Global Green Destinations Days Conference

October 8 – 12
Zagreb I Mali Lošinj
Gorski Kotar I Plitvice Lakes NP
Organizers:

Sponsors:
Global Green Destinations Days
Welcome Letter
About Croatia
Event Program
Day 1 (October 9th)
  ● Day agenda
  ● Opening & Keynote presentations
  ● Panel Sessions:
    - Panel 1A: Sustainable Destination Management
    - Panel 1B: Creating Green Offer
    - Panel 2A: Community Empowerment
    - Panel 1C: Marketing Green Travel Offer
    - Panel 1D: Destination Management Support Mechanisms

Day 2 (October 10th)
  ● Day agenda
  ● Panel Sessions:
    - Panel 3A: Tourism & Nature
    - Panel 2B: Communities & Culture
    - Panel 5A: Waste Management & Workshop On Waste Management

Day 3 (October 11th)
  ● Day agenda
  ● Panel Sessions:
    - Panel 5B: Waste Management
    - Panel 4: The Carbon & Climate Challenge
    - Panel 2C: Communities & Culture
    - Panel 3B: Tourism & Nature
Global Green Destinations Days

The Global Green Destinations Days GGDD19 is the 4th edition of the world's leading event on sustainable destination management. This event will be held in two cities: Zagreb, the capital of the country and Mali Lošinj, a Sustainable Top 100 Destination in the Kvarner region. In here, leading experts in government, business, and academia in a set of workshops, field trips, in-depth sessions, and panel discussions, around a common theme ‘Green Solutions for Destinations’.

In this online booklet, you will find all information related to the event, schedule, and speakers. We hope you have a great experience at our event, if you have any questions please feel free to contact our staff on site.
On behalf of Green Destinations and the conference organizers, we would like to welcome you to the 4th edition of the Global Green Destinations Days: GGDD19. This year, we have the pleasure to have the Croatian Ministry of Tourism, Croatian National Tourist Board, Zagreb Tourist Board, Kvarner County Tourism Office and Mali Lošinj Tourist Board as our hosts. We hope you will enjoy your stay in this beautiful country and we look forward to seeing you, conference participants from around the world, at this event.

Before the conference starts, on Tuesday October 8, we will welcome our partners for a special GD Partners Day (separate registration only). The conference opens officially on Wednesday, October 9 in Zagreb with the Welcome and Opening presentation by the Croatian Minister of Tourism, Mr. Gari Cappelli, and a set of plenary presentations with interesting cases from our keynote speakers from Croatia, Latin-America and South-East Asia.

Panel Sessions

From Oct 9 to Oct 11, you will have the opportunity to assist to our parallel panel sessions, where you will have the opportunity to participate in conversations and see presentations on a variety of topics including Spreading tourism over space and time, Tourism to support local communities, culture & tradition, Tourism to support nature and biodiversity, Facing the carbon & climate challenge in tourism, incl. soft mobility and Waste management.

Get to know the region

On Thursday, October 10 we will start the day with a visit to Gorski Kotar on our way to Mali Lošinj, both Sustainable Top 100 destinations. On Friday, October 11, you can join us on our afternoon field visit of Mali Lošinj. And Saturday, October 12 we offer you the option to visit the Plitvice Lakes National Park, one of the oldest and largest national parks in Croatia and a UNESCO World Heritage (Separate registration required).

Networking

During the conference there will be opportunities for social and professional interaction: on Tuesday a Dinner meeting for our Global Leaders; on Thursday the Award and Top100 Ceremony and the Green Destinations Gala Dinner.

We have aimed to create a program consisting of state of the art examples in ‘Green Solutions for Destinations’. Within this document, you will find the complete daily schedule with all detailed information about speakers, panels and presentations.

Before we close this letter, our team would like to thank each of you for attending our conference and bringing your expertise to our gathering. As global and local leaders, you have the vision, the knowledge, the wherewithal and the experience to help us pave our way into a more sustainable future. You are truly our greatest asset today and tomorrow, and we could not accomplish this event without your support and partnership. Throughout this conference, we ask you to stay engaged, keep us proactive and help us shape the future of sustainable destination management. Our personal respect and thanks goes out to all of you.

We have confidence you will find this year’s event stimulating and rewarding. We ask that you bring to our attention anything that may help us to ensure the success of the current conference, as well as future ones.

Thank you for attending!
Zahvaljujemo na sudjelovanju!
Welcome to Croatia!

Stretching along the Adriatic Sea, just a stone’s throw from Central Europe, Croatia is a country defined by a rich cultural legacy. If we then add to this rich cultural heritage Croatia’s amazing natural beauty which attracts visitors throughout the year, its 8 national parks, 11 nature parks and the numerous heritage sites under UNESCO’s protection, Croatia truly is a country not to be missed.

One of Croatia’s greatest advantages is the fact that, despite its long tourism tradition, it is still one of the last unspoiled parts of the Mediterranean in its authenticity, ambience and lifestyle. From Croatia’s fertile plains from which you can taste freshly-picked fruit to its beautiful beaches with one of the cleanest seas in the world, one can enjoy Croatia’s secluded bays, lakes and mystical mountain peaks, clean rivers and drinking water, fantastic cuisine and prized wines and spirits, along with its world-renowned cultural and natural heritage, Croatia invigorates and captivates.

Croatia’s main products are undoubtedly its exquisite food and wine offer, countless possibilities for active tourism, cycling and hiking trails, high quality wellness and health offers, numerous cultural sights and MICE possibilities. Croatia also boasts fantastic nautical activities for those looking to sail or yacht along the Adriatic amongst Croatia’s more than a thousand islands, as well as those looking to explore various diving locations or looking to try any of a number of water sports and activities.

With the growing popularity of Croatia as a tourist destination, planning tourism strategies based on the concept principles of sustainable development has become crucial for long-term positive tourism impact. Global cooperation in these matters is more important than ever and Foundations like Green Destinations invite to an open dialogue regarding authentic, responsible and sustainable tourism. The hosting of this conference aligns with developing Croatian tourism towards eco-friendly and quality tourism and we are delighted with the opportunity to host the 4th edition of Global Green Destinations Days. We sincerely hope that your stay in our country will leave a lasting impression.

Dalibor Cvitković, of Mali Lošinj Tourism
<table>
<thead>
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<th>Time</th>
<th>OCT 8 (ZAGREB)</th>
<th>OCT 9 (ZAGREB)</th>
<th>OCT 10 (MALI LOŠINJ)</th>
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<td>Transfer from Zagreb to Mali Lošinj and Visit to Gorski Kotar (DEPARTURE: 06:45)</td>
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DAY 1  Wednesday 9 October

Hotel Hilton Garden Inn, Zagreb

Morning:
- Conference Opening
- Keynote presentations

Afternoon:
- Parallel Panel Sessions
08:30 Check-in and early registration

09:30 OPENING ACT AND WELCOME

Welcome by Green Destinations: Mr. Albert Salman, President of Green Destinations
Welcome by Croatian National Tourism Board: Kristjan Staničić
Welcome and Opening presentation by the Croatian Minister of Tourism, Mr. Gari Cappelli

THE GLOBAL EXPERIENCE
The Southeast Asian Experience: Mrs. Susan Santos de Cardenas

The Latin American Experience: Mrs. Beatriz Barreal

11:00 Coffee break

11:30 The Croatian Experience: Mr. Hrvoje Carić

A new tourism policy for Dubrovnik: Mrs. Jelka Tepšić, Deputy Mayor, City of Dubrovnik.

Destinations, Profitability and Sustainability - Green Destinations’ vision and introduction to the Panel sessions:
Mr. Albert Salman, Green Destinations

12:45 Lunch break

14:00 PARALLEL PANEL SESSIONS

Panel 1A: Sustainable Destination Management
Panel 1B: Creating Green Offer
Panel 2A: Community Empowerment

15:30 Coffee Break

16:00 PARALLEL PANEL SESSIONS

Panel 1C: Marketing Green Travel Offer
Panel 1D: Destination Management Support Mechanisms
OPENING PRESENTATIONS

Mrs. Jačan Obratov has a journalism degree from the Zagreb University Faculty of Political Science. Her career in tourism began at the Head office of the Croatian Tourist National Board where she still works. From 2000 to 2002 she was Head of the Information Department and between 2002 and 2013, Head of the Communications and Publishing Department. She ran the Destination Support Department until March 2016 when she was appointed Director of Destination Management and Product Development Support Division. Through years of working in the publishing and production fields, Slavija and her team put through numerous projects that the Croatian National Tourist Board received recognition and awards. Mrs. Jačan Obratov was editor-in-chief of the oldest Croatian international interdisciplinary journal “Tourism” between 2003 and 2013.

Mr. Gari Cappelli
Croatian Minister of Tourism

Since 2016, M. Cappelli is the Minister of Tourism of the Croatian Government and it has served as former Mayor of Mali Lošinj and President of the Tourist Board of Mali Lošinj. During his work at Mali Lošinj, he induced many activities regarding the destination management development at the island of Lošinj, Croatia as well as the Lošinj archipelago as a year-round destination.

During his mandate, the Tourist Board in Mali Lošinj became an affiliate member of the World Tourism Organization (UNWTO) and a full member of the UNWTO Knowledge Network.

Mr. Albert Salman
President of Green Destinations

Mr. Salman is a global sustainable tourism expert from the Netherlands, with an academic background in coastal ecology and environment. He established the QualityCoast Awards program (2007) and Green Destinations (2014), a non-profit organisation with expert partners in 30 countries. Together with partners he created the first Sustainable Destinations Global Top 100 competition, the Green Destinations Standard, and the online Green Destinations platform for sustainability and quality assessment, monitoring, reporting, and certification. The Top 100 Awards series is now the world’s largest programme recognizing and promoting destination sustainability, and the largest Awards programme of ITB Berlin, the world’s leading travel trade show.

On a day-to-day basis, Mr. Salman is supporting destinations that are committed to sustainability.

Mrs. Slavija Jačan Obratov
Croatian National Tourism Board

Mr. Ognjen Golubić
Conference Host

During high school and later studying graphic design, Ognjen started his career on Radio Brod and later on Croatian Television. During his more than 20 years on Croatian Television, Ognjen started from journalist position, through being editor and presenter of Prisma, Croatia today and Good morning Croatia where he is today journalist, editor, video journalist and program leader.

