



COSTA RICA S CERTIFICATE FOR SUSTAINABLE TOURISM: a tool for the implementation of responsible tourism

**Bamako, Mali
20-22 October, 2008**

AGENDA



1. How do we develop the Certificate for Sustainable Tourism?

2. What is the CST Certification system?

3. What is the experience of the CST program?

4.- How do we plan to continue advancing?

2008

The diagram is a vertical timeline on a light green background. A large, light green arrow points upwards from the bottom left towards the top right. Along the left side of the arrow, there are eight brown rectangular boxes with green borders, each containing a year or year range and a description of an event. To the right of each box is a larger white rectangular box with a green border containing more details. The timeline starts at the bottom with '1993-1995 DEVELOPMENT INVESTIGATION' and ends at the top with '2008'.

Marketing Strategy
Moving the Evaluation Process to the Private Sector

2007
DELIVERY OF CST
TOUR OPERATORS

First Delivery of CST Certificates
TOUR OPERATORS

2000-2005
INTERNATIONAL
CAMPAIGN

The concept of Sustainable Development is positioned
within the field of Tourism: CST in Declaratory Act of
Johannesburg

2000
DELIVERY OF
CST
HOTELS

First Delivery of CST Certificates
HOTELS

1998-2000
IMPLEMENTATION

- **Implementation of practices recommended by CST Norm is promoted**
- **Information circulated through Webpage**

1997-1998
PLATFORM

Conformation of the National Commission of CST Accreditation
(Execution Authority assigned to ICT)

