

# **Sustainable tourism development from research to market place**

**How to use international initiatives,  
tools and co-operation opportunities**

**to make Olympos a sustainable  
& successful destination**

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# ECO TRANS

## European Network for Sustainable Tourism Development (founded 1993)

- Members in 14 countries
- International studies & research
- European pilot projects & initiatives
- Knowledge centre for Tourism Ecolabelling
- Networking and dissemination of good practice

e.g.



## Founding Member of

- DestiNet - UN Partnership for Sustainable Development (EEA, UNWTO, UNEP, ECOTRANS)
- Global Sustainable Tourism Council
- Global Sustainable Tourism Partnership



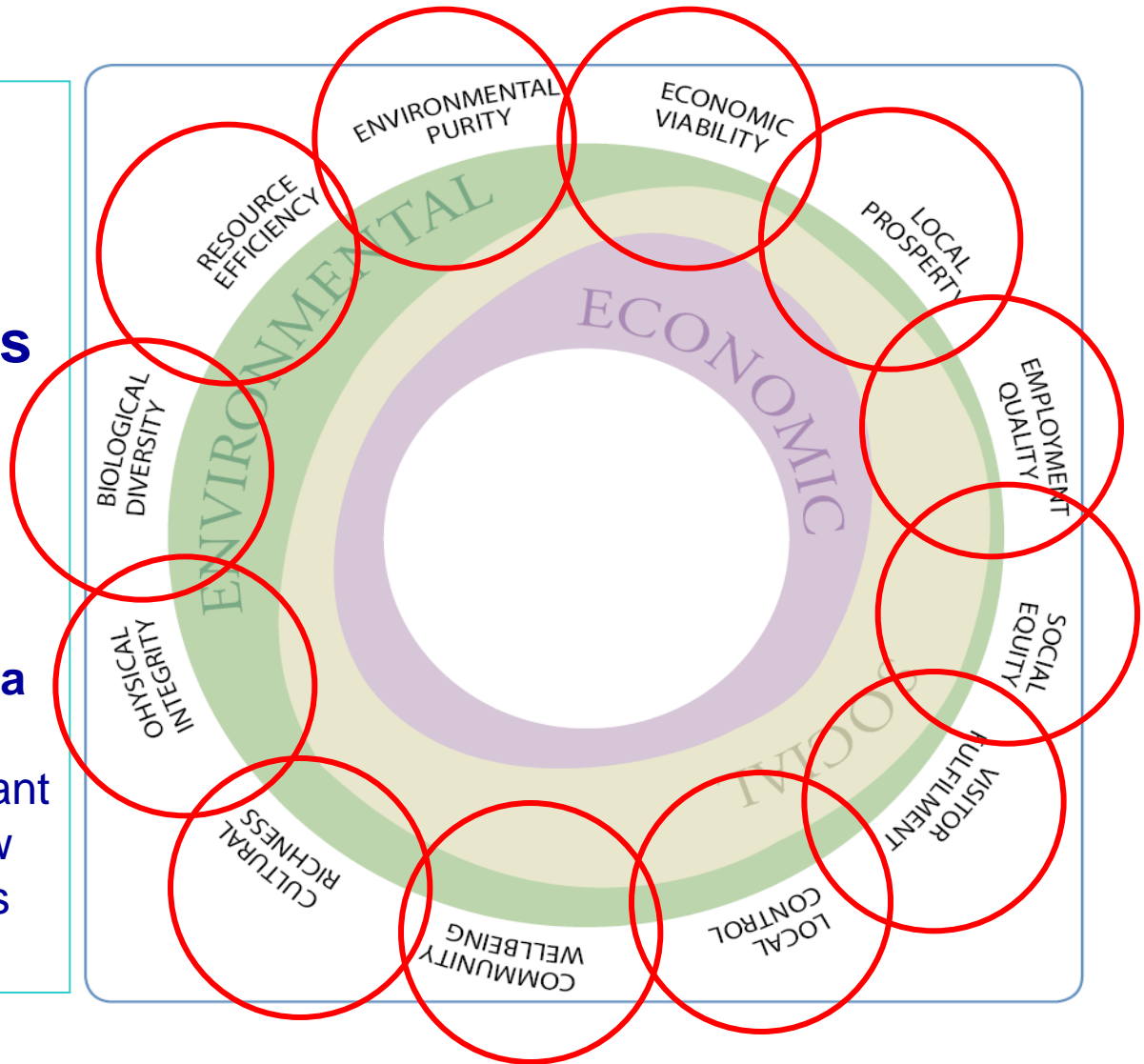


# Sustainable Tourism: 12 global aims

## Making Tourism more sustainable – A guide for policy and decision makers



The **12 aims for an agenda for sustainable tourism** (UNWTO/UNEP) are relevant to all destinations and allow to define specific objectives and priorities.





