ernest

European Research NEtwork on Sustainable Tourism

EUROPEAN COMMISSION
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SEVENTH FRAMEWORK PROGRAMME

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LIST DEFINITIONS AND TERMS

Call refers to a formal request containing a scope of work which seeks to solicit a formal response (proposal) from interested parties.

Economic impacts assessment (EIA) refers to [1]an assessment of the current or possible impact—positive or negative—that affects the natural environment; [2]an environmental impact assessment as "the process of identifying, predicting, evaluating and mitigating the biophysical, social, and other relevant effects of development proposals prior to major decisions being taken and commitments made."

Environmental auditing (EA) refers to a management tool which determines the actual and potential environmental impacts of both public and private sector activities. This technique may be used to assess the magnitude, level and importance of environmental impacts caused by tourism development.

Industrialization refers to the process of social and economic change, part of a wider modernization process, whereby a human group is transformed from a pre-industrial to an

industrial society, where social change and economic development are closely related with technological innovation.

Social impact assessment (SIA) refers to a methodology to review the social effects of infrastructure projects and other development interventions.

Sustainable development refers to development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts:

1. the concept of 'needs', in particular the essential needs of the world's poor, to which overriding priority should be given; and
2. the idea of limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs.[1]

Sustainable tourism refers to applying sustainability principles to the environmental, economic, and socio-cultural aspects of tourism development, where a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.
Thus, sustainable tourism should:

1. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.[2]

Urbanization refers to the process by which large numbers of people become permanently concentrated in relatively small areas, forming cities; a country is considered to urban when over 50 per cent of its population live in the urban areas.[3]

Thematic call refers to a formal request which seeks to solicit a formal response (proposal) to a specific area(s) of research interest.

EA	Environmental Auditing
EIA	Economic Impacts Assessment
DMS	Destination Marketing System
DTIE	Division of Technology, Industry, and Economics
ICT	Information and Communication Technology
IP	Intellectual property
R&D	Research and Development
SCP	Sustainable Consumption & Production Branch
SIA	Social Impacts Assessment
SME	Small and Medium Enterprises
STD	Sustainable Tourism Development
TSA	Tourism Satellite Account

[1] Report of the World Commission on Environment and Development: Our Common Future
[2] UNEP, DTIE SCP Branch (2009)
[3] Long (1999)

UNEP United Nations Environment Programme

SECTION 1.0 OVERVIEW

At the initiation of the ERNEST Project a brief information exchange among each of the regional Partners was conducted. Discussion topics spanned areas including, industry, research community and RTD landscape, tourism sector, research programmes, policy and priorities concerning sustainable tourism and existing sustainable programme management approaches.

Following this initial information exchange, the purpose of WP2 is to expand and develop this initial information exchange session by gathering and organizing regional data in the aforementioned and additional areas in order to identify commonalities and interest points of use in subsequent work packages, and laying the groundwork toward identifying joint action opportunities.

The first deliverable of WP2**, (2.1) "Survey** 1 – Mapping & Coordination of Regional Policies, Strategies, Programmes & Technological Capabilities", is based on data gathering by means of an electronic survey application to map sustainable tourism initiatives, programmes and various other applicable regional features. This electronic survey application (hereafter 'Survey 1') was designed to address and query each ERNEST Partner about its strategic research areas, general regional attributes (e.g. regional population, industrialization, etc.) research areas in sustainable tourism development, as well as regional research policy and technological capabilities applicable in the scope of sustainable tourism development.

Deliverable 2.1 provides a simplified statistical/graphical representation of the data collected from all Partners of the ERNEST Consortium. The deliverable is presented following the original structure of Survey 1 (see 1.1 Survey Development and 1.2 Survey Structure), and precedes the impending Deliverable 2.2, "Survey 2 – Interregional Comparison".

1.1 Survey Development

Survey 1 Phase I included formal development of the survey content during which time, two (2) official Survey 1 Outlines were prepared and distributed to the ERNEST Consortium for review and solicitation of feedback. Additionally, numerous surveying tools and methods were analyzed for preparing and administering Survey 1, including Microsoft Word and Adobe PDF formats, as well as online electronic surveying applications such as SurveyMonkey and Qualtrics. Following a cross-comparison of attributes and best-fit, Qualtrics' electronic survey application was selected as the tool under which to conduct Survey 1 activities.

Following several rounds of modifications and incorporating the suggestions of the ERNEST Consortium, the final Survey 1 application included three (3) main sections (see 1.2 Survey Structure);

- Section I: General Information
- Section II: Tourism Sector (Regional)
- Section III: Sustainable Tourism Programmes (Regional)

Survey 1 Phase II included the administration, monitoring, and data collection of Survey 1. Specifically, each ERNEST Partner was provided access to Survey 1 through a hyperlink and password uploaded to the ERNEST Project Open.

Following the initiation of Survey 1, it was suggested that additional questioning regarding Tourism flows and Tourism Accommodation Facilities (Expansion question n.8a) be incorporated and was soon after created and distributed to Partners via Project Open.

Survey 1 Phase III focused on data collection and analysis for the preparation of Deliverable 2.1. Each line of questioning in Survey 1 (where applicable) was analysed and reflected into a graphical/statistical representation as presented in Sections 2.0. Prior to submission of the final Deliverable 2.1, a draft deliverable was made available (via Project Open) to the ERNEST Consortium for review and verification of facts and figures.

1.2 Survey Structure

SECTION 1.0: GENERAL INFORMATION

- ERNEST Partner Information
- Point of Contact Information
- A) Knowledge Creation
- B) Labour & Product Markets
- C) Industrial or markets shifts
- D) Socio-economic structure
- E) Level of industrialization
- F) Degree of Urbanization (presented as regional population)

SECTION 2.0: TOURISM SECTOR (GENERAL)

- Regional Tourism Budget
- Human Resources
    a. Employee profile tourism sector
- New infrastructures/initiatives based on research
- Labour and Product Markets
- Structure of Tourism Management in Ernest Regions
- Travel & Tourism Measurement Tools/Applications
    a. Tourist flows & Tourist Accommodation Facilities
    b. Economic Impacts
    c. Social impacts
    d. Environmental impacts

SECTION 3.0: SUSTAINABLE TOURISM PROGRAMMES (REGIONAL)

- Programme Information
    a. Programme
    b. Programme Owner
    c. Programme Manager
    d. Programme Duration
    e. Programme Annual Budget
    f. Programme Design
    g. Sub-programmes
    h. Programme Main Objectives
    i. Description
- Programme Focus
    a. Geographic
    b. ‘Sustainable tourism’ vs. ‘Sustainable tourism development’
    c. Areas of sustainable tourism

d. 'Priority areas' of European Union
e. 'Innovation' vs. 'Competitiveness'

- Programme Participants
  a. Organisations allowed to participate in programme
  b. Programme has support measures for SMEs
  c. Average # of partners per project
  d. Option to involve partners from another region country
  e. World region(s) of involved partner(s)
  f. Entity that selects thematic calls for proposals
- Programme Funding
  a. Funding Sources
  b. Additional budget to support transnational or international cooperation available
  c. Average total budget for each project (includes contributions of beneficiaries)
  d. Average funding rate [%] for projects (overall)
  e. Programme offers funding incentives for including SMEs
  f. Is funding restricted to certain types of organisations
  g. Organization(s) for which funding is not supported
- Programme Competency and Projects
  a. Participates in cooperative research initiatives with other regional research programmes
  b. Other regional research programme(s) involved in cooperative research initiative
  c. Participates in cooperative research initiatives with programmes in another country
  d. Technology transfers (incoming or outgoing) are permitted
  e. Programme has previously participated in technology transfers (incoming or outgoing)
  f. Description of technology transfers completed during the course of this programme.
  g. Development of technologies used to evaluate or promote sustainable tourism development
  h. Proposed projects are restricted to a specific timeframe for project completion
  i. Maximum length of time projects are given to reach completion
  j. Type of projects supported
  k. Is collaboration with other projects mandatory
  l. Projects required to participate in cooperative research initiatives with other regions/countries
  m. World region(s) of partner(s) involved cooperative research initiative(s)
- Programme Calls, Proposals
  a. Type of calls released for this programme
  b. Average number of proposals submitted to this programme (per call, per year) Proposal quantity
  c. Average success rate [%] (funded vs. rejected) of proposal
  d. Standard selection criteria are applied
     i. Please briefly describe/outline the selection criteria applied.
  b. Who makes the final decision on which proposals are accepted or rejected?
  c. Average duration between submission and final decision of proposal?
  d. Research Evaluation

SECTION 4.0: BEST PRACTICES, LESSONS LEARNED AND OBSTACLES

- Best Practices
- Lessons Learned (STD)
- Obstacles (STD only)
- Competitive benchmarking

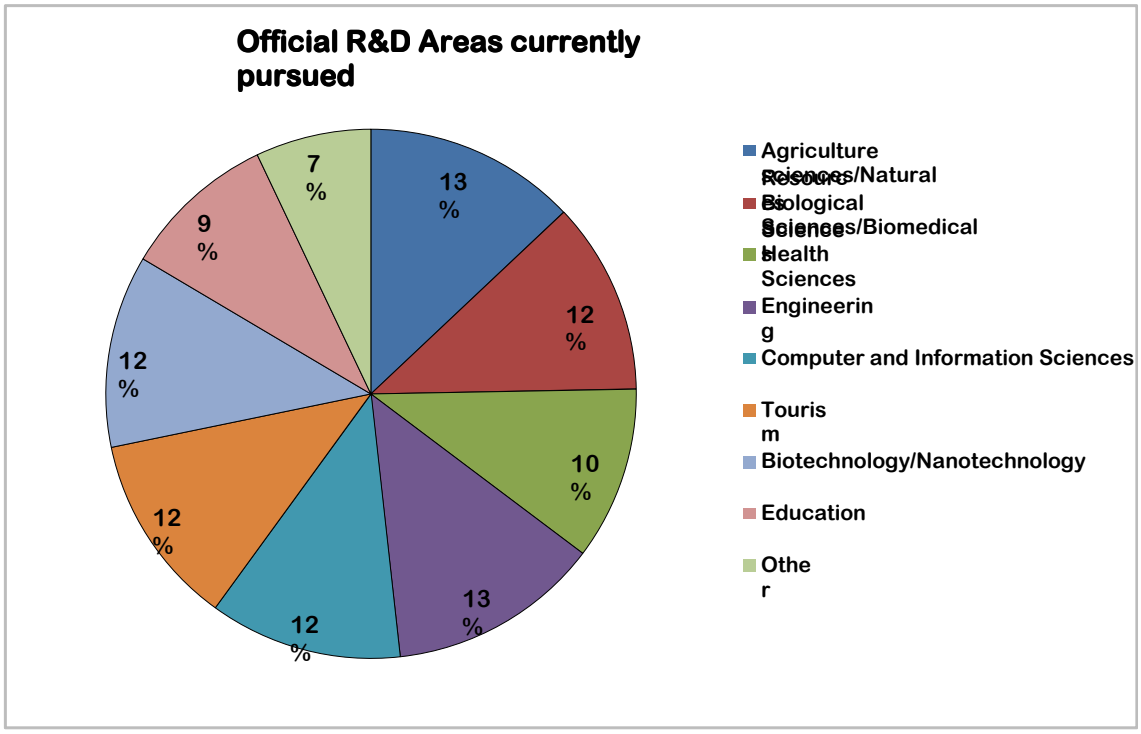
SECTION 2.0 SURVEY I RESULTS: BY SURVEY SECTION

