

EEN target groups

The members of the European Ecotourism Network are European organizations and bodies of the following categories:

- ✓ Certification and accreditation schemes
- ✓ Tourism enterprises active in the field of nature tourism and ecotourism
- ✓ Nature parks, protected areas managing authorities, NGOs, Local Action Groups and associations active in ecotourism
- ✓ Education and Training organizations, ranging from Universities and research institutes to vocations schools and training bodies
- ✓ Experts in ecotourism and quality evaluation
- ✓ Tourism destination management administrations and national, regional and local authorities that influence tourism development and policy makers

Join the EEN!

Visit our website www.ecotourism-network.eu

...and look out for the regular Newsletters of the Network!



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European
Ecotourism
Network

ECOLNET



European Commission, Directorate General Education
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European Ecotourism Knowledge Network

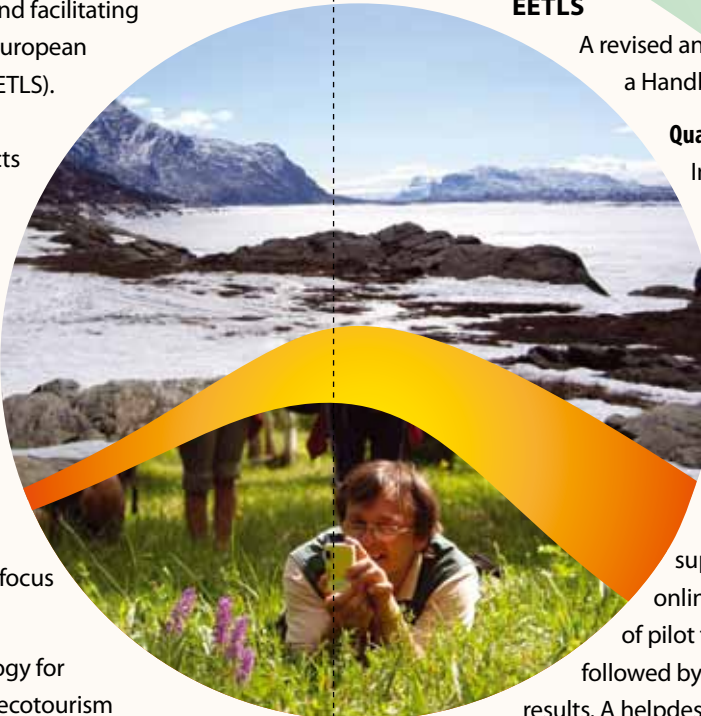
The European Ecotourism Knowledge Network (ECOLNET) is a 3-year project (2010-2013) co-financed by the European Commission, Lifelong Learning Programme, Transversal Programmes, Key Activity 3 - ICT Networks.

ECOLNET aims to create an Ecotourism network to bring together a variety of stakeholders and develop innovative evaluation tools and learning products for sharing knowledge among the network and facilitating quality certification through the European Ecotourism Labelling Standard (EETLS).

The EETLS was developed by two previous Leonardo da Vinci projects in compliance with the criteria of the Global Sustainable Tourism Council.

Objectives

- ✓ Create a network based on a "community of interest", **the European Ecotourism Network**, bringing together the stakeholders of ecotourism and sustainable tourism, with a focus on quality standards.
- ✓ Create an integrated methodology for evaluating quality standards of ecotourism services that allows mutual learning between the main stakeholders, i.e. quality labelling agencies, expert evaluators who perform the quality assessment and tourism businesses
- ✓ Introduce a set of practical, cost-effective online evaluation tools for assessing compliance with quality standards; and create online learning tools to train the main stakeholders to use them.



- ✓ Create career opportunities for tourism professionals and employment prospects for SME staff in the ecotourism and sustainable tourism field.
- ✓ Enrich the curricula of higher education and vocational training institutions in tourism departments with innovative content and learning tools.

Products and Results

EETLS

A revised and updated version of EETLS and a Handbook for its application

Quality standards assessment.

Including a report on existing quality assessment procedures in the field of sustainable tourism, including competencies needs and learning provision; and online tools for quality standards assessment.

Learning support.

E-learning packages to support the application of the online evaluation tools and conduct of pilot test in at least 9 countries followed by an e-seminar to discuss the results. A helpdesk and a Handbook will facilitate the process.

Networking

The European Ecotourism Network - **EEN** has been set up as the main vehicle for achieving the objectives of the project and disseminating its products. Networking will be supported by a virtual community of interest, 9 national workshops in different European countries, and an international conference in 2013.

The European Ecotourism Network - EEN

The European Ecotourism Network aims to ensure that ecotourism offerings can be part of a genuine conservation and sustainability effort. Moreover,

EEN connects nature tourism and ecotourism stakeholders for good practice knowledge transfer and marketing purposes

EEN promotes the further development and implementation of a common European Ecotourism Labelling Standard (EETLS) to avoid green-washing and unsustainable operations

EEN disseminates, supports and sustains the ECOLNET learning and evaluation products for improving knowledge and quality of the European ecotourism offer, including e-learning and evaluation systems for agencies, companies and evaluators wishing to apply the EETLS.

EETLS

EETLS - the European Ecotourism Labelling Standard - is a baseline quality standard developed along the lines of the Global Sustainable Tourism Criteria, for European Ecotourism. The EETLS is the result of a lengthy development and consultation process that documented international best practice leading to a set of criteria and indicators that are suitable for ensuring quality of ecotourism services.

The EETLS is complimentary to existing certification schemes, setting minimum acceptable standards that can be used by certification schemes and quality labels to benchmark and, hopefully, adjust their own requirements. The EETLS aims to provide a Europe-wide dimension of ecotourism quality certification, offering the possibility to recognise the compliance of existing certificates with the EETLS.

The EETLS is the first Sustainable Tourism Standard in the world that has been recognised by the Global Sustainable Tourism Council.