



# Forming the European Ecotourism Network - Knowledge Network Formation using the DestiNet Portals Learning Areas Approach

Gordon Sillence Executive Director  
Ecotrans DestiNet Services  
EuroEco 2011 Online Forum May 30<sup>th</sup> 2011  
ECOLNET Project Partner Contribution



**European Ecotourism Network**

# We would like to create the EEN ...



## European Ecotourism Network

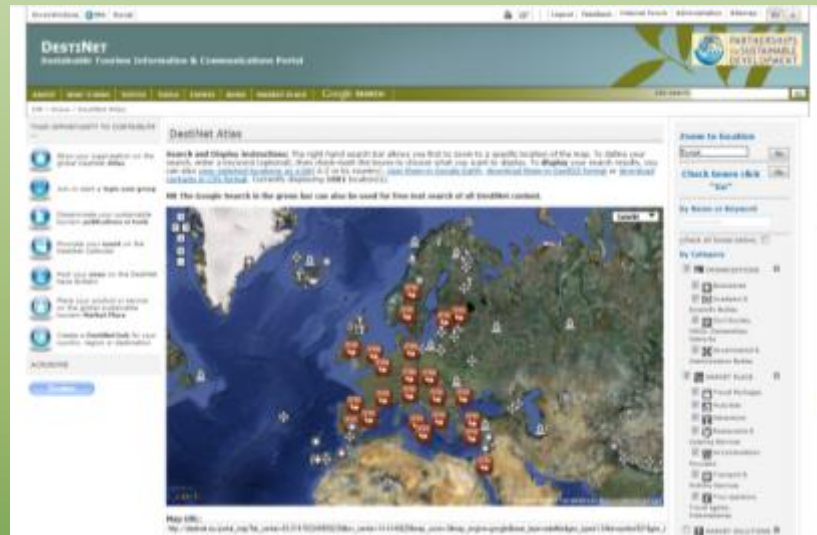
The European Ecotourism Network is building an on-line community that will:

1. Connect ecotourism stakeholders for knowledge transfer purposes
2. Promote the further development and implementation of a common European Standard for ecotourism
3. Develop e-learning and evaluation systems for agencies, companies and evaluators in application of the European Ecotourism Labelling Standard (-EETLS - see below)

This power point will introduce you to the DestiNet Portal Learning Area approach we are using, showing you:

- the Agenda 2i Sustainable Tourism Background & Framework for Ecotourism
- The FAST-LAIN Project linked to ECOLNET
- Using DestiNet for Measuring Mapping and Marketing Ecotourism
- DestiNet for Ecotourism Stakeholders
- The Next Steps for building the EEN and IYE +10

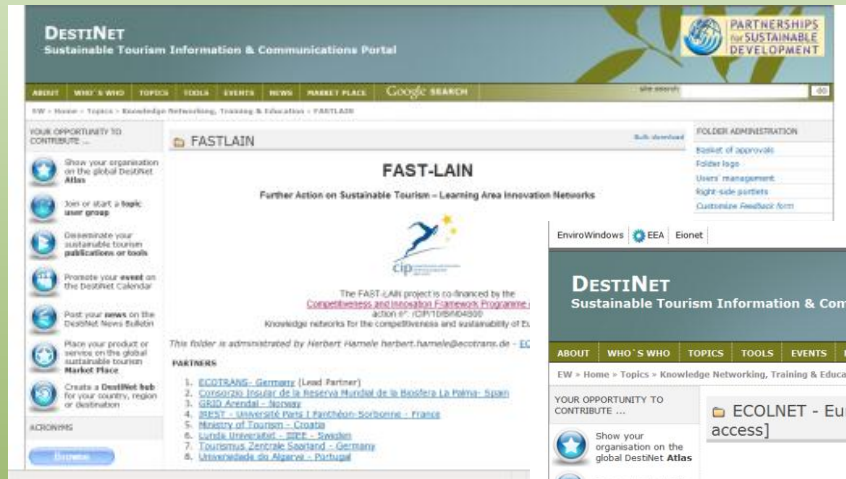
# Background - DestiNet UN Type II Partnership Portal



Following up the *World Summit on Sustainable Development* in 2002, a **European Environment Agency (EEA)** initiative founded the UN Type II **DestiNet Sustainable Tourism Information Portal Partnership**, with the **Ecotrans Network for Sustainable Tourism Development** as the executive body, working with EEA, the **World Tourism Organization (UN-WTO)** and the **United Nations Environment Programme (UNEP)**. The aim was to create a multi-stakeholder sustainable tourism information system using state-of-the-art Information Communications Technology (ICT).



