

Sustainable Standards for CBT Providers in Central Asia, based on GSTC Criteria



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1. Introduction

The sustainable standards for CBT providers in Central Asia are **based on the GSTC Criteria**, the global standards for sustainable travel and tourism, which are established by the Global Sustainable Tourism Council (GSTC). The GSTC criteria are the result of a worldwide effort to develop a **common language about sustainability in tourism**. Since tourism destinations each have their own culture, environment, customs, and laws, the criteria are designed to be adapted to local conditions and supplemented by additional criteria for the specific location and activity.

In a participatory process, the sustainable standards for CBT are arranged in four pillars:

- Sustainable management
- Environmental impacts
- Economic impacts
- Socio-cultural impacts

In each pillar, specific criteria and respective indicators were developed, and then discussed and validated in interactive working sessions.

The sustainable standards for CBT providers in Central Asia are designed for two target groups, CBT accommodation providers and tour operators, which have all criteria in common. However, there are some differences regarding the application of specific indicators. **Indicators which are fundamentally applicable for tour operators in Central Asia are marked in light blue; those applicable for accommodation providers in light red.** With regards to its application, in a first step, the sustainable criteria and indicators aim to be applied in a self-assessment, where tourism providers can check their own sustainability performance based on a checklist.

Important to note: The following criteria and indicators are a first draft which will be further adapted and fine-tuned in line with the particular circumstances and situation in the three countries Uzbekistan, Tajikistan and Kyrgyzstan after having conducted an on-site assessment and after having received further insight from relevant stakeholders.



2. Sustainable Management

Area: Sustainability Management						
Reference to GSTC	Sustainable criteria					
	We dispose of a transparent set of criteria and indicators to monitor and evaluate the sustainability performance of our tourism business.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
	We apply the present criteria and indicators in an annual performance check of our tourism business.	Criteria and indicators as defined in the present set of standards				
	All our employees are aware of the existence and importance of the present criteria and indicators.	Short internal trainings/seminar				
	Based on the evaluation results, we take corrective measures in order to improve our sustainability performance.	Having a work/action/improvement plan				

Area: Sustainability Management System – Mission statement						
Reference to GSTC	Sustainable criteria					
A.1	We have our own sustainability mission statement, which has been agreed with all employees and is publicly available, and which defines the vision and goals for our sustainability-oriented actions.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
A.1	We have our own sustainability mission statement that defines our vision and goals for sustainability-oriented action. It covers environmental, social, cultural, economic, quality, human rights, health and safety issues.					
A.1	Our sustainability mission statement is known to all employees and has been signed by them.	Through awareness raising, workshop				

A	Our sustainability mission statement is publicly displayed.	visible on the news wall in our reception area, published on our website, brochure, etc.				
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Area: Sustainability Management System – Sustainability Action Plan

Reference to GSTC	Sustainable criteria					
A 1	We have our own sustainability action plan for all our key operational areas of activity that includes regularly updated measures on how we can work together to make our contribution to sustainable development and increase it in a process-oriented manner.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
A 1, d	We have our own sustainability strategy that defines our goals and measures.	Strategy for 5-10 years				
A 1	Our sustainability strategy includes an action-oriented improvement plan which is updated regularly (e.g., at least once a year) and defines the responsibilities and priorities for all measures, as well as a schedule for their fulfilment.	Improvement plan in a written form				
A.1, e	Based on the improvement plan, we assess and monitor our development in terms of sustainability performance.	Annual, or biannual a team member assesses the status quo based on the set of criteria and indicators; evaluation and review of results				

Area: Sustainability Management System – Management Structure

Reference to GSTC	Sustainable criteria					
A.1	We have functional management structures that actively promote a sustainability-oriented company philosophy and the implementation of concrete measures to promote sustainable development.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval

A.4, a	We dispose of instruments for the active involvement of our employees in the implementation of sustainability measures.	Employee discussions; employee meetings; internal workshops; sustainable working groups				
A.1	We dispose of instruments that can promote sustainable awareness and behaviour among our employees in the workplace.	Checklists; posters; stickers; signs; internal newsletters; bulletin board notices; short exchange visit/trips to other businesses, to learn about their experiences and lessons learned.				
	At regular intervals, we check if we achieve our sustainability goals and if our sustainability measures are having the desired effects.	By recording energy and water consumption; measuring the carbon footprint				
	We elaborate regular reports on sustainability performance, which are well-structured and provide transparent information.	Yearly summaries in comparable formats, published as pdf on website				

Area: Legal compliance						
Reference to GSTC	Sustainable criteria					
A 2	We comply with all relevant and all applicable local, national and international legislation and regulations concerning health, safety, labour and environmental aspects.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
A 2, a	We have an up-to-date, well-maintained list of all applicable legal requirements.	In a data-base/Excel-sheet				
A 2, b	We dispose of evidence that show compliance with all applicable legal requirements.	Certificates, legal papers, etc				
A.2, c	We understand and meet <u>relevant</u> legal requirements in other countries of operation, wherever applicable.	Code of Conduct for the protection of children from sexual exploitation in travel and tourism; environmental legislation; polices on the prevention of fraud, money laundering, other criminal activities.				

Area: External Communication: Reporting and communication						
Reference to GSTC	Sustainable criteria					
A 3 A 6	We actively communicate our own commitment to sustainability to the outside world in an accurate and transparent way. We support our guests in making their stay as sustainable as possible by drawing their attention to sustainable offers, providing competent advice and incentives for sustainable travel behaviour.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
A 3, a	We regularly report on our sustainability performance and make all information publicly available.	On our website, to service providers, etc.				

A 3, b	We communicate our sustainability policies, actions and own commitment to sustainability actively, comprehensibly and visually to our visitors through different channels.	On our website; via notices in a central location in our facility, in talks with guests				
A.3, b	We communicate with our external suppliers and service providers about our own commitment to sustainability and our expectations of their contribution to sustainable development.	At the time of establishing the first contacts and in the written collaboration agreements				
A.3, b	We are aware of the general importance of the topic of sustainability in our region and can communicate this to our visitors in an understandable form	Importance of biodiversity protection, conservation of and reduction of use of natural resources, local procurement, support of the local community communication through posters on our news wall at the reception; post, videos on website and social media, during the tours.				
A.3, c	We give our visitors practical tips on sustainable travel behaviour at the holiday destination and provide relevant information material.	Purchase of local products, refill of water bottle, respect local customs, no harm to flora and fauna.				
A.6, a	We use images in our external communication of actual experiences offered and facilities provided. We do not promise (e.g., via marketing) more than is being delivered.	no change of the real appearance of our environment (natural beauty, archaeological sites) or our business facilities, ensure authenticity				
A.6, b	Sustainability claims we use are based on experiences and records of past performance.					

