



**VISTAS!**



# The Vision for Innovation in Sustainable Tourism Awards

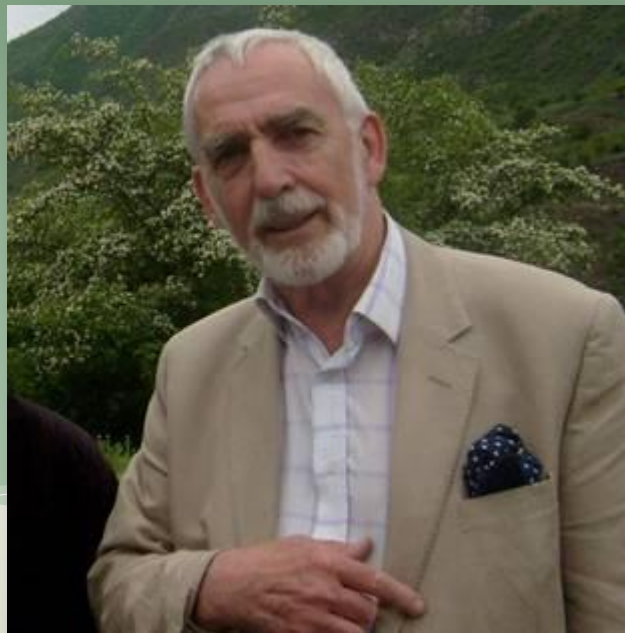
6th March 2014,  
Main Adventure Stage in Hall 4.1



**ITB**  
BERLIN



**“Welcome to share our Vision for  
Innovation in Sustainable Tourism”**



**Valere Tjolle**



**From VESTAS to VISTAS! –  
*Showcasing best practices at  
ITB***



**DestiNet Partner Programme -  
Helping destinations to  
become more sustainable and  
competitive**





# VISTAS!



## DIG TOOLKIT





# VISTAS!



## TGE Marketing Package

Mapping your green offer, promotion to travellers, travel agents and tour operators, booking

## Topic Destination Management

The central role of destination management for making tourism more sustainable

## Knowledge Base: Checklist for Destination Managers

20 topics for managing a destination & links to helpful information

## VISTAS

awards destinations for their innovation, nominated by sustainable & responsible tourism certificates, awards and selfcommitted networks



## TKIC handbook

The "Tourism Knowledge & Innovation Community" handbook helps to set up and manage a multi-stakeholder process with local businesses, public administrations and the civil society

## Innovation Good Practice

Template for VISTAS and Atlas of Excellence

## GSTR

The Global Sustainable Tourism Review for sustainability level assessment, monitoring and benchmarking

## Ask Expert Service

get training and advice from A-Z from international experts






# VISTAS!



## DIG TOOLKIT






DESTINET  
 Knowledge Networking Portal for Sustainable & Responsible Tourism
 

**PARTNERSHIPS  
for SUSTAINABLE  
DEVELOPMENT**

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ABOUT ECOTRANS WHO IS WHO TOPICS RESOURCES GOOD PRACTICE MARKET PLACE OBSERVATORY ATLAS HELP

EW - Home - Who is Who - NGOs, Partnerships, Networks, Projects - DestiNet Innovation Group - DIG - Tool Kit


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### Notifications

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Tool Kit


|  |   |  |
|--|---|--|
| <p style="text-align: center; font-weight: bold; color: #0056b3;"><a href="#">TIG Marketing Package</a></p> <p style="font-size: 10px;">Mapping your green offer, promotion to travellers, travel agents and tour operators, booking</p>                                   | <p style="text-align: center; font-weight: bold; color: #0056b3;"><a href="#">Topic Destination Management</a></p> <p style="font-size: 10px;">The central role of destination management for making tourism more sustainable</p> | <p style="text-align: center; font-weight: bold; color: #0056b3;"><a href="#">Knowledge Base Checklist for Destination Managers</a></p> <p style="font-size: 10px;">20 topics for managing a destination &amp; links to helpful information</p>  |
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### Folder administration


- [Basket of approvals](#)
- [Folder logo](#)
- [User management](#)
- [Right-side portlets](#)
- [Customize Feedback form](#)

### Atlas

Sustainable & Responsible Tourism worldwide




### News


[VISTAS at ITB: Show off YOUR destination](#)

## VISTAS!

[posted on: 05/03/2014]


[ECO Certification Malta Partners with DestiNet Services](#)



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[GSTR](#)

The Global Sustainable Tourism Review for sustainability level assessment, monitoring and benchmarking

|  |  |  |
|--|--|--|
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|--|--|--|

# Global Sustainable Tourism Review (GSTR)



**A new monitoring system of destinations:  
Sustainability and quality as perceived by visitors**





## **Global Sustainable Tourism Review (GSTR)**

- ❖ **Compares the quality and sustainability performance of 1000 destinations**
- ❖ **Monitors improvements in sustainability, over time.**
- ❖ **Encourages DMOs, DMCs to improve their performance.**
- ❖ **Presents sustainability indicators that are relevant to tourists.**
- ❖ **Helps holiday makers in selecting destinations and accommodations.**



# The GSTR is used by various booking websites, e.g. BookDifferent.com



Yes, you can make the world a bit better by booking a hotel!

