

# STCI (SUSTAINABLE TOURISM CRITERIA FOR INDIA) - INTRODUCTION, NEED AND RELEVANCE



A presentation by  
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**Ecotourism Society of India**

# The Contents

Sustainability Mindset

Sustainable Tourism

Sustainable Tourism Criteria for India

The Methodology

Call for Action

# THE LUCKY GENERATION

- Lived through the Best of Times  
Technology + Limitless Resources
- Take / Make / Dispose- Linear Economy
- Limitless , irresponsible Consumption

THIS HAS TO CHANGE..



# CLOUD BURST





**GLOBAL  
CITIZEN**



**NOBODY  
ON THIS PLANET  
IS GOING TO BE  
UNTOUCHED  
BY THE IMPACTS OF  
CLIMATE  
CHANGE**



Rajendra Pachauri  
*Chair of the IPCC*



# SUSTAINABILITY MINDSET

Part of the DNA of the Business & its Processes

Circular Economy

Mindful consumption

Responsibility in behaviour

‘Business as usual’ will no longer be the  
MANTRA for future



SUSTAINABILITY IS THE  
NEW COLLECTIVE &  
INDIVIDUAL  
RESPONSIBILITY

# SUSTAINABLE DEVELOPMENT

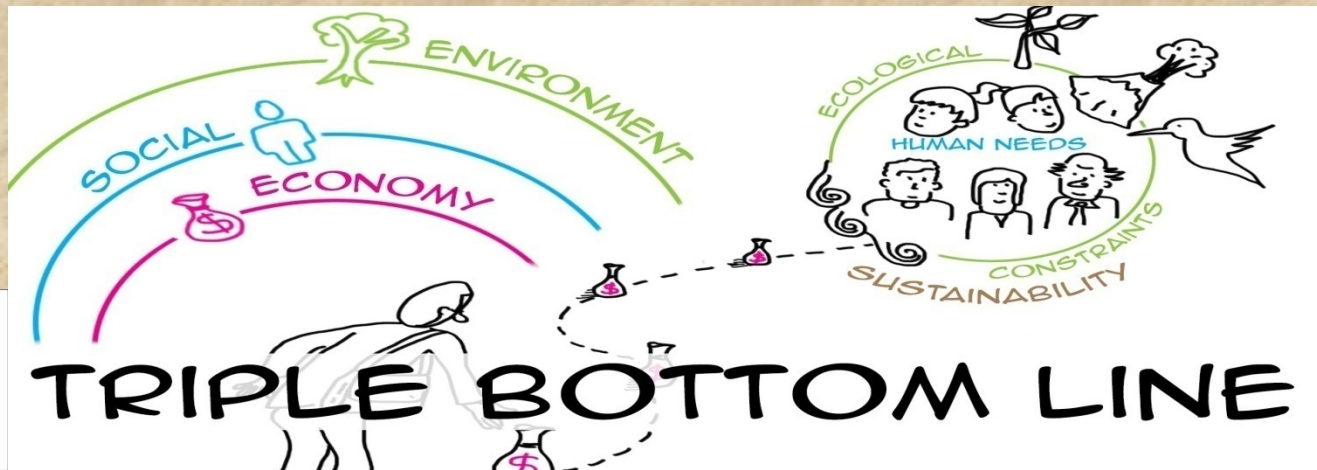
- RESPONSIBLE CONSUMPTION
- RESPONSIBLE TECHNOLOGY
- MAKING IT AVAILABLE – thru INCENTIVES/ PENALTIES



# SUSTAINABLE TOURISM



“Tourism that takes full account of its CURRENT and FUTURE ECONOMIC, SOCIAL & ENVIRONMENTAL impact addressing the needs of VISITORS, the INDUSTRY, the ENVIRONMENT and HOST COMMUNITIES”



Incredible India

Ministry of Tourism  
Government of India

ECO  
TOURISM  
SOCIETY OF INDIA  
National Body for Responsible Tourism

# SUSTAINABILITY IS CONSCIOUS DECISION MAKING ..

- For tourism service providers, this means acceptance of sustainable service agreements, facilitated by the government and targeting sustainable visitor satisfaction.



# SUSTAINABLE TOURISM

- ∞ Sustainable Tourism is the responsibility of ALL
- ∞ Guidelines & management practices are applicable to
  - ∞ ALL TYPES of tourism
  - ∞ ALL types of destinations, including mass tourism







# SUSTAINABLE TOURISM CRITERIA FOR INDIA

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Government of India

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TOURISM  
SOCIETY OF INDIA  
National Body for Responsible Tourism

# STCI

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- ❧ Based on the 'Global Sustainable Tourism Criteria' as the Guiding Principles
- ❧ Completely Aligned to all UN SDGs
- ❧ Accepted and launched by Ministry of Tourism, Govt of India
- ❧ Propagated & Promoted by Ecotourism Society of India, the National Body for 'Responsible Tourism' as Sustainability partners to the 'Ministry of Tourism', Govt of India

# WHAT IS STCI

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- œ De-mystifies Sustainability
- œ Brings it into our area of operation instead of it being an abstract concept
- œ Helps us find where we are & the way forward
- œ Is a Certification Plan that measures your Sustainability quotient



# STCI –Milestones



2007 - Global Sustainable Tourism Council (GSTC), came into being as a coalition of 32 partners including UNEP & UNWTO



2010 – India felt a need to establish guiding Principles based on best practices around the world

