	i) Company provides access to enterprises, including handicrafts, food and beverage, cultural performances, or other goods and services, to sell directly to guests ii) Promotion of local products in marketing activities and services iii) Number of local enterprises promoted iv) Number of local jobs created as a result of company's intervention v) Number of new local enterprises incubated

	STCI PRINCIPLES	POTENTIAL INDICATORS
B.5	A code of conduct for activities in indigenous and local communities has been developed, with the consent of and in collaboration with the community.	i) Appropriate code of behaviour or any other scaling mechanism is integrated into the operations Consulation and dialogue with the community and other stakeholders
B.6	The company has implemented a policy against commercial and sexual exploitation, particularly of women, children, adolescents and tribal communities .	Scale Number of incidents reported with host destination authorities
B.7	The company is equitable in hiring women and local minorities, including in management positions, while restraining child labor	i) Percentage of women and local minorities employees on staff is reflective of local demographics, both in management and non-management categories ii) Employee turnover by gender and local staff iii) Number of internal promotions, by gender and by local and non-local aspects reflects local demographics iv) Number of incidents of child labor as defined by the ILO v) Ratio of wage levels between men and women
B .8	International or national legal protection of employees is respected, and employees are paid a mandated wage nationally.	Salaries and benefits meet or exceed local, national and international regulations, whichever are higher. Payment is made into national social security system for qualified employees. Overtime is paid for hours worked beyond the established work week hours

	STCI PRINCIPLES	POTENTIAL INDICATORS
		and working hours must not exceed the legal maximums or those established by the ILO.
		All employees have the right to annual paid vacation.
		Health insurance or the equivalent is provided to all employees.
		Employees receive training and capacity building.
		Training and capacity building is provided for local community non-employee residents to develop qualified local labor force.
B.9	The activities of the company do not jeopardize the provision of basic services, such as water, energy, or sanitation, to local and neighboring communities.	Changes in rates of energy, water, waste disposal costs Number of incidents and reports of outages, reduced service or quality of product for the local community as compared to company Changes in energy, water, waste disposal costs as a perecntage of community income Whether availability of water, waste, and energy to the local community has been reduced as the result of the business' activities
C	Cultural Heritage Maximize benefits to cultural heritage and minimize negative impacts.	

	STCI PRINCIPLES	POTENTIAL INDICATORS
C.1	The company follows established guidelines and a code of behaviour for visits to culturally or historically sensitive sites, in order to minimize visitor impact and harmonize with visitor satisfaction	i) Company policy includes established guidelines or code of behavior ii) Changes in site mangement plan based on annual assement
C.2	Historical and archeological artifacts are not sold, traded, or displayed, except as permitted by law.	i) Number of incidents and reports regarding inappropriate use of artifacts ii) Company policy exists iii) Company policy is implemented and executed effectively
C.3	The business contributes to the protection of local historical, archeological, culturally, and spiritually important properties and sites, and does not impede access to them by local residents	i) Monetary and in-kind contribution to the protection of important properties and sites per unit sector activity, for instance per guest-night ii) Number and percentage of local population that accesses properties and sites iii) Cost to locals for access
C.4	The business uses elements of local art, architecture, or cultural heritage in its operations, sustainable design, decoration, food, or shops, while respecting the intellectual property rights of local communities	i) Number of incidents and reports of exploitation of local intellectual property ii) B.3 Indicators are also applicable

	STCI PRINCIPLES	POTENTIAL INDICATORS
D	Maximize benefits to the environment and minimize negative impacts s	
D.1	Conserving Resources	
D1.1	Purchasing policy favors environmentally sustainable products for building materials, capital goods, food, and consumables.	i) Percentage of purchases of goods and services from green or sustainable sources for building materials, capital goods, food and consumables
D.1.2	Purchase of disposable and consumable goods is measured, and the business actively seeks ways to reduce their use.	i) Purchasing policy requires re-usable, returnable and recycled goods, where available ii) Waste management plan exists iii) Packaging minimization programme iv) Number of types and quantity of products in disposable containers.
D.1.3	Energy consumption should be measured, sources indicated, and measures to decrease overall consumption should be adopted, while encouraging the use of renewable energy.	i) Total energy consumed per tourist specific activity such as guest-nighst, tourists, etc. per source or renewable versus non-renewable fuel ii) Percentage of total energy from renewable sources iii) Monetary investment in energy saving devices, technologies and renewable energy as a percentage of total energy costs and investments or total turnover
D.1.4	Water consumption should be measured, sources indicated, and measures to decrease overall consumption should be adopted.	i) Water management programme exists ii) Change to availability and access to potable water as a result of company activities iii) Total volume of water in kilolitres consumed per source per specific tourist activity such as guest-nights, visitors, etc iv) Percentage of water-using equipment

