



Littoral 2014
22-26 September, Klaipeda



International Seminar and Workshops

English edition

Green Destinations Seminar

1 Sept. – 19 Dec. 2014

In this Seminar series, destination management officers, environmental experts, and consultants will gain and exchange experience on how to make tourism destinations more sustainable, attractive and competitive. Participants will also learn about: GSTC¹ & GSTR², awards & certifications; best practices, finances and funding, and marketing opportunities.

HOW TO BECOME A GREEN DESTINATION?

Participants can start the English language Seminar any date until 23 September. Those who register will receive an information package, enabling them to attend the 23-24 Sept. workshops well-prepared. Nevertheless, participation in workshop is optional and not necessary for a successful completion of the Seminar.

23 Sept. Morning: Keynote presentation by Albert Salman (EUCC). **Afternoon:** Green Coastal Tourism Workshop. Participation is part of the Littoral '14 Conference in Klaipeda, Lithuania: <http://balticlagoons.net/littoral2014> (1-day participation fee: €50)

24 Sept. Morning: workshop at Littoral '14, only open for Green Destinations Seminar participants.

3 Nov. Workshop on best practices at NHTV Academy for Tourism in Breda, the Netherlands.

Seminar activities will continue until 19 Dec. 2014.

*Optional, date to be announced: **GSTC Course**.*

Participants will receive: live and online training, workshops led by expert trainers, access to papers and articles in Google Drive, regular newsletters, personal expert support in preparation of your destination's recognition/award, a Seminar Diploma, and 50% discount to the GSTC Course.

¹ Global Sustainable Tourism Council (GSTC): gstcouncil.org

² Global Sustainable Tourism Review (GSTR): www.qualitycoast.info/alldestinations.htm

Introduction

If you want to work responsibly and successfully in making tourism in your destination more sustainable and competitive it is important to know:

- What is a sustainable destination?
- How sustainable is your destination?
- How sustainable are your tourism businesses?
- Which actions to take and priorities to set for improvement?
- How to monitor progress in your destination?
- Which good practices, tools, networks and financial instruments to use?
- How to get international recognition?
- How to promote and market your green offer?

The Green Destinations Seminars and workshops are using and combining the best available international tools for learning and training, including the official GSTC Course, the Global Sustainable Tourism Review (GSTR), the DestiNet Knowledge Base, Sustainable tourism award & certification programmes, best practice examples, and the Travel Green Europe marketing package.

Main principles, modules and programme of the Seminar

- **Globally accepted principles:** we work with the UN initiated Global Sustainable Tourism Criteria for Destinations (GSTC-D).
- **Practical tools:** you will learn the main tools making the GSTC-D operational.
- **Your destination:** you will focus on the situation in your destination.
- **Learning by doing:** you will apply these tools in practice rather than on reading.

The modules and provisional programme of the Seminar are presented in Annex I.

For whom is this Seminar?

Tourism management officers, experts and consultants are invited to gain latest insights in sustainable coastal tourism, and learn how to make your destination sustainable and more attractive to visitors, making use of the Global Sustainable Tourism Review (GSTR), which is a tool to implement the Global Sustainable Tourism Criteria for Destinations (GSTC-D), issued by the Global Sustainable Tourism Council (GSTC).

Experts who would like to **become a representative, national coordinator, trainer, auditor** of Green Destinations, GSTR, or QualityCoast, or a **seminar moderator**, are especially encouraged to participate.

Director, moderators & trainers

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| Director: | Drs. Albert Salman (Green Destinations; CMU-EUCC). |
| Moderators & trainers: | Prof. Ramunas Povilanskas (EUCC Baltic Office, University of Klaipeda) Siegfried Manzel (Green Destinations; Green-Guides, Germany) Suzanne van der Veeke (Green Destinations, Spain; QualityCoast) Herbert Hamele (GSTC, DestiNet) Gordon Sillence (DestiNet) Hugo de Jong (Green Destinations). |

Annex II provides more information on the Seminar moderators.

Who will benefit from participation in the Seminar?

- From destinations: civil servants, policy makers, politicians, DMOs, DMCs
- From stakeholder groups:
 - tourism, economy, social, environmental, education, development;
 - tourism business sector (accommodation, restaurants, attractions, transport services, activities, incoming operators, tourist info, marketing);
 - NGOs (environment, nature, culture, social);
 - knowledge, content (research, education, training).
- Consultants, academics, students.

