GREEN
DESTINATIONS

TravelMole
VISION
on Sustainable Tourism

2018 TOP 100
SUSTAINABLE DESTINATIONS

SUSTAINABLE
GLOBAL TOP 100
DESTINATIONS
2018

TOURISM TO BENEFIT LOCAL COMMUNITIES

CALL FOR NOMINATIONS

Participate and be recognized for your sustainability efforts

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CALL FOR NOMINATIONS

For the 4th time, the Sustainable Destinations Global Top 100 competition is organised by ten leading sustainable tourism organisations and networks. Our general aim is to highlight success stories, and to exchange good practices to make all destinations more sustainable, and better for local communities and travellers. A second aim is to help destinations to improve: destinations that register for the Top 100 will learn how to develop their tourism through local community involvement. It is in the destination's interest to avoid 'overtourism' and local resistance. This is why we have chosen the following theme for this year's competition:

"TOURISM TO BENEFIT LOCAL COMMUNITIES"

G.R.E.E.N. VALUES

- **G**enuine and authentic: supporting the celebration of local culture and tradition
- **R**esponsible: defending people against exploitation, human rights violation, and disruptive mass tourism.
- **E**conomically sustainable: involving the local business community and enhancing local community employment during and beyond the holiday season.
- **E**nvironmentally friendly: ensuring public health, safety and sound environmental management
- **N**ature, scenery & animal friendly: protecting scenic views, habitats and wildlife, and respecting animals used in tourism

COMPETITION

AIMS

By publishing an annual list and by sharing destination management good practices and success stories, the initiators wish to acknowledge initiatives making tourism destinations more sustainable, responsible and better from a visitor experience point of view. Selection of a destination in the Top 100 does not mean it is fully sustainable. It means that it has made good efforts, and is making progress.

DESTINATIONS CAN BE...

Cities, towns, islands, and **protected areas** are eligible if a person, a team or an organisation is in charge of tourism destination management and sustainability. In exceptional cases, **countries and regions** may be eligible when their size is **less than 50,000 sq km.** Accommodations, single buildings, attractions and theme parks are not eligible. Eco-lodges and privately owned protected areas are eligible if there is an effective stewardship for a considerable area that is otherwise not managed.

e-mail to:
top100@greendestinations.org

In case you are interested to nominate a destination, e-mail to: **top100@greendestinations.org.**

If the destination is considered eligible, you will receive a login on the Green Destinations *online platform.*

If you have limited Internet access, you will receive a *Nomination form (excel).*

Participation in the competition is free (no fee).

Nominations can be submitted by any person, destination, organisation or company.

WHAT DO WE NEED?

1. SOME KEY FACTS

Quantitative information on a number of quality and sustainability indicators.
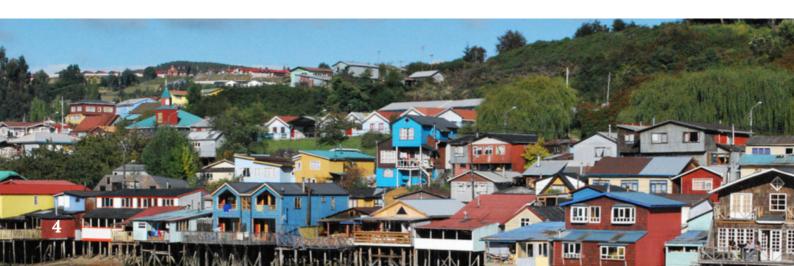
2. SOME INFORMATION

Information showing what the destination is doing to adhere with the GSTC-Recognised Green Destinations Standard, with special attention for 30 selected priority criteria from the Standard (see PRIORITY CRITERIA on page 8-10); nominations should address at least 15 of the 30 (your own choice), but every additional criterion may give extra points.

3. REFERENCES

Two independent references (names and contact information).

4. VISUALS AND CREATIVES

A brief destination description, a sustainability pitch, and 5 *copyright-free* pictures.

SELECTION PROCEDURE

The organisers are looking for destinations that **do not suffer** from overtourism, and have measures in place to prevent this when necessary. The status of 'certified destination' is not a sufficient reason to be included in the Top 100. This is best illustrated by the city of Barcelona, which was the world's first certified destination as well as the classic example of disruptive mass tourism since 2011. So in a way, this competition is looking for destinations to be recommended as an alternative for overtourism destinations.

This is why the organisers prefer selection through an open nomination and assessment process.
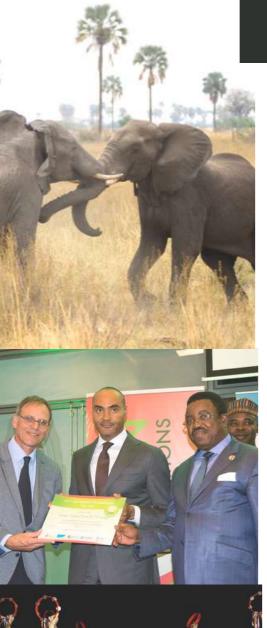
All information to be received from nominators will be processed in the Green Destinations database, and will be available to the members of the International Panel and to a larger group of experts were involved in the assessment.

