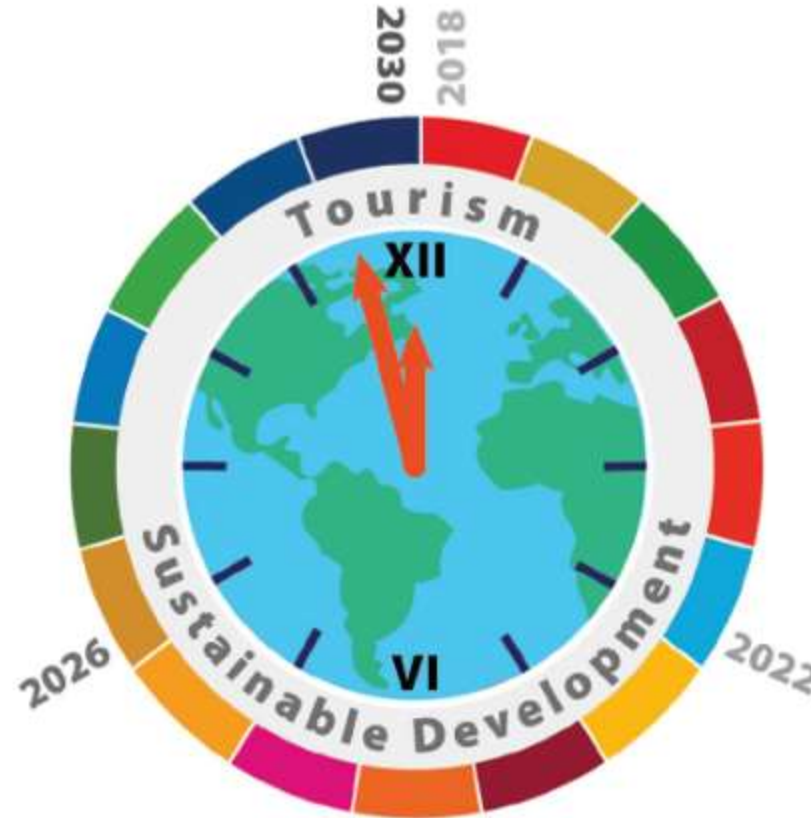


WELCOME



The SDGs2030:
Fairy tale or fairy
tale ending?

25 Years
ECOTRANS

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Knowledge Alliance

Countdown Clock:
Round Table

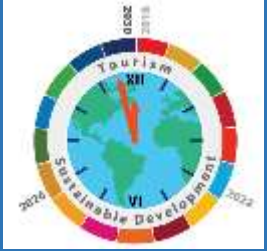
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Thursday, 8th March 2018
Room VIP 1 (Großer Stern)
14:30 – 15:30 hrs.



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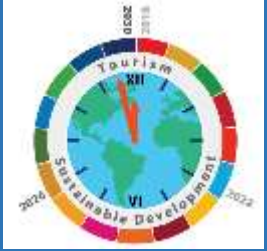
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The SDGs2030: Fairy tale or fairy tale ending?

Gordon Sillence

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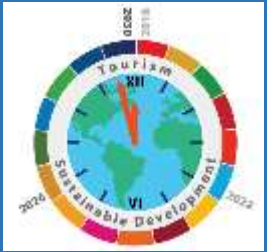
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25 Years ECOTRANS in the field of Sustainable Tourism Development

Herbert Hamele

ECO  TRANS

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1993

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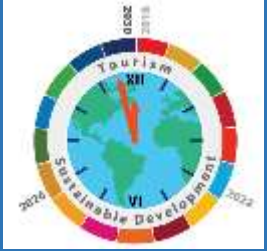
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Statements from ECOTRANS members: key issues - challenges - solutions

Introduction to members:

Karl Reiner
ÖAR

ITB Berlin 2018



SDGs 2030 – Fairy Tale or Fairy Tale Ending?

TITLE: Halting the Loss of Biodiversity

SUB-TITLE : implementing Good Governance using Agenda 21-related Local to International Biodiversity Action Plans (SDGs 1, 2, 14, 15)

Gordon Sillence –

Ecotrans Vice President, Tourism 2030 ICT Director, *Janela Aberta* 21 Education Centre for Sustainable Development Coordinator.

**GORDON SILLENCE
ECOTRANS MEMBER 1997**

**FORMER EU COMMISSION STAFF MEMBER
TOURISM UNIT RESPONSIBLE FOR COMMISSION
POLICY ON SUSTAINABLE & RESPONSIBLE
TOURISM (COM 2003)**

**ICT DIRECTOR TOURISM 2030
INTERNATIONAL CONSULTANT FOR TOURISM IN
PROTECTED AREAS**



GOOD GOVERNANCE HAS ALWAYS BEEN AT THE HEART OF SUSTAINABLE DEVELOPMENT ...

GORDON SILLENCE
ECOTRANS MEMBER 1997

FORMER EU COMMISSION STAFF MEMBER
TOURISM UNIT RESPONSIBLE FOR COMMISSION
POLICY ON SUSTAINABLE & RESPONSIBLE
TOURISM (COM 2003)

ICT DIRECTOR TOURISM 2030
INTERNATIONAL CONSULTANT FOR TOURISM IN
PROTECTED AREAS



IN THE LAST 25 YEARS I HAVE WORKED AT ALL LEVELS OF GOVERNANCE AND WITH ALL STAKEHOLDERS.



AGENDA 21 – 1992

WSSD – 2002

RIO+20 -2012

OUR COMMON FUTURE -2016

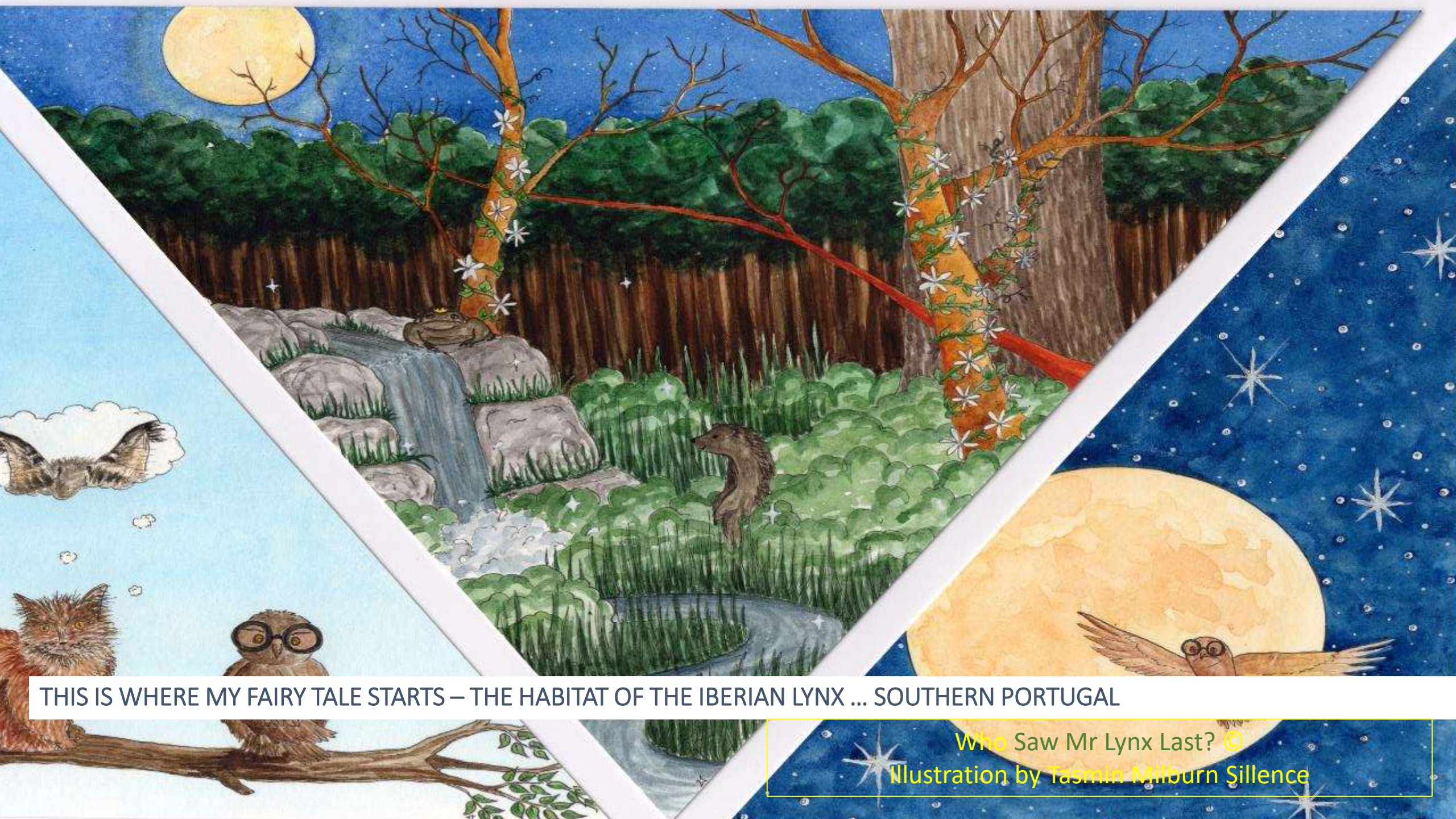
**LOCAL TO GLOBAL ACTION FOR SUSTAINABLE
DEVELOPMENT
BY TOURISM STAKEHOLDERS**

I THINK THE ECOTRANS NETWORK HAS THE BIG PICTURE OF SUSTAINABLE TOURISM DEVELOPMENT




THE CURRENT SET OF UN AGREED TARGETS FOR MEMBER STATES, BUSINESS & MAJOR GROUPS TO ACHIEVE BY 2030

WE HAVE MISSED SIMILAR TARGETS IN THE PAST. HOW CAN WE REALLY ACHIEVE THESE GOALS?