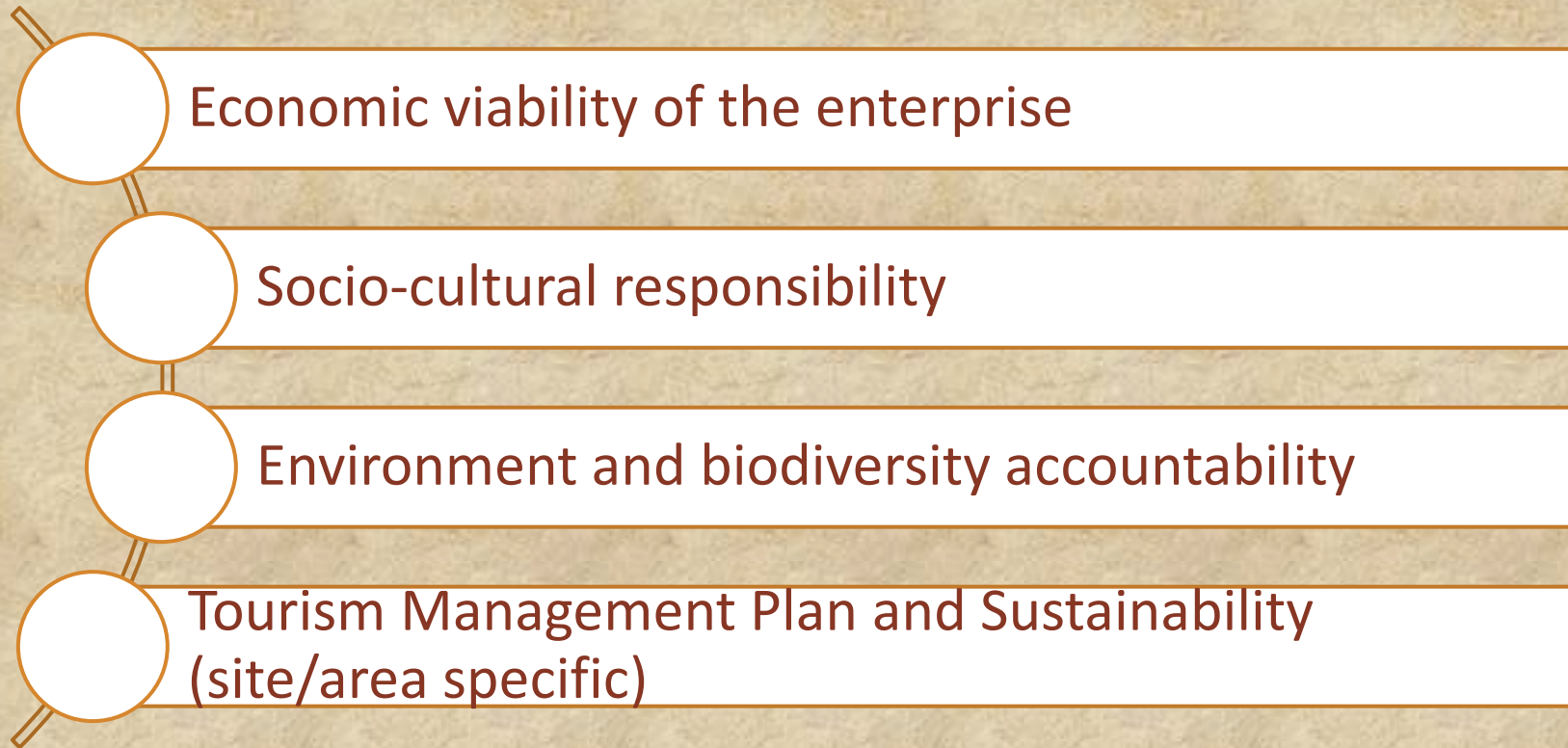


2013 – STCI was launched during UNWTO's international conference on Sustainable Tourism in Hyderabad



2016- STCI criteria for Accommodation sector and Tour Operators was launched to be implemented

