



**Vision/DestiNet European Sustainable Tourism Awards**

# **Awarding Ceremony ITB 2011**

**3rd ITB Berlin Responsible Tourism Networking Event  
March 11, 2011, 18:00 - 19:00, Hall 4.1.**





# Presentation

**Valere Tjolle**

Vision on Sustainable Tourism

**Gordon Sillence**

DestiNet Services

**Herbert Hamele**

ECOTRANS

**Gopinath Parayil**

The Blue Yonder



# To showcase Sustainable Tourism in Europe





# Certification and awarding bodies as nominators

Austrian Ministry for Life

Biohotels



Blaue Schwalbe



Blue Flag Croatia



Blue Flag Iceland

Blue Flag Slovenia

Eco Certification



ECOCAMPING



Green Globe



Green Hospitality Programme



GreenTravelClub

Innovation Norway

Keep Britain Tidy

Legambiente Turismo

Pan Parks

Steinbock Label

TourCert

VIABONO

VisitScotland



## Good Practice Nominations from 14 countries

<b>Nominations</b>	<b>95</b>
Accommodation	46
Transport	5
Attractions	23
Tour operators	11
Destinations	10
<b>Countries</b>	<b>14</b>
Austria, Croatia, Finland, Germany, Iceland, Ireland, Italy, Malta, Netherlands, Norway, Slovenia, Switzerland, Turkey, United Kingdom	



Nominations on [destinet.eu](http://destinet.eu)



# The 95 nominated good practice examples

a&e reiseteam  
 AG Hallenstadion  
 Alaskan Husky Tours  
 Alpbach Congress Centrum  
 AmVieh Theatre  
 Antik Zeytin Biohotel  
 Asker og Bærum 0-taxi  
 Basecamp Oulanka  
 Beach AC Strasko, Novalja  
 Beach Camping Jezevac  
 Beach Girandella, Rabac  
 Beach Suha Punta-Karolina Rab  
 Best Western Hotel Victoria  
 Biohotel Florian  
 Biohotel Grafenast  
 Biosphere Park Grosses Walsertal  
 Blue Lagoon

Germany  
 Switzerland  
 Norway  
 Austria  
 Germany  
 Turkey  
 Norway  
 Finland  
 Croatia  
 Croatia  
 Croatia  
 Croatia  
 Germany  
 Austria  
 Austria  
 Austria  
 Iceland





# The 95 nominated good practice examples

- |                                      |                |
|--------------------------------------|----------------|
| Bognor Regis East                    | United Kingdom |
| Bohinj Park Hotel                    | Slovenia       |
| Bournemouth Seafront                 | United Kingdom |
| Boutiquehotel Stadthalle             | Austria        |
| Campingpark Kerstgenshof             | Germany        |
| CAP-Integrations-gGmbH               | Germany        |
| Casale Camalda                       | Italy          |
| City Beach Crikvenica                | Croatia        |
| Creativhotel Luise                   | Germany        |
| Donauradweg: Schärding/Passau – Wien | Austria        |
| Dromoland Castle Hotel               | Ireland        |
| Ekkeroy Holiday House                | Norway         |
| Fjord Tours AS                       | Norway         |
| Gutshaus Parin                       | Germany        |
| Gutshaus Stellshagen                 | Germany        |
| Gutshof Ziegelhuette                 | Germany        |
| Hafnarholmi marina                   | Iceland        |





# The 95 nominated good practice examples

Haukeliseter Fjellstue  
 Havnomaden Kayak Centre  
 Hilton Malta  
 Hof Carmshausen - Pension Hotze  
 Hotel Balance  
 Hotel Concorde Berlin  
 Hotel Delfin  
 Hotel Gutshaus Stellshagen  
 Hotel Montemerlo  
 Høve Støtt  
 Il Borgo Dei Piani de la Bruca  
 Im Blickwinkel der Donau  
 Isle of Wight  
 Jesolo International Club Camping  
 Kenners Landlust  
 Landhotel Struck  
 Littlehampton Coastguards  
 Majella National Park

