



## DestiNet for Destinations: Topics - Objectives - Resources

*This tool can be used by managers and coordinators in regions and destinations in Europe as a CHECKLIST*

- to identify how far they are covering relevant topics and objectives in their work
- to select their issues & questions they might have
- to find helpful information on DestiNet

TOPICS & OBJECTIVES	ISSUES & QUESTIONS
<b>1 <u>Natural and cultural heritage</u></b>	
1) Enriching the <u>visitor's experience</u> of <u>natural and cultural heritage</u>	<ol style="list-style-type: none"> <li>1. How can an <u>interpretation</u> plan be prepared for a destination?</li> <li>2. What kinds of <u>heritage products/offers/events</u> are appropriate for different markets?</li> <li>3. What <u>new techniques</u> can be used in interpreting heritage themes?</li> </ol>
2) Managing <u>tourism impacts</u> on natural and cultural heritage	<ol style="list-style-type: none"> <li>1. In what ways can tourism damage biodiversity and natural and cultural heritage?</li> <li>2. What <u>international bodies</u>, policies and conventions are concerned with tourism and natural or cultural heritage?</li> <li>3. How can the impact of tourism on biodiversity and cultural heritage be <u>monitored</u>?</li> <li>4. How can tourism be well managed in <u>protected areas</u> and <u>sensitive sites</u>?</li> </ol>
3) <u>Supporting conservation</u> through tourism	<ol style="list-style-type: none"> <li>1. In what ways can the development and operation of <u>tourism enterprises</u> support conservation of natural and cultural heritage?</li> <li>2. How can money be raised from tourists to support conservation and management activity?</li> </ol>
<b>2 <u>Sustainable transport and travel</u></b>	
1) Ensuring an integrated approach to <u>sustainable transport</u>	<ol style="list-style-type: none"> <li>1. How can integrated sustainable transport plans be prepared for a destination?</li> <li>2. How should concerns about the <u>environmental impact of transport</u> effect the pattern of tourism and choice of markets in a destination?</li> <li>3. What are the best ways of providing effective information to tourists on sustainable transport options?</li> <li>4. How can visits to a destination using <u>public transport</u> be successfully promoted?</li> </ol>
2) Developing <u>soft mobility products</u>	<ol style="list-style-type: none"> <li>1. What interesting and innovation approaches have been taken to develop <u>walking and cycling</u> tourism in destinations?</li> <li>2. How can new technologies be used to develop sustainable tourism transport offers (e.g. <u>electric vehicles</u>)?</li> </ol>



3) Monitoring and offsetting the environmental impact of tourism transport	<ol style="list-style-type: none"> <li>1. What information is available on the environmental <a href="#">impact of different forms of transport</a>?</li> <li>2. How can a destination encourage <a href="#">offsetting of transport emissions</a> and what are the best schemes for this?</li> </ol>
<b>3 Destination management and good governance</b>	
1) Establishing <a href="#">multi-stakeholder governance</a> structures for tourism in destinations	<ol style="list-style-type: none"> <li>1. What mixture of interests should be included in destination governance structures for tourism?</li> <li>2. How can tourism structures reflect the need for <a href="#">engagement</a> at different levels – regional, local, community?</li> <li>3. How can tourism trade bodies be actively <a href="#">involved</a> in destination management?</li> </ol>
2) Using strategies, plans and tools to manage destinations	<ol style="list-style-type: none"> <li>1. What are the key steps to take in preparing <a href="#">destination management strategies</a> and plans?</li> <li>2. What information is needed about visitors, businesses, the environment and residents and how can this be <a href="#">collected</a>?</li> <li>3. What tools can be used to influence the development and management of tourism in a destination to make it more sustainable?</li> </ol>
3) Monitoring the impact of tourism in destinations	<ol style="list-style-type: none"> <li>1. What practical <a href="#">indicators</a> can be used to show the sustainability of tourism in a destination?</li> <li>2. How can the <a href="#">impact of tourism</a> be monitored cost-effectively, based on these indicators?</li> </ol>
<b>4 Certification and marketing</b>	
1) Using <a href="#">certification schemes</a> to identify and encourage <a href="#">good practice</a>	<ol style="list-style-type: none"> <li>1. What sustainability certification schemes are <a href="#">currently available for destinations</a> to use with their businesses?</li> <li>2. Should destinations consider setting up their own sustainability standards and certification schemes?</li> <li>3. How can <a href="#">quality standards</a> and assurance be integrated with sustainability standards and certification?</li> </ol>
2) <a href="#">Promoting</a> recognised sustainable tourism destinations and products	<ol style="list-style-type: none"> <li>1. How can a destination that has followed a sustainability agenda gain more <a href="#">marketing benefit</a> from this?</li> <li>2. How can a destination provide certified sustainable businesses with more marketing advantages?</li> </ol>
<b>5 Climate change, energy and resource efficiency</b>	
1) Adapting to the <a href="#">effects of climate change</a>	<ol style="list-style-type: none"> <li>1. How can the likely <a href="#">effects of climate change be identified within a destination</a>, including effects on the product and on market demand?</li> <li>2. What strategies and actions can be used to <a href="#">adapt to the impact of climate change</a> on tourism?</li> <li>3. How can awareness and response to the future effects of climate change be increased?</li> </ol>
2) <a href="#">Mitigating the contribution to climate change</a>	<ol style="list-style-type: none"> <li>1. How can the overall contribution of tourism to carbon/greenhouse gas <a href="#">emissions be measured for a destination</a>?</li> <li>2. What targets should be set and actions taken towards climate change mitigation</li> <li>3. How can more support for climate change mitigation be</li> </ol>



