

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.	<ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> 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.	<ol style="list-style-type: none"> 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.	<ol style="list-style-type: none"> 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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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,

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	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

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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	<ol style="list-style-type: none"> 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.	<ol style="list-style-type: none"> 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.	<ol style="list-style-type: none"> 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).	<ol style="list-style-type: none"> 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

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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.	<ol style="list-style-type: none"> 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	<p>Merged with A 1</p> <ol style="list-style-type: none"> 2) Written instructions to labour contractors, if any 3) Spot inspection by management of labour contractors pay scales

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	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.	<ol style="list-style-type: none"> 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.	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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

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	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.	<ol style="list-style-type: none"> 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.	<ol style="list-style-type: none"> 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.	<ol style="list-style-type: none"> 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

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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.	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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

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		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

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	pool disinfectants and cleaning material is minimised, substituted when available by innocuous products, and all chemical use is properly managed	<p>from vendors when new products are introduced</p> <p>3) Data on consumption of hazardous material recorded and measured to assess reduction</p> <p>4) Purchase of phosphate-free or biodegradable detergents for cleaning</p>
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	<p>1) Air, water and soil pollution covered above</p> <p>2) Refrigerants for air-conditioning, cooling must be free of CFC and HCFC</p> <p>3) Lighting designed so that it is confined to property, is not obtrusive to neighbourhood</p> <p>4) Sound amplification upto 75 DB for outdoor events is turned off after 10.00 p.m.</p> <p>5) Diesel generators are muffled/use residential quality noise dampening</p> <p>6) Soil erosion is prevented using natural binding plants or geotextiles or natural grasses such as Vetiver</p>
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	<p>1) No wildlife is kept on premises or even allowed for displays. Strays into property are herded out or otherwise removed with expert help</p> <p>2) Wildlife conservation and methods of handling are expressly mentioned in</p>

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		<p>Sustainability Management and Employee Training plans</p> <p>3) Importance of wildlife conservation and precautionary notes issued to all guests at jungle/nature resorts</p>
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.	<p>1) No activity of the hotel should adversely impact wildlife - flora or fauna</p> <p>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</p> <p>3) Sustainability Management Plan must expressly provide these instructions</p>