

## The DestiNet Sustainable Tourism Information & Communications Portal

# Using DestiNet as a Destination Management and Development Tool

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Ecotrans Network for Sustainable Tourism Development

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- 1. Destination Management and Development Challenges**
- 2. DestiNet Features**
- 3. Using DestiNet to Map and Manage your Destination**
- 4. DestiNet Services for your Destination**

# 1. Destination Management Challenges:

1. To understand characteristics of the destination
2. To know who is doing what
3. To harmonize different processes (between organisations/departments)
4. To improve competitiveness of consumption and production processes
5. To maintain the environment
6. To ensure social cohesion
7. To develop new programmes and projects
8. To market the destination
9. To monitor the destination

***To meet these challenges, destination managers need reliable data, information, knowledge and the wisdom to do their job.***

## Destination Managers can use DestiNet to meet these challenges by:

1. Mapping and profiling physical resources in a destination (facilities, buildings, etc ..)
2. Mapping and profiling relevant stakeholders
3. Establishing a common an integrated work space for different department/organisations
4. Developing a green map of supply chain products and services
5. Transferring best practice to the destination for environmental management
6. Identifying and involving all social groups in decision-making
7. Bringing key stakeholders together to innovate
8. Taking the green map of your destination to a global market-place
9. Using best practice tools to monitor the destination

## 2. DestiNet Features

### Background to DestiNet

- *World Summit on Sustainable Development (2002):* Millennium goals shall be achieved through partnerships.
- DestiNet set in 2003 as *UN Type II Partnership* (EEA – UNWTO - UNEP – Ecotrans) establishing a ‘*coalition of the willing*’
- The aim – to develop a sustainable tourism information and communications platform as a gateway to the many individual websites, to link up stakeholder sustainable development activities and offer a technical platform for coherent governance of sustainable tourism development
- The result – the DestiNet Sustainable Tourism Information and Communications Portal



# The DestiNet Site Layout



Events: Calendar

Submit Information

Who`s who & Market place: Atlas

Knowledge Networks



Welcome

Search

News: Bulletin

# The Main DestiNet Portal

## Example Content Topics A – Z

- The A-Z list includes topics of special interest , related to Sustainable Tourism
- The DestiNet platforms` features are designed to allow stakeholders to form *knowledge networks* around *topics* or *projects*
- You can add your own topics!

TOPICS	TOOLS	WHO`S WHO
» Aims and Definitions		
» Ecotourism		
» Climate change		
» Certification		
» Biodiversity		
» Global Sustainable Tourism Criteria		
» Networking		

DestiNet Knowledge Networks

DestiNet Knowledge Network folders on other places:

- [Biosphere Germany](#)
- [DTV Germany](#)
- [Eco DestiNet](#)
- [ETC - Climate Change Tourism Learning Area for NTDE](#)

Submit: Type to add

- [Atlas of Excellence](#) (restricted access)
- [Coalition "Sustainable Mediterranean", SAAs](#) (restricted access)
- [ECOTRANS a.s.](#) (restricted access)
- [GSDC B. STDG](#) (restricted access)
- [Green Travel Routes](#) (restricted access)

Biodiversity

Folder Administration: Gordon Silbere

A TOOLKIT OF GOOD PRACTICES: TOURISM FOR NATURE & DEVELOPMENT  
By the  
Secretariat of the Convention on Biological Diversity



See also the European Environment Agency's own [toolkit](#) for Biodiversity.

Submit: Type to add

- [FACT SHEET: TOURISM FOR NATURE AND DEVELOPMENT](#)
- [Inhabium Tourism and Biodiversity Website Award](#)

Global Sustainable Tourism Criteria



Partnership for  
**Global Sustainable Tourism Criteria**

The "Global Sustainable Tourism Criteria" shall be used as baseline for the accreditation of Sustainable Tourism [Certification](#) programmes

Submit: Type to add

- [Sustainable Management Criteria](#) (7 folders)
- [Social and Economic Criteria](#) (9 folders)
- [Cultural Heritage Criteria](#) (4 folders)
- [Environmental Criteria](#) (7 folders)

Login to add a comment

## Example Content - Best Practice Tools

### Tools

- There are many *examples of good practice in sustainable tourism development* that have been compiled by different organisations at different times and places
- DestiNet offers a coherent means of *cataloging* these publications, experiences and tools over time and space.