In his spare time Ognjen likes to travel around globe, bicycle through Croatia, cook and present food and read.
Learning the lessons: Southeast Asia’s experience

Mrs. Susan Santos de Cárdenas, Asian Ecotourism Network.

Bio

Mrs. Santos de Cárdenas is a pioneer advocate specializing in sustainable tourism development and stewardship initiatives with community social responsibility at grassroots application. She has been a staunch innovator, keynote speaker and resource person in learning and capacity building workshops for sustainable tourism to include Ecotourism, Community-based and Agri-Tourism promotion. She was a consultant and adviser for Local Government Units (LGUs) in the Philippines and a founding board member of the Asian Ecotourism Network.

Summary

Mrs. Susan Santos de Cardenas, President of the Society for Sustainable Tourism in the Philippines and Green Destinations Southeast Asia Representative and Partner will talk about the region’s tourism hot spots, the challenges, threats and actions in order to alleviate damage to these popular sites and to execute sustainable tourism practices.

Primarily, she will present her ten-year experience in pioneering and promoting the island of Boracay, Philippines where she worked since the 90s, her return to the island after almost 15 years and saw its unsustainable rapid growth. Since then, she initiated Sustainable Tourism education and capacity building in several provinces in her home country and continues to do so assessing emerging community-based tourism sites. As founding Board Member of Asian Ecotourism Network, she has re-visited lately several other Southeast Asian countries such as Thailand, Vietnam and Cambodia and also witnessed phenomenal tourism growth, where authorities are trying to adopt the global sustainable tourism standards gradually, while developing emerging destinations in order to lessen the burden of tourism demand and giving opportunities in these new recognized areas.
Latin America, how to make out of Tourism the engine towards Sustainable development?

Mrs. Beatriz Barreal, Riviera Maya Sostenible.

Summary

Different destinations, countries and communities are being triggered towards sustainability due to the urgent need for spreading the over-tourism, aiming to avoid the major damages it can cause in society, economy and environment.

There are numerous and varied strategies that have been developed, born from different sectors of society and/or governments, involving all the stakeholders in order to minimize the damages in NATURAL, CULTURAL AND SOCIAL TREASURES and maximize the benefits of tourism. All these strategies aim to establish the bases to avoid migration and loose of traditions within native communities, putting in value NATURAL, CULTURAL and SOCIAL Capital and PROMOTING THE EMPOWERMENT OF LOCAL PRIDE.

Case Studies;

Bio

Mrs. Barreal is founder and CEO of Riviera Maya Sostenible and co-creator of México Sostenible, as well as representative for Mexico and member of the Board of Directors of the World Council of Sustainable Tourism (GSTC). She has a great passion for sustainability and 25 years of experience in communication, branding and marketing in general. Her contributions to the development of the Riviera Maya as a model destination for sustainability have been remarkable, as its international positioning. She has a great organizational capacity that has been put at the service of numerous events, aimed at promoting the concept of sustainability in Mexico and the international. She has been the promoter and manager of the project that has made the Riviera Maya one of the 14 Early Adopters destinations at the global level of the Global Sustainable Tourism Criteria in 2014.
PERSPECTIVES OF GREENING TOURISM DEVELOPMENT – the concepts, the policies, the implementation

Mr. Hrvoje Carić, Institute for Tourism Croatia.

Summary

Sustainable tourism is extensively used as a panacea in the tourism discourse; however, there are still many challenges in its communication, understanding and efficient implementation. The work presented here aims to contribute to those issues by presenting the concept of greening tourism. Greening tourism is a response to the questions of competitiveness and ecological sustainability of tourism, but also the policies of United Nations and European Union. Market demands, available support mechanisms and accumulated experience through innovation by various stakeholders illustrate the potential for more systematic implementation of the concept. More so, it is argued that there is an opportunity to increase the multiplying effect to the local, in this case Croatian, economy by implementing the “greening” of tourism, defined as environmentally responsible, ecologically informative and educational. In other words, the greening tourism means smaller ecological footprint, contribution to the nature protection goals, improved competitiveness and market resilience, creation of new business opportunities, incorporating widespread use through EU funds and increasing profits and benefits for the local economy.

Link to publication:
https://www.researchgate.net/publication/324169746_Perspectives_of_greening_tourism_development-the_concepts_the_policies_the_implementation
A new tourism policy for Dubrovnik: Respect the City project

Mrs. Jelka Tepšić, Deputy Mayor of Dubrovnik

Bio

Mrs. Tepšić is the Deputy Mayor City of Dubrovnik, as well as honorary consul to the Kingdom of Spain since 2014. She is professor of the Spanish language, literature and Comparative literature and has more than 20 years of experience in communication, media and marketing. In City of Dubrovnik, Mrs. Tepšić is responsible for tourism, sustainability and culture. During her work in past two years, City of Dubrovnik has been developing strategic, long term project Respect the City. The Deputy Tepšić has participated in many congresses worldwide where she has presented her ‘Respect the City’ project.

Summary

In the City of Dubrovnik tourism is the most relevant sector enabling economic development and sustainability of the area. Tourism changes the conditions of living in many positive but also negative ways. Determined to turn Dubrovnik into a leader in sustainable tourism in the Mediterranean area, in 2017 City of Dubrovnik started to develop the strategic project Respect the City.

Since the significant portion of problem with over tourism is related to cruise ships and daily visitors, City reached out to CLIA, the world’s largest cruise industry trade association. In cooperation and in common interest City managed to make adjustments on short terms and started to work toward a long term solution which basically means meticulous planning of cruise arrivals/departures daily, weekly and annually. Tourist info stands, restaurant tables and illegal bookers were removed from most critical streets and the crowds diminished immediately, mobility of people and vehicles is improved. Dubrovnik integrated smart city solutions: web platform predicting the number of visitors in the Old Town on a given day, smart parking, Dubrovnik Card application for visitors, web cameras on city roads. Action plan includes also mid and long term measures, some of mid term are sustainable urban mobility plans and urban development studies, Dubrovnik electric boat trams and long term plans includes urban development, new roads and tunnel investments.
Mr. Albert Salman, Green Destinations.

Summary

In the Opening session Mr Salman will welcome the audience on behalf of Green Destinations and the Global Leaders Community and briefly refer to recent successes from in Global Leaders countries and destinations.

In his presentation “Destinations, Profitability and Sustainability” Mr Salman will introduce the afternoon panel sessions by reminding us to some actual trends in tourism. In the traditional tourism areas, destination managers are still facing increasing mass tourism impacts to the environment, nature and landscapes, hidden costs and a trend of decreasing length of stay, local spending and profitability. In addition to mass tourism, new international corporations emerged and quickly multiplied their profits, outpacing highstreet tour operators, marginalizing destinations in profitability and leaving them to solve a whole new range of problems. While tourism takes over city centres, towns and even small villages, local communities are increasingly facing tourist misbehaviour, public nuisance and unaffordable housing. Overtourism is profoundly changing the socio-economic fabric of communities and when this is happening, it is likely to be irreversible. Salman will clarify the need for every destination to join forces with its local stakeholders and business sector and to develop a strategy to avoid becoming outlined.
PANEL 1A
SUSTAINABLE DESTINATION MANAGEMENT

📅 Wednesday, October 9
⏰ 14:00 - 15:30
This theme will focus on overtourism and on how some destinations managed to face this issue, preparing a better future for all stakeholders involved. One of the good examples going to be presented on this theme is the case of Drniš, in Croatia, trying to provide citizens and visitors with a higher standard of living and quality service through the concept of “smart city”.

PANEL CHAIR: Susan Santos de Cárdenas.
Overtourism/conservation and local development in Medes Islands Marine Reserve.

Josep Capellà, Consultant in Torroella de Montgrí-L’Estartit Catalonia

PANEL 1A: Sustainable Destination Management

Summary

Due to its location at only 1 mile from the port of L’Estartit, the management of this Marine Reserve has had to make compatible, from its creation, the conservation of its natural values with the public use and the tourist destination competitiveness.

Since the 90s of the last century, new regulations have made possible a control of the impact of underwater activities and the influx of vessels in the Protected Area, through a process of consultation between private tourism agents, the Tourism Area of the municipality and the Natural Park.

Currently, the Medes Islands have become one of the main diving and snorkeling destinations in the Western Mediterranean, generating an important economic impact, the extension of the tourist season, the creation of quality employment and the presence in the media.

Nevertheless, the emergence of new recreational activities (paddle surfing, kayaking, open water swimming...) are some of the new challenges to face.
Management of tourism flows in Slovenia

Jana Apih - Tina H. Zakonjšek, Goodplace

PANEL 1A: Sustainable Destination Management

Summary

One of the results of Slovenia Green shows that Slovenian destinations lack in actions of efficient visitor’s management. For that reason, in 2018 a research project was supported by Ministry of Economics with the aim to develop an efficient tool with will help destination to better understand what the carrying capacities of a destination are and how to manage visitors flows. The project has a significant contribution in several areas.

For tourist destinations, it is providing guidelines for sustainable management and in this way influence the reduction of environmental and social damage to the tourist economy in Slovenia and beyond its borders. Project is also aligned with goals of Slovenian Tourism development strategy 2017-2021. The project is built on the latest findings in the field of destination management, using methodology and integration of the concept of visitors flows with carrying capacity.
How to benefit from the dramatic increase of tourists instead, the case of Sun Moon Lake.

Yoang-Goang Lin, Sun Moon Lake National Scenic Area Administration.