2.1 Survey Section I: General Information

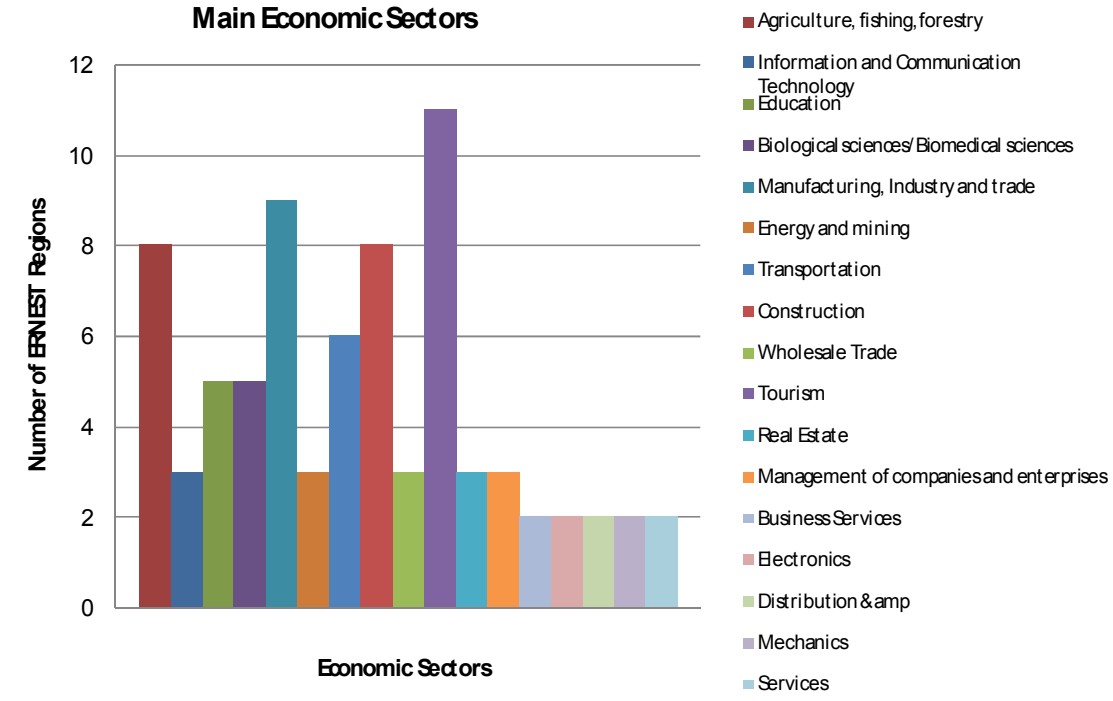
A. Ernest Partners Information

	Point of Contact Information				
Region	**Name:**	**Position/ Title:**	**Email:**	**Phone:**	**Fax:**
CATALUNYA/ SPAIN	ANDRÉ, Marién	Coordinator of Observatori de Turisme	mandre@gencat.cat	+34 675781801	-
	PÉREZ ZUFERRI, Cristina	Technician Observatori de Turisme	cristina.perezz@gencat.cat	+34 935524210	-
CCTD/ FRANCE	MARTINETTI, Jean-Pierre	Directeur Général	jp.martinetti@cctd.eu	+04 92765257	+04 92765305
BALEARS/ SPAIN	BAGUR, Jaime	European Projects	jbargur@dgrdi.caib.es	+34 971176309	+34 971176334
	VAN DER MEER, Sandor	European Projects	scandermeer@dgrdi.caib.es	+34 971176309	+34 971176334
EMILIA ROMAGNA/ ITALY	MINGOZZI, Maura	Officer	mumingozzi@regione.emilia-romagna.it	+39 051283989	+39 051284169
	BURONI, Maria-Francesca	Officer	mburoni@regione.emilia-romagna.it	+39 051283579	+39 051284169
ILIA/ GREECE	PANAGIOTIS, Platanias	Vice Prefector	panplatanias@nailias.gr	+30 2621360400	+30 2621020344
	GERASIMOS, Mentzelopoulos	General Manager	mentzelopoulos@psp.org.gr	+30 2610911550	+30 2610994106
AQUITAINE/ FRANCE	CRON, Florence	European Programs	florence.cron@aquitaine.fr	+33 556563863	+33 556563806
NORDA/ HUNGARY	FRANCSICS, László	Managing Director	laszlo.francsics@norda.hu	+36 46504473	+36 46561389
	HALL, Katalin	Manager of International Projects	hall.katalin@norda.hu	+36 46504473	+36 46561389
SWT/ UNITED KINGDOM	WHITTLESEA, Emma	Sustainability Strategist	ewhittlesea@swtourism.org.uk	+44 1392353233	+44 1392445112
	HAYDON, Paul	Researcher	phaydon@swtourism.org.uk	+44 1392353225	+44 1392445112
DFNA/ DENMARK	KAAE, Berit C.	Senior Researcher	bck@life.ku.dk	+45 35331811	+45 35331517
	DAHL-NIELSEN, Ida	Project Leader	iddni@sns.dk	+45 48465624	-
SERDA/ ROMANIA	VAIDA, Adriana	Director of Foreign Relations/International Projects Direction	adriana.vaida@adrse.ro	+40 339401018	+40 339401017
	CAPRARIU, Alina	Project Manager	alina.caprariu@adrse.ro	+40 339401018	+40 339401017
REGIONE TOSCANA/ ITALY	MATTIVI, Maria Luisa	Officer-in-Charge of Documentation on Tourism, Commerce and Transnational Projects	marialuisa.mattivi@regione.toscana.it	+39 0554385135	+39 0554383141
	BONGINI, Paolo	DG Sviluppo Economco, Responsabile Area di Coordinamento Settore Turismo, Commercio e	paolo.bongini@regione.toscana.it	+39 0554383639	+39 0554383141
BASQUETOUR/ SPAIN	OSTOLAZA, Idurre	Competitiveness Technician	iostolaza@basquetour.net	+34 946077582	+34 946077595
	SCARPINO, Michelle (Shelly)	Researcher	shellyscarpino@tourgune.org	+34 943010885	+34 943010846