TOOLS	WHO`S WHO	MARKET PL
»	Supporting instruments	
»	Measurement instruments	
»	Voluntary instruments	
»	Economic instruments	
»	Command and control instruments	
»	Libraries and Publications	

Learning, education & training

material and services offered to employers and employees in the tourism sector to raise their qualification and sustainability

Submit:

Multimedia (7 items)

- A Manual for Water and Was
- A Practical Guide to Good Pr
- A Practical Guide to Good Pr
- Bristol Group for Tourism Res
- CREST TOOLKIT with Recomm
- CoastLearn "Sustainable To
- DRV Datenbank Aus- und Eoc
- EMAS Brochure Specifically fo
- Europa Minikoeche
- Forging links between protected areas and the tourism sector: How tourism can benefit conservation
- Golf und Natur - Umweltprogramm des Deutschen Golf Verbandes e.V. (German)
- Green Audit Kit, UK

Europa Minikoeche

**Keywords** Children, Cooking, Cultural heritage, Natural heritage, Self commitment initiatives, Training, Sustain

**URL** <http://www.minikoeche.de/>



Children in various European destinations and with support from hotels/restaurants learn cooking with local products, organic and tasty - and with fun.

Carbon Offset Schemes

Submit:

- [Atmosfair](#)
- [BlueGreen Carbon](#)
- [Camco International](#)
- [Carbon Earth](#)
- [Carbon Footprint Ltd](#)
- [Carbon Offset Guide](#)
- [CoolAction](#)
- [My climate](#)
- [PrimaKlima-weltweit- e.V.](#)
- [The CarbonNeutral Company](#)
- [Utsläppsrätt.se](#)
- [co2balance](#)

## Example Content - Events & News

- You can post your own *news* and *events* to the Portal, where other stakeholders will also be disseminating their information.
- There is a *collective calendar* function to see an overall picture of activities to improve event coordination and planning.
- *News feeds* can be established to supply users with regular information bulletins working in *sustainable tourism* need *reliable data, information, knowledge* and the *wisdom* to do their job.

The screenshot shows the 'Events' section of the DESTINET portal. It includes a navigation bar with 'HOME', 'MARKET PLACE', 'EVENTS', 'NEWS BULLETIN', and 'Google SEARCH'. Below the navigation, there is a heading 'Events' and a brief description: 'This section leads to events where sustainable tourism is discussed and promoted. To see Events by date please use the "Calendar of events" on the left-hand side column. Click here to submit a new event.' A 'Submit: Type to add' dropdown menu is visible. A list of events follows, including '1st International Conference on Responsible Tourism in Destinations - Belim', '2th allienars session of the ITB-STD', 'ECOTOURISM IN EUROPE - THE CHALLENGE OF QUALITY CERTIFICATION', 'Ecotourism and Sustainable Tourism Conference 2010', 'Global Eco Asia-Pacific Tourism Conference', 'Responsible 2010 Congress', 'Symposium: TOURISM & TRAVEL IN THE GREEN ECONOMY', and 'World Innotourism Conference'.

CALENDAR OF EVENTS

<< November 2009 >>

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Events for 10 November 2009

Sort by: [Start Date](#) or [Title](#) [ascending/descer]

**[Global Eco Asia-Pacific Tourism Conference](#)**  
Period: 2009/11/09 - 2009/11/11  
See also: <http://destinet.ew.eea.europ>

The screenshot shows the 'News Bulletin' section of the DESTINET portal. It features a navigation bar with 'HOME', 'MARKET PLACE', 'EVENTS', 'NEWS BULLETIN', and 'Google SEARCH'. Below the navigation, there is a heading 'March' and a 'Submit: Type to add' dropdown menu. A list of news items follows, including 'Ecotourism Spotlight Award Rewards Government Websites', 'TOURISM CONCERN CALLS FOR HALT ON CONSTRUCTION OF MEGA-RESORTS', 'ITB 2009: Quality label "CSR Tourism certified" for tour operators launched', and 'New Internet Guide Helps Travelers Go Green'. A 'LATEST NEWS' button is also visible.

**ITB 2009: Quality label "CSR Tourism certified" for tour operators launched**

Former UNEP director Prof. Dr. Klaus Töpfer hands over the new "CSR Tourism certified" quality label to 14 small scaled German tour operators which are members of the forum anders reisen association.

Concerned URL: [http://forum.andersreisen.de/innung\\_09/0904/090404-5317](http://forum.andersreisen.de/innung_09/0904/090404-5317)



## Example Content - Best Practice Libraries

### Libraries and Publications

The DestiNet library *links to existing libraries* and to *single publications*.