PANEL 4: THE CARBON & CLIMATE CHANGE CHALLENGE

Summary

Sun Moon Lake is one of the most beautiful tourist attractions in Taiwan. It is famous for its remarkable natural scenery, low-carbon travel opportunities, and 100% use of green electricity. Explore Sun Moon Lake via low carbon-emitting transportation modes. For example, ride along one of the top 10 most beautiful cycling paths in the world, travel on the water in an electric-powered yacht and experience comfortable and convenient electric bus service. The cherry blossom season in February and March is a perfect time to visit Sun Moon Lake. Sun Moon Lake is also an important hydroelectric power producing area. There are seven hydroelectricity power plants which provide Sun Moon Lake with 100% green electricity. For an environmentally-friendly journey, come to Sun Moon Lake.
The case of PLAYACAR

Beatriz Barreal, Riviera Maya Sostenible | Co-creator of México Sostenible, Mexico

PANEL 1A: Sustainable Destination Management

Summary
PANEL 1B
CREATING GREEN TRAVEL OFFER

📅 Wednesday, October 9
⏰ 14:00- 15:30
CREATING GREEN TRAVEL OFFER

Here, innovative projects will be presented regarding the creation of new green offer, either to attract other types of travellers or to deconcentrate the tourism activity in a specific place. In this theme, you can embark on a journey with the Drava Bike Route, a cycling route connecting four different countries and promoting soft mobility and also discover the Green Pyrenees Slow Tourism project, aiming to modernize the Train of the Lakes, boosting eco-mobility and sustainable development.

PANEL CHAIR: Karsten Palme.

**Karsten Palme**
COMPASS, Germany

*Sustainable product development and marketing in German Nature Parks – building networks for success.*

**Albert Folch**
Terres de l’Ebre Tourist Board, Catalonia

*The DestiMED Project in Terres de l’Ebre, Catalonia.*

**Inma Ballbé**
DCB Turisme i Desenvolupament Local

*Soft mobility, a challenge in the rural areas of Catalan Pyrenees: El Cinquè Llac and GPS Tourism network.*

**Thierry Joubert**
Green Visions Ecotours, Via Dinarica

*Via Dinarica Hiking Trail – Connecting Naturally the Mountain Communities in the Western Balkans*

**Karmen Razlag**
Development and Project Adviser, Maribor, Slovenia

*The Drava Bike Route project*
Sustainable product development and marketing in German Nature Parks - building networks for success.

Karsten Palme, COMPASS GmbH

PANEL 1B: CREATING GREEN TRAVEL OFFER

Summary

Presentation of a national project with the goal to support Nature Parks in developing sustainable tourism products by building up networks. The presentation will show, which working steps have been realized and what the outcome is.

- **Step 1:** Screening of existing sustainable and climate friendly companies/ offers/ programs in the nature parks.
- **Step 2:** Networking within the NPs: bringing together local producers, mobility companies, sustainable accommodations, attractions, communities, environmental education institutions etc. and form new products and offers out of a cooperation.
- **Step 3:** Establish networks within the NPs with the goal to foster co-operations regarding product development and marketing. Moreover, best practices and experiences in sustainable tourism development shall be exchanged.
- **Step 4:** Communication and marketing campaign to promote sustainable highlights in the respective NPs with PR, social media marketing, a brochure and the website: katzensprung-Deutschland.de.
- **Step 5:** Derive recommendations for further (German) destinations out of the process and communicate best practices. Examples from 5 different nature parks with different foci will be given.
The DestiMED Project in Terres de l’Ebre, Catalonia.

Albert Folch, Terres de l’Ebre Tourist Board, Catalonia

PANEL 1B: CREATING GREEN TRAVEL OFFER

Summary

The Terres de l’Ebre Biosphere Reserve was selected by the IUCN Centre for Mediterranean Cooperation to develop a pilot action under the framework of Interreg Med DestiMED project. This project supports the development of new ecotourism products which are co-designed and managed by protected areas and local tourism suppliers, and tested a new approach applying the Ecological Footprint methodology toward monitoring the resource use demanded by ecotourism products.

The Mediterranean is a biodiversity hotspot where protected areas play a large role in supporting conservation efforts. At the level of European Policy, there is increasing interest in creating a more sustainable tourism sector. On the other hand, the Mediterranean coast is under significant pressure from tourism industry development, especially in those destinations which base their offer on traditional forms of sun, sand, and sea tourism, without exploring added values or alternative flows.

In Catalonia, the new strategic plan for tourism has the objective of deconcentrating the tourism activity, which nowadays 90% takes place on the coast, including Barcelona. DestiMED project responds to these challenges by working with protected areas to make ecotourism a viable alternative.
Soft mobility, a challenge in the rural areas of Catalan Pyrenees: El Cinquè Llac and GPS Tourism network.

Inma Ballbé, DCB Turisme i Desenvolupament Local

PANEL 1B: CREATING GREEN TRAVEL OFFER

Summary

The experience is offered in the mountain areas of the Catalan and French Pyrenees, i.e. in 5 territories that host well conserved natural resources, protected natural sites, and a wealthy cultural and enogastronomic heritage, among other attractions.

One of their common denominator is the presence of facilities and services focused on sustainable mobility, especially thanks to the trains, that allow direct or semi-direct connections (train+bus or train+private taxi). Three of the train lines also offer special journeys with specific experiences (historic trains).

The next challenge is to cooperate through the INTERREG European Programme in order to emphasize sustainable mobility as a distinctive element, encouraging the creation of specific products and cooperation between public and private local agents to integrate sustainable mobility in both journey to the destination and movement in and around it.

One of the most singular examples of this is El Cinquè Llac (The Fifth Lake) www.elcinquellac.com/en, which is a great model to follow for the creation of other similar products. This is a “bottom-up” initiative carried out by 6 rural cottages and a local travel agency that combines physical activity (hiking), natural environment (well conserved rural area) and cultural immersion (recovery of old cattle paths, stories and legends, participation of local community).
Via Dinarica Hiking Trail – Connecting Naturally the Mountain Communities in the Western Balkans

Thierry Joubert, Green Visions Ecotours / Via Dinarica

PANEL 1B: CREATING GREEN TRAVEL OFFER

Summary

All along the Adriatic tourism is booming and growing at a rapid rate. Yet the hinterlands of the Dinaric Alps lay undiscovered. Mountain communities are struggling to make ends meet, with younger generations moving away to work in the Urban and coastal areas of the countries in the Western Balkans.

To bring attention to the social and economic realities of these communities, we created the Via Dinarica, and stitched together ancient footpaths, sephers’ trails and hiking routes to provide easy cultural access for worldwide visitors. More than just a trekking path however, the corridor provides travelers a way to learn about the misrepresented Western Balkans embroiled in war 20 years ago - peacefully, naturally, and in cooperation. The Via Dinarica is a walking trail connecting 8 countries, 2,000 kilometers, 160 Stages, through +23 national Parks. Travelers can now hike safely through the entire Western Balkan region.

The presentation discusses the creation of Via Dinarica and how it continues to be a powerful tool for the development of the Western Balkan Region.
Drava Bike Route, Slovenia & Croatia - Cooperation on local, regional, national and international level

Karmen Razlag, Maribor, Slovenia

PANEL 1B: CREATING GREEN TRAVEL OFFER

Summary

The Drava Cycling Route is considered as one of the most beautiful cycling routes in Europe by its natural beauty and cultural diversity. It runs through 4 countries (Italy, Austria, Slovenia, Croatia) and has a total length of about 710 km. The route begins right next to the source of Drava on Toblach Field (Toblach) in Italy. It then continues through Austria, Slovenia, and finally Croatia (where the route is not yet fully arranged and marked). In Slovenia we started with the project of Building a New Drava Cycling Route / Drava Bike, which covers tasks of signposting and building a new infrastructure in Slovenia (145 km) in order to get the highest ADFC (German Cyclist’s Association - the most important international organisation for classification of cycling routes), possible grade for an individual route in Europe, as it is already in Austria. So we established the Partnership for the Drava Cycling Route which connects local, regional and national authorities and is also getting internationally recognition with good cooperation with Austria and Croatia. At the same time of building the infrastructure, we also do a lot of promotion activities and have also a very good cooperation with tourist providers which is a key success of developing a very good tourist product also with a lot of experiences along the route. The whole route and the strong community of tourist providers is presented on www.dravabike.si. "Cycling is the most sustainable transport method, it is accessible by almost everyone in any location."
PANEL 2A

TOURISM TO SUPPORT CULTURE

Community empowerment

📅 Wednesday, October 9
🕒 14:00-15:30
TOURISM TO SUPPORT CULTURE
Community Empowerment

This panel will focus on examples of how tourism is used to empower communities and make them powerful stakeholders.

PANEL CHAIR: Masaru Takayama

Masaru Takayama
Founder of the Asian Ecotourism Network (AEN), Japan
Passing Island Culture and Values to the Next Generation through Community-benefit Tourism

Anne de Jong
Africa Coordinator, Green Destinations
Community development through tourism in before isolated Karamoja Region in Uganda

Ahmet Aras
Mayor of Bodrum, Turkey
Improving public access to coastal beaches: The effect of the municipality effort

Carla Chandra
Deputy Director, Guyana Tourism Authority
Scaling up Community Led and Owned Indigenous Tourism in Guyana
Masaru Takayama, Asian Ecotourism Network, Japan

Passing Island Culture and Values to the Next Generation through Community-benefit Tourism

PANEL 2A: COMMUNITY EMPOWERMENT

Summary

Drifting of younger population to the urban areas, depopulation, and high aging society make it more difficult to sustain the mechanism to pass on the wisdom of ancestors and tradition. Lack of interests and the absence of interpretative guides that demonstrate the values on the ground has been a big issue. The beautiful satoyama landscape is also being lost.

Shunyoso, a historic landmark residence registered as a Japan's national cultural heritage, enjoyed support from a number of experts on traditional architecture and sustainable tourism with the community engagement turned its architectural interests and traditional rituals and performances into community-benefit tourism products. It has also become a training center for demonstrating the sustainable energy and rainwater utilization.