# Internationally agreed criteria



## The Global Sustainable Tourism Criteria



### A. Sustainable Management

- A.1. Management System
- A.2. Legal Compliance
- A.3. Employee Training
- A.4. Customer Satisfaction
- A.5. Marketing Accuracy
- A.6. Infrastructure and buildings:  
zoning, design, construction
- A.7. Interpretation

### B. Social/Economic

- B.1 Community Development
- B.2. Local Employment
- B.3 Fair-Trade
- B.4 Local Entrepreneurs
- B.5. Indigenous Communities
- B.6. Exploitation
- B.7. Equitable Hiring
- B.8 Employee Protection
- B.9. Basic Services

### C. Cultural Heritage

- C.1. Code of Behavior
- C.2. Historical Artifacts
- C.3. Protection of Sites
- C.4. Incorporation of Culture

### D. Environment

- D.1.1. Purchasing Policy
- D.1.2. Consumable Goods
- D.1.3. Energy Consumption
- D.1.4. Water Consumption
- D.2.1. Greenhouse Gas
- D.2.2. Wastewater
- D.2.3. Waste Management Plan
- D.2.4. Harmful Substances
- D.2.5. Other Pollutants
- D.3.1. Wildlife Species
- D.3.2. Wildlife in Captivity
- D.3.3. Landscaping
- D.3.4. Biodiversity Conservation
- D.3.5. Interactions with Wildlife



# 8 areas for making tourism sustainable



European policies for competitive & sustainable tourism (e.g. COMM 2010) require 21 actions in following areas:



**Natural and Cultural Heritage**

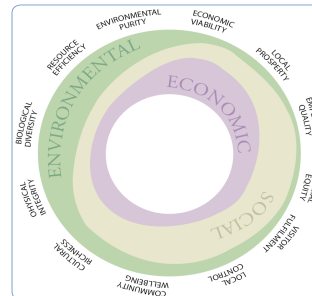


**Climate Change- Energy & Resource Efficiency**

**Destination Management & Good Governance**



**Sustainable Transport & Travel**



**Sustainable Supply Chain Management**



**Knowledge Networking, Training & Education**

**Quality Assessment, Certification & Marketing**



**Sustainable Consumption and Production & Tourism (overarching)**



## Topic related information needed



**On which of the following topics do you need European good practice examples, tools and information for making tourism in your destination more competitive and sustainable?**



Topics	%
Natural and cultural heritage, biodiversity	69
Climate change, energy, resources efficiency	14
Destination management, monitoring, control	76
Transport and mobility	40
Supply chain management	24
Knowledge networking, training, education	64
Quality Assessment and Certification	33
Marketing	76
Financial support	81
Sustainable consumption and production in general	40



# Stakeholders for making tourism more sustainable



Making tourism more sustainable is a multi-thematic, multi-stakeholder, global to local process.



Governments



NGO's



Academics



# Stakeholders

## for making tourism more sustainable



Making tourism more sustainable is a multi-thematic, multi-stakeholder, global to local process.



Destinations



Businesses



Travellers







# Sustainable tourism development & certification

## ... a multi-stakeholder process



All stakeholders have a role to play in making certification a success, and in many cases the same applies to raising quality and improving marketing.

**Governmental bodies** can support the development and operation of quality assessment and voluntary certification to support policy beyond what may be covered by legislation and to stimulate innovation. They should ensure the **credibility and independence** of certification systems and promote sustainable enterprises and associated offers in marketing programmes.

**NGOs** can represent **environmental, social, cultural and economic interests** in the design and operation of certification schemes and associated communication. Networks of stakeholders can work together towards certification, encouraging and supporting each other in the process.



