Project FAST-LAIN

Global Context

European Initiatives for Competitive and Sustainable Tourism

Fast-Lain & DestiNet - Sustainable Tourism Platform

Herbert Hamele, Gordon Sillence
ECOTRANS e.V., Saarbrücken

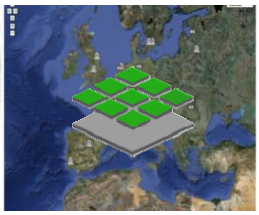
Zagreb/ Croatia, 29th February 2012

European Network for Sustainable Tourism Development (founded 1993)

-Members in 14 countries
-International studies & research
-European pilot projects & initiatives
-Knowledge centre for Tourism Ecolabelling
-Networking and dissemination of good practice

Founding Member of

- DestiNet - UN Partnership for Sustainable Development
- Global Sustainable Tourism Council
- Global Sustainable Tourism Partnership



DestiNet

TRAVELFOREVER
GLOBAL SUSTAINABLE TOURISM COUNCIL

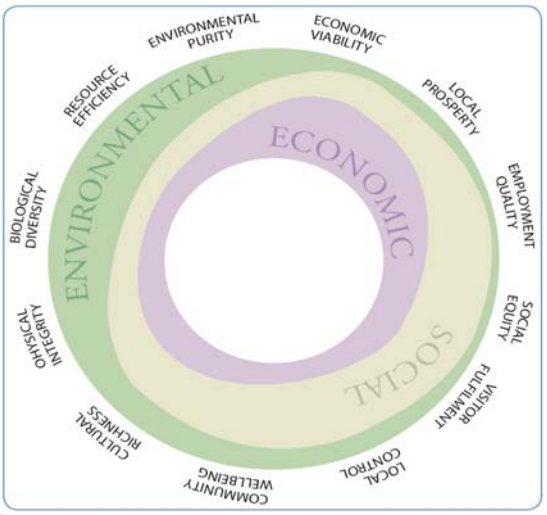
THE GLOBAL PARTNERSHIP FOR SUSTAINABLE TOURISM

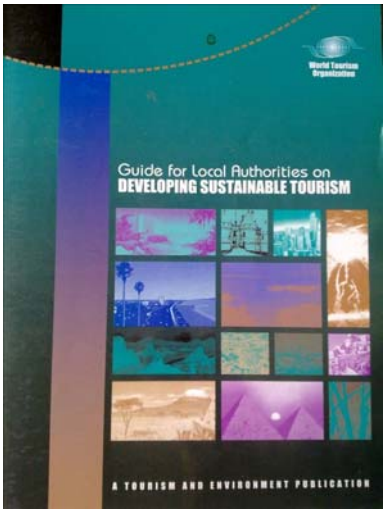
Global Context

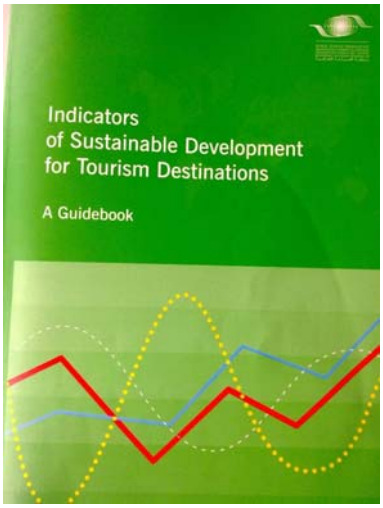
Making Tourism more sustainable –
A guide for policy and decision makers

UNEP UNWTO

The **12 aims for an agenda for sustainable tourism** (UNWTO/UNEP) are relevant to all destinations and allow to define specific objectives and priorities.







The Global Sustainable Tourism Criteria

TRAVELFOREVER

A. Sustainable Management
- A.1. Management System
- A.2. Legal Compliance
- A.3. Employee Training
- A.4. Customer Satisfaction
- A.5. Marketing Accuracy
- A.6. Infrastructure and buildings: zoning, design, construction
- A.7. Interpretation

B. Social/Economic
- B.1 Community Development
- B.2. Local Employment
- B.3 Fair-Trade
- B.4 Local Entrepreneurs
- B.5. Indigenous Communities
- B.6. Exploitation
- B.7. Equitable Hiring
- B.8 Employee Protection
- B.9. Basic Services

C. Cultural Heritage
- C.1. Code of Behavior
- C.2. Historical Artifacts
- C.3. Protection of Sites
- C.4. Incorporation of Culture

D. Environment
- D.1.1. Purchasing Policy
- D.1.2. Consumable Goods
- D.1.3. Energy Consumption
- D.1.4. Water Consumption
- D.2.1. Greenhouse Gas
- D.2.2. Wastewater
- D.2.3. Waste Management Plan
- D.2.4. Harmful Substances
- D.2.5. Other Pollutants
- D.3.1. Wildlife Species
- D.3.2. Wildlife in Captivity
- D.3.3. Landscaping
- D.3.4. Biodiversity Conservation
- D.3.5. Interactions with Wildlife

