

PRESS RELEASE



SOCOTEC CERTIFICATION INTERNATIONAL USES A STANDARD THAT HAS ACHIEVED A “GSTC-RECOGNITION” FOR ITS SUSTAINABILITY MANAGEMENT SYSTEM CERTIFICATION DEDICATED TO THE HOTEL INDUSTRY

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The Global Sustainable Tourism Council® (GSTC®) has just announced that SOCOTEC Certification International, the Certification-specialized subsidiary of the SOCOTEC group uses a standard that has achieved « Recognition » status for its Sustainability Management System Certification for Hotels.

The Sustainability Management System provided by SOCOTEC Certification International helps organizations and tourism businesses (travel companies, hotels, tour operators, NGOs and communities) to achieve best practices in sustainable tourism. The Certification scheme of SOCOTEC Certification International improves their performance by documenting the processes necessary to achieve their goals and objectives and to create a culture focusing on the continuous cycle of self-evaluation, correction and improvement of operations and processes, through heightened employee awareness and management leadership and commitment.

The GSTC-Recognized status refers to the standard itself, indicating that a sustainable tourism standard or system has been reviewed by GSTC technical experts and the GSTC Assurance Panel and deemed the standard or system equivalent to the GSTC Criteria for sustainable tourism. The GSTC Criteria are global standards for sustainability in travel and tourism. It provides a comprehensive definition of sustainable travel and tourism, arranged to support four pillars of sustainability: Ethics and Governance, Social principles, Culture and Communities, Environment.

For Xavier DANIEL, SOCOTEC Certification International General Manager :

“As an internationally recognized and independent third-party certification body, we are very pleased to achieve this important pillar in our mission to build a safer and more sustainable world. Result of few months of workshops preparation and on-the-field research with hotel groups, our standard is fully designed and adapted to elevate and recognize the significant efforts of the Hotel sector to contribute to the CSR and Sustainability challenges of today. Based on our worldwide auditing 25-year experience in various sectors for more than 15,000 clients on 40 different accredited certifications, we are convinced that our teams of experts and accredited auditors will bring a real added value to the Hotel sector on sustainability challenges. »

« We all have a role to play in limiting impact on environment and in ensuring social responsibility. Adopting a sustainable approach in the hotel industry can bring many benefits to the hotels: improved visibility on travel platforms and credibility towards customers looking for better qualified hotels on sustainable goals, develop recruitment attractiveness of the sector and staff retention on values commitment, obtain better aids, subsidies and loans conditions as sustainability goals are clearly achieved and the hotel’s sustainability management system is clearly certified by an independent trusted third-party, and last but not least, get a better hotel’s ranking at the end. There is today no sector that can avoid sustainability challenges. It’s just a long-term commitment that every hotel shall embrace. The study below shows the gap and we are here to support the transition towards a more sustainable world. »

place. The GSTC does not directly certify any products or services, but it accredits those that do. The GSTC is an independent and neutral USA-registered 501(c)3 non-profit organization that represents a [diverse and global membership](#), including national and provincial governments, leading travel companies, hotels, tour operators, NGOs, individuals and communities – all striving to achieve best practices in sustainable tourism.

Currently, [11 destination standards](#), [36 hotel standards](#), and [15 tour operator standards](#) have achieved GSTC-Recognized status. The status offers the market proof that these standards adhere to international norms. GSTC Recognition does not ensure that a certification process is reliable, only that the set of standards used to certify are equivalent to the GSTC Criteria. GSTC-Recognized standard owners are encouraged to follow and complete the [accreditation process](#), which assures that the certification process used to apply the standard meets international best practices, transparency, and rigour. A list of GSTC-Accredited certification bodies is [available here](#).

Information for media and the press: <https://www.gstccouncil.org/about/for-the-press/>