	STCI PRINCIPLES	POTENTIAL INDICATORS
		and activities that employ a water conservation technique and rain harvesting techniques
D.2.	Reducing Pollution	
D.2.1	Greenhouse gas emissions from all sources controlled by the business are measured, and procedures are implemented to reduce and offset them as a way to achieve climate neutrality and go beyond to mitigate climate change impacts	i) Total direct and indirect greenhouse gas emissions by weight ii) Number of initiatives to reduce greenhouse gas emissions iii) Carbon footprint, namely emissions less offsets, per tourist activity or guest-night iv) Change in greenhouse gas emissions year on year
D.2.2	Wastewater, including grey water, is treated effectively and reused	i) Waste water plan, including treatment, exists ii) Total water discharge by quality and destination iii) Volume in litres waste water reused
D.2.3	A solid waste management plan is implemented, with quantitative goals to minimize waste that is not reused or recycled.	i) Total waste generated, in tonnes, by type and disposal method ii) Kilograms of waste to landfill per sector specific activity, namely, guest-nights, visitors, revenue, etc. iii) Amount of waste incinerated iv) Number of incidents of hazardous spills v) Percentage of total waste that is reused and recycled
D.2.4	The use of harmful substances, including pesticides, paints, swimming pool disinfectants, and cleaning materials, is	i) Hazardous materials in use ii) Percentage of bio-degradable and low phosphate chemicals used to total chemicals iii) Pesticides in use per unit area iv) Decreased usage of harmful substances

	STCI PRINCIPLES	POTENTIAL INDICATORS
	minimized; substituted, when available, by non harmful products; and all chemical use is optimally managed.	by volume v) Percentage of harmful substances substituted by sustainable alternatives vi) Changes in water quality
D.2.5	The business implements practices to reduce pollution from noise, light, run-off, erosion, ozone-depleting compounds, and air and soil contaminants.	i) See D.1.2- D.2.4 for indicators on air, water and soil contaminants ii) Number and types of incidents and complaints iii) Pollution management plan exists for emissions, effluents and waste
D.3.	Conserving biodiversity, ecosystems and landscapes	
D.3.1	Wildlife species are NOT harvested from the wild, consumed, displayed, sold, or internationally traded, as part of a regulated activity which ensures that these species remain sustainably protected.	i) Company policy exists ii) Company policy is communicated to staff iii) Company policy is communicated to guests iv) Sustainable management plan (see Criteria A.1)developed with scientific experts which includes strategies, current and future plans
D.3.2	No captive wildlife is held, except for properly regulated scientific activities, and living specimens of protected wildlife species are only kept by those authorized and suitaby equipped	i) Sustainable management plan developed with scientific experts which includes strategies, current and future plans ii) Conservation policies are included in employee training iii) Existence of captive wildlife for uses other than breeding or rehabilitation

	STCI PRINCIPLES	POTENTIAL INDICATORS
	to house and care for them, where this is deemed scientifically necessary.	
D.3.3	The business uses endemic species for landscaping and restoration, and takes measures to avoid the introduction of invasive alien or exotic species.	i) Company policy prohibits use of invasive alien species in gardens, landscapes and other areas of operation ii) Number of alien or invasive species present on property iii) Percentage of area of property with alien or invasive species iv) Plan exists for removal and restoration, where required
D.3.4	The business contributes to the support of biodiversity conservation, including supporting natural protected areas and areas of any biodiversity value.	i) Percentage of annual budget allocated to support natural protected areas and biodiversity conservation ii) Land restoration area iii) Habitats protected or restored area iv) Whether assessment plan exists
D.3.5	Interactions with wildlife must not produce adverse effects on the viability of populations in the wild. Any disturbance of natural ecosystems is prevented, and the company contributes appropriately to provision of requisite safeguards and conservation management.	i) IUCN Red List and national conservation list species and habitats affected by the company's operations with levels of extinction risk ii) Habitats protected or restored by the company, including as part of participation in partnership projects by area iii) Protected and high value land use owned or managed by the company in area and percentage iv) Percentage of annual budget allocated by the company to restore or rehabilitate natural protected areas or biodiversity conservation

NOTE :

The STCI can be ammended in the future in view of changing condition in consultation with the Tourism industry stakeholders.