

ERNEST final conference - Florence, June 27th, 2012

THE GOOD PRACTICES IN SUSTAINABLE TOURISM



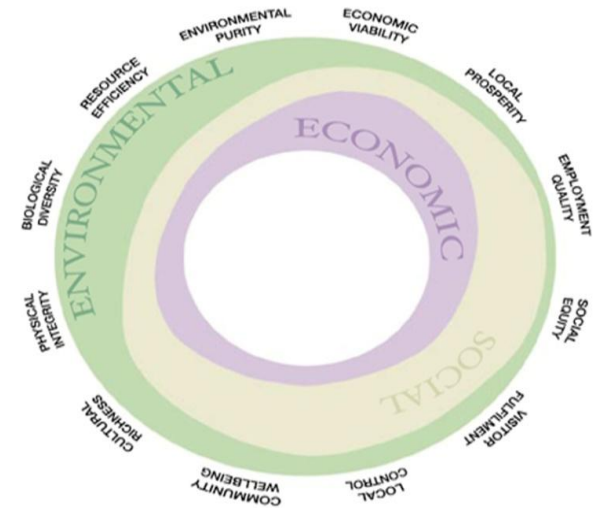
The CECTD : Experience, good practices and tools



Why good practices?

- Concept of sustainable tourism

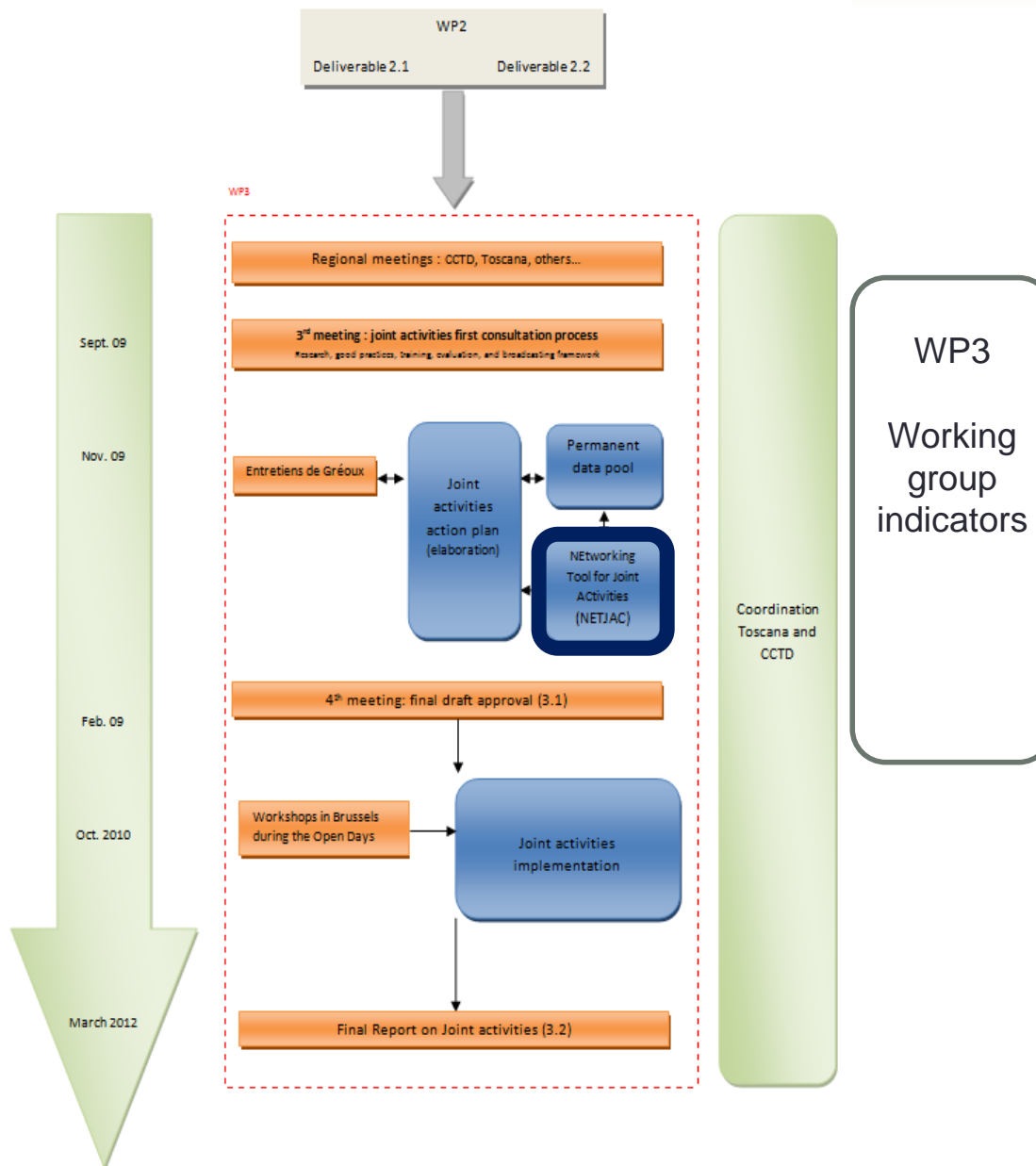
*"Creating the right balance between the welfare of tourists, the needs of the natural and cultural environment and the development and competitiveness of destinations and businesses",
Agenda for a Competitive and Sustainable tourism 2007COM(621).*



