

International Knowledge Networking for Sustainable Tourism Development



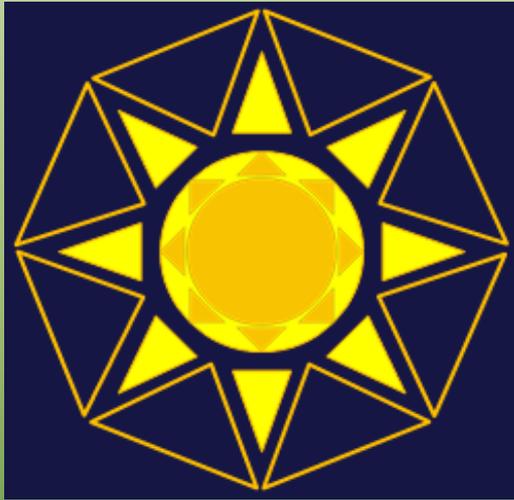
Gordon Silence Executive Director
Ecotrans DestiNet Services
ECOLNET Project Partner Contribution



European Ecotourism Network

Contents

- Background
- Sustainable Tourism
- The DestiNet Sustainable Tourism Portal
- Good Practice Transfer and the Atlas of Excellence
- Using DestiNet to Develop the European Ecotourism Network
- Further Development



Background



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

Founding Member of

- DestiNet - UN Partnership for Sustainable Development
- Global Sustainable Tourism Council
- Global Sustainable Tourism Partnership

The DestiNet logo consists of the word "DestiNet" in a white, sans-serif font, centered within a blue rectangular background.





DestiNet – Partnership for Connecting Sustainable Tourism



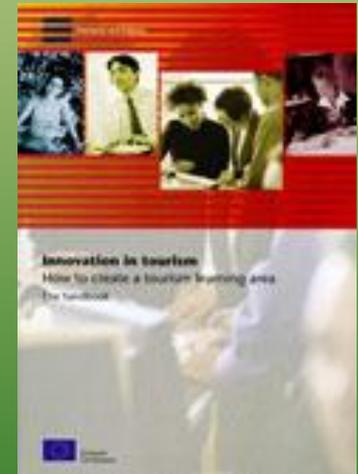
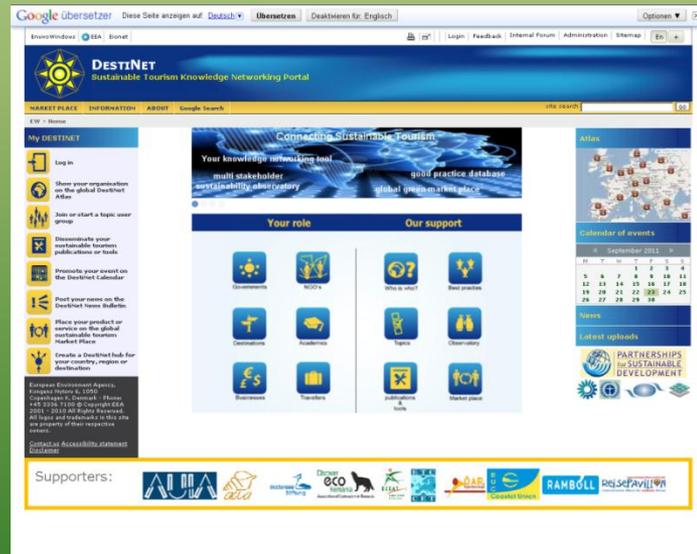
PARTNERSHIPS
FOR SUSTAINABLE
DEVELOPMENT

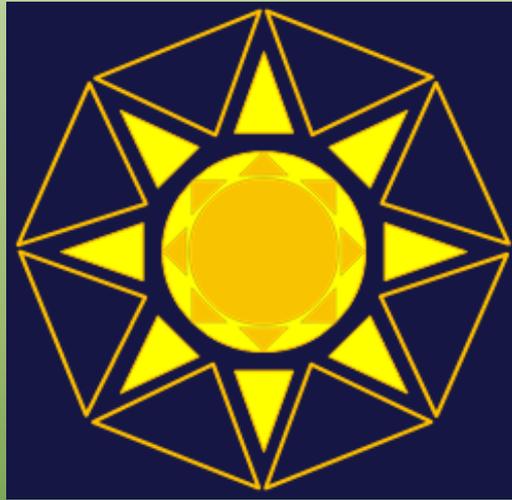
DestiNet - UN Partnership for Sustainable Development

- EEA + UNWTO + UNEP + Ecotrans (executive body)

➔ To bring stakeholders and information together

➔ DestiNet - Sustainable Tourism Knowledge Networking Portal





Sustainable Tourism

Organising Knowledge Exchange to Benefit from Sustainable Tourism Development



Governments



Destinations



Businesses



Academics



NGO's



Travellers

20 years of sustainable discussion, research and development



Who is who?