## Search hotels

Destination

Bonaire, Bonaire St Eustatius and Saba

Check-in date



Check-out date



Search!

Bonaire is a small island located in the southern Caribbean known for its pioneering role in the preservation of nature, in particular the preservation of the marine environment, and for its excellent scuba diving, snorkeling, and windsurfing, among other things. Kayak in the mangroves, the gentle bay or venture out into the open ocean for a real challenge. Enjoy the nature of the land cycling or mountain biking.



## Hotels with Eco-label in Bonaire



average  
**€ 79**  
per night

**Hotel Roomer**, Kralendijk, Bonaire  
Offering an outdoor pool, tropical gardens and a restaurant, Hotel Roomer is located just a 2-minute drive from The Leek Diving Spot...  
**Very Good Choice**. 314 Reviews **8.9**

39%

## How green, clean and responsible is Bonaire?

|                 |                |
|-----------------|----------------|
| 9.6 marine life | 6.0 clean sea  |
| 6.1 nature      | 0 beach awards |
| 5.6 landscape   | 5.9 culture    |
| 8.9 coast       | 9.0 social     |
| 5.6 environment | 3.3 hotels     |

[More on sustainability rating of Bonaire](#)

# Use of GSTR data in BookDifferent.com

bookdifferent

HOME BLOG CORPORATE ABOUT €

100%

Laagste prijsgarantie



280.386 Hotels in 167 landen



Eco-labels



50% commissie naar goede doel

Zoek Hotels

Bestemming

Incheckdatum

Uitcheckdatum

Zoek!



Show map

Keyword

name, description...

Go!

Areas

- North America 168
- South America 24
- Caribbean
- Europe 348
- Asia 95
- Middle East 5
- Africa 6
- Oceania 6

Countries

- French Antilles 7
- Jamaica 3
- St. Kitts & Nevis 2
- Barbados 3
- ... 1

## 20 Destinations with sustainability rating found

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam quis enim vehicula, faucibus magna quis, euismod quam. In eu lectus sed elit dignissim varius. Nulla commodo purus eget quam imperdiet, sit amet fringilla lorem sollicitudin. Morbi suscipit sit amet nunc et eleifend. Pellentesque pulvinar neque id ligula conseqat varius a et tellus.

|   | Overall | Marine life | Nature | Landscape | Coast | Environment | Clean sea | Beach awards | Culture | Social | Hotels |
|---|---------|-------------|--------|-----------|-------|-------------|-----------|--------------|---------|--------|--------|
| <b>Bonaire</b><br><i>(Netherlands Antilles)</i>   | 39%     | 9.5         | 9.5    | 9.5       | 6.1   | 5.5         | 6.8       | 4            | 6.1     | 9.5    | 0      |
| <b>Nevis</b><br><i>(St Kitts &amp; Nevis)</i>     | 37%     | 8.4         | 8.4    | 8.4       | 5.4   | 6.6         | 4.8       | 0            | 5.4     | 8.4    | 2      |
| <b>St. Kitts</b><br><i>(St Kitts &amp; Nevis)</i> | 37%     | 8.2         | 9.0    | 6.7       | 7.3   | 6.4         | 5.8       | 6            | 7.3     | 9.0    | 2      |
| <b>Bahia Maimon</b><br><i>(Dom. Republic)</i>     | 36%     | 7.9         | 6.6    | 6.8       | 6.2   | 5.8         | 8.1       | 1            | 6.2     | 6.6    | 0      |
| <b>Bayahibe</b><br><i>(Dom. Republic)</i>         | 35%     | 8.1         | 5.8    | 5.6       | 6.1   | 7.9         | 6.5       | 1            | 6.1     | 5.8    | 4      |
| <b>Cayenne</b><br><i>(French Guyane)</i>          | 34%     | 7.6         | 6.5    | 5.8       | 8.0   | 6.8         | 6.8       | 2            | 8.0     | 6.5    | 2      |
| <b>Kourou</b><br><i>(French Guyane)</i>           | 32%     | 6.8         | 6.6    | 7.1       | 6.5   | 4.9         | 7.3       | 2            | 6.5     | 6.6    | 1      |
| <b>Basse-Terre</b><br><i>(Guadeloupe)</i>         | 32%     | 8.0         | 5.9    | 7.8       | 7.3   | 5.7         | 6.4       | 0            | 7.3     | 5.9    | 0      |





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# The Travel Green Europe marketing package

Bringing destinations closer to the  
consumers



50 million travellers in Europe want to travel green!



**Congratulations!** You made your destination green  
Now share it: tell your story, make it viewable & bookable

**Get the Travel Green Marketing Package  
for online and offline promotion and benefit from:**

- ✓ Showcase your destination to inspire people and make them aware of sustainable tourism
- ✓ Higher visibility guaranteed thanks to interlinked partner websites
- ✓ Tourism unique businesses' offers are made visible to a larger public via targeted communication strategies
- ✓ Travel agents become aware of your destination
- ✓ Bookable green offers



## The Partners of Travel Green Europe



- Destination profile page: initiatives & strengths for sustainable development
- Green Offer Mapping on the global DestiNet Market Place
- Quality controlled information base for TGE partners





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**Werfenweng**



**Werfenweng - eco-friendly holidays in the Salzburger Land**

Gentle mobility enables guests to enjoy a car-free vacation, while still being organized perfect train connections for your journey, and upon arrival guarantee electric vehicles and e-cars, horse-drawn carriages, electric taxis, etc.

