



# 绿色环球 21 可持续旅游标准体系

(汉英双语对照教材)

Green Globe 21 Standards  
for Sustainable Travel & Tourism

诸葛仁 俞益武 贺昭和 等 编译  
陈旭军 刘静艳 李 明



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## 内 容 简 介

绿色环球 21 是全球性的可持续旅游达标评估与认证项目,面向旅行旅游业的所有客户、企业和社区。本书收录了绿色环球 21 先后制定的 4 个标准,即可持续旅游企业标准、可持续旅游区标准、生态旅游标准和可持续设计建设标准。为了便于准确理解和把握标准的内容,我们以中英文对照的方式编写本书。书中还增加了绿色环球 21 的背景介绍和常见问题解答。

本书可以为中国旅游管理部门制定政策和规范提供借鉴,为学术界研究国际旅游业可持续发展的最新动态提供参考,同时为旅游企业与景区实施国际标准、与国际市场接轨提供参考。本书还可以作为大专院校旅游相关专业的教材或参考书。

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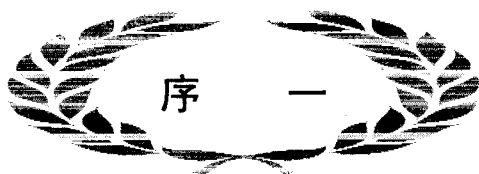
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绿色环球 21 可持续旅游标准体系（以下简称绿色环球 21）直接起源于 1992 年联合国里约热内卢全球首脑大会。大会之后，世界旅游组织（UNWTO）和地球理事会（EC）与世界旅行旅游理事会（WTTC）一道把《21 世纪议程》的原理应用于旅游业，制定了行动计划，并形成了旅行旅游业共同遵守的纲领性文件——《旅行旅游业实现环境可持续发展的 21 世纪议程》。该文件中体现的基本原理构成了绿色环球 21 可持续旅游标准体系的基础。

绿色环球 21 是全球性的达标评估、认证和改进体系，用以帮助旅行旅游业实现可持续发展。绿色环球 21 的目标是为旅行旅游业提供一套认证体系，以帮助它们应对全球面临的主要环境问题，包括温室效应、淡水资源过度消耗、生物多样性减少、固体和生物性废物的产生以及一些社会问题。

绿色环球 21 为旅行旅游业提供了一种工具，使之能够对环境表现进行达标评估并检测环境的实际改善情况。绿色环球 21 着眼于九大关键的环境与社会实施领域。企业如果想要成功地通过达标评估，对九大关键实施领域的指标必须超过基点实践水平。

绿色环球 21 也是唯一全球性的旅行旅游业环境认证项目，适用于世界上各个国家与地区的各种类型与规模的旅游企业和景区。旅游产业之所以对它感兴趣，是因为绿色环球 21 采取全面系统的方法，减少能源消耗、减少废物产生并降低淡水消耗，从而实现可观的成本节省。由于认证项目涉及到旅行旅游全行业，因此，绿色环球 21 考虑到不同旅行旅游部门的行业特点而体现出灵活性。目前，绿色环球 21 制定了四大标准，即可持续旅游企业标准、可持续旅游区标准、生态旅游标准和可持续设计建设标准。

十多年来，绿色环球 21 通过规范旅游企业和景区的行为，致力于旅游业这一世界上最大产业之一的环境、社会和经济的全面可持续发展。总部设在澳大利亚的绿色环球亚太国际（GGAP International）从 2003 年开始，负责绿色环球 21 的全球业务。到 2004 年底，绿色环球 21 项目已经在全球五大洲的 50 多个国家



推行。全球知名企业，如新加坡航空公司、马来西亚机场集团、英国万豪酒店集团、印度尼西亚希尔顿饭店和东南亚的苏梅里亚饭店等都加入了绿色环球 21 认证。中国的度假村及一些重要的世界遗产地也加入了该项认证。此外，对旅游经营者而言，世界各地包括亚太地区和加勒比地区，加入绿色环球 21 认证的景区数量的日益增长，也证明了绿色环球 21 项目对旅游目的地价值。