Selection for the 2018 Top 100 will be made on the basis of two assessments with equal weight:
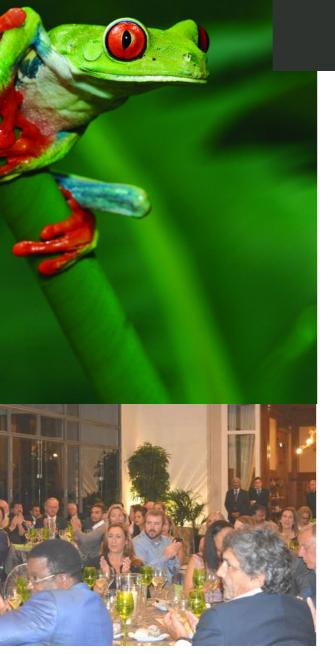
1. *Ratings on the basis of information provided on the indicators (database-generated).*
2. *Adherence with the criteria of the GSTC-Recognised Green Destinations Standard.*

First, consideration will be given to destinations that have already been assessed in 2016 and 2017 with a **GSTC-Recognised Destination Standard** (3rd party assessed, with an available assessment report).

Second, nominated destinations will be evaluated on the basis of information provided by the nominators re: the indicators, and the PRIORITY CRITERIA (page 8-10).

EVALUATION DETAILS

Nominations will be evaluated in an open and transparent assessment process supervised by a Top 100 International Panel, taking account of:

1. Accuracy of the information provided about the destinations.

2. Adherence with the Green Destinations Standard, or to the Priority criteria (see table last pages);

3. Information provided by the International Panel members, and references.

In order to ensure a truly Global Top 100, a maximum amount of selected destinations will be set for each continent, and even for each country by the International Panel.

THE 2017 TOP 100 WINNERS   http://top100.greendestinations.org

5 Dec 2017	Online platform is open for nominations, Call for nominations
15 Feb 2018	Final day for 'early bird' nominations
2 April 2018	Notification of the first 50 'early bird' destinations regarding their selection
7-9 March	Network meetings at ITB Berlin 2018, 2nd Call for nominations
1 May	Final day for nominations
25-30 June	Notification of the late nominations regarding their selection
24-28 Sep	Release of the 2018 Sustainable Destinations Top 100 2018 Global Green Destinations Day

SUSTAINABLE DESTINATIONS TOP 100 INTERNATIONAL PANEL

The procedure and the evaluation is supervised and supported by:
Albert Salman, the Netherlands. President, Green Destinations
Anne-Kathrin Zschiegner, Switzerland. The Long Run
Brian T. Mullis, Oregon, USA. Founder of STI; Destination Management Specialist
Geoff Bolan, USA. CEO, Sustainable Travel International (STI)
Glenn Jampol, Costa Rica. President, Global Ecotourism Network (GEN)
Hugo de Jong, the Netherlands. QualityCoast and QualityTourism Awards
Jonathan B. Tourtellot, USA. Destination Stewardship Center
Marloes Van De Goor, President, International Institute for Animal Ethics (IIAE)
Masaru Takayama, Japan. President, Asian Ecotourism Network (AEN)
Peter Prokosch, Norway. Linking Tourism & Conservation (LT&C)
Valere Tjolle, UK / Italy. TravelMole's VISION on Sustainable Tourism.

This is a preliminary list of Panel members representing Top 100 Partner organisations. **The evaluation of nominations will be supported by ca. 100 experts in the field of responsible and sustainable tourism.**

4 December, 2017
Final Draft version 1.7

PRIORITY CRITERIA

Numbers refer to the Green Destinations Standard.
Nominations have to address at least fifteen of these thirty.

1.1 Sustainability Coordinator

A person has been assigned the responsibility and authority for the adequate implementation and reporting of sustainable destination management.

1.3 Vision

The destination has defined, in consultation with stakeholders, a Vision which has integrated sustainability principles and is publicly communicated.

1.6 Inventory

The destination has a publicly available and regularly updated inventory of its assets and attractions including natural and cultural sites.

1.8 Tourism policy

The destination has an up-to-date, publicly available, multi-year tourism policy or strategy addressing environmental, aesthetic, social, cultural, economic, quality, health and safety issues.

2.1 Nature protection

The protection of natural sites, habitats, species, and ecosystems (incl. marine and aquatic) is effectively addressed and enforced. Nature degradation is addressed.

2.2 Natural resource protection

The protection of natural resources (water, soil, minerals, wood etc.) is adequately organised and enforced, and unsustainable use is avoided.

2.7 Animal Ethics

The use of animals in tourism is effectively controlled in order to decrease the risk of unnecessary suffering, disease, and death.

