

How to Reference “GSTC Recognized” status

GSTC Recognized is a designation that GSTC places on standards for sustainable travel and tourism.

Recipients can and should proudly proclaim that their standards include the global baseline standards for sustainable tourism known as the GSTC Criteria.

However, public messaging about standards being GSTC Recognized sometimes implies that it relates to accreditation or certification. *GSTC Recognized does NOT related to accreditation or certification.*

Therefore, a need exists to better communicate what GSTC Recognized is and is not. This document provides guidelines for how GSTC Recognized may be accurately described, plus indications on what constitutes inaccurate descriptions of its meaning.

How to Reference GSTC Recognized --- Use wording that accurately points out that the term refers to a *set of standards*.

How NOT to Reference GSTC Recognized --- Do not say or imply that the designation refers to a company, brand, or product offering, and does not relate to accreditation of your process of certification (or issuance of awards, etc.). Do not use any form of the GSTC logo to indicate or imply that the GSTC has placed a quality mark on the organization that owns the standard or any certification process or other process that the organization operates.

Examples of usage:	<u>NOT</u> Acceptable	<u>Acceptable</u> References
by Certifying Bodies	<p>“Organization X is recognized by the GSTC”</p> <p>“Organization X’s certification is Recognized by the GSTC”</p>	<p>“Organization X certifies with an internal set of standards that is ‘Recognized’ by the GSTC”</p> <p>“the organization uses standards that have achieved ‘Recognition’ by the GSTC”</p>
by Hotels and Tour Operators	<p>“Grand Hotel is certified by Ace Certification, which is Recognized by the GSTC”</p>	<p>“Grand Hotel is certified by Ace Certification, whose standards for sustainability are Recognized by the GSTC for being equivalent to the GSTC Criteria”</p>
by Destinations and Government	<p>“Pretty Valley is certified by Ace Certification, which is Recognized by the GSTC”</p>	<p>“Pretty Valley is certified by Ace Certification, whose standards for sustainability are Recognized by the GSTC for being equivalent to the GSTC Criteria”</p>