The *Eco-Destinet library* offers ca 200 publications with free copies for download

**Libraries and Publications**

Submit:

- [ECO-DESTINET Library](#) (1 folder, 156 items)
- [Archived publications](#) (60 items)
- [ECO-CLUB Library](#)
- [ECO-DESTINET library](#)
- [ITIES publications](#)
- [UNEP](#) The International Ecotourism Society offers a set of books on Ecotourism, certification, etc. for free download
- [UNWTO publications](#)

**ECO-DESTINET Library**



**About the ECO-DESTINET Library:**  
The ECO-DESTINET Library contains publications and training material relevant to Ecotourism and Sustainable Tourism. The Library is part of the training activities of the [ECO-DESTINET](#) EU co-funded project.

**Read this first:**  
In this page you will find the ECO-DESTINET Library Index file, which provides an easy to use categorization of the Library material and links to download available electronic publications. A folder containing the electronic publications is also provided in this page and can be used for reference purposes.

**Instructions:**  
Download or view online the [ECO-DESTINET Library Index](#). The index is an MS Office Excel document and provides links to download or view online the ECO-DESTINET Library Material. Most material are on Pdf format therefore a pdf viewer such as [Acrobat Reader](#) is required.

If you wish us to include a publication please contact us through the [ECO-DESTINET website](#).

   
Linking Learning Programme

Submit:

- [Libraries Material](#) (20 folders)
- [ECO-DESTINET Library Index](#)
- [A Cure for the Altai, Will Eco Tourism Help Solve the Problems of the Cross Border Territories](#)
- [A Manual for Water and Waste Management, What the Tourism Industry Can Do to Improve its Performance](#)
- [A Review of International Markets, Business, Finance & Technical Assistance Models for Ecotourism in Developing Countries](#)
- [A Simple User's Guide to Certification for Sustainable Tourism and Ecotourism](#)

**A Cure for the Altai, Will Eco Tourism Help Solve the Problems of the Cross Border Territories**

Release date	27/10/2009
Contributor	harbat
Original title	Лечение для Алтая. Поможен ли экотуризм в решении проблем трансграничных земель.
Author	Zvyagin, Anton Sergeevich - author
Publisher	
Editor	
Publication year	0
Volume	
Issue No.	
Issue date	27/10/2009
Geographical coverage	
Keywords	Ecotourism strategies and guidelines
Page(s)	0
Document type	
ISBN	
Language(s)	Russian
Internet access (URL)	<a href="http://www.altaitour.stp">http://www.altaitour.stp</a>

What makes eco tourism different to other forms of travel and which criteria define the sustainability of a tour. The eco tourism makes a recent appearance in Russia's social life. That is why its concept is not that popular with tour agents. What is seen

## Example Content: the Atlas of Excellence

- DestiNet has its own 'Atlas of Excellence', which is a compilation of finalists and winners of best practice awards and competitions (listed in „tools“)
- Over 300 awarded businesses and destinations are mapped and searchable on the DestiNet Atlas (keyword „awarded“)

📁 "Atlas of Excellence 2009"


The list shows nominees and winners of [awards](#) and prizes for Sustainable Tourism worldwide since 2003, compiled by ECOTRANS in collaboration with the German Travel Association (DRV), July 2009.

You can see them on the [DestiNet Atlas](#) if you there enter the keyword "awarded" in the right side search field FILTER LOCATIONS

DRV has contributed to this list with their nominees and winners of their [ECOTROPHEA](#) award.

Submit:

- 📍 [Agros, Cyprus](#)
- 📍 [Al Maha, Dubai](#)
- 📍 [Alma Verde Village & Spa](#)
- 📍 [Almdorf Seinerzeit](#)
- 📍 [Almond Casuarina Beach Club](#)
- 📍 [Alternative Tourism Group \(Palestine history, culture, and politics\)](#)
- 📍 [Altmühltal Lamm](#)
- 📍 [Ananqu Tours](#)
- 📍 [Andaman Discoveries](#)
- 📍 [Apuseni Natural Park, Romania](#)



DestiNet Atlas

Displaying 229 location(s). You can also [view these locations as a list](#), [view them in Google Earth](#) or [download them in GeoRSS format](#).