- Make it concrete through **public/private partnerships** and **Research and Development**
- The importance to **assess the good practices** and the research on available and **relevant indicators**
- To **raise awareness** of the stakeholders and partners on ERNEST project and the methodology of the good practices.

The good practices in sustainable tourism : the ERNEST approach

- The exchange of good practices is an ERNEST project objective that aims to **improve the cooperation in research and development** in Europe.
- The good practices allow both partners and territories to see what is done by their neighbours and allow them **to adapt and disseminate these good practices in their own territories**.
- This approach had to be enshrined online within the framework of ERA NET . It's in that context that the **Netjac tool** was created by the **CECTD**.
- **Within ERNEST, an evaluation system has been developed** with a common set of indicators.
- **So, the good practices have been divided into 3 categories and 6 clusters** according to the 12 principles of the WTO and the 10 themes of ERNEST.
- A **specific working group** has done concrete research on the indicators.



Netjac Networking Tool for Joint Activities

Search for a good practice research program both

SW England – REAP Tourism Footprinting

Good practice Published on: 14/12/2013

Since the quality of the environment has become one of the main attractive features of tourism destinations, both public authorities and companies, including accommodation and services, are increasingly integrating environmental aspects in their policies and management.

It is clear that environmental quality and protection of natural resources are necessary to maintain the competitive advantage of a destination. Environmental Management Systems (EMS) and certification schemes have therefore been approached and implemented by the tourism sector as well.

On the one hand, private operators are becoming more aware of sustainability, and an EMS and certification can endorse and communicate their commitment; on the other hand, certified Public Authorities in tourism destinations can play an important role in stimulating local tourist operators to adopt an Environmental Management System. Furthermore, controlling and reducing environmental impacts produced by hotels is a way to contribute to the sustainable development of the tourism sector.

Details:

- Name of partner: Conseil Régional d'Aquitaine
- Name of partner: Some Local Partner
- Foreign Partner: Some Foreign Partner
- Progress: planned
- Category of good practice: Destination
- Concerned territory: Denmark, Nordland, Svalbard, State Park
- ERANET theme:
 - Impact of transport
 - something else
- WTO objective:
 - Economical viability
 - something else

[video presentation](#)

[Project Summary](#)

Netjac

Networking Tool for Joint Activities

Netjac is a database consultation tool enabling both exchange of experiences or good practices and research programs in sustainable tourism.

ERNEST partners	Number of good practices	Name and score of the good practice + video support + linked with indicators
Tuscany	3	<ul style="list-style-type: none"> - Innovation of tourism enterprises - ROP Measure 1.3 E - Social and environmental certification of Tuscan tourist SMEs - ROP Measure 1.3 C - Tourist Destination Observatories (OTD) Tuscany sustainable and competitive (Indicators)
CCTD	12	<ul style="list-style-type: none"> - Le Couvent des minimes - Salagon Museum - Eco musée de l'Olivier - Bistrots de pays - "Maison des produits de Pays du Verdon" in Allemagne-en-Provence - Vélo loisir en Luberon - L'Occitane - Quinson museum (Virtual visit) - "Le Moulin du Château" hotel and the label "Hôtels au Naturel" - The European University of the Flavors & Fragrances - Les Entretiens de Gréoux - EqualTo : decision making tool rating the level of sustainability (Indicators)
Prefecture of Ilia	4	<ul style="list-style-type: none"> - Thermal Spa Tourism – Kalafa - Ancient Olympia - The Mercury Estate - Archaeological Museum of Olympia
SERDA	3GP+1RP	<ul style="list-style-type: none"> - FORTE: Occupational flexibility - a milestone for a European tourism - Tourism 365 days per year - Danube Delta Eco-tourism Centre (Youtube video) - ETECTUR : model for economic sectoral assessment of tourism in Romania (Indicators)

