



**DestiNet.eu**

## The Knowledge Networking Portal for Sustainable & Responsible Tourism

DestiNet is a multi-stakeholder expert knowledge platform for tourism stakeholders. It is registered as a UN Partnership for Sustainable Development, and run by ECOTRANS.



Users can access a 'who's who' in the field of sustainable tourism (from local to global level), collectively contribute to an expert topic knowledge base, share tools and good practices, news and events, place certified products and services on a global green marketplace, and use a European virtual sustainable tourism observatory management system.

A Europe-wide team of experts administrates the quality and flow of information, and can also directly support your work to make tourism more sustainable.

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## ECOTRANS 1993 – 2013

In 1988 at the conference "Tourism and Environment in Europe" ECOTRANS was started as an initiative of several organisations.

In 1993 ECOTRANS was founded as a European network of experts and organisations involved in tourism, environment and regional development who seek to promote good practice in the field of sustainable tourism.

The name ECOTRANS embodies two basic principles:

- ◇ The link between 'ecology' and 'economy'
- ◇ The transfer and publication of know-how in order to encourage greater transparency.

**Our Mission** is to establish and promote clear principles, strategies and examples of good practice for sustainable tourism development in Europe.

Our members provide expert coverage of a comprehensive set of sustainable tourism topics, and are active in business and policy, planning and consultancy in all European countries, as well as in other regions of the world.

***ECOTRANS is helping to make tourism more sustainable through the sharing of experience and know-how with its members, global networking, supporting and contributing to joint projects, and via the public DestiNet portal.***

The "Milestones" reflect the range of activities by ECOTRANS as project leader or partner. If you are interested in receiving more information, or in collaboration / membership, please contact:

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## Milestones 1993 – 2013



*"In future, our main concern will no longer be whether we can travel to every place on earth.*

*Our main interest will be whether it is worthwhile arriving there."*

(Herrmann Löns, 1908)

**1993  
2013**

**Information Service for making tourism more sustainable**



Manuals for environmental management of accommodation businesses, nature-based activities and destinations in Spain

Online information service on certificates, awards and good practices



Bringing together and promoting tourism ecolabels in Europe: VISIT standards for certificates and destinations



European „Ecoturismo Mediterraneo“ conference & knowledge transfer with destinations in Sicily



20 leading ecolabels and their differences regarding transparency, credibility and coverage of sustainability issues



Technical assistance for the first National award for environmentally friendly tourist destinations in Germany



Global assessment of 104 voluntary initiatives: certificates, awards and self-commitment initiatives



Benchmarking system for tourist accommodation (TourBench), and Royal Awards for European accommodation businesses (Sutour)



FAST-LAIN: Tourism Knowledge & Innovation Communities toolkit for increasing competitiveness and sustainability



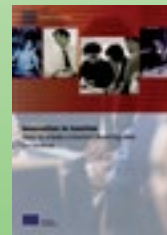
First European study on 35 ecolabels and awards



Award system and promotion of sustainable & quality youth travel packages



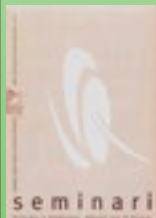
European Union Action in the Tourism sector: improving support measures for sustainable Tourism (study for the European Parliament)



European handbook for destinations and thematic networks: Innovation in Tourism - how to create a tourism learning area



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European Tourism Seminars: Allies for the Future in Portugal, Spain, Italy, Greece and Austria



E-learning system for the environmental management of youth hostels in Europe



Train to Ecolabel - online system for accommodation businesses to get familiar with the European Ecolabel



Eco-Destinet: European seminars, development of the European Eco-Tourism Labeling Standard EETLS



EETLS tools for businesses and evaluators, European Ecotourism Network



First European magazine on responsible and sustainable tourism examples and initiatives

Sustainable Tourism – Key to Success. Principles, best practices and conference at ITB



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