

GSTC Certification



In March, 2025, JTB GMT achieved the GSTC Tour Operator Certification after undergoing an audit by Bureau Veritas (Head Office: France)—a third-party international certification body accredited by the Global Sustainable Tourism Council® (“GSTC”) which establishes and manages international standards for sustainable tourism. JTBGMT obtained the GSTC Tour Operator Certification in recognition of several proactive measures including: developing a Sustainability Policy to realize sustainable tourism; creating environmentally, locally, and culturally friendly tours in collaboration with business partners; launching carbon offset plans as part of its “Sunrise Tour” package tours for foreign visitors to Japan; and releasing videos explaining the “Responsible Traveler” concept (i.e., a traveler who acts in a responsible manner while respecting the environment and local communities) to customers.

GSTC was established in 2007 at the initiative of several United Nations agencies as an international non-profit organization with members including national and local governments and tour operators. The GSTC criteria are arranged in four pillars: (1) Sustainable management; (2) Socioeconomic impacts; (3) Cultural impacts; and (4) Environmental impacts.



Travelife Certification



JTBGMT began efforts to promote sustainable tourism in 2018 and was awarded Travelife Certified* status in 2022. Sunrise Tours became the first Travelife certified organized tour brand in Japan on Mar. 22, 2022, the same time JTBGMT was certified.

*Travelife is an international certification body headquartered in the Netherlands that audits the sustainability of tour operators based on international standards including ISO 26000 standards. The Travelife certification programme follows a three-stage approach: Engaged (first stage), Partner (second stage), and Certified (highest stage).

