

# EUSAIR Destination Development in a Decade of Global Change –

*the EU Knowledge Economy, Sustainable Tourism and Stakeholder  
Collaboration in the UN 2030 SDG Agenda Process*



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**Ecotrans European Network for Sustainable Tourism**

**Tourism 2030 Sustainable & Responsible Tourism Portal**

**TRIANGLE Sustainable Tourism Knowledge Alliance**

1st Joint Annual Conference Fora of the Adriatic and Ionian Chambers of Commerce, Cities and Universities

Session: SUSTAINABLE TOURISM “Creative cultural tourism and sustainable EUSAIR destinations”

16<sup>th</sup>-18<sup>th</sup> October 2018 Split, Croatia. Mr



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# Key Point Summary

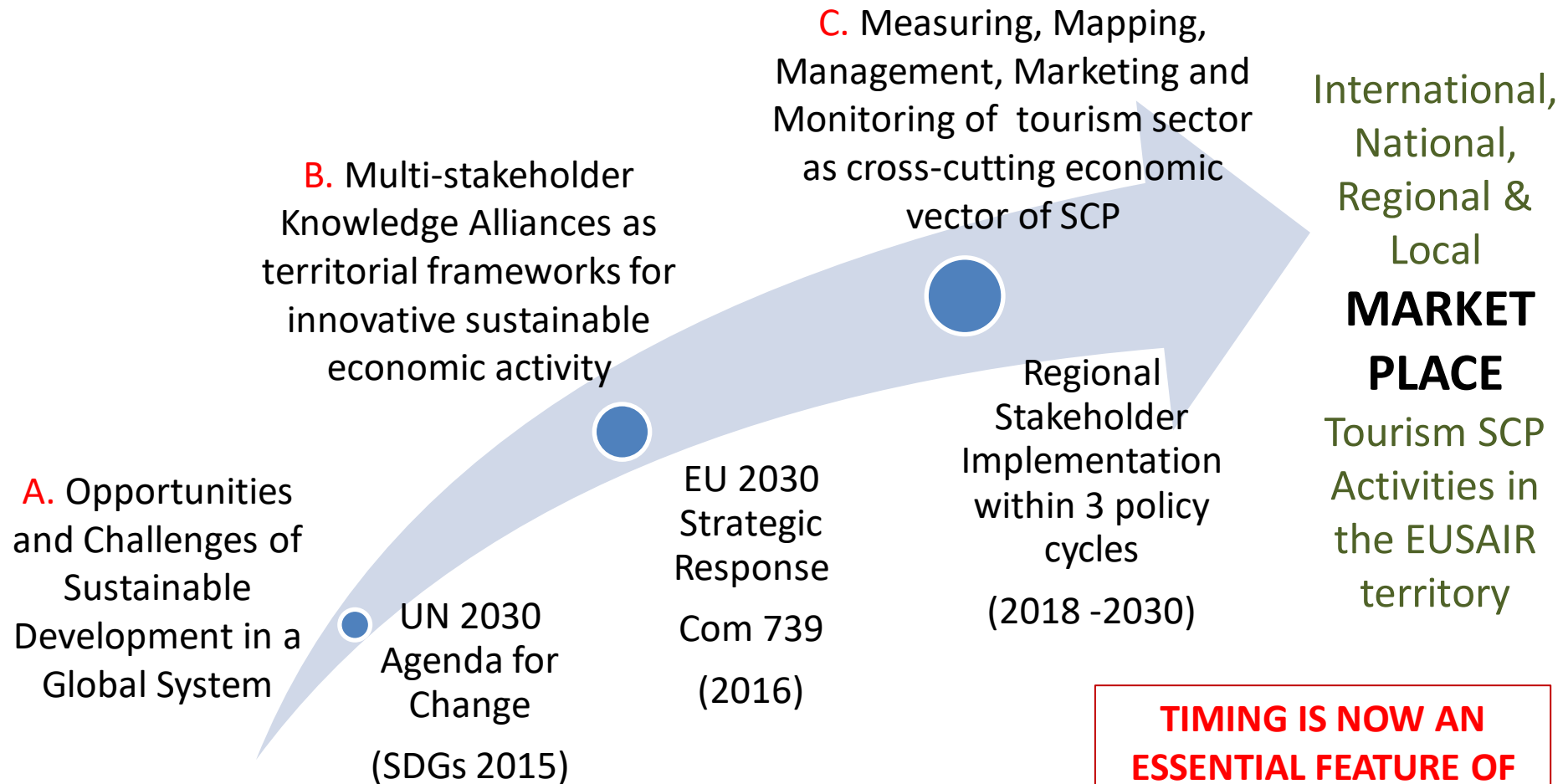
1. All regions are now part of an internationalized economy that offers both challenges and opportunities in the context of overall global to local sustainable development, encapsulated in the UN/EU 2030 Agenda for Change.
2. No individual stakeholder can manage these challenges or take full advantages of the opportunities in isolation or without knowledge. Regional stakeholder collaborative knowledge exchange offers a path of socio-economic and environmental resilience for the overall sustainable development of the EUSAIR territory.
3. Sustainable tourism is a key vector of sustainable development for the area, promoting peace, green growth, and social well-being as the basis for long term sustainable economic activities across all sectors.
4. HEIs, businesses and destination administrations need to combine in knowledge alliances to take advantage of the opportunities in the global economy and meet the challenges of the sustainable development of tourism.
5. The Tourism 2030 Portal offers the region a practical, EU field-tested, integrated, collaborative stakeholder approach and a set of ICT management and monitoring tools to develop green tourism infrastructure and services across EUSAIR borders.
6. The EU Communication on Agenda 2030 provides a 3 cycle policy framework for implementing the green mapping, best practice transfer and monitoring of the region's contribution to the SDGs, especially SDG 's 8 to 17, delivered by all stakeholders practicing SCP (Goal 12).
7. The 2030 clock is already ticking ... the time for implementation is now ... you have a part ... collaboration is the key to sustainability ... ICT makes it possible. .. Let's use the tools together!