这套标准体系通过与国家环境保护总局（SEPA）的合作在中国各地开展试验示范适逢其时，因为中国正迅速发展成为世界上最重要的旅游目的地之一。伴随中国旅游业的进步和保持其可持续发展，我们深感骄傲。目前，我们在中国合作伙伴的帮助下，准备将绿色环球 21 四大标准公开出版，这是绿色环球 21 项目迈向更广阔的旅游业和旅游目的地的重要一步，它必将为中国旅游业的长期可持续发展做出贡献。

绿色环球 21 主席

杰弗雷·李普曼

2005 年 2 月 15 日

杰弗雷·李普曼





## Preface 1

The Green Globe 21 Standards for sustainable tourism flow directly from the Rio Earth Summit in 1992. After the Summit, the World Tourism Organization (UNWTO) and the Earth Council (EC), with the World Travel and Tourism Council (WTTC), joined together to apply the principles of Agenda 21 to the tourism industry and to develop a program of action. The result was a guiding document "Agenda 21 for the Travel and Tourism Industry Towards Environmentally Sustainable Development" which was embraced by the travel and tourism industry. The principles developed in that document formed the basis of the Green Globe 21 Standards for sustainable tourism.

Green Globe 21 is the global Benchmarking, Certification and improvement system developed to assist the travel and tourism industry to contribute to sustainability. Green Globe 21 aims to provide the travel and tourism industry with a certification system that responds directly to the major environmental problems facing the planet, including the greenhouse effect, overuse of freshwater resources, destruction of biodiversity, production of solid and biological waste and social issues.

Green Globe 21 provides a tool which enables travel and tourism businesses to benchmark their environmental performance and measure real environmental improvements. This system targets 9 key environmental and social performance areas. In order for a company to be successfully benchmarked it must be above a base-line level of performance for the 9 key performance areas.

The Green Globe 21 is also the only global environmental certification program designed for the travel and tourism industry. It is suitable to travel and tourism operations/destinations of any sector, size or location in the world. It is attractive to the tourism industry because it targets the achievement of significant savings through an integrated and systematic approach to reducing energy consumption, decreasing waste generation and lowering the use of potable water. The Certification scheme deals with the entire travel and tourism industry, yet it has developed the flexibility to take into



account the specifics of different travel and tourism operations in different sectors. There are now four Green Globe 21 Standards —Company, Community/Destination, Ecotourism, and Design & Construct.

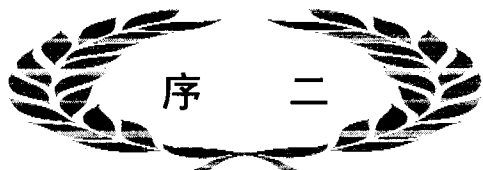
For a decade, the Green Globe 21 has been dedicated to increasing the triple bottom line sustainability —ecological, social and economic —across companies and communities, in the world's largest industry. Commencing in January 2003, the program was fully managed by the Green Globe Asia Pacific headquarters in Australia. By the end of 2004, Green Globe 21 program was accepted in over 50 countries and all continents. Global well-known tourism companies such as Singapore Airlines, the Malaysian Airports Corporation, the Marriott chain in the UK, Hilton (Indonesia), Sandals (Caribbean) and the Sol Melia hotels in South East Asia have joined the Green Globe 21 program. The program has been embraced in China by resorts and significant world heritage sites. In addition to tourism operators, the growing number of communities that have signed up to Green Globe 21 around the world, including in the Asia Pacific region and in the Caribbean, attests to the value of the program to tourist destinations.

It is fitting that this system has been successfully adopted across China through a number of demonstration projects in cooperation with the China State Environmental Protection Administration (SEPA). China is rapidly becoming one of the most important tourist destinations in the world. We are proud to be associated with the advancement of the Chinese tourism sector and play a part in ensuring its sustainability. Currently, with the assistance of our Chinese partners, the four Green Globe 21 Standards will be published in China. This is an important step in opening up the Green Globe 21 program to a broader range of tourism businesses and destinations which in turn will contribute to the long term sustainability of tourism in China.

