



Destination Standard workshop

6 August 2025

GSTC Assurance Team

Agenda

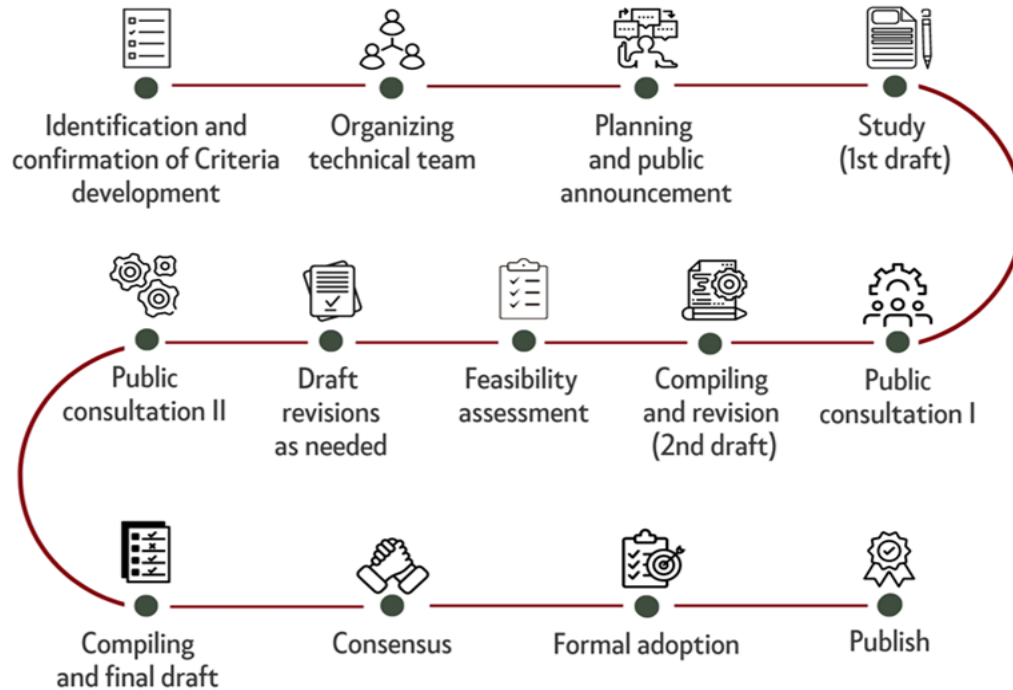
Introduction to standard revision

Let's play a game

Destination Standard workshop

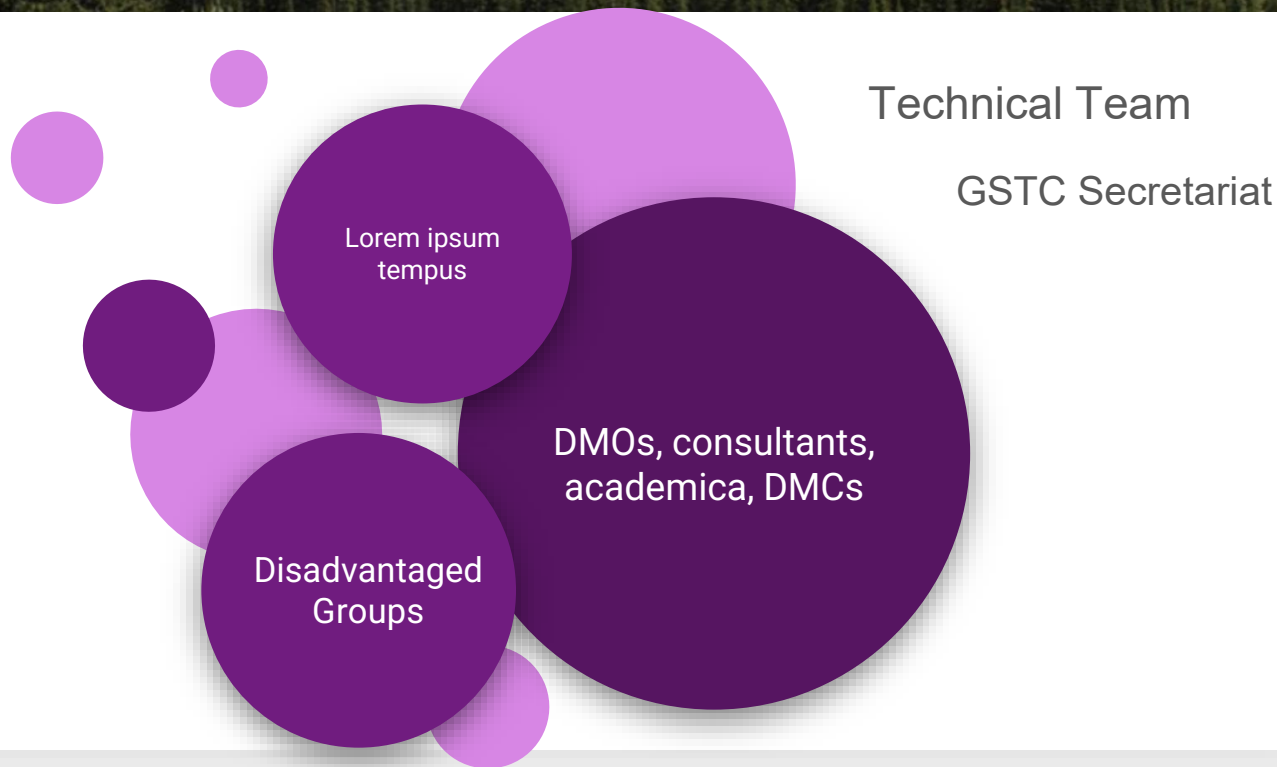
Q&A

Process



Official start will be January 2026

Stakeholder engagement



Let's play a game

Choose a Destination or Attraction

Discuss on the following aspects

Share your thoughts

Definitions Destination vs. Attraction

	Destination	Attraction
Primary role	The reason for the trip ; the overall geographic area a traveler chooses to visit.	A specific point of interest <i>within</i> a destination that draws visitors
Scope and scale	Broad; can be a country, region, city, town, or even a resort area.	Narrow; a specific site, event, building, natural feature, or activity.
Visitor Behavior	The endpoint of travel ; travelers <i>plan</i> to go to a destination.	Something visitors experience or see once they are <i>at</i> the destination.
Duration of stay	Typically involves an overnight stay or multiple days to experience.	Can be experienced in a few hours or a day ; may or may not involve an overnight stay <i>at that specific location</i> .
Risk	??	Emphasis on health & safety

Definitions Destination vs. Attraction

	Destination	Attraction
Marketing	Marketed as a holistic experience , emphasizing culture, atmosphere, and lifestyle.	Marketed for its unique features, entertainment value, or specific appeal .
Infrastructure	Requires extensive infrastructure: accommodation, transportation hubs, F&B, retail.	May require some infrastructure (e.g., toilets, gift shops, viewing platforms) but relies on the surrounding destination for main services.
Sustainability (measurement of impacts)	Holistic consideration of economic, social, and environmental impacts across an area.	Focus on managing visitor impact at the specific site.
Revenue generation	Generates revenue from a wide range of tourism activities (accommodation, dining, tours, shopping, etc.).	Primarily generates revenue from admission fees, specific activity charges, and on-site retail/F&B.

Your answers

	Destination	Attraction
Primary role		
Scope and scale		
Visitor Behavior		
Duration of stay		
Marketing		
Infrastructure		
Sustainability (measurement of impacts)		
Risk		
Revenue generation		

Destination Standard revision

Please take a look at the GSTC Destination Standard handed out to you.

There are four sections, please choose one section.

Discuss what would you change/add/delete from the criteria/indicators.

Share your thoughts after you have discussed.

GSTC Assurance Team



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