



# **ernest**

European Research NETwork  
on Sustainable Tourism



**NEWSLETTER No. 4**

**June 2011**

Dear readers,

We are happy to send you this fourth ERNEST newsletter. The project has now been running for almost three years and partners have intensified their exchange of knowledge and experiences in the field of sustainable tourism. An innovative platform was set-up in order to facilitate the transfer of the good practices identified at regional level and a joint call for interregional collaborative programs in sustainable tourism was launched by the ERNEST partners with the aim to create collaborative, trans-national and research opportunities. The project has been promoted during partners' regional dissemination events and international events. The 6th project meeting held on the 17<sup>th</sup> -18<sup>th</sup> of February 2011 in Miskolc, North Hungary offered the opportunity to introduce the local good practices and experiences during the site-visits organised at Tokaj, the world- famous wine-growing- and World Heritage Site and at the Miskolctapolca Cave Bath, a thermal bath with very unique, natural features in Europe. The participants were familiarized with the research programmes and international project cooperation practices of the University of Miskolc and the University of Debrecen/Károly Róbert College – Gyöngyös, as well as with the local experiences of Hollókő World Heritage site, Lake Tisza Eco-Centre and Gömörzőlős – sustainable village programme.

Do not hesitate to visit the project website, to download reports, newsletters, brochures, press releases etc.

Good reading!



# Summary:

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- ◆ ERNEST-NETJAC- Towards a collaborative space
- ◆ The most popular good practices on ERNEST-NETJAC
- ◆ An operational instrument: The Tourist Destination Observatories (OTD) good practice is being exported from Tuscany to the South-East Region of Romania
- ◆ The ERNEST first joint call for research on sustainable tourism – a collective learning process