A lot of times, the satisfaction of community does not come from monetary gain, but the feeling of security and sharing their wisdom and practices to the next generations. How can tourism be responsibly practiced for the benefit of many is a never ending journey. Masaru will introduce how he practices to realize them.
Community development through tourism in before isolated Karamoja Region in Uganda

Anne de Jong, Green Destinations

PANEL 2A: COMMUNITY EMPOWERMENT

Summary

The Karamoja region in Northern Uganda has been unthinkable as tourism destination due to decades of isolation and conflict. Peace has returned and local tour operator Kara Tunga now develops community tourism in the region aimed at strengthening community resilience, protecting nature & preserving cultural heritage by regional tourism marketing, developing cultural and nature tours and endorsing indigenous artists. Kara Tunga has positively impacted the image of the region and promoted tourism as income generator for the local community. They have developed the Karamoja region into a sustainable must-visit off the beaten track region where tourists experience the local Karamojong culture and beautiful Karamoja region. By keeping the local’s interests at heart, they have started a local tourism academy to train locals to work in tourism, to gain an income and to build their own future. They have thereby collaborated with local communities and shepherds to develop community tours that focus on storytelling and to give tourists a unique off-the-beaten-track experience that truly is special.
Improving public access to coastal beaches: The effect of municipality effort

Ahmet Aras, Municipality of Bodrum, Turkey

PANEL 2A: COMMUNITY EMPOWERMENT

Summary

The main problem is limited public access to coastal beaches with Blue Flag. Illegal sunbathing platform and pier construction, phony and misleading “no trespassing” and “private beach” signs at the beaches, harassing the public beaches by private security guards, insufficient public awareness campaigns, no beach signs explain that the Bodrum coast belongs to all the people.

Illegal sunbathing platform and primitive pier were demolished. Phony and misleading “no trespassing” and “private beach” signs and harassing the public beaches by private security guards were banned and removed. Public awareness meeting about beach access was organized. Public beach signs and Blue Flag was installed at the beach. Increased number of people using the public beaches. Positive feedback was received from local citizens. In social media, information sharing about public access to the beach has increased. Many of the important barriers to public access to the beaches have been removed and banned.

Key Success Factors; The new Municipality Mayor is aware of public access to the beaches and prioritizes this issue; Providing strong public support to remove barriers to access to beaches; High level of awareness and culture of citizens living in Bodrum on environmental issue.
Scaling up Community Led and Owned Indigenous Tourism in Guyana

Carla Chandra, Guyana Tourism Authority

PANEL 2A: COMMUNITY EMPOWERMENT

Summary

Out migration from Indigenous Communities in Guyana was as high as 80%, leaving behind the challenges of neglected family farms and more importantly families with absentee husbands and fathers. There was and is a desperate need for alternative income, which Community Led and Owned Indigenous Tourism provides.

The country has seen the successes of some of the earlier villages (namely Surama and Rewa) that started to gain a better way of life from introducing sustainable Indigenous Tourism to their communities. The Guyana Tourism Authority made it a point to prioritize Indigenous Community Development in collaboration with the Ministry of Indigenous Peoples’ Affairs (MOIPA). To address the main challenge faced by the indigenous communities, a Community Led and Owned Tourism (CL&OT) framework and toolkit was developed to establish a step-wise methodology to create Return on Investments (ROI) and sustained impact in these villages. This has created a ripple effect maximizing the social, environmental and economical impacts of the 4 main communities now being positioned to be the next leading CL&OT Indigenous Communities.
PANEL 1C
MARKETING GREEN TRAVEL OFFER

📅 Wednesday, October 9
⏰ 16:00 – 17:30
MARKETING GREEN TRAVEL OFFER

On this panel, there will be a discussion on strategies on how to attract better travelers, more responsible and conscious with the impact they have on a destination, as well as there will be presented certain tools to promote a sustainable offer. The Slovenian Tourism Board will share their marketing strategies to disperse the flow of tourists over space and time.

PANEL CHAIR: Albert Salman

Albert Salman
President at Green Destinations

Marketing green destinations: a Common Approach for Destinations, Businesses and Travellers

Maša Klemenčič
Slovenia Tourist Board

Tourism for all destinations: Marketing activities for dispersion of tourist flows over place and time.

Cristina Del Favero and Loris Bondio (Video presentation)
IAMAGoodTraveller

IamaGoodTraveller’s Community of Responsible Travellers

Silke Rumpert (Video presentation)
TMU Uckermark, Germany.

Initiatives in Uckermark’s National Natural Landscapes
Marketing green destinations: a Common Approach for Destinations, Businesses and Travellers

Albert Salman, Green Destinations.

PANEL 1C: MARKETING GREEN TRAVEL OFFER

Summary

In the panel session “Marketing green travel offer”, Salman will refer to the rapidly increasing market interest in sustainable travel, but also to the huge intention-behaviour gap. Research indicates “not knowing how” is the Nr 1 obstacle for sustainable travel. He acknowledges that certification of destination sustainability has not yet given the answer since this has little significance to travelers if they cannot easily find and book its responsible travel offer. Therefore, Green Destinations proposes the new Green Travel Guide concept as an alternative to an increasing number of travel websites suggesting to give an eco-offer without independent checks. Salman stresses the importance of having a high-quality responsible travel offer that is independently checked. It is important to identify it, to boost it and to present it prominently to travelers. There is a key role for Top 100 destinations to take up this challenge.
Tourism for all destinations: Marketing activities for dispersion of tourist flows over place and time.

Maša Klemenčič, Slovenian Tourist Board

PANEL 1C: MARKETING GREEN TRAVEL OFFER

Summary

International tourism growth is exponential and managing tourism flows is more important than ever. Slovenia is well aware what impact tourism flows can have on a small place like Slovenia. Reactions on tourism growth and undertaken measures to minimize negative impacts must be in line with transformed concepts of destination promotion (digitalisation, hyper connectivity). Developmental activities (such as The Green Scheme of Slovenian Tourism, researches and monitoring) are giving the basis for corresponding marketing strategies on how to address the growth of tourism and therefore manage tourism flows. Slovenian Tourist Board has taken several measures in this respect: careful selection of target groups and markets, before and after season marketing activities, complete absence of high season campaigns, development of Slovenia Unique Experiences and tourist products, available throughout the year (special attention to culture, gastronomy, well-being, nature) and campaigns for promotion of less crowded tourist areas. Together with modern technologies and smart solutions we can steer tourist flows in sense of effective destination management and develop sustainable tourism to the benefit of all.
IamaGoodTraveller’s Community of Responsible Travellers

Cristina Del Favero and Loris Bondio, IamaGoodTraveller

PANEL 1C: MARKETING GREEN TRAVEL OFFER

Summary

When tourists organize their journey, the primary goal is to have a good time. They do not consider the impact they are having on host destinations. IamaGoodTraveller is not interested in this market. IamaGoodTraveller is addressing the growing niche of travellers who do want to behave in a mature and sensible manner but are hindered because of the absence of a reliable online information source. Indeed, it is not easy for these travellers to identify the destinations that promote sustainability and offer responsible travel services and experiences. The notion of Responsible Travel lacks a consistent definition; there are many labels focusing on different sustainability issues and providing various levels of reliability. This fragmentation creates confusion and frustration. IamaGoodTraveller recognises an opportunity to create a web-community of Responsible Travellers that will help each other by sharing experiences and recommendations. Responsible Travel Destinations will have the opportunity to be promoted as part of our complete and reliable catalogue that fulfills the sustainability-driven requirements. This will ultimately enable them to help their Guests experience local cultures, communities, and environments in a responsible and conscientious manner. IamaGoodTraveller, together with our Partners, is dedicated to making this niche flourish. You are all invited to be our Partners.
Initiatives in Uckermark’s National Natural Landscapes

Silke Rumpelt, Tourism Marketing Uckermark

PANEL 1C: MARKETING GREEN TRAVEL OFFER

Summary

With three National Natural Landscapes and a UNESCO World Heritage Site, the Uckermark offers ideal conditions for exceptional nature experiences. However, many tourism offers remain unknown because they are run by many small or even one-man-businesses with only little capacities for marketing. The partner initiative in the Uckermark was founded in 2013. Tourism providers started a particular cooperation with the Lower Oder Valley National Park, Schorfheide-Chorin Biosphere Reserve and Uckermark Lakes Nature Park. In the presentation you will learn more about the criteria the partners have to fulfil, about the organisation and the aims of the initiative and about the marketing activities that are applied. Furthermore a selection of partners is presented.
PANEL 1D
DESTINATION MANAGEMENT SUPPORT MECHANISMS

📅 Wednesday, October 9
⏰ 16:00 – 17:30
In this panel, stories will be presented showing good cases of destination management. The Green Destinations certification program will also be presented as a way to manage destinations in a sustainable way. Alto Minho will show how they applied the European Charter of Sustainable Tourism (ECST) in their Protected Areas, which is a participatory methodology for planning a more sustainable nature tourism model.

**PANEL CHAIR:** Hugo de Jong

**Hugo de Jong**
Green Destinations Awards & Certification Manager

*Certiﬁcation programs to manage destinations sustainably way*

**Sandra Neiva Fernandes**
CIM Alto Minho

*ECST in protected areas, a participatory methodology for planning a more sustainable nature tourism model*

**Paul Peeters**
Breda University of Applied Sciences

*The SASTDes approach*

**Izidora Marković Vukadin**
Institute for Tourism, Croatia.

*Measuring tourism sustainability in practice, example of Croatia*

**Siniša Topalović**
Horwath & Horwath Consulting Zagreb

*--- Back to day agenda*
Certification programs to manage destinations in a sustainable way

Hugo de Jong, Green Destinations.

PANEL 1D: DESTINATION MANAGEMENT SUPPORT MECHANISMS

Summary

Destination Certification programs offer communities, regions, provinces, countries and protected areas not only (international) recognition for their responsible take on tourism management; they offer also a framework for planning and developing sustainable destination strategies and actions. For example to guide the way they manage heritage, environment and climate, and the quality of their tourism products. This presentation will set out how the Green Destinations Award & Certification Program can aid destination managers to identify opportunities for improvements and develop action planning to achieve better sustainability performance.
ECST in protected areas, a participatory methodology for planning a more sustainable nature tourism model

Sandra Neiva Fernandes, CIM Alto Minho, Portugal.

PANEL 1D: DESTINATION MANAGEMENT SUPPORT MECHANISMS

Summary

As the territories and the tourism sector itself are dynamic, Alto Minho European Charter for Sustainable Tourism (ECST) continuously promotes the identification of problems/conflicts and their resolution through the involvement of all stakeholders. Among the main success factors of Alto Minho ECST highlight for: a) high commitment from the Alto Minho Inter-municipal Community, which promotes and manages the Alto Minho ECST; b) active and continuous involvement of public agents and greater awareness of the need to think the territory on an inter-municipal basis to gain scale as the Alto Minho tourism destination; c) active and continuous involvement of the private agents of the territory, especially of the tourism sector entrepreneurs and of the local population, developing cooperation opportunities among them and the perception of the need of developing products at inter-municipal scale as a condition for the tourism products have greater visibility and higher added value and that can be valued by foreign markets; d) voluntary commitment of the parties to integrate and be an active component of this methodology.