European challenges for making tourism more sustainable

European Policies for competitive and sustainable tourism: Objectives, Challenges, Actions (e.g. COMM 2010)

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

Topics

European Initiatives: examples

Natural and Cultural Heritage

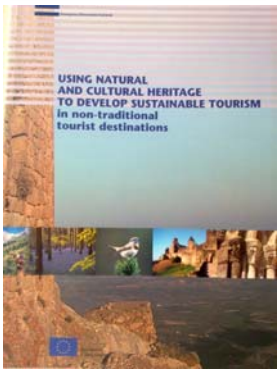
Europarc, EDEN

How to use natural & cultural heritage, European Charter, UNESCO WHS

EDEN winners

Eco-certified businesses & travel packages

Indicators: Natura 2000, protected buildings, Red list fauna & flora



Climate Change- Energy & Resource Efficiency

ECLAT, Climate Alliance

Hotel Energy Solutions, EMAS

COOL Hotels, KONUS Black Forest

Eco-certified businesses & travel packages

Indicators: CO2e

Sustainable transport and mobility

Alpine Pearls

Atmosfair, NETS Awards

Fahrtziel Natur

Eco-certified businesses & travel packages

Indicators: % modal split

Quality Assessment, Certification & Marketing

50+ certification bodies in Europe

All certification schemes on DestiNet

European Ecotourism Labelling Standard (EETLS)

Green Travel Bridge, a.m.o.

Indicators: % of eco-certified / awarded businesses

Quality Assessment, Certification & Marketing

Topics

publications & tools

Sustainable Tourism Certification worldwide ECO TRANS

Full list on www.destinet.eu (09/2011)

Destination Management & Good Governance

Topics

Who is who?

NecsTour, EC-TSG

Network of European Regions for a Sustainable and Competitive Tourism
NECSTouR

publications & tools

IQM in rural, coastal, urban destinations;
QUALITEST, VISIT indicators

Best practice

QuailityCoast winners (EUCC)

QualityCoast

Market place

European Charter Parcs, Ecotourism in Spain

Observatory

EC Indicators for competitive and sustainable tourism development in destinations (expected in 2012)

Knowledge Networking, Training & Education

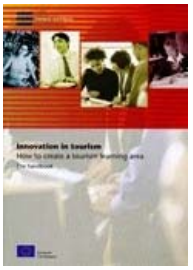
European Ecotourism Network, BEST, Interpret Europe

Train to Ecolabel, Innovation in Tourism – Tourism Learning Area (EC)

Awards / ranking for university courses?

ITB Berlin, hall 5 (universities)

Indicators: education level, occupancy rate of courses



Sustainable Supply Chain Management

Forum Anders Reisen, TOI

TraveLife, CSR Tourism

Award winning tour operators

"CSR Tourism" certified tour operators

Indicators: % of eco-certified businesses

Sustainable Consumption & Production

ICLEI, CIPRA, EUCC, Sustainable Cities

Agenda21

Fair Trade cities

Green Map of London (destinations)

Indicators: % of eco-certified businesses and services

European Initiatives: a lot to know

Governments | NGO's | Destinations | Academics | Businesses | Travellers

20 years of sustainable tourism discussion, research and development

Who is who? | Observatory | Topics | publications & tools | Best practices | Market place