# Background - DestiNet UN Type II Partnership Portal



Almost a decade later, DestiNet was chosen by the European Commission's latest knowledge networking call to develop a concept for a *European Tourism Observatory* by building a series of regional tourism innovation clusters in the FAST-LAIN project – the DestiNet Portal was tailor-made to do this job after being developed as a *virtual Tourism Learning Area on Sustainable Consumption and Production* in DG Enterprises' human potential development programme for the tourism sector. **DestiNet was also chosen as the networking tool for the ECOLNET Project.**

# Measuring Mapping and Marketing using the DestiNet Portal

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

EW » Home


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



- Welcome to DestiNet -

Your multi-stakeholder sustainable tourism observatory, knowledge networking tool, best practice database and global green market place



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

- Study Confirms Benefits of Ecotourism in Biodiversity Rich, Economically Poor Region of Costa Rica [posted on: 04/04/2011]
- Trailblazers Talk about Sustainable Tourism

Done Internet | Protected Mode: On 125%

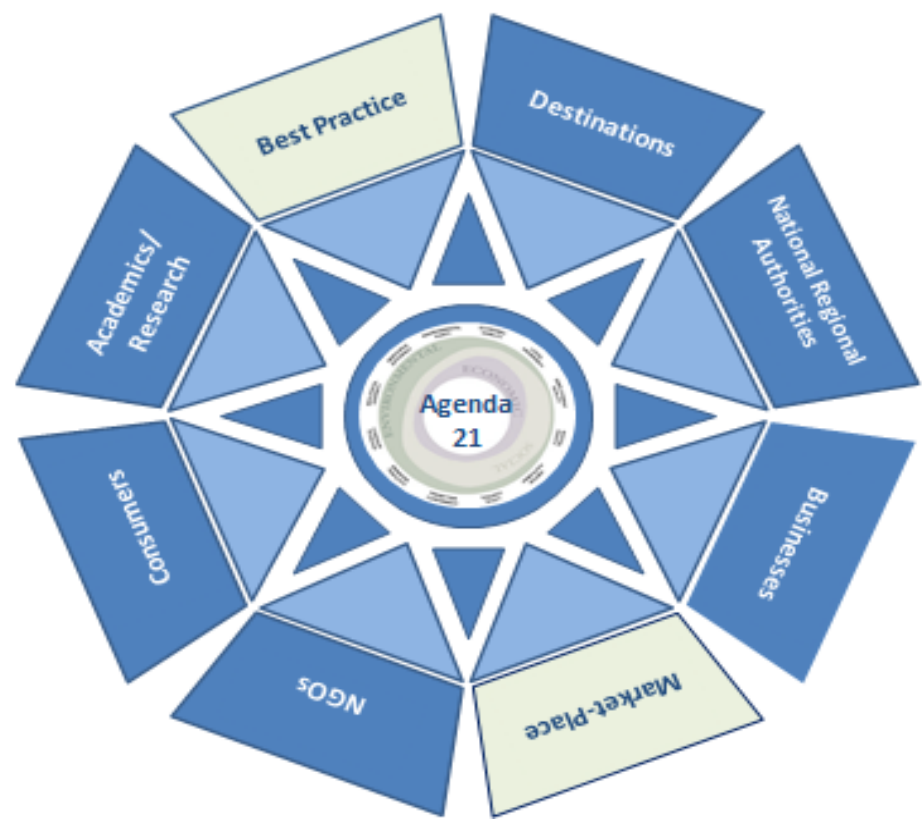


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### ACRONYMS

Home



### Zoom to location

Check boxes click  "Go"