Werfenweng is a member of [Alpine Pearls](#)

**Further commitments:**

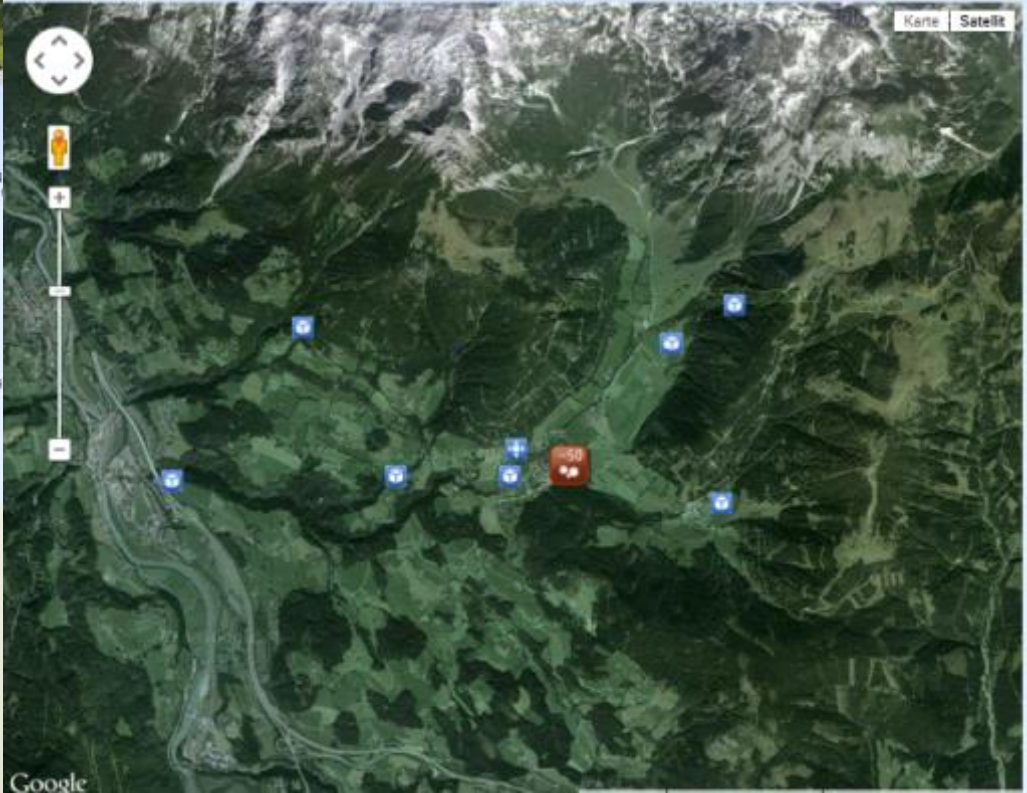
- member of [Climate Alliance Austria](#)
- member of [AMA Gastro/Genussregionsworte](#)

**Green offer:**

- [ELQIS - public transport](#) with local e-bus and shuttle to/from the train station
- [SAMO accommodation partners \(46\)](#): offering free SAMO Card
- [Werfenweng Farmers Shop](#) (most farmers produce "bio"/organic)
- [Bicycle rental](#) (Sport Alpin Werfenweng, Weng 198, 5453 Werfenweng)

Folder administration

- Basket of approvals
- Folder logo





**GreenHopping**

[www.greenhopping.eu](http://www.greenhopping.eu)



- **Tailor-made sustainable marketing solutions for destinations**
- **Modular system to best highlight destinations uniqueness**
- **Responsible businesses profile pages**
- **Story-telling**

