



## DestiNet – FAST-LAINs online sustainable tourism networking tool

The DestiNet Portal ([www.destinet.eu](http://www.destinet.eu)) is a multi-stakeholder platform designed to support administrators, businesses and consultants/academics to establish their own research to market-place tourism knowledge and innovation communities.

The site enables these professional sustainable tourism stakeholders to collectively manage the knowledge needed for businesses and destinations to be more competitive and responsible.

Users can access a who's who of sustainable tourism (local to global), collectively contribute to an expert topic knowledge base, share good practice, news and events, place certified products and services on a global green market-place, and use a European virtual sustainable tourism observatory management system.

The FAST-LAIN project has demonstrated how the site can be developed at regional, national, European and global levels, enabling a professional information workflow to be designed for those who wish to use global information locally, or vice versa.

A comprehensive sustainable tourism *Topic Information Framework* has been developed covering the following subjects:



◇ Natural and Cultural Heritage



◇ Climate Change –  
Energy & Resource Efficiency



◇ Sustainable Transport & Travel



◇ Destination Management &  
Good Governance



◇ Sustainable  
Supply Chain Management



◇ Knowledge Networking,  
Training & Education



◇ Quality Assessment,  
Certification & Marketing



◇ Sustainable Consumption and  
Production & Tourism (overarching  
theme)

Find out more:  
[destinet.eu/topics](http://destinet.eu/topics)

## Tourism Innovation – from research to market place



**Networking the  
knowledge you need  
to innovate to be  
more sustainable in  
a competitive global  
economy**

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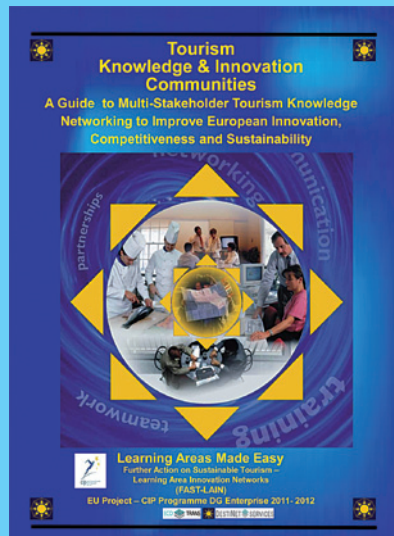
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FAST-LAIN - Further Action on Sustainable Tourism – Learning Area Innovation Networks – is an EU DG Enterprise CIP project designed by ECOTRANS to set up knowledge networking processes that enable European SMEs and regions to be more sustainable and competitive.

Tourism authorities and research bodies from Germany, Spain, Croatia, France, Sweden, Norway and Portugal - with support from UNWTO, UNEP, EEA, European Travel Commission, German Tourism Association, Italian Ministry of Economic Development and a European team of experts - have contributed to the following outputs:

- ◇ an online Information and Communications Technology (ICT) tourism networking system
- ◇ a topic research framework related to sustainable tourism development
- ◇ a Tourism Knowledge and Innovation Communities on-line system for networking innovation processes
- ◇ regional/national/international stakeholder clusters focused on specific tourism thematic
- ◇ a tourism development best practice transfer mechanism
- ◇ a concept for a virtual European Tourism Observatory



Regional partners from 7 different countries together with ECOTRANS have been piloting the development of a European-wide system to enable destinations and businesses to engage in sustainable *research to market place* innovation processes and have implemented tourism knowledge and innovation communities using DestiNet.

- ◇ Consorcio Insular de la Reserva Mundial de la Biosfera La Palma, Spain
- ◇ UNEP/GRID-Arendal, Norway
- ◇ IREST - Université Paris I Panthéon-Sorbonne, France
- ◇ Ministry of Tourism, Croatia
- ◇ Lunds Universitet - IIIEE, Sweden
- ◇ Tourismus Zentrale Saarland, Germany
- ◇ Universidade do Algarve, Portugal

## Innovation in Tourism for European Destinations and Businesses

### DestiNet helps you

- ◇ Manage your information
- ◇ Map your contacts
- ◇ Market your good practices
- ◇ Monitor your progress

www.destinet.eu



## ECOTRANS: European Expert Community for Sustainable & Responsible Tourism

ECOTRANS is a European network of experts and organisations in tourism, environment and regional development, who promote good practice and innovation in the field of sustainable & responsible tourism. ECOTRANS manages the multi-stakeholder **DestiNet Sustainable & Responsible Tourism Portal** as a *UN Partnership for Sustainable Development* with the EEA, UNWTO and UNEP.

DestiNet currently hosts the worlds' largest quality assessed sustainable tourism green market-place alongside a public access resource base and a range of knowledge networking tools for tourism professionals.

As part of the FAST-LAIN project ECOTRANS has established a tourism topic framework to structure an open access on-line **sustainable tourism knowledge base** and **observatory management system** on DestiNet. ECOTRANS will enlarge and guide its European-wide **expert community for sustainable & responsible tourism** to manage the knowledge base.

FAST-LAIN partners demonstrate how the Portal and the Ecotrans Expert Community now can help destinations and networks all over Europe to set up their own "from research to market place" knowledge and innovation communities.

www.ecotrans.org