Geoffrey Lipman  
Chairman

Green Globe 21 International  
15th February 2005





## 序 二

2002 年 10 月 16 日，正值全球环境基金（GEF）第二届成员国大会在北京召开之际，我在北京国际会议中心会见了来访的绿色环球 21 主席兼世界旅游组织秘书长特别顾问杰弗雷·李普曼（Geoffrey Lipman）和澳大利亚可持续旅游合作研究中心（STCRC）执行主席特里·德雷西（Terry De Lacy）一行。我们对如何实施中国旅游业的可持续发展进行了友好的交谈。随后，国家环境保护总局自然生态保护司主持了南京环境科学研究所与绿色环球 21 的合作签字仪式，这标志着绿色环球 21 可持续旅游标准体系正式引入中国。

中国是一个负责任的大国。中国坚持和实施可持续发展战略，不仅对中华民族的振兴、可持续发展具有极其重要的意义，而且对于维护世界环境安全、推进人类文明进步也具有深远的影响。中国多年来对解决全球环境问题做出了积极贡献，面对新世纪环境与发展面临的严峻挑战，中国将坚定不移地走可持续发展的道路，并愿意与所有支持环境保护和可持续发展理念的国际组织进行广泛的合作。

目前，旅游业对全球 GDP 的经济贡献率已经达到 11%，近 2 亿人在旅游部门工作，占全球就业人数的 7.8%。世界旅游组织预计，到 2010 年世界旅游业总收入将达到 1.55 万亿美元，国际游客人数将达到 10 亿人次。旅游业作为经济活动、就业和外汇收入的“发生器”，已经成为中国增长最快的产业之一。2004 年中国旅游业各项指标再创新高，中国旅游业从“非典”影响中全面恢复。据统计，入境人数首次突破 1 亿人次大关，入境过夜旅游者突破 4000 万人次，有望超过意大利跃居世界第 4 位。旅游外汇收入突破 250 亿美元，国内旅游收入突破 4000 亿元人民币，旅游业总收入突破 6000 亿元人民币，有望超过德国和英国，跃居世界第 5 位。

虽然旅游业带来了大量的社会财富和丰富的就业机会，但旅游业也对旅游风景名胜区的生态环境带来了沉重的负担。在某些领域，旅游业的快速发展和无计划地随意开发建设，已经对旅游资源和地方生态环境造成了重大破坏。一些知名风景区的客流量已经大大超过了环境容量，对旅游目的地的可持续性构成了严重的威胁。因此，为了应对新世纪中国旅游业发展所面临的挑战，国家环境保护总





局与中华人民共和国建设部、中华人民共和国国家旅游局等部门一道，践行科学发展观，弘扬生态文明，致力于中国旅游业的可持续发展。通过实施国家风景名胜区开展 ISO14000 国家示范区建设、绿色饭店及绿色社区建设等，开展了多层次的绿色创建活动，倡导绿色发展、生产绿色产品以及普及绿色管理，推动了旅游领域不同层次的可持续发展。中国环境保护部门率先引进绿色环球 21 可持续旅游标准体系，其目的就是为了在中国找到一种有效的方法，既发展旅游又保护环境，并把旅游事业努力建设成为环境友好的部门。

绿色环球 21 是全球旅游业可持续发展的一种标准体系。绿色环球 21 四大标准中英文版的出版发行，将有助于可持续旅游理念和方法在中国的普及与传播，对我们实践旅游行业的可持续发展具有一定的指导作用。“地球评分”指标体系是为绿色环球 21 可持续旅游达标评估而研发的，但其适用范围可以覆盖所有的企业、社区、政府与非政府组织，甚至家庭单元。目前，全国生态工业园、环境友好企业、生态乡镇（环境优美乡镇）、生态村、绿色学校、绿色社区、绿色友好工程及绿色家庭等创建活动蓬勃兴起，“地球评分”指标体系对上述各类绿色创建活动是一种有益的借鉴。