GSTC Course (30 hours, online / on site)

Seminar participants are invited to the GSTC Course on global trends in sustainable tourism, fully complementary to the GD Seminar and covering:

- GSTC Criteria for Accommodations, Tour Operators and Destinations.
- GSTC Certification: Recognition, Approval and Accreditation.
- Indicators for Sustainable Tourism in destinations.

The GSTC Course will be delivered as online course (30 hours, equivalent to a 3-days on site course) or as 1 day on site course + 20 hours online.

GD Seminar participants will be discounted (50% of fee).

Trainers: Herbert Hamele, Gordon Sillence (Ecotrans, DestiNet).

Successful participants will receive a GSTC Course Certificate.

Dates to be announced – please follow [this page](#).



After the seminar you will:

- Know what sustainability in a destination means, identify own problems, needs, and challenges:
 - Objectives – GSTC - criteria – - indicators - self assessment - good practice examples – finances and funding.
 - Result: ability to identify strengths & weaknesses (SWOT), as a basis for a sustainable destination strategy.
- Be able to apply the Global Sustainable Tourism Review (GSTR):
 - Identify and compile information – learn the difference between criteria and indicators - learn the difference between an award and a certification.
 - Result: ability to create a GSTR assessment of the destination - monitor and communicate progress – from research to marketing - destination verification and auditing.

Benefits of the Seminar for destinations

- Key destination stakeholders will be trained and improve their skills as specified above.
- The quality and sustainability of your destination will improve as a result of better qualified staff.
- Free GSTR assessment of your destination, presenting you with an assessment of strengths and weaknesses, and agenda for improvement.
- Improved visibility of your destination in the various public versions of the GSTR, enhancing the marketing position of your destination. At the end of the seminar, your GSTR Score will be considerably higher than before, and may already be recognised as an official “Green Destination”.
- Exposure of the destination on Booking.com affiliate BookDifferent.com, e.g. here: www.bookdifferent.com/en/hotels/nl/city/-2150478/ (see left side above the map, click on the text to the GSTR score results).
- The destination will be sufficiently prepared to apply for a destination certification or award (e.g. QualityCoast or QualityDestination). Destinations with a sufficient GSTR score will be selected for a BasiQ Award.
- With an active participation in the Seminar, destinations can expect to reach at least BasiQ Award level within the period of the Seminar.

Methods of the Seminar

- Online introductions in English, explanations, content base.
- GSTR Destination Assessment tools (DA), available in all workshop languages, and more.
- Tasks to be done by participants, incl. feedback on GSTR DA and Best practices.
- Live participation in workshops sessions: Lithuania (Littoral’14 Conference in Klaipeda, 23-24 Sept.), the Netherlands (3 Nov.).
- Regular newsletter and Helpdesk (Ask-an-Expert service).
- Webinars (optional, depending on number of participants).

Time commitment expected from participants: 4 hours per week, average.

Costs and conditions of participation

The seminar fees have been set as follows:

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| Destination representatives: | € 250-600, depending on the size of the destination; 2 nd participant 50% discount. Same fee for ministries and regions. |
| Academic participants and NGOs: | € 300 |
| Students: | € 150 |
| Consultants and companies: | € 750 |

Discounts can be requested in special cases, please contact the organisers.

Fees will include participation in the live workshops (except 23 Sept: Littoral day fee is €50).

However, fees are excluding travel and accommodation costs to participate in the workshops.

Registration and information

If you are interested to participate in the Seminar, please contact: info@greendestinations.info.

Follow the [Green Destinations LinkedIn page](#) to be kept informed.

You are advised to register as soon as possible, to be selected for participation.

Annex I - Modules and Programme

Modular approach

We plan to offer the Seminar through the following modular approach:

- Module A. What destination?** Participants are asked to represent or adopt a destination.
- Module B. GSTR Destination Assessment**, starting with the self-assessment tool.
- Module C. Transparency, credibility and marketing:** participants will consider the marketing value of independent assessment.
- Module D. SWOT:** strengths, weaknesses, opportunities and threats of the destination.
- Module E. Good practice:** the need for best practices.
- Module F. Destination assessment verification:** participants consider the value of independent verification.
- Module G. Financing:** participants will reflect on external financing.
- Module H1. Global Sustainable Tourism Council for Destinations (GSTC-D).** GSTC Course.
- Module H2. Improvement of existing approaches:** participants will reflect on GSTC-D criteria.

