

# The Multimedia version of the *Knowledge Resources Guide*

**IV° SUVOT TRANSNATIONAL MEETING – Östersund (Sweden)**  
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**The SUVOT Project**

**Sustainable and Vocational Tourism**



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# Overall objectives of the Knowledge Resource Guide

Creation of a “tool-box” focusing on best practice targeting local authorities and various stakeholders, containing an updated description of all the tools to achieve a sustainable tourism, and in particular on:

- ✓ **benefits of the eco-label and Environmental Management Systems;**
- ✓ **application of the techniques to assess the carrying capacity in tourist destinations;**
- ✓ **best practices in the Sustainable Tourism field\*.**

\*best practices data-base targeting local authorities and various stakeholders, containing an updated description of all the tools to achieve a sustainable tourism (ecolabels, EMS 14001, CCA, LA21 in tourist destinations etc.)

## Multimedia Version objectives:

- ✓ To disseminate further knowledge on sustainable tourism by the existing “tools”
- ✓ To promote the adoption of sustainable tourism “best practices”
- ✓ To spread the achievements of the most effective experiences

### **Main Contents:**

- Define devices available for sustainable tourism development;
- Present the “best practices” on sustainable tourism carried out by the SUVOT Partners and Network’s partners;

## ***KRG Web Structure***

**Home Page**

**Research Engine**

**About Interreg III C**

**SuVoT**

**Partners**

**Network**

**Site Map**

**Link**

**Contacts**

## Home Page:

Slogan



***FIND THE RIGHT TOOL  
FOR YOUR  
SUSTAINABLE TOURISM ACTION!***

Explanation



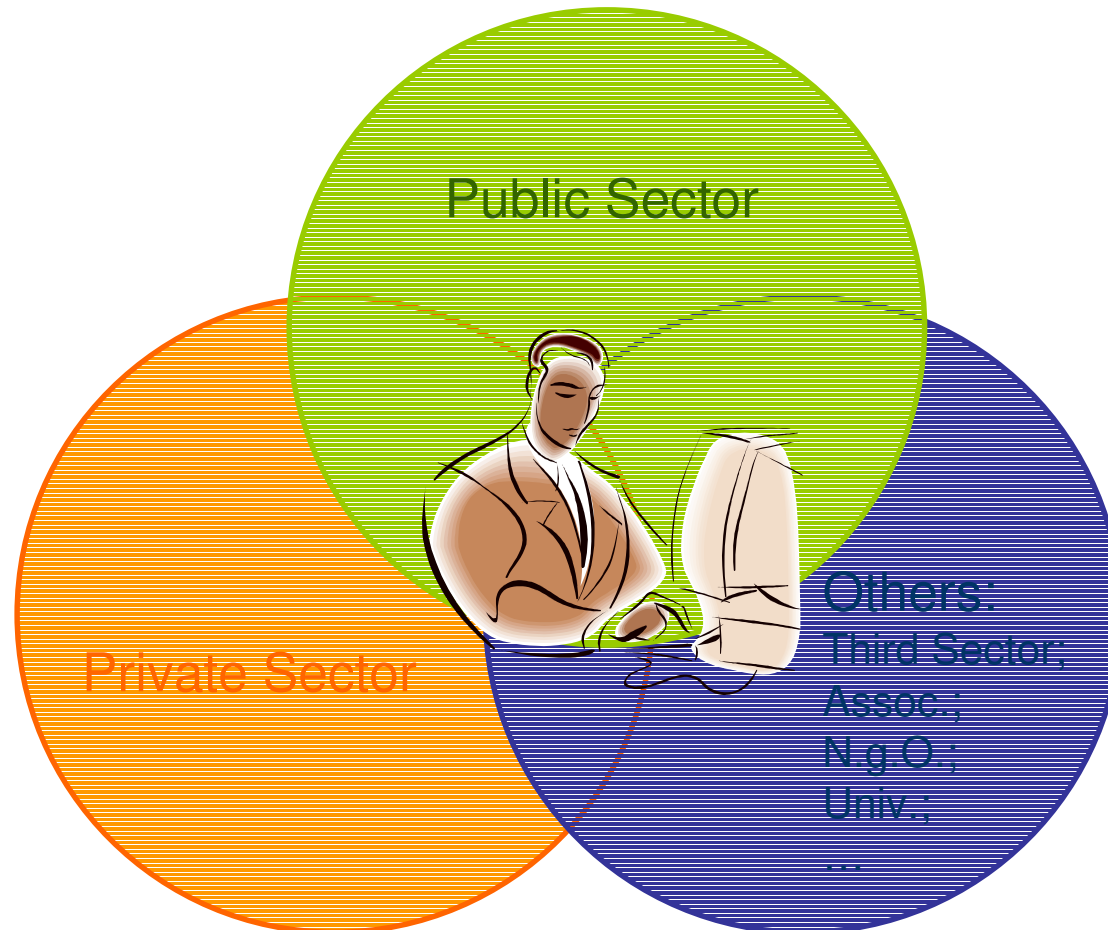
**text about the application**

User-friendly  
system



**User-oriented tool**

# The guide is **user friendly** by an *User-oriented tool*



## How to use the KRG: three Main Sectors

1. **Tools for a Sustainable Tourism** are presented according to the field of application:



2. **“Best Practices Show-case”** with concrete, visible, verifiable and stimulating examples in the field of Sustainable Tourism
3. How to implement an integrated sustainable tourism strategy through the:

***“Sustainable tourism integrated strategy in action”***

## ***KRG Contents Structure***





# The Knowledge Resources Guide

The first objective in the preparation of the KRG was to assess the State-of-the-art of the internet knowledge in the field of environmental management and sustainability strategies for tourism destinations.