Area: External Communication - Information and interpretation

Reference to GSTC	Sustainable criteria					
A.9	We provide information about and interpretation of the natural surroundings, local culture, and cultural heritage. We actively promote appropriate behaviour while visiting natural areas, living cultures, and cultural heritage sites.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
A.9, a	We provide information/interpretation material about the natural and cultural heritage of the local area, wherever available.	Availability of a list of existing natural and cultural heritage in our region, which we include in our itinerary and/or proposal of activities/sites worth visiting.				
A.9, b	We inform and train our employees regarding the natural and cultural heritage and encourage them to further distribute relevant information.	staff/ guides receive regular training on natural and cultural heritage interpretation to easily reproduce these values with visitors and other residents.				
A.9, c	We raise awareness and provide information to our visitors about appropriate behaviour while visiting the natural and cultural heritage and local communities. A code of conduct is communicated, wherever applicable.	code of ethics is known by our staff and is accessible to tourists through information boards, website, social media and explained by the guide before each tour.				

Area: Qualification						
Reference to GSTC	Sustainable criteria					
A 4	We continuously qualify our employees as well as other stakeholders, if applicable, to promote sustainability- and quality-oriented tourism development					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
A.4 b	We qualify our employees through internal or external training courses on the topic of <u>sustainability</u> . Records of courses and on-the-job training are available.	importance of sustainability in tourism; communicating sustainability to guests and in daily operations				
A.4 b	We qualify our employees through internal or external training courses on the subject of <u>service quality</u> . Records of courses and on-the-job training are available.	professional conduct of a guest conversation; foreign languages; service mentality, service culture				
A.4 b	We qualify our employees through internal or external training courses on the subject of <u>health, hygiene and safety</u> . Records of courses and on-the-job training are available.	behaviour in emergencies; observance of hygiene guidelines; fire protection				
A.4 c	We provide guidance materials for our staff, which are available in easy-accessible format.	Printed manuals, online information.				
A.4 d	Our staff holds up-to-date certificates in relevant disciplines and skills, as needed for their respective position.	Chefs, tour guides, waiters, etc.				

Area: Service quality and guest satisfaction / experience

Reference to GSTC	Sustainable criteria					
A 5	We have appropriate mechanisms in place to regularly monitor guest satisfaction with our services and our commitment to sustainability. We actively implement measures for improvement in a timely and results-oriented manner.					
	Sustainable indicators (measures)	Examples	Assessment			
UZ			KG	TJ	Eval	
A.5 a	We conduct guest surveys, in oral or written form, to monitor guest satisfaction with our services, as well as our commitment to sustainability.					
A.5, b	We continuously review and respond to comments from our guests on online review platforms and booking platforms.	TripAdvisor, booking.com				
A.5, b	We provide our guests the opportunity to give anonymous feedback during their stay or tour participation.	Set up of a grief box / book, guest book				
A.5 c	We regularly evaluate and review the guest surveys and other feedback from our guests and promptly initiate measures to eliminate existing deficits and points of criticism (complaint management). Evidence of corrective actions can be provided.					
A.5 d	We forward any feedback from our customers to tourism businesses and destinations we cooperate with.	Provision of survey results / feedback and joint evaluation of them.				

Area: Buildings and infrastructure: Zoning and capacity

Reference to GSTC	Sustainable criteria					
A.7.1 A.7.2	With regards to infrastructure and construction, we comply with relevant zoning requirements and take into account the capacity and integrity of the natural and cultural surroundings.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
A.7.1, a, b	We are aware of and comply with laws relating to land use and activities in the local area. We dispose of up-to-date licenses.	Information on laws regarding protected areas, for the protection of historic sites, fragile landscapes, etc.	Green	Yellow	Green	
A.7.2, a	For site selection, design and access, we have taken account visual amenity, landscape, cultural and natural heritage.	use of construction materials in harmony with the environment (avoid using concrete in natural areas).	Green	Yellow	Red	
A.7.2, b	For site selection, design and access, we have taken account the protection of biologically sensitive areas and the assimilative capacity of ecosystems.	environmental impact assessments prior to construction	Green	Yellow	Yellow	
A.7.2, c, d	In any construction-related activities, we preserve the integrity of archaeological, cultural heritage, and sacred sites as well as natural sites and protected areas, wherever applicable.	No disturbance of cultural, historical or natural resources	Green	Yellow	Green	
A.7.2, e	In any construction-related activities, we avoid displacing threatened or protected species and minimize the impact on all wildlife habitats.		Green	Yellow	Green	
A.7.2, f	In any construction-related activities, we maintain water courses, catchments or wetlands in their natural way, and run-off is reduced, wherever applicable.		Green	Yellow	Green	
A.7.2, g	Regarding construction, we have assessed and addressed relevant risk factors for the region, wherever applicable.	Risk and impact assessment	Green	Yellow	Green	
A.7.2, h	We have undertaken a short impact assessment and we act upon the results.		Green	Yellow	Yellow	

Area: Buildings and infrastructure: Sustainable practices

Reference to GSTC	Sustainable criteria					
A.7.3	With regards to infrastructure and construction, we use locally appropriate and sustainable practices and materials.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
A.7.3, a	We use, whenever possible, local materials and crafts in our construction and design.					
A.7.3, b	We avoid the use of native and endemic plants as well as exotic and invasive species for landscaping and decoration.					
A.7.3, d	We use sustainable design, materials and construction practices with appropriate certification, wherever possible.					
A.7.23 e	We ensure the disposal and sorting of waste from construction in an environmentally sound manner, wherever possible.	Information on appropriate places from local authorities or association or chambers				

Area: Buildings and infrastructure: Access to all

Reference to GSTC	Sustainable criteria					
A.7.4	Our facility meets essential accessibility requirements for people with physical and motor impairments or special needs, as appropriate to the nature of the local circumstance.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
A.7.4, a	Our facility is accessible via a barrier-free entrance, consists of a barrier-free interior and a barrier-free room, as appropriate in the context of local circumstances.	e.g., for person in wheelchairs, blind people				

A.7.4, b	We provide clear and accurate information on the matter of accessibility, wherever possible.	On website, in brochures				
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Area: Land, water and property rights						
Reference to GSTC	Sustainable criteria					
A.8	We ensure that the acquisition of land and water rights and of property is legal, whereby local communal rights are complied with. We avoid any form of involuntary resettlement.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
A.8, a	We dispose of documented evidence for land ownership and tenure rights, wherever applicable.					
A.8, b	We dispose of documented evidence of user and access rights for land and water resources, wherever applicable.					
A.8, c, d	We have communicated and engaged with the local communities. We have received free, prior and informed consent of local communities for land acquisition, wherever applicable.					