Draft programme of the Seminar

Week 1 and 2: 1-14 September 2014

Module A. What destination? The destination concept is very broad: destinations can be attractions, resorts, small towns, islands, regions, countries or even continents. Participants will reflect about the destination concept and to some issues connected with its scale, management and marketing. A destination that would like to improve its policy, quality, or promotion, needs to have an organization responsible for its management.

All participants will be asked to represent or adopt a particular destination and to try and engage into a working relationship with that destination, which is both beneficial to the destination (becoming well visible in the GSTR and connected websites), and to the participants.

Week 3 and 4: 15-28 September 2014

Module B. GSTR Destination Assessment: Participants will be involved in the implementation of the GSTR Destination Assessment tool, which starts with a self-assessment by the participants themselves, but also by others in the destination. The self-assessment includes compliance to the Global Sustainable Tourism Criteria for Destinations (GSTC-D).

Week 5 and 6: 29 Sept.-12 October 2014

Module C. Transparency, credibility and marketing: participants will consider the marketing value of independent assessment and recognition (e.g. through GSTR assessment, awards, or certifications) compared to self-claims.

Week 7 and 8: 13-26 October 2014

Module D. SWOT: participants will become aware of the strengths, weaknesses, opportunities and threats of “their destination” regarding sustainability quality and sustainability policies, and of the destination’s expected success in a sustainability verification or certification procedure.

Week 9 and 10: 27 Oct.-9 November 2014

Module E. Good practice: participants will consider the need for good practice and guidance to solve important weaknesses. A group of international students (at NHTV Academy for Tourism, Breda, the Netherlands) will cooperate with seminar participants to collect the best practices and guidance (3-7 Nov).

Week 11 and 12: 10-23 November 2014

Module F. Destination assessment verification: participants consider the difference between local perceptions and independent verification (c.q. auditor responsibilities).

Certification: participants who will have sufficient time will be supported in the preparation of a destination certification or award application based upon the GSTC-D.

Week 13 and 14: 24 Nov.-7 December 2014

Module G. Financing: participants will reflect on the need for external financing to solve weaknesses in their destination; we will clarify possible options, pros and cons of searching for money.

Week 15 and 16: 8-19 December 2014

Module H1. Global Sustainable Tourism Council for Destinations (GSTC-D). This module is optional to the seminar and can be followed through the GSTC Course (discounted to Seminar participants).

Module H2. Improvement of existing approaches: participants, especially those who do not participate in the GSTC Course, will be asked to reflect on the GSTC-D criteria, and to give feedback as to their relevance, feasibility, effectiveness and measurability. This feedback will be used to help the GSTC improve their criteria and indicators.

Annex II - Seminar Moderators and Trainers

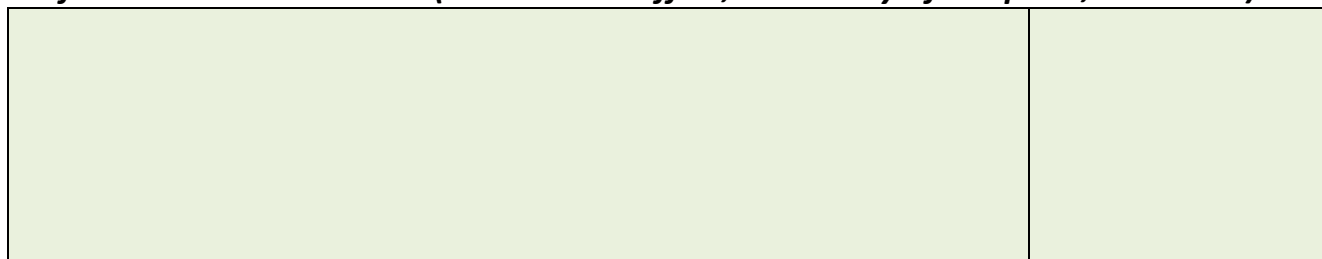
The seminar will be led by the following moderators and trainers

Albert Salman (Green Destinations; EUCC QualityCoast, the Netherlands)

Albert Salman studied biology (MSc), specialising in coastal ecology and management. He was involved in the establishment of the Coastal & Marine Union - EUCC in 1989, and focused on Integrated Coastal Zone Management (ICZM, ICM), coastal erosion management, and adaptation to climate change; later also on local and regional development. From 2005 he led the development of new approaches to measure and monitor performance in tourism sustainability at destination level: the QualityCoast Award programme and, more recently, QualityDestination. During a sabbatical in 2012-'13, he developed the Global Sustainable Tourism Review (GSTR), as a destination sustainability support system aimed at making the Global Sustainable Tourism Criteria for Destinations (GSTC-D) operational. In May 2014 Albert created Green Destinations, to provide a platform for certified and other sustainable destinations and for capacity building and training activities.

