

## *International Workshop*

# **Green Coastal Tourism: Networking and Delivering Expertise**

*Littoral'2014, Klaipeda (Lithuania), 23-24 September 2014*

*Tourism management officers, experts and consultants are invited by the Coastal & Marine Union – EUCC, Littoral'2014, Green Destinations, and Klaipeda University to gain latest insights in sustainable coastal tourism, and learn how to make your destination sustainable and more attractive to visitors, and earn more money.*

Tourism has become one of the main sectors influencing land-use and local economy in coastal zones. Northern Europe has so far escaped some of the more dramatic impacts of tourism, but climate change could make the region more attractive. And consumers increasingly expect destinations not only to be affordable, sexy and sunny, but also green, clean and social. The tourism destinations of the future will be more sustainable and green than today. Littoral'2014 will present the most important global, European, and regional trends in green tourism. Three key issues will be addressed:

**1 - What is “sustainable tourism”?**

How can it be measured and credibly demonstrated, in order to build consumer confidence, promote business prosperity, foster community benefits?

**2 - What should destinations do** to become more attractive, and sustainable? The main international programs and tools will be reviewed.

**3 - Can we afford it?** We will look at some costs and benefits; and we will present funding programmes and some marketing opportunities.

### ***The Programme***

**Keynote presentation** by Albert Salman (EUCC): 23 September (morning), at Littoral'14.

**Workshop:** 23 September (afternoon), dealing with key issues 1 and 2.

**Seminar:** September – November, working sessions 23 September (afternoon) and on 24 September (morning), dealing with all three key issues. 3<sup>rd</sup> live session Leiden (NL, Oct.-Nov.).

**Moderators:** drs. Albert Salman (CMU–EUCC, QualityCoast), prof. Ramunas Povilanskas (EUCC Baltic Office, University of Klaipeda), and Suzanne van der Veeke (Green Destinations).

### ***Participation in the Littoral Workshop “Green Coastal Tourism”***

The Coastal Tourism Workshop can be followed as part of the International Seminar “Green Destinations”, but also as a one-off event. The workshop will focus on key issues 1 and 2.

Participation is part of Littoral'2014. Participation fee is 50 €, please check in the Littoral website: <http://balticlagoons.net/littoral2014>.

If you are interested to participate in the International Seminar “Green Destinations”, please contact: [info@greendestinations.info](mailto:info@greendestinations.info).

## ***International Seminar “Green Destinations”***

***Seminar “Green Destinations”: 1 Sept.- 1 Dec. 2014***

### ***Introduction***

In this Seminar, tourism management officers, experts and consultants will gain and exchange experience on how to make tourism destinations more sustainable and attractive. Participants will also learn about costs and benefits; we will discuss funding programmes and some marketing opportunities relevant to the sector.

Those who register for the Seminar will receive an information package around 1 September, enabling them to attend the meetings of 23-24 September well-prepared and to take full profit. After the Littoral workshop, seminar participants take part in a follow-up morning session on 24 September, enabling them to start putting the theory into practice. Interactive seminar activities will continue until 1 December.

Seminar participants will be encouraged and supported to:

- presenting a poster or short presentation dedicated to their work in green tourism, at the workshop;
- learn how to make a self-assessment of their destination;
- make their destination (better) visible in the Global Sustainable Tourism Review (GSTR: [www.qualitycoast.info/alldestinations.htm](http://www.qualitycoast.info/alldestinations.htm)) and in the hotel booking website BookDifferent.com (a Booking.com affiliate);
- prepare themselves for a QualityCoast Award ([www.qualitycoast.info](http://www.qualitycoast.info));
- identify and formulate their best practices for the VISTAS Award programme ([www.qualitycoast.info/?page\\_id=1611](http://www.qualitycoast.info/?page_id=1611), [www.vistawards.com](http://www.vistawards.com)).

### ***The Programme***

***Duration of online sessions: 1 September – 1 December 2014.***

***Keynote presentation by Albert Salman (EUCC): 23 September (morning), at Littoral’14.***

***Workshop (Littoral’14, Klaipeda, LT): 23 September (afternoon), dealing with key issues 1 and 2.***

***2<sup>nd</sup> Live working session (Klaipeda): 24 September (morning), dealing with all three key issues.***

***Moderators: drs. Albert Salman (CMU–EUCC, QualityCoast), prof. Ramunas Povilanskas (EUCC Baltic Office, University of Klaipeda), and Suzanne van der Veeke (Green Destinations).***

***3<sup>rd</sup> Live working session (Leiden, NL): on date to be fixed, in Oct-November 2014.***

***The number of participants to the Seminar is limited.***

### ***Who will benefit from participation in the Seminar?***

- Destination management professionals working for making tourism in destinations more sustainable and attractive
- Representatives of destinations, civil servants, policy makers, politicians
- From stakeholder groups:
  - administration (economy, social, environmental, education, development)
  - tourism sector (accommodation, restaurants, attractions, transport services, activities, incoming operators, tourist info, marketing)

- NGOs (environment, nature, culture, social)
- Knowledge, content (research, education, training)
- Consultants.

### ***Skills to be obtained at the Seminar***

- Know what sustainability in a destination means, identify own problems, needs, and challenges
  - Objectives – criteria – good practice examples – self assessment
  - Result: ability to identify strengths & weaknesses.
- Learn how to apply the Global Sustainable Tourism Review (GSTR):
  - Identify and compile information – monitor and communicate progress – action plan from research to marketing
  - Result: able to create a GSTR assessment of the destination.

### ***Benefits of the Seminar for destinations***

- Your staff 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 (minimum GSTR Score 60%).
- Exposure benefits on Booking.com affiliate BookDifferent.com, e.g. here: [www.bookdifferent.com/en/hotels/nl/city/-2150478/](http://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 an international destination award (e.g. QualityCoast). Destinations with a GSTR score of 40% or more will be selected for a QualityCoast BasiQ Award.
- With an active participation in the Seminar, destinations can expect to reach QualityCoast BasiQ Award level within the term of the Seminar.

### ***Methods of the Seminar***

- Online introductions, explanations, content base.
- Live participation in sessions at Littoral'14 in Klaipeda (LT), 23-24 September, and in Leiden (NL, date to be fixed).
- Tasks to be done by participants.
- Mail list (regular).
- Help desk (Ask Expert service).
- E-learning tools.
- Participants feedback (regular).
- Possibly webinars in Oct-Nov.

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

### ***Seminar Certificates***

Upon successful completion of the Seminar, participants will receive a Certificate.

### ***Costs and conditions of participation***

Seminar fee for destination representatives will depend on the size of the destination (€ 250 -500) for the 1<sup>st</sup> participant, 2<sup>nd</sup> participant 50% discount). Same fee for ministries and regions.

Fee for academic participants and NGOs: €250. For students: € 150.

For consultants and companies: € 600.

These fees are excluding:

- any cost to participate in Littoral (23 Sept); workshop participant's fee is €50);
- any travel and accommodation costs to participate in the live working sessions.

Participation in the 2<sup>nd</sup> and 3<sup>rd</sup> live working sessions (incl. coffee, tea) will be included.

If you are interested to participate in the Seminar, please contact: [info@greendestinations.info](mailto:info@greendestinations.info).

***The number of participants to the Seminar is limited. You are advised to register as soon as possible, to be selected for participation.***