1995-1997
DESIGN

Consultation and validation processes with interested parties are carried out

1993-1995
DEVELOPMENT
INVESTIGATION

Conceptual and theoretical base framework of CST Certification is
developed

2. What is the CST system?

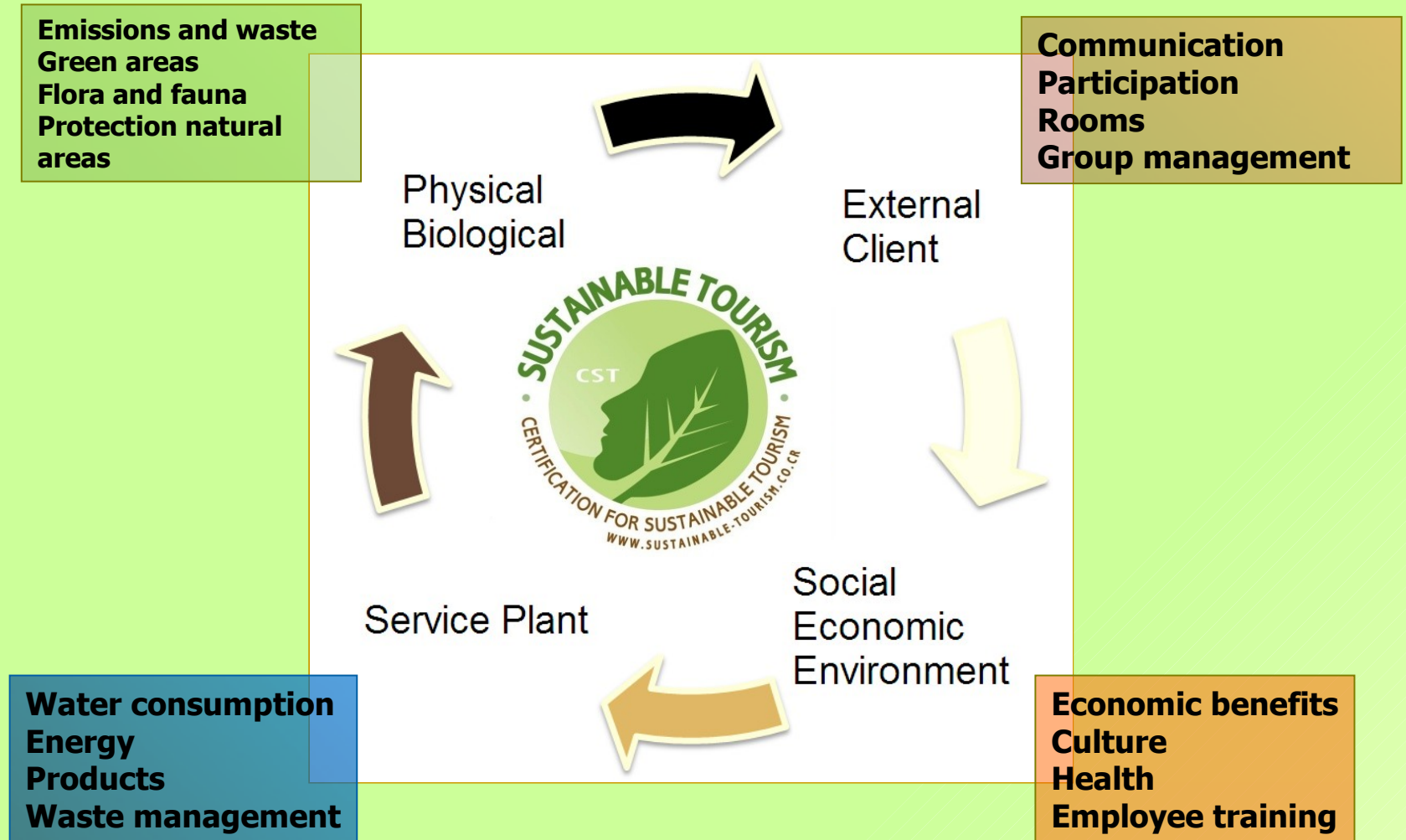


“...interaction balanced between three basic factors of the tourism industry:

- The appropriate use of our cultural and natural resources.
- Improvement of the quality of life of the local communities.
- Economic success that can contribute to other national development programs.

Tourism sustainability is not only a response to the demand, but rather an indispensable condition for successful competition now and in the future..” CST, 1994

2. What is the CST Certification System?





Evaluation Norm

- Standardized Procedures
- Documented



Ministerio de Turismo CST

Entorno Físico Biológico

Prácticas y programas

La empresa identifica y monitorea los impactos ambientales negativos causados que es posible causar en su actividad, durante un registro escrito.

1 ☐ SI ☐ NO

La empresa ha diseñado planes específicos para mitigar o eliminar impactos negativos o para actuar en caso de emergencia.

1 ☐ SI ☐ NO

La empresa participa continuamente en programas de mejora ambiental en las áreas aledañas o en otras regiones del país.

2 ☐ SI ☐ NO

La empresa forma parte de organizaciones, foros o locales que trabajan activamente sobre la problemática ambiental y social.

2 ☐ SI ☐ NO

Emisiones y desechos

La empresa mantiene un estricto control periódico, en forma de registro, sobre la composición y calidad de sus aguas residuales.

1 ☐ SI ☐ NO

La empresa cuenta con la certificación de la calidad de aguas servidas emitida por el Departamento de Control Ambiental del Ministerio de Salud.

2 ☐ SI ☐ NO

2.3 La empresa tiene funcionando un sistema de tratamiento de aguas residuales, para evitar su disposición en crudo hacia las aguas nacionales.

1 ☐ SI ☐ NO ☐ NA

2.4 Las aguas servidas, de calidad aceptada, se disponen sin producir alteraciones en el medio ambiente.

1 ☐ SI ☐ NO

2.5 Las aguas servidas de calidad aceptada se están reutilizando apropiadamente.

2 ☐ SI ☐ NO ☐ NA

2.6 Las aguas de lluvia son manejadas y evacuadas por medio de sistemas que no implican ninguna forma de alteración en el medio ambiente.

1 ☐ SI ☐ NO

2.7 Cualquier fuente de contaminación por emisiones en los alrededores del establecimiento debe estar denunciada ante las autoridades competentes.

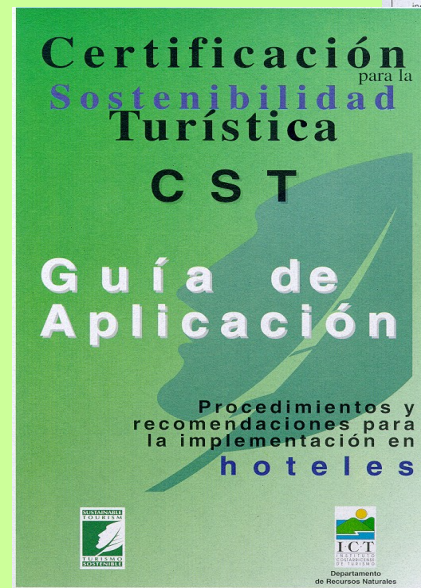
2 ☐ SI ☐ NO ☐ NA

2.8 Se han rotulado zonas contaminadas para advertir sobre riesgos o peligros.

1 ☐ SI ☐ NO ☐ NA

2.9 El hotel está participando activamente en el programa Bandera Azul Ecológica, en zonas costeras.

3 ☐ SI ☐ NO ☐ NA



Entorno físico-biológico

2. Emisiones y desechos

Disposición de aguas

Preguntas evaluadas 2.4 - 2.6

Prácticas recomendadas

El hotel debe garantizar que:

- No tiene efectos negativos sobre el medio ambiente (contaminación, erosión, encharcamiento y otros, o representa riesgos para la salud)
- Se realiza con un método adecuado tal como:
 - Evacuación hacia la red de alcantarillado sanitario
 - Evacuación hacia un cuerpo de agua utilizando tubería adecuada y cajas finales de registro
 - Infiltración sobre sistemas diseñados (roca, arcilla, etc)
 - Reutilización.