THIS IS WHERE MY FAIRY TALE STARTS – THE HABITAT OF THE IBERIAN LYNX ... SOUTHERN PORTUGAL

Who Saw Mr Lynx Last? ©
Illustration by Tasmin Milburn Sillence




**LANDSCAPE MANAGEMENT TO PRESERVE WHAT LITTLE IS LEFT OF
PRISTINE NATURE MUST INCLUDE TOURISM AS THE CROSS-CUTTING
VECTOR THAT DELIVERS SUSTAINABLE HABITATS**

HERE WE HAVE THE REALITY OF EXTREME WEATHER IN THE ALGARVE LANDSCAPE AS WE NEAR 2030 ..

**RESPONSIBLE MANAGEMENT OF BIODIVERSITY REQUIRES
LOCAL TO INTERNATIONAL LEVEL AGENDA 21 BIODIVERSITY
ACTION PLANS FOR BOTH SPECIES AND HABITATS –
EVERY GREEN DESTINATION
SHOULD HAVE ONE!**

VIEW LOOKS TO MOROCCO AND AFRICA FROM EUROPE ...EVERY WHERE NATURE NEEDS US NOW

Who Saw Mr Lynx Last? ©
Illustration by Tasmin Milburn Sillence



**GOOD
GOVERNANCE
TO MEET GOALS 1, 2, 14 & 15
MUST PRODUCE SUCH
LANDSCAPE MANAGEMENT
PLANS BY 2030 AT EVERY
LEVEL OF GOVERNMENT.**

SO THIS IS THE TEXT FOR MY FAIRY TALE ENDING... – SUSTAINABLE & RESPONSIBLE TOURISM TO SEE

Who Saw Mr Lynx Last? ©
Illustration by Tasmin Milburn Sillence



**GOOD
GOVERNANCE
TO MEET GOALS 1, 2, 14 & 15
MUST PRODUCE SUCH
LANDSCAPE MANAGEMENT
PLANS BY 2030 AT EVERY
LEVEL OF GOVERNMENT.**

AN END TO BUSH MEAT, MAKE AFRICA A PARADISE, PEACE IN THE MIDDLE EAST - & LONG LIVE THE LYNX!

Who Saw Mr Lynx Last? ©
Illustration by Tasmin Milburn Sillence



Tourism

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AND NOW WE CHANGE TOPIC TO ...

SDGs 2030 – Fairy Tale or Fairy Tale Ending

SUSTAINABLE TRANSPORT?

Karl Reiner

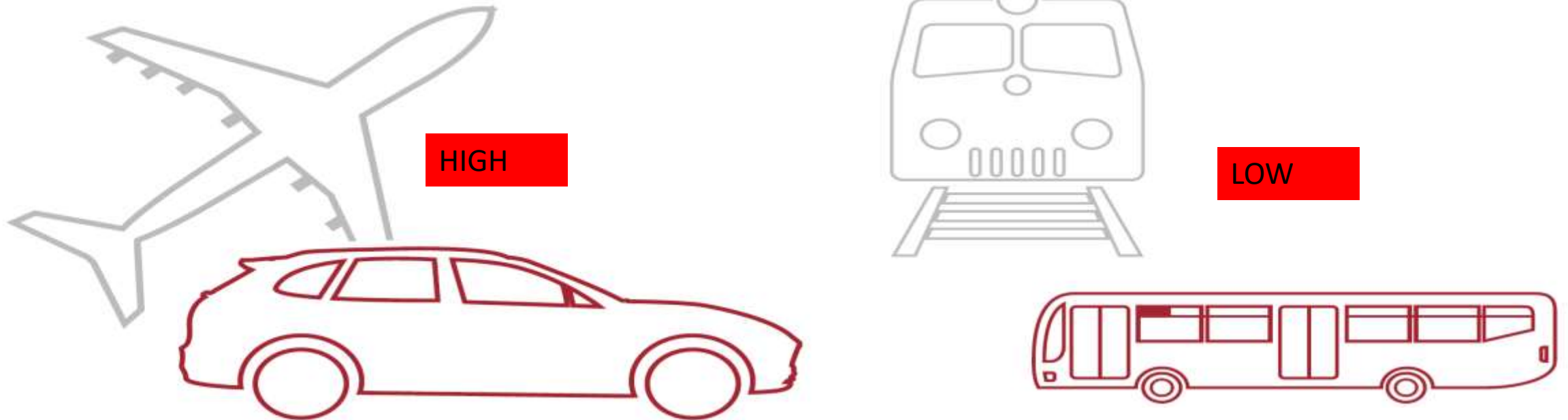
OAR Consulting & Development Austria

ECOTRANS member: 25 years

The Key Issue

Tourism means Traveling. Tourism needs Transport!

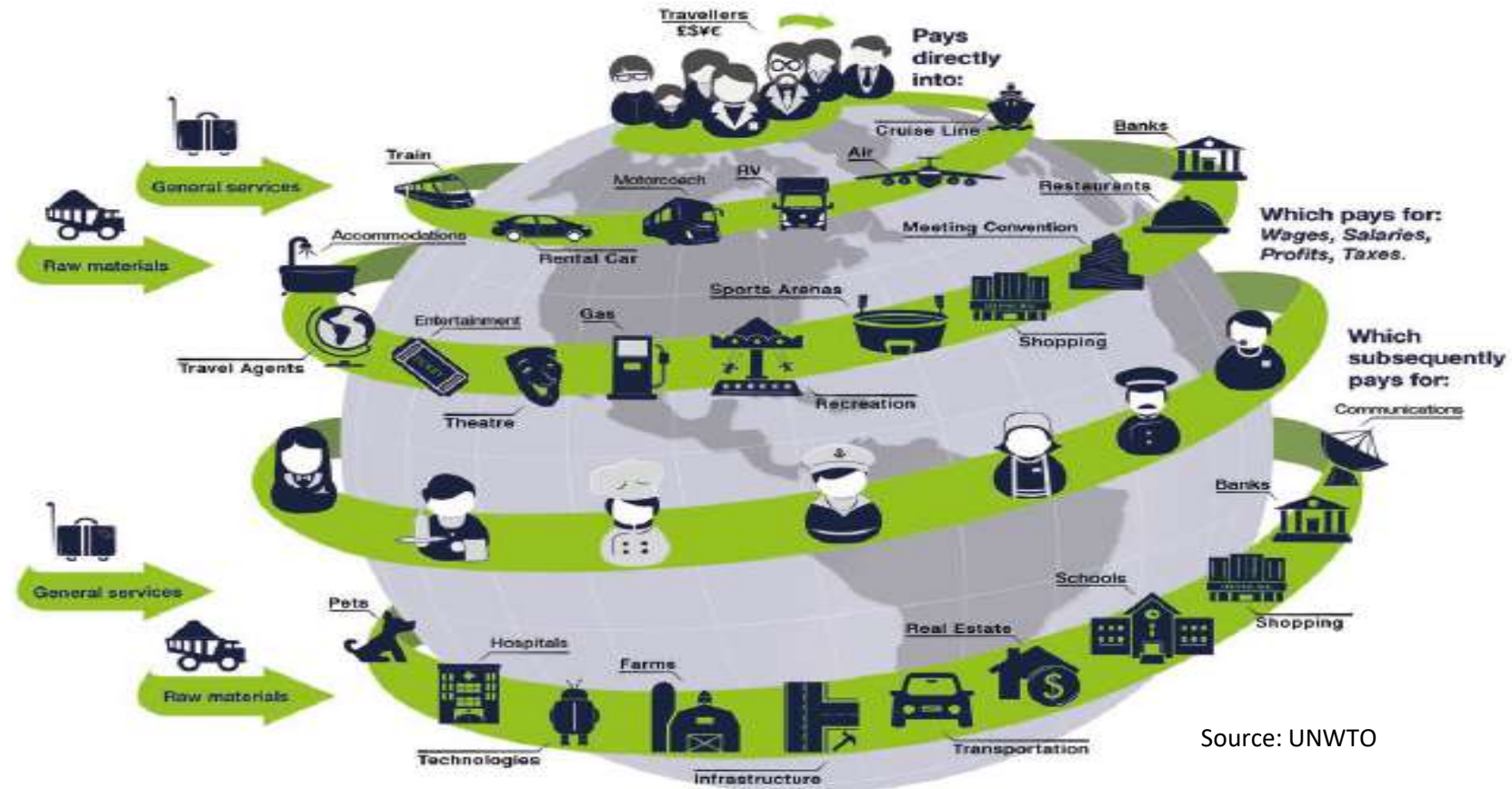
Touristic transport, contributes mainly to air/noise pollution and climate change - especially car and air traffic . 75% of CO₂-emissions in tourism sector are transport related (40 % air traffic)



Source: AUSTRIAN MINISTRY FOR SUSTAINIBILITY & TOURISM

SUSTAINABILITY CONCERNS MAINLY TRANSPORT - 25 YEARS AGO AND TODAY AND

The Key Challenge



A KEY CHALLENGE TOURISM = TRANSPORT.
GROWING NUMBERS.MISSING MOBILITY MANAGEMENT.CROSSBORDER COOPERATION

The Solutions



Source: AUSTRIAN MINISTRY FOR SUSTAINIBILITY & TOURISM



Quelle: www.lebensministerium.at

NEED FOR MANY SOLUTIONS:

RAISE INCOME – REDUCE EMISSIONS ALONG THE TRAVEL CHAIN

DESTINATION MANAGEMENT.SHORT TRAVELING.PUBLIC TRANSPORT.LOW EMISSION. MULTIMODAL MOBILITY SERVICES.STANDARDS.CERTIFICATION.....



Tourism

2030

DestiNet Services



AND NOW WE CHANGE TOPIC TO ...



SDGs 2030 – Fairy Tale or Fairy Tale Ending

CAMPING HOLIDAY IN HARMONY WITH NATURE

Marco Walter

ECOCAMPING

ECOTRANS member: 16 years



Tourism

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DestiNet Services



AND NOW WE CHANGE TOPIC TO ...