Alto Minho will be the first ECST territory in Portugal, in a pilot and innovative experience at national level, to implement Phase II, recognizing their tourism entrepreneurs as ECST partners. Besides, it will be the first time at European level that this award will be given to an entrepreneur’s consortium.
The SASTDes approach, Smart Assessment Sustainable Tourist Destinations

Paul Peeters, Breda University of Applied Sciences

Summary

Sustainability assessment of destinations can be a difficult and costly task with low perceived benefits. The main benefit is acquiring a label or certificate that is not often widely known among tourists and has limited value for marketing. The SASTDes project, ‘Smart Assessment Sustainable Tourist Destinations’, subsidised by the Netherlands Organisation for Scientific Research (NWO) aims to create an improved certification tool. The SASTDes tool will partly automate gathering data for the assessment and couple the high quality destination and sustainability data to information and advice that can be used to improve the sustainability of tourism at the destination and at the same time the market and economics. The SASTDes tool development is now in full swing. About 66% of the data is now automatically generated based on a geographical definition of the destination. Vulnerability to and opportunities for certain tourism activities are being assessed for a list of over 200 activities. This assessment will provide a sustainable activities profile, which will be coupled to preferential market segments. The SASTDes project runs to mid-2021 and is supported by a group of Dutch and Slovenian destinations. Recent student research among stakeholders shows much interest in the tool.
Measuring tourism sustainability in practice, example of Croatia

Izidora Marković Vukadin, Institute for Tourism, Croatia.

Summary

The practical reasons for monitoring the sustainability of tourist destinations are, above all, better public information as a basis for decision-making, effective risk management, prioritization of actions, greater community involvement, and support for stakeholders in tourism. In an effort to establish and enforce Croatia as a sustainable tourism destination, with sustainability based on clearly defined and measurable indicators, the Institute for Tourism established CROSTO – Croatian Sustainable Tourism Observatory – in 2016. In designing a model of sustainability measurement at the local level, we started from the fact that active stakeholder involvement in the process is the key to success as well as an important strategic resource. Although the process of establishing measurements at the local level is still ongoing, we can distinguish some of the main elements that have been noted thus far in the development of the process:

- A motivated local coordinator is the most important element of successful measurement;
- The local coordinator and other stakeholders need precise guidelines for the process;
- A specific approach is needed for each destination due to the diversity of the data collection process / data availability.
DAY 2  Thursday 10 October

Morning:
Transfer from Zagreb to Gorski Kotar and then to Mali Lošinj.

Afternoon:
Panel Sessions in Mali Lošinj.

Evening:
Green Destinations Awards and Top 100 Ceremony. Green Destinations Gala Dinner.
06:45  Departure from Zagreb to Gorski Kotar and Mali Lošinj

Coffee in Gorski Kotar (Kvarner region)

12:40  Welcome by Ana Kučić, mayor of Mali Lošinj

12:50  Hotel check in

13:00  Registration (for new delegates)

14:00  Lunch

15:00  PARALLEL PANEL SESSIONS

Panel 3A: Tourism & Nature
Panel 2B: Communities & Culture
Panel 5A: Waste Management & Workshop On Waste Management

16:30  End of panel sessions

18:30  Transfer by bus from Hotel Bellevue to Museum of Apoxyomenos

18:45  Green Destinations Awards and Top 100 Ceremony (Museum of Apoxyomenos)

20:00  Green Destinations Gala Dinner (Bocca Vera Restaurant)
PANEL 3A
TOURISM TO SUPPORT NATURE & BIODIVERSITY

📅 Thursday, October 10
⏰ 15:00 – 16:30
Nature and Biodiversity will be the main topics of this panel with a focus on marine life protection. For example, Menorca will show how they protected their territory by becoming a Biosphere Reserve and Guam will present their initiatives to prevent damage to coral reefs by raising awareness between stakeholders.

**PANEL CHAIR: Tuncay Kuleli**

Tuncay Kuleli  
Director of Bodrum Maritime Vocational School, Turkey  
*The Blue Wave Project*

Irene Estaún  
Director of the Menorca Biosphere Reserve Agency, Spain.  
*Menorca Biosphere Reserve: The Origin of an Illusion*

Karin Nilsson  
Destination Åsnen, Sweden  
*Protecting nature and wildlife with conscious tourism development*

Mallory Morgan  
National Coral Reef Management Fellow, Guam Bureau of Statistics Plans  
*Tourism for Tasi (Ocean): Leveraging Stakeholders for the Benefit of Nature and Business*

Petra Stijelja  
Beli Visitor Centre  
*Coexistence of tourism development and biodiversity preservation*
The Blue Wave Project
Tuncay Kuleli, Bodrum Maritime Vocational School, Turkey.

Summary

A yearly total of 9,000 boats and yachts use Fethiye bays which are important for the wildlife. The region berths hundreds of boats and more than 500 excursion boats operate in the region. It is estimated that every year 350,000 people take boat trips in this region. This bays and coastline is vital for all tourism activities but also under pressure because of these activities. BlueWave has a strong cross-sectoral and collaborative focus, with a partnership of public, private and third sectors. BlueWave was build thanks to a participatory approach, with focus group meetings with stakeholders on the environmental sustainability of the sector, from which a work group was formed completed by signing a memorandum of understanding. Over 150 boats have been trained, info-materials such as boating manuals, guides and sustainable products catalogues. A website and facebook page have been set-up, with an annual reach of over 1,000 boaters. Information targeting sea tourists has been deployed, including audio messages in boats, boating and excursion maps and signages in boats, marinas and bays. Key Success Factors; All stakeholders are willing to establish project partnerships, signing a memorandum; To participate Over 200 industry representatives and 400 tourists in monitoring activities; The ‘Sustainable Boating Practices Guidebook’ for the people working in the sector.
Menorca Biosphere Reserve: The Origin of an Illusion

Irene Estaún, Biosphere Reserve Agency Menorca.

Summary

The presentation wants to convey the love and respect that the Minorcan society has always had for the island. One of the best examples was when the whole society united in front of an excessive tourist development that would have finished with the nature and biodiversity of Menorca. Faced with this type of planning that is not respectful for the environment, this union of all kind of people demanded to the government to look for a way to protect the island to ensure that there was a tourism industry but without ending with the ecosystem. Find a balance between human development and environmental conservation. To sum up, a sustainable development for Menorca. And we get it! With this presentation we hope to inspire other territories to protect their most precious assets: their surroundings, their nature, their fauna and flora, their traditions, their identity, their people ... Although we need an economical development system to survive, it can be done respecting the environment and the local society. Surely it is the best investment a society can make for its descendants.
Protecting nature and wildlife with conscious tourism development

Karin Nilsson, Destination Åsnen, Sweden.

PANEL 3A: TOURISM TO SUPPORT NATURE

Summary

Attractive places will always attract visitors. One can choose to be passive in that development, with the risk that visitors will make choices that do not benefit nature, the local businesses or the local population. If you instead choose to actively develop a destination, you can better control the flow of visitors so that the pressure on sensitive nature will be reduced and create opportunities for sustainable growth for the companies. In Destination Åsnen, Sweden, we work in different ways to stimulate responsible visits. Partly by spreading knowledge in different ways but also by limit the access in some areas during sensitive periods, for the wildlife. Together with the county administrative board, municipalities, companies and civil society, we have started the process of developing a surveillance and hosting activity that ensures the hosting, safety and security of animals, nature, visitors and residents of the area. We put great importance in cooperation between different stakeholders to create growth with mutual vision targets. The active and conscious development in Destination Åsnen started when the state decided to designate a part of the area as National Park. Together with municipalities, companies and local non-profit organizations, the fundamental core and values of the destination was created, with a bottom-up perspective, to take advantage of the national park's attraction, in a sustainable way.
Tourism for Tasi (Ocean): Leveraging Stakeholders for the Benefit of Nature and Business

Mallory Morgan, National Coral Reef Management Fellow, Bureau of Statistics and Plans, Guam.

Summary

Guam’s tourism industry continues to break record arrivals year after year, with a current ratio of 10:1 visitors to residents. Over 30% of visitors cite the marine environment as a reason for visiting Guam, and coral reef tourism generates $323 million annually to the local economy. Meanwhile, Guam’s coral reefs are rapidly declining. From 2013-2017, Guam lost 1/3 of all shallow corals island-wide. This presentation will explore effective public private partnerships which seek to maximize tourism industry benefits while increasing capacity for coral reef conservation. We will explore findings from the Tourism for Tasi marine tour operator workshop series, Hotels FOR (Friends of Reefs) Guam program, various outreach campaigns, and other initiatives addressing the critical link between tourism and biodiversity conservation.
Coexistence of tourism development and biodiversity preservation - Beli Visitor Centre

Petra Stijelja, Priroda Public Institution, Croatia.

PANEL 3A: TOURISM TO SUPPORT NATURE

Summary

Primorje-Gorski Kotar County is considered an oasis of nature, with three basic subregions: Gorski Kotar, the coastal area, and the Kvarner islands. Each of these regions is recognized in their diversity, having such a diverse range of habitats, landscapes, and plant, animal and fungi species in such a relatively small area. The highland area of Gorski Kotar encompasses plateaus, fields and valleys, the high mountains and dense forests. The coastal area is the most densely populated part of the country, and is characterized by karst landscapes and sub-Mediterranean vegetation. The marine part of the County consists of the four main groups of islands (Krk, Rab, Cres, Lošinj; altogether 55 islands, 60 rocks and 10 reefs). Each of these regions offers immense opportunities of branding natural heritage and development of sustainable tourism using exceptional biological diversity. This presentation will show you a good practice of how tourism can support the protection of a strictly protected species – the griffon vulture.
PANEL 2B
TOURISM TO SUPPORT COMMUNITIES & CULTURE

📅 Thursday, October 10
⏰ 15:00 – 16:30
TOURISM TO SUPPORT COMMUNITIES & CULTURE

This panel will highlight stories where tourism contributes to built heritage conservation, creating benefits for everyone involved.