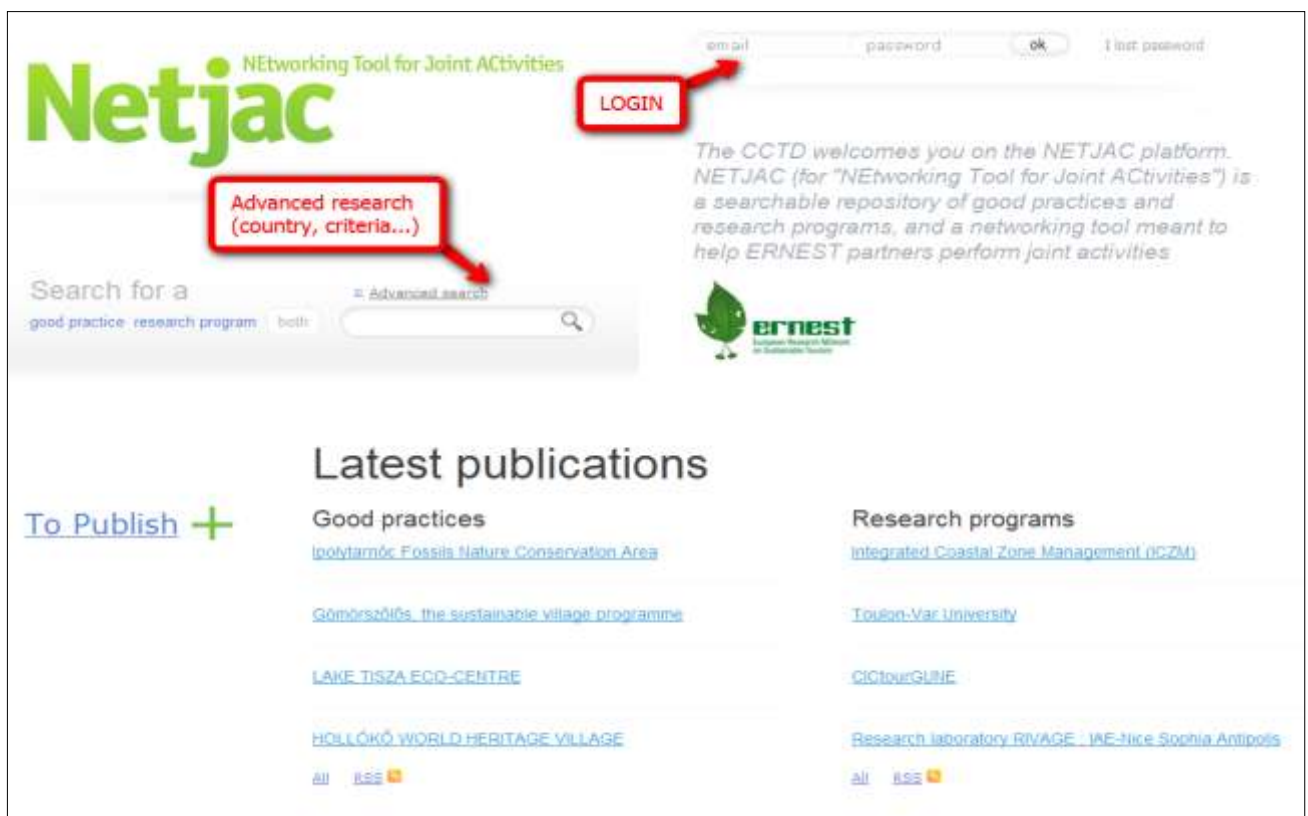


## ERNEST-NETJAC – Towards a collaborative space

**NETJAC** – a **NET**working Tool for **JO**int **ACT**ivities is an innovative platform developed by the Cité de la Culture et du Tourisme Durable from France within the ERA-NET ERNEST framework with the aim to facilitate the exchanges as well as to share and obtain additional, practical and concrete information on the implementation of the good practices and research programmes in sustainable tourism.

**NETJAC** is a:

- database consultation tool gathering both experiences and good practices/research programmes;
- an internal collaborative space for all partners to directly share information;
- tool for the selection of the good practices according to the themes fixed by the World Tourism Organization and ERNEST project



NETJAC is a **multi-criteria search engine** which is:

- an online interface of database management;
- an online data capture in real time of good practices and research programmes;
- a selection, analysis and promotion system of good practices

*Visit the NETJAC to see the gallery of the good practices and research programs collected from the partner regions! For an advanced search, you have the opportunity to use the search engine. To make comments or to contact the author of the good practices, please register on NETJAC!*

## The most popular good practices on ERNEST-NETJAC

### SW England Low Carbon Tourism - REAP Tourism Footprinting Tool

The good practice promotes a tool which has been designed to examine the environmental consequences and impact associated with visitor and tourism activities. This tool calculates the ecological, carbon, greenhouse gas, water and waste footprints of visitors in the South West Region.

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It will help to inform on the future scenario planning, policy development, decision-making and prioritising action across the region. The software allows for usage in any area of the UK and is designed to:

- estimate the environmental impact of visitor behaviour in a consistent fashion at all spatial levels;
- identify areas of visitor behaviour with a high environmental impact;
- demonstrate the impact of attracting different types of visitor to your area;
- explore the impact of promoting particular visitor behaviours;
- understand the impact of tourism in the context of lifestyles as a whole.



*For more information and to download a paper on the tool, visit :*

**SWTOURISM**

**Name of the promoter:**  
South West Tourism

**Progress:** in progress

**Category of good practice:**  
Product

**Project owner:**  
State

**Concerned territory:**  
UK, South West  
England

**Awards :** one of three finalists in the 2009 Tourism for Tomorrow Awards (Destination Stewardship category)

**Score:**



## Thermal Spa Tourism\_ Kaiafa

The Famous thermal spa of Kaiafa, which is situated in Prefecture of Illia, is closely linked with the history of the place. Their systematic operation began in 1907 when the railway line was built and thus facilitated the communication with the rest of the Peloponnese.

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[www.nailias.gr](http://www.nailias.gr)

The thermal waters originate from two caves, known as the cave of Anigridon Nymfon and Geranio Andros. The cave of Anigridon Nymfon has a length of 200 m and the cold and hot water is gushed and then mixed creating a natural sweating bath. The water has therapeutic properties and can treat diseases affecting the skeletal system, the skin and the chronic respiratory problems.