SDGs 2030 – Fairy Tale or Fairy Tale Ending

LEVARAGING THE DIGITAL REVOLUTION FOR A MORE
SUSTAINABLE FUTURE FOR THE GLOBAL TOURISM INDUSTRY.

Lorenzo Canova, Antonio Pezzano

ACTA, IT

ECOTRANS member: 25 years

The Key Issue



OVERTOURISM, CLIMATE CHANGE, PLATFORM ECONOMY, BIG DATA & NETWORK

The Solutions



RESHAPING
Work in the Platform Economy



INVESTMENT TARGETED TO DIGITAL SOLUTIONS, NEW WELFARE SYSTEM, SHARING INFORMATION AS PUBLIC INFRASTRUCTURE

SDGs 2030 – Fairy Tale or Fairy Tale Ending

ESPECIALLY BECAUSE OF NGOs

Dr. Peter Zimmer

FUTURE Tourismusberatung, Germany

ECOTRANS member: 25 years

The Key Issue

Elite Tourism Criticism

Since beginning of modern travelling

Ideological Tourism Criticism (long-distance journeys, locals)

Since ca. 1960-1980

Ecological Tourism Criticism

Since ca. 1980-1990

Soft Tourism (Holistic & Quality)

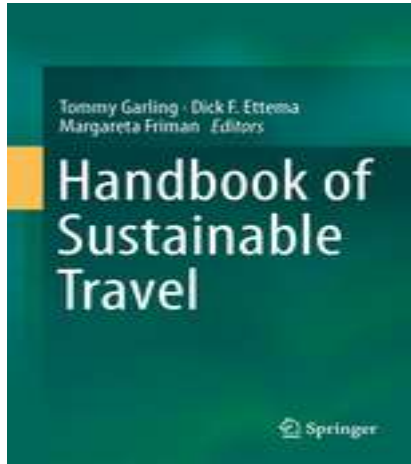
Since ca. 1990

Sustainable Tourism (Implementation)

Until today



CONTINUOUS & UNSWERVING WAY TO CONCRETE & GRADUAL IMPLEMENTATION OF ST



**SUSTAINABLE
TOURISM
DESTINATION
MANAGEMENT**

CERTIFICATION & SUSTAINABLE DESTINATION MANAGEMENT MORE IMPORTANT

The Key Challenge



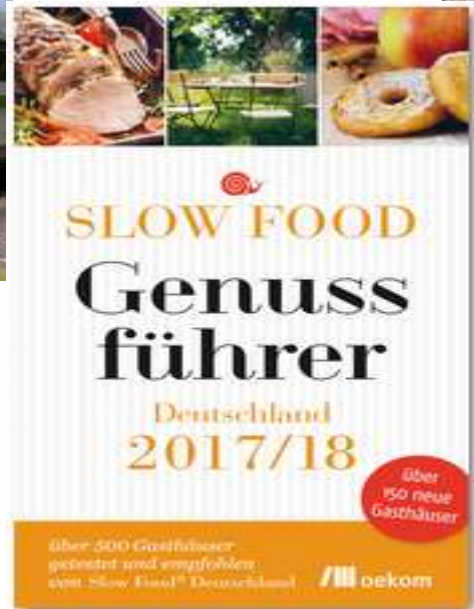
CO2 EMISSIONS, MASSTRAFFIC

LET NO ONE SAY
AND SAY IT TO YOUR SHAME
THAT ALL WAS BEAUTY HERE
BEFORE YOU CAME



TOURISM MASSES ARE EVERYWHERE

The Solutions

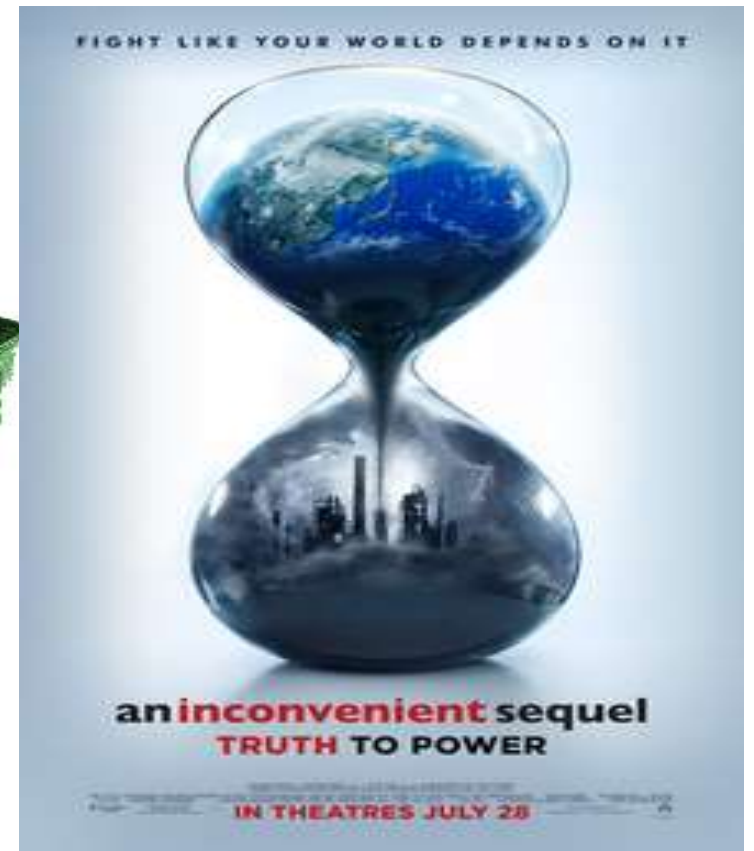


CO2 COMPENSATION, GREEN POWER, ELECTROMOBILITY, HYDROGEN-FUEL-CELL VEHICLES



***THE END
OF
TOURISM
AS WE KNOW IT***

DECLARATION OF COPENHAGEN IN 4-YEAR DESTINATION STRATEGY



ATTENTION! STAY ALERT, UNMASK GREENWASHING!



Tourism

2030

DestiNet Services



AND NOW WE CHANGE TOPIC TO ...

SDGs 2030 – Fairy Tale or Fairy Tale Ending

MAINSTREAMING SUSTAINABILITY INTO TOURISM
PLANNING AND MANAGEMENT

Richard Denman

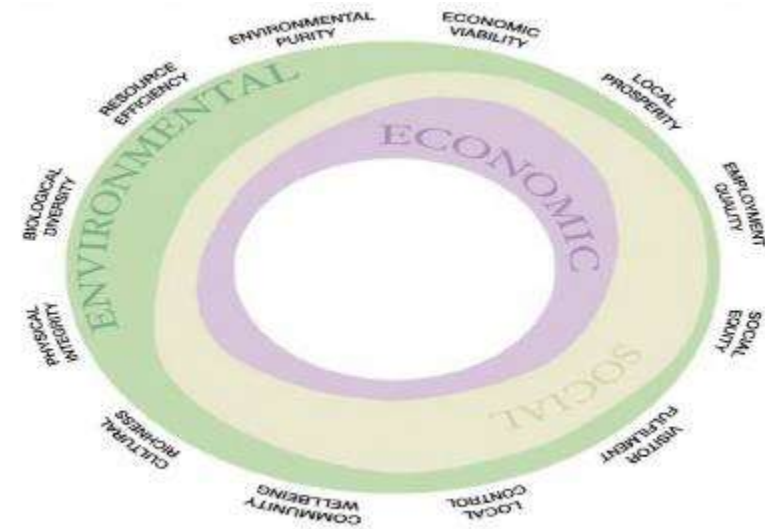
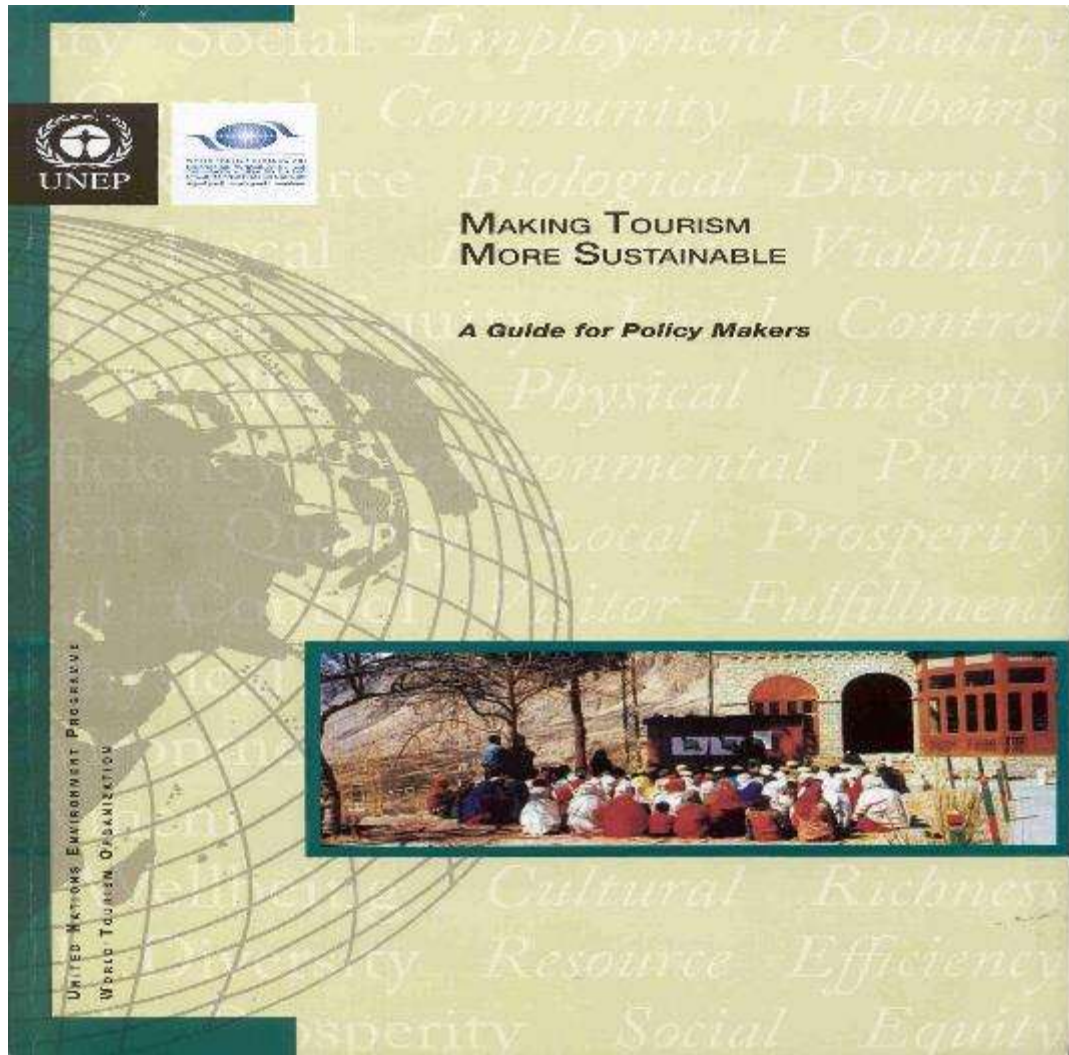
The Tourism Company, UK