PANEL CHAIR: Pekka Alhojärvi

Pekka Alhojärvi
GD Representative in Finland
Panel Chair

Carlos Bernardes
Mayor of Torres Vedras, Portugal.
The case of Castro do Zambujal – A 5,000 Year Old Destination

Monique Chen
Sustainable Travel Taiwan (STT)
Fulong Coastal area, an historical tunnel transforming to a bike lane

Seyma Bazayit
Bandirma Faculty of Maritime, Bandirma Onyedi Eylul University
Considering a common definition of identity for Bodrum

Kari Selkälä
Fiskars Village
Success stories of Fiskars Village and GD in Finland

-- Back to day agenda
Success stories of Fiskars Village and GD in Finland

Kari Selkälä and Pekka Alhojärvi.

PANEL 2B: TOURISM TO SUPPORT COMMUNITIES & CULTURE

Summary

The rebirth of an old ironworks village that became a vital and flourishing place to work & live and an attractive destination for visitors from all over the world

- From ironworks to “design mecca”
- Fiskars Village today as a travel destination and our pivotal stakeholders
- Future plans and land use development
- Our principles for sustainable travel development
The case of Castro do Zambujal – A 5,000 Year Old Destination

Carlos Bernardes, Mayor of Torres Vedras, Portugal.

PANEL 2B: TOURISM TO SUPPORT COMMUNITIES & CULTURE

Summary

Castro do Zambujal is a site of human occupation dating back to 3,000 bC, one of the main settlements of the Peninsular Chalcolithic, located in the Sizandro river valley. The great challenge of Castro do Zambujal is to contain the physical degradation of the ruins, reconciling the heritage/environmental preservation and the enjoyment of both the local population and tourism.

The solution involved the development of an integrated project, with three strands of intervention: conservation and restoration works extended to the entire village; landscape requalification of the archaeological site, with the creation of a visit circuit and sanitary facilities; creation of interpretation media, including panels and an audioguide mobile application.

The intervention made the site accessible to the general public, a pedagogical resource for the teaching of prehistory for the schools, a place of recreation for the local population. Eight months after the intervention, the site was visited by c. 4 thousand people, schools, groups and tourists. Maintenance jobs were created for two people of the local community.
Fulong Coastal area, an historical tunnel transforming to a bike lane

Monique Chen, Sustainable Travel Taiwan (STT).

PANEL 2B: TOURISM TO SUPPORT COMMUNITIES & CULTURE

Summary

Fulong Costal Area used to be a popular attraction since 1900 era. All the facilities getting older and also tourists arrivals declined year by year. Since the new highway #5 built, tourists bypass fulong straight to east south, local economic faced big strike. 1999-2008 NEYC started the plan to transform the heritage tunnel into a tourism bike lane which created and support the local economics and at the same time preserve the local culture.
Considering a common definition of identity for Bodrum

Seyma Bazayit, Bandirma Onyedi Eylul University, Turkey.

Summary

Bodrum is an historical harbour-city faces the loss of its seaport identity despite the Port plays an essential socio-economic and cultural role for locals from the past to the present. Today, tourism in Bodrum doesn't overlap with its real identity. While domestic-foreign tourists perceived the Bodrum's identity mostly as sea-sand-sun and nightlife, the local group stresses history, culture, nature. A local-group was established from destination stakeholders (incl. experts and NGOs). The group was asked to define the real identity of Bodrum. A survey was conducted with local people. Quantitative and qualitative analyzes were done to find out the importance of criteria which constitute the port identity and to determine a common definition of the identity in a proper manner.

According to results, 8 of 10 port identity criteria defined the identity of Bodrum. The criteria determine the identity by 80% were found as historical (25%), natural (20%), endemic (19%) places and coasts-beaches (7%). The Municipality, the Promotion Foundation and tourism professional organizations have decided to revise their strategies to promote Bodrum.
PANEL 5A
WASTE MANAGEMENT

📅 Thursday, October 10
⏰ 15:00 – 17:00
In this panel, reduction of plastics will be addressed. There is also going to be a workshop related to the topic, which also focus on involving stakeholders for circular economy.

PANEL CHAIR: Antoine Delaunay Belleville

Antoine Delaunay Belleville
Make Sense org, France
**Workshop: Involving stakeholders for circular economy**

Ivana Kordić
Plastic Free Zlarin Initiative, Croatia
**Zlarin – Croatia’s first Plastic Free Island**

Romana Purkart
Head of the Public Relations, Bled Tourist Board, Slovenia
**Waste reduction matters just as much as waste separation!**
Involving stakeholders for circular economy: Workshop

Antoine Delaunay Belleville, Make Sense.

PANEL 5A: WASTE MANAGEMENT

Summary

50 years after the International Tourist Year in 1967 the United Nations General Assembly declared 2017 as the International Year of Sustainable Tourism as a way to raise issues about this growing sector. We believe there are three main tools that destination managers can use to leverage their action for more circular tourism:

1/ Trigger massive behavioural change through better user experiences can bring solutions to make people act the right way

2/ Raise Awareness.. Sustainable tourism also consists in making all stakeholders understand how preserving resources through ecological measures can sustain the activity on the long run.

3/ Develop better infrastructure together. There is often a lack of waste collection or recycling. Tourists, NGO, corporates and local population can work together to organise networks and solutions that cope with the great seasonality, diversity of publics and geographic. This workshop designed by Makesense will help you get inspired by success stories and discover a turnkey methodology to mobilise your stakeholders around waste reduction, segregation and development of waste economic and cultural ecosystems.
Zlarin – Croatia’s first Plastic Free Island

Ivana Kordić, Plastic Free Zlarin Initiative, Croatia.

Summary

We want to share the story of Zlarin island’s transition to becoming the first Croatian island free of single use plastic in the summer season 2019. You will hear about the change making process initiated by three environmental activists and supported by Zlarin Tourist Board and local authorities, who formed the «Plastic Free Zlarin» initiative, backed by our partners from the civil sector Ė Terra Hub (Croatia) and SMILÔ (France). Ivana will share the perspective of one of the co-founders of the initiative, working within the realities and constraints of island life.

You will hear about our planning process, how we chose our target group and intervention methodology and how we designed our initial activities on the island and behind the screen. She will talk about how we gained attention of the media and of its impact on the process, how we formed key partnerships and how they help us to take the work we are doing to the next level. You will see the promotional tools we produced and used as well as the cultural and educational content we offered to the people of Zlarin and their visitors during summer months. In the end you will find out how a tiny Adriatic island ended up in the Forbes magazine and inspired a large hotel chain to go plastic free!
Waste reduction matters just as much as waste separation!

Romana Purkart, Bled Tourist Board, Slovenia.

PANEL 5A: WASTE MANAGEMENT

Summary

The quantity of waste produced in Bled is increasing every year. The locals set a brilliant example of waste separation, since the quantity of separately collected waste increases as years progress. However, we are facing the problem of an increase in quantity of separately collected waste. Our problem is therefore not waste separation which is being implemented in an exemplary manner, but rather the challenge of reducing the quantity of separately collected waste generated by locals as well as tourists.
DAY 3  Friday 11 October

Hotel Bellevue, Mali Lošinj

Morning:
- Parallel panel sessions

Afternoon:
- Field trip in Mali and Veli Lošinj
9:00  PARALLEL PANEL SESSIONS

Panel 5B: Waste Management
Panel 4: The Carbon & Climate Challenge

10:30  Break

11:00  PARALLEL PANEL SESSIONS

Panel 2C: Communities & Culture
Panel 3B: Tourism & Nature

12:30  Lunch

14:30  Afternoon field visit to Mali Lošinj

Garden of fine scents (Mali Lošinj)
The Tower – Museum of Lošinj (Veli Lošinj)
Blue World Institute (Veli Lošinj)
Parish Church of Sv. Antun Opat (Veli Lošinj)
Theme viewpoint Providenca
PANEL 5B
WASTE MANAGEMENT

📅 Friday, October 11
⏰ 9:00 – 10:30
This panel will focus on cases of success related to reducing marine debris in several destinations.

PANEL CHAIR: Henrique Ramos

Henrique Ramos
Green Destinations Auditor, Portugal

*Marine Debris/Waste Management – Think Global, Act Local*

Ira Jaska
No More Plastics Organisation, Croatia

*Steps towards a plastic free coastline*

Valentina Bračanov
Kornati National Park, Croatia

*Action Plan for Marine Litter in Kornati National Park*

Emil Selse
Sweden - Östergötland Archipelago

*Joint actions to reduce waste in the Östergötland Archipelago*
Marine Debris/Waste Management – Think Global, Act Local

Henrique Ramos, Green Destinations Auditor, Portugal.

PANEL 5B: WATER & WASTE MANAGEMENT

Summary

The Azores, spotted in the middle of the Atlantic, is vulnerable to all effects deriving from the North Atlantic Gyre, including huge amounts of marine debris. Faial, one of the 9 islands of the Azores, is the one most dedicated to the Ocean, it has the highest number of people related to the marine environment per 1000 inhabitants. When in between 10 to 12 million tonnes of plastics ends up in the Ocean every year, it is natural that marine debris issues are part of the daily life of marine stakeholders. This presentation is about what is done in the Azores to address this problem, whether by private or public agents.
Steps towards a plastic free coastline

Ira Jaska, No More Plastics Association, Croatia.

Summary

No More Plastics Association (Udruga more brez plastike) is a newborn NGO based in Kornati islands, Croatia, with the aim to join local initiatives in the task of reducing the use of plastics and raise the awareness for good management practices of plastics in tourism, especially on islands, and protect the marine/coastal environment. In July 2019, NMP carried out a monitoring of isolated beaches from Istria to Kornati islands, keeping track of pollution of plastic, namely marine debris. Monitoring was carried out through a sea kayak expedition.

The results were a surprise to all and they showed the need to take more action in how to reduce the use and better manage of plastic, how to engage both local community and visitors and how to build a wide support to become even stronger. In August NMP organized a cleanup action in Kornati islands which was followed by a creative workshop with a aim to give collected plastic waste a second life and after that by a seminar on solutions which could be implemented through tourism. Tourism is, in one hand, creating a problem with waste in areas like Kornati and, on the other hand, visitors need to take an active role and take their responsibility. In order for that, some guidance, information, infrastructures and an effective waste management policy should be established. With professional background NMP is brining knowledge and support to take more active role through engagement, partnership and actions.
Action Plan for Marine Litter in Kornati National Park

Valentina Bračanov, Kornati National Park, Croatia.