Find address

Filter locations

awarded

📍 ORGANIZATIONS

📍 GOVERNMENTAL

📍 Chumbe Island Coral Park

📍 Lodge, Pinakot World Legacy Award 2004, Nature Travel

Postal Address: Chumbe Island Coral Park Ltd., P.O.Box 3202, Zanzibar/Tanzania

Phone Number: +255 24 2231040

Fax Number: +255 24 2231040

Email: [ask@chumbeisland.com](mailto:ask@chumbeisland.com)

Webpage: <http://www.chumbeisland.com/>

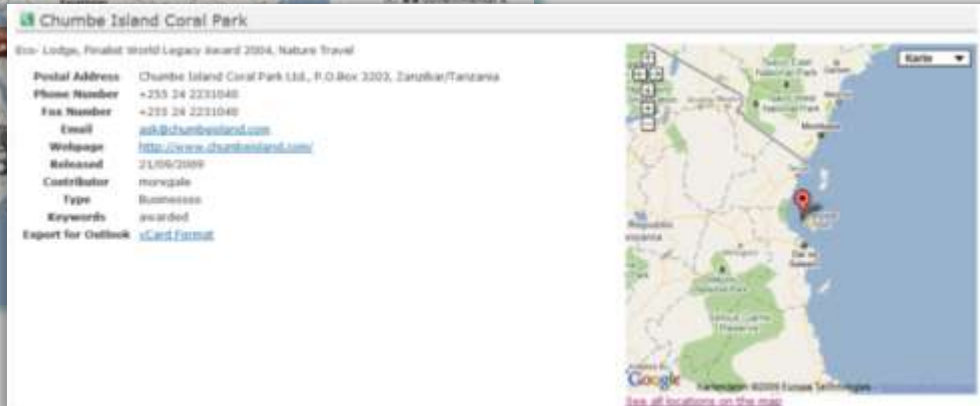
Released: 21/06/2009

Contributor: morvgale

Type: Business

Keywords: awarded

Export for Outlook: vCard Format



## 3. Using DestiNet to Map and Manage your Destination

EnviroWindows EEA Eionet Login Feedback Internal Forum Administration Sitemap

DESTINET Sustainable Tourism Information Portal PARTNERSHIPS for SUSTAINABLE DEVELOPMENT

ABOUT TOPICS TOOLS WHO'S WHO MARKET PLACE EVENTS NEWS BULLETIN Google SEARCH site search GO

EW » Home » Who's Who

DESTINET ATLAS

Who's Who

Many stakeholders are working for making tourism more sustainable.

The DestiNet Atlas leads offers a list of [organisations](#) divided into four main categories

- [Governmental, Administration bodies](#)
- [Social Partners, Civil Society, Partnerships](#)
- [Academic, Scientific bodies](#)
- [Businesses](#) (tourism, media, other)

Submit your information

CALENDAR OF EVENTS

« April 2010 »						
M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11

If you are working in the field of sustainable tourism and want to **add your organisation** to this list you can submit your contact details [here](#)

To see a list of stakeholders who have set up specific knowledge networks using the DestiNet Portal, see the topic

LATEST NEWS

GPS-Based App "Green Travel Choice" Makes CO2 Reduction Simple for Responsible Travelers

TravelChoice

[posted on: 16/04/2010]

Interview: Amos Bien – The Myth of Sustainable Tourism?

