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ECOTRANS e.V., Saarbrücken
European Network for
Sustainable Tourism Development

„In future our main concern will no longer be whether we can travel to every place on earth.

Our main interest will be whether it is worthwhile arriving there.“

Hermann Löns, 1908



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ECO TRANS

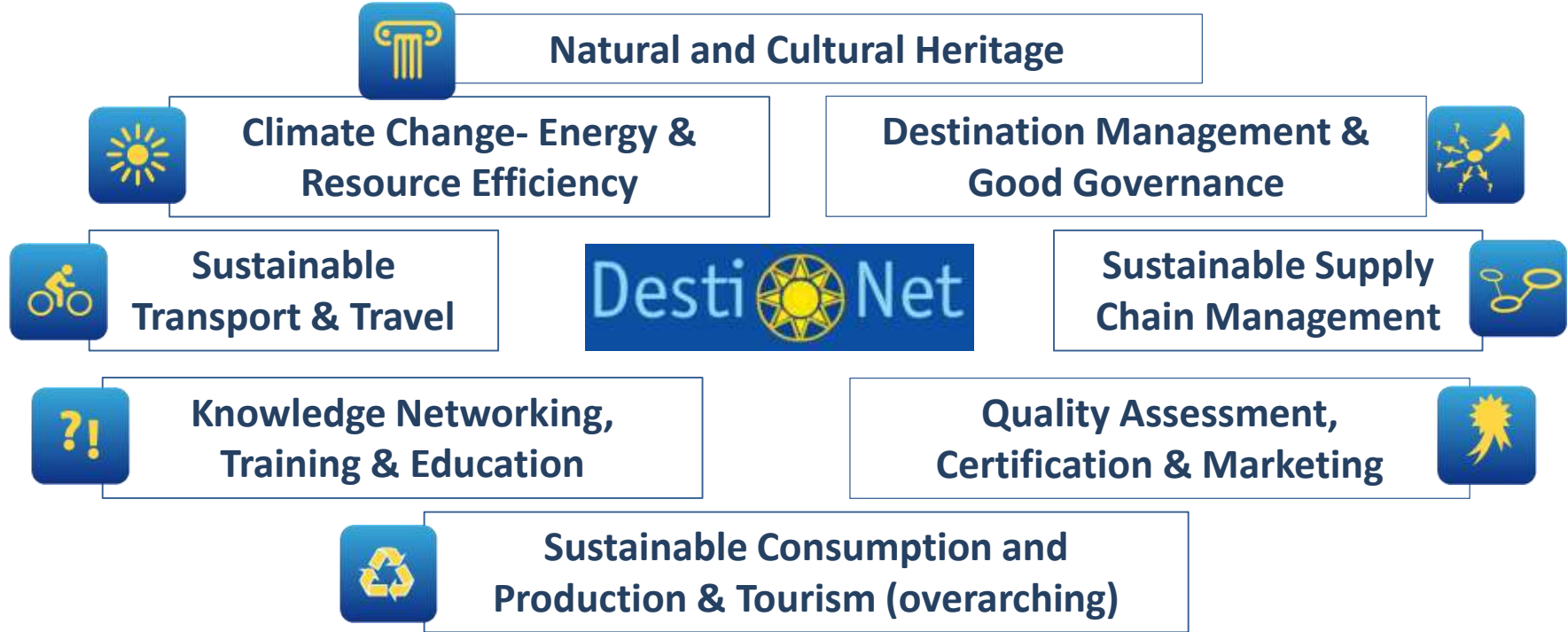
- European Network for Sustainable Tourism Development (since 1993)
- Voluntary Initiatives for Sustainable Tourism (UN WTO, 2002)
- DestiNet.eu – UN registered “Partnership for Sustainable Development” (2004)
- Innovation in Tourism – How to create a Tourism Learning Area (EC, 2007)
- Co-founder of the Global Sustainable Tourism Council GSTC (2008)
- Biodiversity in certificates and awards (BfN, BMUB 2015)





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Topics for making tourism more sustainable





The “Biosphere Destinations” Initiative

Green Travel Maps for mapping, monitoring and marketing sustainable tourism in Biosphere Reserves worldwide



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'Green Travel Maps' on DestiNet.eu

... bringing Green Destinations & Certificates & Certified Tourism

100+ certificates

together

2015: 1% certified





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'Green Travel Maps' ...

...providing transparency & easy access to green certificates per destination



							✓					
						✓	✓	✓	✓	✓		
		✓				✓			✓			✓
					✓							✓
									✓			✓



Blaue Schwalbe

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'Green Travel Maps'...