很高兴看到这么多有远见卓识的企业家和有识之士关心旅游业的可持续发展，积极参加绿色环球 21 的学习和实践。创建绿色文明是全社会的共同事业，需要政府提倡、企业自律以及全民动员。为此，要加大宣传力度，使可持续旅游的理念深入人心；要努力推出一批不同类型的可持续发展的典型和样板，带动和促进全国旅游行业环境保护工作的不断深化；要不断探索新形势下环境保护工作的新途径、新举措，总结成功的经验，使更多的旅游景区和企业加入到环境保护的行列中来，加强领导，规范管理，为实现旅游业的可持续发展而共同努力。

国家环境保护总局副局长

程少雄

2005 年 5 月 16 日





## Preface 2

On October 16, 2002, I met with Mr. Geoffrey Lipman, Chairman of Green Globe and Special Advisor of the Secretary of the World Tourism Organization, and Prof. Terry De Lacy, Executive Chairman of STCRC and their entourage. We had a friendly discussion on how to facilitate sustainable development in China's tourism industry. As an achievement of that meeting, the Nature Conservation Department of State Environmental Protection Administration presided the signing ceremony of the Agreement on promoting Green Globe 21 in China between Green Globe 21 and Nanjing Institute of Environment Sciences, one of our sub-institutions. The Agreement was the milestone of the formal introduction of Green Globe 21 into China.

China is a responsible large country, and the sustainable development policy of China is of great importance to the world's environment safety, civilization and development. China has made positive contribution to solve global environmental problems. For all the challenges in environment and development in the new century, China will spare no efforts to follow the path of sustainable development, and China is willing to have further cooperation with all international organizations that support the notion of environmental protection and sustainable development.

Tourism is now contribution 11% of GDP globally and providing nearly 200 million jobs, which accounts for 7.8% of global employment. World Tourism Organization is expecting tourism to generate an income of US\$1.55 trillion and 1 billion person times' international tourists by 2010. As the generator of economic activities, employment and foreign exchanges, tourism has become one of the fasted growing industries in China. In the year 2004, Chinese tourism had mounted to new records in all aspects, symbolizes complete recovery from the influence of SARS. Statistics show that the number of overseas tourists exceeded 100 million for the first time, the number of stay over overseas tourist exceeded 40 million, hopeful to overtake the fourth place of Italy. Tourism brought a foreign exchange income of US\$25 billion



and an income of 400 billion from domestic tourism. Total income from tourism mounted over 600 billion, likely to take over Germany and Britain and become the fifth country in the world.

While bringing an abundance of social wealth and job opportunities, tourism did impose great pressure on the ecological environment in our scenic areas. In some areas, uncontrolled development of tourism has already damaged tourism resources and local ecological environment. Some popular scenic areas are receiving more tourists than the environmental capacity, and therefore threatening the sustainable development of these valuable tourism destinations. In order to cope with the challenges in tourism in the new century, State Environmental Protection Administration of China (SEPA) has made great efforts to facilitate the awareness and practice of sustainable development together with other departments of the central government including the State Construction Administration and the National Tourism Administration. We've encouraged scenic areas to implement ISO14000 standards and carried out many other "Green Development" projects, including Green Hotels, Green Communities etc. We've been encouraging green production, green management and green systems to implement scientific perception of development, and advocate ecological civilization. I believe that with the joint efforts of all countries, China will find an effective way to protect the environment while developing tourism, and to build tourism into an environmentally-friendly industry. The introduction of Green Globe 21 Sustainable Tourism is one of our measures to fulfill our commitment.

Green Globe 21 is the only global sustainable development standards system that is designed for the whole tourism industry. The bilingual publication of Green Globe 21 Standards will accelerate the popularization and promotion and notions and practices of sustainable tourism in China. It will provide guidance to the sustainable development of our tourism development. The *Earth Check*<sup>TM</sup> indicator system has been developed for Green Globe 21 benchmarking, but it is also applicable to enterprises, communities, government and NGOs and even family units. As green construction activities, such as Eco Industrial Area, Eco-friendly Enterprises, Eco Towns, Eco Villages, Green Campus, Green Communities, Green Projects and Green Households, are thriving in China, *Earth Check*<sup>TM</sup> Indicator System can be adopted to provide a scientific and long-term basis for these activities.