Area: Destination engagement						
Reference to GSTC	Sustainable criteria					
A 10	We are actively involved with and support sustainable tourism planning and management in the destination, wherever possible.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
A.10 a	We are a member of a local tourism network, association or destination management organization, where we play an active role in the sustainable tourism development of the region.					
A.10 b	We foster, and participate in, partnerships between local communities, NGOs and other local bodies. We are actively involved in networking opportunities.	Associations, DMO				
A.10 c	We actively take part in planning and management meetings and activities concerning sustainable tourism in the destination, wherever possible.	member of working committee (marketing, destination management), tourism association.				

Area: Health, safety and security measures						
Reference to GSTC	Sustainable criteria					
No direct reference, cross-sectional	We have concrete measures in place that ensure health, safety and security in our facilities for employees and guests.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
	We comply with all legal requirements regarding health, safety and security and dispose of documentary evidence to show compliance with all applicable legal requirements.	Certification or sanitary permits for food and lodging service				

	We have an emergency plan in place with important measures to be taken in cases of fire or other emergency situations.	behaviour in emergencies; observance of hygiene guidelines; fire protection				
	We have health and safety protocols in place that contain concrete guidelines for adequate behaviour in precarious, severe health-threatening situations.	Pandemic; earthquake				
	Our staff is adequately trained regarding health and safety issues, respective their particular working field. At least two persons are trained in first aid measures.	in the kitchen, room cleaning				
	We dispose of Standard Operating Procedures and health and safety protocols for the management of COVID-19 or similar situations in our tourism business operations.	Knowledge on how to act in case of covid-19 symptoms				

Summary of benefits for Management dimension:

Benefits	<ul style="list-style-type: none"> • Improvement of business management • Increase of competitiveness • Reduction of costs • Increase of revenues from tourism • Improvement of guest experience and satisfaction • Improvement of image
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3. Environmental Practices

Area: Conservation natural resources: Environmentally friendly products

Reference to GSTC	Sustainable criteria					
D 1.1 D 2.5	We use environmentally friendly products and suppliers to minimize negative impacts on natural resources and biodiversity. We avoid the use of harmful substances wherever possible.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
D 1.1, c	We purchase organically-grown products from local farmers wherever possible.					
D 1.1, c, d	When purchasing other food items, we prefer environmentally friendly, sustainably produced/harvested products. Threatened species are not used.	products from species-appropriate animal husbandry; no genetically modified products; fair trade				
D 1.1, c	We design our menu in a way that is adapted to seasonal and local products and that is friendly to the environment, river and lake biodiversity conservation.					
D 1.1, c D 2.5	When purchasing hygiene products, we give preference to environmentally friendly products, wherever possible.	recycled toilet paper				
D 1.1 D 2.5	When purchasing cleaning products, we give preference to environmentally friendly products, wherever possible.	bathroom cleaners/ laundry detergents without colorants, preservatives, that are biodegradable.				
D 1.1 D 2.5	We use environmentally friendly furniture, wherever possible.	low in harmful substances; solvent-free; recyclable				
D 1.1, d	We use environmentally and species-friendly decoration for the furnishings. We avoid the use of any endangered plants	refrain from using protected/endangered plant/animal preparations for decoration				
D 2.5	We substitute harmful substances by innocuous, natural products wherever possible, and search for and implement environmentally friendly alternatives.	No use of pesticides, paints, harmful cleaning materials				
D 1.1, a	We give preference to products and suppliers with environmental (national or international) certification.					

D 1.1	When purchasing textiles, we give preference to environmentally friendly products, preferably made from organic cotton.	dish towels/towels; bed linens; tablecloths				
D 1.1, c, e, f	When using external service providers, we give preference to those that implement environmentally friendly practices or that have an environmental/sustainability certification	environmentally/climate-friendly laundries				
Benefits	<ul style="list-style-type: none"> • Establishment of long-term relationships with local producers and vendors; • Reduction of reduction of cost, waste and energy needed for transportation, packaging and storage. • Image improvements among your guests and local communities; • Contribution to sustainable community development through creation of linkages between different sectors, income generation and contributions to local culture and traditions. 					

Area: Conservation of natural resources: Paper						
Reference to GSTC	Sustainable criteria					
D.1	We keep the use and consumption of paper as low as possible to reduce the use of natural resources.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
D.1	We manage our administrative processes digitally as far as possible and avoid printing out documents and filing them in paper form (= paperless office).	Electronic registration of guests				
D.1	In printed information materials for our guests, we ensure that their content can be used for at least 2 years and that their scope is limited to essential information.	no price details with frequent changes in flyers or brochures				
D.1	We provide information materials for our guests primarily in digital and constantly updated form on our website or on partners' websites.	Partner website: CBT association, tour operators, regional/national tourism website				
D.1	We send information materials, invoices and booking confirmations to guests primarily digitally.					
Benefits	<ul style="list-style-type: none"> • Cost reduction on use of paper and other material. • Reduction of the use of natural resources. 					