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# From Theory to Practice, Research to Market Place



**TIMING IS NOW AN  
ESSENTIAL FEATURE OF  
THE IMPLEMENTATION  
PHASE...**

**RESEARCH** – the European Knowledge Economy, Innovation & Best Practice



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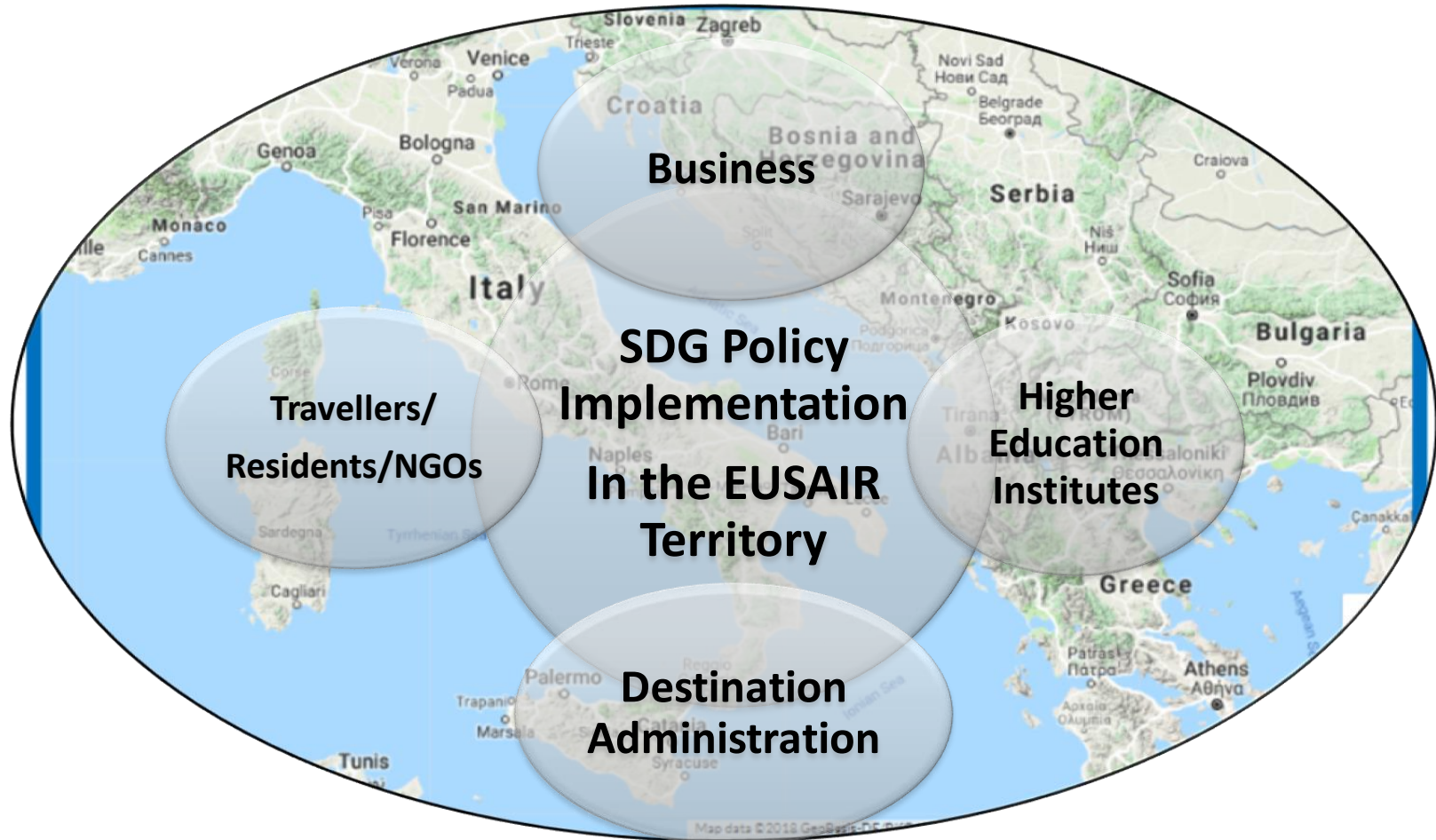
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# Building a EUSAIR Sustainable Tourism Knowledge Sharing, Training & Promotion Partnership