I am pleased to see that so many entrepreneurs and intellectuals concerned about





the sustainable development of tourism are involved in the research and implementation of Green Globe 21. Creating green civilization is a common cause for the whole society, and it needs the encouragement from the government, commitment from businesses and enthusiasm from individuals. The SEPA is supportive to the promotion of Green Globe 21 in China and encourages more tourism operations to joint this certification program. We hope that the notion of sustainable development can receive more publication; we hope that exemplary operations can take the lead in environmental protection for the whole industry's sustainability. We also need to investigate the benefit from benchmarking and certification in terms of direct economic outcome, indirect benefit, ecological outcome and social outcome. This will bring more environmentally-responsible operations into the cause of environmental protection for long-term benefits and sustainable development.

Zhu Guangyao

Deputy Director

State Environmental Protection Administration of China

16 May, 2005





1992 年在巴西里约热内卢举行的联合国环境与发展大会，即所谓的全球首脑会议，提出了通过自愿遵守、政府立法以及国际协议的形式推动全球“绿色”产业。全球首脑会议上形成的《21 世纪议程》得到世界 182 个国家的批准，由此确立了可持续发展作为全球各行业遵守的基本原则的地位。就旅行旅游业而言，全球首脑会议的组织者毛瑞斯·司特朗先生早在 20 世纪 90 年代就特别强调：“没有一个清洁健康的环境，旅行旅游业就不能承担世界经济领导者的角色，产业难以繁荣，旅游热点终将被遗弃。为了获得成功，旅行旅游业必须接受可持续发展的概念，并且在 21 世纪付诸实践。”在全球首脑会议的推动下，为数众多的监测环境和社会实施成效的新型旅游评估方案开始出现，绿色环球 21 就是其中最具有影响力的和唯一全球性的可持续旅游认证体系。

目前，绿色环球 21 已经在全球各大洲的 50 多个国家得到推行。一些国家和地区正在采用绿色环球 21 标准来规范本国旅游业的健康发展，并展示其独特的旅游资源和产品形象。新西兰这个只有数百万人口的国家，为了鼓励旅游企业走可持续发展的道路，政府拨出了专款支持全国旅游企业加入绿色环球 21 认证；加勒比岛国巴巴多斯政府为了鼓励旅游企业加入绿色环球 21 认证，通过了“旅游发展法”，给予参加绿色环球 21 认证的企业享受减免税收的优惠；亚太旅游协会呼吁所有成员单位积极加入绿色环球 21 认证；斐济饭店协会的 81 家宾馆全部加入绿色环球 21 认证；美国国际开发署（USAID）和美国 PA 咨询集团在加勒比地区大力资助绿色环球 21 可持续旅游认证项目。凡此种种都可以表明，富有远见卓识的政府和产业界人士已经认识到，实现旅游业的可持续发展，需要标准化的管理。

绿色环球 21 可持续旅游品牌由国家环境保护总局（以下简称国家环保总局）率先引入中国，迄今已有三年之久。在国家环保总局自然生态保护司和南京环境科学研究所的大力支持下，绿色环球 21 正在逐步走向市场，绿色环球 21 品牌形象得到更多的认同和支持。绿色环球 21 的试验示范工作在著名景点景区，如九寨沟、黄龙、蜀南竹海国家级风景区、三星堆博物馆、九寨天堂度假区、王朗自然保护区和高等级宾馆如浙江世贸中心大饭店、深圳圣廷苑酒店等顺利开展。广东南岭中恒生态旅游发展公司和广东南昆山中恒生态旅游发展公司先后加盟绿色环



球 21 可持续设计建设标准的认证。广东省发展和改革委员会率先倡导,在全省旅游区开展绿色环球 21 的认证活动,促进广东旅游业可持续发展。西安市碑林区政府鼓励区内风景旅游区、公园、旅馆及饭店推广绿色环球 21。学术界已经开始集结出版专著和论文,介绍绿色环球 21。新闻媒体也在大量报道绿色环球 21 在中国的推广活动以及试验示范单位的成功经验。尽管目前绿色环球 21 认证项目在中国的推广尚处于起步阶段,但是,在全球可持续发展理念已经深入人心、中国政府业已日益重视和实践可持续发展的大环境下,全国各个行业倡导和推行可持续发展标准也只是个时间问题。我们有信心,期待中国各级政府出台相应的鼓励政策,在旅行旅游业推动绿色环球 21。我们也有信心,具有前瞻性和社会责任感的中国企业家会把握机遇,站在引领时代潮流的前列。