<ul style="list-style-type: none"> • Guarantee of up-to-date information. • Improved convenience for tourists.
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Area: Conservation of natural resources: Energy

Reference to GSTC	Sustainable criteria					
D 1.3	We implement measures to save energy and reduce energy-related CO2 emissions.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
D 1.3, a, e	Our total energy consumption is monitored and measured. Goals for energy reductions are in place.	keeping track of the monthly consumption, comparison of the consumption between different months				
D 1.3, b	We monitor the energy used per tourist/night and per square metre of the lodging for each type of energy.	Installing energy counters or energy meter				
D 1.3, a	We monitor the energy consumption of our operations and those factors over which we have direct influence or control.	Use of energy meter or counter				
D 1.3, a	We regularly (at least twice a year) assess the current energy use in our facilities unit by identifying appliances and activities consuming most energy.	heating system, lighting, kitchen facilities.				
D 1.3, c	We favour renewable energies in your facilities including energy from sunlight or biomass.	solar panels, animal waste				
D 1.3, d	We have energy efficient lighting and hot water systems installed.	solar lamps, solar heating, water heating, boiler				
D 1.3	We carry out regular maintenance and check-ups (at least once a year) of the energy-consuming equipment to ensure it is running as efficiently as possible and to detect and repair damage at an early stage.	boiler, refrigerators, heating systems, pumps, fans				
D 1.3, f	We train, educate and encourage employees on the importance of energy conservation and energy friendly behaviour. Together we identify energy-saving practices in our facilities.	turn off lights, no equipment is on standby.				

D 1.3, f	We provide guidance on minimizing energy use for tourists.	putting signage in rooms and public areas, flyers				
D 1.3, d	We use products that require less energy to maintain.	coloured linen				
D 1.3, d	Our entity is adequately equipped to help increase energy efficiency.	adequate thermal insulation; existence of shutters/windows				
Benefits	<ul style="list-style-type: none"> Active contribution to climate and environmental protection. Reduction of stress on the environment through minimised air, water and soil pollution, and reduced greenhouse gas emissions. Cost savings on energy consumption. Provision of energy services suitable to meet the needs of your business and the local community. 					

Area: Conservation of natural resources: Water Management

Reference to GSTC	Sustainable criteria					
D 1.4	We actively implement measures for sustainable water management to consistently save and conserve water.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
D 1.4 a, b	We have assessed water risks in our region, if water risk is assessed, water stewardship goals have been determined.					
D 1.4 g	Our total water consumption is monitored and measured. Goals for water reductions are in place.					
D 1.4, c	We monitor and manage the water used per tourist/night.	Installing water counters				
D 1.4, c	We monitor the water used in our operations and those aspects over which we have direct influence or control.					
D 1.4	We regularly (at least twice a year) assess the current water use in your facility by identifying appliances and activities consuming most water.	kitchen, laundry, private guest rooms				
D 1.4, d	We have simple, low-cost water saving devices in kitchens, guest bathrooms and public washrooms installed.	flow restrictors in water pipes, plugs in sinks				

D 1.4, d	We pay attention to water-saving, efficient washing processes in the laundry.	washing with full machine; pre-treatment of stains				
D 1.4, d	We change towels and bed linen during the stay only if necessary and we inform our guests about it in the visitors' rooms.					
D 1.4, d	We carry out regular maintenance (at least once a year) of the sanitary installations in order to detect and repair damage at an early stage.					
D 1.4, f	We monitor cumulative impacts of tourism in the locality on water sources.					
D 1.4, h	We work with our employees to identify and implement water-saving practices in different areas of our business.	housekeeping, laundry, food preparation, gardening, swimming pool maintenance				
D 1.4, h	We encourage our guests to save water.	signage in rooms and public areas, with tips such as turning taps off when shaving or brushing teeth				
D 1.4, d	We divert and collect rainwater and snowmelt in tanks for reuse (e.g., for cleaning, gardening, flushing toilets).					
D 1.4, e	We use water that originates from a legal and sustainable source not being affected, and is unlikely in future to affect environmental flows.					
D 1.4	We report on progress and adapt corrective actions, if necessary, to use water more efficiently.					
Benefits	<ul style="list-style-type: none"> • Cost reductions in the areas of purchasing and treatment of raw water; • Size and cost reductions of water storage, and septic tanks, tile fields and sewage treatment systems; • Efficient resource utilization (chemicals, energy etc.) in water production and supply • Fewer water shortages for businesses, communities and other industries requiring water: 					

Area: Reducing pollution: Greenhouse gas emission

Reference to GSTC	Sustainable criteria
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D 2.1 We have identified, calculated procedures implemented to avoid or to minimize greenhouse gas emissions.						
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
D 2.1 a	Our total CO2-emissions are assessed on a regular basis (once a year), (whenever possible through measurement devices or application of formula)					
D 2.1 c	We have practices in place to avoid and reduce significant annual CO2-emissions.	Reduced open fire Reduce emissions and smoke from vehicle engines, motorcycles, boats, buses, electric power plants and other fuel-burning devices (gas, diesel, oil or coal)				
D 2.1 d	We encourage our suppliers of products and services to avoid and reduce significant annual emissions, whenever possible.	See above				
D 2.1 e	We use carbon offset mechanisms where practical.	Compensation				
Benefits	<ul style="list-style-type: none"> • Reduced CO2-emissions and air pollution • Cost savings due to less consumption • Increased customer satisfaction due to nature experience 					

Area: Reducing pollution: Transport						
Reference to GSTC	Sustainable criteria					
D 2.2	We actively communicate and promote the use of climate and environmentally friendly transport and mobility options to reduce CO2-emission					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
D 2.2 a	We inform our guests on environmentally friendly means of transportation in the region.	Online and offline				
D 2.2 a, b	For tourism excursions, we use the cleanest and most resource efficient transport options and avoid resource-consuming means of transport that harm the environment.	Mini-busses, bikes, horses instead of 4x4				

D 2.2 b	We promote tourism activities that consume no or little resources such as hiking, biking, horseback riding.				
D 2.2 d	We avoid free rides without any need and combine rides with different purposes.	pick-up/drop-off of guests from airport			
D 2.2 d	We favour local suppliers to minimize transport for daily operations or long distances.	Local farmers			
Benefits	<ul style="list-style-type: none"> • Reduced CO2-emissions and air pollution • Cost savings due to less consumption of petrol • Increased customer satisfaction due to an enhanced nature experience 				

Area: Reducing pollution: Wastewater management

Reference to GSTC	Sustainable criteria					
D 2.3	We actively implement measures for sustainable wastewater management to consistently ensure proper wastewater disposal.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
D 2.3 a	We dispose of the wastewater via a municipal wastewater treatment plant, whenever possible, in compliance with the legal limits for wastewater quality.					
D 2.3 b	If municipal wastewater treatment is not available, we have a system in place to treat wastewater without any adverse effects on the local population and the environment.	blackwater separation, installation of small-scale treatment plant (septic tank, pools for sedimentation/ purification)				
D 2.3 b	We use treated service water/ grey water for outdoor and garden irrigation or toilet flushing, or divert it for use in pre-wash laundry cycles.					
D 2.3 b	We refrain from using any chemicals to avoid contamination of the waste water.	usage of nature-based cleaning products				
D 2.3	We carry out regular maintenance (at least once a year) of the property drainage system in order to detect and repair damage at an early stage.					