# FOUR pillars of STCI



# STCI FEATURES – PRINCIPLES, CRITERIA & INDICATORS



Principles – 5 + 3

Criteria - 37

Potential Indicators  
– approx. 75



# STCI SCANS

**Organizational Policy**

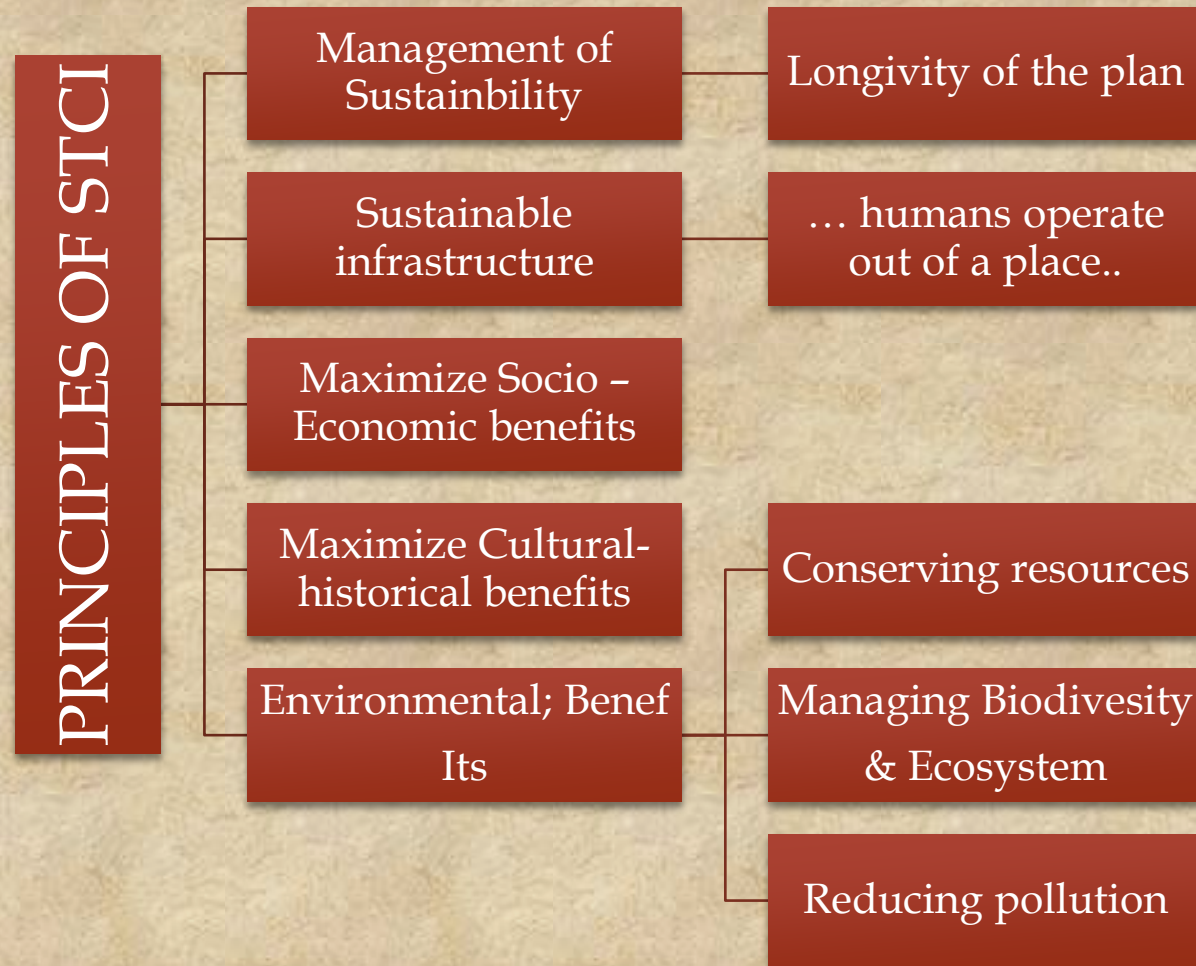
**Procedures**

**Trainings**

**Records**

**Complaint Mechanism**

# PRINCIPLES - STCI



# PRINCIPLES - STCI








- A. Demonstrate Effective Sustainable Management
- B. Design and construction of buildings and infrastructure
- C. Maximise social and economic benefits to the local community and minimise negative impacts
- D. Maximise benefits to cultural and historical heritage and minimise negative impacts
- E. Maximise benefits to the environment and minimize negative impacts
  - E1. Conserving Resources
  - E2. Reducing Pollution
  - E3. Conserving biodiversity, ecosystems and landscapes





# A. DEMONSTRATE EFFECTIVE SUSTAINABLE MANAGEMENT

- A1.** The organisation 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. 
- A2.** The organisation is in compliance with all relevant national legislation and regulations. 
- A3.** All personnel receive periodic training in the management of environmental, socio-cultural, quality health and safety practices. 
- A4.** Customer satisfaction is measured and corrective action taken, where appropriate. 
- A5.** Promotional materials are accurate and complete and do not promise more than can be delivered by the organisation. 

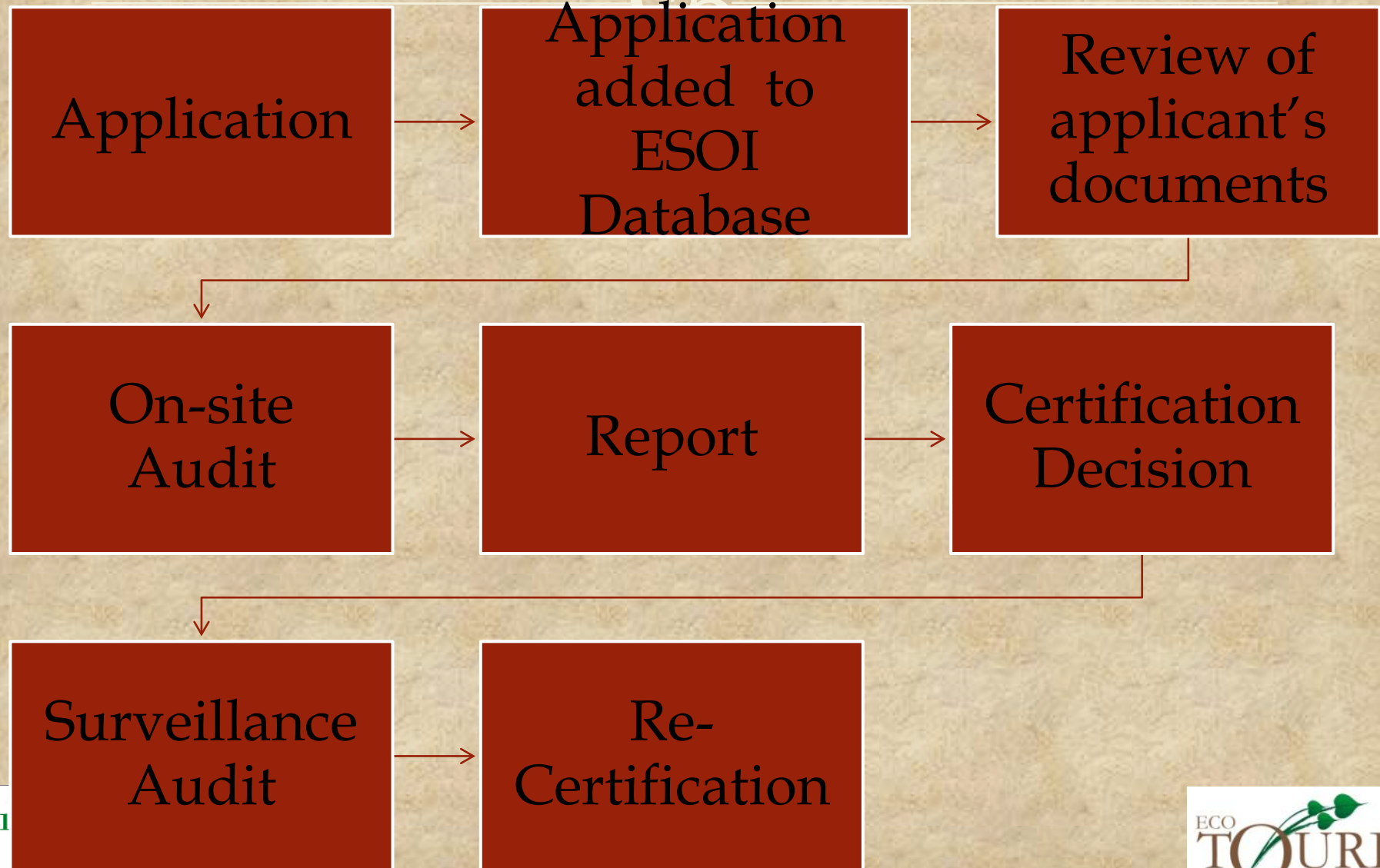
# C. MAXIMISE SOCIAL AND ECONOMIC BENEFITS TO THE LOCAL COMMUNITY AND MINIMISE NEGATIVE IMPACTS