Cuando se reutilice agua, debe garantizarse

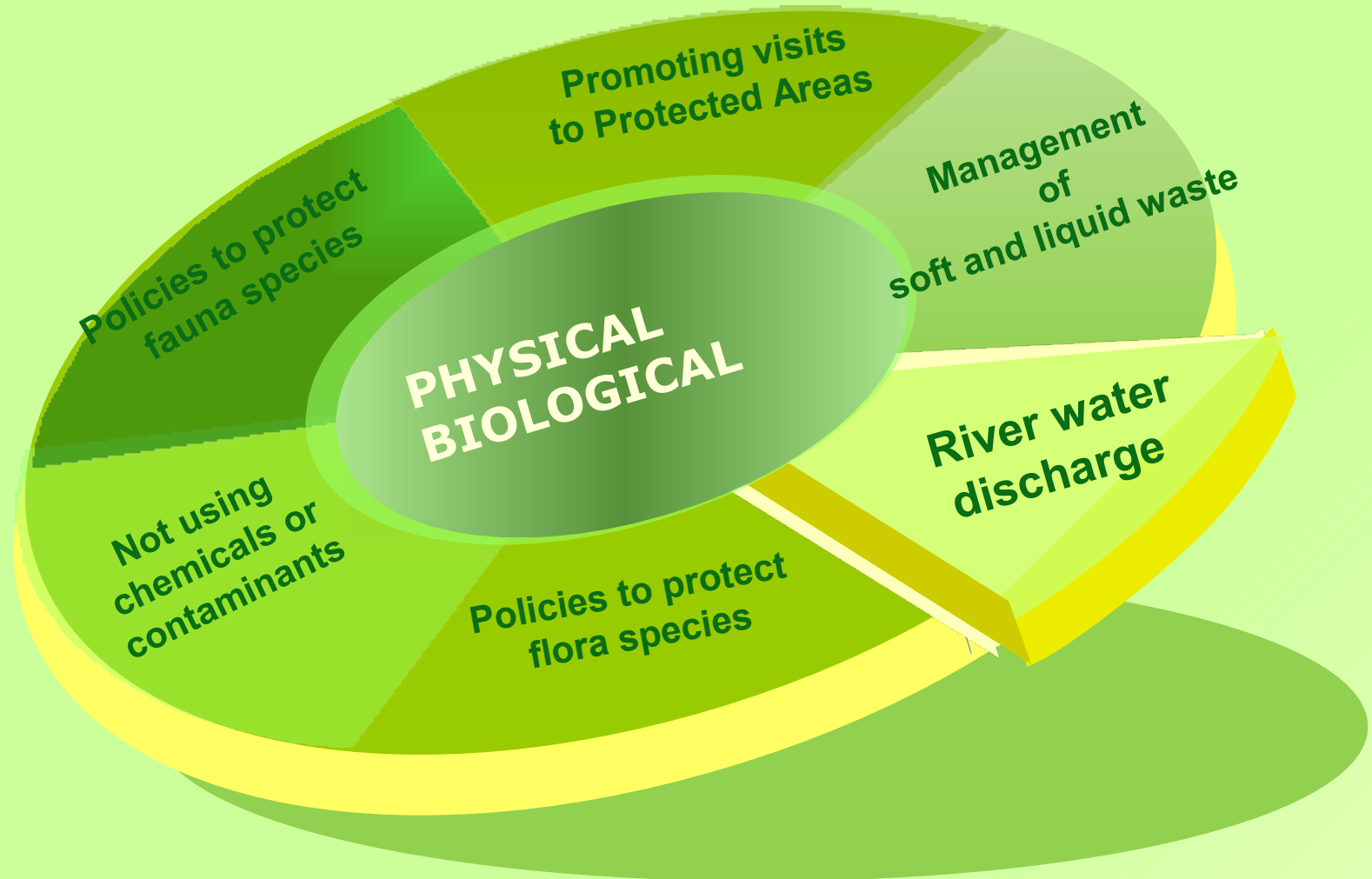
- Un uso específico para estas aguas tal como riego, en tanques de almacenamiento, fuentes decorativas, estanques, lagos y otros más
- Nunca se mezcla entre aguas tratadas y aguas para consumo humano
- La evacuación adecuada como "agua no apta para consumo humano" no se utilice en sitios de uso público (fuentes, lagos, estanques, etc por ejemplo)
- No por goteo o con tubo poroso pero no por aspersión

• Por qué?
Una mala evacuación de aguas, servidas o de lluvia puede generar problemas serios en el entorno que van desde la erosión hasta la contaminación.

• Qué se espera?
Que la disposición final de aguas no cause impactos negativos en el entorno.