Norway  
 Norway  
 Malta  
 Germany  
 Switzerland  
 Germany  
 Croatia  
 Germany  
 Italy  
 Norway  
 Italy  
 Austria  
 United Kingdom  
 Italy  
 Germany  
 Germany  
 United Kingdom  
 Italy







# The 95 nominated good practice examples

Mallnitz	Austria
Marina Frapa	Croatia
Marina Portoroz	Slovenia
Maritim Hotel Bonn	Germany
Messe und Congress Centrum Halle	
Munsterland	Germany
Mondial FairReisen Sommerfrische im	
Schlank-Schlemmer-Hotel Kürschner ****	Austria
MZL Debeli Rtic	Slovenia
Nationalpark Hohe Tauern	Austria
Nationalpark Kalkalpen	Austria
Naturresort Schindelbruch	Germany
North Tyneside	United Kingdom
Oulanka National Park	Finland
Pielachtal region	Austria
Rabbie's Trail Burners	United Kingdom
Radissimo	Germany





# The 95 nominated good practice examples

- |   |                |
|---|----------------|
| Radisson Blu Resort & Spa- Golden Sands | Malta          |
| Rica Hotels                             | Norway         |
| Røros                                   | Norway         |
| Rucksack Reisen                         | Germany        |
| SNP Natuurreizen                        | Netherlands    |
| Solstrand hotel & bad                   | Norway         |
| Speicher am Ziegelsee                   | Germany        |
| St.Andrew Beach                         | Croatia        |
| Swanage Town                            | United Kingdom |
| Tehnomont Marina Veruda                 | Croatia        |
| The Moorings Guesthouse & Restaurant    | Ireland        |
| The Victoria Hotel                      | Malta          |
| The Westin Dublin hotel                 | Ireland        |
| Theiner's Garten Bio Vitalhotel         | Italy          |
| Treshnish and Haunn Cottages            | United Kingdom |
| Tryvann Vinterpark                      | Norway         |
| Turgleder                               | Norway         |





# The 95 nominated good practice examples

Valamar Dubrovnik President Hotel	Croatia
Vela Plaza Amfore beach	Croatia
Vela Plaza Beach Baska	Croatia
Veli Zal Beach Mali Losinj	Croatia
Vila Vita Pannonia	Austria
Waldhotel Felschbachhof	Germany
Weltweitwandern	Austria
Werfenweng	Austria
Wildlife & Wilderness	United Kingdom
Youth hostel Leissigen	Switzerland
Youth hostel Scuol	Switzerland
Youth hostel Valbella	Switzerland





