# Partnership programme for sustainable destinations

Albert Salman, founding president



A partnership assisting destinations and countries in developing sustainable tourism ...

and building a network of "green destinations".

Alonissos, Greece

#### Open partnership

Green Destinations

Started June 2014

30 experts & organisations, in 21 countries





#### QualityCoast, since 2007

- A global Award programme for sustainable coastal and island
  - destinations, including parks.
- Certifies good policy performance in sustainable tourism.
- Provides transparent information to visitors.
- Plans for improvement.



# Quality Coast welcomes you!

This Quality Coast destination
has received an award for tourism sustainability

ın **2013** 

#### PLEASE HELP US, AND...

Take care for nature and wildlife
Dispose plastic and cigarettes in the bins
Use water wisely, e.g. in your hotel
Make this an enjoyable place for everyone
Prevent fires

#### WE CARE FOR...

Nature and landscape

Clean water, sea & beach Our local character & culture A responsible business sector Our inhabitants and visitors



For more information on all QualityCoast destinations, visit: qualitycoast.info or facebook.com/qualitycoast. Please review this place in the QualityCoast website.



#### Protection of the Mediterranean Monk Seal

Specific fishing rules

great offer of local food

**Alonissos** 

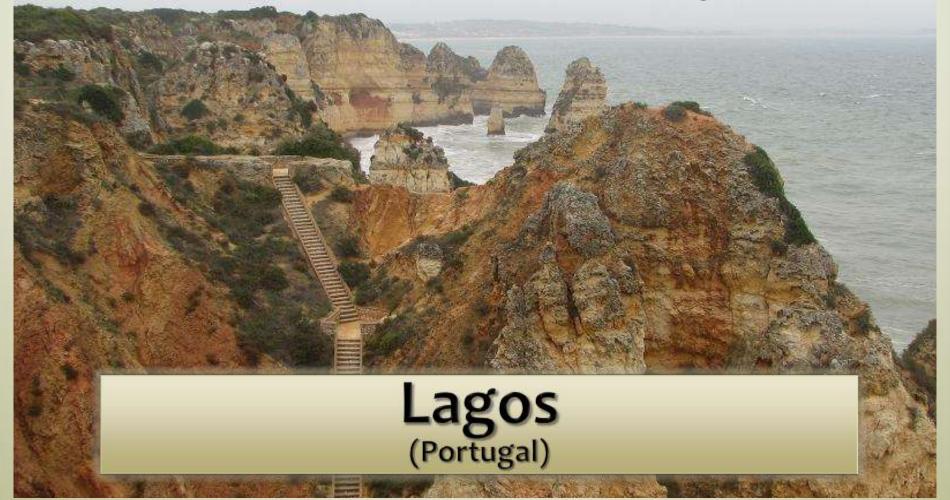
(Sporades, Greece)





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

Local identity and cultural heritage preservation



#### traditional wine cultivation



nine volcanic islands carved with lakes Geopark dolphin watching clean beaches over 60 pedestrian and bike trails Azores islands (Portugal)

#### Planning for improvement

(Azores, PT) QualityCoast Platinum Award 2014 QualityCoast Gold Award 2012 QualityCoast Gold Award GOLD GOLD Score 2014: 8,9 Score 2012: 8,4 Score 2010: 8,0 In 2006, estimated GSTR score was 4,5/10.