## ... a multi-stakeholder process



**Researchers and consultants** contribute to the development of standards (**criteria, indicators**) and to the implementation of certification programs, including acting as auditors and providing training. **Schools and universities** should integrate sustainability assessment tools and standards in their **curricula**, field work and research.



**Destinations** can use and promote certification to back up their sustainable development policy and strategy and stimulate more adherence by local business and other stakeholders to sustainability. They are also central to marketing efforts to **promote relevant offers** and brand messages.





## ... a multi-stakeholder process



The **participation** of **tourism businesses** along the supply chain (transport, accommodation, catering, activities, visitor attractions, travel packaging and selling) is essential for the success of voluntary certification. All schemes must be designed to be valuable to businesses and can help them achieve both **cost savings and visibility**, in the context of corporate social responsibility (**CSR**), backed up by marketing.

Certification and effective, reliable marketing provide **travellers** with reliable information about sustainability to inform their choices. By **reporting their experiences**, travellers contribute to transparency, give orientation to other travellers and valuable feedback to tourism businesses, marketing organizations and certification bodies.



# Sustainable tourism certification in Europe - A response to tourism diversity







# The *European Eco-Tourism Labelling Standard* - a guidance for investment and innovation



The Global Sustainable Tourism Council (GSTC) is pleased to inform you that the **European Ecotourism Labelling Standard (EETLS)** has met all the conditions for full, unconditional recognition as aligned with the Global Sustainable Tourism Criteria for Hotels and Tour Operators. Please accept our congratulations for having met all conditions and achieving full recognition.



Yours Sincerely,

Cathy Parsons, chair of the GSTC Accreditation Panel


Cc: Erika Harms, GSTC Executive Director

Kelly Bricker, GSTC Chair

Amos Bien, GSTC Technical Director

European  
Ecotourism  
NetworkEducation and Culture DG  
Lifelong Learning Programme

The European Ecotourism Labelling Standard – EETLS

  
GLOBAL SUSTAINABLE  
TOURISM COUNCIL  
**MEMBER**  
Does not indicate GSTC accreditation

Project Nr: 143418-LLP-12008-1-GR-KA3-KA3NW  
With the support of the Lifelong Learning Programme, Key Activity 3, ICT of the  
European Union

This version of the EETLS has been produced by the ECUNET partnership



# The DestiNet knowledge networking portal brings all together



Topics & Tips

Who is who

Resources, library, tools

Award winning good practices

Market place: certificates and certified tourism

Observatory for monitoring and reporting





e.g. good practice examples worldwide



## Atlas of Excellence

> 30 awards > 500 businesses & destinations

**My DestiNet**

- Login
- Display an organisation on the global DestiNet Atlas
- Join or start a topic web group
- Disseminate your sustainable tourism publications or tools
- Promote your event on the DestiNet Calendar
- Promote your news on the DestiNet News Bulletin
- Place your product or service on the global sustainable tourism Market Place
- Create a DestiNet hub for your country, destination or network

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**DestiNet Atlas**

**Search and Display Instructions:** The right hand search bar allows you first to zoom to a specific location of the map. To define your search, enter a keyword (optional), then check-mark the boxes to choose what you want to display. To **display** your search results, you can also view selected locations as a list (A-Z or by country), view them in Google Earth. Currently displaying **4428** location(s).

**NB** The Google Search in the green bar can also be used for free text search of all DestiNet content.



Map URL:  
[http://destinet.eu/jportal\\_map?lat\\_center=20.96143961409664&lon\\_center=15.8203125&map\\_zoom=2&map\\_engine=google&base\\_layer=satellite](http://destinet.eu/jportal_map?lat_center=20.96143961409664&lon_center=15.8203125&map_zoom=2&map_engine=google&base_layer=satellite)

Supporters:

**Define search**

1. Zoom map to Location
2. Enter Name or Keyword (optional)
3. Select Category/ies (mandatory) (check all boxes below)
  - ☒ ORGANIZATIONS
  - ☒ MARKET PLACE
  - ☒ MARKET SOLUTIONS
4. Geographical specification (optional)
  - ☐ operational level
  - ☐ landscape type
- by country  
All
5. Topic specification (optional)
  - ☐ Topics
6. Click "Go" to display results







## e.g. Awards for hotels & holiday houses



**AlmaVerde**

85% less  
energy  
consumption



**„It is not arguable if we can afford to implement all these measurements,  
but if we can afford not to do so.“**

(Main Waring, Architect of AlmaVerde, Portugal)