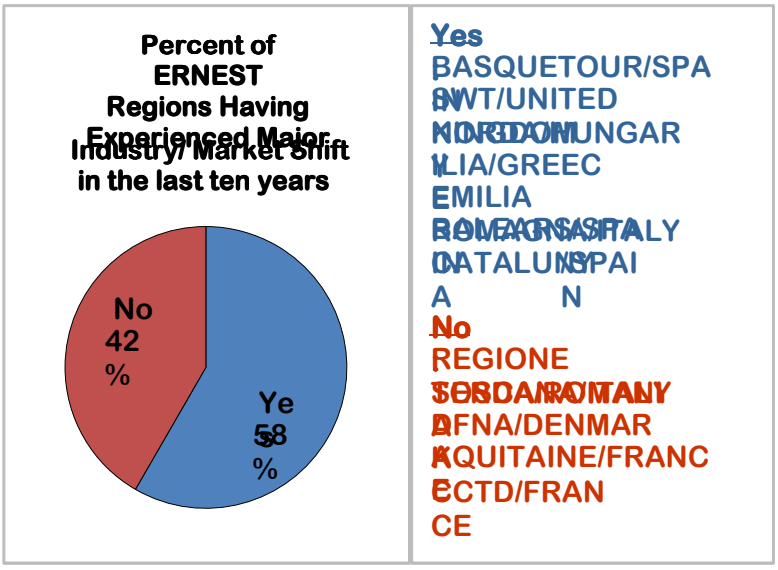
B. Knowledge Creation in ERNEST Regions



C. Labour & Product Markets in ERNEST Regions

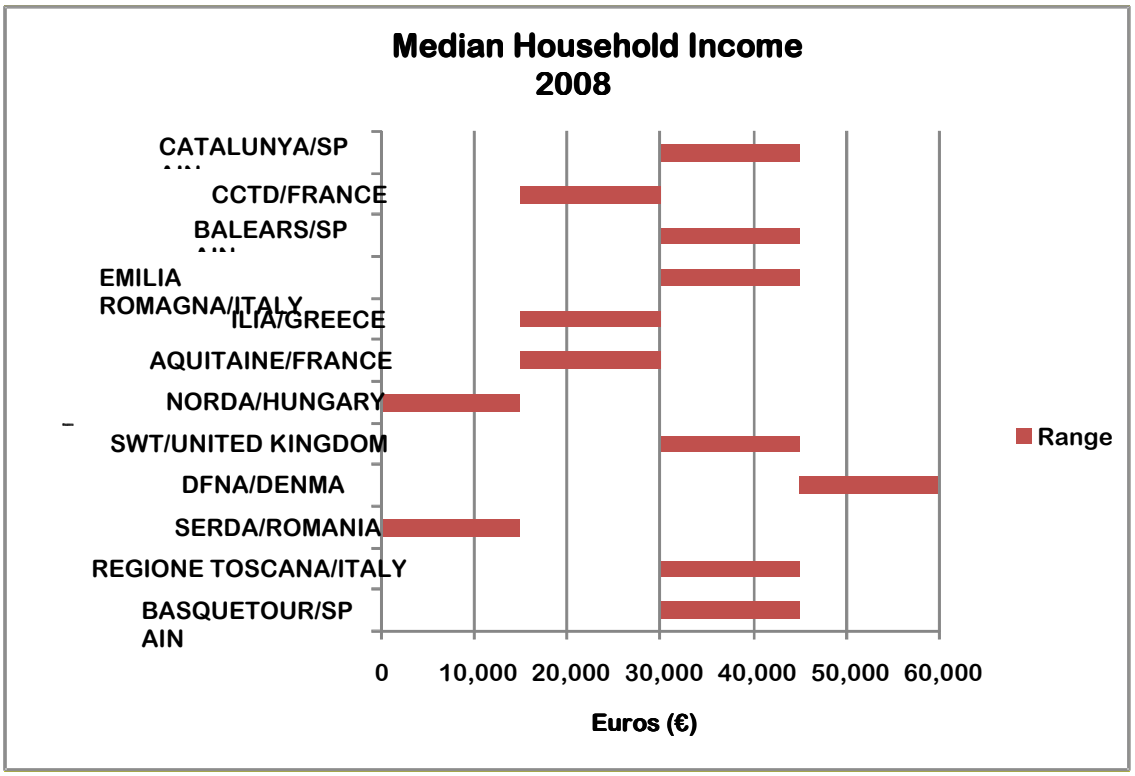


D. Industry/Market Shifts

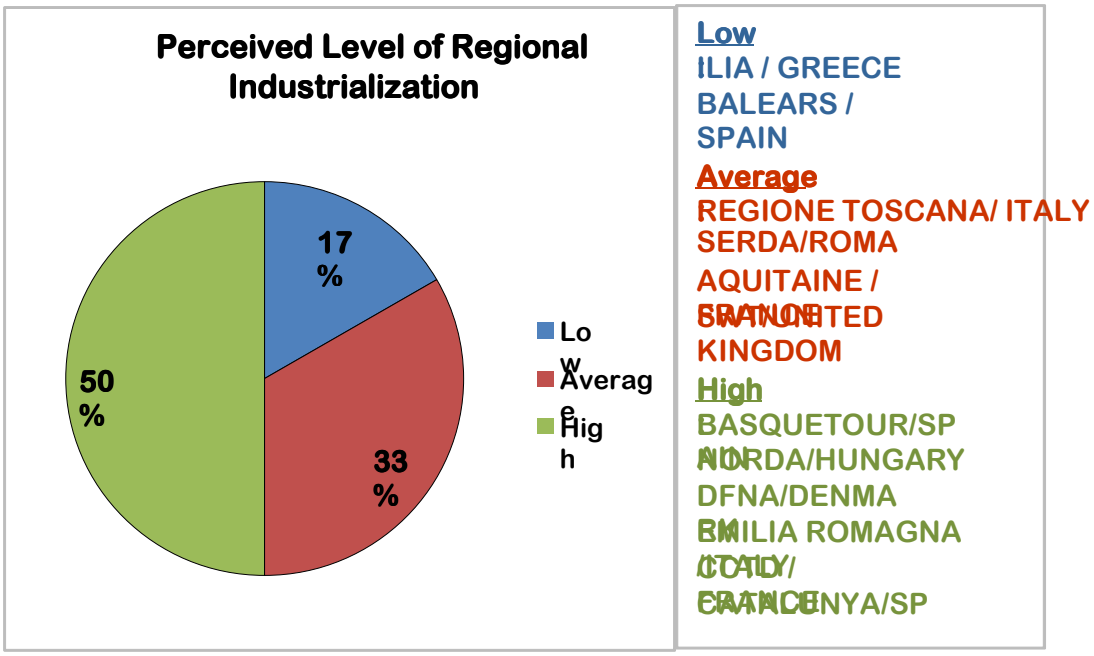


Region	From (1):	To (1):	From (2):	To (2):	From (3):	To (3):
BASQUETOUR/SPAIN	Industry	Tourism	-	-	-	-
SWT/UNITED KINGDOM	Manufacturing activities (1998 19% to 2006 12%)	Service based industries (1998 71% to 2006 76%)	Primary Industries e.g. Agriculture (marginal fall 1998 2.3% to 2006 2%)	-	Tourism classified as hotels and catering (remains broadly static)	-
NORDA/HUNGARY	Industry	Tourism	Industry	Culture	Industry	Services
ILIA/GREECE	Agriculture	Tourism	Agriculture	Public Sector	Agriculture	Services
EMILIA ROMAGNA/ITALY	Agriculture	Industry	-	-	-	-
BALEARS/SPAIN	Industry	Construction	Tourism	Construction	-	-
CATALUNYA/SPAIN	Agriculture	Rural Tourism/Sustainable Tourism	Industry	Construction	Industry	Education, Culture, Health services/social services

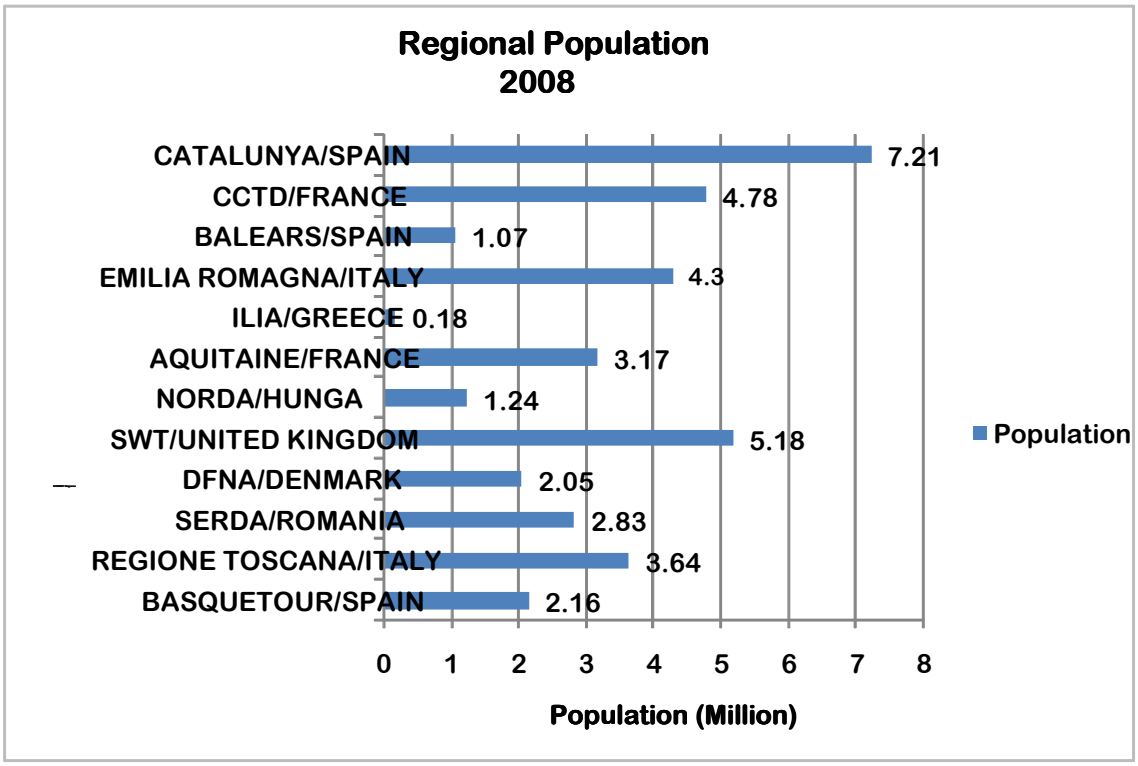
E. Socio-economic Structure



F. Level of Industrialization



G. Degree of Urbanization



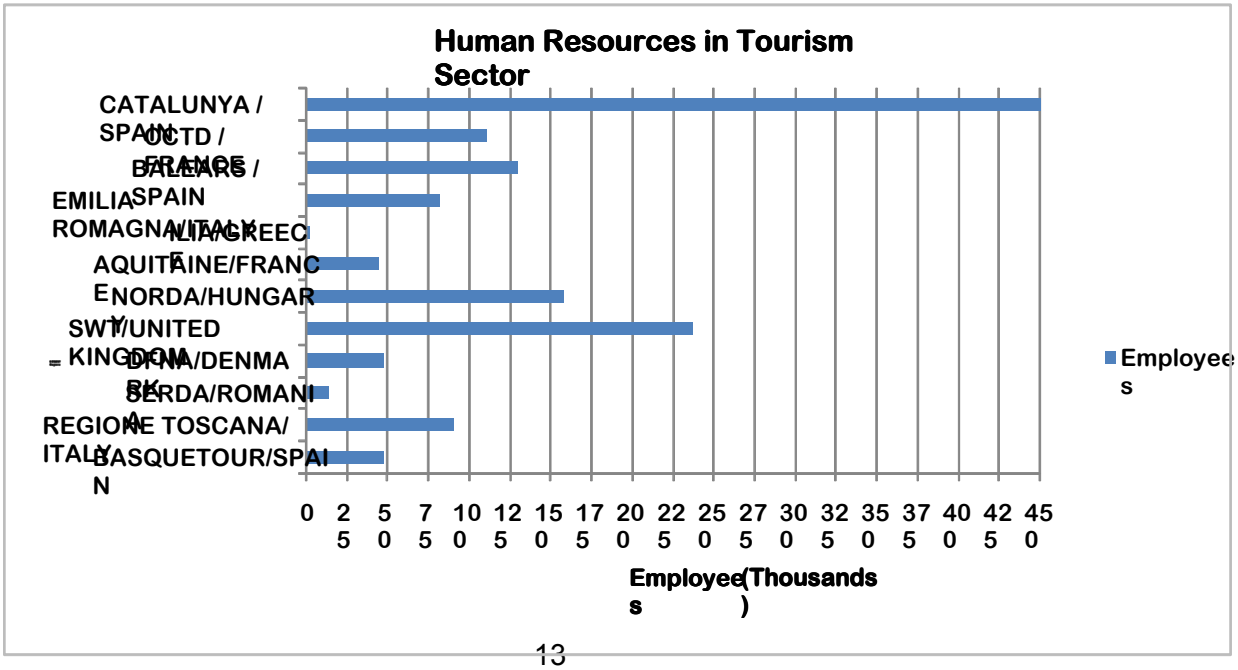
2.2 Survey Section II: Tourism Sector

A. Regional Tourism Budget

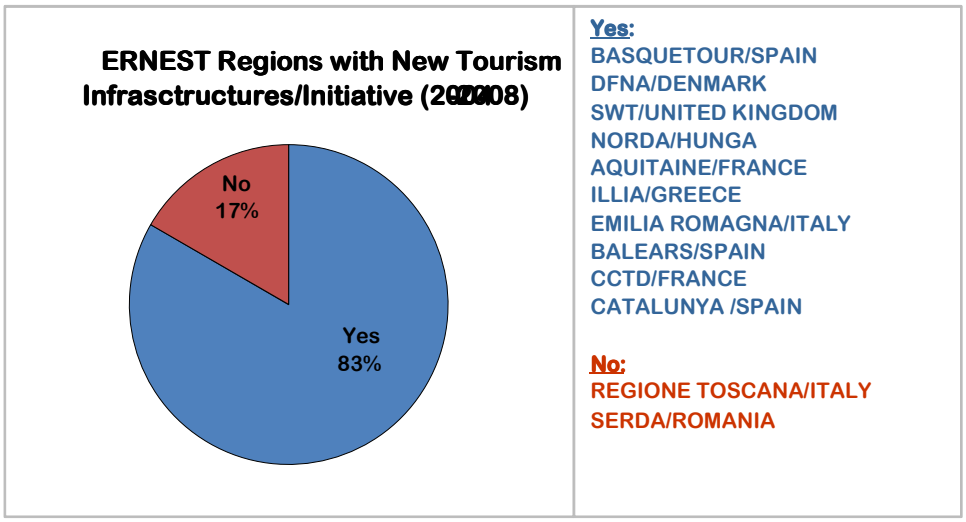
ERNEST Region	Tourism Budget (MM)
CATALUNYA/SPAIN	4.2
CCTD/FRANCE	1.3
BALEARS/SPAIN	74.7
EMILIA ROMAGNA/ITALY	36.0
ILIA/GREECE	1.0
AQUITAINE/FRANCE	17.0
NORDA/HUNGARY	72.7
SWT/UNITED KINGDOM	N/A
DFNA/DENMARK	20.0
SERDA/ROMANIA	N/A
REGIONE TOSCANA/ITALY	106.0
BASQUETOUR/SPAIN	24.6

*All budgets are based on information provided by each regional partner and may not include other regional activities.