# GreenHopping

## Sustainable travel inspiration for Europe

GreenHopping BETA

Europe

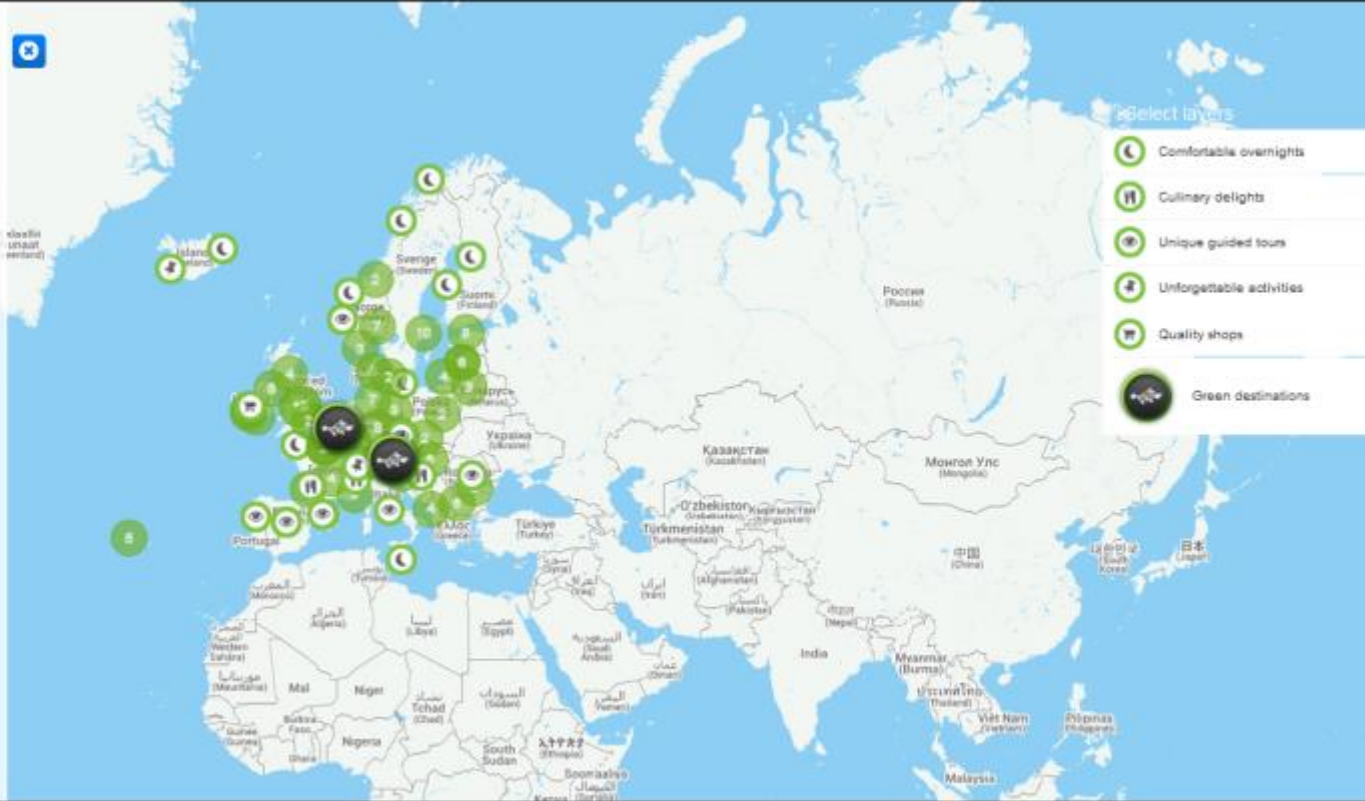
Visit a country...

Login

Explore Europe and find destinations, places to stay and things to do that make a difference.



**Werfenweng, Austria**  
Some Alpine destinations differ from what we experience in traditional ones. Let's have a closer look at an Alpine Pearl destination, Werfenweng.



# Tailor-made destination page on GreenHopping



The logo for Werfenweng Austria features a stylized green leaf with a white outline, containing a white silhouette of a mountain range. Below the leaf, the word "Werfenweng" is written in a black, cursive font, and "Austria" is written in a smaller, black, sans-serif font below it.

Welcome to Werfenweng   Things to do   Green rooms to stay   Werfenweng in pictures

*An Alpine Pearl destination differs from what we experience in traditional ones because it gives you a gift in return for your green-ness. Experience "gentle" mobility - arrive by bus, train or leave your car keys at the tourism office - in a Pearl and it will become fun to be environmentally-friendly. You'll be convinced and surprised at the same time by the opportunity of experiencing carbon-neutral holidays.*



A colorful illustration of a mountain landscape. In the foreground, there is a green field with a small white building. In the background, there are snow-capped mountains under a blue sky. A colorful butterfly with yellow, blue, and red wings is flying in the sky.

8+1 | 8+ | 0 | Tweet



A wide-angle landscape photograph of Werfenweng. The sun is shining brightly in the upper left corner, creating a lens flare effect. The sky is a clear, deep blue. Below the sky, there are rolling hills and mountains covered in green grass and some snow. The foreground shows a dark, forested area.

#### About Werfenweng

-  50% protected nature area in the destination
-  Local and typical architecture with modern influence
-  100 households with photo-voltaic panels
-  2 bicycle rental pick-up points
-  Car free village centre



# Travelmotion



- \* **Green DestinationViewer** (25 pictures )
- \* **Newsletter** (17.000 travel agents)
- \* **AgentKwizzer** incl. description / highlights on destination, Kwizz (5 Questions / Answers), Weblinks, 10 coupons (raffle)
- \* **Co-operation with pepXpress / EXPI Bonusclub** (35.000 travel agents)

# Green Destination Viewer Travelmotto

Werfenweng - Google Chrome

werfenweng.xtraviewer.com/index.php?mode=werfenweng

Werfenweng SaMo sanft-mobile Gastgeber Tradition Kulinarik Winterfreude Perlen der Alpen ?