## The frame & topics for outstanding examples

### **GSTC: Sustainability Management**

Natural and Cultural Heritage

Climate Change- Energy & Resource Efficiency

Sustainable Transport & Travel

Sustainable Supply Chain Management

Destination Management & Good Governance

Knowledge Networking, Training & Education

Quality Assessment, Certification and Marketing

Sustainable Consumption and Production & Tourism

**Environmental**

**Cultural**

**Social & Economic**



## “outstanding examples” profiles

### Accommodation

Basecamp Oulanka, FI

Bohinj Park Hotel, SI

Creativhotel Luise, DE

Gutshaus Stellshagen, DE

Gutshof Ziegelhuette, DE

Hotel Concorde Berlin, DE





## “outstanding examples” profiles

### Accommodation

Kenners Landlust, DE

Landhotel Struck, DE

Naturresort Schindelbruch, DE

Speicher am Ziegelsee, DE

The Victoria Hotel, MT

Treshnish and Haunn Cottages, UK





## “outstanding examples” profiles

### Activities & Attractions

Blue Lagoon, ICE

Bournemouth Seafront, UK

Høve Støtt, NO

Oulanka National Park, FI

Tryvann Winterpark, NO

Turgleder, NO





## “outstanding examples” profiles

### Transport

Asker og Baerum O-Taxi, NO

### Tour operators

Alaskan Husky Tours, NO

Fjord Tours AS, NO

Rabbie's Trail Burners, UK

Wildlife & Wilderness, UK

### Destinations

Arun district: Bognor,  
Littlehampton, UK

North Tyneside, UK

Pielachtal region, AT







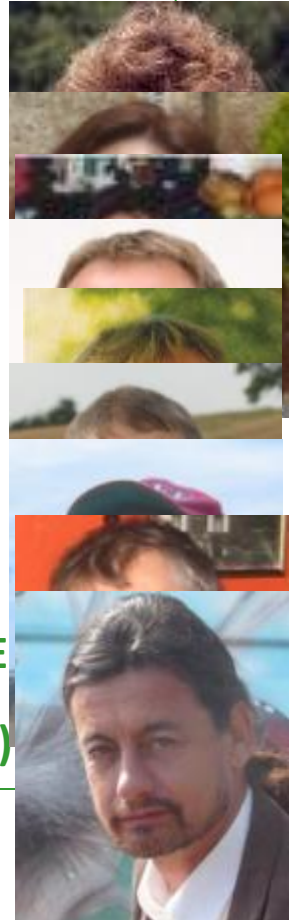
## Selection of “outstanding examples”

### Topics

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

### International experts team

- Marion Hammerl, GNF (DE)
- Francesca Conti , ACTA (IT)
- Ghislain Dubois, TEC (FR)
- Karl Reiner, ÖAR (AT)
- Naut Kusters, ECEAT (NL)
- Richard Denman, TTC (UK)
- Mikael Backman, IIIEE (SE)
- Herbert Hamele, ECOTRANS (DE)
- Gordon Sillence, ECOTRANS (PT)





# The VESTAS 2011 “outstanding examples”

## Natural Heritage

### ➤ Basecamp Oulanka

Category: Accommodation

### ➤ Rabbie’s Trail Burners

Category: Tour Operator

### ➤ Bournemouth Seafront

Category: Attraction





# The VESTAS 2011 “outstanding examples”

## Cultural Heritage

### ➤ Gutshaus Stellshagen

Category: Accommodation

### ➤ Rabbie’s Trail Burners

Category: Tour Operator

### ➤ Høve Støtt Hallingdal

Category: Attraction





# The VESTAS 2011 “outstanding examples”

## Climate Change, Energy & Resource Efficiency

- **Rabbie’s Trail Burners**  
Category: Tour Operator
- **Asker ag Baerum O-Taxi**  
Category: Transport
- **Creativhotel Luise**  
Category: Accommodation





# The VESTAS 2011 “outstanding examples”

## Sustainable Transport & Travel

- **Rabbie’s Trail Burners**  
Category: Tour Operator
- **Høve Støtt Hallingdal**  
Category: Attraction
- **Asker og Baerum O-Taxi**  
Category: Transport





# The VESTAS 2011 “outstanding examples”

## Sustainable Supply Chain Management

### ➤ Basecamp Oulanka

Category: Accommodation

### ➤ Gutshaus Stellshagen

Category: Accommodation

### ➤ Naturressort Schindelbruch

Category: Accommodation





# The VESTAS 2011 “outstanding examples”

## Destination Management & Good Governance

- **Gutshaus Stellshagen**  
Category: Accommodation
- **Rabbie’s Trail Burners**  
Category: Tour Operator
- **Bournemouth Seafront**  
Category: Attraction





# The VESTAS 2011 “outstanding examples”

## Knowledge Networking, Training & Education

### ➤ Gutshaus Stellshagen

Category: Accommodation

### ➤ Pielachtal

Category: Destination

### ➤ Bournemouth Seafront

Category: Attraction







# The VESTAS 2011 “outstanding examples”

## Quality Assessment, Certification & Marketing

- **Bio-Hotel  
Kenner's Landlust**  
Category: Accommodation
- **Pielachtal**  
Category: Destination
- **Rabbie's Trail Burners**  
Category: Tour Operator