B. Human Resources



C. New Infrastructures/Initiatives Based on Research as an outcome of new regional policy



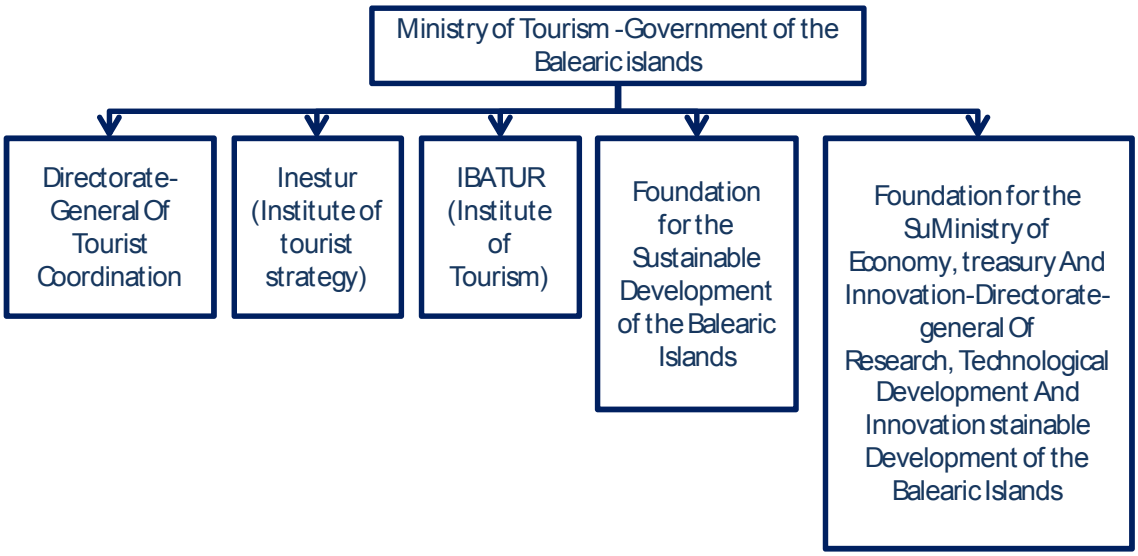
D. Structure of Tourism Management

CATALUNYA/SPAIN

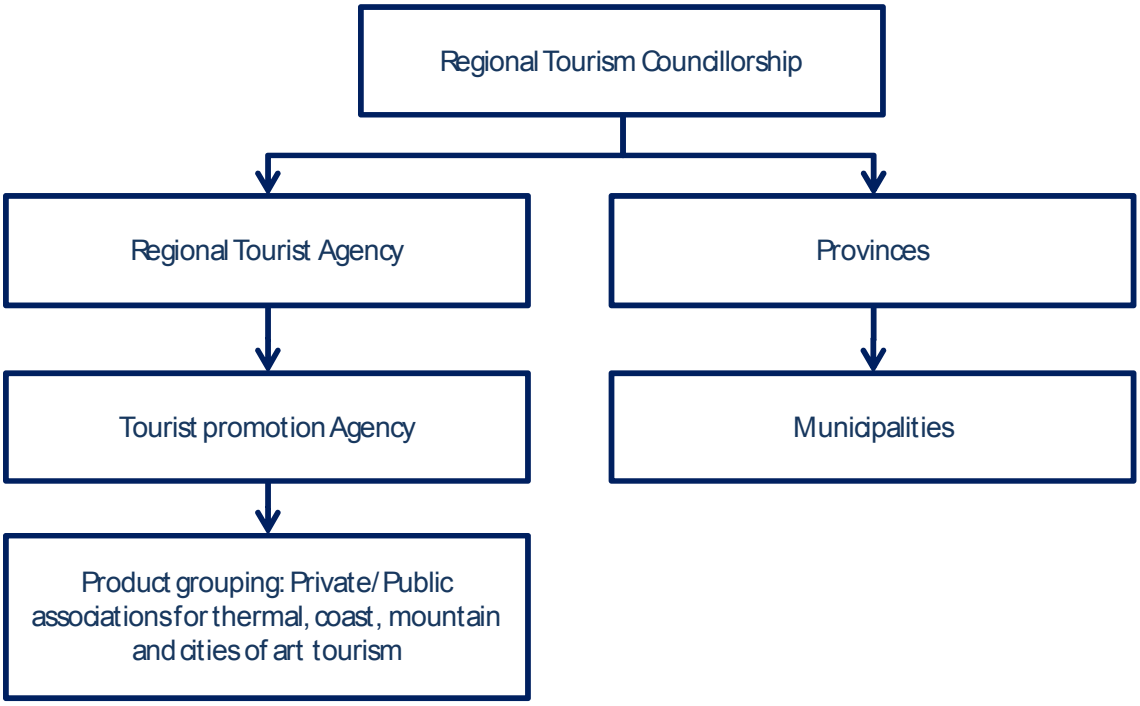
CCTD/FRANCE

Not available.

