Tools for more sustainable tourism in urban destinations

Round Table
Application of SDG to urban tourism

Tools for more Sustainable Tourism in Urban Destinations

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ECO TRANS
European Network for Sustainable Tourism Development

International Conference on Sustainable Tourism for Development in the Framework of the New Urban Agenda, Barcelona, 17-19 May 2017
ECOTRANS Initiatives:

➢ Since 1993: European projects and initiatives

➢ 2004: DestiNet Platform with EEA > registered SDG2030 Partnership

➢ 2008: Global Sustainable Tourism Council

➢ 2016: TRIANGLE – Building a European Knowledge Alliance for Sustainable Tourism

„In „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, 1908
Challenge: Sustainability decisions on all levels ...

Global Context

World

Global Regions

Countries

Destinations

Enterprises

Sustainable Tourism

Europe #1

Diversity, Attractiveness

Regional Sustainability

Competitiveness

... to raise the market share of sustainable tourism
Supporting Goal 12: Ensure sustainable consumption and production patterns

Target 12.6: “Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.”

Target 12.b: “Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products”.

150+ certificates as „green proofs“: certified tourism = 1%
The A.I.D.A. way to success

100 environmental and sustainability certificates for European Tourism can help if...

**Attention:** clear commitment of policies and industry

**Interest:** success stories

**Decision:** use appropriate certificates as “green proofs”

**Action:** easy access to tour operators, marketing, booking

All labels on: destinet.eu
The A.I.D.A. way to success

... and many more labels in other regions in the world ...

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All labels on: [destinet.eu](http://destinet.eu)
In 2017-2019 the TRIANGLE consortium is building a European Knowledge Alliance for Sustainable Tourism:

- A European **Network** of Universities & businesses/destinations in 28 countries
- Commonly shared **Knowledge Base** along the SDG with a certification quickfinder, good practice browser, Travel Green Europe maps
- **Online Courses**: “Competence on Sustainable & Responsible Travel and Tourism Certification”; “ST Development” (10 topics); “Knowledge Base Driver”
- **Internship program** in businesses and destinations with protected areas
The TRIANGLE project: facilitating A.I.D.A.

The TRIANGLE project delivers practical tools to raise Attention > Interest > Decision > Action

A: European Knowledge Base for professionals and decision makers
European Knowledge Base for professionals and decision makers

Good Practice Browser with success stories

The TRIANGLE project delivers practical tools to raise
Attention > Interest > Decision > Action

A: European Knowledge Base for professionals and decision makers

I: Good Practice Browser with success stories
The TRIANGLE project delivers practical tools to raise
Attention > Interest > Decision > Action

➢ **A**: European Knowledge Base for professionals and decision makers

➢ **I**: Good Practice Browser with success stories

➢ **D**: Sustainable Tourism Certification Quickfinder for all types of services
The TRIANGLE project: facilitating A.I.D.A.

The TRIANGLE project delivers practical tools to raise **Attention > Interest > Decision > Action**

- **A**: European Knowledge Base for professionals and decision makers
- **I**: Good Practice Browser with success stories
- **D**: Sustainable Tourism Certification Quickfinder for all types of services
- **A**: “Travel Green Europe” app with regional and national Green Travel Maps for tour operators, marketing and booking services

10 Starting Countries: AT, DE, ES, FR, GR, IR, IT, PT, SE, UK
Let’s collaborate & create synergies!

2017:
1% certified

1. Set Target: monitor Sustainable Tourism impacts

2. Choose Indicator: % of certified Sustainable Tourism

3. Apply Tool: Sustainable Tourism Certification Quickfinder

2030:
10% certified

4. Joint Action: Share the Travel Green Europe Maps
Thank you for your attention!

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DestiNet.eu > TRIANGLE