... giving visibility and market access to the green offer e.g.in **Germany**



Green Key



BIO HOTELS

Viabono®
Auszeichnung
strahl- und klimafreundlich Reisen



Blaue Schwalbe



Partner
Biosphärenreservat
Niedersächsisches
Wattenmeer



Fahrtziel *natur*



Biosphärenreservat
Bliesgau



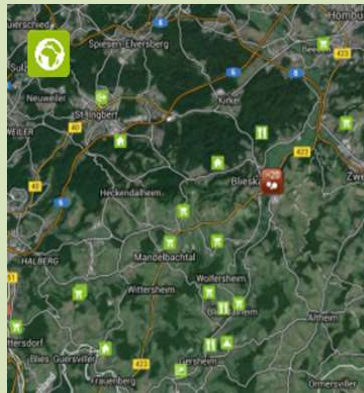
Biosphärengebiet
Schwäbische Alb



10
Certified
green
businesses or
services



40



200



1.300

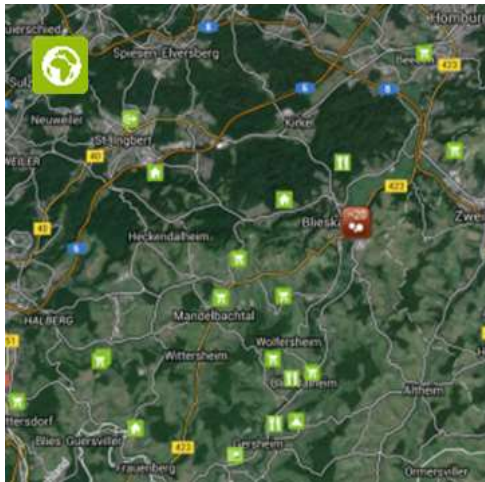




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The “Biosphere Destinations” Initiative

... giving visibility and access to the better choice in Biosphere Reserves



Starting in Europe:

- Bliesgau BR (Germany)
- La Palma BR (Spain)