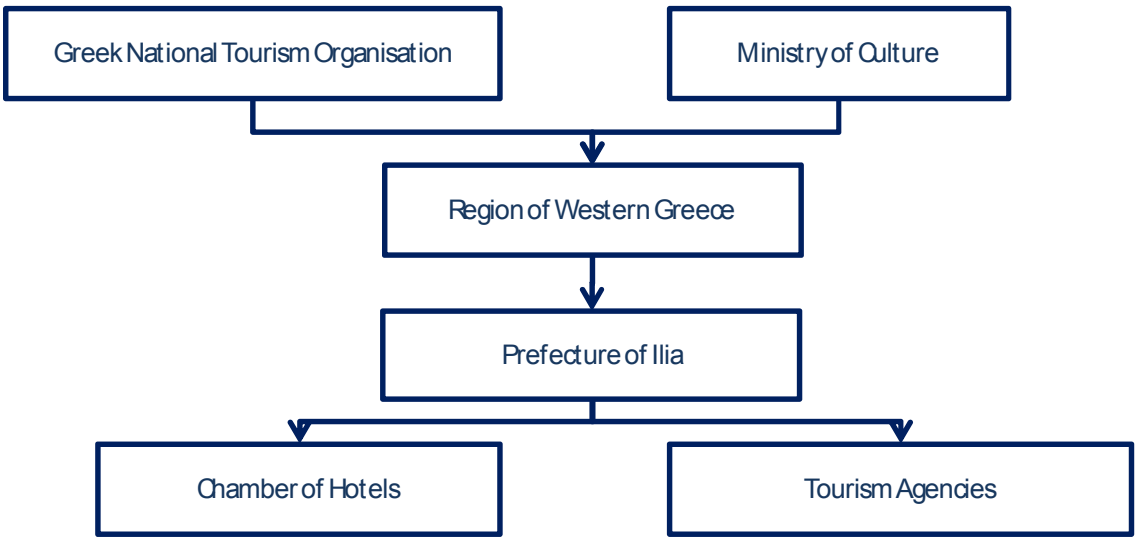
BALEARS/SPAIN



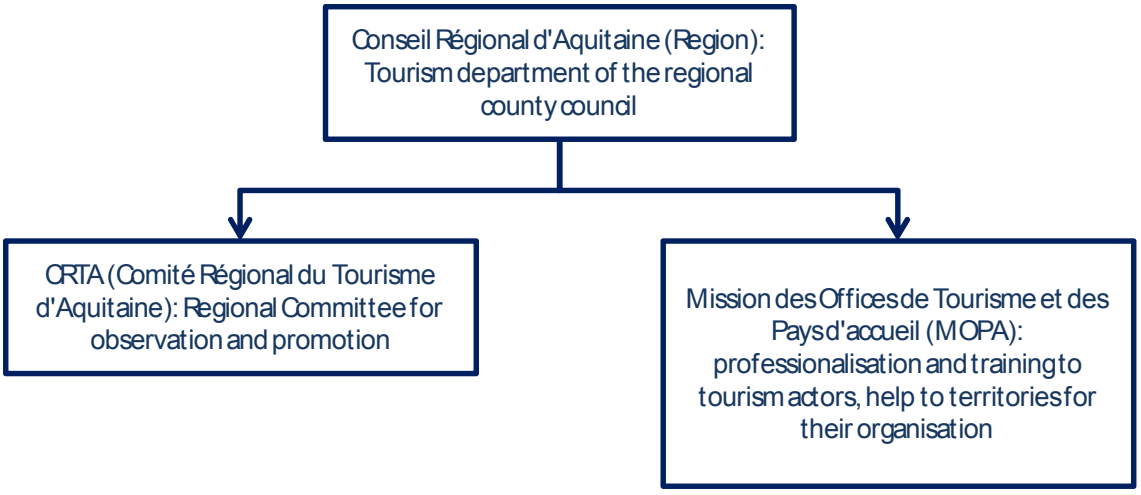
EMILIA ROMAGNA/ITALY



ILIA/GREECE



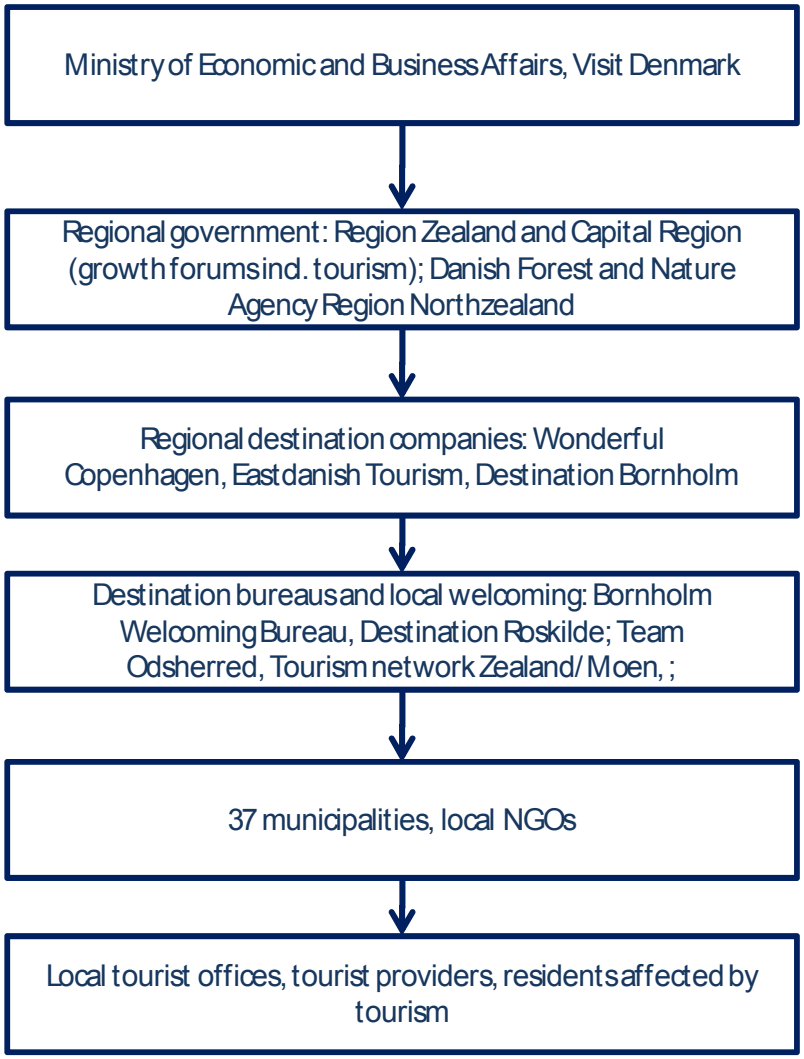
AQUITAINE/FRANCE



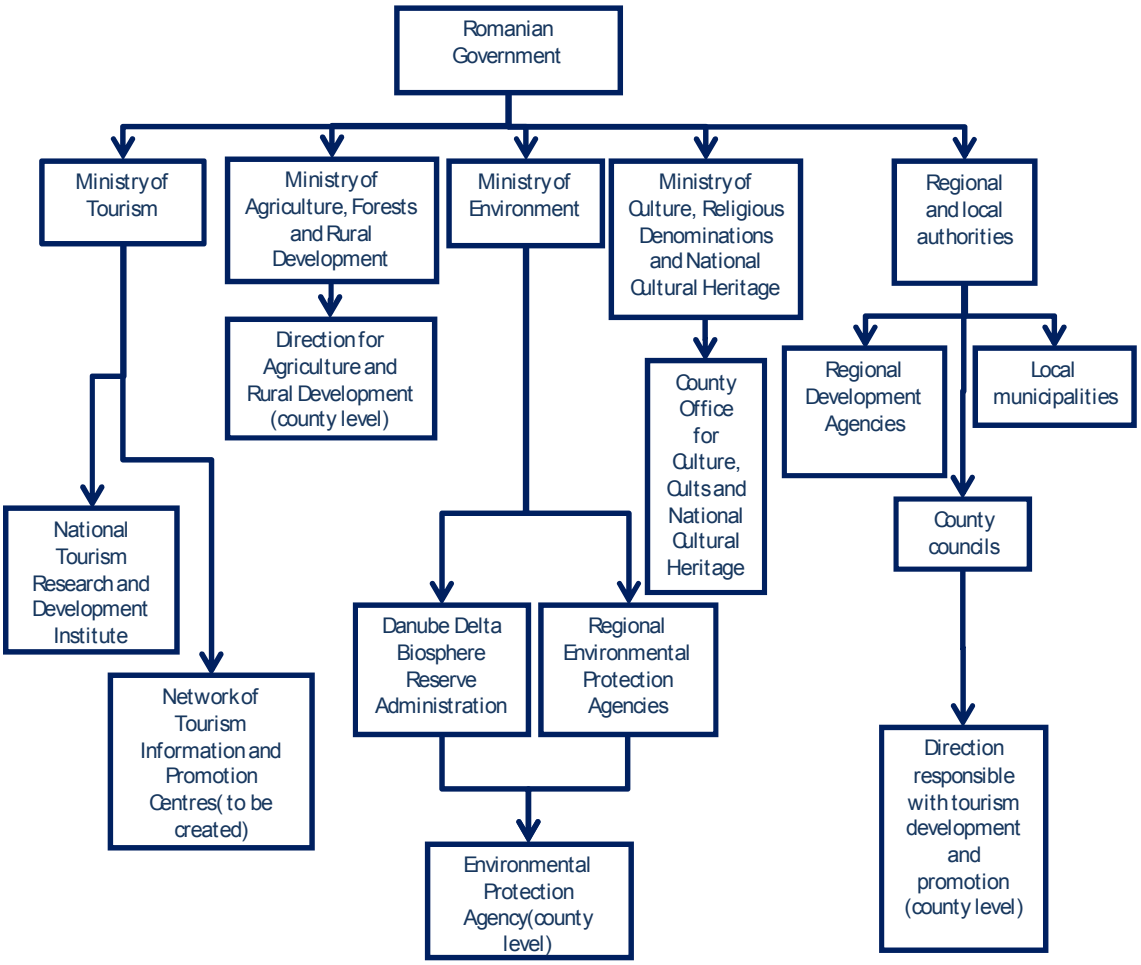
NORDA/HUNGARY

SWT/UNITED KINGDOM

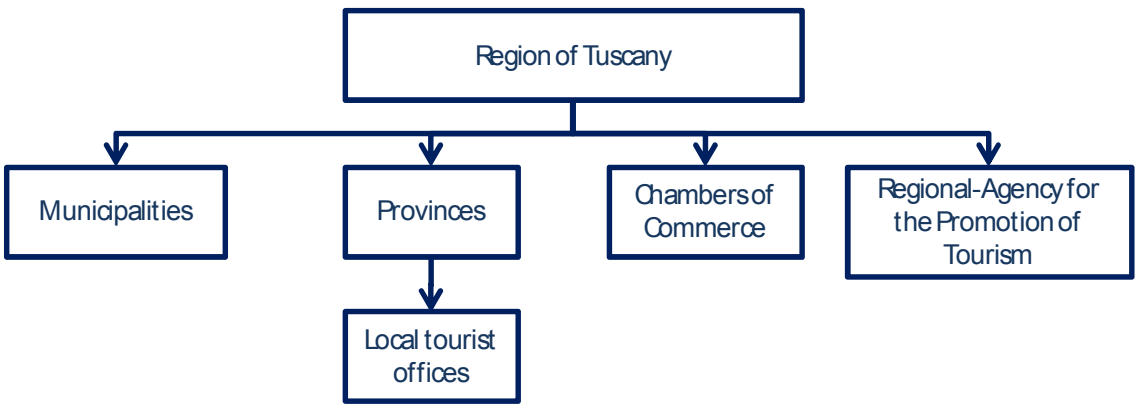
DFNA/DENMARK



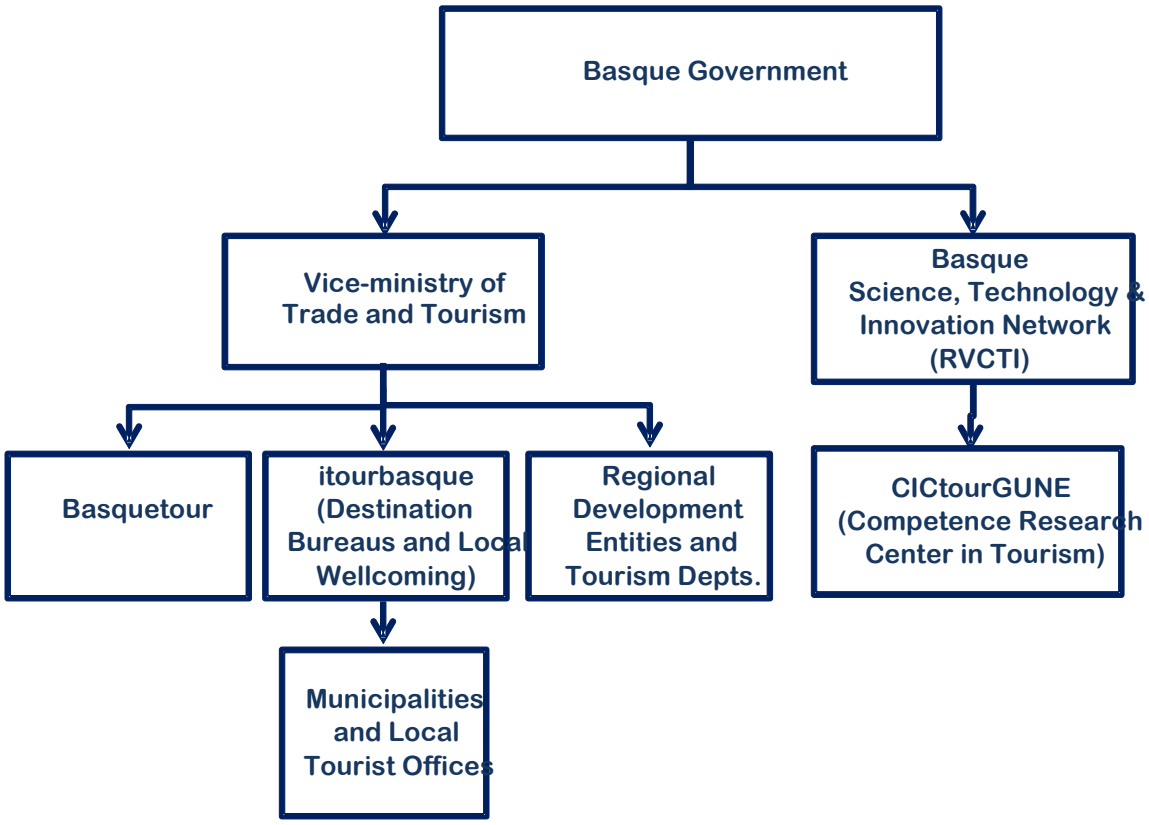
SERDA/ROMANIA



REGIONE TOSCANA/ ITALY



BASQUETOUR/SPAIN



A. Travel and Tourism Measurement

Region	Tourism Flows		Tourism Accommodation Facilities	
	# of Tourist Arrivals (annually) (MM)	# of Overnight Stays (annual) (MM)	# of Beds (in hotels)	# of Beds (non-hotels)
CATALUNYA/SPAIN	27.3	164.3	270,832	349,810
CCTD/FRANCE	37.0	224.0	69,339	26,8800
BALEARS/SPAIN	13.1	116.4	322,670	100,528
EMILIA ROMAGNA/ITALY	8.7	38.2	288,563	132,027
ILIA/GREECE	0.3	0.73	7,489	4,102
AQUITAINE/FRANCE	N/A	88.0	60,000	622,000
NORDA/HUNGARY	4.1	2.3	14,699	24,941
SWT/UNITED KINGDOM	22.5	98.3	164,615	201,165
DFNA/DENMARK	N/A	13.6	32,105	250,000
SERDA/ROMANIA	1.2	N/A	N/A	N/A
REGIONE TOSCANA/ ITALY	11.0	42.0	184,817	301,534
BASQUETOUR/SPAIN	2.1	4.1	24,254	4,814