The existing guides and studies have been analysed and evaluated.

Innovative elements were identified and added to the KRG Multimedia Version.

# Tools for Sustainable Tourism

- in every subsection are inserted the links to the page of the Section “Documents Download Area” dedicate to the same subject
- in every subsection are inserted the link to the page of the Section “Best Practice Showcase” dedicate to the same subject

## The “Documents Download Area” :

- This section is separated in subject according to the subsections of the Section “Tools for Sustainable Tourism”

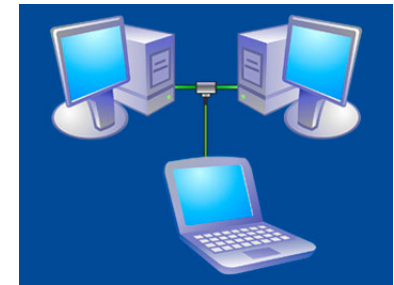
## **“BEST PRACTICES SHOW-CASE”** in the Sustainable Tourism field

### **A data-base for :**

- ✓ **Bringing out the best sustainable tourism experiences operating both of public and private actors by the partners.**
- ✓ **Spreading information and support data for the implementation of Sustainable Tourism projects.**
- ✓ **Supporting active and conscious participation of tour operators to partnership projects.**

# The work Methodology to the “Best Practices Show-case”

- Background research focused on existing guidelines and best practices reports
- Check-list survey through specific questionnaires



## Working phases

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- Reporting on existing experiences on sustainable tourism within the Network, including other relevant external experiences;
- Evaluating results achieved to define Best Practices of sustainable tourism;
- Definition of the “Guide” structure as an “easy to use” communication tool.

## Working steps

- **Step 1:** Benchmarking analysis on other existing “Best Practices Show-case” on sustainable tourism
- **Step 2:** Evaluation of sustainable tourism experiences carried out at the international level and identification of existing tools
- **Step 3:** Analysis of SuVot partners experiences through direct survey
- **Step 4:** Analysis and case evaluation in order to appraise “best practices”
- **Step 5: Analysis of experiences coming from other partners of “Network of Cities for Sustainable Tourism”**
- **Step 6: Recommendations for the implementation of the “Best Practices Show-case”**
- **Step 7: Preparation of the Final “Best Practices Data Base”**

## What we are doing...

The Knowledge Resource Guide should be a **flexible tool** able to make accessible, through a **multimedia support**, available in Internet, at different levels (International, National, Regional and local) the project information data: Environment Management System(s), Carrying Capacity Assessment and Best Practices.

So the KRG could be **open and user friendly**, in order to be “**user-oriented**”, making the proper difference among the possible access (e.g.: tourists, operators, public bodies, etc...).

In this way it should become a **working tool** and thus “flexible” and changeable with renewals during the project progress.

So, every user could participate to its **relevant updating**.

# Internet set-up and addresses

[www.sustainable-tourism.org/guide](http://www.sustainable-tourism.org/guide)

**Possible "ghost" addresses for each partner:**

- [www.iclei-europe.org/suvot/guide](http://www.iclei-europe.org/suvot/guide)
- <http://www.comune.bologna.it/suvot/guide>
- <http://www.lloret.org/suvot/guide>
- ...

## Expected results

- ✓ **Developing a knowledge on perceptions, needs and evaluations of on-going improvements and on the quality of the project.**
- ✓ **Monitoring sustainable actions put into practice both with or without awareness by institutional, economical and social actors.**
- ✓ **Awarding and pointing out Best Practices as concrete, visible, verifiable and stimulating examples.**
- ✓ **Favouring a larger, more active and more aware participation from Local Authorities and population.**



## How to implement an integrated sustainable tourism strategy

Best practices and voluntary instruments of sustainable tourism must be integrated in a single strategy for sustainable tourism

Local authorities can play a key role in defining this Integrated Sustainable Tourism Strategy

The Guide will analyse also the existing experiences of integrated strategies

That will be the added value provided by the KRG



***“Sustainable tourism integrated strategy in action”***

## Next objectives:

- **Valorise the SUVOT outputs in terms of continuous update of the multimedia support through the monitoring of the pilot actions and best practices promoted by partners and direct stakeholders participation.**
- **Diffuse the results of the multimedia KRG and its promotion thanks to a “communication plan” at local, national and international level.**
- **Strengthen the visibility of “Network of Cities for Sustainable Tourism” to support the operators on Sustainable Tourism.**

### **These objectives can guarantee:**

- ✓ **sensibilisation on the sustainable tourism policy and strategies;**
- ✓ **awareness and diffusion of best practices;**
- ✓ **promotion of the “Network of Cities for Sustainable Tourism”.**

## NEXT STEPS

### Best Practice Showcase

The multimedia version of the KRG presents an innovative aspect, such as:

- ✓ The benchmarking analysis consisted in the selection of successful experiences of sustainable tourism based on strong scientific approach.
- ✓ Other important experiences coming from cities have been integrated in this study.
- ✓ To highlight the Best Practices collected in the Data base

## NEXT STEPS

The best practices of European partners were selected and presented considering the following elements:

- “Geographical location”
- “Thematic Areas”

**Discussion and Proposals:**

➤ ...

## NEXT STEPS

You can to update the information and/or insert (upload) “Best Practices” for sustainable tourism by:

- SUGGESTIONS
- CONTRIBUTIONS

**Discussion and Proposals:**

➤ ...