Observatory



Topics



publications
&
tools



Best practies



Market place

- A lot of stakeholders are involved
- A lot of information and knowledge is out there
- Stakeholders and information can be brought together in a Tourism Learning Area

Working in the European Knowledge Economy



Governments



Destinations



Businesses



Academics



NGO's



Travellers

We need to work in Learning Areas because:

- So many stakeholders are involved
- Learning is necessary for innovation, sustainability and improving market performance
- Learning is best done by knowledge networking

The DestiNet Sustainable Tourism Learning Area



Governments



NGO's



Destinations



Academics



Businesses



Travellers

To engage the stakeholders in contributing to a common tourism development strategy facing the challenges of:

Climate Change- Energy &
Resource Efficiency

Destination Management
& Good Governance

Natural and Cultural
Heritage

Knowledge Networking,
Training & Education

Sustainable
Transport & Travel

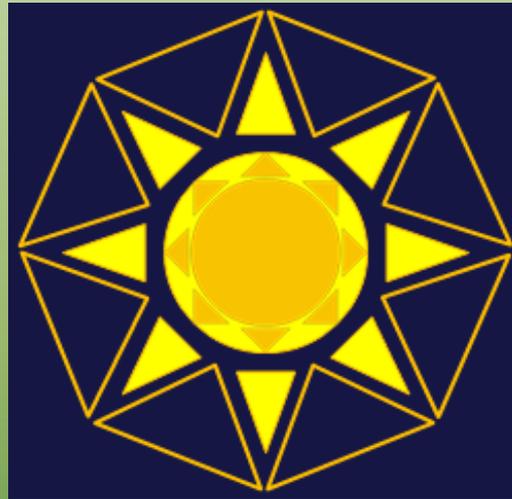


Topics

Sustainable Supply
Chain Management

Quality Assessment,
Certification & Marketing

Sustainable Consumption and
Production & Tourism (overarching)



The DestiNet
Sustainable Tourism Portal

Connecting the know-how and stakeholders to develop responsible tourism



DestiNet as a Knowledge Networking Tool



DestiNet as a Good Practice Database

Public information (free access), e.g.



Who is who?



publications
&
tools



Best practices



Market place

- 100 universities in Europe
- Alpine Pearls
- Eco-Destinet library
- 130 certificates, standards and awards
- Atlas of Excellence with 500 award winners, incl. EDEN
- 1.000+ certified tourism, e.g. Ecotourism Norway, CSR Tourism operators, Ecocamping, Austrian Ecolabel, European Charter parcs, 300 in Latin America, ...
- 30 online marketing services, e.g. Green travel Bridge



Using DestiNet to Set up an Online Tourism Observatory



Governments



NGO's



Destinations



Businesses



Academics



Travellers



Sustainable Consumption & Production



Natural & Cultural Heritage



Climate change, Ressources



Transport & Mobility



Supply Chain Management



Destination management



Knowledge Networking, Training & Education



Certification & Marketing



Topics



Who is who?



publications & tools



Best practices



Market place

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 zoning, design
- A.7. Interpretation