B. Economic Impacts (represented in Economic Impacts Assessment (EIA)

Region	Travel & Tourism Measurement								
	Tourism flows	Use EIA Approach	Prior interest in Measurement	EIA Approach					
				Tourism activity (# of visits)	Spending	Multipliers	TSA model used	Turnover	Employment & GVA estimates
CATALUNYA/SPAIN	Yes	Yes	Yes	X	X	X	X	X	X
CCTD/FRANCE	Yes	Yes		X	X				
BALEARS/SPAIN	Yes	Yes	Yes	X	X	X		X	X
EMILIA ROMAGNA/ITALY	Yes	Yes	Yes	X	X				
ILIA/GREECE	Yes	No	Yes						
AQUITAINE/FRANCE	Yes	No	Yes						
NORDA/HUNGARY	Yes	No	Yes						
SWT/UNITED KINGDOM	Yes	Yes		X	X	X		X	X
DFNA/DENMARK	Yes	Yes		X	X		X		
SERDA/ROMANIA	No	No	Yes						
REGIONE TOSCANA/ITALY	Yes	Yes	Yes	X					X
BASQUETOUR/SPAIN	Yes	Yes	Yes	X	X	X			

C. Social Impacts (represented in Social Impacts Assessment (SIA)

Region	Travel & Tourism Measurement						
	Use SIA Approach	SIA Approach					
		Development of community profile	Conduct focused consultation interviews	Conduct random and/or planned interviews	Conduct random and/or planned interviews	Others	
CATALUNYA/SPAIN	Yes, in EIA					Tourism Satellite Acct.	
CCTD/FRANCE	Yes, in EIA	X					
BALEARS/SPAIN	Yes	Yes	X	X	X		
EMILIA ROMAGNA/ITALY	Yes		X				
ILIA/GREECE	No	X	X				
AQUITAINE/FRANCE	No						
NORDA/HUNGARY	No						
SWT/UNITED KINGDOM	Yes			X	X		
DFNA/DENMARK	No						
SERDA/ROMANIA	No						
REGIONE TOSCANA/ITALY	Yes, in EIA			X	X		
BASQUETOUR/SPAIN	Yes, in EIA			X	X		

D. Environmental Impacts (represented in Environmental Auditing (EA)

	Travel & Tourism Measurement											
Region	Use EA Approach	Prior interest in Measurement	EA Data Collection Areas									
			Air & Water Pollution	Waste Management	Raw Materials and Natural Resources	Urban Planning	Visual Impacts	Noise Pollution	Energy Management	Emergency impacts	Internal Audits	Congestion	Measuring CO2 levels
CATALUNYA/ SPAIN	No	Yes	X	X	X								X
CCTD/ FRANCE	Yes, in EIA	Yes	X	X	X	X	X	X	X				
BALEARS/ SPAIN	Yes	Yes	X	X	X	X	X	X	X	X			X
EMILIA ROMAGNA/ ITALY	Yes		X	X	X	X		X		X			
ILIA/ GREECE	No	Yes											
AQUITAINE/ FRANCE	No	Yes											
NORDA/ HUNGARY	Yes, in National assessment		X	X	X	X			X				
SWT/ UNITED KINGDOM	Yes		X	X	X		X	X	X	X	X	X	X
DFNA/ DENMARK	No	Yes											
SERDA/ ROMANIA	No	Yes											
REGIONE TOSCANA/ ITALY	Yes, in EIA		X	X	X	X	X	X	X	X			X
BASQUETOUR/ SPAIN	Yes, in National assessment		X	X	X	X	X	X	X	X			

2.3 Survey Section III: Sustainable Tourism Programmes (Regional)

A. Catalunya/Spain

Programme 1 - Pladetur - Tourism Development Plan

Description

The sub-programme main objective is to develop the territorial surroundings of the area thanks to its resources.

Best Practice Scenarios

Pladetur, launched in 2007, provides many sub-programmes to local administration and private industry in order to enhance the destination competitiveness and to stimulate private investments on tourism enterprises. Pladetur includes the creation and restoration of tourism accommodations; new supply of complementary activities, a specific sub-program to increase the technological tools to improve the performance of businesses, and programmes to invest for structuring local destinations and new products development.

Lessons Learned

The importance to stimulate private funding for new tourism activities. The importance of previous territorial planning in order to guide the private and local investments on tourism sector.

Obstacles & Proposed Solutions

Obstacle 1 –the constraints of the public administration bureaucracy processes.
Solution used to overcome these obstacles – rethinking public calls, optimizing timings and simplification processes.
Obstacles exists today – Yes

Diffusion of Knowledge (communicate of results, product, patent, policy etc.)

Not yet (still working in the database series from last 3 years)

Programme - Non-specific - General

Additional Information (I) – Strategic Tourism Plan (2005-2010)

Best Practice Scenarios

Tourism Strategic Plan 2005-2010 has been a real master plan for public administration and private stakeholders and industry to set up the main tourism policies in the last five years. After more than two decades without long term planning on tourism activity, a family of strategic documents (10 programmes and 48 actions lines) in collaboration with private industry were made to guide the catalan tourism policies for the forthcoming future.

Lessons Learned

The transversal nature of tourism activity. The importance of Knowledge and tourism research. The necessary territorial consensus and public and private consensus. The importance to link the policies of new touristic products creation with the new marketing and consumer trends. The importance to add value to traditional sun and beach destinations. The importance of sustainability in the triple dimension of economic-social, cultural & identity and environmental approach.

Obstacles & Proposed Solutions

Obstacle 1 – The difficulties of understanding transversal nature of tourism by the own Government. The lack of regional funding from the Spanish state. The difficulties of territorial and destination brands coordination from counties and municipalities.

Solution used to overcome these obstacles – Pedagogy and communication.
The creation of new department of tourism planning into the Directorate General of Tourism.

Obstacles exists today – Yes

Diffusion of Knowledge (communicate of results, product, patent, policy etc.)

Communication plan derived from the Strategic Plan based on presentations to Government Ministries, territorial tourism consortiums, industries, municipalities, etc.

Programme - Non-specific - General

Additional Information (II) – Destination Plans

A basic tool for structuring territorial destinations is the Competitiveness Plans or Destination Plans. Currently they are six simultaneous plans in Catalunya: Ebre Lands; Industrial tourism network, Land of earls (Central region of Catalunya), Catalonia visitor centres – CAT Network, Tarraco Plan, Montseny-Guilleries Plan.

These Destination plans have, on average, 4 million euro budget each one during four years, and they include the main investments on enhance tangible and intangible heritage, promotion and to improve the accessibility of destinations.

B. CCTD/France

Programme 1 - Schéma Régional de Développement Touristique de région PACA

Description

The program defines the main strategies for tourism in PACA region. Provides the description and analyse of the local market, focusing on the sustainable development of the tourism offer in the long term.

Best Practice Scenarios

Educational projects for tourism professionals;

Projects for sustainable tourism, projects to encourage local travellers;

Working on image of the region, encourage the networking of the tourism actors;

Environmental Responsibility - the collective actions of professionalization, internal audits and environmental diagnoses, - the realization of an eco-guide on the Environmental Responsibility to the people working in the tourist industry - The meetings between the professionals of tourism and the environment such as the Ecotourism - lounge of eco products and environmental solutions for the hotel business, campsites and catering - the innovative initiatives through the Regional Prize for tourism innovation - conservation of tourism reception facilities and social policy ;

Social Responsibility - actions for the professionalization and help provided in human resources management, in favour of seasonal workers - raising the awareness of tourist clients to the environmental protection with the campaign "eco gestures mediterranee" - the deseasonalisation is a complex theme which the region wants to find solutions - support for the mobility and transport provided by the regional authorities

Obstacles & Proposed Solutions

Obstacle 1 – difficulties in convincing the regional tourism professional to the sustainable development, because of the lack of means, lack of interests, lack of market identification

Obstacle 2 – problem to qualify local tourist companies (apart from accommodation), problems in developing the ways to measure the local tourism companies performance in terms of sustainability.
Solution used to overcome these obstacles – develop more communication towards the final consumers, in order to impact on the demand which will influence the offer
Obstacles exists today – Yes

Diffusion of Knowledge (communicate of results, product, patent, policy etc.)

None currently in place.

Programme 2 - CCTD

Description

No information available.

Best Practice Scenarios

Evaluation for sustainable tourism projects, e- learning meetings in Greoux-les-Bains (capitalisation of experiences around sustainable tourism).

Lessons Learned

The importance of working in cooperation with local stakeholders concerning challenges of sustainable tourism to spread a shared culture of assessment and development.

Obstacles & Proposed Solutions

Obstacle 1 –Lack of comprehension of the economic and social importance of sustainable development
Solution used to overcome these obstacles – Sensitization of the concerned publics through different means of
Communication (i.e. media, seminars, educational actions)
Obstacles exists today – Yes (view and understanding of this issue is already improving)

Diffusion of Knowledge (communicate of results, product, patent, policy etc.)
None currently in place.