PANEL 5B: WATER & WASTE MANAGEMENT

Summary

Through this presentation the area of Kornati National Park and challenges facing the Public Institution with the waste generated in the park and the one coming into the park by sea currents and wind are presented. Furthermore, the results of marine waste monitoring during 2017 and 2018 are presented as well as lessons learned from this experience which were the basis for development of the Action Plan for Marine Litter in Kornati National Park. Activities stated in Action Plan and methods of realization are presented. The importance of projects funded by EU Funds is pointed especially for institution with limited budget.
How to reduce waste in the Östergötland archipelago by cooperation between private and public sector

Emil Selse, Region Östergötland, Sweden.

PANEL 5B: WATER & WASTE MANAGEMENT

Summary

In order to reduce the amount of waste and pollution in the Baltic Sea Archipelago of Östergötland, the public and private sector has cooperated. And the visitors and locals have also been involved. A special Beach Cleaning Map has been introduced, where anyone can report the need of someone to clean a beach, to fetch garbage bags or to indicate that the beach is clean and attractive.

All land based public transportation has been fossil free in Östergötland since ages, but from 2019 also the public boat transportation is running on fossil free diesel - the HVO. This will also be available for private boats, in order to reduce pollution as much as possible. The companies running guided or self-guided kayak trips has been working together to use no single use (plastic free) material, to use good and environment friendly detergents and how to educate visitors how to behave on a deserted island.
PANEL 4

FACING THE CARBON & CLIMATE CHALLENGE IN TOURISM

📅 Friday, October 11
⏰ 9:00 – 10:30
In this panel, several solutions will be presented to deal with the problem of carbon emissions and climate change. Soft mobility is one of the weapons utilized to solve this scourge. In this theme, Alpine Pearls will present the successful E-tour, passing across several countries, while Cascais will guide us through their strategy to embrace E-Mobility and promoting sustainable ways of transportation.

**PANEL CHAIR:** Paul Peeters

**Paul Peeters**
Breda University of Applied Sciences, The Netherlands.

*Facing climate change and tourism: pro-active destination policies needed*

**Jose Romana**
Cascais Estoril, Portugal

*MobiCascais – Soft Mobility System*

**Tomaž Rogelj**
Alpine Pearls, Italy / Slovenia

*Alpine Pearls E-Tour – 1,000 miles from Cogne (Italy) to Bled (Slovenia) with electric cars.*

**Ariana Suhadolnik**
Turizem Miren- Kostanjevica

*Green scheme - a lighthouse in the development on Miren Kras*

**Dominika Mazurkiewicz**
Klimapatenschaft Tourismus, Germany

*Climate neutral guest arrivals and departures*

**Lidija Srnec**
DHMZ, Zagreb

*Present and future climate potential for tourism development in Mali Lošinj*
Facing climate change and tourism; pro-active destination policies needed

Paul Peeters, Breda University of Applied Sciences.

PANEL 4: THE CARBON & CLIMATE CHANGE CHALLENGE

Summary

The severity and frequency of forest fires, droughts, heatwaves, floods, forest fires, and biodiversity loss are clearly increasing and form a thread for the safety, quality and accessibility of tourism destinations. Also, since the Paris agreement, emissions need to be reduced to zero with consequences for the cost of transportation and energy. The direct contribution of tourism to CO2 emissions alone is more than 5%; including all supply chain effects tourism’s share in climate change could be up to 15%. The main source of touristic emissions is air travel. Only few options exist that reduce aviation’s emissions to zero and all involve increased costs and reduced growth of air travel. A global scenario study shows a zero-emissions future of all tourism. Main characteristics of the scenario are synthetic aviation fuels, electric-fuel-cell-powered aircraft, electric transport over land and water, rail transport, zero-emission accommodation, shorter distances and longer stays. The societal and political discussions about aviation have taken momentum since 2016-2017. In the Netherlands, targets for aviation CO2 emissions will be formulated, in Sweden the ‘flight shame’ movement reduced aviation by 6% last year. Destinations need to react and support such changes to develop in a sustainable way.
MobiCascais – Soft Mobility System

José Romana, DGE | Gabinete de Turismo Natureza, Cascais Ambiente.

PANEL 4: THE CARBON & CLIMATE CHANGE CHALLENGE

Summary

MobiCascais was born in July 2016 from the need and political vision to integrate different modes of transport, combined with the municipality’s intention to manage public passenger transport in the municipality, contributing to the transfer of individual transport journeys for public transport and soft mobility. In this sense, the municipality developed the MobiCascais system, namely, the integrated operation of car parks, publicly charged parking areas, shared bicycle rental and public passenger transport.

Buses, trains, bicycles and parking are part of a single integrated system that changed Cascais. Changed services, changed distances, changed for all who live, work, or visit the county.

All transport can be interconnected in the mobility management system that makes life even simpler and more enjoyable for the approximately 210,000 people and 1.2 million tourists who visit Cascais annually. User-friendly and environmentally friendly mobility, more efficient in the media and impacting the Lisbon metropolitan area. This ensures system coherence and process sustainability.
Alpine Pearls E-Tour – 1.000 miles from Cogne (Italy) to Bled (Slovenia) with electric cars.

Tomaž Rogelj, Alpine Pearls, Italy / Slovenia.

PANEL 4: THE CARBON & CLIMATE CHANGE CHALLENGE

Summary

Tourism in the Alps is continuously growing and with it also Co2 emissions connected to mobility to and from the destination as well as in the destination. It is difficult to convince people that soft mobility is a practicable sustainable solution to reduce CO2 emissions also in the Alps. Attractive holiday offers and sensibilisation events like the Alpine Pearls E-Tour are very effective ways to spread this message. With our initiative, the Alpine Pearls E-Tour, we drove with 7 electric cars through 6 alpine countries, supported by over 50 partners (from European Commission and Parliament to regions, provinces, national parks and private actors), efficiently promoting sustainability, e-mobility, environmental care and circular economy, in line with many of the UN Sustainable Development Goals.

Furthermore the Alpine Pearls member villages contribute to soft mobility and more sustainability in their regions with the determination to implement a sustainable tourism. Two of the villages, Bled in Slovenia and Cogne in Italy have in 2019 been awarded under the Top 10 of the Green Destinations in Europe and keep contributing to a more conscious tourism, sustainability and soft/new mobility solutions.
Green scheme - a lighthouse in the development on Miren Kras

Ariana Suhadolnik, Miren Kras Slovenia.

PANEL 4: THE CARBON & CLIMATE CHANGE CHALLENGE

Summary

The Slovenian Tourism Organisation has developed a special tool - The Green Scheme of Slovenian Tourism, which is intended to assist destinations at the local level in understanding the importance of sustainable development. With the aim to develop an offer that will fulfill the promise of a green, active healthy Slovenia as one of the most sustainable countries in the world. But it is always not easy to put theory into practice. Especially where it is necessary to coordinate very different stakeholders interests. The destinations of Miren Kras succeeded in this through a clear “green vision” of development, good communication between stakeholders and concrete sustainable projects titled “Together for a green future” one of which is a particularly successful and prominent e-mobility project.
Climate neutral guest arrivals and departures

Dominika Mazurkiewicz, Klimapatenschaft Tourismus.

Summary

According to the studies by the UNWTO, the proportion of climate-damaging emissions attributed to tourism ranges between 4-9%, depending on the method of accounting. 75% of all CO2-emissions attributed to tourism come from transportation, whereby the arrival and departure to and from the holiday destination accounts for the majority of them.

We want the CO2-compensation to become a standard, not only an option! Therefore, the main aims of the project are: raising awareness about emissions related to traveling and reaching more climate-friendly modal split.

Process: while booking a holiday stay at the official destinations' website, the guest provides the information needed to calculate the carbon footprint of her or his arrival and departure. In the second step, all caused emissions are offset by investments in Gold Standard certified climate-related projects. The costs of offsetting is borne by the destination. Additionally, a fix contribution per booking is donated to a local nature conservation organization.

In this way, we have managed to offset over 1.000 tones of CO2-emissions and support the local organization Schutzstation Wattenmeer e.V. with a significant donation in the first year. The project continues and spreads to other destinations in Germany in 2019.
Present and future climate potential for tourism development in Mali Lošinj

Lidija Srnce, DHMZ, Zagreb.

Summary

The climatological study of suitability of present and future local climate for different types of tourist activities has been done for Mali Lošinj. Taking into account the fact that tourism is mainly influenced by thermal state, precipitation, wind and solar radiation climate index for tourism (CIT) is determined on the basis of observed data at meteorological station Mali Lošinj in the period 1981-2010. The future climate potential of tourism is estimated for the period 2021-2050 by using dynamical downscaled data obtained by two different regional climate models and under two IPCC scenarios (RCP4.5 and RCP8.5). The expected changes in the climate condition for different tourist activities will be discussed.
PANEL 2C
TOURISM TO SUPPORT
COMMUNITIES & CULTURE

📅 Friday, October 11
⏰ 11:00 – 12:30
PANEL SESSIONS

TOURISM TO SUPPORT COMMUNITIES & CULTURE

In this panel, stories will be presented showing the influence tourism can have in protecting and promoting intangible heritage.

PANEL CHAIR: Khamis Rashid

Khamis Rashid
Colors of Zanzibar, Tanzania
The case of the Zesty Zanzibar Tour

Drejc Kokošar
Idrija tourism board, Slovenia
Sustainable gastronomy trips in UNESCO Geopark Idrija – a new opportunity for local communities

Alenka Soršak
Tourism Office of Ljubljana, Slovenia
The Moustache Tour

Gregory Bankunzi
Red Rocks Sustainable Initiatives, Rwanda
The example of Red Rocks Sustainable Initiatives

Irena Peršić Živadinov
Kvarner County Tourist Board
Rijeka 2020 (European Capital of Culture)
The case of the Zesty Zanzibar Tour

Khamis Rashid, Colors of Zanzibar.