# EUSAIR Stakeholder Network - SCP Collaboration Model using a Common Map





# Defining and Mapping the Adriatic-Ionia Green Tourism Offer

## FKK Camping Baldarin



Certified by: ECOCAMPING

Season Start: / Season End:

Organisation FKK Camping Baldarin  
 Postal Address Punta Križa, 51554 Nerezine  
 Phone Number + 385 51 235 680  
 Fax Number + 385 51 604 649  
 Webpage <http://www.camp-baldarin.com>  
 Released 30/03/2018  
 Country Croatia  
 Keywords ECOCAMPING, GTM, certified  
 Organization Type Businesses  
 Marketplace Type Camping  
 Topics Certification & Marketing  
 Operational level Local

The screenshot shows the Camping Baldarin website. At the top, there's a navigation bar with links: Home, Accommodation, Sanitation, Facilities, Activities and excursions, Food and drink, About us, and Special offers. Below the navigation bar is a large banner image of a wooden interior with a table and chairs. Overlaid on the banner is a booking form with fields for 'Camp Baldarin', 'Date' (17/10/2018), 'Nights' (1), and 'Access code (optional)'. There are buttons for 'BOOK NOW', 'SEND US A BOOKING REQUEST', 'Prices', and 'My reservation'. To the right of the booking form, there's a text box that says 'NEW Glamping tents - from 90 EUR/day' and 'Luxurious glamping tent holidays in Camping Baldarin are now available! Find out more >'. At the bottom of the website, there's a map of the Adriatic-Ionia region with green house icons indicating camping locations. The map includes labels for various locations like Trepanje, Maresia, Sicilia, Croatia, and the Ionian Sea. The map data is attributed to 2018 GeoBasis-DE/BKG (©2009), Google, Inst. Geogr. Nacional, Mapa GISrael, ORION-ME, and Terms of Use.

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# Managing and Marketing the Region's Quality Assessed Offers

## Promotion & Marketing

Knowledge Economy  
Stakeholder Alliance  
to manage the ...

### TOPICS



The TOURISM2030 platform brings three decades of past sustainable tourism development experience at the highest level together with the latest contemporary research and market- place developments in the field of travel and tourism to support the work we need to do together to meet UNs 2030 Sustainable Development Goals (SDG 2030).

Choose your topic below & explore the knowledge base.  
The *Tourism2030 Compass* under each topic leads you a global who is who map, courses and resources, certificates, good practices, events, news and more.



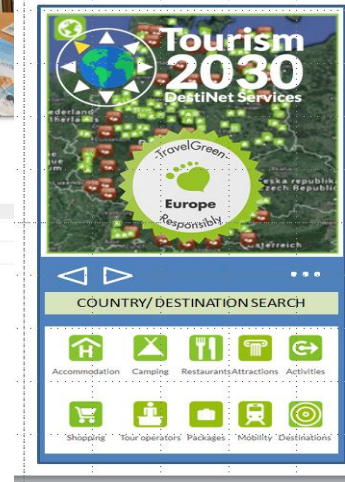
The 10 action fields for achieving the SDGs2030



### MARKET PLACE



Many "green", "responsible", "sustainable", "ecological" information, marketing and booking services are committed to raise the market share of sustainable and responsible tourism. The Market Place provides transparency and gives you access to 200+ certification programs on the Global Certification Quickfinder



... Tourism Information  
Workflow

b2b b2c b2g

Good  
Governance



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# Example: TRIANGLE Tourism SCP

## Training Education and Development in Protected Areas

Creating Business and Higher Education Networks to develop Tourism SCP through ICT Innovation and Knowledge Transfer



### Competence in Sustainable & Responsible Travel & Tourism Certification

This course is raising your competence in using the Global Sustainable Tourism Criteria to help businesses and destinations meet their SDG2030 targets in a Global Green Market Place.