Kontakt Info

Windows taskbar: Start, File Explorer, Office, Chrome, Skype, Word, PowerPoint, System tray (Volume, Network, Power), NLD 00:20

# bookdifferent



- **Hotel booking widget:** search and book engine for (eco-labeled) hotels and support your local charity
- **Customised destination page with GSTR rating\***
- **Story telling via blog** about sustainable travel, culture, social subjects
- **Mapping, sharing of profile pages and content** through social networks optimised for SEO



# Booking Widget Bookdifferent

The screenshot shows the homepage of Alpine Pearls, a website dedicated to sustainable holidays in the Alps. The main navigation menu is highlighted in green and includes links for HOME, ABOUT US, PEARLS OF THE ALPS, HOLIDAY OFFERS, SOFT MOBILITY, and HOLIDAY ADVENTURES. A black arrow points to the 'PEARLS OF THE ALPS' link. Below the navigation menu, there is a search bar and a 'BOOKING REQUESTS' section. The main content area features a large image of a wooden cabin in a snowy mountain landscape, a 'Travel Tips' section with a red box highlighting a specific location, and a map of the Alpine region. The website is designed with a green and white color scheme, reflecting its eco-friendly theme.

**Make your (green) acco's bookable and support your local charity**

# Booking Widget Bookdifferent

The screenshot shows the Bookdifferent website interface. The browser's address bar displays "betterplaces.bookdifferent.com/en/". The website header includes the "bookdifferent" logo, a "for Betterplaces" tag, and navigation links for "BLOG", "CORPORATE", "ABOUT", "EUR", and a UK flag. The main content area features a large background image of terraced rice fields. A green circular icon with a white leaf symbol is positioned on the left. A black text box in the center reads: "Choose from 425,962 hotels among which 4,795 are sustainable". At the bottom, a search widget is displayed with the following fields and buttons:

**Search hotels**

Destination:

Check-in date:

Check-out date:

**Search!**





The Partners of  
TRAVEL GREEN EUROPE  
Marketing package  
sponsor the VISTAS 2014

[travelgreeneurope.com](http://travelgreeneurope.com)  
[tge@ecotrans.de](mailto:tge@ecotrans.de)





# VISTAS!



## INTERMEZZO

### VIST Awards!

Vision for Innovation in Sustainable  
Tourism Awards

## SPOTLIGHT ON UNSUSTAINABLE TOURISM

17.30 hrs 6th March 2014, Main Adventure Stage in Hall 4.1

REPORTING IRRESPONSIBLE TOURISM

# Spotlight on Irresponsible Tourism

## Naming, Shaming & Faming

### Unsustainable Development in Tourism Destinations

#### Unsustainable Tourism Submission Form

In the VISTAwards, bad practice as well as good practice is being highlighted – A spotlight will be shone upon those destinations in which someone has nominated tourism-related unsustainable and irresponsible stakeholder actions.

*Examples might be: a piece of unjust government policy, poor governance, inappropriate property or destination development, corporate greed, harmful environmental business services/practices, oppressive and unfair social behaviour, unsustainable use of technology, etc...*



# SPOTLIGHT on Unsustainable Tourism Submission Form

\* **1. TITLE OF REPORTED IRRESPONSIBLE OR UNSUSTAINABLE ACTIVITY/BUSINESS:\***

Algarve International Autodrome Development Area

\* **2. DATE OF SUBMISSION:\***

10.11.10 **UPDATED** 23-02-2014

\* **3. INFORMATION SUBMITTED BY:\***

Gordon Sillence

\* **4. REPRESENTATIVE OF (IF APPLICABLE):\***

Janela Aberta 21, Sustainable Development Education Centre

\* **5. CONTACT EMAIL:\***

Gordon.sillence@gmail.com

\* **6. NAME OF PROJECT/BUSINESS RESPONSIBLE FOR THE ACTIVITY:\***

Park Algar

\* **7. ADDRESS:\***

Sítio do Escampadinho, Mexilhoeira Grande, 8500-130 Portimão, Algarve - Portugal

\* **8. LOCATION:\***

37° 13' 19" N 008° 37' 46" W

\* **9. WEB ADDRESS (IF APPLICABLE):\***

<http://www.autodromoalgarve.com.pt/>

**EXAMPLE  
ALGARVE INTERNATIONAL  
AUTODROME  
A .wrd form can be found in the  
DestINet VISTowards section**





# DestINet – Keeping a Spotlight on Irresponsible Tourism Development

Search  BBC News - Home DestiNet - Knowled... London 2012 Olymp... Facebook Home'Bank Received Messages |... YouTube - Broadcas... Internet Banking: HS... New Tab

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**Tourism Highlights - European Environment Agency**

EU bathing water quality remains high

The Alps: Europe's cherished but endangered mountains

A greener music festival in Roskilde

[More...](#)

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**ECOTRANS - DESTINET SERVICES**

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## VISTAwards Spotlight on Irresponsible Tourism

This section contains the forms to submit an unsustainable tourism destination or activity. It contains an example of the Algarve International Race Track in Portugal, alongside two other nominations - the Sochi 2014 Winter Olympic Games in Russia, and Hurghada, the Red Sea Coral Reef destination in Egypt..