Incentivar el uso de métodos de reutilización de aguas cuando esto sea posible

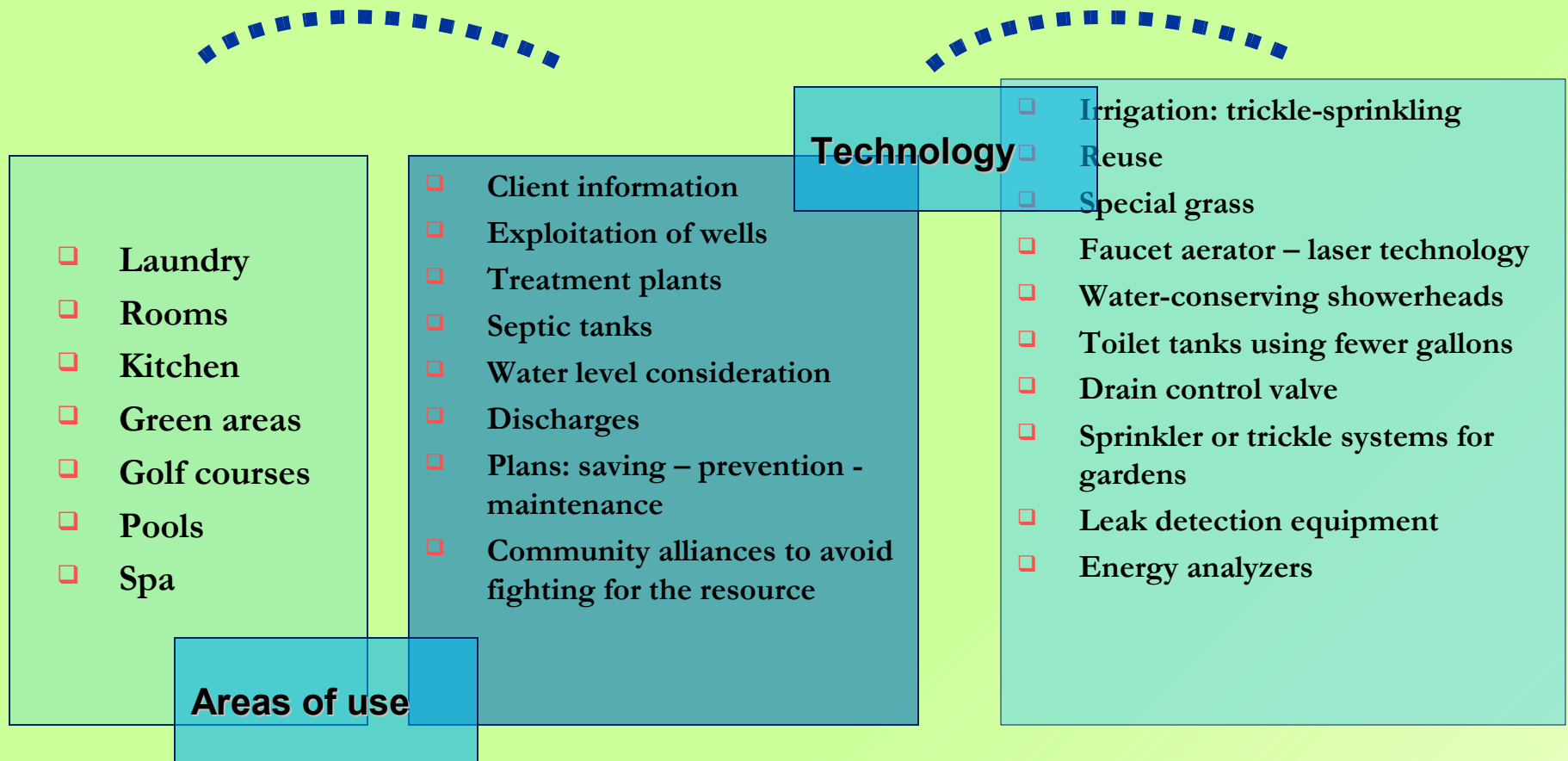
AREA: PHYSICAL-BIOLOGICAL



AREA: SERVICE PLANT



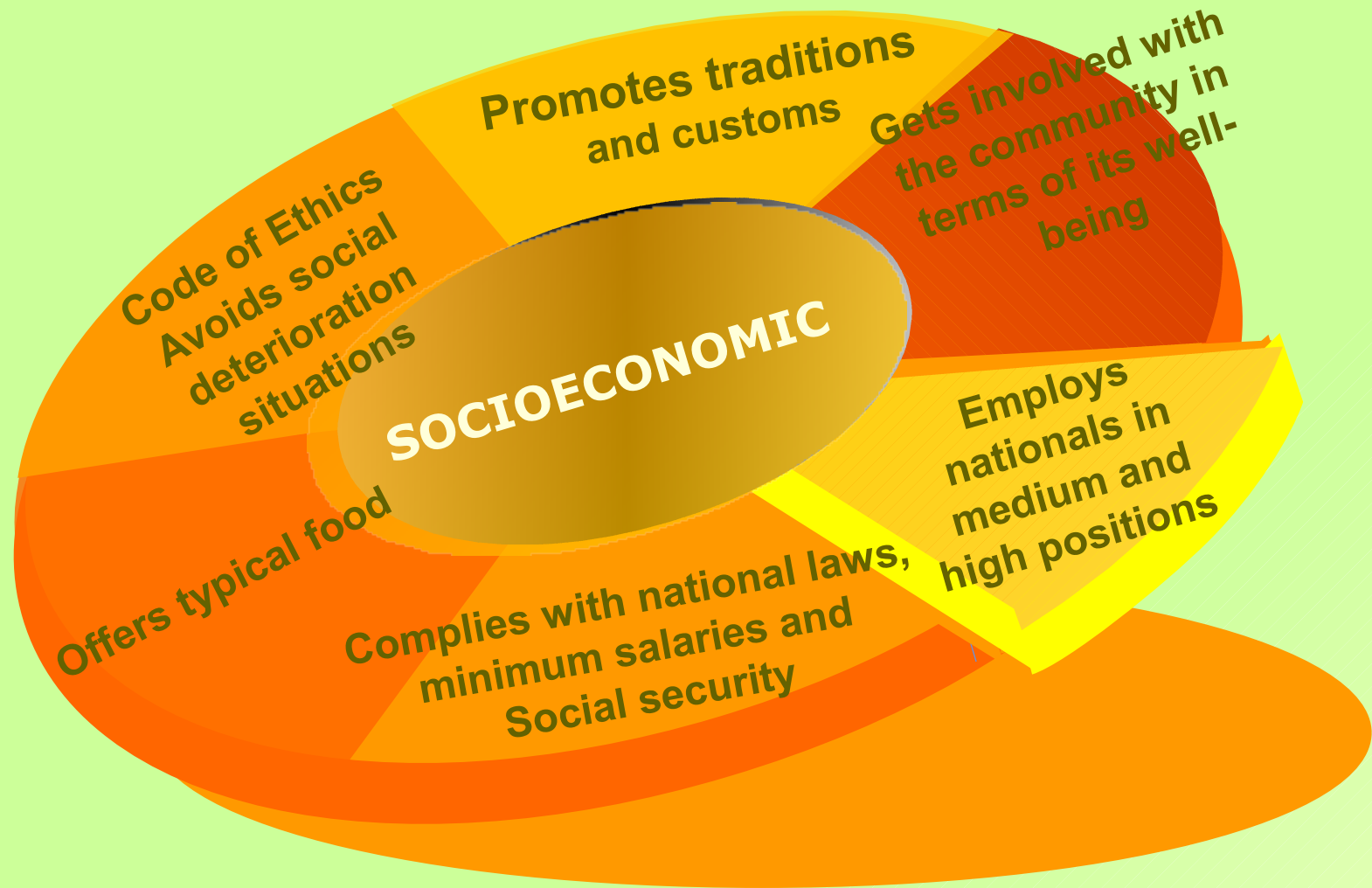
INTENSIVE USE OF WATER RESOURCE



AREA: EXTERNAL CLIENT



AREA: SOCIO ECONOMIC



In practice what the CST businesses do....

Cleaning campaign



Waste separation



Reuse



Composting



Biodegradable Products



In practice what the CST businesses do....

Condemn hunting and extraction of flora and fauna



Provide biodegradable products and promote conserving in the room



Community support



Control of foreign species
Identify the flora



In practice what the CST businesses do....