- C1. The organisation actively supports initiatives for social and community participation and development, including, among others, infrastructure, education, health, and sanitation. ▶
- C2. Local residents are employed, including in management positions, wherever feasible. Training is offered, as necessary. ▶
- C3. Local and fair trade services and goods, particularly from MSMEs, are purchased by the organisation, where available. ▶
- C4. 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). ▶





# STCI CERTIFICATION PROCESS





# SO, HOW DOES IT WORK??



- œ Join ESOI , join a ESOI Workshop
- œ Apply for STCI Certification
- œ Prepare Documents for Desk Research
- œ Prepare for Site visit
- œ Get a Report on your Sustainability quotient..
- œ ....& a Certification....

# LOGO & STAR RATING SYSTEM



Can be used on  
Promotional items like

- Websites
- Online booking sites
- Brochures
- catalogues
- advertising
- Invoices etc.

Certification Recognized by Ministry of  
Tourism

Incredible India

Ministry of Tourism  
Government of India



# CHECKPOINTS IN STCI





# BENEFITS OF STCI CERTIFICATION



1. Ensure Internationally accepted best practice
2. Ensure continuous monitoring of adverse effects of tourism activities and initiate suitable corrective measures.
3. Will lead to a tourism professional sensitive to efficiency in infrastructure, health and safety waste management etc.
4. Will create a sense of respect for environment, flora and fauna, the monuments, culture, religion and history
5. Will ensure that the benefits to the local communities including better health, education and job opportunities

8. It will increase the exposure to local forms of arts, handicrafts, textiles, and exchange of cultural values with both domestic and international visitors.
9. STCI will prevent degradation of destinations
10. STCI will ensure that awareness is created on sustainability and role of tourist towards sustainable tourism
11. STCI will bring well-being of host communities and lead to multiplier effect of Tourism truly downstream

# ESOI-WHAT DO WE DO ?

- We are an Advocacy Body
- We help Governments to make Policy
- We Play a watchdog Role
- & We try to generate and influence public Opinion

&

‘Certification for Sustainability in Tourism- STCI’



# Call For Action

- Speak Up- The time to act is NOW
- Join the STCI movement
- Benefit..ALL





## SUSTAINABILITY - IT IS REALLY AN INDIVIDUAL RESPONSIBILITY



Thank you !



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Ministry of Tourism  
Government of India

ECO  
TOURISM  
SOCIETY OF INDIA  
National Body for Responsible Tourism





❧ Become members of ESOI

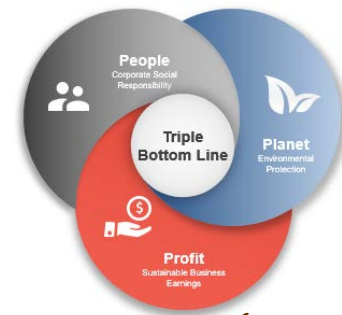
# B. DESIGN AND CONSTRUCTION OF BUILDINGS AND INFRASTRUCTURE






- B1. Comply with land usage and protected or heritage area requirements
- B2. Respect the natural, cultural, social, built and heritage surroundings in sitting, design, impact assessment, land rights and acquisition in, so far as new construction, including additions and extensions to property, is concerned.
- B3. Use locally appropriate principles of sustainable construction, including local styles, skills and materials for new construction and additions or extensions to property.
- B4. Provide access and facilities for persons with special needs in accordance with principles of universal design.
- B5. 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 ..... BENEFITS ..... MINIMISE NEGATIVE IMPACTS



- 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 activities 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





- D1. The organisation follows established guidelines or a code of behaviour at culturally, ecologically or historically sensitive sites, in order to minimize visitor impact and maximize satisfaction 
- D2. Historical and archaeological artifacts are not sold, traded or displayed, except as permitted by law. 
- D3. 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. 
- D4. 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 measured, 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. MAXIMISE BENEFITS ..... MINIMISE NEGATIVE IMPACTS



## E 2 REDUCING POLLUTION

E2.1 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. ▶

E2.2 Wastewater, including gray water, is treated effectively and reused, where possible. ▶