ECOTRANS member: 25 years

The Key Issue



25 YEARS AGO, SUSTAINABILITY CONCERNS WERE JUST AN AFTERTHOUGHT IN TOURISM



MAINSTREAMING REMAINS A KEY ISSUE, BUT WE HAVE COME A LONG WAY

The Key Challenge

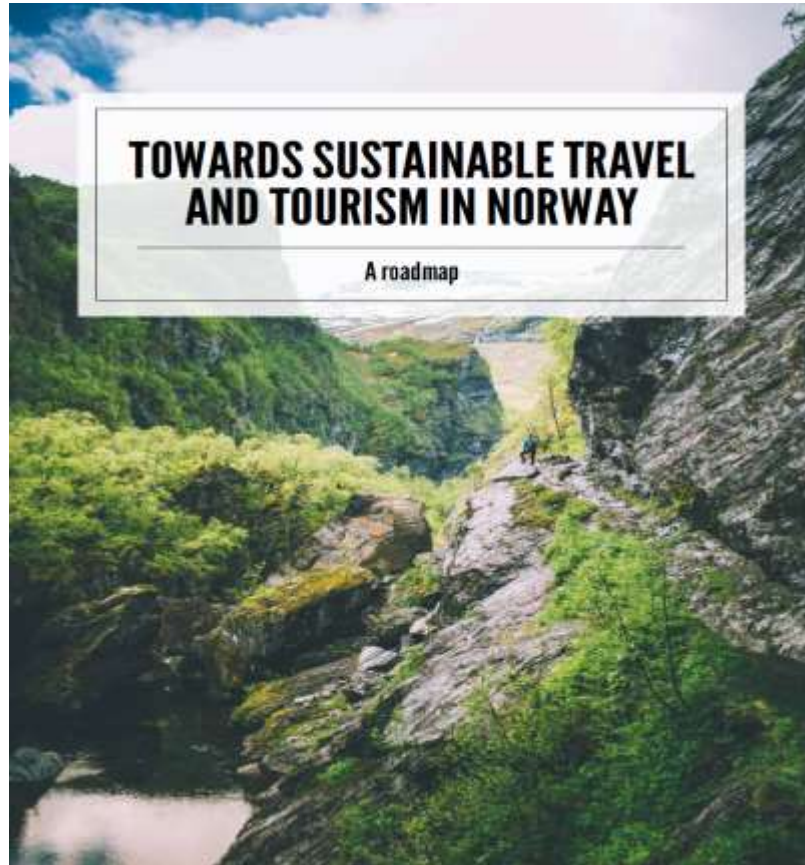


A KEY CHALLENGE NOW IS THE MANAGEMENT OF FUTURE TOURISM VOLUMES



COUPLED WITH CLIMATE CHANGE AND EMISSIONS, ESPECIALLY FROM TRANSPORT

The Solutions



EUROPARC
Sustainable Tourism
in Protected Areas



THIS LINKS BACK TO MAINSTREAMING, WITH DESTINATIONS PREPARED TO LIMIT AND MANAGE GROWTH



AND TO CONSIDER TOTAL EMISSIONS IN THEIR INVESTMENTS AND APPROACH TO MARKETS



Tourism

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AND NOW WE CHANGE TOPIC TO ...

SDGs 2030 – Fairy Tale or Fairy Tale Ending

Invest in human resources and apply participatory approaches when sustainability is targeted in tourism and local development

implementing Good Governance using Agenda 21-related to Local Development

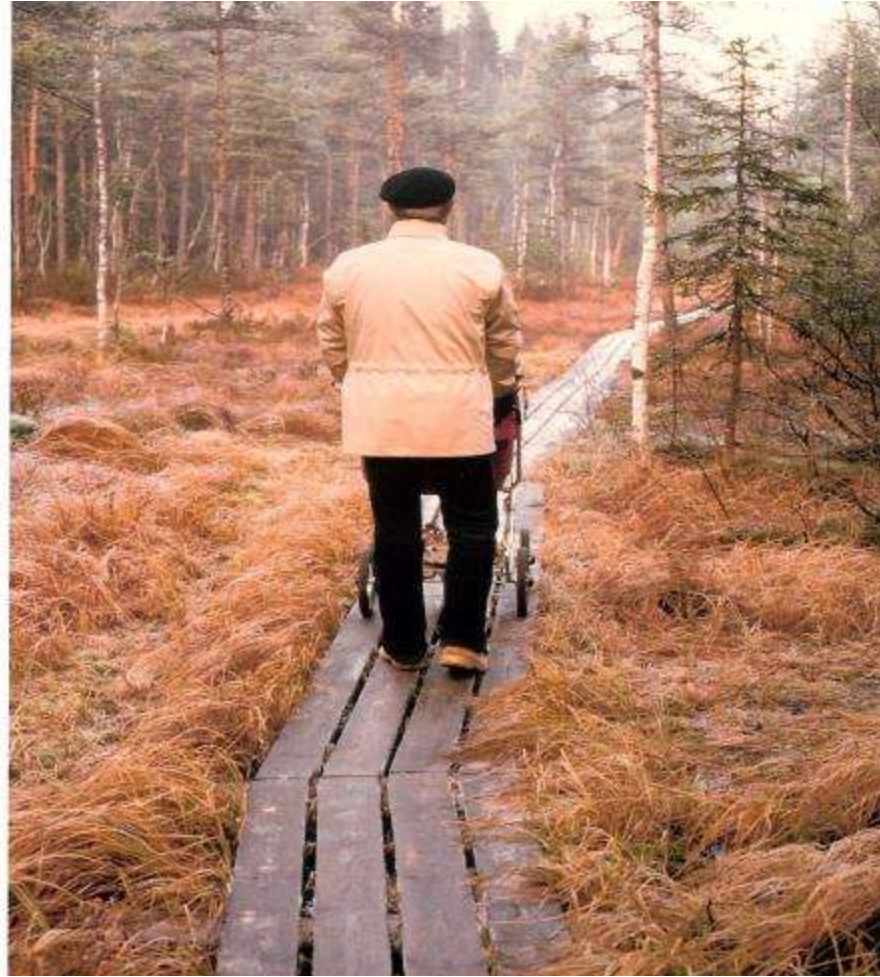
Pekka Alhojärvi

CEO of Silvicultura Ltd., Finland, Ecotrans member

The Key Issue



As to comprehend the sustainability in development holistically, we should balance its various dimensions. We could start by understanding the importance of silence and listening to natural sounds.



We could introduce the younger and future generations into the values of nature for instance by hiking in frosted peatlands.

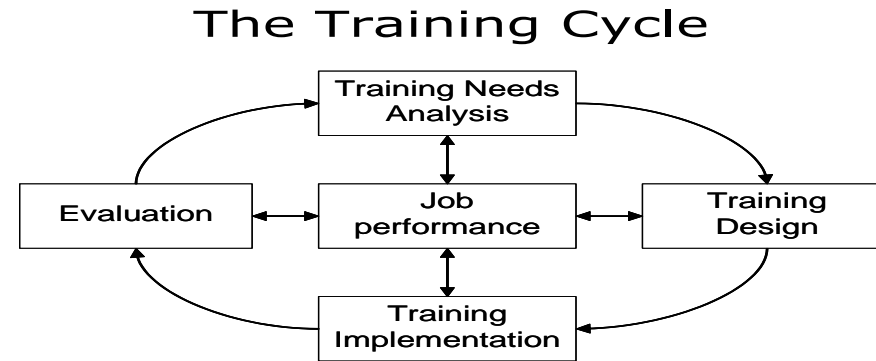
The Future depends largely on what kind of world children inherit from us and what kind of experiences they gain and competencies they learn. Can we show sustainable solutions in practice and act in such a way in every day life? Can they participate actively and fully in our every day life?



TYPE YOUR TEXT HERE...

The Solutions

The Training Cycle – A Systematic Approach to Training



We should understand that every human being has potentialities and competencies that can be upgraded and improved. Everybody can learn as long she is motivated and trusted. Sustainability should be integrated in all our activities and skills. Thus we can improve the quality of our performance.



All the best to Ecotrans and other networks and human beings working for the development of sustainable tourism and its contribution to local development!



Tourism

2030

DestiNet Services



AND NOW WE CHANGE TOPIC TO ...

SDGs 2030 – Fairy Tale or Fairy Tale Ending

MAINSTREAMING SUSTAINABILITY INTO TOURISM
PLANNING AND MANAGEMENT

Albert Salman

Green Destinations, NL

ECOTRANS member: 10 years

The Key Issue

For a long time it was a burning issue how to mainstream sustainability in the tourism market place.