# EU: Knowledge networking for sustainable tourism “from research to market place” (FAST-LAIN project)



networking – mapping – marketing - monitoring





## Example: La Palma Biosphere – Making tourism more sustainable



**In 2011-12 La Palma (Canary Islands) has ...**

- 1. brought together many stakeholders and businesses from its 14 municipalities**
- 2. set up the La Palma Club as self committed platform for knowledge networking and innovation**
- 3. identified good practice businesses & services (criteria) and mapped them on the DestiNet market place**
- 4. become more aware about the importance of working towards a responsible and sustainable tourism**
- 5. decided to use DestiNet for continuous local to global knowledge exchange, networking, market access (e.g. to tour operators and travel agencies in Germany)**





# DestiNet for Destinations & Networks



## Innovation in Tourism for European Destinations and Businesses

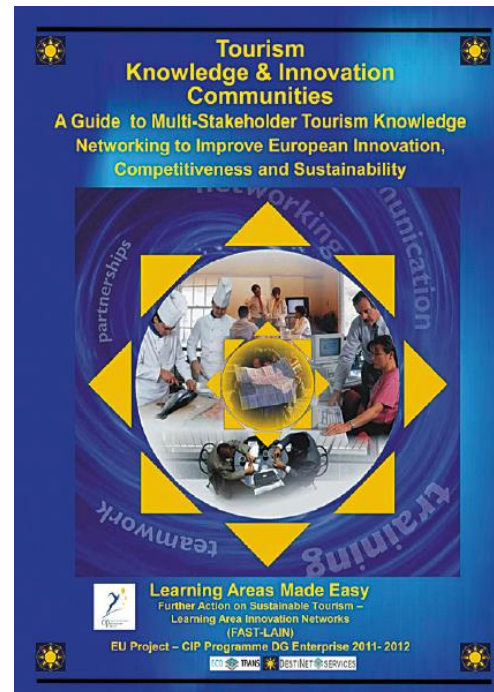
### DestiNet helps you

- ◇ Manage your information
- ◇ Map your contacts
- ◇ Market your good practices
- ◇ Monitor your progress

www.destinet.eu



&



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Tourism  
Innovation -  
*from research  
to market place*



Networking the  
knowledge you need  
to innovate to be  
more sustainable in  
a competitive global  
economy



[www.destinet.eu](http://www.destinet.eu)





# How to use this all for Olympos? Just an idea for further discussion ...



## Olympos 2020

### The International Center for Sustainable Eco-Tourism



You can use the EETLS as guidance & DestiNet as platform to



a) discuss and agree on common objectives for Olympos 2020



b) assess the current situation, strengths and needs



c) define and monitor the work programme, and to manage the information flow



d) build your knowledge base with useful local, national and international information sources, tools and good practices

e) manage your network of partners and supporters – from local to international level





*„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.“*

Hermann Löns, German poet, 1908

**Thank you for your attention!**

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# SUMMARY

1. „Sustainable Tourism“ is internationally well defined by the 12 aims (UNWTO, UNEP) and by the Global Sustainable Tourism Criteria (GSTC).
2. Action and access to information is necessary in 8 main areas, which require the engagement of all stakeholders with their interest, knowledge and resources (EU).
3. Governmental organisations, destinations, NGOs, training, education and consultancy bodies, businesses and travelers have a role to play in making certification a success, and in many cases the same applies to raising quality and improving marketing.
4. The diversity of ecolabels is a response to the diversity of tourism. The *European Eco-Tourism Labelling Standard* is a good guidance for investment and innovation.
5. The global *DestiNet* system has been designed and successfully piloted in destinations for tourism innovation “from research to market place”. It can be used as common platform for networking, mapping, marketing and monitoring sustainable tourism development in Olympos.
6. The European „*Tourism Knowledge & Innovation Communities*“ toolkit for developers helps destinations to run participatory sustainable tourism projects on DestiNet. It can be used e.g.
  - a) to discuss and agree on common objectives for Olympos 2020
  - b) to assess the current situation, strengths and needs
  - c) to define and monitor the work programme, and to manage the information flow
  - d) to build your knowledge base with useful local, national and international information sources, tools and good practices
  - e) to manage your network of partners and supporters – from local to international level