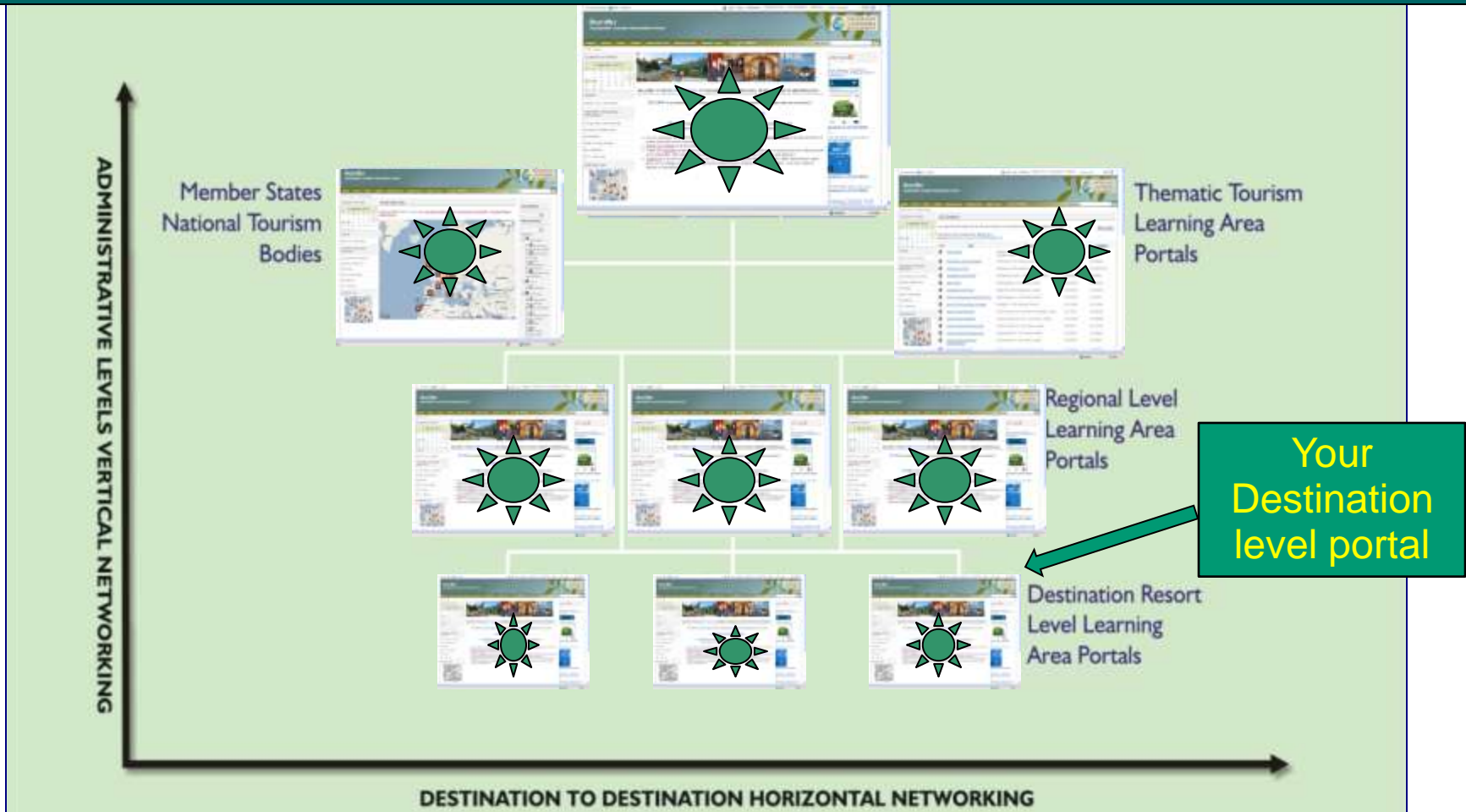
Amos Bien has been a name to reckon with in sustainable tourism for more than 25 years. Is sustainable tourism a myth? Read the interview with ISEAL, March, 1, 2010!

- DestiNet is an interactive platform in which destination stakeholders and resources can be identified and profiled. Then the different stakeholders can *upload, store, search and display* all types of sustainable tourism information
- This creates an online space for *stakeholder knowledge exchange and networking in a destination that pools all existing individual websites in your destination*



**Organising information in a Destination-level Portal - a wide range of stakeholders can access a shared information platform with common working tools**

# Overview of the DestiNet Portal and Folder Framework



The Portal is structured to achieve global coverage whilst enabling regional control, i.e you open a folder for your destination to link into the global Portal

# Mapping your resources, contacts, information sources, partners or networks at the destination level

**DestiNet Atlas**

**Search and Display Instructions:** The right hand search bar allows you first to zoom to a specific location to focus the map. To define your search, enter a keyword (optional), then tick the check boxes to choose what you want to display. To display your search results, you can also [view selected locations as a list](#) (A-Z or by country), [view them in Google Earth](#). Currently displaying 103 location(s).

**Zoom to location**

Name:

**Make a selection below then click here to start search**

by Keyword:

(check all boxes below)

by Category

- ORGANIZATIONS
- MARKET PLACE

**List locations**

This page offers the tabular format of the map locations, as resulted from the search filters applied on the map. [Back to map](#)

103 locations found. Displaying 0 - 50 [Next](#) [Previous](#)