Lip service was paid to it, but we often observed greenwashing to justify growth, in a policy aimed at attracting more visitors.

The Key Challenge

A key challenge now is how to save sensitive and iconic destinations from being exploited by global corporations: fastfood, coffee & retail chains; cheap carriers; cruiselines; hotel & home sharing platforms; real estate investors; and – not least social media.

The Solutions

Develop approaches in (and together with) destinations to advance UN SDGs through an affordable development of G.R.E.E.N. destination management, to manage growth and to make it more sustainable.

G.R.E.E.N. stands for:

Genuine, authentic

Respectful, Responsible

Economically sustainable, locally

Environmentally and climate friendly

Nature friendly



Tourism

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DestiNet Services



AND NOW WE CHANGE TOPIC TO ...

SDGs 2030 – Fairy Tale or Fairy Tale Ending

Biodiversity Protection

Marion Hammerl

GNF

ECOTRANS member

We need a compromise of the tourism sector to contribute to the restoration of ecosystems and protection of species – via sound planning, biodiversity management and financial support for projects!

Burning issue: Dramatic Loss of Biodiversity

Intact nature and landscapes, beaches and crystal clear water, coral reefs, birds and whales Tourism sells biodiversity and ecosystem services without contributing adequately to the protection and restoration of biodiversity!



Marion Hammerl

Global Nature Fund
Lake Constance
Foundation

**Ecotrans member since
25 years**

We need a compromise of the tourism sector to contribute to the restoration of ecosystems and protection of species – via sound planning, biodiversity management and financial support for projects!

Key challenge:

Biodiversity is an issue for all types of tourism!

But so far only few tourism destinations and tourism companies consider biodiversity aspects in their management in order to reduce negative direct and indirect impacts and contribute to protection.





Milestones to 2022

20 % of the tourism actors realized a Biodiversity Check to evaluate the direct and indirect impacts and implement a meaningful Biodiversity Action Plan.

10 % of the tourism destinations – especially coastal destinations - created a fund to support restoration projects (e.g. restoration of coral reefs, mangrove forests, marine species).



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SDGs 2030 – Fairy Tale or Fairy Tale Ending

RAISING THE MARKET SHARE OF SUSTAINABLE TOURISM

Herbert Hamele

ECOTRANS, Germany

Co-founder of ECOTRANS

The Key Challenge



THIS REQUIRES A HIGH LEVEL OF SUSTAINABILITY STANDARDS, CREDIBILITY AND TRANSPARENCY.

The Key Challenge



A KEY CHALLENGE NOW IS TO GIVE PRIORITY TO SUSTAINABILITY DECISIONS AT ALL LEVELS

The Key Challenge

Green Travel Map Germany

The "Green Travel Map Germany" has been developed in partnership with the German National Tourism Board (GNTB). The map is used by the GNTB with their 30 agencies abroad, by tour operators and booking platforms as reference for the development of their green products and services and for their marketing.

In collaboration with

Germany
Simply inspiring



See the GNTB Microsite
"Destination Germany - a
Sustainable Experience!"



AND TO RAISE SIGNIFICANTLY THE MARKET SHARE OF CERTIFIED TOURISM OF 1% in 2018...

The Solutions



... TO 3% in 2022 - 6% in 2026 – 10% in 2030



Tourism

2030

DestiNet Services



AND NOW WE CHANGE TOPIC TO ...