#### Metrics for Sustainability benchmarking

YEAR 2011-2012	Overall	YEAR 2013-2014	Overall	Status, situation Score	Policy Score
	Score		Score		
	(1 to 10)		(1 to 10)	(1 to 10)	(1 to 10)
NATURE	8,4	NATURE	8,3	8,4	8,3
NATURE & CONSERVATION	7,8	NATURE & CONSERVATION	8,0	8,0	8,2
ACCESS, INFORMATION, EDUCATION	8,8	ACCESS, INFORMATION, EDUCATION	8,0	7,8	8,5
GREEN POLICIES	8,8	GREEN POLICIES	8,3	9,0	8,1
OPEN LANDSCAPES	8,6	OPEN LANDSCAPES	8,5	8,7	8,0
LIGHT & NOISE MANAGEMENT	8,2	ENVIRONMENT	8,5	8,6	8,5
ENVIRONMENT	8,1	ENVIRONMENTAL MANAGEMENT	8,6	9,5	8,1
BLUE FLAGS & BEACHES	8,7	BLUE FLAGS & BEACHES	9,2	8,7	9,7
WATER MANAGEMENT	7,8	WATER MANAGEMENT	8,1	7,9	8,2
SUSTAINABLE TRANSPORTATION	9,1	SUSTAINABLE MOBILITY	8,1	8,0	8,3
WASTE & RECYCLING	7,6	WASTE & RECYCLING	7,4	7,0	8,0
CLIMATE & ENERGY	7,1	ENERGY & CLIMATE MITIGATION	8,6	10,0	8,3
IDENTITY & CULTURE 7,4		CLIMATE CHANGE ADAPTATION	8,7	8,8	8,7
CULTURAL HERITAGE	7,7	IDENTITY & CULTURE	7,7	7,4	8,1
TERRITORY & TRADITION	7,9	CULTURAL HERITAGE	7,8	7,5	8,7
LOCAL IDENTITY	6,7	TERRITORY & TRADITION	7,7	7,2	8,3
TOURISM & BUSINESS	8,0	LOCAL IDENTITY	7,4	7,4	7,0
TOURISM	8,6	TOURISM & BUSINESS	8,0	8,2	7,7
DESTINATION MANAGEMENT	8,3	DESTINATION MANAGEMENT	7,9	8,0	7,8
BUSINESS INVOLVEMENT	7,8	BUSINESS INVOLVEMENT	8,5	8,8	7,7
HOSPITALITY & SATISFACTION	7,1	HOSPITALITY & SATISFACTION	7,5	7,7	7,2
HOST COMMUNITY & SAFETY	8,6	HOST COMMUNITY & SAFETY	8,8	9,2	8,7
HUMAN RIGHTS & JUSTICE	9,8	FREEDOM & JUSTICE	9,5	10,0	9,3
COMMUNITY PARTICIPATION	6,8	COMMUNITY PARTICIPATION	7,8	8,3	7,8
HEALTH & SAFETY	9,3	HEALTH & SAFETY	9,0	9,3	8,9
FINAL SCORE 2012	8,1	FINAL SCORE 2014	8,3	8,4	8,3

#### 2013: GSTC Criteria for Destinations

lome

bout GSTC -

GSTC Objectives

GSTC Criteria for Sustainable Tourism

Participate

Resource Center

Blog

For Member





Global Sustainable Tourism Criteria for Destinations (GSTC-D): basis for Certification

We use them for:

- SWOT, priority setting
- Benchmarking and improvement

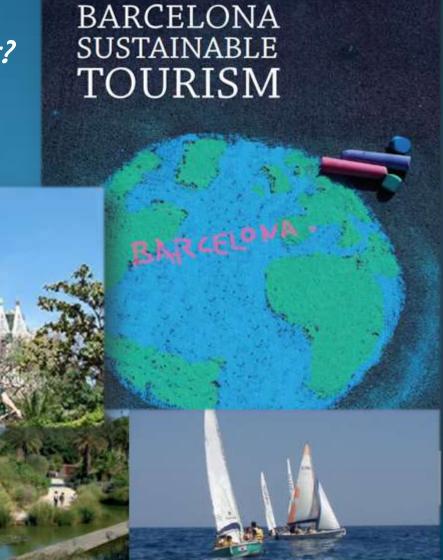
#### 2012: Barcelona certified

#### Green Destinations



#### Barcelona sustainable...

Will certification without transparency be credible to tourists?