**Name of the promoter:**  
Prefecture of Illia

**Progress:** in progress

**Category of good practice:**  
Destination

**Project owner:**  
Local authority (city, region, province)

**Concerned territory:**  
Greece, West Greece, Pyrgos



**Score:**



# Danube Delta Eco-tourism Centre

The aim of setting-up an eco-tourism centre was to develop the cross border cooperation, to promote the natural, social and cultural heritage in Danube Delta tourism destination.

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The project was financed by the Neighbourhood Programme Romania-Ukraine 2004-2006, priority axis “Promoting Local Socio – Economic Development”, measure “Expand and strengthen tourism”. Located in Tulcea city from the South-East Region of Romania, the Danube Delta Eco-tourism Centre is the gateway

from Europe in the Danube Delta. The Eco-tourism Centre has the role to promote the eco-tourism development in the Danube Delta in Romania and Ukraine, the only alternative for a sustainable development of protected natural areas. Moreover, the Centre’s mission is to raise the awareness of the local stakeholders and tourists on regional identity of the Danube Delta. This initiative represented the framework for exchange of experiences and transfer of know-how in eco-tourism development. The main activities focused on: build-up and appropriate endowment of the Centre; up-date the data base with all the necessary information about Danube Delta; identification and mobilizing key actors from tourism sector; dissemination and promotion actions.

**Partners :**

- Danube Delta Biosphere Reservation Administration Tulcea, Romania;
- Eco-Museum Research Institute Tulcea, Romania;
- Delta Danube Biosphere Reservation Administration Odessa Ukraine;
- Touristic Information Center of Vilkovo – Ukraine

**References:**

<http://3d-center.ro/>

**Name of the promoter:**  
South-East Development Agency of Romania

**Progress:**  
completed

**Geographical reach :** international

**Project owner:**  
State

**Concerned territory:**  
South-East Region of Romania

**Score:** 

## SW England Tourism 2020 - Future Scenario Planning

2020 Tourism explores the future of tourism in the South West of England. It is a project that was initiated and managed by South West Tourism in partnership with Forum for the Future. The aims of 2020 Tourism were:

- To build on Forum for the Futures 'Tourism 2023' scenario work;
- To devise a series of plausible but challenging 2020 scenarios for Tourism in the South West of England;
- To explore and test the scenarios with industry and stakeholders to prioritise the key issues for the next ten years;
- To inform the refresh of the regional strategy 'Towards 2015' to ensure it is future proofed, robust, inspiring, sustainable and achievable.



<http://www.forumforthefuture.org/>

This initiative developed and investigated for possible future scenarios for Tourism in 2020 in the South West of England: Divided Disquiet; Boom and Burst; Carbon Clampdown; Price and Privilege. These were developed with the support of Forum for the Future and with direct input from stakeholders and industry. The scenarios try to imagine what the future might hold but their real value lies in their practical application and use, from developing and testing regional strategy and policy, to informing industry innovation and decisions. Thinking ahead and planning for the long-term are essential parts of any organisation's strategic planning.