D 2.3 a	We are aware of wastewater treatment in the main destinations visited, and seek to influence their improvement where necessary and practicable.	Sharing knowledge through workshops/ tours around a place with wastewater treatment				
D 2.3 c	If suitable municipal wastewater treatment is not available, we have a system on site to treat wastewater and ensures no adverse effects on the local population and the environment.					
Benefits	<ul style="list-style-type: none"> • Decreased potential of contaminating local drinking and agricultural water; • Cost reductions in purchasing and treatment of drinking water; • Prevention of illnesses among guests and staff members. 					

Area: Reducing pollution: Solid Waste Management						
Reference to GSTC	Sustainable criteria					
D 2.4, D 1.2	We actively implement measures for sustainable waste management and efficient purchasing aimed at reducing, reusing and recycling waste.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
D 2.4, e	We monitor and measure the solid waste per type and the total amount. Goals for waste reduction are in place.					
D 2.4, a	Amount of solid waste per tourist/night is monitored and managed.					
D 2.4, c	We collect different types of waste separately. As a minimum, waste is divided into organic waste and non-biodegradable waste.	plastic, metal, glass				
D 2.4, c	We provide labelled recycling containers in all areas of our operation to separate waste at its source, whenever applicable.	In the guest room, kitchen, public areas				
D 2.4, 1.2	We avoid food waste and wastage as far as possible in our food offering.	accurate costing/needs-based purchasing; efficient food processing; adequate storage				
D 1.2, a	We promote the use of refillable water bottles and provide water tanks where tourists can refill their bottle.					
D 1.2, b	We avoid disposable and throwaway products.	Use of soap dispensers				

D 1.2, c	We compost organic waste or biowaste and use the compost to fertilize garden plants or houseplants.					
D 1.2, c	We avoid single-portion packaging and use multi-portion packages, wherever possible.	Packages for coffee, yogurt, jam, sugar, muesli				
D 2.4, d	We collect hazardous solid waste separately from household waste, and find schemes for the safe handling and disposal of these wastes.	electrical appliances; chemical containers, batteries				
D 2.4, f	We encourage our customers, staff and (suppliers of products and services, for tour operators) on minimizing waste					
D 1.2	We work with other businesses and organizations and the local municipality to support the development of efficient waste separation, collection, recycling and treatment systems.					
D 2.4 a	We are aware of waste management in the main destinations visited, and seek to influence their improvement where necessary and practicable.					
Benefits	<ul style="list-style-type: none"> • Reduction, reuse and recycling of waste minimizing pressure on the environment. • Cost reduction through bulk purchasing and advanced efficiency in waste disposal, transport, energy, storage etc.; • Advancements in tourism experiences and image improvements through limitation of visual degradation of the area; • Conservation of the quality of tourism assets. 					

Area: Reducing pollution: Noise, light, runoff or similar

Reference to GSTC	Sustainable criteria					
D 2.6	We actively implement to minimize pollution from noise, light, runoff, erosion, ozone-depleting substances, and air, water and soil contaminants.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
D 2.6, a, b	We regularly (at least twice a year) review, identify and monitor the potential sources of pollution of noise, light, runoff, erosion, as well as air, water and soil contaminants.					
D 2.6, c	We take action to minimize, and where possible eliminate, pollution from the sources mentioned.					

Area: Conservation of biodiversity

Reference to GSTC	Sustainable Criteria					
D 3.1	We actively implement measures to conserve biodiversity to minimize the disturbance of natural ecosystems; in particular, focus is put on natural protected areas and areas of high biodiversity value.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
D 3.1 a	We are aware of natural protected areas and areas of high biodiversity value, of which we have a list in place.					
D 3.1 d	We actively manage our own property to support biodiversity conservation.					
D 3.1 b, c	We provide and record monetary and/or in-kind or other support for biodiversity conservation in our region.	Financial support, by manpower, cleaning actions, voluntary programmes				
D 3.1 g	We encourage guests to support biodiversity conservation.					

D 3.1 f	In case of disturbance, we take the necessary steps to compensate for it.				
D 3.1 h	We engage with local conservation NGOs or similar bodies.				
Benefits	<ul style="list-style-type: none"> • Protection and conservation of biodiversity as well as its rehabilitation. • Minimization of negative impacts. 				

Area: Conservation of biodiversity: Invasive species						
Reference to GSTC	Sustainable Criteria					
D 3.2	We actively implement measures to avoid the introduction of invasive species. We prefer native species for landscaping and restoration wherever feasible, particularly in natural landscapes.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
D 3.2 a	We monitor and assess our site for the presence of any invasive species.					
D 3.2 a	We monitor and assess the site we operate at or over which we have direct influence/control for presence of any invasive species.					
D 3.2 b	We take action to ensure invasive species are not introduced or spread.					
D 3.2 d	We continuously review the landscaping of sites to consider the use of native species					
Benefits	<ul style="list-style-type: none"> • No danger for native species • No danger for regional ecosystem. 					