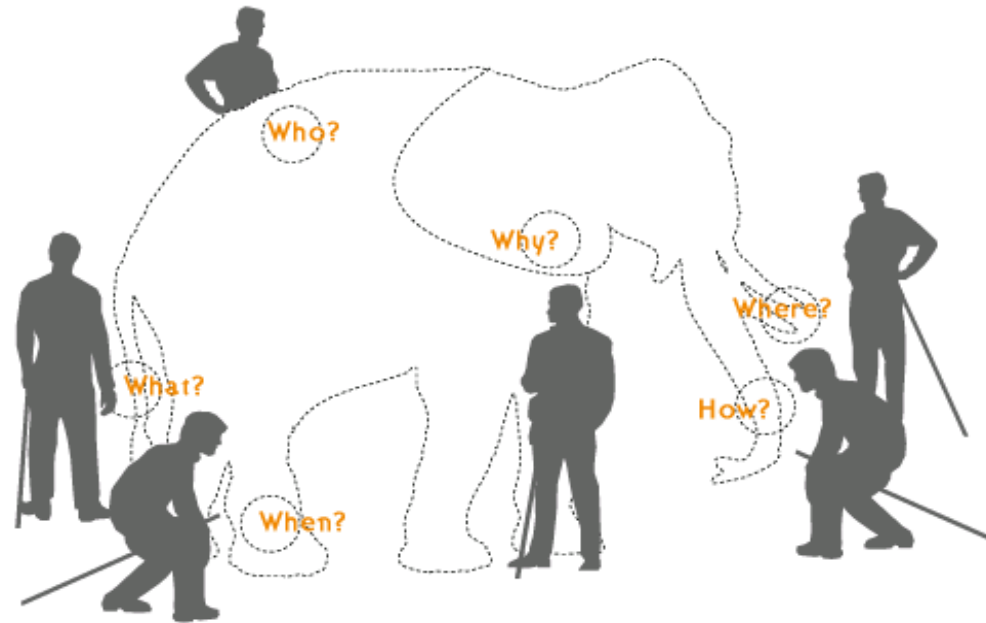
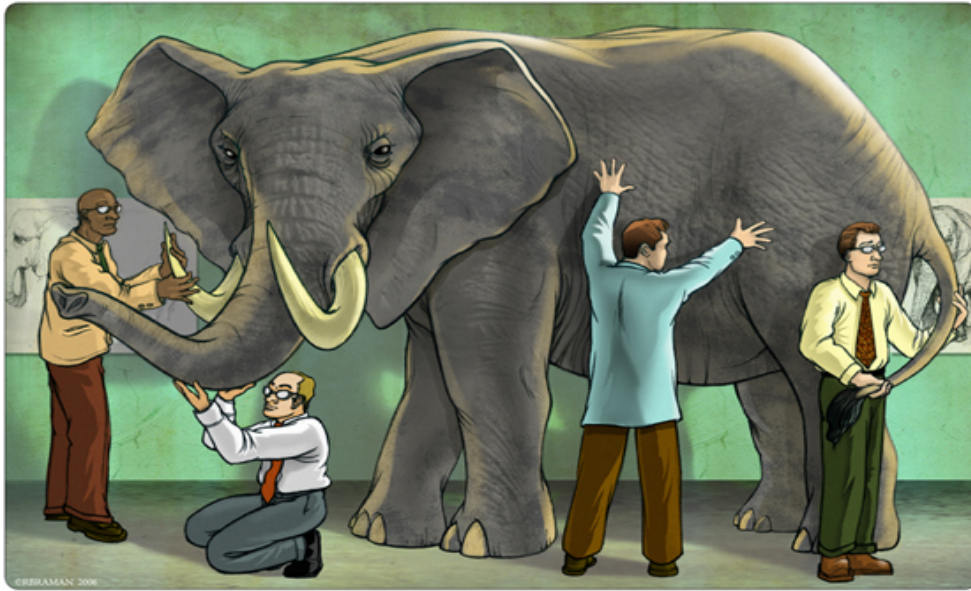
E2.3 A solid waste management plan is implemented, with quantitative goals to minimize waste that is non-biodegradable, not reused or recycled. ▶

E2.3 The use of harmful substances including pesticides, harmful chemicals, swimming pool disinfectants and cleaning material is minimized; substituted, when available, by innocuous products, and all chemical use is properly managed. ▶

E2.4 The organisation implements practices to reduce pollution from noise, light, runoff, erosion, ozone-depleting compounds and air and soil contaminants. ▶



# Why Is It So Hard With Organizations?








**No One Sees the System!**

# E. MAXIMISE BENEFITS ..... MINIMISE NEGATIVE IMPACTS

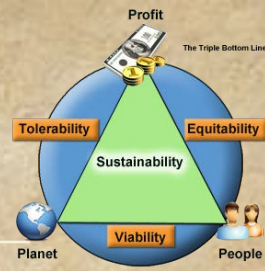


## E3 CONSERVING BIODIVERSITY, ECOSYSTEMS AND LANDSCAPES

- E3.1 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. 
- E3.2 No wildlife is held in captivity. 
- E3.3 The organisation uses endemic native species for landscaping and restoration and takes measures to avoid the introduction of invasive alien species. 
- E3.4 The organisation supports biodiversity conservation, including supporting natural protected areas and areas of high biodiversity value. 
- E3.5 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. 