A lot of information and knowledge is out there – and can be made available

FURTHER ACTION ON SUSTAINABLE TOURISM

DestiNet PARTNERSHIPS FOR SUSTAINABLE DEVELOPMENT

FAST-LAIN

LEARNING AREA INNOVATION NETWORKS

March 2011 – August 2012

PARTNERS & SUPPORTERS

ECO TRANS

UNEP G·R·I·D ARENDAL

HRVATSKA

Saarland

Reserva Mundial de la Biosfera LA PALMA

UNEP

DTV

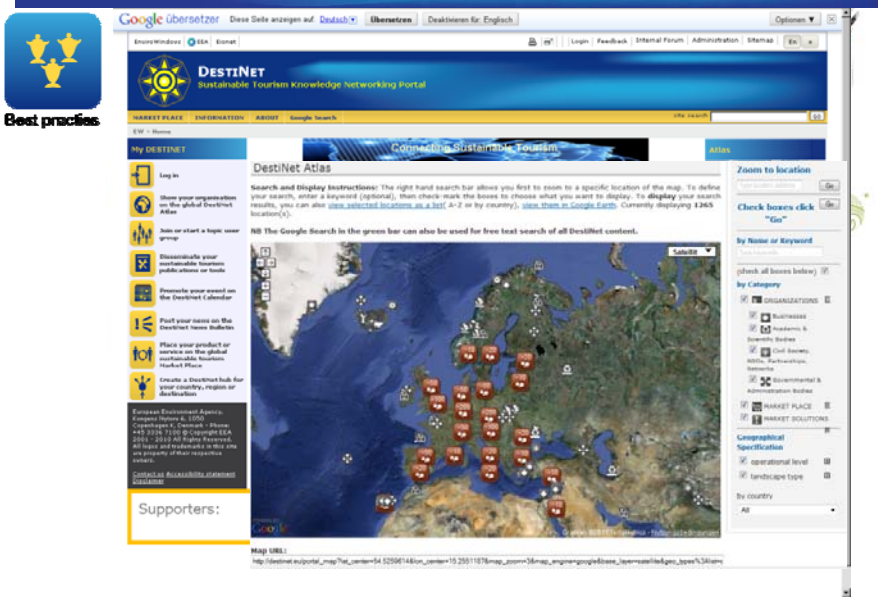
LUND UNIVERSITY

Fast-Lain: DestiNet as common platform

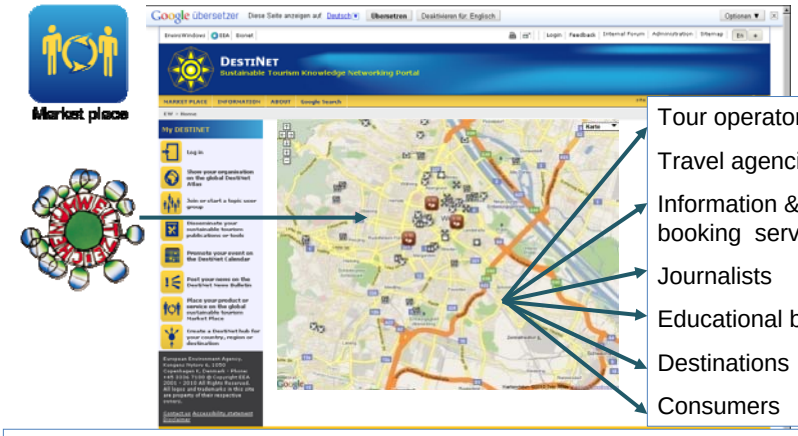
knowledge base > good practice > market place >observatory

1. Knowledge Base

2. Good practices “Atlas of Excellence”



3. Global Market Place



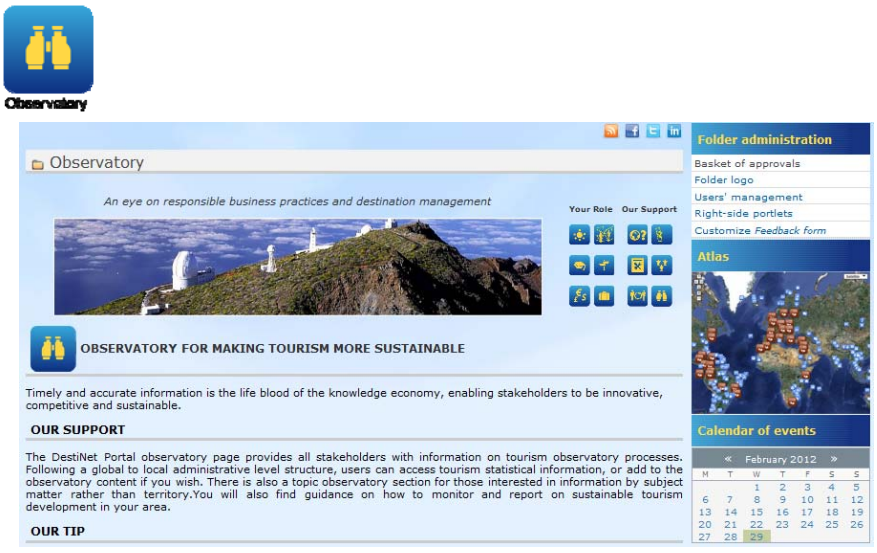
Austria uses the **DestiNet „Market Place“**

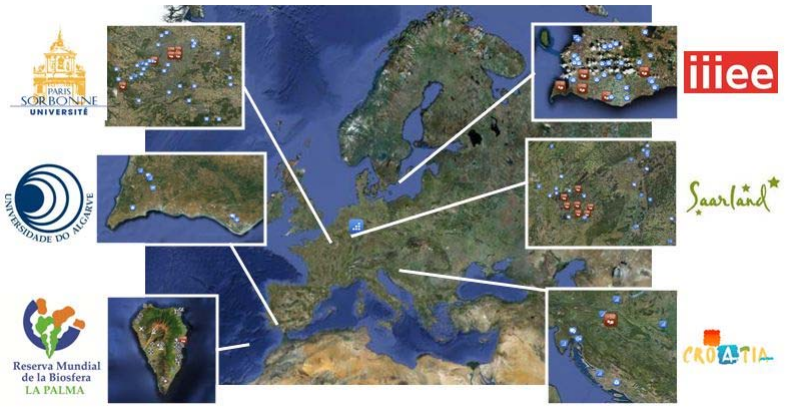
1.to map their 250 ecolabelled tourism businesses and travel packages

2.to inform their tour operators about certificates and certified tourism world wide

3.to integrate the map of Austria as i-frame into their own website

4. Observatory





„In future our main concern will no longer be whether we can travel to every place on earth.

Our main interest will be whether it is worthwhile arriving there.“

Hermann Löns, German poet, 1908

Thank you for your attention!

Contact

herbert.hamele@ecotrans.de