Tourism 2030 Milestones Survey

Burning issues

Key Challenges

Milestones

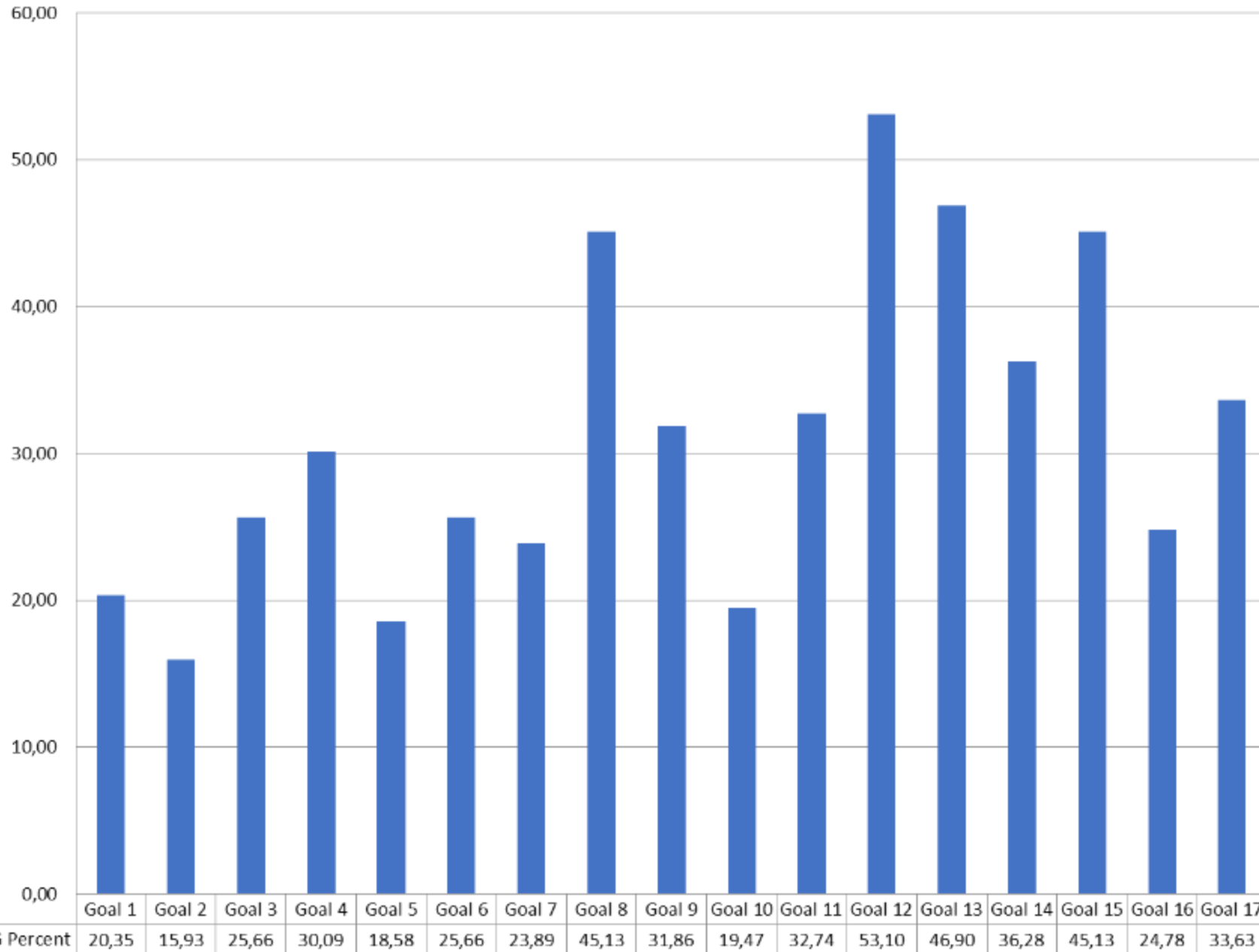
114 Participants

From 13-02 to 02-03-2018

**Participants from 41
Countries**

5 Continents

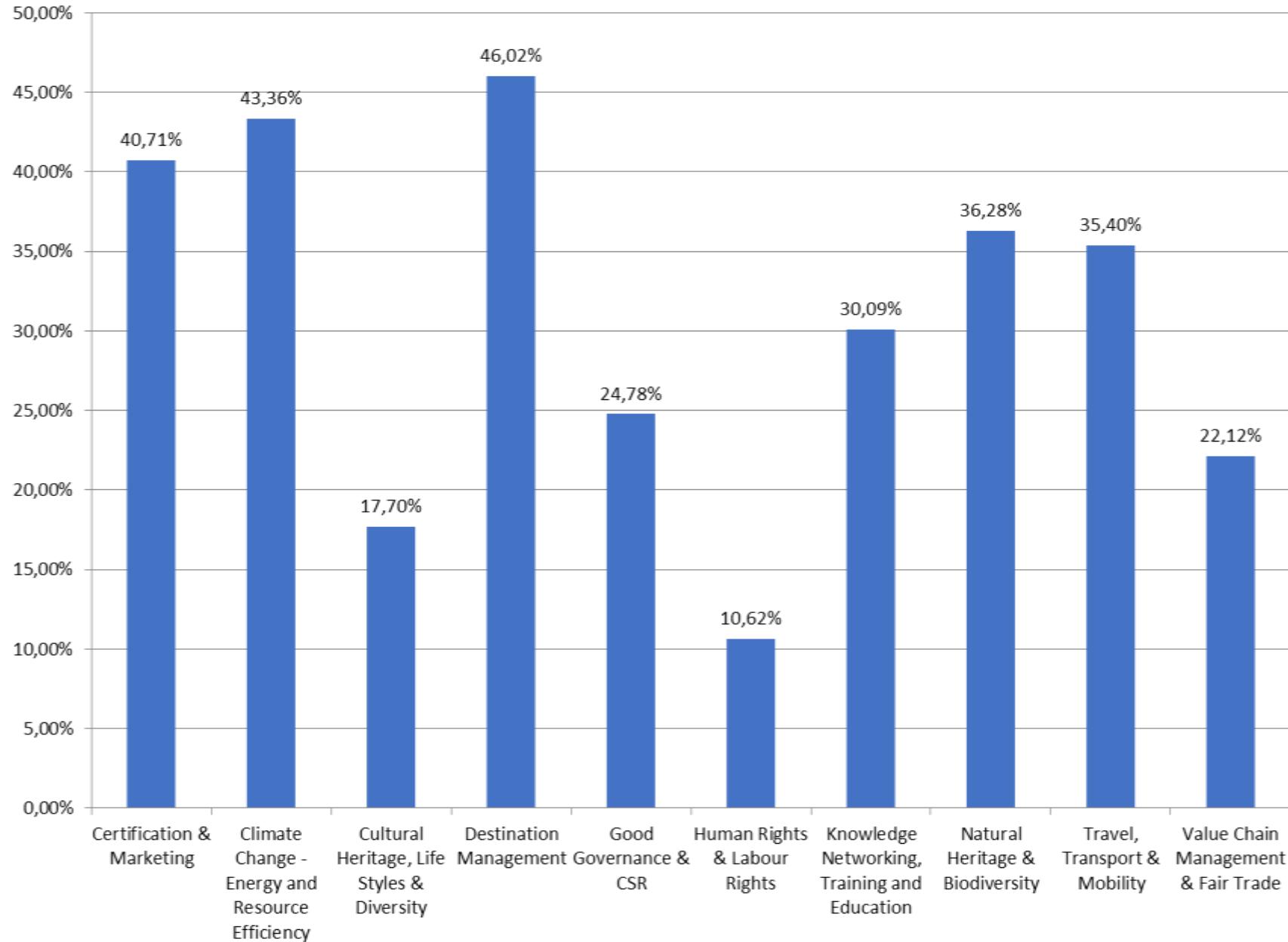
Survey Result SDGs



Percentage of participants contributing to the Goals

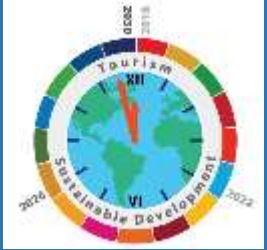


Survey Results Tourism 2030 Topics



Percentage of participants working on the Tourism 2030 topics

1993  2018



Special Statements

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„We need an Agreement on an equitable distribution of responsibilities for mitigating impacts and compensating for environmental losses between the different subsectors in tourism given the complex, multi-storied/capillary nature of the tourism sector“

Burning issue: limited market penetration

Enormous progress in processes, tools and technologies – but limited penetration of best practices into the mainstream market

Key challenge:

Significant investment to define sustainability standards > accreditation and certification

Milestones: to 2022 – much longer periods are counterproductive.

A global campaign on consumer awareness (such as “Your Travel Choice Makes a Difference”) led by trade associations and governments, with engagement of celebrities, media and opinion formers;

A global compilation of best practices on technical and financial incentives for sustainable tourism businesses certified through GSTC - affiliated standards is formulated into a coherent set of guidelines and distributed widely by all 10YFP partners



Oliver Hille
Programme Officer
Convention on
Biological Diversity

„We need an Agreement on an equitable distribution of responsibilities for mitigating impacts and compensating for environmental losses between the different subsectors in tourism given the complex, multi-storied/capillary nature of the tourism sector“

Burning issue: Disparity

Disparity between the economic benefits brought to tourism by natural attractions and the sector's payback

Key challenge:

Only 6-7 countries among the almost 200 in the UN report more than 10% of the annual cost for operating and maintaining the network of protected areas being covered by tourism-related revenues

Milestone: to 2022

Launch of a specific initiative, supported by key players in the sector, for capacity building and technical and scientific cooperation of park agencies and the tourism sector on payback mechanisms for stewardship and management of natural attractions, ecosystems and biodiversity.



Oliver Hille
Programme Officer
Convention on
Biological Diversity

Burning issues

- **Measuring** the number of arrivals to destinations and jobs created, rather than the sustainability of the tourism resources, number of local jobs, amount of community income
- **Destinations** often negatively affected by visitation rather than positively affected
- **Government** tourism plans in many cases also lack metrics, or the enforcement and incentives for sustainability.
- **Fragmented industry** not necessarily working together to create a shared, bold agenda.
- **The patterns continue to repeat over and over. It is like we cannot learn from the headaches others have gone through...**
- There seems to be a perceived notion of **never-ending supply of destinations and attractions** so key players are not necessarily committed to the sustainability of the destination where they operate at a particular point in time. In other words, many companies will not commit to the long-term vision that sustainable development requires. **Some come in, take as much as they can and leave to the next best destination in line. That cannot continue happening."**



Ronald Sanabria
Sustainable Tourism
Rainforest Alliance

“For the SDGs in general to work, we need to fundamentally change our measurements of success, and the timeline associated with tourism development needs to be extended. Short term planning does not work in tourism development.”

„25 years ago we started to add little stones to the global mosaic of sustainable tourism development, creating networks to share knowledge with an ever growing list of like minded colleagues and friends. Let's enjoy that - and let's make the best of the time left.“

Herbert Hamele, ECOTRANS

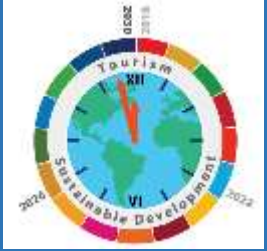
“Amos was an inspiration to all of us who believe that tourism can become that force behind conservation and the development of our communities. His contributions to sustainable tourism at national and international levels are immeasurable. As a Costa Rican, I am deeply grateful for the Amos' leadership promoting ecotourism in our country as an entrepreneur, biologist, conservationist, academic and consultant. But above all, I feel blessed by his friendship and grateful that for the time we shared and the many lessons I learned from him. His legacy will live forever.“

Ronald Sanabria, Rainforest Alliance



Amos Bien †

1993  2018



The SDGs2030:
Fairy tale or fairy
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25 Years
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[Tourism2030.eu](https://www.tourism2030.eu)

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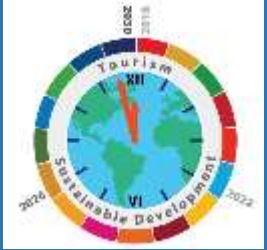
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Knowledge Networking Portal for Sustainable & Responsible Tourism

Herbert Hamele, Gordon Silience

ECOTRANS



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PARTNERSHIPS FOR SDGs

Tourism2030 is an independent portal which brings together the global community of people and organisations working for making tourism more sustainable.

Please note that the DestiNet Portal for Sustainable & Responsible Tourism has been re-launched as Tourism 2030.

[Home](#)

Knowledge Networking Portal for Sustainable & Responsible Tourism

Tourism2030 is an independent portal which brings together the global community of people and organisations working for making tourism more sustainable.




 PARTNERSHIPS FOR SDGs

ECO  TRANS

 TRIANGLE
KNOWLEDGE ALLIANCE

 CREATE MY
TOURISM2030 ACCOUNT

 ONLINE SURVEY ON SDGs &
TOURISM2030 MILESTONES

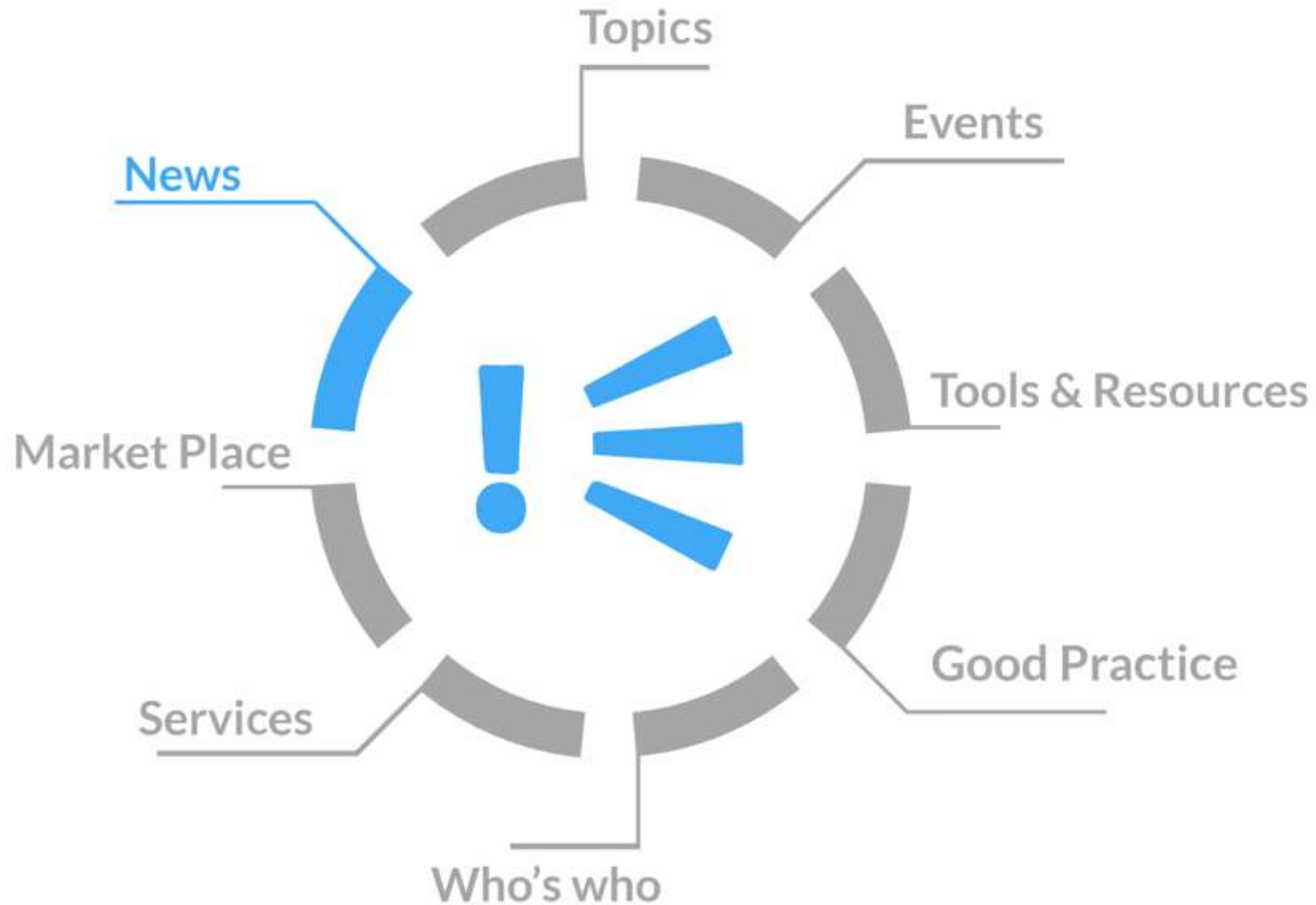
COUNTDOWN CLOCK 2030



TIME TO ACT!