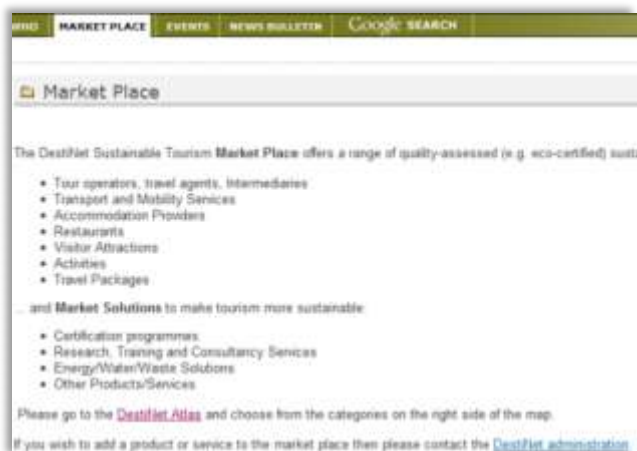
Type	Title	Address	Latitude	Longitude
<input checked="" type="checkbox"/>	<a href="#">XVMD Group (Gemeinsverantw.)</a>	Remweg 46-50, 1020 Wien, Austria	48.1931588	16.3412943
<input checked="" type="checkbox"/>	<a href="#">Nährtravels International (NFI)</a>	Diefenbachgasse 36, A-1150 Wien, Austria	48.185189600000001064	16.3149759999999998727
<input checked="" type="checkbox"/>	<a href="#">The Austrian Emblem for Tourism: new for travel offers</a>	Stubenbastei 5, 1010 Wien, Österreich	48.206778	16.378017
<input checked="" type="checkbox"/>	<a href="#">Koppla-Restaurant</a>	1040 Wien, Lerchenfelder Straße 66-68	48.207047	16.348745
<input checked="" type="checkbox"/>	<a href="#">Augustinerkeller</a>	Augustinergasse 1, 1010 Vienna, Austria	48.2048541	16.3661588
<input checked="" type="checkbox"/>	<a href="#">Bushtanzclub Hand-Hauskonzert</a>	Zigarengasse 8-10, 1100 Vienna, Austria	48.2472471877	16.34878225
<input checked="" type="checkbox"/>	<a href="#">Cafe - Restaurant Trödel Apo</a>	Auhofstraße 160b, 1130 Vienna, Austria	48.1949585008	16.2615375406
<input checked="" type="checkbox"/>	<a href="#">Cafe Cuzco</a>	Margaretenstraße 77, 1030 Vienna, Austria	48.1813718	16.3385599
<input checked="" type="checkbox"/>	<a href="#">Cafe Restaurant Wismar</a>	Währinger Straße 68, 1090 Vienna, Austria	48.2259317	16.3516419
<input checked="" type="checkbox"/>	<a href="#">Cafe Valentinsteiner</a>	Neutafelgasse 4, 1070 Vienna, Austria	48.2054927	16.3543113
<input checked="" type="checkbox"/>	<a href="#">Cafe Wenzelner</a>	Goldschmiedgasse 8, 1150 Vienna, Austria	48.1992977	16.3366388
<input checked="" type="checkbox"/>	<a href="#">Cafe-Restaurant Otkonon "Am Himmel"</a>	1190 Wien, Himmelsville/Sträu-Höhenstraße	48.2626985599	16.3125085821
<input checked="" type="checkbox"/>	<a href="#">Da Capo - Ristorante Pizzeria</a>	Schulerstraße 28, 1010 Vienna, Austria	48.207783	16.3763827
<input checked="" type="checkbox"/>	<a href="#">Cafeland - Essen, Treiben, Musikschiff</a>	Waaargasse 26, 1000 Vienna, Austria	48.2191887	16.3592984

You can see them in list form as well ...

And then use the Portal's features to create dynamic interaction for capacity building and innovation

## Bringing your Destination to the Global Green Market Place


- DestiNet contains a *global sustainable tourism market-place* that benefits from the flow of quality-assessed information in the platforms` knowledge exchange processes.
- The market place lists stakeholders in the *tourism supply chain* who have already passed a quality check (ie eco-certified tourism businesses) or provide a support service to develop sustainable tourism (eg *training courses*).
- *Sustainable Consumption and Production* in the tourism sector can be developed by applying a variety of useful *solutions* and tools that can improve waste, energy & water use to lessen environmental and social impacts.
- You can *advertise your own sustainable tourism product or service* on a local to global basis.





# A Destination Mapping and Marketing tool – taking your destination to a global green market place - European level

DESTINET ATLAS



SUBMIT

Submit your information

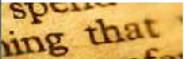
CALENDAR OF EVENTS

« April 2010 »