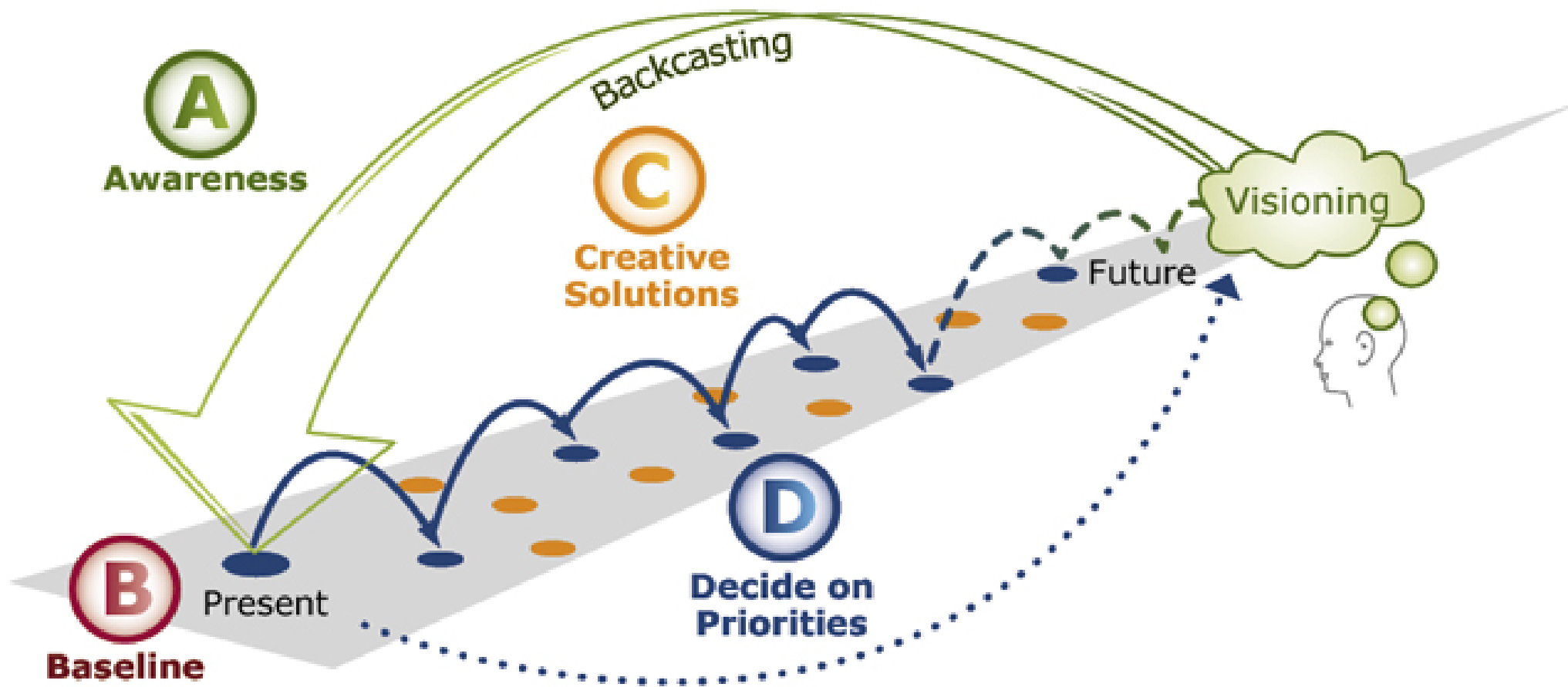
# STCI - Implementation Plan



1. Workshops to advocate sustainability by MoT, for all stakeholders.
2. Range of incentives for establishments complying with STCI.
3. Skill development initiatives - 'Hunar Se Rozgar' for unskilled, low-skilled and, semi-skilled and craftsperson categories.
4. MSME tourism service providers to be specially supported.
5. Certification through innovative use of existing mechanism/ consultant.
6. Training of Trainers through institutional arrangements.
7. School and college curricula to incorporate Sustainable Tourism.
8. Advance calendar of participatory activities, on ministry's website.
9. Capacity building in industry.
10. Evolving governance coefficients to enable realistic monitoring and evaluation of sustainable tourism implementation.



# Backcasting



1. Begin with the end in mind
2. Move backwards from the vision to the present
3. Move step by step towards the vision

Does it move us in the right direction?  
Is it a flexible platform?  
Is it a good return on investment?

# Call For Action

- Speak Up
- Join the STCI movement
- Apply





*Always  
Remember*





Thank you!



# 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.



# Demonstrate Effective Sustainable Management



<b>A 2</b>	The establishment is in compliance with all relevant national legislation and regulations.	<ol style="list-style-type: none"><li>1. Annual signed statement by Directors/Owners that the establishment is in compliance with all relevant legislation.</li><li>2. Statement must provide details of infringements, fines paid, remedial actions taken, matters under litigation</li></ol>
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# Demonstrate Effective Sustainable Management



**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.



# Demonstrate Effective Sustainable Management



A 4	Customer satisfaction is measured and corrective action taken where appropriate.	<p>1) Customer feedback forms in each room and at Reception</p> <p>2) Record of forms / letters received</p> <p>3) Customer ratings measured:</p> <p>(i) Total of all Customer Rating Scores ÷ Total no. of forms received</p> <p>(ii) No of complaints received as % of no. of guests</p> <p>(iii) % of complaints resolved, with time-frame</p> <p>(iv) % of repeat guests</p> <p>(v) Ratings/remarks in Websites</p> <p>vi) Feedback should be electronically received</p>
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# Demonstrate Effective Sustainable Management



<b>A 5</b>	Promotional materials incorporate requisite environmental concerns , are accurate and complete and do not promise more than can be delivered by the organisation.	<ol style="list-style-type: none"><li>1. Advertising agencies and tour operators have been briefed appropriately.</li><li>2. Interpretation material is available on the Site.</li></ol>
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# Maximise Social And Economic Benefits To The Local Community And Minimise Negative Impact

<b>C1</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"><li>1. Percentage of revenue contributed to local community for public benefit</li><li>2. Engagement and consultation with community in plans intended for them</li><li>3. Encouragement to personnel to participate in community development activities</li></ol>
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# Maximise Social And Economic Benefits To The Local Community And Minimise Negative Impact

<b>C2</b>	Local residents are employed, including in management positions wherever feasible. Training is offered as necessary.	<ol style="list-style-type: none"><li>1. Number of local persons employed</li><li>2. Locals employed as % of total</li><li>3. Designations of local persons</li><li>4. Special training (e.g language skills) given to local persons to improve upward mobility</li><li>5. Ensure that community based home stays are locally owned</li><li>6. Gender equity</li></ol>
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# Maximise Social And Economic Benefits To The Local Community And Minimise Negative Impact

<b>C 3</b>	Local and fair trade services and goods, particularly from MSMEs, are purchased by the establishment where available.	<ol style="list-style-type: none"><li>1. Prioritize consumables and services procured from local vendors depending upon availability</li><li>2. Clear-cut purchase policy giving preference to local goods and services and eco-labelled products</li><li>3. Evidence of development of vendors in the area</li></ol>
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## Maximise Social And Economic Benefits To The Local Community And Minimise Negative Impact

<b>C4</b>	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"><li>1. Hotel allows direct or aided access to guests by local crafts - persons, farmers, performance artistes</li><li>2. Shopping arcade offers goods produced by local artisans</li></ol>
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# Maximise Social And Economic Benefits To The Local Community And Minimise Negative Impact