Area: Conservation of biodiversity: Visitor Management

Reference to GSTC	Sustainable Criteria					
D 3.3	We follow established guidelines or a code of conduct for visits to culturally, naturally or historically sensitive sites in order to minimize adverse impacts and maximize visitor fulfilment.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
D 3.3 a	We are aware of and comply with guidelines or code of conducts for tourist visits to culturally, naturally or historically sensitive sites.					
D 3.3 b	We inform our visitors about appropriate behaviour when visiting culturally, naturally or historically sensitive sites.	Briefing with tourists				
D 3.3 d	We participate in, and support training of, the use of local guides in natural sites and involve these whenever possible.					
D 3.3 e	When determining the size, frequency and timing of group visits, we consider the capacity and fragility of natural sites, and the levels of pressure on them.					
D 3.3 f	We proactively ask for feedback from local communities and from visitors and act upon it.					
D 3.3 c	We engage with local NGOs or similar bodies to establish/identify issues concerning visits to particular sites.					
Benefits	<ul style="list-style-type: none"> Protection of culturally, naturally or historically sensitive sites. Reduction of stress on the environment through less invasion to sensitive sites. 					

Area: Conservation of biodiversity: Wildlife and animal welfare

Reference to GSTC	Sustainable criteria					
D 3.4, 3.5, 3.6	We responsibly manage interaction with wildlife as well as actively implement measures to guarantee animal welfare and the absence of wildlife harvesting, poaching and trade.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval

D 3.4	We are aware of and comply with national / international regulations/guidelines on wildlife interactions.				
D 3.4	We respect wildlife's habitat during the realization of any tourism activities at all times, we avoid any activities that might harm or disturb wildlife. Direct interaction is not permitted.				
D 3.5	We are aware of and comply with national / international regulations/guidelines concerning captive wildlife and animal welfare.				
D 3.5	Domestic animals are well kept and taken care for. We regularly inspect the conditions of domestic animals and captive wildlife and their respective housing and handling.				
D 3.6	We are aware of and comply with national / international regulations/guidelines concerning wildlife harvesting and trade.				
D 3.6	We do not harvest, consume, purchases, display, sell or trade any wildlife species.				
D 3.6	We inform our visitors about regulations concerning wildlife harvesting, consumption and trade and of the need to avoid buying illegal products/souvenirs derived from threatened species of wildlife.				
D 3.4	We engage in the development and implementation of local codes and guidelines for wildlife interactions, including wildlife viewing.				
D 3.4	We ensure that all service providers and sites visited comply with existing local, national and international regulations and guidelines concerning wildlife interactions.				
Benefits	<ul style="list-style-type: none"> • No harm done to any living species. • Protection of endangered and protected wildlife. • Compliance with international laws on wildlife interactions. 				

4. Economic Practices

Area: Labour and employment						
Reference to GSTC	Sustainable criteria					
B.2, B.6, B7	We offer equal, attractive and long-term employment opportunities with fair working conditions and are committed to continuous improvement in job quality.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
B.2, a	We employ local staff, including management positions, whenever possible.	Open positions are preferably filled with locals				
B.6	We provide equal opportunities in recruitment and professional development to all segments of society, irrespective of creed, religion, ethnicity, sexual orientation and gender while completely avoiding child labour (in line with / based on the national regulation / legislation)	Same chances in application- and hiring process				
B.2, c	We focus our training programmes on local residents to enhance their employment opportunities at different levels.	Internships, introductory trainings				
B.7, d	We sign formal contracts with all employees while avoiding any form of informal labour.	Contracts contain working hours, salary, tasks, vacation days, cancellation-terms, etc.				
B.7	We favour long-term employment and avoid seasonal or casual employment, wherever possible.	Amount of working hours is adjusted to capacity of work and availability of employee				
B.7, b	We provide fair working conditions and pay an adequate wage in relation to the cost of living, maintenance of a good quality of live and in line with qualification to all employees in line with regulations governing (minimum) salaries and usual standards in the tourism sector of the region.	regarding working hours, breaks, vacation (conditions could be agreed upon with CBT associations, in the framework of the law)				
B.7	We provide regular technical and vocational training to our employees to foster their skill development and to improve the quality of our services.	Basic and advanced skills (e.g., sustainability, child protection, English, Hygiene, first aid, customer service)				

B.7	We engage our employees to be actively involved in the development of their workplace.	Regular meetings, discussions (team building, teamwork, pleasant working environment)				
B.7, d	We contribute to the social security of our employees by providing health insurance and pension schemes, in accordance with labour legislations.					
B.7	We have policies or guidelines in place that protect employees' health and safety in the workplace. These guidelines fulfil at least national health and safety standards.	Standing operating procedure in case on of emergency; Employees are well informed through signs, seminars, how to act in case of emergency				
B.6, a	We have identified groups at risk of discrimination, including women and local minorities. We are aware of their special needs regarding employment opportunities and respond to them with specific measures.	Same chances in application- and hiring process				
B.6, b	We assess the proportion of employees drawn from groups at risk, as far as possible.	Monitor number of employees belonging to local minority group, women in maternity period, elderly people, people with any type of disability or illness				
B.2, d	We favour service providers that create local employment, wherever possible.	Work with local businesses and service providers				
B.2	We require our suppliers and sub-contractors to comply with social guidelines in their businesses, whenever possible.	Agreed upon in contract. Regular check-ups.				
Benefits	<ul style="list-style-type: none"> • Job creation and security • Increased income • Professional and personal development • Minimization of gender gap • Increased guest satisfaction 					

Area: Regional value creation: Local purchasing						
Reference to GSTC	Sustainable criteria					
B.3	We make an active contribution to increasing regional added value by integrating manufacturers and suppliers of regional products and services into the tourism value chain.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
B.3, a, b	We regularly monitor and access the sources of supply of goods and services. We measure the proportion of goods and services purchased from locally owned and operated businesses.	By having a list of suppliers in place	Yellow	Green	Red	
B.3, b	When purchasing goods and food, we prefer products that are produced or manufactured in the region, wherever possible.	Locally produced bed linen, soap, food, cheese, marmalade, bread, etc.	Green	Green	Green	
B.3, b	When using services and products, we prefer providers that are locally owned and operated, wherever possible.	Local service providers (cleaning/Washing services, gardening, rent horses)	Green	Green	Green	
	We encourage and actively inform our guests about opportunities to purchase regional products and services as well as local handicrafts.	Food, natural products, clothing, etc displaying products or flyers from local producers in common areas of our business; include a short description on the menu of dishes prepared with local products	Green	Green	Green	
	We contract staff and service providers from the local communities, wherever possible.		Green	Green	Green	
	We actively display and sell locally-made souvenirs in our accommodation / business entity.	Handicrafts, clothing	Green	Green	Yellow	
Benefits	<ul style="list-style-type: none"> Increased income for local communities Creation of employment Unique experience for guests 					