### By Name or Keyword

### By Category

- (check all boxes below)
- ORGANIZATIONS 
    - Businesses
    - Academic & Scientific Bodies
    - Civil Society, NGOs, Partnerships, Networks
    - Governmental & Administration Bodies
  - MARKET PLACE 
    - Travel Packages
    - Activities
    - Attractions
    - Restaurants & Catering Services
    - Accommodation Providers
    - Transport & Mobility Services
    - Tour operators, Travel agents, Intermediaries
  - MARKET SOLUTIONS

multi-stakeholder sustainable tourism  
 observatory system  
 knowledge networking tool      best practice database  
 global green market place

# DESTINET

Sustainable Tourism Information & Communications Portal



ABOUT WHO'S WHO TOPICS TOOLS EVENTS NEWS MARKETPLACE  site search

EW > Home > DestiNet Atlas

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### ACRONYMS

[Home](#)



**Who is who**



**Best practice**



**Governments**



**NGO**



**Topics**



**Observatory**



**Destinations**



**Academics**



**Tools**



**Market Place**



**Businesses**



**Consumers**

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# FURTHER ACTION ON SUSTAINABLE TOURISM

DestiNet

## FAST-LAIN LEARNING AREA INNOVATION NETWORKS




# Measuring

The screenshot displays the DESTiNET Sustainable Tourism Information & Communications Portal. The main heading is "Global Sustainable Tourism Criteria". Below this, there is a world map and the text: "Partnership for: Global Sustainable Tourism Criteria". A quote states: "The 'Global Sustainable Tourism Criteria' shall be used as baseline for the accreditation of Sustainable Tourism Certification programmes".

Navigation and utility options include: "Submit: Type to add", "Edit Folder", "Subjects", "Approvals", "Sort order", "Restrict", "Export", "CSV", "import", and "Zip export".

Type	Title	Version	Edit
Folder	<a href="#">Sustainable Management Criteria</a> (7 folders)	n/a	[Edit]
Folder	<a href="#">Social and Economic Criteria</a> (9 folders)	n/a	[Edit]
Folder	<a href="#">Cultural Heritage Criteria</a> (4 folders)	n/a	[Edit]
Folder	<a href="#">Environmental Criteria</a> (3 folders)	n/a	[Edit]

Additional features visible include: "YOUR OPPORTUNITY TO CONTRIBUTE ...", "FOLDER ADMINISTRATION" (Basket of approvals, Folder logo, Users' management, Right-side portlets, Customize Feedback form), "CALENDAR OF EVENTS" (May 2011 calendar), and "LATEST NEWS" (Study Confirms Benefits of Ecotourism in Biodiversity Rich, Economically Poor Region of Costa Rica).

- Why do we need to measure?
- What to measure?
- How to measure?
- Who will measure?
- Measuring to manage economic, environmental and social impacts
- The Global Sustainable Tourism Criteria
- The EC Destination Management Indicators
- Multi-stakeholder monitoring - Quality Coast Awards, The European Ecotourism Labeling Standard (EETLS)

# Mapping and clustering



- Mapping and clustering allow 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
- 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

# Marketing

- **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)



# 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 perpetua 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 take Ecotourism to the Next Level in Europe

DestiNet is being used to:

- Establish the European Ecotourism Network with 300 users by the end of 2011
- Link the EETLS to the GSTC and develop training and accreditation tools
- Create a European map of responsible/sustainable tourism offers quality-checked in DestiNet and available through VisitEurope, and national and regional tourism portals.
- plan for large- scale events to mainstream the message:
  - ITB Berlin March 2012 VISTAs (Vision International Sustainable Tourism Awards)
  - IYE +10 European Event Norway May 2012
  - Rio + 20 the biggest global sustainable development stakeholder meeting process in history Brazil June 2012

**– JOIN IN WITH US NOW !!!**

**Thank you for watching this presentation**

**This presentation was based on the presentation  
given to the high-level European Tourism  
Stakeholder Conference  
Budapest Hungary 12-13th May 2011**

This presentation was prepared by Gordon Sillence with the  
collaboration of Herbert Hamele May 2011

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

**DESTINET  SERVICES**  
[www.destinet.eu](http://www.destinet.eu)

**or contact**

[Gordon.destinet@ecotrans.de](mailto:Gordon.destinet@ecotrans.de)  
<http://destinet.eu/topics/natural-and-cultural-heritage/ecotourism/european-ecotourism-network>

**ECO  TRANS**

 **PARTNERSHIPS  
FOR SUSTAINABLE  
DEVELOPMENT**