**Name of the promoter:**  
South West Tourism

**Progress:**  
completed

**Category of good practice:**  
Destination

**Project owner:**  
State

**Concerned territory:**  
UK, South West England

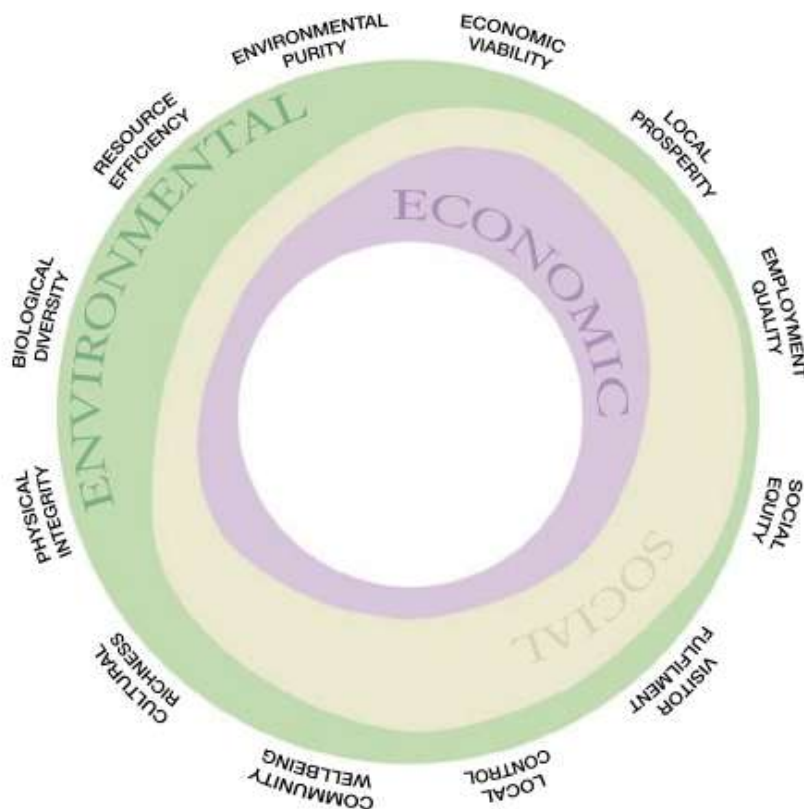
**Awards:** one of three finalists in the 2009 Tourism for Tomorrow Awards (Destination Stewardship Category)

**Score:** 



## About the good practices...

Up to 1st of June 2011, 49 good practices and 5 examples of research programs were uploaded on NETJAC, by the project partners. The promoters of the good practices will have the opportunity to upload these good practices/research programmes until March 2012, the data base will however be available throughout the life of the project. The platform automatically evaluated the good practices according to the 3 sustainability pillars, the 12 principles fixed by the World Tourism Organisation and the 10 ERNEST themes.



Source : „Making Tourism More Sustainable – A Guide for Policy Makers” – United Nations Environment Programme and World Tourism Organization, 2005

The good practices have been divided into three different categories, represented by green leaves, highlighting the good practices/research programmes which have a multidisciplinary approach. In addition to this automatic ranking, the project partners are allowed to vote the “top two” good practices and to specify if they are interested in visiting or importing. A further selection of the good practices will be made in the month of September 2011 by an Evaluation Committee composed of Cité de la Culture et du Tourisme Durable/France, Tuscany Region/Italy and Danish Forest and Nature Agency, Nord Zealand (Denmark) that will furtherly specify the ranking. The good practices will then be organized in a publication, and it will also possible for the most interesting ones to give rise to study visits (on-site or virtual).

**Double-fold objective** of virtual and study visits on-site:

- to promote the green destinations and the sustainable good practices in tourism;
- to facilitate the import/export of the good practices

The good practices have been divided into three categories represented by the ERNEST leaves. So far:



**17 good practices** obtained and will give rise to the **study visits on-site**. These good practices referred to: at least 2 World Tourism Organisation objectives for each of the 3 pillars (social, economy, environment) AND at least 1 ERANET theme



**25 good practices** obtained and will give rise to the **virtual visits**. The good practices referred to: at least 1 World Tourism Organisation objectives for each of the 3 pillars (social, economy, environment) AND at least 1 ERANET theme

**The good practices** with a video support (virtual study visit and/or youtube video) will be published in a PDF document that will be broadcasted through:

- ✓ the internet (NETJAC, ERNEST, NECSTouR websites);
- ✓ television (within the events CCTD organized, called “the web sustainable tourism day” and also the “3d Entretiens de Gréoux”);
- ✓ other related events from different partners and networks



**7 good practices** obtained

All the good practices have visibility through the ERNEST web site (and other web sites), by means of a search engine, and a publication is also in the preparation stage for further dissemination.

## An operational instrument: The Tourist Destination Observatories (OTD) good practice is being exported from Tuscany to the South-East Region of Romania

The good practice „Tourist Destination Observatories” promoted by the Tuscany Region will be transferred in the South-East Region of Romania within „SALVATUR project - System of Analysis and Assessment of the Vulnerability and Adaptive Capacity to Climate Change in Tourism Sector” implemented by the Research and Development National Institute on Tourism from Romania.

The first steps were undertaken in order to identify the opportunities for linking the actions of the two projects, to adapt the good practice to the national context and to facilitate the transfer. These projects can be developed in synergy in the South-East Region of Romania.