C. Baleares/Spain

Programme - Non-specific - General

Additional Information - A System of Indicators for Integrated Coastal Zone Management (ICZM) in the Balearic Islands

Best Practice Scenario

ICZM seeks to develop an integrated model for sustainable development that is based on finding points of convergence among governance, economic needs, quality of life and preservation of natural resources. In theory, it is an effective tool for advancing towards sustainability in the coastal zone, ensuring equitable use of coastal resources (natural, socio-economic, and cultural) and integration among the different administrative and societal sectors. In a mature island tourism destination such as the Balearic Islands, the achievement of sustainable tourism and ICZM are inextricably linked. Indicators and, where necessary, associated monitoring systems, should help with scientific and political decision-making related to achieving ICZM and sustainability objectives and serve the more general task of communicating related information to society. In order to address this need for indicators, the Mediterranean Institute of Advanced Studies (IMEDEA (CSIC-UIB)) and the Economic and Social Council of the Balearic Islands (CES) have worked together, from November 2006 – December 2007, to develop a proposal and

implementation plan for a —System of Indicators for Integrated Coastal Zone Management in the Balearic Islands. This work forms part of the activities of IMEDEA's (CSIC-UIB) Integrated Coastal Zone Management Unit (UGIZC), created in 2005 with the collaboration and support of the Government of the Balearic Islands. This initiative is being continued, since 2009, by the new Balearic Islands Coastal Observing and Forecasting System, OceanBit.

Obstacles & Proposed Solutions

ICZM and associated indicators have been largely ineffective in promoting sustainable development in Europe. One of the main reasons for this is inadequate communication between scientists and decision-makers and the associated frequent failure of science to produce information that is practical for decision-makers. A participatory approach (i.e. communication among scientists; indicator —developers, and decision-makers and stakeholders; indicator —users) is necessary for balancing the needs of science and decision-makers. However, the participatory approach in itself can be challenging from logistic and political perspectives and may also require a compromise. It may not always be realistic to involve the opinions of all stakeholders or decision-makers in the process of indicator selection from start to finish.
Economic and Social Councils may be described as organizations of participatory democracy. Essentially, they are made up of employees' organizations, trade unions and other representatives of public interests, and they represent the opinion and the needs of civil society and relate these opinions to government though the generation of official opinion papers (Dictamen) and advice. The collaboration between the CES and IMEDEA (CSIC-UIB), an academic research institute, represents a partnership that represents science and society using a minimal number of agencies, hence minimizing many of the complications that can be associated with participatory processes. The system of indicators was developed through a participative process which included the definition of sustainability objectives for the island, a review of international initiatives related to indicators and ICZM (wherever possible, pre-established indicators were used), a series of technical meetings, a viability analysis and a DELPHI study with members of the different working commissions of the CES.

Diffusion of Knowledge

In addition to dissemination to the scientific community through a journal article (in final review, Marine Policy Journal) and at three international conferences, the indicators proposal was formally adopted by the CES as Dictamen 05/2007 (Official Mandate 05/2007) and has been published in book format (available online at: http://ces.caib.es/). The Dictamen was officially presented to the Government of the Balearic Islands in December 2008 and has been adopted by the Balearic Institute of Statistics, who are currently conducting a pilot study on the island of Menorca to test the system.

Lessons Learned

The project reflects a series of necessary compromises by seeking not only to generate a system of indicators that is scientifically viable and comparable internationally yet relevant to the local scale; but also to ensure its implementation. The initiative represents an important example of communication and utilization of science for policy.

D. Emilia Romagna/Italy

No information available.

E. Ilia/Greece

No information available.

F. Aquitaine/France

Programme 1 - Environmental Conditions for Regional Grants in Tourism Sector

Description

Aquitaine Region instituted a new policy to give grants based on environmental criteria.

Best Practice Scenarios

High Environmental Quality approach for investments; the sensitization towards project owners is very difficult to make by the region.

Obstacles & Proposed Solutions

Obstacle – The diversity of possible investments and criteria applicable.
Solution used to overcome these obstacles – N/provided
Obstacles exists today – Yes

Diffusion of Knowledge (communicate of results, product, patent, policy etc.)

Information distributed to interregional administration and research centres.

Programme 2 - Water Management Project for sanitation system in campsites

Description

Innovative research program about plantation of reeds help environmental protection in campsites. This reed system is individual vs. collective.

Best Practice Scenarios

Innovation methods for protecting the environment in sanitation campsites systems.

Obstacles & Proposed Solutions

Obstacle – The implementation of a new sanitation system.
Solution used to overcome these obstacles – N/provided
Obstacles exists today – Yes

Diffusion of Knowledge (communicate of results, product, patent, policy etc.)

None currently in place.

Programme 3 - ECOCAMPS: Life Environment Project (2004-2007 – not included in regional chart)

Description

Eco-design and Eco-conception in campsites is a Life Environment project (2000-2006), developed by Aquitaine Region between 2004 and 2007. The Ecocamps project aims to enhance economical development in a major sector for the region; tourism, with the constant objective of taking into account its related impact on the environment

Best Practice Scenarios

High Environmental Quality approach; Eco-design and Eco-management for campsites; Environmental Engineering applied to one project is very difficult to manage and the evolution of technologies is rapid and complicated to monitor and control during the development of one project.

Obstacles & Proposed Solutions

Obstacle – Secret Industry
Solution used to overcome these obstacles – N/provided

Obstacles exists today – Yes

Diffusion of Knowledge (communicate of results, product, patent, policy etc.)

Website (http://ecocamps.aquitaine.fr), European conferences, Standard Guidelines, practical tools.

G. NORDA/Hungary

No information available.

H. SWT/UK

Programme - Non-specific - General

Additional Information

The SW regional tourism strategy is the main policy document. Extensive research was carried out across a range of issues (the nature of tourism, community attitudes to tourism, views of tourism businesses, visitor surveys) to help prepare this strategy. The strategy, however, is more of a vision document that sets out broad priorities and approaches rather than setting out detailed plans or policies. One of the 3 strategic aims is sustainability and SWT has a detailed Sustainability Delivery Plan which sets out our actions and approach.

There are many sustainability initiatives implemented across the South West, below are some key projects and initiatives that have been delivered and/or are in development. They aim to demonstrate an historical legacy and leadership in the delivery of sustainability over a considerable period of time:

REGIONAL LEVEL PROJECTS/INITIATIVES

- Structural Fund Delivery: 2001 - 2013: Between 2001 and 2006 the South West Region was heralded as a leader in the integration of sustainable development into regional Structural Fund Programmes. These aspirations are to be built on in the regions Competiveness and Convergence Programmes between 2007 and 2013. The region took the lead in Greening Regional Development Projects (GRDP) Partnership.

- Economic Development and Sustainability 2012: The regions Economic Development Agency, the South West Regional Development Agency (South West RDA) has a corporate plan commitment to deliver its economic development projects through a net zero carbon portfolio by 2012.

- Cultural Olympiad
  Working to achieve a sustainable, magical, vibrant and inspiring programme of events and activities as part of the Cultural Olympiad, celebrating the uniqueness of the region and unlocking creative potential as a legacy that will last beyond the 2012 Games.

- REAP Tourism (2009)
  A bespoke ecological and carbon footprinting software tool developed by South West Tourism in partnership with the Stockholm Environment Institute. This tool has been developed to look at the environmental consequences and impact associated with visitor and tourism activities to inform work towards the regions aim to '*meet the needs of the visitor, industry and community within environmental limits'*. The tool can help with scenario planning, policy development, decision making and prioritising action across the region.

- Sustainable Tourism Dummies Guide (2008)
  South West Tourism in collaboration with other partners produced the first ever 'Guide to Sustainable Tourism for Dummies, part of the Dummies series of easy-to-use guidance books from publishers Wiley. This guide to taking 'Green Actions' is available FREE to all tourism businesses and should provide a useful starting point to help businesses to start 'doing their bit' and making profits at the same time.

- Action of the Year
  Action of the year is a scheme to provide information, supporting resources, introductory advice, signposting and discounts to tourism businesses to help them 'go green'. It is estimated that around 1000 SW businesses have taken part in this initiative aimed to provide an easy starting point to sustainability.

- EnVision
  The South West RDA has invested £456,766 into EnVision, a business mentoring project designed to help more than 500 businesses across South West England by providing tailored high quality environmental support services. EnVision aims to increase business productivity and competitiveness by helping small and medium-sized companies in Objective 1 and 2 areas tackle resource efficiencies to save money and increase sales by becoming more environmentally friendly.

- Future Footprints
  Future Footprints is the SW visitor campaign for sustainable tourism promoting 3 key campaign messages: 'buy local, try local'; 'explore what's on your doorstep'; and 'look for tourism that cares'. It supports and advises both visitors and the tourism industry to help 'keep the South West special'. Businesses are provided with downloadable resources which can be customised for an individual business promoting the simple steps visitors can take which add to their holiday experience and make a positive difference to the region.

- SW Regional Greener Events Guide
  A short and practical guide produced by the Government Office South West to reduce the environmental impacts of events, conferences and seminars. Over 3,000 UK events have used this guide to help reduce environmental impacts.

- Taste of the West
  Established in 1991, Taste of the West is the SW regional food group whose role is to assist the development of small and medium sized food and drink companies who produce and market products that have a South West regional provenance - from Gloucestershire and Somerset through to Wiltshire, Dorset, Devon and Cornwall. Taste of the West works with producers, processors, retailers and caterers plus associated businesses, aiming to expand their markets and improve their professionalism and competitiveness. It offers small to medium enterprises a range of trade development, business competitiveness and consumer awareness services.

- Green Tourism Business Scheme (promoted actively across the SW)
  GTBS is the national sustainable tourism certification scheme for the UK. Originally developed in partnership with Visit Scotland, it is now the only certification scheme validated by Visit Britain, through the International Centre for Responsible Tourism (ICRT). In the South West there are over 500 accredited businesses surpassing any other UK region.

H. SWT/UK continued

- SWTFeel Good Website
  The SWT visitor website has a whole section called 'feel good' where visitors or those seeking venues can list and identify all tourism businesses which have green accreditation (GTBS) in the region.

- Regional Tourism Awards – Sustainable Tourism Category
  SWT runs annual awards for the tourism industry which includes a specific category on Sustainable Tourism to recognise best practice and leaders in this area. Sustainability criteria are also to be embedded into all of the other award categories from 2009.

- SW Climate Change Impacts Partnership (SWCCIP) – Tourism Sector Group
  SWCCIP is an independent regional partnership (1 of 12 nationally), which has a focus on climate change impacts and adaptation. The SWCCIP has 7 priority sector groups that plan projects and this includes a sector group on tourism. The aim of the Tourism Sector Group is to 'identify, develop and promote opportunities for tourism in the region to become resilient to the impacts of climate change'. The group is cross-sectorial and comprises 15 members. It meets quarterly, has a budget, is chaired by SWT and has a detailed annual action plan responding to 6 objectives.