B. Social/Economic

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

Heritage

- Behavior
- Artifacts
- Identification of Sites
- Preservation of Culture

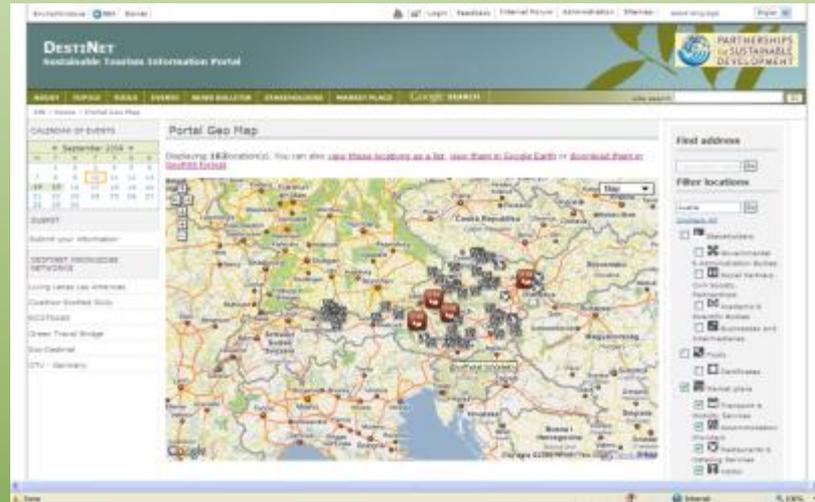
Environment

- Planning Policy
- Sustainable Goods
- Energy Consumption
- Water Consumption
- Household Gas
- Water
- Management Plan
- Hazardous Substances
- Pollutants
- Species
- Animals in Captivity
- Mapping
- Diversity Conservation
- Interactions with Wildlife



Observatory

DestiNet as a Mapping and Clustering Tool



- **Mapping and clustering** allows individuals to see a bigger picture, learn more, get more connections, share knowledge and ideas, build creative teams, and have better access to support, raise finance, plan production and services, engage in markets and develop responsible & sustainable activities
- **Knowledge networking at the regional level** - Regions who develop clusters and businesses who participate in clusters, and communities whose residents are engaged in clustered economies will be strengthening the security and sustainability of their activities and lifestyles

DestiNet for Marketing Ecotourism

- **National Tourism Organisations**

green maps of national and regional offers (eg Austrian Ecolabel)

- **Tour Operators, Travel Agents**

Access to certified products and services (eg Green Travel Bridge)

- **Direct to Consumers**

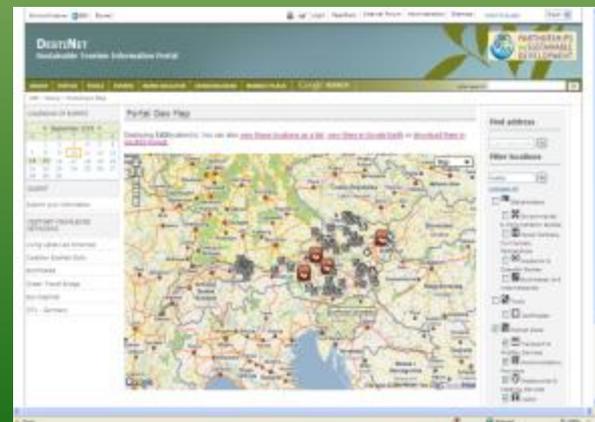
Links to dedicated online websites (Responsible Travel.com)

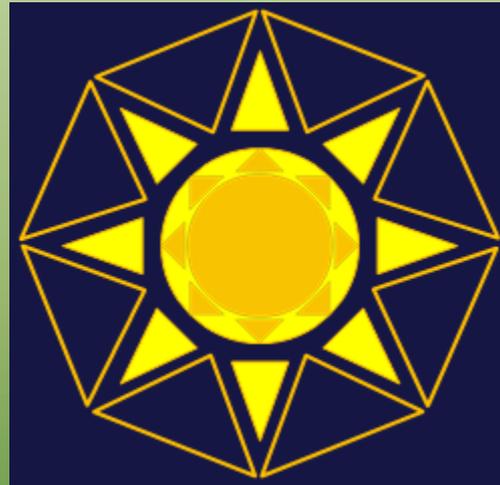
- **Media links**

News feeds to key stakeholders and media stakeholders (Vision on Sustainable Tourism)

- **Event based marketing**

Dedicated campaigns at large scale events (Rio 20+ London Olympics 2012)





Good Practice Transfer & the DestiNet Atlas of Excellence

An Industry-based, Quality-Assessed Global Sustainable Tourism Market-place

Atlas

- Join or start a **topic user group**
- Disseminate your sustainable tourism **publications or tools**
- Promote your **event** on the DestiNet Calendar
- Post 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, region or destination

ACRONYMS

[Browse](#)

want to display. To **display** your search results, you can also [view selected country](#), [view them in Google Earth](#), [download them in GeoRSS format](#) or Currently displaying **77** location(s).