Area: Regional value creation: Local entrepreneurs

Reference to GSTC	Sustainable criteria					
B.4	We make an active contribution to increasing regional added value by supporting local entrepreneurs in the development and sale of sustainable products and services that are based on the area’s nature, history and culture					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
B.4, a	We provide advice and support to local service providers we work with, on the quality and sustainability of their service.	Offer workshops on different topics of sustainability, guest service, etc.				
B.3, b	Wherever possible, we foster and pursue the establishments of partnerships with local entrepreneurs.	Check local providers before contacting others, sign collaboration agreements with local producers describing commitments and benefits for both parties.				
Benefits	<ul style="list-style-type: none"> Regional value and job creation 					

Area: Operational profitability and competitiveness

Reference to GSTC	Sustainable criteria					
	We actively implement measures to review, ensure and increase business profitability as well as overall competitiveness.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
	We continuously review key operating data.	Arrivals, overnight stays, development of revenue and expenses → use of balance sheets				
	We continuously review our operational (fixed/variable) costs, hidden costs and other costs for marketing, fees, taxes, etc.	Fix costs: wages, internet Variable costs: food, electricity, water				
	We continuously review the bed occupancy rate of our accommodation and implement measures to increase bed occupancy especially in the low season (seasonality).	discount offers, special package deals, product diversification, segmentation				
	We have analysed and know our key source markets and plan marketing activities in accordance to their preferences and habits.	Gathering of source market studies for different markets				
	We continuously diversify and innovate our products in accordance with the needs and preferences of our key markets, wherever possible.	partnering with other companies, diversifying itineraries, creating unique experiences				
	We diversify our source markets and adapt our products and services accordingly.	monitoring customer satisfaction with guests from different source countries				
	We set our prices for all tourism related services in accordance with the CBT-standard, quality and services provided and regional circumstances.					
	Our infrastructure and technical equipment meet the requirements of an authentic CBT accommodation facility.	recognizable signage; attractive exterior/ interior				

		appearance; complying with safety and hygiene standards				
	Our service offer for guests meets the requirements of a CBT business in line with the local/regional circumstances.	informative website; regional decoration; rapid processing of booking requests; complaint management				
	We guarantee our guests continuous availability, at least by phone, and communicate our business hours clearly.	Business hours are mentioned online, upon booking, arrival and on a sign. Provide phone number, which tourists always can call				
Benefits	<ul style="list-style-type: none"> • Reduction of costs • Reduction of the use of resources • Increase of tourism arrivals and length of stay • Better reputation and higher guest satisfaction • Higher spending 					

5. Socio-cultural Practices

Area: Cultural interactions						
Reference to GSTC	Sustainable criteria					
C 1	We ensure appropriate cultural interaction by following at least locally agreed guidance for the management and promotion of visits to local communities and culturally or historically sensitive sites.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
C 1, a	We are aware of and comply with existing good practices and guidance for tourist visits to cultural sites and local communities, wherever possible.	UNESCO, UNWTO, ASEAN				
C 1, b	We work closely with communities and cultural sites in reviewing guidance, if existing, and in creating and agreeing additional guidelines as necessary.					
C 1, d	We avoid any inappropriate interaction with vulnerable groups, in particular women / children, in line with / based on the national regulation / legislation.	No child labor, no exploitation of minorities				
C 1, e	We participate in, and support training of, local guides and prefer their use in our operations.	Training programs and workshops, contracts with local guides are favored				
C 1, f	We are determining the size, frequency and timing of group visits, we consider the capacity and fragility of sites and communities, and the levels of pressure on them. Accordingly, we define our itineraries and group sizes.	common guidelines, based on expertise/surveys of locals and other actors				
C 1, g	We proactively ask for feedback from local communities and from visitors with regard to the management and impact on sensitive sites, and we further act upon it.	Talks, discussions, surveys				
Benefits	<ul style="list-style-type: none"> Minimization of adverse impacts to local communities and culturally or historically sensitive sites Maximization of local benefits Maximization of visitor fulfilment 					

Area: Cultural interactions - Tolerance and intercultural understanding

Reference to GSTC	Sustainable criteria						
<i>No direct reference</i>	We are open-minded, treat all our guests with impartiality and respect, and promote intercultural dialogue at eye level.						
	Sustainable indicators (measures)	Examples	Assessment				Eval
			UZ	KG	TJ		
	We respect our guests regardless of their origin, gender, ethnicity, age, faith, sexual orientation and disability.	No discrimination or exclusion, encounter at eye level					
	We continuously familiarize ourselves with the needs and cultural customs of guests from other cultural backgrounds and strive to provide them with target group-specific services and offers.	Preferences in tourism activities, activity-level, etc.					
	We always make sure that we do not violate any cultural, religious or other values in our external communications with our guests.	in conversation; brochures; on the website					
	We raise awareness on appropriate cultural interaction and behaviour among our tourists, in line with our cultural values and traditions. We have a code of conduct on visitor behaviour in place where important Do's and Don'ts are listed.	Information is available online and offline. Information of tourists prior to travel, reminder/awareness raising through guides/staff on appropriate behaviour					
Benefits	<ul style="list-style-type: none"> • Respect of different cultures and human dignity • Encounter at eye level and mutual enrichment • Increased visitor satisfaction • Avoidance of cultural conflicts and misunderstandings and respect of cultural values 						

Area: Protection and presentation of culture, historical heritage and regional identity

Reference to GSTC	Sustainable criteria					
C 2 C 3	We actively contribute to the preservation and careful tourist valorisation of our historical heritage and promote our region-specific culture, traditions and identity.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
C.2	We are familiar with important tangible and intangible cultural heritage in our region and maintain our local intangible customs and traditions through regular celebrations and practices.	Intangible: music, dance, folklore, crafts Tangible: churches, monuments				
C.2	We raise awareness among the community about the importance of historical, cultural heritage in the area.	Through workshops, conversations				
C 3, b	We develop cultural touristic products that incorporate local traditions and customs and ensure a non-trivialised experience of cultural heritage. The activity enables guests to have an authentic experience of our regional tangible and intangible cultural assets, customs and traditions.	Creation of tourism offers i.e. cooking or crafts workshops, community tours, cultural performance				
C 2, b	We involve our local community and neighbourhood in developing and delivering authentic visitor experiences.	cultural-historical guided tours; learning handicraft skills; community visits				
C 3	We inform our guests about attractive, cultural-touristic offers, either verbally, through flyers or on our website.					
C 3, a	We incorporate local art and craft in our business' design, decoration and furnishings. The appearance transmits local cultural heritage.	Use of traditional craft, designs and patterns furniture from local producers				
C 3, b	We elaborate local dishes that include your living cultural heritage and present local recipes.	Design of menu in line with the seasonal local offer, provide insight into local cuisine				
C 3	We train and educate employees on the importance of the preservation of our cultural heritage and traditions.	Awareness raising through workshop or written information on local cultural heritage				