Netjac Networking Tool for Joint Activities

Search for a good practice research program both

Advanced search

Country: France

Region:

ERANET Theme:

WTO Objective: Economical viability

Keywords:

Search

Results

Research laboratory RIVAGE : IAE-Nice Sophia Antipolis

Partners name: CCTD

ERANET theme: Active conservation of distinctive identities of destinations

WTO objective: Economical viability

[Contact](#)

[Full View](#)

Advanced search : keywords for a good practice, a research program or both

The detailed result : name, theme, objective, and full description of the project

A way to contact the partner in order to share information

80 good practices collected

Some of the good practices available on Netjac :

- **“MAISON DES PRODUITS DE PAYS DU VERDON” IN MANE**
- Themes : Heritage and identities promotion
- The “maisons de produits de pays” (local products houses) are for local products makers privileged places for the sale of local food-processing and handcrafted products. This tool is a perfect example of what can result from the cooperation between tourism and quality local products, in terms of economical and territories identity opportunities. In a rustic landscape, between Allemagne-en-Provence and Riez, the “Maison de produits de Pays du Verdon” (Verdon local products house) opened in June 1999.



Name of partner :
CCTD

Progress: in progress

Indicator: no

Category of good practice:
Product

Concerned territory:
France, PACA, Allemagne en Provence

ERANET theme:

- Active conservation of cultural heritage
- Active conservation of distinctive identities of destinations

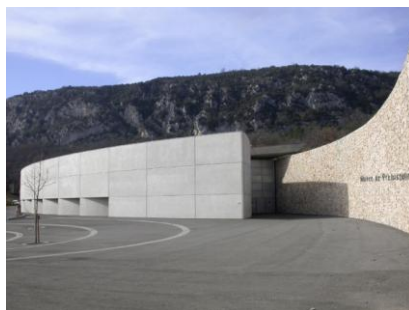
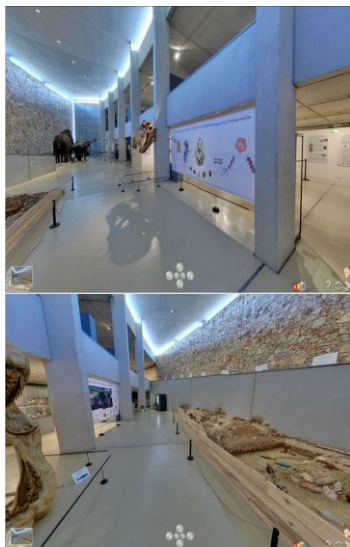
WTO objective:

- Biological diversity
- Economical viability
- Employment
- Local prosperity
- Physical integrity of sites and landscapes

• QUINSON MUSEUM

The museum of Prehistory, based in Quinson in Provence, is working for sustainability :

- architectural integration in a typical village from Provence (architect : Norman FOSTER)
- **virtual visits (study visit)**
- reconstruction of a Prehistorical village
- 19 thematic rooms
- archeological sites (cave), garden
- interactive consoles
- first French museum with ISO 9001 certification



Name of partner :
CCTD

Progress: in progress

Indicator: no

Category of good practice:
Culture

Concerned territory:
France, PACA

ERANET theme:

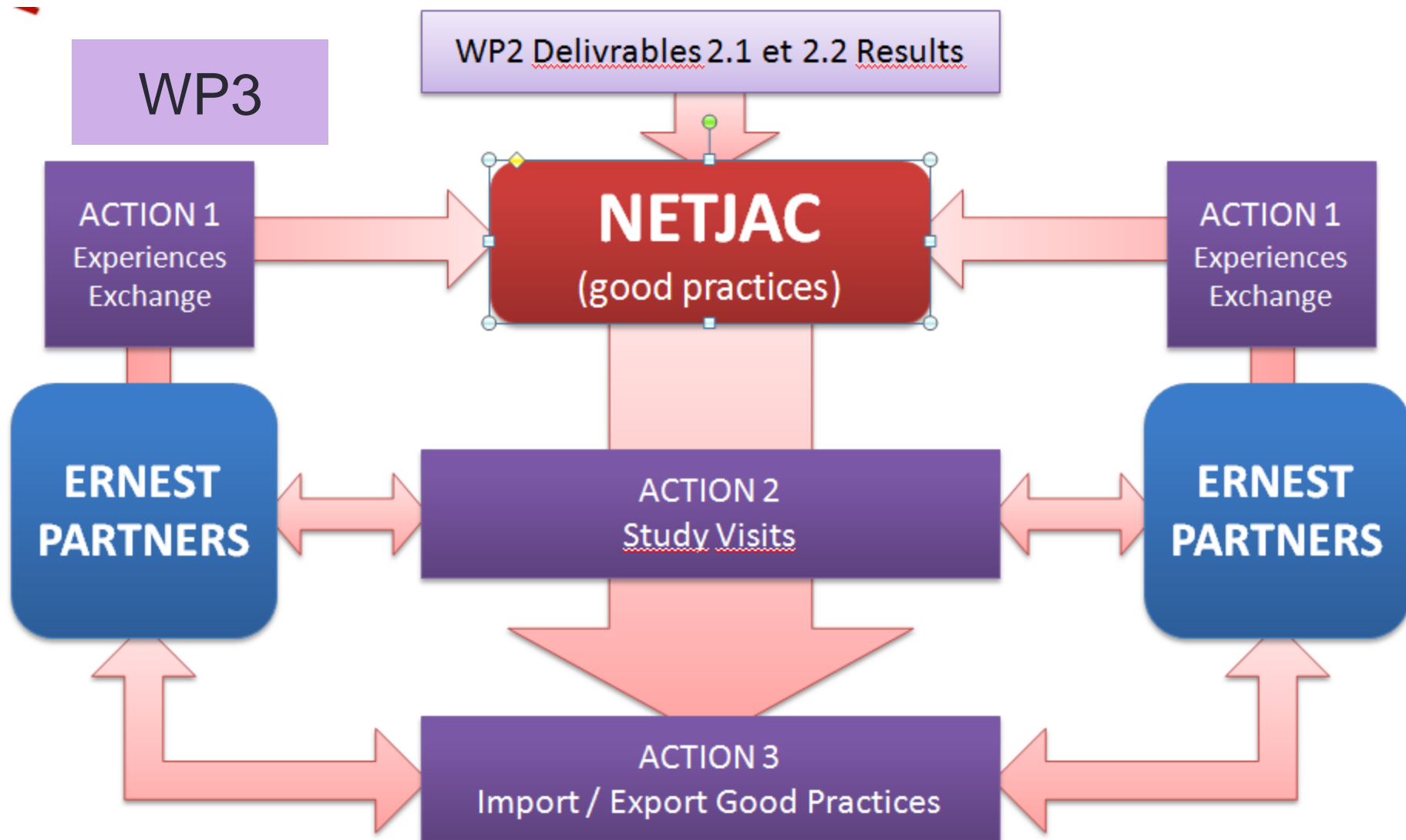
- Active conservation of cultural heritage
- Active conservation of distinctive identities of destinations
- Widening the geographical and seasonal tourism offer
- Active conservation of cultural heritage
- Active conservation of distinctive identities of destinations
- Widening the geographical and seasonal tourism offer

WTO objective:

- Economical viability
- Employment
- Physical integrity of sites and landscapes
- Social equity
- Visitor's satisfaction
- Economical viability
- Employment
- Physical integrity of sites and landscapes
- Social equity
- Visitor's satisfaction

Study visits

- Study visits were useful to fully understand **the local good practices or research programs on site**. This action was aimed to meet **the key actors and to see how good practices were implemented**.
- There were two kinds of study visits, which depended on the GP notation through NETJAC :
 - Study visits on-site : 3-leaves GP
 - Virtual study visits : 2-leaves GP (Cf. Quinson Museum)
- In total, we have 9 youtube videos and 1 virtual visit (CECTD). And some of the GP were presented at each ERNEST meeting by the host country.