- Course Description
- Sign up for the course
- Enter Course Material
- Contact us for more info



### GREEN TRAVEL MAPS

Green Travel Maps on Tourism2030 is a new planning service for local, regional or national tourism marketing organizations and destinations, aiming to identify, map and raise the number of tourist attractions and products that demonstrably contribute to an environmentally friendly and socially compatible tourism in the destination area, proved by certificates, labels and awards for sustainable tourism. The maps include a selection help for green proofs for businesses and destinations, and can be used for both managing, marketing and monitoring the green tourism offer.

See the pilot Green Travel Maps in Europe!



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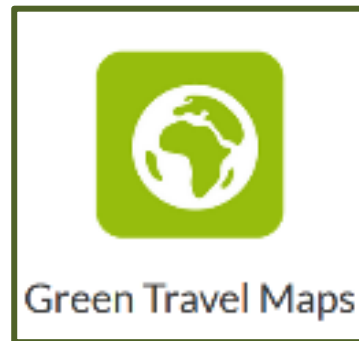
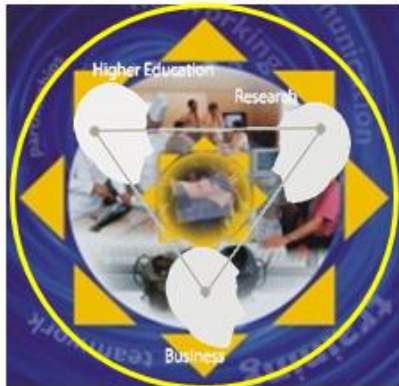


# Territorial Monitoring & Reporting Systems for Policies, Performance and Progress to the SDGs 2030

Developing a Client–  
Service Provider  
Consumer Feedback  
for regional tourism  
products and services



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Developing Destination-level  
monitoring and reporting in  
line with regional & national  
SDG reporting systems



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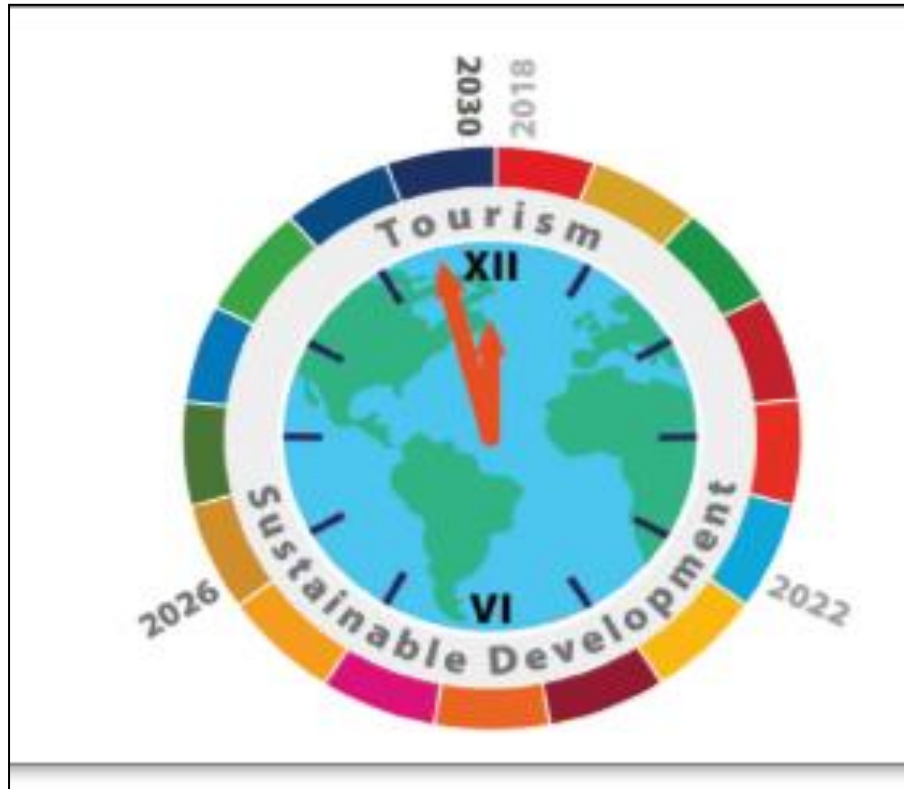


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# Keeping Informed – Tourism 2030 EUSAIR Countdown Clock

Timing is now the key to sustainable development, and sustainable tourism is a key process in its implementation. We have only 3 policy cycles to implement all goals of 2030. Collaboration is essential, producing win-win situations for those who partner up to make this happen in a timely and responsible manner.



# Thank-you and Follow up

*Thanks for your attention.  
I look forward to further  
collaboration.*



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