

# Networking Ecotourism in Europe

## Main challenges

- Globalization: tourism stakeholders interact from local to global level in an international market
- Agenda 21: a common value system for sustainable tourism and ecotourism
- The Internet: use new technologies to support best practice knowledge transfer & networking

## Ecotourism in Europe: a common value system

The “European Ecotourism Labeling Standard” (EETLS) was developed 2009 by the Eco-DestiNet project partners. The Global Sustainable Tourism Criteria were used as guidance to further develop and specify objectives, criteria and indicators for ecotourism in Europe. EETLS is useful for teaching and training, certification, marketing and monitoring of ecotourism. It can be taken as a common value system for networking of ecotourism in Europe: bringing together stakeholders and their services, supporting exchange and knowledge building.

<http://www.ecoroute.eu/destinet/en/eetls.php?id=3>

## DestiNet Portal: a common networking tool

DestiNet is a *UN Partnership for Sustainable Development* initiative with European Environment Agency, UN WTO, UNEP and ECOTRANS (executive body). The coherent international content structure is based on the UNEP/UNWTO publication ‘*Making Tourism More Sustainable, a Guide for Policy Makers*’ 2005, and more recently, the “*Global Sustainable Tourism Criteria*”

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, drawing from a global knowledge base of best practice information. Users can upload their own information, or search and display any content related to sustainable tourism from local to global level in in public access learning forums or a sustainable tourism market-place.

## Outlook: ECOLNET

In October/November 2010 the European ECOLNET project (follow up of the Eco-DestiNet project) will start with networking Ecotourism in Europe, using the EETLS as a common point of understanding and DestiNet as a collaborative tool. The participants of the European Ecotourism conference will be invited to join, to participate and to benefit from sharing information and exchanging know how and experiences.

## Contacts:

Herbert Hamele  
ECOTRANS e.V.  
DestiNet  
Eco-Destinet

[herbert.hamele@ecotrans.de](mailto:herbert.hamele@ecotrans.de)

[www.ecotrans.org](http://www.ecotrans.org)

[www.destinet.eu](http://www.destinet.eu)

<http://www.ecoroute.eu/destinet/en/project.php?id=1>