PANEL 2C: COMMUNITIES & CULTURE

Summary

On this presentation, Khamis will present the good practice story of the Zesty Zanzibar Tour. In here, he will speak about:

• How we created activities which touch and benefit everyone in the community. We managed to bring harmony between local and tourists.
• Establishment of NGO (ZEDIO).
• These activities have changed people life for the better living standards. We have also managed to create jobs in the villages.
• The activities have become the leading source of other companies to create better activates which bring tourism for all.
• Other tourism suppliers come to ask for advices and how they could make changes to the society.
• Create Cooperation with international universities.
• Challenges to keep the product to business model as we keep drifting to NGO activates.
• No Tourism Master Plan
• Online sales.
Sustainable gastronomy trips in UNESCO Geopark Idrija – a new opportunity for local communities

Drejc Kokošar, Idrija tourism board, Slovenia

PANEL 2C: COMMUNITIES & CULTURE

Summary

Tourism is changing - in the time, when cities around the world complain about overcrowded historical centres and destruction of local life, we need to find solutions, which will provide sustainable development and encourage local people to become active in tourism. We have many remote regions in Europe which suffer from the shrinking population. This is especially felt in smaller towns and villages. Municipality of Idrija with heritage listed historical mercury mine has experienced decline of population in rural settlements, placed in UNESCO GEOPARK Idrija. Local agriculture, in the past the main engine, is also in sharp decline.

In comparison to Venice, Prague, Amsterdam and other European cities with historical centers, overcrowded with tourists, Europe has many regions, mainly remote, who can prosper by the development of tourism. I believe that rural sustainable trips are the future of tourism in Europe. Hudournik Association has started trips in the area of UNESCO GEOPARK Idrija in 2019 which were very positively greeted by farmers and other tourism providers. In this way traditional crafts and skills can be preserved as local people will return to the activities in which they were originally trained.
Moustache tour - new authentic local experience in Ljubljana

Alenka Soršak, Ljubljana Tourism.

Summary

In 2018 Ljubljana Tourism together with local stakeholders developed new Moustache Tour. It is a combination of culture, history and sport activity. A tour on bikes and foot leads visitors to less known parts of the city and they discover architecture, art and literature through the lives and habits of three giants who played a major role in the Slovenia history. They all had distinguished moustaches, an indispensable part of the Ljubljana style and character then and today.
The example of Red Rocks Sustainable Initiatives

Gregory Bankuzi, Red Rocks, Rwanda.

PANEL 2C: COMMUNITIES & CULTURE

Summary

We support sustainable development in Rwanda by engaging in sustainable tourism and community driven environmental conservation initiatives that are meant to benefit local communities. Our initiatives were initiated on the principle that sustainable tourism and community driven environmental conservation are effective tools for poverty eradication, when done correctly and in an inclusive manner.

Most of the activities offered focus on visits to our many community tours, such as traditional healers, pottery makers, and banana bark weavers and many more. They offer an unforgettable experience that is unique to every visitor and help the locals preserve our cultural heritage at the same time gaining from tourism. This leads to the locals to understand the essence of environmental and wildlife conservation around volcanoes national park.
Welcome to Kvarner Region - Croatia's best kept secret! Diversity is beautiful - this motto stands for fascinating holiday opportunities in the region where Croatian tourism started as early as the 19th century.

Mediterranean yet Central European, stepped in history as well as being modern, familiar and known, but also mysterious and full of surprises - the Kvarner region presents a variety of interesting sights, attractions and offers for visitors of all ages.

The coast, the islands and the mountains provide for a stunning variety and a great experience of nature - from swimming in the sea, sailing or diving, walking, hiking and cycling, to enjoyable day trips, historical sightseeing tours and cultural events. This attractive tourist destination is particularly known for its Mediterranean climate (where simply breathing the sea air, and the fragrances of aromatic plants and green forests will essentially invigorate the body and the mind), superb cuisine, excellent wine, and natural and cultural heritage.

It is where various cultures met at different periods and where influences have blended in harmony. Today, visitors will experience this culture and tradition in many places.
PANEL 3B
TOURISM TO SUPPORT NATURE & BIODIVERSITY

📅 Friday, October 11
⏰ 11:00 – 12:30
Nature and Biodiversity will be the main topics of this panel with a focus on marine life protection. For example, Bohinj will present their International Wild Flower Festival, raising awareness for environmental issues.

PANEL CHAIR: Beatriz Barreal

Beatriz Barreal
Riviera Maya Sostenible
Panel Chair

João Cardoso de Melo
Ecological Infrastructure Management Director, Cascais Ambiente.

*Quinta do Pisão – Nature Parc A landscape-scale conservation project that links wildlife and people*

Klemen Langus
Tourism Bohinj Board, Slovenia

*The Wild Flower Festival, a small festival with global impact*

Viorela Chiper
Asociatia Tinutul Zimbrului, Bison Land

*The place where the legends and the bison are living in the wild*

Peter Mackelworth
Blue World Institute

*Ensuring environmental resilience in the face of tourism development*

Carlos Bernardes
Mayor of Torres Vedras Municipality

*Berlengas: Special Protection Zone*
Quinta do Pisão – Nature Parc A landscape-scale conservation project that links wildlife and people

João Melo, Cascais Ambiente, Portugal.

**Summary**

The project consists in the redevelopment of abandoned agricultural and forest farm land into a large nature parc, restoring habitat and target species related with agrobiodiversity, also engaging the local community, offering walking and cycling paths, horse and donkey trails and as well as a range of events based around sustainable tourism. Cascais Ambiente, the public body that advises Cascais municipality on environmental issues, is responsible for the management of the parc. Since the changes were made to Quinta do Pisão, biodiversity has increased, and local people as well as visitors, primarily from Lisbon, increasingly use the space for recreation. A landscape scales conservation project was implemented in the 380ha abandoned farm, concerning the preservation of the Natura 2000 habitats', species’ and the landscape mosaic. The aim was to revert the abandoned process, to re-activate the farm as a living landscape and to promote the transition from urban to natural areas. It was also expected to respond the local communities' expectation for having access to natural areas for recreational purposes. Forest management and farming activities were directed to habitat management, increasing the landscape mosaic and promoting biological diversity.
The Wild Flower Festival, a small festival with global impact

Klemen Langus, Tourism Bohinj Board.

**Summary**

Turizem Bohinj created a comprehensive sustainable tourism model based on supporting the local economy and local people as first priority. The main feature of these strategies is to reduce seasonality by extending the visitor season into the quieter spring and autumn months and focusing on a higher quality and lower volume tourism product linked to the outstanding environmental assets and local people of the area. The International Wild Flower Festival (IWFF) focused on building green tourism that includes local communities, preserve nature and has low negative effect on environment. IWFF does not glorify merely life. Along with education and expert tourism, the annual IWFF strengthens ties between locals, visitors and the natural environment, and additionally promotes steps to the further sustainable development of Bohinj and the Julian Alps.

IWFF framework has been adopted by six international tourist boards including North Highland Tourism to ‘deliver sustainable tourism and sensitive development in fragile rural areas’. Hosted leading UK media titles including The Daily Telegraph, The Observer and The Guardian. The festival has been highlighted in the book “Wildflower Wonders - The 50 Best Wildflower sites. IWFF has since become a world leader for raising environmental awareness, with visitor numbers increasing year on year.
Bison Land – the place where the legends and the bisons are living in the wild

Viorela Chiper, Asociatia Tinutul Zimbrului, Bison Land.

Summary

Bison Land is the place where the bison is living in the wild, in a protected area and a reservation in the same time. Starting with 2012 the bison was reintroduced in the wild by the Romsilva - Natural Park Vanatori Neamt. In these few years we can see the impact of this action in the natural landscape, as the reason of reintroducing the bison in the wild is to keep an equilibre in the natural environment. Starting with 2015 the administration of the park, together with local organizations, authorities started an initiative to promote the bison, the actions realized by the park, but also to develop the region in a sustainable direction. We invested in the infrastructure, in the promotional of the area, we worked with the local community, also there were events developed in order to promote the nature, the authenticity and specific of the area, the local products. We involved the community of all ages, in order to raise the awareness in the local level, and, in this way, to grow the quality of an tourism experience in the region. And we did all of this involving different resources and objectives which are already presented in Bison Land.
Ensuring environmental resilience in the face of tourism development

Peter Mackelworth, Blue World Institute

PANEL 3B: TOURISM & NATURE

Summary

The environment is tourism's greatest resource. It is important to explicitly recognise that the integrity and health of the environment are the foundations on which tourism growth is based, and hence adequate conservation should be prioritised over other uses. This is especially true in the unique island environment where the interface between land and sea is often blurred.

The Croatian marine, island and coastal area is the primary tourist attraction for the country. Yet, often, these resources are overlooked and undervalued. True conservation does not prohibit use but seeks to balance it with sensible and sensitive growth.

The Blue World Institute (BWI) has worked on Lošinj Island for 20 years monitoring the resident bottlenose dolphin community and promoting their conservation. In the last five years, the BWI has developed a dolphin-watching programme designed to set industry standards as this protected species has become seen more as a tourism resource than an integral part of the environment. The exponential growth of dolphin-watching in Croatia places these animals at risk, the need for a mandatory code of conduct and licencing issued by the Ministry of Tourism would help to protect these animals and protect responsible operators working in the region. International recommendations exist and should be adopted in Croatia.
Portugal - Berlengas: Special Protection Zone

Carlos Bernardes, Mayor of Torres Vedras

PANEL 3B: TOURISM & NATURE

Summary

The Berlengas archipelago in Peniche (Oeste Portugal - West Region) represents a unique opportunity to develop a sustainable management plan that integrates the conservation of natural values with tourist activities and fisheries. Increase knowledge about breeding seabird populations and indigenous flora identify threats to their conservation.

Life Berlengas has undertaken a number of activities, including direct intervention on the ground and with the community most directly. Berlengas fishermen, tour operators and visitors to raise awareness of the importance of conserving the rich natural heritage of the Berlengas archipelago which in addition to the important seabird populations includes.

Life Berlengas aimed at the sustainable management of the Berlengas Islands Special Protection Zone (SPA). It has recovered its natural habitats and the conservation of endemic plants and seabird population. The project mitigated the main threats affecting the archipelago's natural values and defined strategies to minimize and eliminate them.
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