



GSTC and Sustainable Tourism in Hungary: From Green Claims to Credible Action

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Why This Conversation Matters Now



Hungary is at an inflection point



EU rules are raising the bar



The focus must shift to action

**The question is
no longer “Does
sustainability
matter?”**

**It is: How do we turn
commitments into
credible, practical
action?**

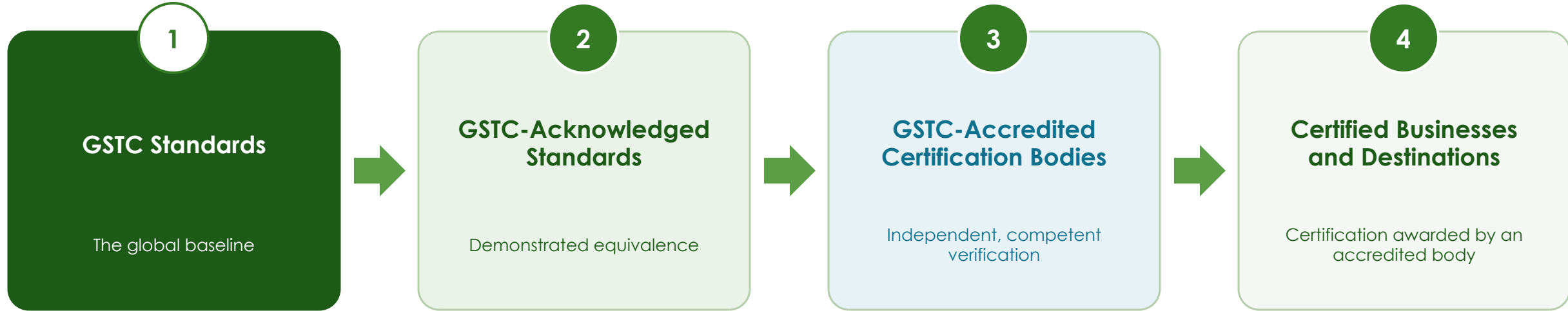


Global Sustainable Tourism Council

Sets and manages **global standards**
for sustainable travel & tourism.

Provides **international accreditation** for
sustainable tourism Certification Bodies.

Understanding Standards and Accreditation



GSTC sets the framework and accredits Certification Bodies. Independent Certification Bodies conduct certification.

GSTC itself does not certify tourism businesses or destinations.

A Common Language for Sustainable Tourism

Basis for certification

Training and education

Measurement and evaluation

Guidance for policy & regulation

Greater market clarity

GSTC Standards

GSTC Standards provide a global baseline across core tourism sectors:

**GSTC Hotel
Standard**
(2008, 2012,
2016, 2025)



**GSTC Tour
Operator
Standard**
(2008, 2012,
2016, 2025)



**GSTC
Destination
Standard**
(2013, 2019)



**GSTC MICE
Standard**
(2024)



**GSTC Attraction
Standard**
(2024)



(The GSTC Food and Beverage Standard will be published in 2026)

(GSTC Destination v2.0 is under revision and will be published in 2027)

Four Pillars of GSTC Standards



(A) Sustainability **Management**

(B) **Social** & Economic Benefits

Maximize benefits to the host community and minimize negative impacts

(C) **Cultural** Heritage

Maximize benefits to communities and culture; minimize negative impacts

(D) **Environment**

Maximize benefits to the environment and minimize negative impacts

Momentum Is Already Building in Hungary

- **Standards:** Hungarian translation of GSTC Standards
- **Industry leadership:** growing engagement and membership
- **National engagement:** Visit Hungary collaborating with GSTC
- **Destination engagement:** new destinations now in discussion
- **Capacity building:** growing interest in training



Thank you!

Stay in touch with GSTC

