

Valletta

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PRESS RELEASE

**MTA and GSTC sign MOU for the application of sustainability practices in tourism in Malta**

The Global Sustainable Tourism Council (GSTC) and Malta Tourism Authority (MTA) have signed a Memorandum of Understanding (MOU), aiming to improve and strengthen cooperation and collaboration between the two parties to generate respective synergies and promote the application of sustainability practices and the GSTC Criteria in travel and tourism in Malta.

GSTC will support the MTA in the re-launch and operation of the Maltese national program for sustainable hotels/accommodations.

The signing was done by GSTC CEO, Randy Durband and Carlo Micallef, MTA Chief Executive Officer, at the first National Tourism Conference organized by the Malta Tourism Observatory, held on Wednesday 6th December 2023. The event, which took place at the Mediterranean Conference Centre in Valletta, featured local and international speakers and focused on issues that were relevant to the tourism sector, from a local, regional, and global perspective.

“This partnership with Malta Tourism Authority signifies a commitment to fostering a more sustainable future in tourism, aligning our mutual goals for a better tomorrow. We look forward to a productive partnership with MTA,” said Randy Durband, GSTC CEO.

Carlo Micallef, CEO of the MTA, added that sustainability in all aspects of tourism is an important commitment, and MTA believes that GSTC has the necessary expertise and solid reputation that will be an asset for the implementation of our tourism strategy.

**About the MTA**

*The Malta Tourism Authority (MTA) is the tourism industry’s regulator and motivator, its business partner, the country’s brand promoter with the intent to form, maintain and manage meaningful partnerships with all tourism stakeholders.*

*Furthermore, MTA is also here to help strengthen the industry’s human resources, ensure the highest standards and quality of the Islands’ tourism product, and foster relations with local and international media. More information at: <http://www.mta.com.mt>*

**About the GSTC**

*The Global Sustainable Tourism Council® (GSTC®) establishes and manages global sustainable standards, known as the GSTC Criteria. There are two sets: Destination Criteria for public policymakers and destination managers, and Industry Criteria for hotels and tour operators. These are the guiding principles and minimum requirements that any tourism business or destination should aspire to reach in order to protect and sustain the world’s natural and*

*cultural resources while ensuring tourism meets its potential as a tool for conservation and poverty alleviation.*

*The GSTC Criteria form the foundation for GSTC’s assurance role for Certification Bodies that certify hotels/accommodations, tour operators, and destinations as having sustainable policies and practices in place. GSTC does not directly certify any products or services but provides accreditation to 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.*