The common aspects between the OTD and SALVATUR project represented the starting point for the good practice transfer:

- ✓ SALVATUR project indirectly aims at creating a regional/national network of tourism destinations in the field of sustainable and competitive tourism. This is also one of the major objectives of OTD, to set-up a network of observatories located in tourist destinations which are in charge of measuring phenomena related to tourism and implementing social dialogue via an appropriate set of instruments and processes
- ✓ SALVATUR targets to at least two interactive components of OTD: Environmental management and Life quality of residents
- ✓ Both projects make use of statistical data for the analysis and evaluation (Tourism industry)
  - Evolution of the number of tourists
  - Tourism flow by resources (mountain, sea, spa)
- ✓ Both projects have among their expected results:
  - An operational network of relations (Region, local authorities, universities – stakeholders) in the field of tourism
  - Active conservation of environmental heritage
- ✓ Results may be measurable by means of specific common indicators

For more information about the SALVATUR project, please visit :  
[http://www.incdt.ro/index.pl/salvatur\\_informatii\\_generale\\_en](http://www.incdt.ro/index.pl/salvatur_informatii_generale_en)

For more information about the Tourist Destination Observatories (OTD) good practice, please visit the NETJAC platform : <http://www.netjac.eu/good-practice-tuscany-sustainable-and-competitive.html>

## The ERNEST first joint call for research on sustainable tourism – a collective learning process

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The pilot call gave good results, considering the novelty and difficulty of the procedure. Four ERNEST partners participated in the joint call as funding agencies, namely Tuscany Region, Basque Government, Generalitat de Catalunya and Emilia Romagna Region, but all the partners cooperated proactively in the joint call preparation: identification of research themes; mapping of funding programmes; identification of targeted beneficiaries; promotion of the joint call launching. This cooperation was a good learning instrument for the officers involved.

The projects evaluation was performed through the following steps: evaluation process carried out by the regional/national programmes involved in the joint call for proposals; consensus meeting for discussing the results of the regional evaluation at the interregional level; final decision of Regional/National Funding Bodies.

### The final results are:

<b>A</b>	<b>RECOMMENDED for funding</b>	<b>8</b>
<b>C</b>	<b>NOT RECOMMENDED for funding</b>	<b>1</b>
<b>The total number of project received within the deadline 20<sup>th</sup> of December 2010</b>		<b>9</b>

The final ranking list was approved in writing by the Joint Call Management Committee, representing the funding agencies. Following the conclusion of the interregional evaluation procedure, separate contracts to proceed with a project are then concluded directly between the consortia and their relevant regional funding bodies.

The projects approved range from the launching of a network of environmentally sustainable beach establishments to ecological tourist transportation systems to the development of new more sustainable tourist products in a number of art, thermal and countryside destinations.

More information and the description of all the projects will be published soon!

## Lessons learned:

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➡ *Mapping of funding programmes in order to find the common features was a necessary and crucial prerequisite in order for the ERNEST partners engaged to reach awareness of all the regional programmes theoretically adequate to fund the joint call – a trade-off between regional programmes was then necessary in order to select the most compatible ones. In some cases the regional programmes had to be modified in order to be fit for use in a transnational call;*

➡ *Timing of the regional calls is important. Time constraints typical of the funding programmes (such as, for instance, constraints to use certain funds within certain financial years) are external factors not very easy to govern. However, an effort in this field is well worth as lack of synchronization complicates the procedures and results in delays in the project performances.*

➡ *Search for transnational partner is difficult. In the case of the ERNEST call, specific measures have been implemented in order to facilitate the contacts: a specific “online partner search tool” has been put in place and the call has been promoted via different communication channels;*

➡ *The whole joint call procedure was quite complicated including many step, a specific methodology, many people involved during the implementation process, a lot of paper work both for the funding agencies and the applicants,. However, the results were remarkable;*

➡ *The focus on research & innovation and the request to develop international partnerships enhanced the quality of and the impact on the projects;*

➡ *The participating funding agencies had the opportunity to analyse and compare different funding schemes, and this was a good source of learning from the good practices of the other regions.*