Good to know

The Tourism 2030 Compass



CERTIFICATES AND AWARDS WORLDWIDE

Tourism2030 provides the global list of more than 150 international, national and regional **Certificates and Standards** for environmentally friendly, sustainable tourism businesses and destinations. With transparent information on their target groups, criteria, auditing procedure and more. Many map their certified tourism on the global **Market Place Atlas** to support their visibility and access as "the better choice" to the market. In addition there are more than 50 **Awards** for outstanding examples for responsible and sustainable tourism. Their 100s of finalists and winners are presented on the global **Atlas of Excellence**.

[See all Certificates and Standards](#) [See all Awards](#)



CERTIFICATES, LABELS, STANDARDS



Since 1993 ECOTRANS has continuously compiled and updated the global list of environmentally friendly and sustainable tourism certification programs, labels and standards. As the certification programmes are now and then changing their standards or their assessment procedure, ECOTRANS updates their profiles accordingly. What is important to know?

Download the free "Guide through the label jungle 2016"

[2016: Download EN](#)

[2016: Download DE](#)



Sustainable Tourism Certification Worldwide



Global map of certificates

Since the first eco-labels for tourism 30 years ago meanwhile more than 200 certificates are operating world wide. ECOTRANS is continuously updating and expanding the global list of environmental and sustainability certificates with their profiles.

Where do they operate? Which sustainability areas do they certify? Who can be certified? How many businesses, tour operators or destinations are certified?

See all 200+ certificates on the [global map](#) and click on the certificates below to see their profiles!

Is your certificate missing? [Send your certification profile to ECOTRANS!](#)

Global Certification Quickfinder



Filter by Keyword

Zoom to location

Go

Category

All

Filter by country

All

Operational level

All

Sustainability

All

Credibility

All

Services

All

Displaying 0 location(s). [View as list](#)



GREEN TRAVEL MAPS



Green Travel Maps on Tourism2030 is a new planning service for local, regional or national tourism marketing organizations and **destinations**, aiming to identify and map and raise the number of tourist attractions and products that demonstrably contribute to an environmentally friendly and socially compatible tourism in the destination area, proved by certificates, labels and awards for sustainable tourism. The maps include a selection help for green proofs for businesses and destinations, and can be used for both managing, marketing and monitoring the green tourism offer.

[Green Travel Maps in Europe: Pilot countries & destinations](#)



Green Travel Map Germany

Grüne Reisekarte Nördl

Die Tourismusorgan *Schwarzwald* nutzt c zum Monitoring der ihrer Destination mit Belegen, inklusive re dient dabei als Entscheidungsgrundla; Vermehrung und Marketingunterstütz Tourismusangebote.

Grüne Reisekarte Baden-Württemberg



Die *Grüne Reisekarte Baden-Württemberg* ist eine Planungshilfe für die Tourismus Marketin Baden-Württemberg und Destinationen in Baden-Württemberg. Sie dient der

Identifizierung und Kartierung von touristischen Produktbausteinen und Angeboten, die nachweislich durch zu einem nachhaltigen Tourismus in Baden-Württemberg beitragen. Als Nachweise gelten Zertifikate, Labels und Preise für hohe Umwelt- und Sozialverträglichkeit, die auf DestiNet gelistet sind.

The "Green Travel Map Germany" has been developed in partnership with the German National Tourism Board (GNTB). The map is used by the GNTB with their 30 agencies abroad, by tour operators and booking platforms as reference for the development of their green products and services and for their marketing.

in collaboration with
Germany
Simply inspiring



See the GNTB Microsite "Destination Germany - a Sustainable Experience"!



Grüne Nachweise Deutschland Grüne

Deutschland

Nachweise

Angebote

About

Germany

Green Proofs

Regions

Management

Über 30 Betriebe und Ort



Über 200 grüne Betriebe und Destinatione



Beherrgung

Camping

Einkaufen

Transport, Mobilität

More than 1000 businesses and destinations with green proofs



Accommodation **Camping** **Restaurants** **Attractions** **Activities**

Shopping **Tour operators** **Packages** **Mobility** **Destinations**





Destinations in Europe

The good practice examples show measures taken by destinations, which serve as inspiration for other destinations to innovate and to make tourism more sustainable. These examples have been researched by Quality Coast, EDEN, Alpine Pearls in partnership with ECOTRANS in 2013/2014 and presented at the [VISTAS Awards](#) event at ITB 2014. Further examples have been researched by the INSPIRECO project in 2013 - 2014. For the descriptions the contributors have keyworded the examples with the relevant **GSTC Criteria for Destinations**.



Choose your criteria of interest and see a list of good practices!

GSTC CRITERIA FOR DESTINATIONS

Section A: Management	Section B: Socio-Economic	Section C: Cultural	Section D: Environmental
A1 Sustainable destination strategy	B1 Economic monitoring	C1 Attraction protection	D1 Environmental risks
A2 Destination management organization	B2 Local career opportunities	C2 Visitor management	D2 Protection of sensitive environments
A3 Monitoring	B3 Public participation	C3 Visitor behavior	D3 Wildlife protection
A4 Tourism seasonality management	B4 Local community opinion	C4 Cultural heritage protection	D4 Greenhouse gas emissions
A5 Climate change adaptation	B5 Local access	C5 Site interpretation	D5 Energy conservation
A6 Inventory of tourism assets and attractions	B6 Tourism awareness and education	C6 Intellectual property	D6 Water Management
A7 Planning Regulations	B7 Preventing exploitation		D7 Water security
A8 Access for all	B8 Support for community		D8 Water quality
A9 Property acquisitions	B9 Supporting local entrepreneurs and fair trade		D9 Wastewater
A10 Visitor satisfaction			D10 Solid waste reduction
A11 Sustainability standards			D11 Light and noise pollution
A12 Safety and security			D12 Low-impact transportation

TOPICS

Welcome to The Most Comprehensive International Knowledge

The Tourism 2030 Plan sustainable tourism together with the local place developments the work we need to Development Goals Tourism2030 topics list for covering all s

Please note: The topics Each topic will be introduced by Tourism2030 supporters

Choose your topic, see



Topics to make tourism more sustainable



CLIMATE CHANGE - ENERGY AND RESOURCE EFFICIENCY



HUMAN RIGHTS & LABOUR RIGHTS



DESTINATION MANAGEMENT



VALUE CHAIN MANAGEMENT & FAIR TRADE



KNOWLEDGE NETWORKING, TRAINING AND EDUCATION



TRAVEL, TRANSPORT & MOBILITY



NATURAL HERITAGE & BIODIVERSITY



CULTURAL HERITAGE, LIFE STYLES & DIVERSITY



CERTIFICATION & MARKETING




GOOD GOVERNANCE & CSR



CLIMATE CHANGE - ENERGY AND RESOURCE EFFICIENCY



 **Climate change** is seen by many as one of the most important current challenges for the sustainability of tourism. Like few other industries, tourism heavily relies on intact natural nature and landscape affected in many ways. Tourism must **adapt** to its direct and indirect emissions and demands respectively. This multi-faceted changes in the way



My Tourism2030
Bringing you in

Filter by Keyword

Zoom to location

Filter by country

Show organisation types

- Governments & Administrations
- Education, Research, Consultancy
- NGOs, Partnerships, Networks, Projects
- Destinations Businesses
- Individuals

operational level

Filter by landscape type

Displaying 174 location(s).

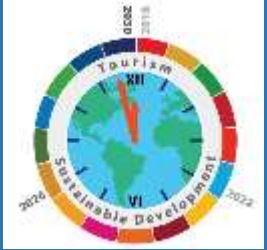


Events

Tools & Resources

Good Practice

1993  2018



The SDGs2030:
Fairy tale or fairy
tale ending?

25 Years
ECOTRANS

Statements

Tourism2030.eu

TRIANGLE
Knowledge Alliance

Countdown Clock:
Round Table

Sign up

ITB 2018 Launch Event
Thursday, 8th March 2018
Room VIP 1 (Großer Stern)
14:30 - 15:30 hrs.



