

# Partnership programme for sustainable destinations

Albert Salman, founding president



Living Lakes Webinar, 16 March 2015

*What is it?*

*Green Destinations*

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

and building a network of “green destinations”.

# Open partnership

# Green Destinations

Started June 2014

30 experts & organisations, in 21 countries

A world map is centered on the slide, with several countries highlighted in green, including Canada, the United States, Mexico, Central America, Colombia, Venezuela, Ecuador, Peru, Chile, Argentina, Brazil, Germany, France, Spain, Italy, Greece, Portugal, Ireland, the United Kingdom, Poland, Czech Republic, Slovakia, Austria, Hungary, Switzerland, and India. Surrounding the map are logos of various partner organizations and Green Destinations members. At the top left is the Green Destinations logo. To its right are QualityCoast, i-TOURISM, ECO TRANS, DestiNet, GREENGUIDES, and good place. On the left side of the map are Planet 4 People, UCI (Universidad para la Cooperación Internacional), ITSALyC, CaLatam (CONSULTANCY/CONSULTORIA), and Darwin's Trails (Chile). At the bottom are fundación plan21, ÖAR (Regionalberatung GmbH), ECEAT (European Centre for Eco Agro Tourism), and VISION on Sustainable Tourism. On the right side of the map is the TRAVEL FOREVER logo.



# Green Destinations

## 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 **QualityCoast** destination  
has received an  
**award for**  
tourism sustainability  
in **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](http://qualitycoast.info) or [facebook.com/qualitycoast](https://facebook.com/qualitycoast).  
Please review this place in the QualityCoast website.



This programme is financially supported by the European Commission



# Protection of the Mediterranean Monk Seal

Specific fishing rules

great offer of local food

**Alonissos**  
(Sporades, Greece)



regulations protecting the coastline  
from excessive urban pressure

Arrival of Christopher Columbus in 1493

“smoke-free” beaches

**Baiona**  
(Galicia, Spain)





rehabilitation of Gozo's Valleys

creation of a new heritage trails

**GOZO**  
(Malta)



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

Local identity and cultural heritage preservation



**Lagos**  
(Portugal)

traditional wine cultivation

Ecological and Agriculture Reserves

Project "Accessible Beach"



**West Region**  
(Portugal)



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



Score 2012: 8,4



Score 2014: 8,9

QualityCoast Gold Award

2010



Score 2010: 8,0

In 2006, estimated GSTR score was 4,5/10.

## Metrics for Sustainability benchmarking

QualityCoast Scorecard 2012 - 2014: NOORDWIJK (NL)					
YEAR 2011-2012	Overall	YEAR 2013-2014	Overall	Status, situation	Local Policy
	Score (1 to 10)		Score (1 to 10)	Score (1 to 10)	Score (1 to 10)
<b>NATURE</b>	8,4	<b>NATURE</b>	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	<b>ENVIRONMENT</b>	8,5	8,6	8,5
<b>ENVIRONMENT</b>	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
<b>IDENTITY &amp; CULTURE</b>	7,4	CLIMATE CHANGE ADAPTATION	8,7	8,8	8,7
CULTURAL HERITAGE	7,7	<b>IDENTITY &amp; CULTURE</b>	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
<b>TOURISM &amp; BUSINESS</b>	8,0	LOCAL IDENTITY	7,4	7,4	7,0
TOURISM	8,6	<b>TOURISM &amp; BUSINESS</b>	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
<b>HOST COMMUNITY &amp; SAFETY</b>	8,6	<b>HOST COMMUNITY &amp; SAFETY</b>	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
<b>FINAL SCORE 2012</b>	8,1	<b>FINAL SCORE 2014</b>	8,3	8,4	8,3

## 2013: GSTC Criteria for Destinations

Home

About GSTC

GSTC Objectives

GSTC Criteria for Sustainable Tourism

Participate

Resource Center

Blog

For Members



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

We use them for:

- SWOT, priority setting
- Benchmarking and improvement

## 2012: Barcelona certified

# The 1<sup>st</sup> Destination Certified for Sustainable Tourism

(no report, no information)

**BarcelonaTurisme**

Home Programmes Services Press room Corporate information 14/16°C Restricted area

### Barcelona Sustainable Tourism

About us Members of the programme

**Barcelona Turisme**

**BIOSPHERE RESPONSIBLE TOURISM**

Barcelona has become the first city in the world to be awarded Biosphere certification. This award recognises the city as a sustainable tourism destination committed to developing responsible tourism and including sustainable environmental, cultural and socio-economic management.

The certification is promoted by Turisme de Barcelona and Barcelona City Council.

See the leaflet *Turisme de Barcelona: a business making headway on sustainability*.

#### About us

We are a Turisme de Barcelona program that promotes sustainable and responsible tourism in the city.

#### Members of the programme

Group of Barcelona enterprises that are committed to the enjoyment of the city in a sustainable way.

See the brochure

#### Contact with Barcelona Sustainable Tourism

Tel: 933 689 700  
Fax: 933 689 701  
Mail: [sustainabletourism@barcelonaturisme.cat](mailto:sustainabletourism@barcelonaturisme.cat)

#### News

- Turisme de Barcelona shows the most sustainable side of the city to the Nordic media [Pdf]
- Turisme de Barcelona calculates the carbon footprint [Pdf]
- Tourism and climate change - Turisme de Barcelona [Pdf]

Barcelona wins a new distinction for tourism sustainable city

**BARCELONA SUSTAINABLE TOURISM**

# Green Destinations

Barcelona sustainable...