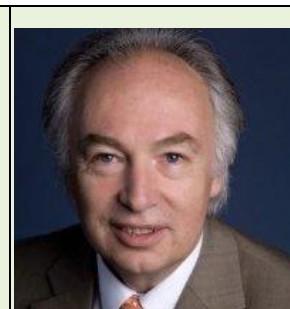


Prof. Ramunas Povilanskas (EUCC Baltic Office; University of Klaipeda, Lithuania)



Siegfried Manzel (Green Destinations; Green-Guides, Germany)

Siegfried Manzel started in 1979 as a teacher for German literature and Language, Sport science and Paedagogia in Hamburg/Germany. 1985 after some years of experience he switched to tourism with Hapag-Lloyd and in 1993 to Thomas Cook Germany. His extended experience in different sectors of tourism (MICE, Cruises, Luxury etc) he became Head of Product with Thomas Cook in Germany. 2009 Siegfried decided to leave Thomas Cook and started his Consultancy mantour which is specialized in innovative and sustainable tourism. Siegfried developed due to his practical approach to one of the leading experts in tourism transformation towards sustainability. He initiated the expert network GREEN GUIDES and consulted several dmc s in his network GREEN DMC. He developed evaluation tools for events, hotellery and conference center. Siegfried is representative for Travelife and Green Destination in Germany.



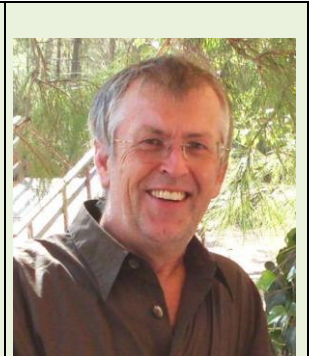
Suzanne van der Veeke (Green Destinations, Spain; EUCC QualityCoast)

Suzanne van der Veeke is a tourism destination development professional with a degree in Commerce (Bcom) and Tourism Destination Management (Master c.l.). She has worked on onsite sustainable tourism projects for both private and non-profit stakeholders in developing and developed countries (Peru, Cambodia, Indonesia, Tonga, Mauritius, Australia, France, Spain, Netherlands). Suzanne has particularly developed expertise in tourism destination vulnerability, adaptation to climate change, and coastal and island based tourism. She speaks Dutch, English and Spanish. She works part of the year from Spain, the other part of the year from anywhere else in the world. She is passionate about active, marine-based and adventure tourism.



Herbert Hamele (GSTC, DestiNet, ECOTRANS, Germany)

Herbert Hamele is working since 1983 in the field of environmentally sustainable tourism development in Europe. His special knowledge and expertise is on the development, monitoring, research, networking and dissemination of voluntary initiatives, tools and best practice examples for environmentally friendly, socially compatible and economically sound tourism, with a special focus on about 200 eco-labels, awards and self-committed initiatives in Europe and world-wide. In 1993 he founded and since then chairs the European network for sustainable tourism development ECOTRANS (www.ecotrans.org), registered as a not-for-profit association. Together with Gordon Sillence he is managing the global DestiNet platform for sustainable tourism knowledge networking (www.destinet.eu). He is board member of the Global Sustainable Tourism Council (GSTC) and co-chairing the GSTC working group on Knowledge Networking, Education and Training.



Gordon Sillence (DestiNet, ECOTRANS, Portugal)



Hugo de Jong (Green Destinations, the Netherlands)

Hugo de Jong is a sustainable tourism professional with an MSc degree in Leisure, Tourism & Environment. He developed expertise in sustainable destination strategy development in Argentina and Bolivia, ecotourism development in Costa Rica, policy advice for recreation and tourism in The Netherlands, community-based tourism in Central America and Thailand and sustainable tourism certification in the EU. He has been involved in knowledge transfer through curriculum and handbook development and his ventures around the globe have provided him with a broad view of good (and poor) examples of sustainable tourism in practice. Most recently, Hugo worked on development and coordination of several (EU funded) sustainable tourism projects at the European Centre for Eco- and Agrotourism.

