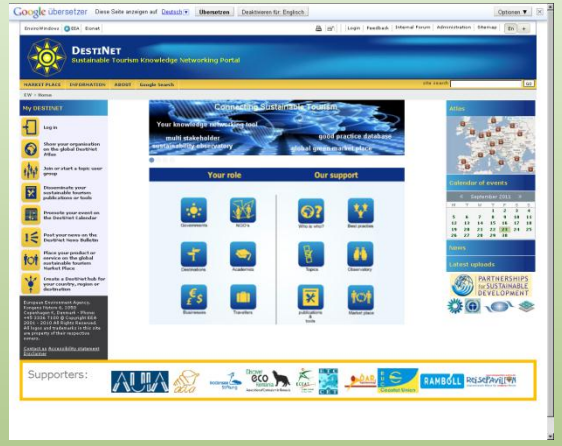


International Knowledge Networking for Sustainable Tourism Development

Gordon Sillence Executive Director
Ecotrans DestiNet Services
ECOLNET Project Partner Contribution

Education and Culture DG

EACEA
Education, Audiovisual & Culture Executive Agency

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

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

Founding Member of

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

DestiNet

TRAVELFOREVER
GLOBAL SUSTAINABLE TOURISM COUNCIL

THE GLOBAL PARTNERSHIP FOR SUSTAINABLE TOURISM

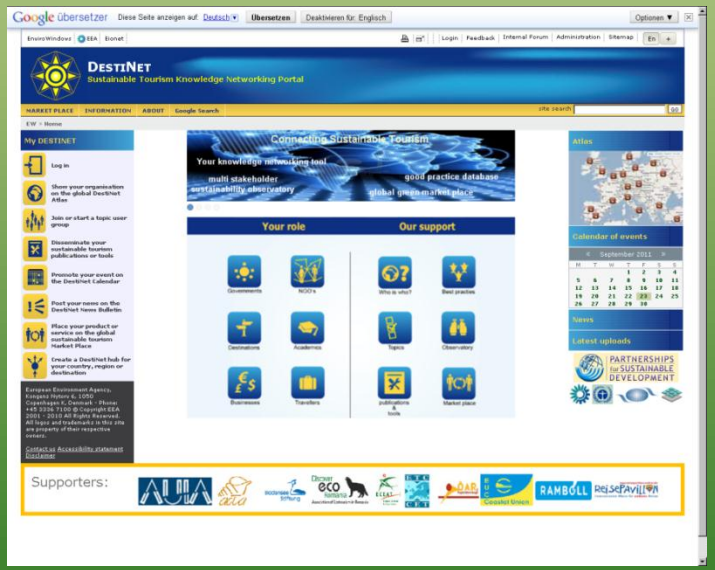
DestiNet – Partnership for Connecting Sustainable Tourism

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

- 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

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:

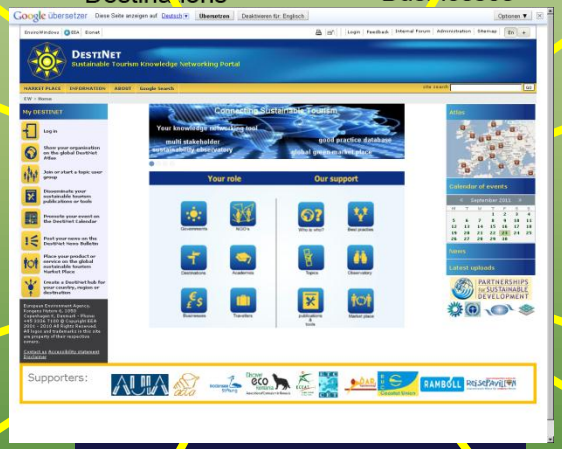
- Climate Change- Energy & Resource Efficiency
- Destination Management & Good Governance
- Natural and Cultural Heritage
- Knowledge Networking, Training & Education
- Sustainable Transport & Travel
- Sustainable Supply Chain Management
- Quality Assessment, Certification & Marketing
- Sustainable Consumption and Production & Tourism (overarching)

Topics

The DestiNet Sustainable Tourism Portal

Connecting the know-how and stakeholders to develop responsible tourism

DestiNet as a Knowledge Networking Tool



Governments

NGO's

Destinations

Businesses

Academics

Travellers

Who is who?

Topics

Observatory

publications & tools

Best practies

Market place

DestiNet as a Good Practice Database

Public information (free access), e.g.