## The world of Dubai sustainable?

2014: Burj Al Arab\*\*\*\*\*\*
awarded Green Globe
Certification

Dubai has the power to become certified as a "sustainable destination"



#### GSTC-D: 41 criteria

	GSTC Destination Criteria
NATURE	
	GSTC D2. Protection of sensitive environments
	The destination has a system to [] conserve habitats,
	species, and ecosystems, and prevent the introduction of
	invasive species.
	GSTC D3. Wildlife protection
	The destination has a system to ensure compliance with
	local, national, and international laws and standards for
	the harvest or capture, display, and sale of wildlife
	(including plants and animals).

## Making the GSTC Criteria measurable and transparent

GSTR	QUALITY	TREND	GSTC Destination Criteria				
Visibility to visitor	YES	PARTLY	NO				
NATURE	% Nature coverage	Trend in % Nature					
	% Protected nature Wildlife observation quality	Trend in % protected nature  Trend in Wildlife observation	GSTC D2. Protection of sensitive environments  The destination has a system to [] conserve habitats, species, and ecosystems, and prevent the introduction of				
	Availability of CITES / protected species at local markets  Impact of tourism on nature & biodiversity	quality  Trend in Availability of CITES / protected species at local markets  Impact of tourism on nature & biodiversity , trend	invasive species.  GSTC D3. Wildlife protection  The destination has a system to ensure compliance with local, national, and international laws and standards for the harvest or capture, display, and sale of wildlife (including plants and animals)				

Extra indicators can be added according to the objectives set for the destination.

## Need to complement GSTC-D

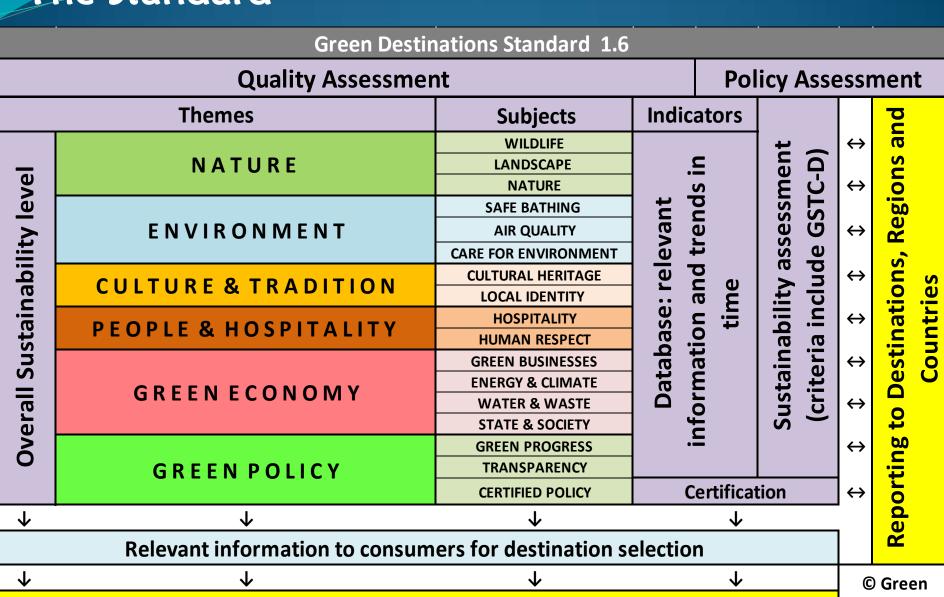
Clear evidence of sustainability, visible to tourists:

- > Local identity & tradition, sense of place.
- Extent to which sustainability was a driver in destination development.

