WORKING MATERIAL 2.10 · CHAPTER 2 — THE OPERATIONAL PERSPECTIVE (SECTIONS B, C AND D) · SETTING: HVAR, CROATIA

Greenhouse Gas Emissions and How Guests Arrive

Source: Francesco Dore, The Helm and the Lens, Volume 7a — GSTC Hotel Standard v4.0, subchapter 2.10 (book page 317)

GUIDING QUESTION

"Carbon neutral" is one of the shortest phrases a hotel can print and one of the hardest to defend. Before a hotel can say anything about its emissions, it must know which of them it causes, which it can reduce, and what it is telling guests about the way they reach it. What does the standard ask, and in what order?

1 · Verification Pact: market claims against the standard

Copied from the book. The last column is for your property: what holds here, and how you know it.

What is claimed	Binding?	What actually holds	In our property
Buying offsets for every booking makes a hotel carbon neutral	No	The guidelines to D3.6 allow offsets only after reduction, as a complement, not a substitute	
Any offset will do	No	The guidelines require offsets from certified projects, such as Gold Standard, Verra or the UNFCCC	
Offering guests a carbon-neutral package is forbidden	No	A note to D3 allows the hotel to encourage guests to offset their stay voluntarily	
A hotel must report its full Scope 3 footprint	Only partially true	Scope 1 and 2 are the minimum; Scope 3 is reported where feasible and available	
A group commitment covers every hotel in it	Only partially true	It may, but the property's own contribution must be clearly reported	
EV chargers must be installed on site at once	No	Where parking is provided, nearby agreements, a phased plan or a partnership strategy are acceptable	
How guests arrive is outside the hotel's responsibility	No	D4.5 asks the hotel to inform guests about alternative transport options where applicable	

2 · Common mistakes — a self-check

Tick each mistake you recognise in your own property, and note where it shows.

☐ Starting climate action with offsets instead of measurement and reduction.

☐ Buying offsets without checking that the projects are certified.

☐ Calling a hotel carbon neutral on the strength of purchases alone.

☐ Leaving company vehicles, boats and on-site boilers out of Scope 1.

☐ Treating a group commitment as a substitute for the property's own figures.

☐ Ignoring refrigerants in air-conditioning and cooling equipment.

☐ Assuming that how guests and staff arrive is none of the hotel's business.

☐ Delaying charging access because full installation is not yet feasible, instead of adopting a phased plan or partnership.

3 · A Checklist for Emissions and Arrival

The book's checklist, with a column for your own answer.

Question	Why it matters	Our answer
Do we know our Scope 1 and Scope 2 emissions for last year, with the method recorded?	D3.3 asks for both to be tracked annually	
Have we published a commitment with annual targets by scope?	D3.1 and D3.2 ask for a public commitment and targets	
Have we reduced our own emissions before offsetting any of them?	The guidelines say offsets complement reduction, not substitute for it	
Are our offsets from certified projects, with certificates on file?	The guidelines name certified projects as the requirement	
Do we have a strategy to phase out harmful coolant gases?	D3.7 asks for one explicitly	
Do guests receive information on arriving without a car before they travel?	D4.5 asks for information on alternative transport options	

4 · What would show this is working

Questions drawn from the subchapter's reading of the standard and its practical application. Indicator references point to the GSTC Hotel Standard v4.0; where the evidence lives is this book's practice, not a requirement of the standard.

Question	Where the evidence lives	Seen?
Is there a public commitment to reduce emissions, with clear targets (D3.1)?	Published commitment on the website or report	☐
Are Scope 1 and Scope 2 emissions tracked annually, with annual targets (D3.2, D3.3)?	Emissions calculation with factors and method	☐
Are Scope 1 and 2 reported in the annual report, with Scope 3 where feasible (D3.5)?	Annual sustainability report	☐
Are offsets used only after reduction, and is there a coolant phase-out strategy (D3.6, D3.7)?	Offset certificates; refrigerant list and plan	☐
Do guests receive information on alternative transport, and staff commuting options (D4.2, D4.5)?	Booking confirmation text; staff pickup scheme	☐
Where parking is provided, is EV charging available or planned, and bicycle storage where feasible (D4.3, D4.4)?	Charging agreement; storage location	☐

> *What this sheet is not: the GSTC Hotel Standard does not prescribe this form. It is a working aid drawn from the book; the standard's criteria, indicators and guidelines govern the real case. Independent material; not affiliated with or endorsed by the GSTC. The standard's own text at www.gstc.org prevails.*