

DESTINET

Sustainable Tourism Information Portal

BACKGROUND

In 2003 the European Environment Agency (EEA) initiated a public private partnership for the development of a sustainable tourism information Portal, named DestiNet. The partnership was registered in 2004 as "UN Type II Partnership for Sustainable Development", with the UN World Tourism Organisation (UNWTO), the United Nations Environment Programme (UNEP) and the ECOTRANS Network for Tourism and Sustainable Development as current partners.

Since 2005 a coherent international content structure has been developed, based on the UNEP/UNWTO publication 'Making Tourism More Sustainable, a Guide for Policy Makers' (2005), and more recently, the Global Sustainable Tourism Criteria. Sample information has been uploaded (e.g. all sustainable tourism certificates worldwide).

In 2009 EEA added Atlas Technology to the DestiNet interface to allow map-based information alongside the portal's information exchange and communication facilities. This has created a unique knowledge networking tool that links sustainable tourism stakeholders in a quality-assessed information sharing system that leads to a sustainable tourism market-place of goods and services.

USES OF DESTINET

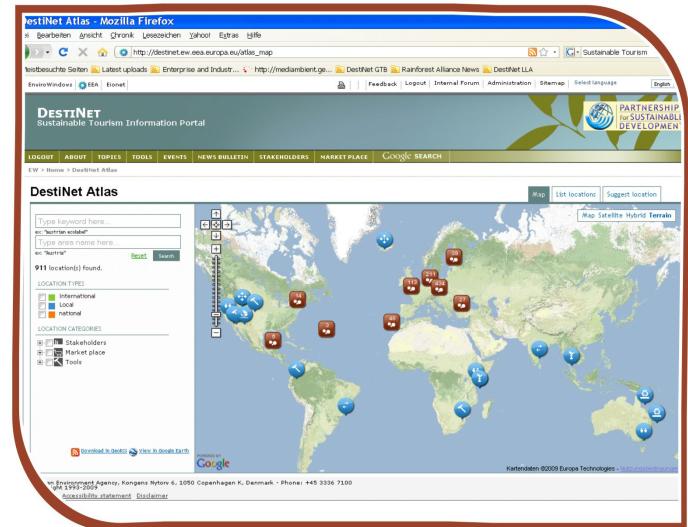
The Portal is designed as a common space for tourism administrators, businesses, NGOs, consultants and academic bodies to map and develop more sustainable destinations and tourism supply chain products/services.

Users can upload their own information, or search and display any content related to sustainable tourism from local to global level.

EXCHANGE AND NETWORKING SUSTAINABLE TOURISM FROM LOCAL TO GLOBAL LEVEL

The platform now can be used to:

- Map each country's Sustainable Tourism sector with listings of stakeholders, initiatives, tools, events, news, good practices
- Develop a market place of sustainable tourism products and services
- Create regional, national or international Learning Areas on tourism sustainable production and consumption (SCP)
- Set up thematic or territorial knowledge networks
- Administer your own local, regional or national initiatives in password protected sections in your own language
- Find contacts and tools for networking, managing conferences and training courses and other information exchange and collaboration processes.



Local, national and international stakeholders can share their tools, good practices and contacts on the common DestiNet Atlas

NEXT STEPS: SET UP KNOWLEDGE NETWORKS

With the new map-based software and its multi-thematic, multi-level and multi-stakeholder approach, DestiNet is now being used to set up knowledge networks on following key topics: climate change, biodiversity, ecotourism, poverty alleviation, certification and other key topics.

The Portal is currently being applied to over 18 different knowledge-networking initiatives from global to local level.

The partnership now aims to:

- Invite national and international organisations and experts to link their information to DestiNet
- Establish knowledge networks on key sustainable tourism topics
- Create virtual market-places of tourism sector sustainable consumption and production

FOR FURTHER INFORMATION

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