The Green Destinations Standard

**Destinations** 

#### The Standard



Public Reporting (through booking websites)

#### Information for destination management













Green Destinations database













Destination Management

#### Information for consumers













#### Green Destinations database



#### bookdifferent









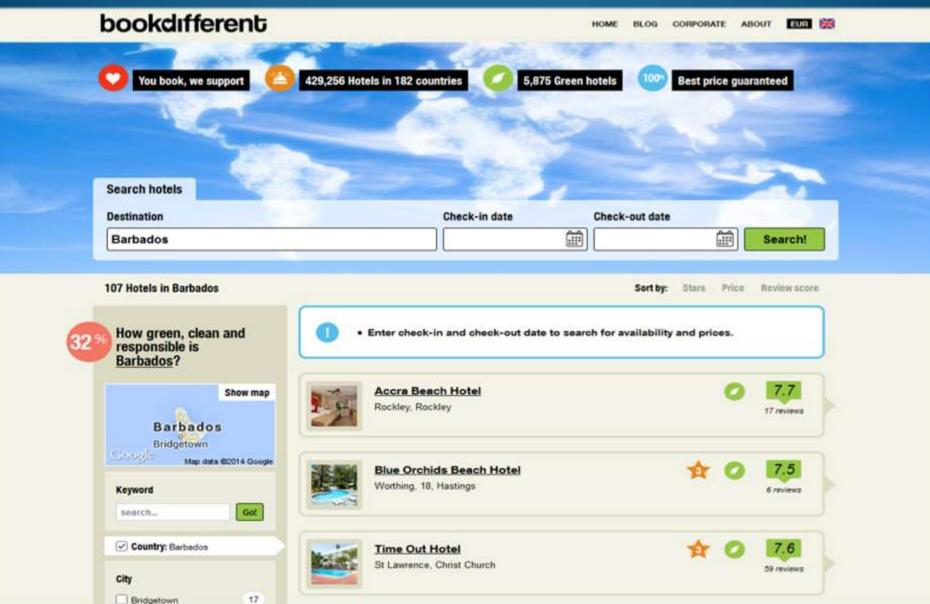


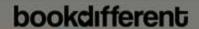




CONSUMERS, TOURISTS,

#### Example: BookDifferent.com





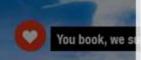
BLOG

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CORPORATE ABOUT

e guaranteed





Search hotels

Destination

Barbados

107 Hotels in Barbado

How green, clear responsible is Barbados?

#### How green, clean and responsible is Barbados?

This percentage indicates how much the destination has progressed towards sustainability, as a combination of the issues below. The score only exceeds 60% when there is a good sustainable tourism policy. Scores can only be compared within a topic, Green indicates a good situation, red indicates low performance.

marine life

The visibility of marine life for tourists and the effort that is done to protect it. You can think of sea birds, snorkelling, whale watching, etc.

landscape

Can you still enjoy open landscapes, wide views, scenic beauty, and traditional land use?

environment

Is this a clean destination? Looking at air pollution, noise, waste separation and recycling, green energy and water.

culture

Is this destination interesting for its well-protected cultural heritage and for its local character?

nature

Is this a good nature tourism destination? And how well is nature protected?

coast

To what extent is the coastline in its natural state, free from dams and dykes, beaches without breakwaters and groynes.

clean sea

How is the bacterial quality of the bathing water at the main beaches?

social

How is the situation regarding freedom, human rights, discrimination, corruption, and exploitation of children (based upon statistics and visitor reviews).

(Data by Global Sustainable Tourism Review)

Search! Review score



17 reviews

Barbados

Bridgetown

Map data @2014 Google

Got

Keyword

search.