2.8 Landscape & Scenery

Natural and rural scenic views are protected and the sense of place is maintained; landscape degradation and urban sprawl into scenic landscapes is effectively avoided.

3.2 Air pollution

Air pollution is adequately addressed, impacts of tourism related air pollution are effectively controlled.

3.9 Waste water treatment

Waste water treatment is adequately organised and relevant regulations are enforced, aimed to minimise impacts to people and the environment; this also relates to siting, maintenance and testing of discharge from septic tanks.

3.10 Soft mobility

The destination has a soft mobility strategy to minimize high-impact transportation in touristic zones; walking and cycling is facilitated and encouraged.

PRIORITY CRITERIA

3.14 Solid waste reduction

Any solid waste is monitored, reduced, separated and recycled, and quantitative goals are set, especially regarding the reduction of plastic waste.

3.15 Waste separation

Facilities are in place for an adequate separation of municipal and industrial waste.

3.17 Energy consumption

Measures are taken to reduce energy consumption in the destination; residents and visitors are encouraged to reduce energy consumption.

3.18 Reduction fossil fuel dependency

Adequate measures and incentives exist to reduce reliance on fossil fuels and to encourage renewable energy technologies.

4.1 Cultural heritage conservation

The conservation, authenticity and aesthetic presentation of cultural resources such as sites and built heritage, typical or traditional architecture, town design, cultural sense of place, urban scenic views, and archaeological sites, is adequately organised and enforced according to internationally recognised standards.

4.3 Managing tourism impacts on culture

Tourism related to cultural sites, built heritage, culturally important landscapes, land-use and sense of place is carefully managed to avoid negative impacts. Any impacts such as damage, disruption and degradation are adequately monitored and addressed.

4.4 Intangible heritage

Intangible cultural heritage and local life and culture, are adequately protected and respected.

4.5 Respecting authenticity

Tourism is respectful of the living culture and traditions, supportive to its protection and celebration, and not interfering with its practice. The practice of tourism in observing the living culture and traditions is genuine and respectful. When traditions are replicated they remain genuine and authentic.

5.5 Protection of people

The destination takes adequate measures to protect all people legally and effectively against commercial, sexual, or any other form of exploitation and harassment.

5.9 Residents informed about sustainable tourism

Inhabitants are regularly involved in discussions on opportunities, challenges and sustainability of tourism development.

5.11 Inhabitant satisfaction

The satisfaction of residents with tourism development and destination management is monitored regularly, and the results are publicly reported in a timely manner.

5.12 Community Empowerment

The destination supports the integration of community members in destination management and policy development, enabling citizens to be(come) proud 'destination ambassadors' in- and outside the destination.

PRIORITY CRITERIA

5.13 Optimising private sector contribution

Small- and medium-sized enterprises are supported; and measures are taken to optimise the private sector's contribution to the local economy.

5.14 Promoting local products and services

The inclusion of local artisans, producers and service providers in the tourism value chain according to fair trade principles is supported; local and sustainable products that are supportive to the area's nature, culture, local identity, and local economy, are promoted.

5.17 Optimising social impacts

The impact of visitors on the local community and on other visitors is appropriately monitored, and measures are taken to optimise their contribution to the local economy.

5.18 Real estate exploitation

The impact of real estate development on the local community is appropriately monitored, and measures are taken to optimise their contribution to the local economy.

5.20 Health & safety prevention

Crime, safety, and health hazards are adequately prevented and addressed.

6.1 Sustainability standards

Internationally recognised sustainability standards consistent with the GSTC Criteria for tourism enterprises are promoted by the destination or the business sector.

6.12 Visitor behaviour at sensitive sites

Guidelines for appropriate visitor behaviour are developed and made available, aimed to minimize adverse impacts on sensitive sites and to strengthen positive visitor behaviour

Pictures in order of appearance:
• World class landscape experience (Mosteiros, Sao Miguel, Azores)
• World class cycling experience (Vail, Colorado, USA)
• World class sunsets (North Sea, The Netherlands)
• World class cultural experience (Queluz Palace, Sintra, Western Portugal)
• World class big game experience (Botswana, photo credit Great Plains Conservation)
• GD's president Albert Salman, HE Mwedi Malila Apenela (Minister of Tourism, D.R. Congo), Dr. Cosma Wilungula (DG, D.R. Congo), and Mr. Sonigitu Asibong (Cross River State, Nigeria)
• World class traditional dancing (Gozo, Malta)
• World class wildlife experience (Red-eyed tree frog, Costa Rica)
• Impression of the 2017 Top 100 Gala dinner in the Portuguese Presidential Palace in Cascais

The Sustainable Top 100 founders:
Albert Salman, Leiden (the Netherlands). President, Green Destinations
Valere Tjolle, Bath (UK), Romagna (Italy). TravelMole's VISION on Sustainable Tourism