Conservation practices



Infrastructure



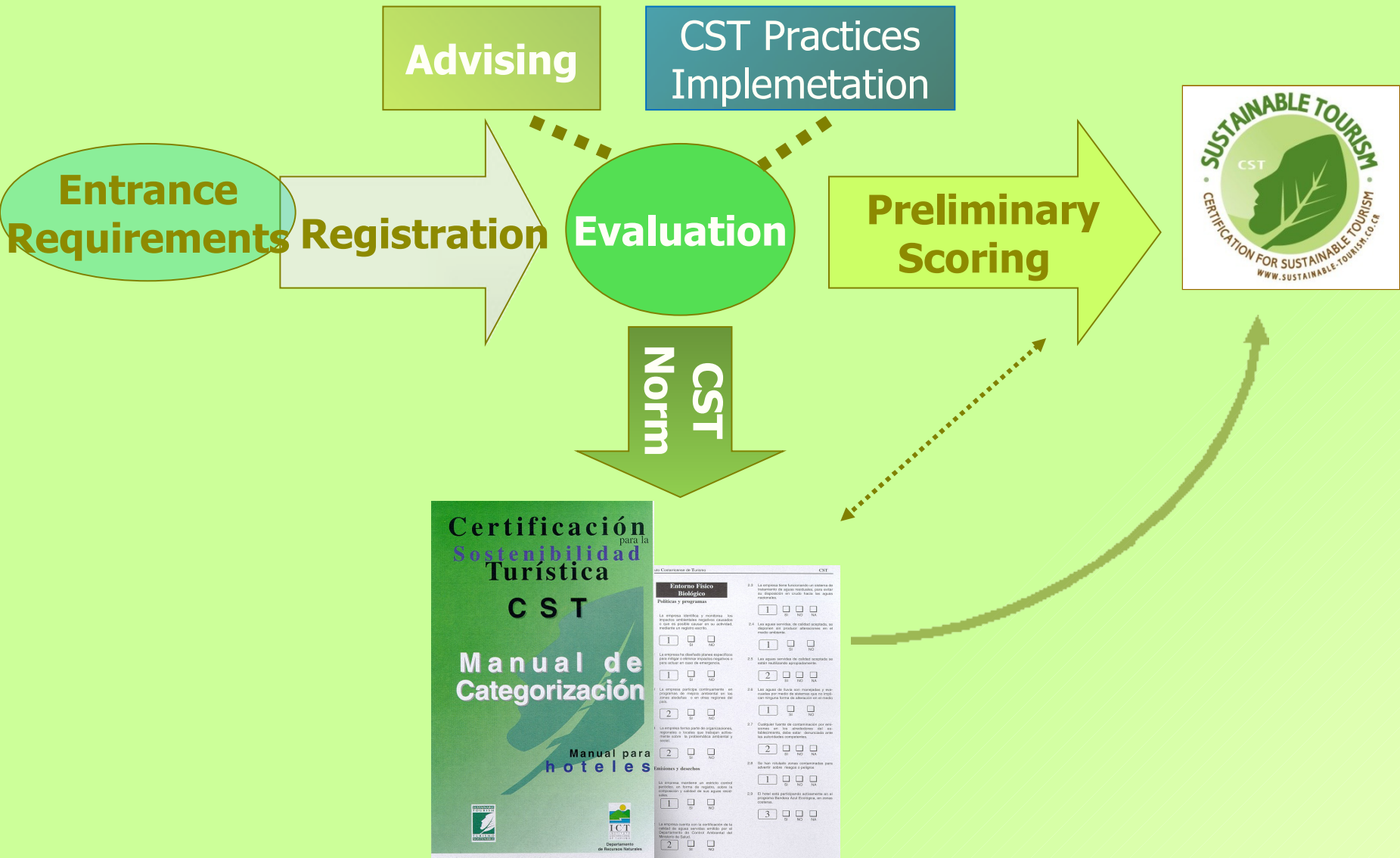
Use of alternative energy



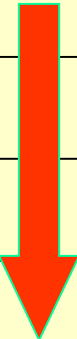
Technology

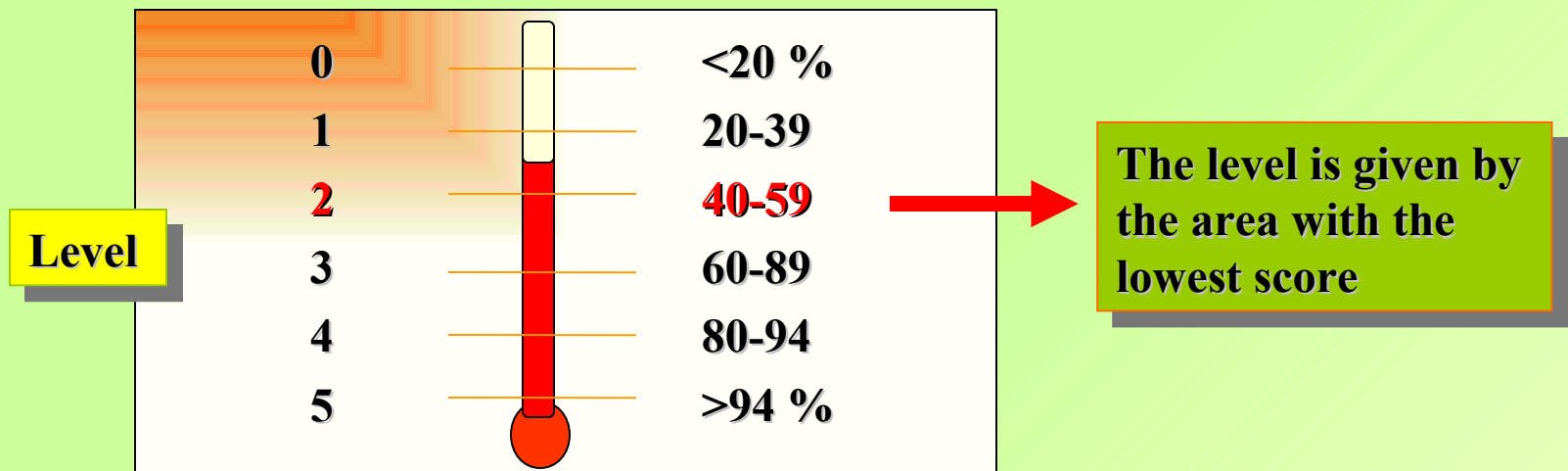


Process to obtain CST....