NB The Google Search in the green bar can also be used for free text

HORTOBÁGY, HUNGA

Hortobágy or puszta is par uninterrupted natural grass example of the harmoniou and nature through the con 200 families still perpetu life. The surrounding Horto Hungary's largest protecte "2008 European Tourist D Intangible Heritage" Award Destinations of Excellence

MARKET PLACE

- Travel Packages
- Activities
- Attractions
- Restaurants & Catering Services
- Accommodation Providers
- Transport & Mobility Services
- Tour operators, Travel agents, Intermediaries

MARKET SOLUTIONS

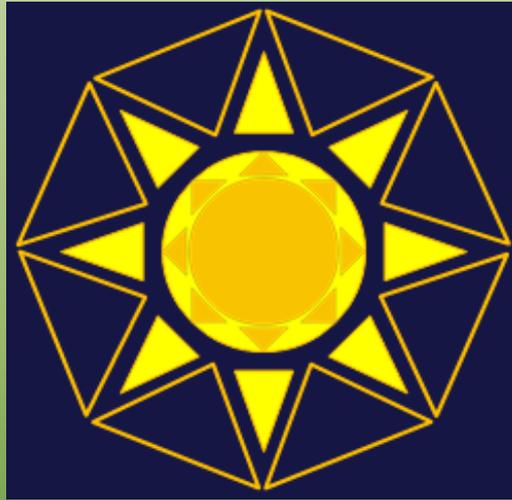
- Certificates
- Research, Training, Consultancy
- Energy/Water/Waste Solutions
- Other Products/Services

Geographical Specification

- operational level
- landscape type

by country

All



Using DestiNet to Develop the
European Ecotourism Network

EnviroWindows EEA Eionet

Logout Feedback Internal Forum Administration Sitemap En +

DESTiNET

Sustainable Tourism Information & Communications Portal

PARTNERSHIPS for SUSTAINABLE DEVELOPMENT

ABOUT WHO'S WHO TOPICS TOOLS EVENTS NEWS MARKET PLACE Google SEARCH site search GO

EW » Home » Topics » Knowledge Networking, Training & Education » ECOLNET - European Ecotourism Network Project

YOUR OPPORTUNITY TO CONTRIBUTE ...

- Show your organisation on the global DestiNet Atlas
- Join or start a topic user group
- Disseminate your sustainable tourism publications or tools
- Promote your event on the DestiNet Calendar
- Post 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, region or destination

ECOLNET - European Ecotourism Network Project [Limited access] Bulk download





ECOLNET

European Ecotourism Knowledge Network

This folder is administrated by Vasilis Tsipidis v.tsipidis@prismanet.gr - PRISMA-GR.

It is the virtual office space for the ECOLNET partners.

[Click Here to Access the Public European Ecotourism Network Site.](#)

ECOLNET PARTNERS:

1. [PRISMA-GR](#) (lead WP1, WP5, WP6, WP8, WP9)
2. [ECOTRANS-DE](#) (lead WP2)
3. [ECOTRANS-DE](#)

FOLDER ADMINISTRATION

- Basket of approvals
- Folder logo
- Users' management
- Right-side portlets
- Customize Feedback form

CALENDAR OF EVENTS

<< May 2011 >>

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

LATEST NEWS

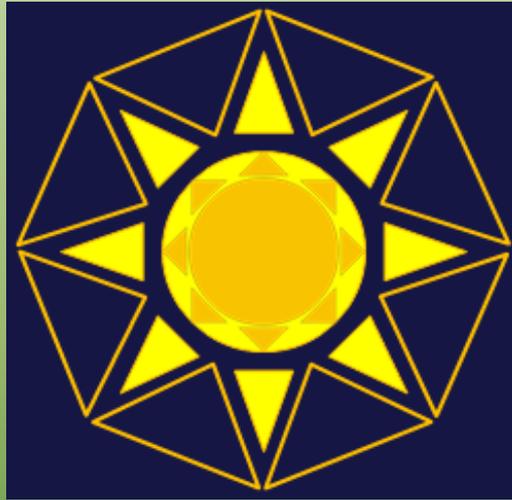
- Tailoring e.tourism for Silk Road destinations [posted on: 20/05/2011]
- CSG Standards

Internet | Protected Mode: On 130%

The EEN Online Community -
DestiNet has been chosen as the networking tool for the ECOLNET Project .

EELTS – Multi-stakeholder implementation at the national and regional level





Further Developments

Further Developments

1. International Year of Ecotourism – the European Contribution
2. Rio + 20 – the Green Economy
3. The European Ecotourism Network - Growth
4. The EETLS - Implementation by country
5. The DestiNet Portal – The Global Green Market- Place

Thank you for watching this presentation

**For further information on using DestiNet or the
EEN please go to**

www.destinet.eu

This presentation was prepared by Gordon Sillence with the
collaboration of Herbert Hamele November 2011
or contact

Gordon.destinet@ecotrans.de

<http://destinet.eu/topics/natural-and-cultural-heritage/ecotourism/european-ecotourism-network>

DESTINET SERVICES



ECO TRANS