**Submit:**

| <input type="checkbox"/> | Type | Title  | Version | Edit |
|--------------------------|------|--|---------|------|
| <input type="checkbox"/> |      | <a href="#">2014 Winter Olympic Games, Sochi, Russia</a> ↓   | n/a     |      |
| <input type="checkbox"/> |      | <a href="#">Spotlight on Irresponsible Tourism - Hurghada, Egypt</a> ↓                             | n/a     |      |
| <input type="checkbox"/> |      | <a href="#">Spotlight on Irresponsible Tourism - Report Template</a> ↓                             | n/a     |      |
| <input type="checkbox"/> |      | <a href="#">VISTAwards Spotlight on Irresponsible Tourism - Algarve International Race Track</a> ↓ | n/a     |      |

Be the first of your friends to like this.

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**Atlas**

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**News**

**Great Green Deal Partners with DestiNet Services**



[posted on: 28/02/2014]

**Green Key partners with DestiNet Services**



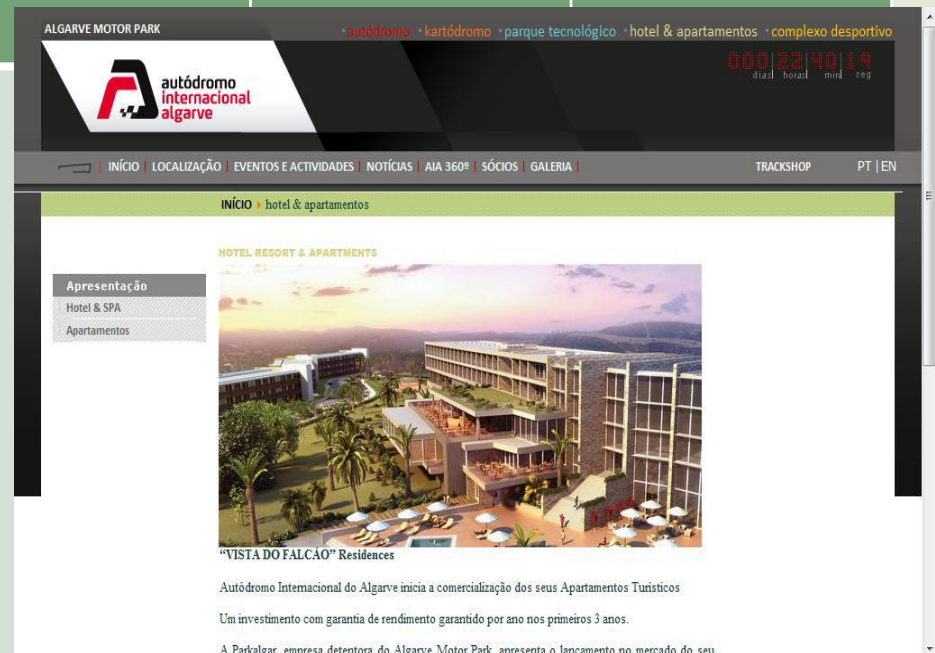


# Assessing Stakeholder Impacts – Sustainability Analysis Reporting Framework

| Impact analysis | Qualitative assessment/+<br>- | Quantitative assessment/+<br>- | Alternatives/<br>Options | Comments |
|-----------------|-------------------------------|--------------------------------|--------------------------|----------|
|-----------------|-------------------------------|--------------------------------|--------------------------|----------|

How does the action/project/activity effect socio-economic processes in the local community, alongside other potential economic impacts?

Turismo de Portugal and Park Algar have made a partnership under Turismo de Portugal's Partnerships for the future (<http://www.turismocapital.pt/actividade>)



# Spotlight on **Irresponsible** Tourism- Tourism Destinations of Sochi (Russia)



**WARNING Sochi 2014  
Winter Olympics Venue —  
a lesson in how not to put  
on a large scale event**



# Hurghada, Egypt A mass tourism destination destroying the golden goose of Red Sea ecotourism



**Danger!**  
**Hurghada - an Egyptian Eco-**  
**Horror for Coral Reefs**





# Algarve 2014 - high speed landscape impact receives 90 million EU bailout that raises transparency questions

The **Algarve International Race Track** – The rusty nail in the coffin of critically endangered Red List species *Bonnelli's Eagle* and the *Iberian Lynx*

HANDLE WITH CARE!  
**ALGARVE INTERNATIONAL  
AUTODROME**  
IRRESPONSIBLE TOURISM  
DEVELOPMENT AT ITS WORST



# Kok-Zhailyau, Khazakstan – a luxury Ski resort in the protected area habitat of the endangered snow leopard



**SOS! -10,000 people fighting to keep this habitat from commercial destruction**





... and the loser is:

**Rusty Nail Award for irresponsible tourism**

**WARNING Sochi 2014**  
**Winter Olympics Venue** –  
a lesson in how not to put  
on a large scale event

**Danger!**  
**Hurghada** - an Egyptian  
Eco-Horror for Coral Reefs

HANDLE WITH CARE!  
**ALGARVE INTERNATIONAL**  
**AUTODROME**  
IRRESPONSIBLE TOURISM  
DEVELOPMENT AT ITS WORST

**SOS!** –  
**Kasachstan : 10,000 people**  
fighting to keep this habitat  
from commercial destruction



# ITB 2015 VISTAward Theme - Spotlight on Irresponsible Tourism in Protected Areas



For ITB 2015 we will launch a partnership with park managers, researchers, certificates, awards and the visitors to the protected areas themselves to prepare a list of tourism destinations where unsustainable tourism activities are impacting on key species, habitats and cultures from around the world.