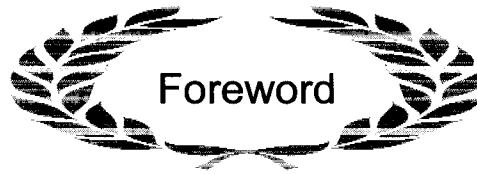
为了让更多的中国学者、企业家了解绿色环球 21 可持续旅游认证体系,学习和借鉴国际旅游业标准化建设成果,我们决定将绿色环球 21 系列标准公开出版。希望通过标准的普及推广,为中国旅游业的健康发展提供实践指南。

在此,借助绿色环球 21 出版之际,衷心感谢所有支持和推动绿色环球 21 项目的单位与个人。除了国家环保总局和南京环境科学研究所作为管理和执行单位,为绿色环球 21 的推行不遗余力之外,国家认证认可监督管理委员会生飞先生和陈悦女士、国家环保总局政策法规司杨朝飞先生、国家环保总局自然生态保护司万本太先生和朱广庆先生、中华环保联合会周泓先生和刘红女士、南京环境科学研究所赵克强先生和缪旭波先生、浙江大学陈天来先生、四川九寨沟自然保护区管理局张善云先生、四川省旅游学院田兴敏女士、四川省林业厅袁世军先生、人民日报社鄂平玲女士、杭州万泰认证集团、保护国际四川办公室、世界自然基金会四川办公室、美国大自然保护协会中国部,以及澳大利亚贸易委员会在北京、上海、成都、杭州、宁波等地的办事处都是绿色环球 21 可持续旅游理念的积极推动者和支持者。我们特别感谢俞益武先生为本书出版做出的特殊贡献。绿色环球亚太国际首席执行官凯西·帕森丝女士授权出版标准的中英文版,我的助手李明女士承担了大部分标准的翻译和校对工作,浙江林学院孟明浩先生、张明如先生、张乐女士、张建国先生也参加了标准中英文版本的校对工作,在此一并致谢。

绿色环球 21 中国首席代表

2005 年 6 月 20 日于成都





## Foreword

The 1992 United Nations Conference on Environment and Development (UNCED) or so-called Earth Summit held in Rio de Janeiro provided an important impetus for a variety of efforts to “green” industries through voluntary compliance, governmental regulation, and international treaty. The Earth Summit’s Agenda 21, approved by 182 countries, laid out a broad path and challenge for business to adopt the principles and practices of sustainable development. Regarding the travel and tourism industry, Earth Summit organizer Maurice Strong stated in the 1990s, “Without a clean and healthy environment, travel and tourism can not retain its role as world leader, businesses can not thrive, and destinations will continue to be abandoned. To enjoy success, the industry needs to embrace the concept of sustainable development and make it a reality in the next century.” In the wake of the Earth Summit, a number of new tourism certification programs were started with the aim of measuring environmentally and socially responsible practices. Among them Green Globe 21 is considered the most influential and the only global sustainable tourism certification program.

Now Green Globe 21 Sustainable Tourism Certification Program has been promoted in over 50 countries on the 5 continents. Countries and regions adopted Green Globe 21 standards to ensure development of domestic and regional tourism industry and to demonstrate their unique tourism resources and product image. In New Zealand, a country with a population of only several millions, the government provides appropriation to support tourism operations joining Green Globe 21 certification program in order to encourage the sustainable development of the whole tourism industry. Barbados in the Caribbean’s has passed the Tourism Development Act, which provides tax reductions to Green Globe 21 certified businesses. PATA is also encouraging tourism businesses to participate in Green Globe 21 program. The 81 members of Fiji Hotel Association all registered for Green Globe 21 Certification. Green Globe 21 sustainable tourism certification program has also been well supported by USAID and PA Consulting in the Caribbean region. All the above cases show that



visionary governments and industry businesses have realized that standardized management is needed for the sustainable development of tourism industry.