Who is who?

publications & tools

Best practies

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

Alpine pearls

European Destinations of Excellence

EUROPARC FEDERATION
EUROPEAN CHARTER FOR SUSTAINABLE TOURISM IN PROTECTED AREAS

Certified Ecotourism · Norway

ECO CAMPING

green travel bridge

CSR TOURISM

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

Knowlegde Networking, Training & Education

Certification & Marketing

Topics

Who is who?

publications & tools

Best practies

Market place

The Global Sustainable Tourism Criteria

TRAVELFOREVER GLOBAL SUSTAINABLE TOURISM COUNCIL

A. Sustainable Mana

A.1. Management Sys
A.2. Legal Compliance
A.3. Employee Trainin
A.4. Customer Satisfa
A.5. Marketing Accura
A.6. Infrastructure and zoning, design
A.7. Interpretation

B. Social/Economic

B.1 Community Devel
B.2. Local Employmer
B.3 Fair-Trade
B.4 Local Entrepreneu
B.5. Indigenous Comn
B.6. Exploitation
B.7. Equitable Hiring
B.8 Employee Protecti
B.9. Basic Services

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Behavior
Artifacts
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Consumption
Consumption
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Management Plan
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Species
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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**

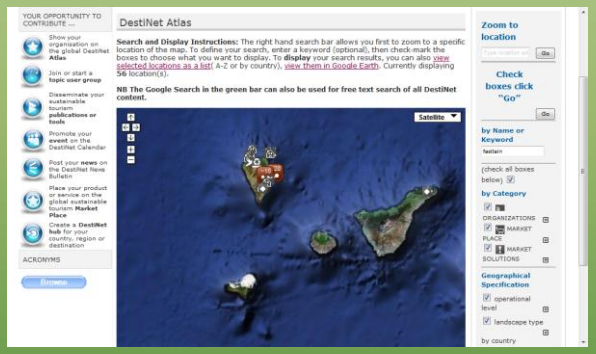
  Links to dedicated online websites (Responsible Travel.com)

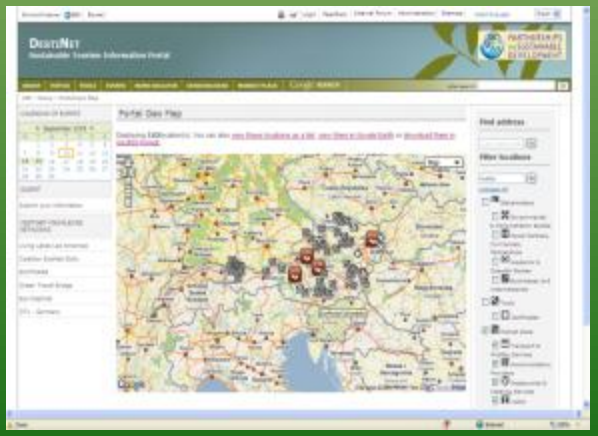
- **Media links**

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

- **Event based marketing**

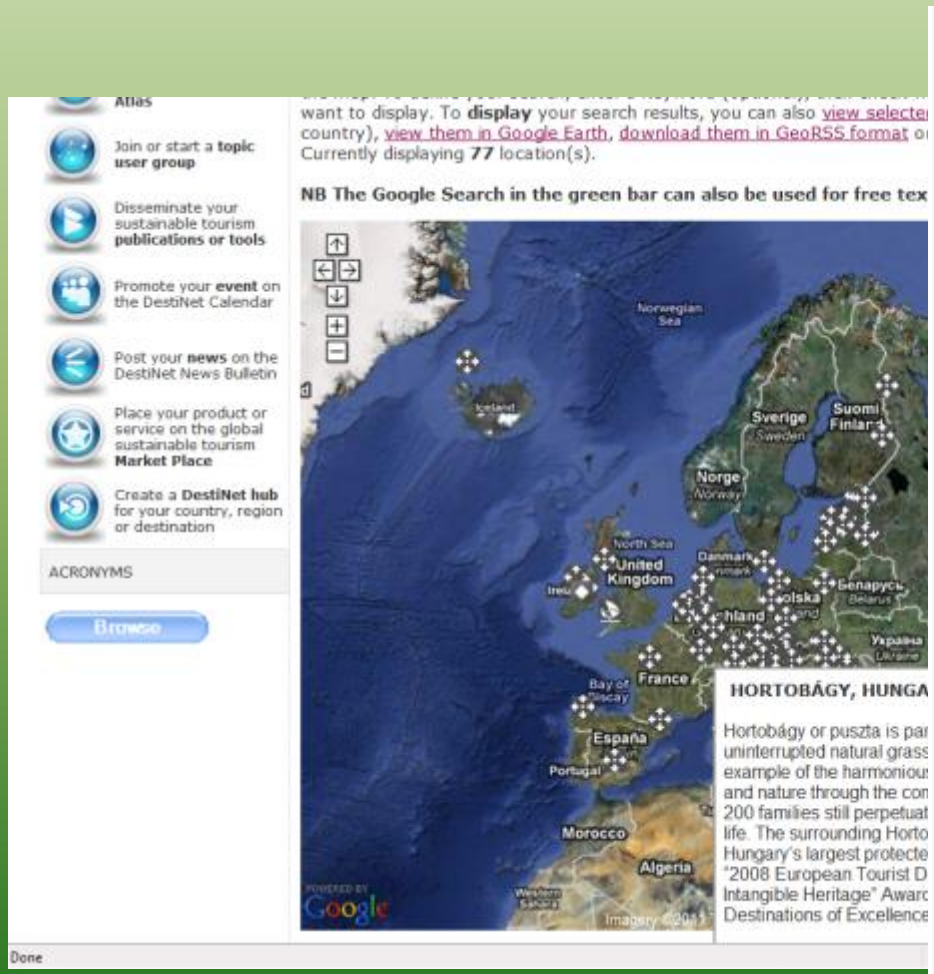
  Dedicated campaigns at large scale events (Rio 20+ London Olympics 2012)