# Add your own Example for VISTAwards 2015 Spotlight on Irresponsible Tourism



\* [Vistawards@destinet.eu](mailto:Vistawards@destinet.eu)

copied to [Gordon.destinet@ecotrans.de](mailto:Gordon.destinet@ecotrans.de)



INNOVATION GROUP

- \* We will then publish it in the DestiNet Portal, making sure that the European Environment Agency, UNEP, the UNWTO and our international partnership network receive you news..

We would like to thank you twice – once for hearing  
this presentation and once again for acting on it.  
We look forward to hearing from you!



INNOVATION GROUP



*This presentation was prepared for the VISTAwards by:*

**Ecotrans – DestiNet Training, Education & Development Services**  
[www.destinet.eu](http://www.destinet.eu)

Gordon Sillence [gordon.destinet@ecotrans.de](mailto:gordon.destinet@ecotrans.de) February 2014





# INTERMEZZO

## QualityCoast – what is it?

- ❖ A network of 150 coastal and island destinations, focusing on quality and sustainability.
- ❖ Awards and certification of good tourism quality and good sustainability policy.
- ❖ Provides transparent information to visitors (through GSTR)
- ❖ Helping destinations how to plan for improvement.



# First QualityCoast Awards of 2014

Noordwijk (NL): Gold Award

Alonissos (Greece): Gold Award

Can Gio (VietNam), Nature Award

Sintra (Portugal): BasiQ Award

Bonaire (NL Caribbean): BasiQ

Saba (NL Caribbean): BasiQ Award



# Sintra (Portugal)



**BasiQ Award 2014**





# Nominations for VISTAS 2014

Destinations are nominated in 3 categories:

1. Island and coastal destinations (QualityCoast)
2. Destinations of the EDEN Association
3. Alpine destinations (Alpine Pearls)





# Nominations for VISTAS 2014

*Sustainability and innovations in  
20 top destinations*





# Nominations for VISTAS 2014

17 Destinations nominated by  
QualityCoast ...





# Protection of the Mediterranean Monk Seal

Specific fishing rules

great offer of local food



**Alonissos**  
(Sporades, Greece)

traditional way of making mustard in the  
local windmill

Wadden Sea is UNESCO World Heritage

**Ameland**  
(The Netherlands)







nine volcanic islands carved with lakes

# the Global Geopark Network

dolphin watching

clean beaches

over 60 pedestrian and bike trails

**Azores islands**  
(Portugal)



regulations protecting the coastline  
from excessive urban pressure

Arrival of Christopher Columbus in 1493

“smoke-free” beaches

**Baiona**  
(Galicia, Spain)







bicycles free-of-charge

nature restoration projects

**Cascais**  
(Portugal)

An aerial photograph of a coastline. In the foreground, the ocean is a deep blue with white waves breaking onto a sandy beach. The middle ground shows a wide expanse of blue water. In the background, a range of dark, rugged mountains stretches across the horizon under a blue sky with scattered white clouds.

225 km bike lanes

restoration of the turtle population

Biosphere Reserve

UNESCO Starlight Reserve

**Fuerteventura**  
(Canary Islands, Spain)



A scenic view of a Dutch landscape. In the foreground, tall, golden-brown reeds are blowing in the wind. A body of water, likely a canal or lake, stretches across the middle ground. In the background, there are several traditional Dutch buildings with red-tiled roofs and white walls, situated in a flat, open landscape under a clear blue sky.

GO-Elektro - electric scooters

traditional style buildings

**Goedereede**  
(The Netherlands)





rehabilitation of Gozo's Valleys

creation of a new heritage trails

**GOZO**  
(Malta)

underground car park under the sand dunes

family tourism

**Katwijk**  
(The Netherlands)





# traditional horseback shrimp fishing – As a cultural heritage UNESCO

local identity

coastal town in Flanders

**Koksijde**  
(Belgium)



solar panels, biogas,  
reduction of CO2 emission in the public lighting

Local identity and cultural heritage preservation



**Lagos**  
(Portugal)



A photograph of a pine forest with sunlight filtering through the trees. The trees are tall and slender, with a dense canopy. The ground is covered in grass and low-lying vegetation. The lighting is bright, creating a dappled effect on the forest floor.


variety of wetlands, woodlands and dunes

regional nature park

bird area hosting over 200 species

**Migliarino San Rossore Park**  
(Italy)





clean beaches, rich dunes, and  
tulip fields in the spring

“dike-in-dune” project

**Noordwijk**  
(The Netherlands)

# Paphos on the UNESCO list



plastic reduction in the hotels

**Paphos**  
(Cyprus)





family destination

rich nature and animal life

environmentally friendly transport service

# Schouwen-Duiveland

(The Netherlands)



traditional wine cultivation

Ecological and Agriculture Reserves

Project "Accessible Beach"

