

1. GST is a management method for entrepreneurs in the tourism stay industry interested in managing their business for sustainability.
2. The stay business offers accommodation, food and participatory natural and cultural experiences.
3. The GST management method consists of four equitable legs:
 - **Conservation:** Ethical utilisation of local natural and cultural resources
 - **Community:** Locals involved in management
 - **Customer:** Guidelines for the visitor target market
 - **Company:** Profitability of the business
4. Each leg contains relevant questions reflecting management objectives.
5. The entrepreneur manages this according to own standards.
6. The management objectives are annually tested for validity.
7. An assessor verifies the management standards using an internationally accepted audit format to certify the business for its contribution to sustainability at home.
8. Verification audits every second year.
9. The GST member is rewarded with a certificate, a confidential report and a public report.
10. The certificate and the public report can be used for marketing.
11. The GST concept and operations are the registered IP of Sustainable Tourism Management System (Pty) Ltd. t/a GST.