*Will certification without  
transparency be credible to tourists?*

BARCELONA  
SUSTAINABLE  
TOURISM





## The world of Dubai sustainable?

“UAE's ecological footprint is the highest in the world”  
(WWF, 2006).

“UAE is (...) five times more unsustainable than any other country” (Samarai 2007)



## 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
<b>NATURE</b>		<p><b>GSTC D2. Protection of sensitive environments</b> The destination has a system to [...] conserve habitats, species, and ecosystems, and prevent the introduction of invasive species.</p> <p><b>GSTC D3. Wildlife protection</b> 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).</p>

## Making the GSTC Criteria measurable and transparent

GSTR	QUALITY	TREND	GSTC Destination Criteria
Visibility to visitor	YES	PARTLY	NO
<b>NATURE</b>	% Nature coverage % Protected nature Wildlife observation quality Availability of CITES / protected species at local markets Impact of tourism on nature & biodiversity	Trend in % Nature Trend in % protected nature Trend in Wildlife observation quality Trend in Availability of CITES / protected species at local markets Impact of tourism on nature & biodiversity , trend	<b>GSTC D2. Protection of sensitive environments</b> The destination has a system to [...] conserve habitats, species, and ecosystems, and prevent the introduction of invasive species.  <b>GSTC D3. Wildlife protection</b> 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

# The Standard

## Green Destinations Standard 1.6

Quality Assessment				Policy Assessment			
Themes		Subjects	Indicators	Sustainability assessment (criteria include GSTC-D)	↔		
Overall Sustainability level	NATURE	WILDLIFE	Database: relevant information and trends in time			↔	Reporting to Destinations, Regions and Countries
		LANDSCAPE				↔	
		NATURE				↔	
	ENVIRONMENT	SAFE BATHING				↔	
		AIR QUALITY				↔	
		CARE FOR ENVIRONMENT				↔	
	CULTURE & TRADITION	CULTURAL HERITAGE				↔	
	PEOPLE & HOSPITALITY	LOCAL IDENTITY				↔	
		HOSPITALITY				↔	
	GREEN ECONOMY	HUMAN RESPECT		↔			
GREEN BUSINESSES		↔					
ENERGY & CLIMATE		↔					
GREEN POLICY	WATER & WASTE	↔					
	STATE & SOCIETY	↔					
	GREEN PROGRESS	↔					
	TRANSPARENCY	↔					
		CERTIFIED POLICY	Certification	↔			
↓	↓	↓	↓	Relevant information to consumers for destination selection			
↓	↓	↓	↓	Public Reporting (through booking websites)			

# Information for destination management



Green Destinations database

Destination

DESTINATION  
MARKETING

INFORM VISIT-  
ORS & CITIZENS

PLANNING FOR  
IMPROVEMENT

MONITORING  
PROGRESS

Destination Management

# Information for consumers



Green Destinations database



CONSUMERS, TOURISTS, MEDIA



## Example: BookDifferent.com

bookdifferent

HOME BLOG CORPORATE ABOUT EUR



You book, we support



429,256 Hotels in 182 countries



5,875 Green hotels



Best price guaranteed

Search hotels

Destination

Barbados

Check-in date

Check-out date

Search!

107 Hotels in Barbados

Sort by: Stars Price Review score

32%

How green, clean and responsible is Barbados?



Show map

Keyword

search...

Go!

Country: Barbados

City

Bridgetown

17



• Enter check-in and check-out date to search for availability and prices.



Accra Beach Hotel

Rockley, Rockley



7.7

17 reviews



Blue Orchids Beach Hotel

Worthing, 18, Hastings



7.5

6 reviews



Time Out Hotel

St Lawrence, Christ Church



7.6

59 reviews

32%

## 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.

6.5

### 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.

3.4

### nature

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

3.4

### landscape

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

8.5

### coast

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

4.6

### environment

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

6.0

### clean sea

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

6.4

### culture

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

7.6

### 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 hotels

Destination

Barbados

107 Hotels in Barbados

32%

How green, clean and responsible is Barbados?

Barbados

Bridgetown

Google

Map data ©2014 Google

Keyword

search...

Go!



Blue Orchids Beach Hotel

Worthing, 18, Hastings



7.5

6 reviews



Search!

Price Review score

es.



7.7

17 reviews

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

## Search hotels

Destination

Check-in date

Check-out date

e.g. city, region, hotel name or landmark



Search!

## Destinations rated for sustainability

## bookdifferent



# 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
- Europe
- Background
- Media

**LEGEND** Nature Environment Cultural Social Green Economy Green Tourism Policy

Country	Destination	GSTR score							Main reason for selection
Portugal	<a href="#">Azores</a>	8.9	9	9	8	9	8	9	QualityCoast Platinum 2014
Netherlands	<a href="#">Noordwijk</a>	8.3	8	9	8	9	8	9	QualityCoast Gold 2014
Greece	<a href="#">Ierapetra (Crete)</a>	8.1	8	8	8	8	8	8	QualityCoast Gold 2012
Italy	Migliarino San Rossore Massaciuccoli	8.1	8	9	8	8	7	8	QualityCoast Gold 2012
Malta	<a href="#">Gozo &amp; Comino</a>	8.1	8	8	9	8	8	9	QualityCoast Gold 2012; VISTAS Silver 2014
Netherlands	<a href="#">Goedereede-Ouddorp</a>	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)

International network  
meetings and  
newsletters

The annual Green  
Destinations' Top 100

**GD**  
**Standard:**  
Assess & monitor  
sustainability

**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](http://www.greendestinations.info)

e-mail: [info@greendestinations.info](mailto:info@greendestinations.info)