



Executive Summary

Viewed from the general, big picture of Environment, Society and Economy, I quote from Peter Senge. 2010. ***The Necessary revolution***: How Individuals and Organizations are working together to create a sustainable world:

“To start managing, choose the mindset of the Economy as a subsidiary of Nature, not the other way around.”

“There can be no healthy economy without a stable, vibrant social order...”

“Never doubt what one person and a small group of co-collaborators can do.”

When stakeholders collaborate in motives and plans for sustainability at home, a powerful thrust for managing local, accumulates around GST’s Vision:

*A society of learning by putting the proactive management **for** sustainability at the centre of each tourism business*

- *The GST Management Method for continuous improvement of a sustainable Tourism business, is a two-legged, confidential, relationship cooperation between Theory and Practice. It is like coach and athlete. **Theory (Coach)** supplies knowledge via contracted academic stakeholders from their systematic studies focussed on specific issues of sustainability to be integrated into broader systems of knowledge. **Practice (Athlete)** supplies knowledge via the participating business owners and their broader, contextual knowledge of sustainability on the playing field, to be related to the focussed, theoretical topics.*
- *The **theoretical leg** provides a set of management criteria in a questionnaire format. This refers to the ongoing contributions of able people to improve the management method and the verification audit.*
- *The **practical leg** of business owners, provide their personal, indigenous knowledge in opening up innovative means in search of improving the method for managing the sustainability of their business.*
- *To accommodate diversity, each and every business owner is respected as a unique contributor to sustainability in their unique places, in unique geographical regions and operations within local communities.*
- *In doing the right thing, we move towards management **for** sustainability (Goal) via the creative energy generated by the dialectic application of the opposites of Economic development and Conservation of resources applicable to a tourism business.*
- *We collaborate in management for a profitable business doing well, before doing good.*
- *GST management method can be delivered at local, regional and national level.*
- *GST issues a certificate for the continuous improvement of management standards for sustainability of a Tourism business based on a generally accepted, verification audit method. Such audits are performed every second year.*
- *The GST concept and operations are the registered IP of Sustainable Tourism Management System (Pty) Ltd.t/a GST.*