**West Region**  
(Portugal)



ecologically sustainable restaurant

rich in biodiversity and historical buildings

**Westvoorne**  
(The Netherlands)







**VISTAS!**



# EDEN Association - what is it?







# Nominations for VISTAS 2014

2 Destinations nominated by the  
EDEN Association  
(EDEN Innovation Prize)





the best local artisanal products  
key product & image okm food

# Durbuy

(Belgium)



An aerial photograph of a town in Latvia, featuring a prominent red brick church with a green spire and a white clock tower with two faces. The town is surrounded by green hills and trees. The text is overlaid on the image.

ventured in a massive project with  
innovative sustainable tourism

# Kuldiga

(Latvia)





**VISTAS!**



# Alpine Pearls – what is it?





# Nominations for VISTAS 2014

One destination is nominated by  
Alpine Pearls



e-car

'Genuss Pension'

**Werfenweng**  
(Austria)







And the winners are...  
*for best VISTAS! innovations*

A scenic view of a rugged coastline with a wooden staircase leading down to the sea. The background shows a rocky cliffside on the left, a wooden staircase leading down to the sea, and a calm ocean on the right under a cloudy sky.

# 2nd Prize Winner

Local identity and cultural heritage preservation

Solar panels, biogas,  
reduction of CO<sub>2</sub> emission in the public lighting

**Lagos**  
(Portugal)

A scenic view of a rocky coastline with a small inlet and a cloudy sky. The foreground is dominated by dark, jagged rocks and shallow pools of water. In the background, the sea meets a sky filled with large, white clouds. The overall tone is natural and somewhat somber due to the overcast sky.

# 2nd Prize Winner

rehabilitation of Gozo's Valleys

creation of a new heritage trails

**GOZO**  
(Malta)



An aerial photograph of a town in Belgium, showing a dense cluster of buildings with grey roofs and stone walls, surrounded by green hills. A semi-transparent white box is overlaid on the top half of the image, containing the text '2nd Prize Winner'.

# 2nd Prize Winner

the best local artisanal products  
key product & image okm food

**Durbuy**  
(Belgium)

# The 1st Prize Winner

nature restoration projects  
bicycles free-of-charge

**Cascais**  
(Portugal)





An aerial photograph of a town with numerous red-tiled roofs. In the background, a church with a green spire is visible against a hazy sky. The town is surrounded by green hills and trees.

# 1st Prize Winner

ventured in a massive project with  
innovative sustainable tourism

**Kuldiga**  
(Latvia)



# 1st Prize Winner

e-car

'Genuss Pension'



**Werfenweng**  
(Austria)



# Outlook VISTAS 2015: How you can participate and benefit

- ✓ Register your interest
- ✓ Join a committed destination network, award or certification programme
- ✓ Assess your sustainability level
- ✓ Present your innovation



# Nominations for VISTAS 2015

The first candidates, from the  
VISTAS founding networks







**VISTAS!**



## Green Carpet Ride to VISTAS 2015 Award: Presentation of one – minute pitches





photovoltaic and innovative  
renewable sources

alpine climate ski resorts

**Arosa & Carezza**  
(Switzerland & South Tyrol)





nine volcanic islands carved with lakes

# the Global Geopark Network

dolphin watching

clean beaches

over 60 pedestrian and bike trails

**Azores islands**  
(Portugal)



regulations protecting the coastline  
from excessive urban pressure

Arrival of Christopher Columbus in 1493

“smoke-free” beaches

**Baiona**  
(Galicia, Spain)

modern National Park centres

Environmental education

sustainable construction

**Berchtesgaden**  
(Germany)



# The Alpine Pearls MTB Cup

biodegradable dishes

regional products

**Cogne**  
(Italy)





# traditional horseback shrimp fishing – As a cultural heritage UNESCO

local identity

coastal town in Flanders

**Koksijde**  
(Belgium)



barrier-free skiing

fully accessible restaurants

**Limone Piemonte**  
(Italy)





electric bike “velotaxi”

e-mobility

culinary highlights

**Mallnitz**  
(Austria)





A scenic view of a mountain valley in France. The foreground shows a small village with several stone buildings and a dirt road. The middle ground is a lush green valley with scattered trees. The background features steep, rocky mountains under a blue sky with white clouds. The text "electric bus" is overlaid on the right side of the image.

electric bus

**Pralognan**  
(France)

# Nature- and Hiking Hotel Rainer

The Alpine Pearls Hosts  
project on creation of wine routes

softly-mobile hotels

**Ratschings**  
(Italy/ South Tyrol)



local products

“Genuss Pension”



**Werfenweng**  
(Austria)





# Project on creation of wine routes

rehabilitation program for the  
grape's plantation of Ramisco vines

**Sintra**  
(Portugal)





# GOZO

(Malta)



A satellite-style map of the world, showing continents in green and brown and oceans in blue. The map is centered on the Atlantic Ocean, with North and South America on the left and Europe and Africa on the right. A light green rectangular box is overlaid in the center of the map, containing text.

**Hasta las VISTAS!  
in 2015 @ ITB Berlin!**