Funded by the
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TRIANGLE Knowledge Alliance

Wolfgang Strasdas

Hochschule für Nachhaltige Entwicklung
Eberswalde



Tourism Research Innovation And Next Generation Learning Experience (TRIANGLE) Programme

Wolfgang Strasdas

Eberswalde University for Sustainable Development & Forum Anders Reisen

Berlin ITB

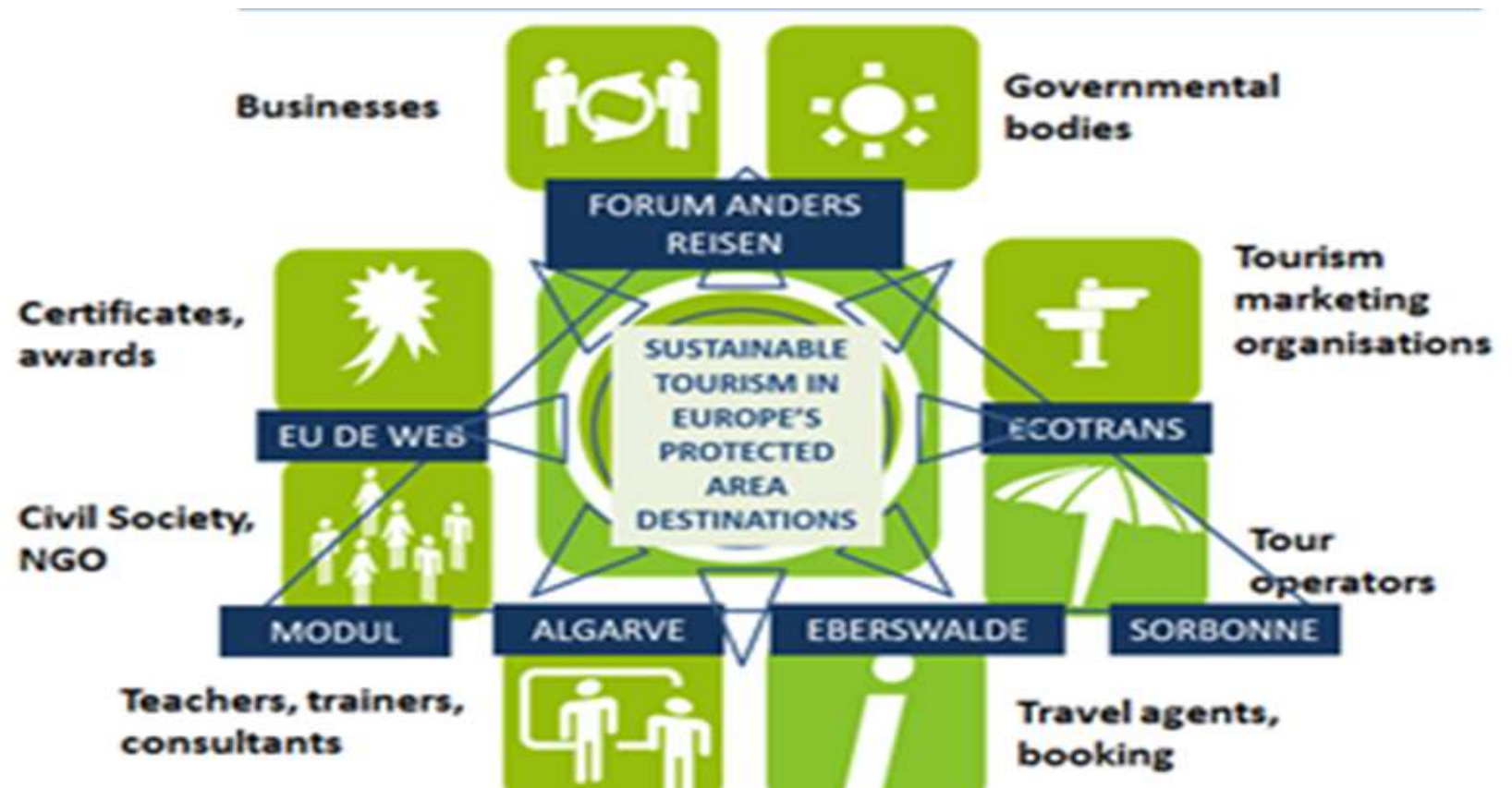
8th March 2018



Erasmus+

Aim – A European Knowledge Alliance of HEIs

Using Erasmus funding the TRIANGLE Programme will create a Knowledge Alliance of HEIs & businesses across Europe, delivering a common sustainable tourism training system for stakeholders working with green tourism destinations.



The Benefits for HEIs, Businesses and Students

By working collaboratively, the HEIs in the KA aim to:

1. Improve the **quality of teaching** sustainable tourism
2. **Keep costs** of producing and updating course material **down** and,
3. Make it **relevant to business and market place needs** through the development of practice-oriented student competences in sustainable tourism certification and other green business services.



Tourism 2030
DestiNet Services



Topics to make
tourism more
sustainable

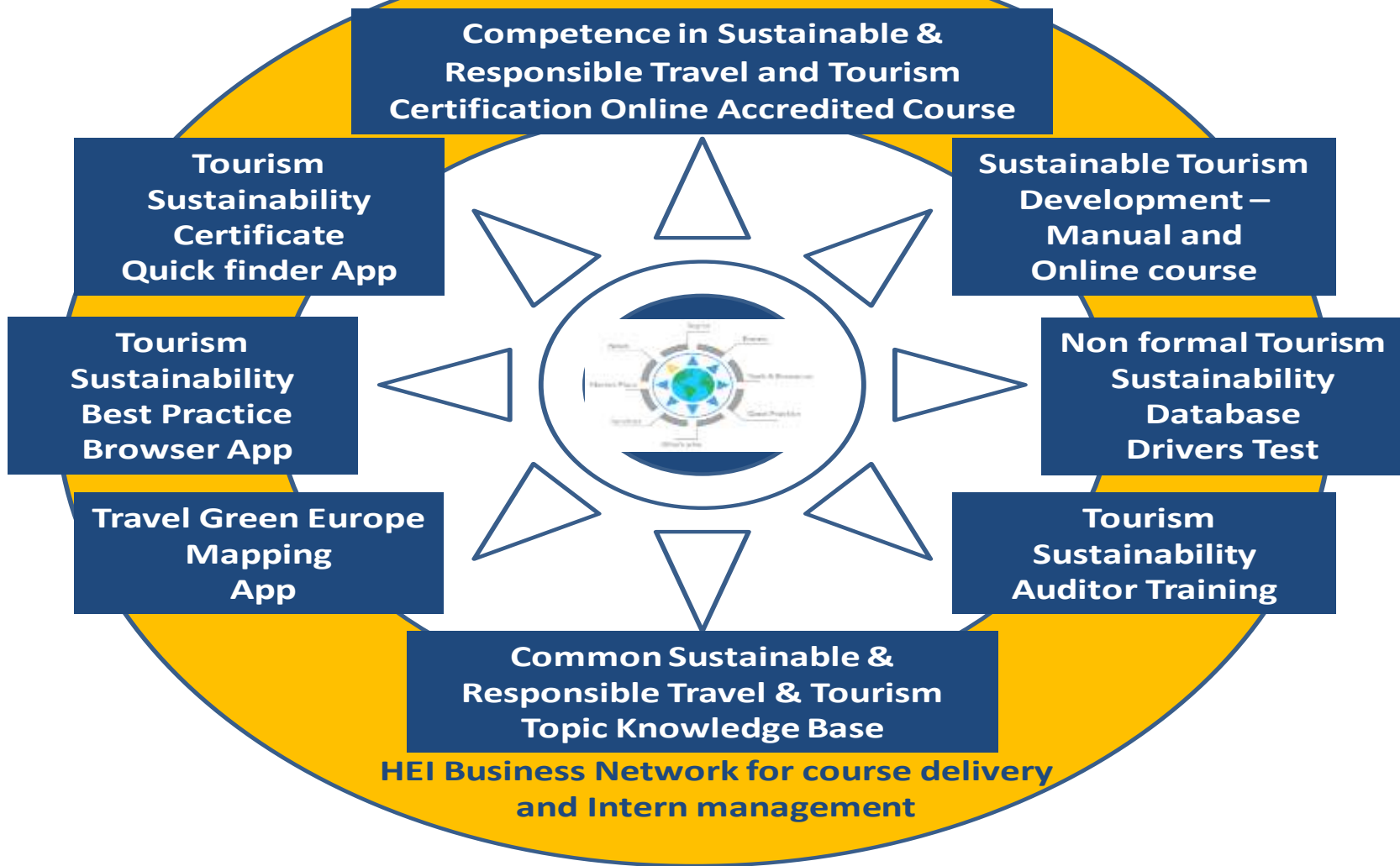
- [Certification & Marketing](#)
- [Climate Change - Energy and Resource Efficiency](#)
- [Cultural Heritage, Life Styles & Diversity](#)
- [Destination Management](#)
- [Good Governance & CSR](#)
- [Human Rights & Labour Rights](#)
- [Knowledge Networking, Training and Education](#)
- [Natural Heritage & Biodiversity](#)
- [Travel, Transport & Mobility](#)
- [Value Chain Management & Fair Trade](#)



Main Online Training Tools and Services



TRIANGLE KNOWLEDGE ALLIANCE - SUSTAINABLE TOURISM TRAINING SYSTEM FOR EUROPE'S PROTECTED AREA DESTINATIONS



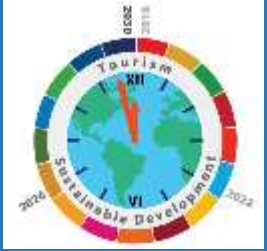


Join us to build the
Alliance across all of
Europe!



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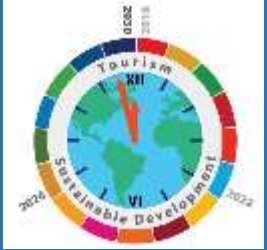
Funded by the
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of the European Union

ROUND TABLE

Countdown Clock: milestones to meet the 2030 targets

Antje Monshausen – Tourism Watch
Christine Plüss – AKTE
Dirk Glaeßer – UNWTO
Geoffrey Lipman – SUN
Olaf Schlieper – Germany Travel
Petra Thomas – FAR
Randy Durband – GSTC
Marion Hammerl – GNF (Moderation)

1993  2018



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ROUND TABLE

Countdown Clock: milestones to meet the 2030 targets

Moderation

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Global Nature Fund

Christine Plüss AKTE



Dirk Glaeßer UNWTO



Petra Thomas FAR



Antje Monshausen Tourism Watch



Randy Durband GSTC



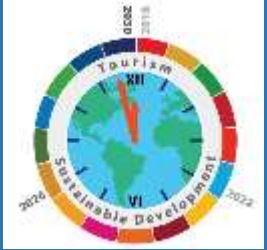
Geoffrey Lipman SUN



Olaf Schlieper Germany Travel



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Sign up to the Tourism2030.eu site & Countdown Clock



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 CREATE MY
TOURISM2030 ACCOUNT

 ONLINE SURVEY ON SDGs &
TOURISM2030 MILESTONES

Keep in touch!

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