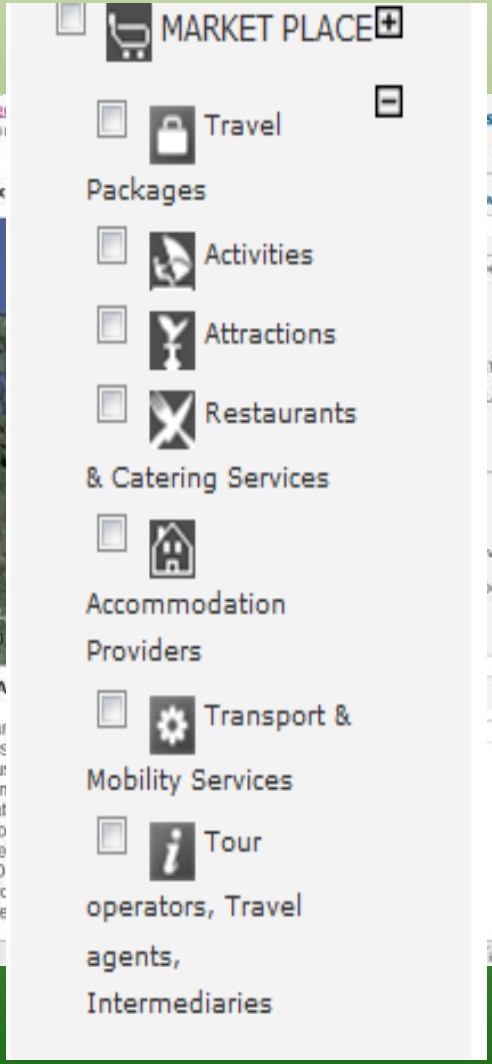


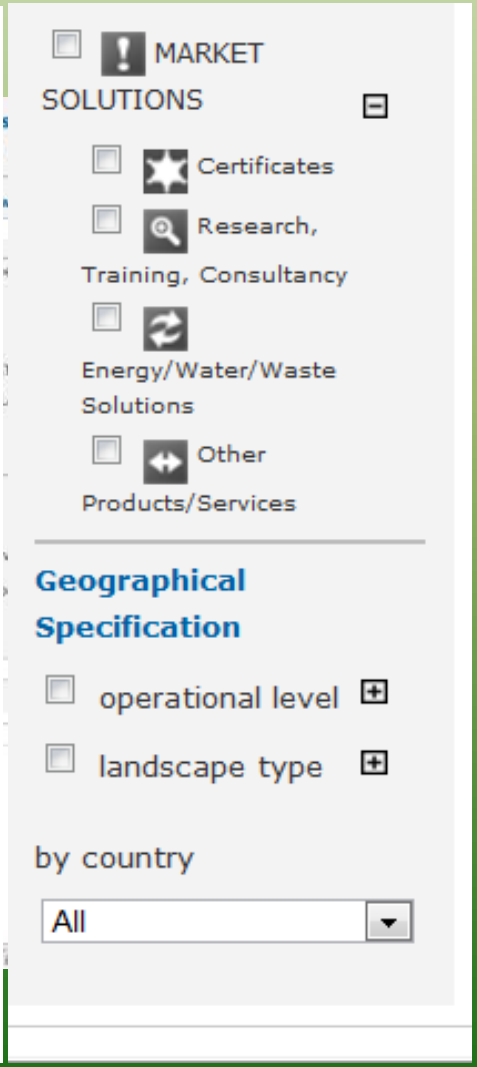


Good Practice Transfer & the DestiNet Atlas of Excellence

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







Using DestiNet to Develop the European Ecotourism Network

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 wih the collaboration of Herbert Hamele November 2011

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Gordon.destinet@ecotrans,de

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

DESTINET SERVICES

ECO TRANS

PARTNERSHIPS FOR SUSTAINABLE DEVELOPMENT