



DestiNet – FAST-LAINs online sustainable tourism networking tool

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

Tourism Innovation – from research to market place



The DestiNet Portal (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.



◇ 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

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

www.destinet.eu

CONTACT
ECOTRANS e.V.
Futterstr. 17-19
66111 Saarbrücken
(Germany)

T: +49-681-374679
F: +49-681-374633
E: contact@ecotrans.de
I: www.ecotrans.org

ECO TRANS



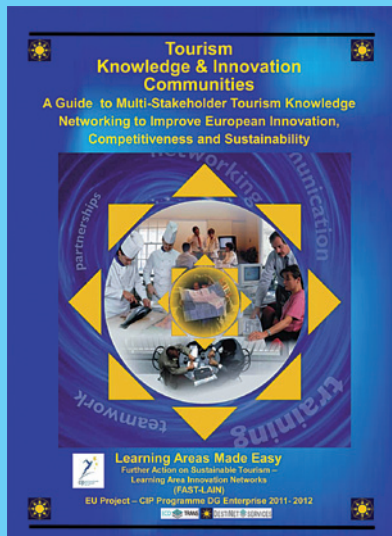
August 2012



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 - IIIIEE, 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



Pilotprojekt Sweden Lunds Universitet - IIIIEE Sweden: Photo Tourism in Söderslätt

The International Institute for Industrial Environmental Economics IIIIEE at Lund University, Sweden, is using Söderslätt as a case study area, implementing different means of sustainable tourism development.

Photo tourism: An innovative “edutainment” (education + entertainment) concept for promotion of sustainable growth and increased competitiveness within European tourism – Söderslätt as a case. Photo tourism offers a clear potential to extend the tourist season to all seasons because the concept satisfies memorable experiences, the visual image of the place is documented and is made available for others and at the same time it provides learning activities by incorporating elements of education concerning photographing such as composition, Photoshop adjustments, computer animation and download on the Internet, etc.

Using Söderslätt as a case, the project is striving at forming a European network (European Photo Tourism destination’s) in order to develop, implement, run, disseminate knowledge and market a common European Photo Tourism concept with different aims as the extension of the tourist season.

www.iiiee.lu.se

<http://destinet.eu/who-who/civil-society-ngos/photo-tourism-soderslatt-region>