

SUSTAINABLE TOURISM CRITERIA FOR INDIA (STCI)- FOR THE TOUR OPERATORS SECTOR		
	STCI PRINCIPLES	POTENTIAL INDICATORS
A 1	Implement a Sustainability Management System	<ol style="list-style-type: none"> 1. A Sustainability Management Plan exists that is appropriate to the business' size and scale 2. Checklist: Sustainability Management Plan considers: <ul style="list-style-type: none"> • Environmental • Sociocultural • Quality • Health and Safety Issues 3. Scales with point systems: <ol style="list-style-type: none"> 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Scale: <ol style="list-style-type: none"> 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
		<ul style="list-style-type: none"> 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, approximately once in two years <ul style="list-style-type: none"> 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 sustainability are covered in trainings e. Employee evaluations include elements of sustainable operations f. Focus on training of trainers.
A 4	Customer Satisfaction	<ul style="list-style-type: none"> • 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.	<ol style="list-style-type: none"> 1. Scale: <ul style="list-style-type: none"> i) Materials are accurate in description of services ii) Materials are complete 2. Customer and/or Tour operators survey questions <ul style="list-style-type: none"> (i) Marketing materials complete and accurate and not exaggerated (ii) Marketing materials set realistic

	STCI PRINCIPLES	POTENTIAL INDICATORS
		expectations for clients and are available 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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, lighting and water consumption through passive design appropriate to local conditions, and technology iii) Buildings with 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	<ul style="list-style-type: none"> 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
		<ul style="list-style-type: none"> iv) Earth movements have been minimized v) Water courses including aquifers and subterranean 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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 place 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	<ul style="list-style-type: none"> 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 surroundings, local culture and cultural heritage is provided to customers, as well as explaining appropriate behaviour while visiting natural areas, living cultures, and cultural 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
		<ul style="list-style-type: none"> 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 Enterprises are purchased by the business, where available.	<ul style="list-style-type: none"> 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.	<ul style="list-style-type: none"> 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.	<p>i) Appropriate code of behaviour or any other scaling mechanism is integrated into the operations</p> <p>Consultation and dialogue with the community and other stakeholders</p>
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	<p>i) Percentage of women and local minorities employees on staff is reflective of local demographics, both in management and non-management categories</p> <p>ii) Employee turnover by gender and local staff</p> <p>iii) Number of internal promotions, by gender and by local and non-local aspects reflects local demographics</p> <p>iv) Number of incidents of child labor as defined by the ILO</p> <p>v) Ratio of wage levels between men and women</p>
B.8	International or national legal protection of employees is respected, and employees are paid a mandated wage nationally.	<p>Salaries and benefits meet or exceed local, national and international regulations, whichever are higher.</p> <p>Payment is made into national social security system for qualified employees.</p> <p>Overtime is paid for hours worked beyond the established work week hours</p>

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

	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	<ul style="list-style-type: none"> i) Company policy includes established guidelines or code of behavior ii) Changes in site management plan based on annual assessment
C.2	Historical and archeological artifacts are not sold, traded, or displayed, except as permitted by law.	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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.	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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 suitably 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.	<ul style="list-style-type: none"> 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.	<ul style="list-style-type: none"> 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.	<ul style="list-style-type: none"> 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