- Climate Change Adaptation Checklist for Tourism Businesses (2007)
  This adaptation leaflet for tourism organisations and businesses was produced to raise awareness amongst the tourism industry of the likely impacts and challenges of projected climate change and identifies some ways to respond. The leaflet has been distributed widely across the South West and can be downloaded at:
- www.oursouthwest.com/climate/registry/tourism-leaflet-2007.pdf

- Climate Change Adaptation DVD for Tourism Businesses (2009)
  This Adaptation training and awareness DVD for Tourism Businesses has been developed to provide tourism business case studies to illustrate how businesses have positively adapted to climate change across the South West.

- Shifting Shores (2008)
  National Trust research and strategy for living with a changing coastline and the impacts that climate change (through sea level rise, coastal flooding and increased erosion) is predicted to have on the coast and the National Trusts tourism properties and visitorsover the next century. http://www.nationaltrust.org.uk/main/w-global/w-news/w-latest_news/w-news-shifting-shores-report/

- Flooding: minimising the risk – The Environment Agency has produced a pack which gives practical advice on minimising the impact of flooding for tourism businesses and keeping visitors safe in the event of a flood.

DESTINATION LEVEL PROJECTS/INITIATIVES

- Plymouth City Council Major Transport Scheme 2006: The development of a Park and Ride, with sustainably constructed passenger waiting facility, with Real Time Information, Euro 5 buses, and sustainable urban drainage across the car parking facility.

- Bristol City 2009: has been short-listed for the prestigious European Green Capital Award (similar to the Capital of Culture concept). 8 cities out of 35 have been selected and they will choose 2 cities, one for 2010 and one for 2011!

- CoaST Project Network – Cornwall
  Network of tourism businesses in Cornwall working to progress sustainability. Engaging everyone (from cake-makers to photographers, campsites to recycling collectors, community groups, hotels, colleges, universities, beach cafes, designers and beer brewers) to ensure tourism delivers social, economic and environmental benefit for all, as well as a fantastic holiday for visitors.

- Delabole Wind Farm (1991), Cornwall commenced operations - the first commercial wind farm in the UK.

- Compact Power's Advanced Thermal Process for the recycling and recovery of energy from waste using pyrolysis at Avonmouth went on line (2001). This demonstrator plant, a UK first, has proven the commercial efficacy of the technology to gain the confidence of the public and environmental bodies.

- The Holsworthy Biogas plant in North Devon became the first large scale operational anaerobic digestion plant in the UK (2003). It converts animal and food waste into renewable electricity for the National Grid as well as producing bio fertiliser. The plant is capable of generating 2.2 megawatts of electricity per hour which is sufficient to maintain 1,000 households.

- The Tidal Stream Turbine 'Seaflow' was successfully installed off the coast of Lynmouth, Devon (2003). This single rotor 300 kW device was a world first and a test bed for further tidal turbines.

- The UK's first grain bio-ethanol plant at Henstridge (2006), Somerset received planning permission from South Somerset District Council. Wessex Grain's bio-refinery will produce bio-ethanol from grain for use as a clean vehicle fuel, along with two main co-products in the form of an animal feed and bottled carbon dioxide for use in industrial applications.

- Wave Hub will be a revolutionary renewable energy project ten miles off the Cornish coast. It aims to create the UK's first offshore facility for the demonstration and proving of the operation of arrays of wave energy generation devices. The Wave Hub will act as an offshore electrical "socket" connected to the national grid by an underwater cable. The Wave Hub development is helping the region lead the UK in this field.

- River Severn Tidal Barrage 2009: feasibility study into electrical power generation from one of the world highest tidal estuaries
- Cycling
  Bristol is a ‘demonstration City/Cycle City’ and Exeter was a demonstration city too. Bristol is also applying to be a ‘Green Capital’ city http://www.bristolpartnership.org/progress/activity/green-capital

- The Avon & Somerset Energy Management Group was formed and was the first to be established in the UK (June 1976) to promote good energy management practice in industry and commerce through information exchange, training and networking. Energy Management Groups in the South West became "Energy & Environmental Management Groups" during 1995/96 to reflect the wider interest and requirements of their members.

I. DFNA/Denmark

Additional Information

DFNA's new Tourism strategy does not have funding for specific projects at this time.
In general most analyses on the Tourism sector are conducted by VisitDenmark.
At this stage no specific 'projects' or funding has been defined and no procedure established.

J. SERDA/Romania

No information available.

K. Toscana/Italy

Programme 1- EVIMED (Life Balances in the Mediterranean)

Description

The project E.VI.MED is based on the adoption of common methodologies of sustainable management of touristic activity by accommodation providers and tourist destinations in Mediterranean Europe in order to strengthen one's own image and to promote the whole system of the local offer on the national and international market. Each partner of the project is therefore urged to locate pilot areas where techniques of sustainable tourism management are being tested.

Best Practice Scenarios

Creation of regional observatories on sustainable tourism; activation of local forums connected by an internet platform; organization of training courses on sustainable tourism for functionaries; international technical workshops; constitution of the network E.VI.MED.

Obstacles & Proposed Solutions

Obstacle - Difficulties in collecting data updated from national and international sources. Different criteria for collecting data on regional and international levels further causing difficulties in analysis and comparison.
Solution used to overcome these obstacles - New tourism observatory
Obstacles exists today - Yes

Diffusion of Knowledge (communication of results, product, patent, policy etc. to the appropriate parties)

- Website
- Final conference
- Web site
- Workshop
- Operators catalogue with description of regions and subjects involved in E.VI.MED

Programme 2 - ROP Measure 1.3.C "Support to the environment & social certification of tourist enterprises"

Description

Regional Operative Program for the innovation and competitiveness of productive sectors and regional infrastructures. Measure 1.3.C supports the environmental and social certification of tourist enterprises.

Best Practice Scenarios

This measure is directly aimed to increase the number of tourist enterprises in Tuscany which start an active process towards obtaining the environmental and social certifications (ISO 14000, EMAS, Ecolabel, SA8000, safety on the work places)

Obstacles & Proposed Solutions

Obstacle - There still is a diffused lack of awareness of environmental issues by the enterprises. Another obstacle is represented by the difficulty do get reliable data on environmental impact of tourist activities.

Solution used to overcome these obstacles - In order to be more effective, the measure has to be completed with accompanying measures with the aim to increase knowledge and awareness (information, dissemination, promotion, education).
Obstacles exists today - Yes

Diffusion of Knowledge (communication of results, product, patent, policy etc. to the appropriate parties)

Annual reports disseminated by means of seminars and workshops

Additional Information

Other ROP measures are not directly aimed to funding environmental or social certifications, but give priorities in acceding to the funding to enterprises which have already obtained the environmental and social certifications.

Programme 3 - ROP Measure 1.3.E - "Support to innovation of tourist enterprises"

Description

The Regional Operative Program for innovation and competitiveness of productive sectors and regional infrastructures. The Measure 1.3E supports innovation of tourist enterprises.

Best Practice Scenarios

Development and Innovation that will be disseminated at the regional level; Measures to reduce the environmental impact of tourist activities.

Obstacles & Proposed Solutions

Obstacle - SMEs lack of creativity; lack of knowledge transfer; difficulties in gathering data.
Solution used to overcome these obstacles - Improve awareness of tourist operators.
Obstacles exists today - Yes

Diffusion of Knowledge (communication of results, product, patent, policy etc. to the appropriate parties)

Annual reports disseminated via seminars and workshops.

Programme 4- Benvenuti in Toscana/Welcome to Tuscany

Description

Benvenuti in Toscana is a quality label which identifies the Tuscan tourist enterprises engaged in the development of a transparent and high-quality tourist offer, and in the improvement of welcoming standards.

Obstacles & Proposed Solutions

Obstacle – During the first period of the project lack of appropriate supervision has put at risk the credibility of the project.

Solution used to overcome these obstacles - Strengthening of supervision and inspections and identifying standard paths and objective quality measures.
Obstacles exists today - No

Diffusion of Knowledge (communication of results, product, patent, policy etc. to the appropriate parties)

- New Web-Site
- Training seminaries for trade unions and APTs (Tourism Agencies).
- Promotion

Programme 5 - Bandiere Arancioni/Orange Flags

Description

The project aims to protect landscape, and cultural and natural heritage of municipalities below 15.000 inhabitants. It also includes the protection of historical and artistic architectural structures enhancing the ethnological aspect. The WTO has recognised the project as a good practice of sustainable tourism.

Best Practice Scenarios

Improvement of quality of life, Protection of Environment and Habitat to improve the touristic offer of local destinations and; environmental qualification of inland municipalities.

Obstacles & Proposed Solutions

Obstacle - Difficulties in applying international and national environmental parameters.
Solution used to overcome these obstacles - Improvement plan for the protection of the environment.
Obstacles exists today - Yes

Diffusion of Knowledge (communicate of results, product, patent, policy etc.)

Dissemination of information about destinations receiving certification from touring club s, media, website etc.

Programme 6 - TURISTICO2/Carry Capacity of Pianosa Island

Description

The outcomes of TuristiCO2 project will estimate the number of tourists that Pianosa Island can support at " zero emission" The work will be carried out by submitting questionnaires and by interviews to the tourists arriving on Pianosa in order to assess the typology of their travels to the adjoining Elba Island from which visits Pianosa depart and calculate the corresponding greenhouse gases emission. In addition to them, the GHG emissions caused by boat transport and by tourist stay in Pianosa will also be calculated. The data will be compared with GHG assimilation of the island to assess its ability to compensate for tourism emissions.

Best Practice Scenarios

Carry capacity assessment.

Obstacle - The pilot project turistiCO2 will analyze the carbon foot-print of tourists visiting Pianosa and attempt to estimate the number of tourists Pianosa can bear at "zero emission". It will also produce a model of tourist carrying capacity.

Diffusion of Knowledge (communicate of results, product, patent, policy etc.)

Flyers and papers.

L. Basquetour/Spain

Programme - Non-specific - General

Best Practice Scenarios

In general the following benefits have been achieved so far by means of transnational or international activities: higher quality of results, faster exploitation, increased research capacity, opening of foreign markets.

Additional Information

There is an agreement with The Ministry of Industry (CDTI), by which SMEs from the Basque Country can be co-funded by both programmes (INNOTEK and CDTI`s programme) for category of European projects. There is a specific point in the agreement devoted to international R+D+I projects, funded by national and regional money, however, this is not the case with the ERNEST project, as Spain does not participate in the Consortium.

SECTION 3.0 CONLUSIONS

Based on the data collected and presented in Section s 2.0 and 3.0 a qualitative summary will be prepared and submitted as Deliverable 2.2 – “Interregional Comparison”, and may address the following points;

- Points in common and complementary between systems and programmes;
- New opportunities and gaps in research;
- Proposed solutions for existing problems , and;
- Potential areas for cooperation.