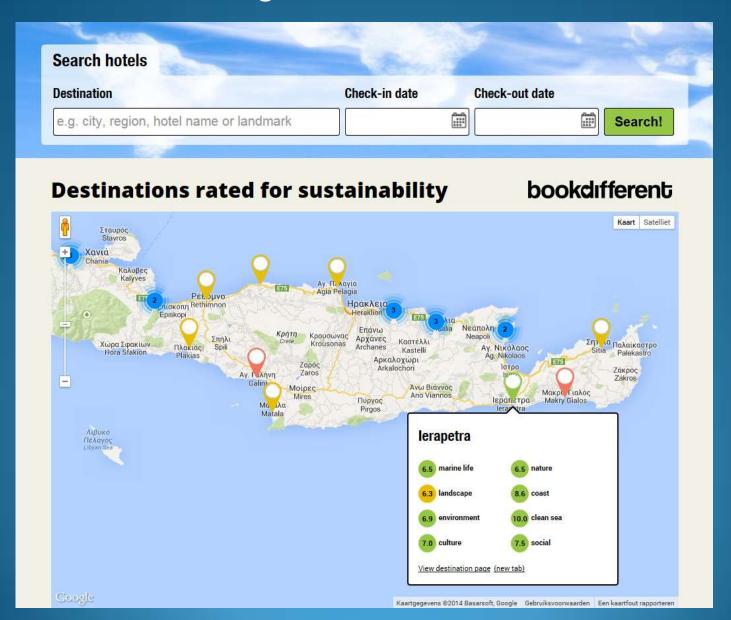
**Blue Orchids Beach Hotel** 

Worthing, 18, Hastings





## Green Destinations enables consumers to compare 1200 destinations in booking sites...



#### 2014: Green Destinations' Top 100

#### 2014 Sustainable Destinations Global Top 100

#### The World's Greenest Holiday Destinations

The Sustainable Destinations Global Top 100 was created to celebrate the management efforts of the world's most sustainable tourist destinations. The list is the result of open calls in the social media, followed by a selection process involving 30 international experts. Read more about our Methodology, in the tab 'Background', below.

Find the selected destinations on below map, and see the scores in below tabs for Africa, Americas, Asia-Pacific and Europe. Click the column titles to sort the tables accordingly.



Map View	Africa	Americas	Asia-Pacific	Euroj	pe	Backgro	ound	Media		
	L	EGEND 🎇	Nature Environme	nt 🟦 Cu	itural [	Social	€ Green	Economy	Green	Tourism Policy
Country	Destinatio	n	GSTR score	*	0	命	P	£	Ŗ	Main reason for selection
Portugal	Azores		8.9	9	9	8	9	8	9	QualityCoast Platinum 2014
Netherlands	Noordwijk		8.3	8	9	8	9	8	9	QualityCoast Gold 2014
Greece	lerapetra	(Crete)	8.1	8	8	8	8	8	8	QualityCoast Gold 2012
Italy	Migliarino Massaciuco	San Rossore coli	8.1	8	9	8	8	7	8	QualityCoast Gold 2012
Malta	Gozo & Co	mino	8.1	8	8	9	8	8	9	QualityCoast Gold 2012; VISTAS Silver 2014
Netherlands	Goedereed	de-Ouddorp	8.1	8	8	7	9	8	9	QualityCoast Gold 2013

## Networks involved in 2014 Top 100

Alpine Pearls
Biosphere
DestiNet
EARTH
EarthCheck
ECEAT – Travelife
Fair Trade Tourism

GSTC
Living Lakes
QualityCoast
Rainforest Alliance
STI
WWF International

in nominating destinations and in Top 100 Selection Panel





**Green Destinations' Global Top 100** 





### **A Global Community**

#### The Green Destinations Community (concept)

Management of the Community by Green Destinations Partners, and Destination Representatives

Use global know-how for innovation

Online Green
Destinations seminars

Online learning & training for destinations (ECEAT & DestiNet)

GD
Standard:
Assess & monitor
sustainability

International network meetings and newsletters

The annual Green
Destinations' Top 100

Raise your sustainability level

Show & market your green offer

#### Summary

The Green Destinations' approach: support destinations in becoming more sustainable

- > Bring key stakeholders together in a Self-Assessment (free)
- > Interactive process: issues for improvement, actions
- Awards connected to benchmarks
- Market exposure of sustainability efforts
- Quantitative monitoring of progress

#### Summary

The Green Destinations' approach: partners support each other in their work

- > Partners remain independent
- > free licence to use common tools
- offer FreeScan to destinations
- > joint approach for assessments & certification (profit sharing)

New partners welcome



Thank you!

www.greendestinations.info

e-mail: info@greendestinations.info