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

DESTINET KNOWLEDGE NETWORKS

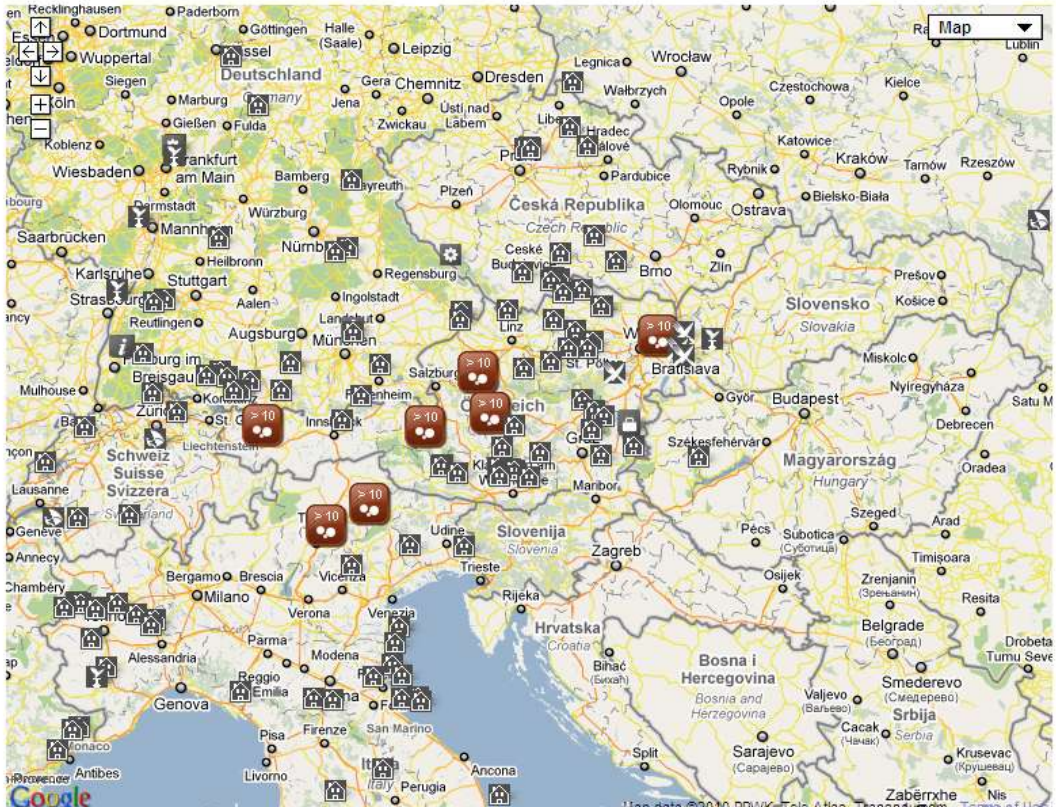
- Living Lakes Las Americas
- Coalition EcoMed Sicily
- Green Travel Bridge
- ECOTRANS
- Eco-Destinet
- DTV - Germany
- Atlas of Excellence
- ACRONYMS AND ABBREVIATIONS



DestiNet Atlas

**Search and Display Instructions:** The right hand search bar allows you first to zoom to a specific location to focus the map. To define your search, enter a keyword (optional), then tick the check boxes to choose what you want to display. To **display** your search results, you can also [view selected locations as a list](#) (A-Z or by country), [view them in Google Earth](#). Currently displaying 324 location(s).

**NB** The Google Search command in the green bar can also be used for free text search of all DestiNet content.



Zoom to location

austria

Make a selection below then click here to start search

---

by Keyword

Type keywords

(check all boxes below)

by Category

- ORGANIZATIONS
- MARKET PLACE
- MARKET SOLUTIONS

Geographical Specification

- operational level
- landscape type

by country

All

Done

Internet 100%

# A Destination Mapping and Marketing tool - taking your destination to a global green market place - global level

DESTINET ATLAS



SUBMIT

Submit your information

CALENDAR OF EVENTS

« April 2010 »

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

DESTINET KNOWLEDGE NETWORKS

- Living Lakes Las Americas
- Coalition EcoMed Sicily
- Green Travel Bridge
- ECOTRANS
- Eco-Destinet
- DTV - Germany
- Atlas of Excellence

ACRONYMS AND ABBREVIATIONS



**DestiNet Atlas**

**Search and Display Instructions:** The right hand search bar allows you first to zoom to a specific location to focus the map. To define your search, enter a keyword (optional), then tick the check boxes to choose what you want to display. To **display** your search results, you can also [view selected locations as a list](#) (A-Z or by country), [view them in Google Earth](#). Currently displaying **996** location(s).

**NB** The Google Search command in the green bar can also be used for free text search of all DestiNet content.





Map ▼

**Zoom to location**

Go

**Make a selection below then click here to start search**

Go

---

**by Keyword**

(check all boxes below)

**by Category**

ORGANIZATIONS

MARKET PLACE

MARKET SOLUTIONS

**Geographical Specification**

operational level

landscape type

by country

All ▼

Done

Internet

100%

## 4. DestiNet Services

### 1. Access to Portal

- Contributor Rights to submit own information

### 2. Setting up a destination management system or networking tool

- Green Map Service for your area
- Folder Service: setup, training, supervision of a password protected place
- Folder Administration Rights (bulk upload/download, mailing functions, ...)