Placement by Levels of Sustainability

Area	Evaluation	Score	Weight
Physical-Biological Environment		61 %	25 %
Service Management		73 %	25 %
External Client		80 %	25 %
Socioeconomic Environment		48 %	25 %



Authority Responsible for Granting Certification...

NATIONAL COMMISSION

OF ACCREDITATION





Strengths

3.-What is the experience of the CST program?

- **CST Certification plan that is based on Consultation processes and validation of the interested parties.**
- **Carried out by the Governing Entity in Tourism through an independent Authority.**
- **System sponsored by the Costa Rica nation.**
- **No cost for the tourism businessperson.**
- **Stimulates the tourism businessperson in terms of marketing material.**
- **Integral and holistic CST norms: Deals with topics related with the environment, culture, social business responsibility, promotes systemization and efficient use of resources, including the economic ones.**

Strengths

3.-What is the experience of the CST program?

- **Operates with a panel of external experts who advise about the CST.**
- **Synergy with other proposals of the Costa Rica nation.**
- **Sophisticated CST proposal when it was launched in the mid 90s.**
- **Recognized at the international level for being one of the first Certification plans in tourism.**
- **Has influenced the creation of other certification programs at the National and International level.**

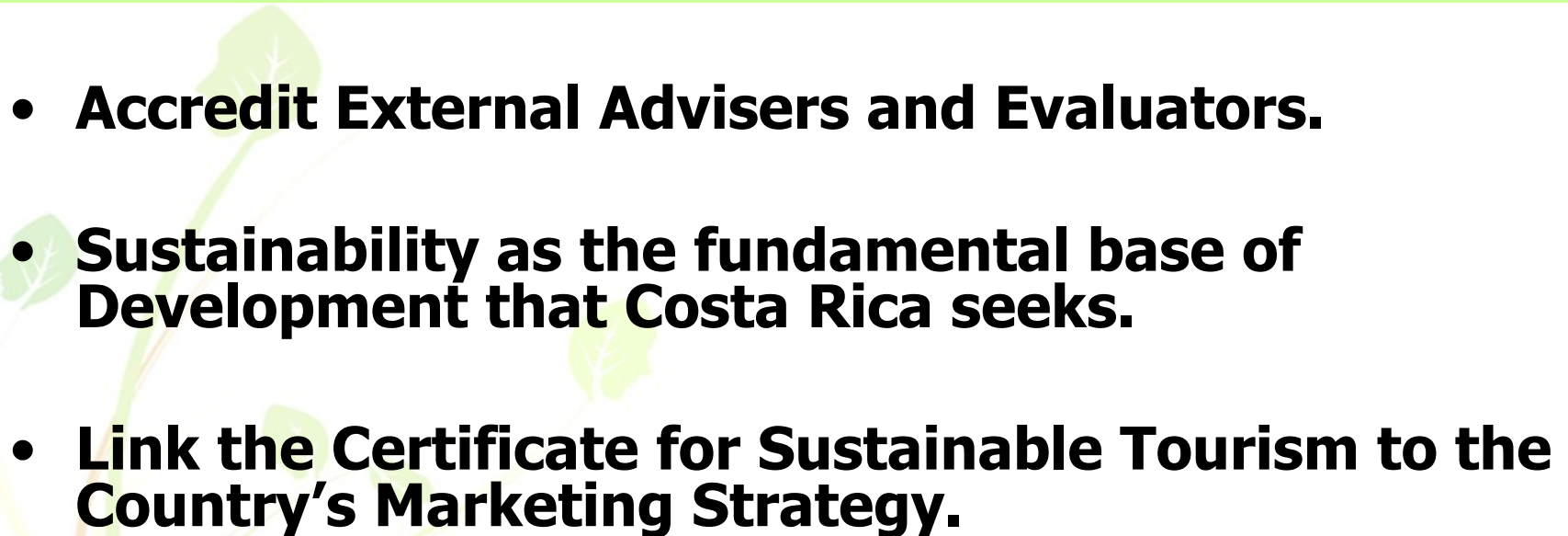