**C5**

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





# Maximise Social And Economic Benefits To The Local Community And Minimise Negative Impact

<b>C 6</b>	The establishment has implemented a policy against commercial exploitation, particularly of children and adolescents, including sexual exploitation.	<ol style="list-style-type: none"><li>1. No persons below 18 are employed in the property, directly or indirectly</li><li>2. All vendors are required to certify that they do not engage child labour</li><li>3. Employees and guests are cautioned that sexual misconduct with minors will not be tolerated and will be immediately reported to the authorities</li><li>4. Personnel &amp; 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.</li><li>5. Employees and suppliers advised to report violations to highest levels.</li></ol>
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## Maximise Social And Economic Benefits To The Local Community And Minimise Negative Impact

**C 7**

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



## MAXIMISE SOCIAL AND ECONOMIC BENEFITS TO THE LOCAL COMMUNITY AND MINIMISE NEGATIVE IMPACT



<b>C8</b>	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	<ol style="list-style-type: none"><li>1. Merged with A 1</li><li>2. Written instructions to labour contractors, if any</li><li>3. Spot inspection by management of labour contractors pay scales</li></ol>
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# Maximise Social And Economic Benefits To The Local Community And Minimise Negative Impact

<b>C 9</b>	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"><li>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</li><li>2. There should be no instance of organization directly or indirectly</li></ol>
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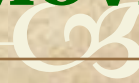
# Maximise Benefits To Cultural & Historical Heritage And Remove Negative Impacts



D1	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
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# MAXIMISE BENEFITS TO CULTURAL & HISTORICAL HERITAGE AND REMOVE NEGATIVE IMPACTS



D2	Historical and archaeological artefacts are not sold, traded or displayed, except as permitted by law.	<ol style="list-style-type: none"><li>1. Precautionary notices issued to guests</li><li>2. Shopping arcade does not display prohibited items for sale</li><li>3. Vigilance kept on taxi drivers, tourist guides, touts</li></ol>
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## Maximise Benefits To Cultural & Historical Heritage And Remove Negative Impacts

D3	The establishment 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.	<ol style="list-style-type: none"><li>1. Monetary/in-kind contribution to protection and maintenance of important local sites</li><li>2. Free passage to such sites by local residents, if located within property</li></ol>
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## Maximise Benefits To Cultural & Historical Heritage And Remove Negative Impacts

D4	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"><li>1. Due credit given, as due, in descriptive literature, plaques etc and sources indicated</li><li>2. Payment is made, if demanded, for utilisation of community-owned or intellectual property , whether patented or not</li><li>3. No litigation to obtain unfair advantage through misuse of community's intellectual property, culture and heritage</li></ol>
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# Maximise Benefits To The Environment And Remove Negative Impacts

## Conserving Resources

E1.1	Purchasing policy favours environmentally responsible and eco-friendly products for building materials, capital goods, food and consumables.	<ol style="list-style-type: none"><li>1. Existence of Corporate Purchasing policy specifying procurement of eco-responsible or eco-labelled goods</li><li>2. Attempt to maximize expenditure on eco-friendly/eco-labelled goods</li></ol>
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# Maximise Benefits To The Environment And Remove Negative Impacts

E 1.2	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"><li>1. Purchasing policy requires re-usable, returnable and recyclable goods where available</li><li>2. Goods purchased in bulk wherever possible</li><li>3. Vendors persuaded to take back packaging material</li><li>4. Segregation and treatment of waste at source</li><li>5. Drinking water in rooms and at banquets not to be served in disposable plastic glasses</li></ol>
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# Maximise Benefits To The Environment And Remove Negative Impacts

**E1.3**

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



# Maximise Benefits To The Environment And Remove Negative Impacts

<b>E 1.4</b>	<p>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</p>	<ol style="list-style-type: none"> <li>1. Water usage from different sources (Municipality, groundwater etc) for last 2 years is recorded</li> <li>2. Water consumption different activities (kitchen, laundry, gardening etc) is recorded.</li> <li>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</li> <li>4. Rainwater harvesting measures and other measures adopted to re-charge ground-water</li> <li>5. Water-saving appliances in guest rooms, e.g. cisterns, showers.</li> <li>6. Periodic inspection of all water lines and boilers for leakage</li> <li>7. Reduction in laundry load with longer linen-change period as default</li> <li>8. Appropriate signages for guests</li> <li>9. Training of personnel in water conservation</li> </ol>
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# Maximise Benefits To The Environment And Remove Negative Impacts

## Reducing Pollution

<b>E 2.1</b>	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.	<ol style="list-style-type: none"><li>1. Measurement of direct GHG emissions by weight</li><li>2. Initiatives to reduce GHG emissions</li><li>3. Year-wise progress in reduction of GHG (aggregate and per guest-night)</li></ol>
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# Maximise Benefits To The Environment And Remove Negative Impacts



<b>E 2.2</b>	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
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# Maximise Benefits To The Environment And Remove Negative Impacts



**E2.3** 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





# Maximise Benefits To The Environment And Remove Negative Impacts

E2.4	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	<ol style="list-style-type: none"><li>1. Identification of all hazardous material used in the property.</li><li>2. Insistence of requisite standards for safety, degradability and toxicity sought from vendors when new products are introduced</li><li>3. Data on consumption of hazardous material recorded and measured to assess reduction</li><li>4. Purchase of phosphate-free or biodegradable detergents for cleaning</li></ol>
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# Maximise Benefits To The Environment And Remove Negative Impacts



<b>E 2.5</b>	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	<ol style="list-style-type: none"><li>1. Air, water and soil pollution covered above</li><li>2. Refrigerants for air-conditioning, cooling must be free of CFC and HCFC</li><li>3. Lighting designed so that it is confined to property, is not obtrusive to neighbourhood</li><li>4. Sound amplification upto 75 DB for outdoor events is turned off after 10.00 p.m.</li><li>5. Diesel generators are muffled/use residential quality noise dampening</li><li>6. Soil erosion is prevented using natural binding plants or geotextiles or natural grasses such as Vetiver</li></ol>
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# Maximise Benefits To The Environment And Remove Negative Impacts