# The VESTAS 2011 “outstanding examples”

## Sustainable Consumption and Production (overarching)

### ➤ Treshnish and Haunn Cottages

Category: Accommodation

### ➤ Pielachtal

Category: Destination

### ➤ Gutshaus Stellshagen

Category: Accommodation





## Dissemination of VESTAS 2011

- Publication of the 95 nominees on the DestiNet „Atlas of Excellence“ [www.destinet.eu/marketplace](http://www.destinet.eu/marketplace)
- Public star rating of the „outstanding examples“
- Travelmole articles to 400.000 professionals world wide
- ePublication: nominators, nominations and outstanding examples



## Outlook 2012

# VISTAs

Vision International  
Sustainable Tourism Awards  
to showcase Sustainable Tourism world wide

North America  
Caribbean &  
Latin America

Europe  
Middle East  
Africa

Asia &  
Pacific



# The VISTAs Unsustainable Tourism Category

## Rusty Nail Award



Example from Europe:

The Algarve International Autodrome – built in the heart of the home of Bonelli's Eagle and the Iberian Lynx



# The VISTAs Peace through Tourism Award

- Building a common process – 16 days of global Peace during the London Olympics 2012 to showcase responsible travel and tourism worldwide

**DESTiNET**  
Sustainable Tourism Information Portal

ABOUT | TOPICS | TOOLS | WHO'S WHO | MARKET PLACE | EVENTS | NEWS BULLETIN | HELPDESK | Google SEARCH

EW > Home > Topics > Sustainable Consumption and Production & Tourism > Peace through Tourism > Olympic Peace London 2012 Campaign Overview

**SERVICES**

- Show your organisation on the global Destinet Atlas
- Promote your event on the Destinet Calendar
- Post your news on the Destinet News Bulletin
- Disseminate your sustainable tourism publications or tools
- Ask how to set up and run your knowledge network
- Contact us for more information on Destinet services

**ACRONYMS**

[Business](#)

**DESTINET ATLAS**

[Olympic Peace London 2012 Campaign Overview](#)

Download	Olympic Peace London 2012 Campaign Overview.pdf (733 KB)
Release date	03/11/2010
Contributor	Gordon Silence
Geographical coverage	global
Keywords	peace

[Show all versions](#)

Can we make the London Olympics a time of global peace – and use those 16 days of peace to celebrate the best of human nature and culture?

Reviving the original olympic spirit of truce and free passage between warring nations, a modern manual for implementing such a peace was written for the 2004 Olympics in Greece, and can now be a common planning tool to make it work for London 2012. The plan shows how 16 days of global peace can move us 'from a culture of violence to a culture of peace', if we take multi-stakeholder actions to coordinate the Olympic effort in this direction. The following simple and transparent steps are necessary:

**Step 1** is that either one of the tourism/sports/ culture/health ministries sign a declaration inviting to the other three ministers to sign a joint declaration (**step 2**) asking their foreign affairs and defence ministers to sign a national declaration (**step 3**) stating they will organise the implementation of a 16 day truce on their part at the time of the 2012 Olympics.

Alongside halting aggression in the 40 plus UN designated conflict zones, the bigger peace is the peace in our cities, in our communities, between friends and family and finally, peace within ourselves. It should be clear that during the Olympics a true global peace is within our reach, at that time. We now have the best ever opportunity to do this in the auspicious year 2012. Fragile – only 16 days long...but possible. What positive part can you play in making this happen?

Internet | Protected Mode On



## Conclusion –

A mosaic of sustainable businesses & destinations at every point of the tourism supply chain, mapped and made visible as outstanding examples to all tourism stakeholders



See the DestiNet Atlas  
[www.destinet.eu](http://www.destinet.eu)

A satellite view of Earth showing the Americas, Europe, and Africa. A semi-transparent green rectangular box is centered over the Atlantic Ocean, containing white text. The text reads "Hasta las VISTAs 2012 at ITB!".

**Hasta las VISTAs  
2012 at ITB !**