Strengths

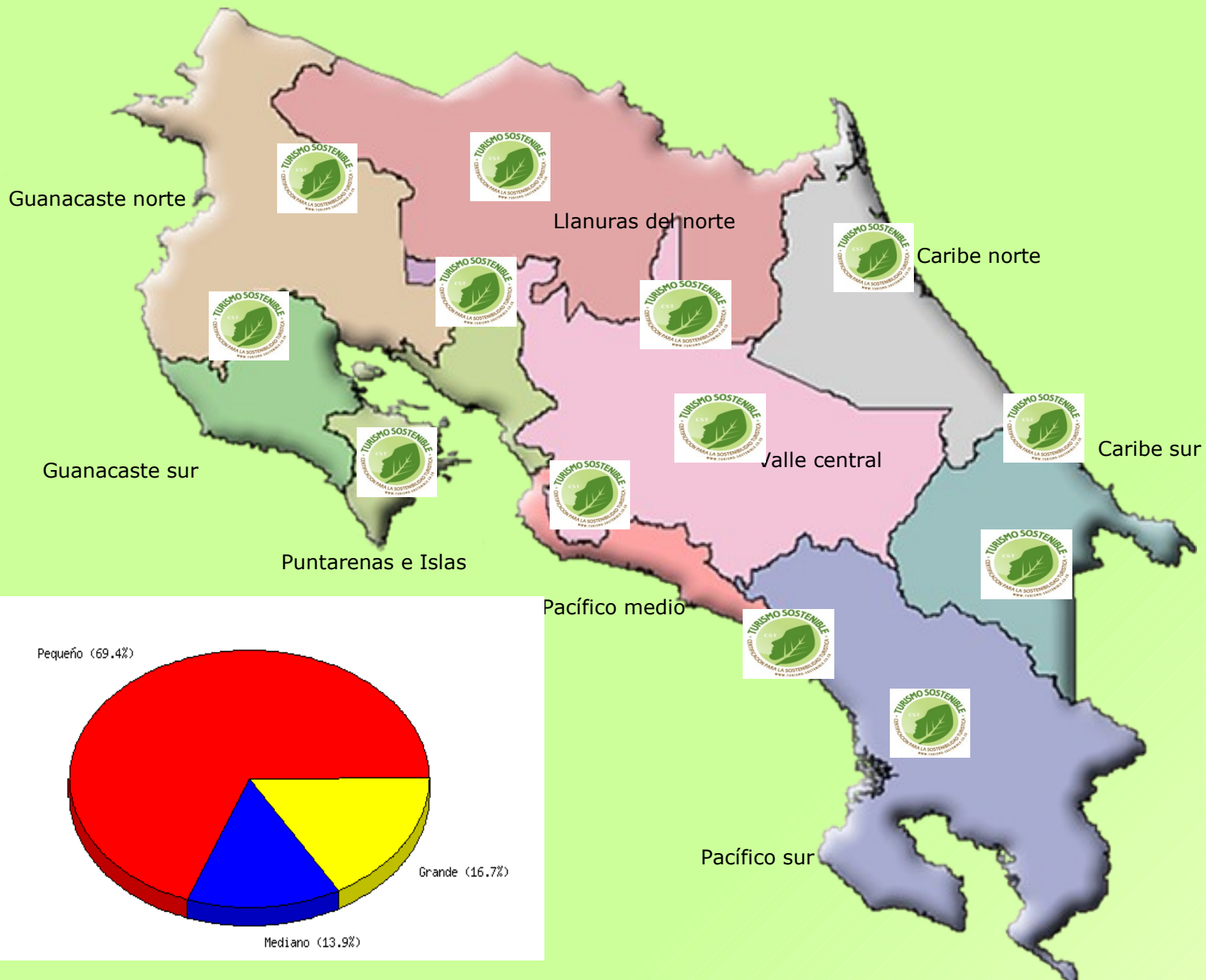
- **CST launched the first Certification for Tour Operators.**
- **The name Certificate for Sustainable Tourism has been converted into a standard.**
- **Has been used as a reference in:**
 - » **Research studies.**
 - » **Other certifications that have been emerging.**
 - » **Part of the certification study group to determine the Sustainable Tourism Criteria.**

Challenges...

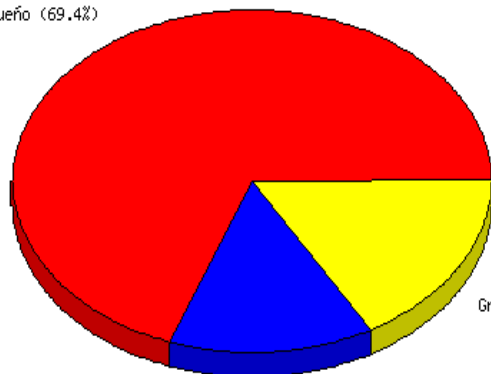
- **Transformation in the business management requires a change in attitude.**
- **Good practices that the CST Norm recommends imply using clean technology that still cannot be found in the national market and are expensive.**
- **Mobility of the personnel in the tourist business affects the follow-up of the Program.**
- **Economic and technical dependence on the Governing Entity limits actions to some extent.**

Strategy for the CST...

- **Create Evaluators through the Entities of Higher Education.**
 - **Accredit External Advisers and Evaluators.**
 - **Sustainability as the fundamental base of Development that Costa Rica seeks.**
 - **Link the Certificate for Sustainable Tourism to the Country's Marketing Strategy.**
- 



Pequeño (69.4%)



Grande (16.7%)

Mediano (13.9%)

THANK YOU VERY MUCH !



Vacacione hoy
pensando en
nuestro futuro

Prefiera las empresas certificadas





No Artificial Ingredients

www.tourism-costarica.com / 1-800-343-6332