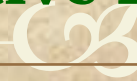
## Conserving biodiversity, ecosystems and landscapes

<b>E3.1</b>	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
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# Maximise Benefits To The Environment And Remove Negative Impacts



**E3.2** 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 Sustainability Management and Employee Training plans
3. Importance of wildlife conservation and precautionary notes issued to all guests at jungle/nature resorts





# Maximise Benefits To The Environment And Remove Negative Impacts

<b>E 3.3</b>	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
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# Maximise Benefits To The Environment And Remove Negative Impacts



<b>E 3.4</b>	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
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# Maximise Benefits To The Environment And Remove Negative Impacts

<b>E3.5</b>	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.	<ol style="list-style-type: none"><li>1. No activity of the hotel should adversely impact wildlife - flora or fauna</li><li>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</li><li>3. Sustainability Management Plan must expressly provide these instructions</li></ol>
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# Maximise Benefits To The Environment And Remove Negative Impacts

<b>B4</b>	The establishment provides access and facilities for persons with special needs in accordance with principles of universal design	<ol style="list-style-type: none"><li>1. Ramps for wheelchairs</li><li>2. Toilets for physically challenged</li><li>3. Provision for critical information (e.g. fire &amp; Safety Precautions) in Braille</li><li>4. Clear signage indicating availability of special facilities</li><li>5. Visual alarms / door – bell indicators for deaf persons</li></ol>
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# SUSTAINABLE TOURISM



- ❧ Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
- ❧ Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- ❧ Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.



# SUSTAINABLE TOURISM

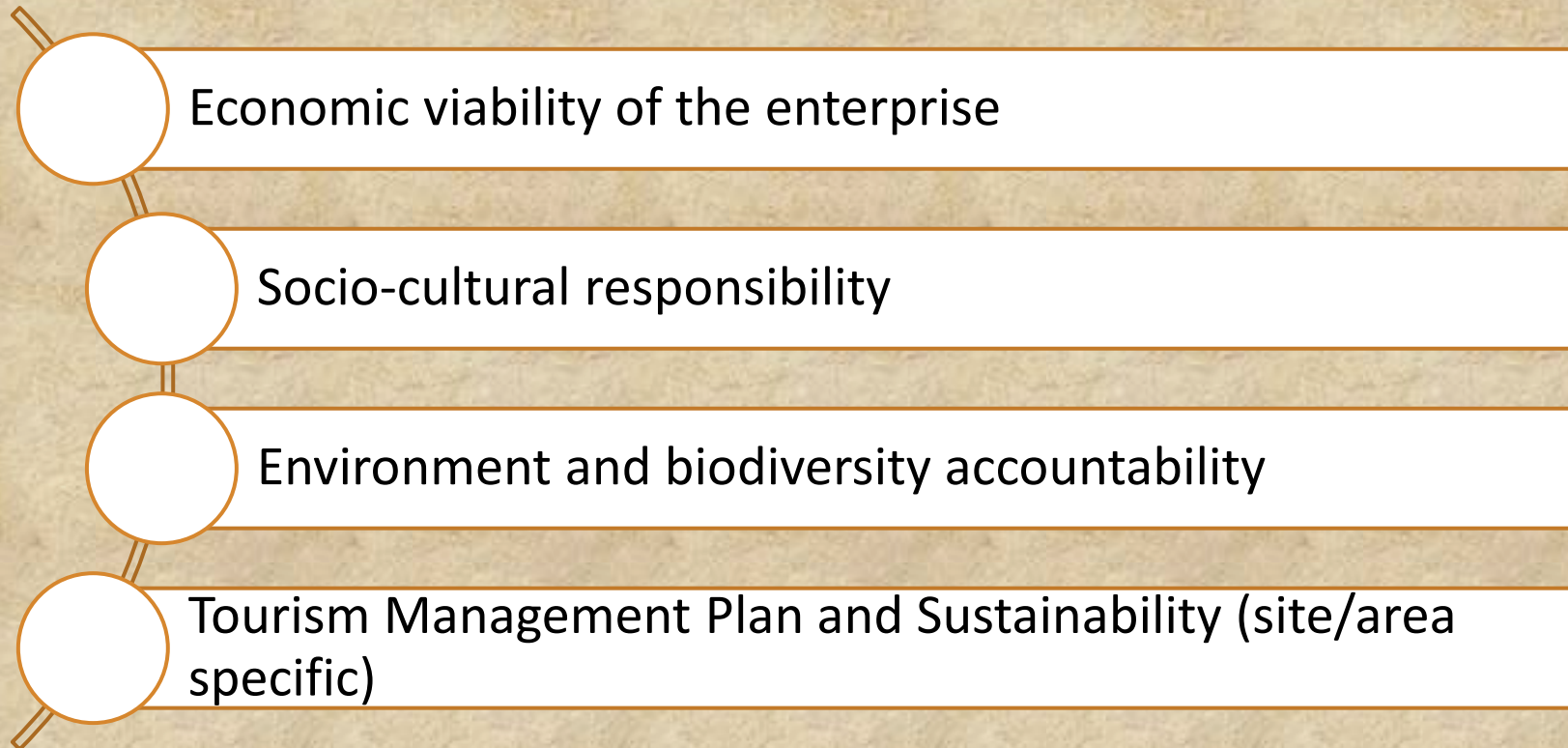


- ❧ Informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building.
- ❧ is a continuous process requiring constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.
- ❧ Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.





## four pillars of STCI Criteria

















## Contents :

- Sustainable Tourism Criteria for India (STCI)
  - ❧ Milestones
  - ❧ Structure and guiding principles
- Certification Process
- Potential Challenges in STCI Certification
- Benefits from STCI Certification