CALL FOR PRESENTATIONS
Online conference

GLOBAL GREEN DESTINATIONS DAYS 2020 ONLINE

OCTOBER 2020
Destinations interested in presenting sustainable solutions and good practices coping with the COVID-19 crisis and initiatives for restarting tourism in the Global Green Destinations Days 2020 online conference, can submit their keynote of 12 minutes maximum and 200 words of their professional summary to:

events@greendestinations.org

The session’s themes are the following:
THEME 1
REDUCING OUR CLIMATE IMPACT

How are destination marketing strategies being in coherence with their objectives to reduce their destination’s climate impact?

The tourism and travel sector is expected to reduce greenhouse gas emissions. This is also one of the key elements of the Green Destinations Standard for awards and certification. Learn how to implement this by marketing strategies aimed at domestic or regional tourism; reducing the use of cars and creating space for hiking and biking; and a lot more.
How are destinations turning these into opportunities for the recovery?

Soft mobility is strongly promoted by Green Destinations to decrease greenhouse gas emissions, air pollution, traffic noise and nuisance. Due to COVID-19, fresh air, walking and bicycling are considered essential elements of safe mobility, also enabling for physical distancing. A large number of destinations, ranging from nature reserves and heritage sites to cities, have profoundly adapted their visitor management and found effective ways to accommodate residents and visitors for post-COVID recovery.
How can tourism certification programs for destinations and for businesses support the recovery?

Discussions have emerged as to how destination certification programs need to be adapted to better cope with COVID-19 and to support recovery. But there is more. Failing health practices of individual tourism businesses in certain destinations appeared to have a huge impact on the health and livelihoods of people around the world, and these destinations are remembered. Destinations may benefit from imposing improved certification programs upon their business sector, programs that can also reassure guests of the safety level of destinations as a whole.
THEME 4
REINFORCING PRIDE AND RESPECT FOR CULTURAL HERITAGE

How can we regain local pride and travelers’ respect for our heritage and traditions?

Many of the iconic and heritage-based destinations that have been suffering from disruptive over tourism are hoping for visitors to return, but in controlled and much smaller numbers to reduce the risk of a second wave. Many residents and also politicians have expressed the need to limit tourist numbers and to regain respect for their heritage.
THEME 5
BEYOND TOURISM’S DEPENDENCY

How to diversify the economy of destinations?

The more destinations were depending on tourism, the harder they have been hit by the crisis. COVID-19 is not expected to disappear, so destinations will have to adapt to the new reality. Learn about the importance of local and regional production of food and other vital elements of the tourism supply chain and even more important, for the local communities when the tourists are gone.
THEME 6
REDEFINING TOURISM SUCCESS

How to shift the focus of destination strategies, from quantity to quality?

For decades, UNWTO has expressed trends and successes in international tourism in tourist arrivals and overnight stays. This has been facilitated by cheap carriers and the race to the bottom for almost all elements of international tourism. Local communities and local businesses earned very little and global OTAs earned billions. Now is the time to rethink the way we want to go forward in dealing better with the social and environmental pressures, by measuring quality of life, local jobs and income, emissions and pollution, clean products and services.