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## Sustainable Tourism

The travel and tourism sector is recovering strongly after the pandemic. It is expected that it will not take long before previous records will be reached again. At the same time, there is also a strong call in the sector to 'build back better'. Tourism needs to be managed responsibly to create a positive cycle of impacts on local communities, culture, environment and economies. This requires responsibility and actions from both tourism businesses and other stakeholders. At the same time, it provides plenty of challenges and opportunities in the sector.

Certification can help tourism businesses to redefine the way they do business, for the benefit of both people and planet. This sustainability journey presents invaluable opportunities for tourism businesses and destinations for improvements, reflections, endowing credibility and connecting with host communities.

### OUR OFFER

Control Union Certifications (CUC) offers a global one-stop-shop for a wide range of certification programmes. From the beginning, sustainability has been the main focus of our certification services. CUC presents a wide range of programmes in agriculture, food, feed, forest products, textiles, tourism and bio energy.

CUC is an Accredited Certification Body for the GSTC (Global Sustainable Tourism Council) Industry standards. This means that we have been awarded certification according to processes that comply with the highest international standards and good practices.

CUC can offer GSTC certification for both individual tourism enterprises as well as for groups of e.g. hotels or tour operators (group certification).

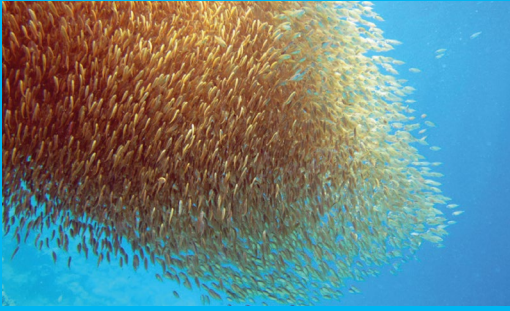
### GSTC CERTIFICATION - ACCREDITED CERTIFICATION PROGRAMS



- GSTC for hotels
- GSTC for tour operators
- GSTC for attractions & excursions
- Türkiye's Sustainable Tourism Certification Program

### AUDITS FOR OTHER TOURISM CERTIFICATION PROGRAMS:

We conduct third-party audits for various sustainable tourism certification schemes (e.g. EarthCheck, Green Destinations – Good Travel Seal, Green Globe, Green Key, Green Key Global, Green Sign, Travelife for tour operators).



## BENEFITS OF GSTC CERTIFICATION

By obtaining GSTC certification, you enjoy the following benefits:

- compliance with the highest social and environmental standards in the world, audited and certified by an accredited certification body with the highest level of impartiality and credibility;
- credible communication on your sustainability performance supported by use of the certified logo;
- better connections with consumers who now expect independently verified green credentials;
- happy guests = higher ratings. Certified businesses receive better reviews and ratings. This proves that certification boosts management and quality of services;
- enhanced brand reputation as you are connected to a commitment to local communities and the environment;
- preferred choice for bed banks, OTAs, (business) travel companies etc. that highlight credible, sustainable travel options;
- better business and better risk management through regular review of operations and processes e.g. certified businesses manage their waste, water and energy much better and use less! Apart from significant cost savings, it is much better for the environment, host communities and your business;
- local and global recognition towards businesses, governments, customers and host communities.

## WHY WORKING WITH US

- Control Union has a quality mark for auditing in a competent and neutral manner.
- We can offer one stop shopping for global certification.
  - » We may certify with either the GSTC Criteria and/or we partner with other sustainable tourism certification schemes
  - » We can offer many other certification programmes that tourism businesses might be interested in (e.g. in food safety, ISO norms, carbon neutral certification, responsible plastic management etc.).
  - » We can also offer dual audits which is a combined audit for e.g. a GSTC accredited certification scheme and another certification scheme.
  - » We have vast experience in providing services to large scale multinational businesses and have more than 70 offices worldwide. We can provide you with one global contact person who will coordinate audits for all your tourism enterprises on the globe.
- We operate globally but act locally, with a decentralized structure. Our pricing depends on the country in which you require our service. We work closely with our local experts and local experienced auditors worldwide. They understand working in the local context of these various areas across the globe.