Biosphärenreservat
Bliesgau





Biosphere Destinations Initiative

Biosphere Reserve

Bliesgau

Germany

Dr. Theophil Gallo

District Administrator, Saarpfalz-Kreis
& Chair Biosphere Bliesgau Association



Bliesgau: Biodiversity & Industrial Heritage



Steps for making tourism in the Bliesgau destination more sustainable

1. The *Biosphere Bus*



Steps for making tourism in the Bliesgau destination more sustainable

2. Training of Guides



Steps for making tourism in the Bliesgau destination more sustainable

3. The *Raft of Sustainability*



Steps for making tourism in the Bliesgau destination more sustainable

4. The *Partner* certificate



Partner

**Biosphärenreservat
Bliesgau**



Steps for making tourism in the Bliesgau destination more sustainable

5. The *Green Travel Map Bliesgau*

						✓					
					✓	✓	✓	✓	✓		
		✓			✓			✓			✓
				✓							✓
								✓			✓

Partner
Biosphärenreservat Bliesgau



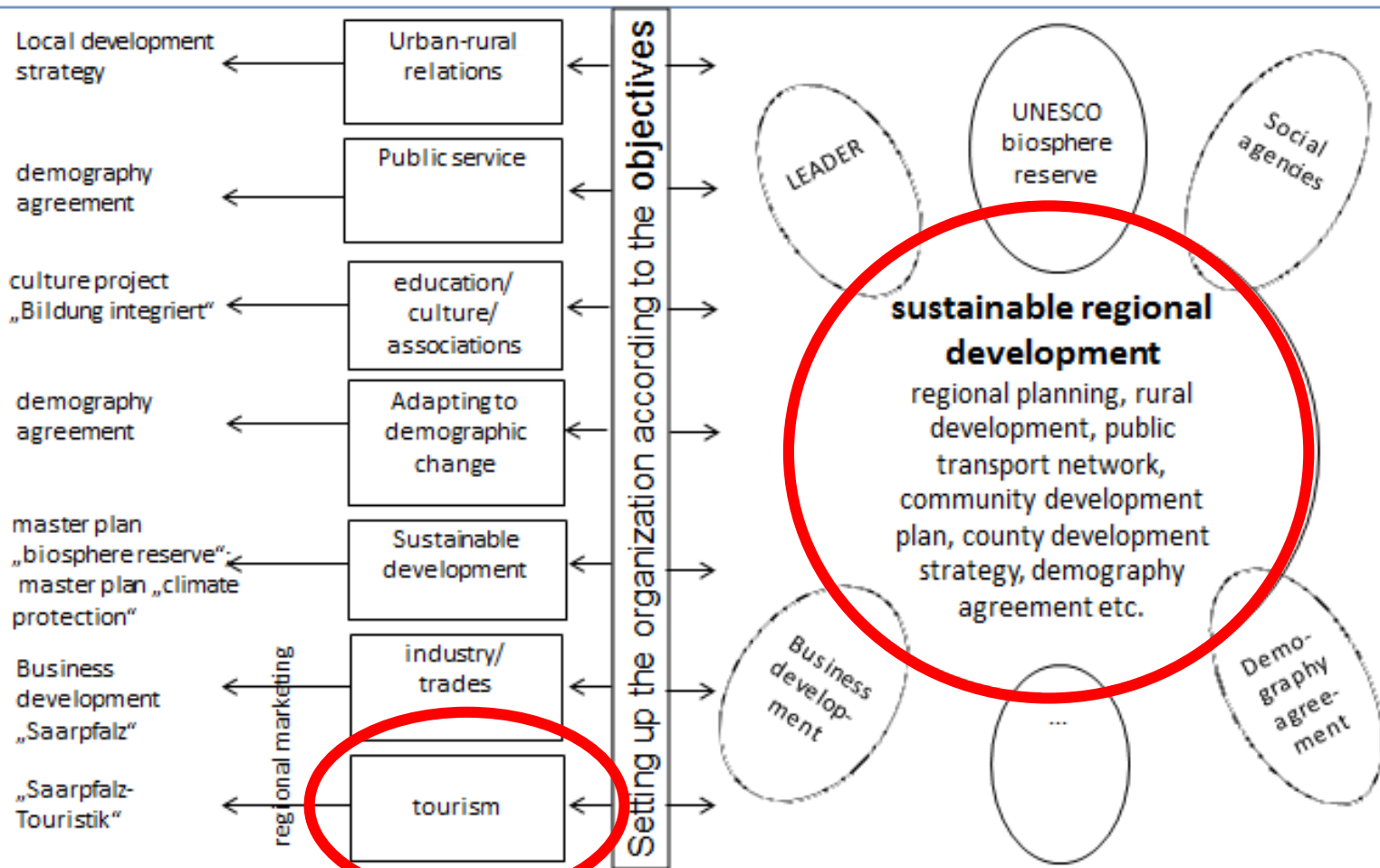


Die Kreisverwaltung

Bliesgau: Organisation of regional development

Thematic priorities and objectives

Administration as a „Task Force“ — regional organization model



Evaluation: Plan - Do - Check - Act

The „Bliesgau Monitoring Team“ ...



... thanks you for your attention!



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Biosphere Destinations on DestiNet (v1)

The screenshot shows the DestiNet website interface. At the top, there is a blue header with the DestiNet logo and the text 'Knowledge Networking Portal for Sustainable & Responsible Tourism'. Below the header is a navigation menu with links for 'ABOUT', 'ECOTRANS', 'WHO IS WHO', 'TOPICS', 'RESOURCES', 'GOOD PRACTICE', 'MARKET PLACE', 'DESTINET ATLAS', and 'Google Site Search'. The main content area is titled 'BIOSPHERE DESTINATIONS' and features a large image of a person cycling in a forest, with a yellow 'DRAFT V1' banner overlaid. Below the image are five green buttons with white text: 'WELCOME', '... FOR BIOSPHERE RESERVES', '... FOR BUSINESSES', '... FOR CERTIFICATES', and '... FOR TOUR OPERATORS'. To the right of the main content is a 'GREEN TRAVEL MAPS' section with a globe icon and a map showing various locations. The left sidebar contains 'My DestiNet' and 'ECOTRANS - DESTINET SERVICES' with copyright information and contact links.



Biosphere Destinations: Lima Action Plan

→	A.1.	BD as models to contribute to SDG
→	A.1.5.	Promote green initiatives inside BRs
→	A.4.	Research, practical learning, training
→	A.4.4.	Good practices
→	C.4.	Recognition as key partner by private sector
→	C.4.2.	Opportunities for collaboration
→	C.6.	Entrepreneurs contribute to BR activities
→	C.6.1.	Guidance and training
→	C.8.	Enhanced synergies between BRs
→	C.8.1.	Encourage joint promotion and marketing
→	E.4.	Effective functioning on ...thematic networks
→	E.4.1.	Plan: objectives, performance mechanism, timeframe
→	E.4.2.	Annual report



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Biosphere Destinations: outlook

POSSIBLE TARGETS	2016	2018	2020	2025
Workplan, milestones, cost-finance, timeframe	<input checked="" type="checkbox"/>			
Map BRs, communication	all			
System adaption to WNBR needs, design, app, ...	EN,ES, FR, DE B2B	Other languages, B2C		
Decision help on certificates per global regions (countries)	Europe (50+)	World wide (100+)		
BD with Green Travel Maps	30	100	300	600+
Green offer: businesses...	2.000	8.000	30.000	60.000



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**Welcome to the
Biosphere Destinations:
It's worthwhile arriving there!**

Thank you for your attention!
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