Green Globe 21 is not completely new in China. With the strong support of the Department of Nature Environmental Conservation and Nanjing Institute of Environmental Sciences (NIES) of State Environmental Protection Administration (SEPA), Green Globe 21 has been developing in China for 3 years. Green Globe 21 Standards is gradually being accepted by its market, and gaining increasingly more recognition and support. The pilot projects have been successfully undertaken in well-known scenic attractions such as Jiuzhaigou Reserve, Huanglong Reserve, South Sichuan Bamboo Sea Scenic Area, Wanglang Reserve, Sanxingdui Museum, Jiuzhai Paradise Resort and high-rating hotels such as Zhejiang World Trade Centre Hotel and Shenzhen Pavilion Hotel. In addition, two ecotourism operations of Guangdong Zhongheng Group, Nanling Ecotourism Development Company and Nankunshan Ecotourism Development Company, have become Affiliate members of Green Globe 21 program under the Design and Construction Standard. The Development and Reform Committee of Guangdong Province was one of the first government institutions that encouraged the promotion of Green Globe 21 standards among tourism operations in Guangdong Province to facilitate the sustainability of the industry. The government of Beilin District of Xi'an City also encourages local tourism businesses to go for Green Globe 21 certification. Researchers have been publishing papers and books introducing Green Globe 21 Sustainable Tourism Certification program. Green Globe 21 certified operations and their experience received much publication. Although Green Globe 21 is still at an early stage in China, as sustainability is becoming a great concern globally and the government of China is paying more attention and practice on sustainable development, it can be expected that industry specific sustainability certification schemes will be adopted. We are confident and we hope that the government will encourage the promotion of Green Globe 21 standards in travel and tourism industry. We are also confident that visionary and responsible entrepreneurs in China will seize the opportunity and take the leadership in this movement.

In order to introducing Green Globe 21 Sustainable Tourism Certification Program to more researchers, officials and entrepreneurs in China and to learn and adopt international achievements in standardization of tourism, we have decided to publish this set of Green Globe 21 Standards. It is hoped that the publication and promotion of the Standards will help Green Globe 21 play an exemplary role in the







healthy development of China's Tourism.

Upon the publication of the Green Globe 21 Standards and on behalf of Green Globe 21, I would like to extend our gratitude to all organizations and individuals that have been working with us. As the main supporting institutions of Green Globe 21 in China, SEPA and NIES spare no efforts in promoting Green Globe 21 Sustainable Tourism Standards. Our thanks also go to Mr. Sheng Fei and Ms. Chen Yue from the China National Certification and Accreditation Administration, Mr. Yang Chaofei from the Department of Policies and Legal Affairs, SEPA, Mr. Wan Bentai and Mr. Zhu Guangqing from the Department of Nature Environmental Conservation, SEPA, Mr. Zhao Keqiang and Mr. Miao Xubo from NIES, SEPA, Mr. Chen Tianlai from Zhejiang University, Mr. Zhang Shanyun from Sichuan Jiuzhaigou Nature Reserve, Ms. Tian Xingmin from Sichuan Tourism College, Mr. Yuan Shijun from Sichuan Forestry Department, Ms. Er Pingling from China Daily, Organizations such as WIT Assessment of Hangzhou, Conservation International Sichuan Office, World Wildlife Fund Sichuan Office, The Nature Conservancy China, and Austrade Offices in Beijing, Shanghai, Chengdu, Hangzhou and Ningbo who are all active supporters of the notion of Green Globe 21 Sustainable Tourism. We are indebted to Mr. Yu Yiwu for his special contribution to the publication of this book. We would like to extend our deep appreciation to Ms. Cathy Parsons, CEO of Green Globe Asia Pacific International for authorizing the publication of the Standards, and my assistant Ms. Li Ming for the translation and proofreading of most of the Standards. Last but not least, our appreciation is also extended to Mr. Meng Minghao, Mr. Zhang Mingru, Ms. Zhang Le and Mr. Zhang Jianguo from Zhejiang Forestry University for the proofreading of the Standards.

Dr Zhuge Ren

Chief Representative

Green Globe 21 China

20 June 2005