	generated?
3) Managing resources and controlling pollution	<ol style="list-style-type: none"> <li>1. What steps can a destination take to minimise <a href="#">use of water</a> for tourism?</li> <li>2. What steps can a destination take to <a href="#">minimise use of non-renewable energy</a> for tourism?</li> <li>3. How can <a href="#">solid and liquid waste</a> generated by tourism, or affecting it, be reduced and better managed?</li> <li>4. How can <a href="#">other forms of pollution</a> generated by, or affecting, tourism (including noise and light pollution) be reduced?</li> </ol>
<b>6 <a href="#">Sustainable supply chain management</a></b>	
1) Analysing the tourism value chain in a destination	<ol style="list-style-type: none"> <li>1. How can the contribution of different elements of tourism to the <a href="#">local economy</a> in the destination be identified?</li> <li>2. How can the main opportunities for strengthening <a href="#">local supply</a> linkages and reducing economic leakages be identified?</li> </ol>
2) Encouraging businesses to source supplies locally	<ol style="list-style-type: none"> <li>1. How can a destination encourage and <a href="#">assist local businesses</a> to use more local produce and services?</li> <li>2. How can the local availability of good quality produce and services for tourism be strengthened?</li> <li>3. How can the relationship between local businesses and incoming and international tour operators be strengthened?</li> <li>4. How can <a href="#">local businesses</a> be encouraged to work more closely together in networks and clusters?</li> </ol>
<b>7 <a href="#">Knowledge networking, training and education</a></b>	
1) Establishing <a href="#">partnerships and networks</a> (tourism learning areas)	<ol style="list-style-type: none"> <li>1. What existing <a href="#">knowledge networks</a> exist on sustainable tourism that are relevant to destinations?</li> <li>2. What kinds of local structure are most effective as local knowledge networks/ <a href="#">learning areas</a> within a destination and who should be involved?</li> <li>3. How can tourism sustainability issues be covered most effectively in knowledge networks/ learning areas?</li> </ol>
2) Delivering <a href="#">education and training</a>	<ol style="list-style-type: none"> <li>1. How can knowledge and skills gaps and learning needs on tourism sustainability in a destination be identified?</li> <li>2. What kinds of <a href="#">organisation</a> are best placed to deliver training and education about sustainable tourism?</li> <li>3. How can sustainability be integrated in general <a href="#">tourism and hospitality training</a>?</li> <li>4. What <a href="#">materials</a> are available to assist with education and training on sustainable tourism?</li> </ol>
<b>8 <a href="#">Sustainable consumption and production &amp; tourism (overarching)</a></b>	
1) Integrating sustainable consumption and production with tourism	<ol style="list-style-type: none"> <li>1. What initiatives and information are linking the goals of reducing poverty and corruption, achieving welfare and <a href="#">peace through tourism</a>?</li> </ol>

([EcoTrans/DestiNet](#), December 2012)