

Press Release

Freiburg, June 2005

SUVOT project: Sustainable Vocational Tourism

Communication material available

The second project meeting for the SUVOT project took place last 6th and 7th of June in the spanish city of Granada. All 10 project partners from different european countries, including some officials from the city welcomed the meeting to get an overview of the latest developments and plan for future steps.

The SUVOT project, SUsustainable and VOcational Tourism, a three years INTERREG IIIC project, aims at reinforcing the action lines of the Network of Cities for Sustainable Tourism (NCST) created in 2002 as an output of a previous LIFE project. Further the project also aims at advising local governments in other tourist areas to define solid strategies for sustainable quality tourism.

The main objectives of the project are:

- to analyse new consumption patterns as well as the vocations and environmental features of the involved areas as well as their sustainable policies (through a "Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis") to elaborate recommendations for all stake holders in the tourist industry and achieve an integrated and competitive model of sustainable & vocational tourism;
- to formulate and prepare adequate tools (brochures, training materials etc.) with which the Network of Cities for a Sustainable Tourism can effectively promote sustainable and vocational tourism in Europe within a wider campaign, by facilitating cooperation between public or public-equivalent bodies across Europe, with particular regard to the interregional exchange of experience and know-how.

The meeting helped to exchange impressions of the first period of the project and to define next steps and actions to take, with the followign outcomes:

- The **communication material** such as leaflet and website were presented to the project participants They can be found at <http://www.iclei-europe.org?suvot/>
- **The Knowledge Ressource Guide format and frame were presented and discussed among the partners:** For the next half a year period, it is foressen to develop a Knowledge Resources Guide (or toolbox) focusing on (a) benefits of the eco-label and Environmental Management Systems; (b) application of the techniques to assess the carrying capacity of tourist destinations and (c) other forms of best practice;
- **A workshop/Study visit in Rimini**, involving policy makers to present and disseminate the Knowledge Resources Guide, it is planned to be held in October.

Enquiries about the SUVOT project:

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