C 3, c	We ensure that copyright and intellectual property rights are respected at all times.	Get permissions before publishing/using text/pictures/etc.				
C 2, b	We participate in regional actions to protect and develop our tangible and intangible cultural assets, customs and traditions as well as to conserve and revive community natural and cultural sites and assets.	Collaboration with local cultural associations/ institutions				
C 2, c	We ensure that by our tourism operations, access to cultural sites for the local community is not impeded and that negative impacts are avoided.	Visit only during specific times (i.e. no tour during service or religious festivals)				
C.2 c	We raise awareness amongst tourists regarding the importance of access to cultural sites for the community by explaining the cultural context.					
Benefits	<ul style="list-style-type: none"> • Protection and preservation of cultural and historical heritage • Strengthening and maintenance of the regional identity • Building awareness regarding the importance of the hospitality sector within the national economy, and its role in valuing and supporting authentic traditions • Incorporation of authentic elements of traditional and local culture in design, decoration, cuisine, shops or any tourism offer • Respect of intellectual property rights of local communities is ensured 					

Area: Artefacts						
Reference to GSTC	Sustainable criteria					
C 4	We actively implement measures to avoid selling, trading or displaying any historical and archaeological artefacts, except as permitted by local and international law.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
C 4, a	We support the documentation and reporting of any use of artefacts in our region.	templates for documentation; reporting system available				
C 4, c	We raise awareness among our visitors in not removing or damaging any artefacts.	By talks, signs, symbols				

C 4, c	We prevent visitors from removing or damaging any artefacts at any cultural site by having protection mechanism in place, wherever possible.	By signs, fences, clear paths				
C 4, b	We have identified laws and bylaws that permit use of artefacts, wherever possible.	In cooperation with cultural institutions (museums)				
Benefits	<ul style="list-style-type: none"> • Preservation and conservation of artefacts • Valorisation of the artefacts' value 					

Area: Safeguarding of local livelihoods and basic services						
Reference to GSTC	Sustainable criteria					
B 8 B 9	We make sure that our tourism services and operations do not jeopardise the provision of or access to basic services and local livelihoods.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
B 8 B 9	In our tourism operations, we avoid any negative impact on basic services and local livelihoods of the local communities.	Guarantee of sufficient water, food or energy supply, free use of housing and land				
B 8 a B 9 a	We monitor and seek to minimize the impact of tourism operations with regard to the availability of local services and take into consideration local access to livelihoods regarding development and operations.	Regulation of tourist numbers, management of time of visits				
B 8 b, c B 9 b	We work closely with the local community to address and provide remedy for negative impacts that occur from tourism activities.	Involvement of local community through meetings, "spokesman"				
B 8 B 9, a	We cooperate with the municipality to address and provide remedy for potentially endangered local livelihoods or reduced basic services.					
Benefits	<ul style="list-style-type: none"> • Securing of basic services, e.g., food, water, energy, healthcare, sanitation to local communities • Securing of local access to land and aquatic resource use, rights-of-way, transport and housing. • Avoidance of damage to the local community 					

Areas: Human rights - Exploitation and harassment

Reference to GSTC	Sustainable criteria					
B 5	We ensure that human rights for all groups in tourism are upheld and actively implement measures to fight against commercial, sexual or any other form of exploitation or harassment.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
B 5, a	We have a written policy in place in which we commit to deny any form of exploitation or harassment, to protect vulnerable groups and to curtail child labour in activities that are dangerous or hampering their education (in line with / based on the national regulation / legislation).	in particular women, children, elderly people				
B 5, b	We inform our guests and the local community about our policy against harassment and exploitation and underpin it with concrete actions.	Fair payment, decent working hours, no child labor, information by talks, on website, print				
B 5, b	In our daily operations, we avoid any activities where the rights of vulnerable groups, particular women, children and minorities, are mistreated, being in line with the national regulation / legislation.					
	We do not use any form of child labour which is immoral and against the regional cultural context, or dangerous and causing children to its seduction opportunities, being in line with the national regulation / legislation.					
B 5, d	We have an up-to-date and well-kept record of our employees' ages that verify the absence of any form of child labour.					
B 5 c, e	We engage with and raise awareness among the local community to actively fight against exploitation and harassment and to prevent commercial, sex trade.	through discussion, talks, seminars				
Benefits	<ul style="list-style-type: none"> • Respect of human rights and dignity of people • Minimization of child labour and any other form of exploitation and harassment. • Positive image among tourists 					

Area: Socio-cultural engagement						
Reference to GSTC	Sustainable criteria					
B 1	We are actively involved in socio-cultural initiatives and projects in our region that contribute to sustainable development.					
	Sustainable indicators (measures)	Examples	Assessment			
			UZ	KG	TJ	Eval
B 1	We initiate or implement our own socio-cultural initiatives/projects in our region.	support of vulnerable groups e.g., through seminars/education activities: clean-up days				
B 1	We encourage guests to voluntarily support or contribute to cultural or local community initiatives and projects.	active promotion or call for donations				
B 1	We support local community initiatives contributing to sustainable socio-cultural practices and community development.	by cooperating with private companies and local authorities, by contributing financially or by man power				
B 1	We keep the community informed of initiatives we establish in our entity and seek involvement and support.	open days, involvement into socio-cultural projects				
B 1	We donate old, partially used or unused products to charitable causes.	old towels, linen, furniture, kitchenware and office equipment that is still functional				
Benefits	<ul style="list-style-type: none"> Positive impact on community development Good reputation among local residents, public authorities, guests and other stakeholders. 					