### 3. Seminars, marketing & publicity

- Market place entries, e.g. eco-certified tourism
- Training & Capacity Building seminars, e.g. to run a Tourism Learning Area or networking process
- DestiNet publicity space for local to global, sector or thematic sponsors

### 4. Technical Services to support website development -

- iFrame Map Service allows to feed information in a resizable box into existing websites)
- iFrame - single license, e.g. regional/ national map of “green tourism”

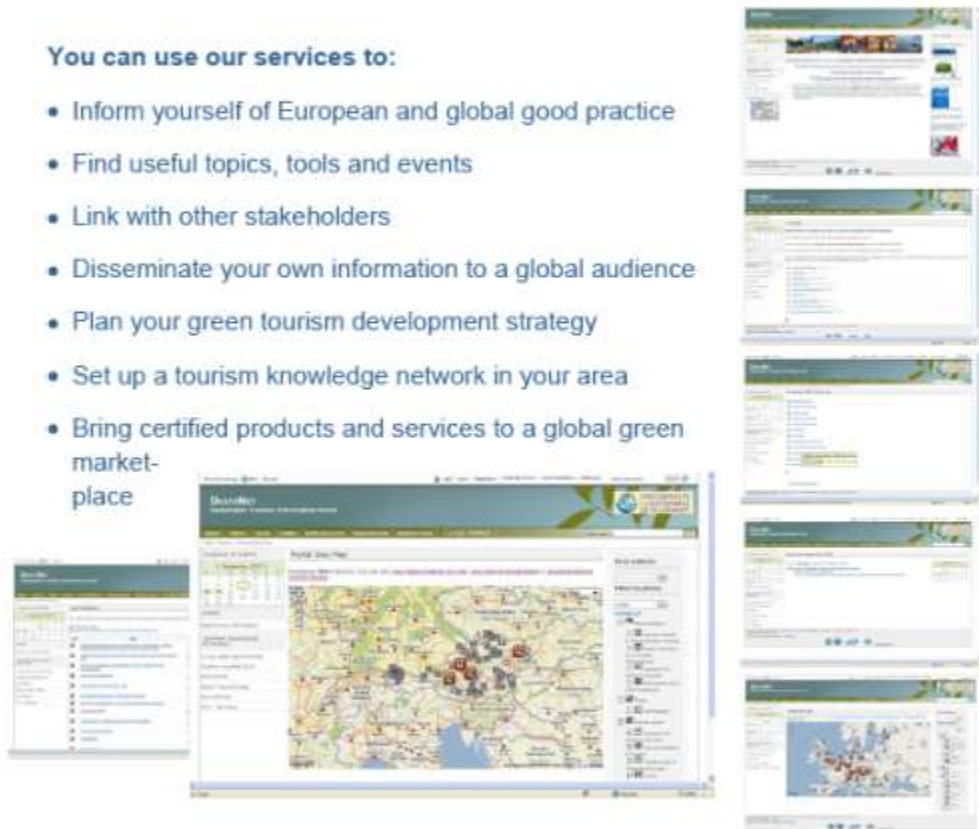


## The DestiNet Sustainable Tourism Information & Communications Portal

Why not plan to host a DestiNet Knowledge Networking Seminar for stakeholders in your country or region !?

You can use our services to:

- Inform yourself of European and global good practice
- Find useful topics, tools and events
- Link with other stakeholders
- Disseminate your own information to a global audience
- Plan your green tourism development strategy
- Set up a tourism knowledge network in your area
- Bring certified products and services to a global green market-place



**FOR FURTHER INFORMATION**  
ECOTRANS e.V. DestiNet Partnership Executive Body Fütterstr. 17-19, 66111 Saarbrücken, Germany  
Phone: +49681374679, Fax: +49681374633 Email: [info.destinet@ecotrans.de](mailto:info.destinet@ecotrans.de)  
Web: <http://destinet.eco.eea.europa.eu>

**Thank you for viewing this presentation.**

**Please get in touch to discuss your next steps with us to meet your destination management knowledge networking and marketing needs!**

### **Contact**

DestiNet Executive Body  
c/o ECOTRANS e.V.

[herbert.hamele@ecotrans.de](mailto:herbert.hamele@ecotrans.de)

[gordon.destinet@ecotrans.de](mailto:gordon.destinet@ecotrans.de)

<http://destinet.ew.eea.europa.eu>

[www.destinet.eu](http://www.destinet.eu)