

FACT SHEET

ECO CHECK GSTC-RECOGNISED SUSTAINABILITY STANDARD

Meet the escalating demand for sustainable travel as guests seek ethical and eco-friendly options that align with their commitment to minimize ecological footprints and support responsible tourism practices.

ABOUT ECO CHECK

Our EcoCheck Standard has been recognised by the Global Sustainable Tourism Council (GSTC) as equivalent to the GSTC Industry Criteria.

The standard is also informed by the UN Global Compact 10 Principles which drives meaningful advancement of the United Nations Sustainable Development Goals.

EcoCheck looks at all aspects of your operations via a systemic approach and digital platform that ensures all your data, actions and reporting are being managed in one place.

GSTC CRITERIA

They are organized around four main themes:



Sustainable Management

- Management structure and framework
- Stakeholder engagement
- Managing pressure and change



Cultural Impacts

- Protecting cultural heritage
- Visiting cultural sites



Social-economic Impacts

- Delivering local economic benefits
- Social wellbeing and impacts



Environmental Impacts

- Conservation of natural heritage
- Resource management
- Management of waste and emissions

THE CERTIFICATION PROCESS



FOR MORE INFORMATION



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Eco Check



GSTC
MEMBER

The benefits of using the EcoCheck (GSTC Recognised) standard include both environmental and economic advantages, as well as improvements in social responsibility and market positioning.

Here are some key benefits:



Enhanced Reputation and Brand Value

Achieving the EcoCheck (GSTC Recognised) standard can significantly enhance a hotel's reputation, demonstrating its commitment to sustainability and responsible tourism. This can attract guests who are increasingly looking for eco-friendly and socially responsible accommodation options.

Operational Efficiencies and Cost Savings

The standard encourages hotels to implement sustainable practices, such as energy and water conservation, waste reduction, and efficient purchasing. These practices not only contribute to environmental protection but also lead to operational efficiencies and potential cost savings.

Market Differentiation and Competitive Advantage

Certification sets a hotel apart in a crowded market. It offers a competitive edge by showcasing the hotel's sustainability credentials, which can attract a growing segment of environmentally conscious travelers.

Compliance and Risk Management

EcoCheck follows and expands upon the GSTC criteria and can help hotels comply with local and international environmental and social regulations, reducing the risk of non-compliance penalties and enhancing their risk management strategies.

Access to New Markets and Customer Segments

Sustainability credentials are increasingly important for travelers, tour operators, and corporate travel managers. Certification can open doors to new markets and customer segments that prioritize sustainability. The details of hotels that achieve the EcoCheck

(GSTC Recognised) standard are shared via the GSTC to tour operators and online agents that have sustainability criteria.

Accessibility Differentiation

Our accessibility audit helps hotels evaluate their accessibility status and develop plans to enhance design for all guests. Individuals with special needs should feel confident that their chosen hotel can accommodate them.

Employee Engagement and Retention

Hotels that prioritize sustainability often see higher levels of employee engagement. Employees tend to feel more motivated and loyal when they work for organizations that share their values, leading to lower turnover rates.

Improved Stakeholder Relationships

Achieving sustainability standards helps improve relationships with stakeholders, including local communities, suppliers, and government entities. Sustainable practices can lead to more positive and mutually beneficial relationships.

Contribution to Global and Local Sustainability Goals

By aligning with the EcoCheck GSTC standards, hotels contribute to broader sustainability goals, including the United Nations Sustainable Development Goals (SDGs). This aligns the hotel's operations with global efforts to combat climate change, protect biodiversity, and promote social equity.

Enhanced Guest Experiences

Sustainable practices can enhance the guest experience by providing healthier environments, unique eco-friendly amenities, and opportunities to participate in sustainable tourism activities.

Recognition and Awards

Certification can lead to recognition through awards and rankings, further enhancing the hotel's visibility and appeal to potential guests.

Digital Management Platform

The EcoCheck programme is supported by an online management system that provides the tools necessary to address any areas of improvement and coordinate the actions of those responsible for maintaining sustainability performance.

By achieving the EcoCheck (GSTC Recognised) standard, hotels not only improve their environmental and social impact but also position themselves for long-term success in a tourism industry that is increasingly prioritizing sustainability.



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