Dissemination of the ERNEST approach



EUROPEAN TOURISM DAY
8th October 2009 – Brussels

Gold Hall
Square Brussels Meeting Centre
Rue du Mont des Arts, B-1000 Brussels
www.square-brussels.com

Main entrance and registration: Glass Entrance building
(see map on last page)

**“THE ROLE OF NETWORKING IN DEVELOPING
EUROPEAN SUSTAINABLE TOURISM”**

(Interpretation will be provided from/to English, French, German, Italian and Spanish)

Draft Programme

08:30-09:15

Registration of the participants and welcome coffee

09:15-09:30

Official opening

Ms. Françoise LE BAIL, Deputy Director General, Enterprise and Industry Directorate General, European Commission

PANEL I

Indicators – a tool for the European tourist destinations

Chaired by: Mr. Pedro ORTUN SILVAN, Director - New Approach Industries, Tourism and CSR, Enterprise and Industry Directorate General, European Commission

09:30 – 10:00

NECSTouR

Mr. Malcolm Bell, Chief Executive South West Tourism, TSG member and NECSTouR representative

ERA NET ERNEST

Mr. Jean- Pierre Martinetti, Director General of the Cité de la Culture et du Tourisme Durable, member of the network ERNEST, TSG member and NECSTouR member

NECSTouR

Mr. Joan Carles Vilalta, Director General of Tourism of the Government of Catalonia and NECSTouR representative

Dissemination of the ERNEST approach



Summary

Our WORKSHOP: a strategic stage for the joint call of the ERNEST project

1. About ERA-NET ERNEST
2. Work package 3: definition, preparation and implementation of joint activities
3. The workshop
4. Perspectives



Dissemination of the ERNEST approach

Extending the « Gréoux Talks », the Biennial for identifying, capitalizing and disseminating advances and good practices concerning sustainable and responsible tourism



➤ November 2009 2nd "Gréoux talks"

"The public authorities facing mutations in tourism and sustainability"

30% of the interventions done through video-conference

➤ November 21st, 2011 3rd "Gréoux talks"

"Think global, act local through the digital tool"

40 % of the interventions done through video-conference



The content of these events are available on the web : <http://www.cctd.eu/content/view/full/2599>

Dissemination of the ERNEST approach

- 2 Publication on the good practices

ernest
European Research Network
on Sustainable Tourism

ERNEST
Good practices
publication
June 2012

ernest
European Research Network
on Sustainable Tourism

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ERNEST - NETJAC
Good practices
publication

6) Good practices in thematical clusters

CLUSTERS

1	Reduction of environmental impacts
2	Quality of life, quality of work
3	Valorization of local heritage and identities
4	Energy saving
5	Soft Transport
6	Measurement, indicators, management models

Summary

- 1) The NETJAC tool (NETworking tool for Joint Activities)
- 2) About the good practices ...
- 3) Summary table on the good practices by partners
- 4) List of indicators' good practices and research programs
- 5) List of good practices with video support
- 6) Good practices in thematical clusters

4) List of indicators' good practices and research programs

Indicators' good practices (8) and research programs (2)	
1	Measuring Sustainable Tourism in Wales (UK)
2	Low Carbon Tourism – REAP Tourism Footprinting Tool (UK)
3	Observatory of Sustainability and Territory – University of the Balearic Islands (SP)
4	eGISTour – System of measurement of visitors' flows (SP)
5	Basque Tourism Observatory (SP)
6	Tourist Destination Observatories (OTD) Tuscany sustainable and competitive (IT)
7	EqualTo : decision making tool rating the level of sustainability (FR)
8	Measuring Sustainability in Tourism in the Balearic Islands: Key indicators of sustainability (SP)
9	EVECTUR – model for economic sectoral assessment of tourism in Romania (RO)
10	Analysis of accessibility of cultural routes (SL)

5) List of good practices with video support

Good practices with video support : virtual visit, youtube video	
1	Quinson museum (FR)
2	Danube Delta Eco-tourism Centre (RO)
3	TIRME: Environmental Technology Park Mallorca (SP)
4	Hollókő world heritage village (HU)
5	Miskolc-Tapolca and its Cave Bath and open-air bath (HU)
6	Tokaj wine region (HU)
7	Adventure in Underground Kingdom of Slovak Krast (SL)
8	TERRA INCOGNITA - unexplored region of Košice (SL)
9	Basque Tourism Observatory (SP)
10	Salt Valley of Añana (SP)
11	Interpretation Centre of Maritime Heritage (SP)

The Web Sustainable Tourism Day WST Day



Launched on June, 25th

A system of network comprising 3 poles
21 hours of debate, exchanges, experiences and good practices



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ERNEST PROJECT

Thank you for your attention



EUROPEAN COMMISSION
European Research Area



ernest

European Research NETwork
on Sustainable Tourism

