



Co-funded by the
Erasmus+ Programme
of the European Union




GOOD PRACTICES IN SUSTAINABLE TOURISM

Good Practice Catalogue



FH JOANNEUM
University of Applied Sciences

 **Universitat d'Alacant**
Universidad de Alicante

 **IULM**
International University of Languages and Media
Libera Università di Lingue e Comunicazione



WEBSITE: CESTour – Centers of Excellence in Sustainable Tourism

 CESTour | Facebook

 sus_tour@bimtech.ac.in



GOOD PRACTICES

IN SUSTAINABLE TOURISM

Good Practice Catalogue



 Co-funded by the
Erasmus+ Programme
of the European Union

 CESTOUR
ERASMUS+

FH JOANNEUM
University of Applied Sciences

 Universitat d'Alacant
Universidad de Alicante

 **IULM**
International University of Languages and Media
Libera Università di Lingue e Comunicazione

GOOD PRACTICES

IN SUSTAINABLE TOURISM

Copyright 2021 @
Report Editorial Committee

All Rights Reserved

The material can be used for research purposes in any form. Selling as own by any interested party is not permissible.

This report is part of the Project 'Status – QUO Report of Sustainable Tourism India' which is Co-funded by the Erasmus+ programme of the European Union. This publication reflects the views only of the authors and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Report Editorial Committee

Martha Friel

Assistant Professor

Economics and Business Management,
IULM University
Culture and Tourism Management and
Marketing.

Haraltd Friedl

Associate Professor

Sustainability and Ethics in Tourism,
Health and Natur Tourism.

Oana Driha

Assistant Professor

Economics, University of Alicante
Hotel internationalisation, Economic growth,
Sustainability and teaching innovation.

Omar Franco

Student, Master program,

Corporate Finance
University of Valencia.



Co-funded by the
Erasmus+ Programme
of the European Union

SUMMARY

Title	Thematic Field	Institution	Country
Zotter Chocolate Factory	Environment Sustainability	FH JOANNEUM	Austria
Thermen- und Vulkanland Southeastern Styria	Innovative tourism	FH JOANNEUM	
Austrian Tour Operator Weltweitwandern	Responsible tourism	FH JOANNEUM	
Austria Trend Parkhotel Schönbrunn	Environmental awareness	FH JOANNEUM	
Organic Paradise SalzburgerLand	Organic farms	FH JOANNEUM	
Island of Mainau	Environmental performance	FH JOANNEUM	Germany
Butik	Social Enterprise to promote the Italian musical heritage	LIBERA UNIVERSITA DI LINGUE E COMUNICAZIONE	Italy
Ecobnb	Web platform marketing sustainable tourism offers	LIBERA UNIVERSITA DI LINGUE E COMUNICAZIONE	
Girolibero	Tour Operator for Cycling and Trekking Trips	LIBERA UNIVERSITA DI LINGUE E COMUNICAZIONE	
Nautilus Lanzarote		UNIVERSIDAD DE ALICANTE	Spain
RuralSuite Hotel-Apartamentos	Rural Eco-tourism	UNIVERSIDAD DE ALICANTE	
Sendaviva - Adventure and Amusement Park	Environmental Management System	UNIVERSIDAD DE ALICANTE	

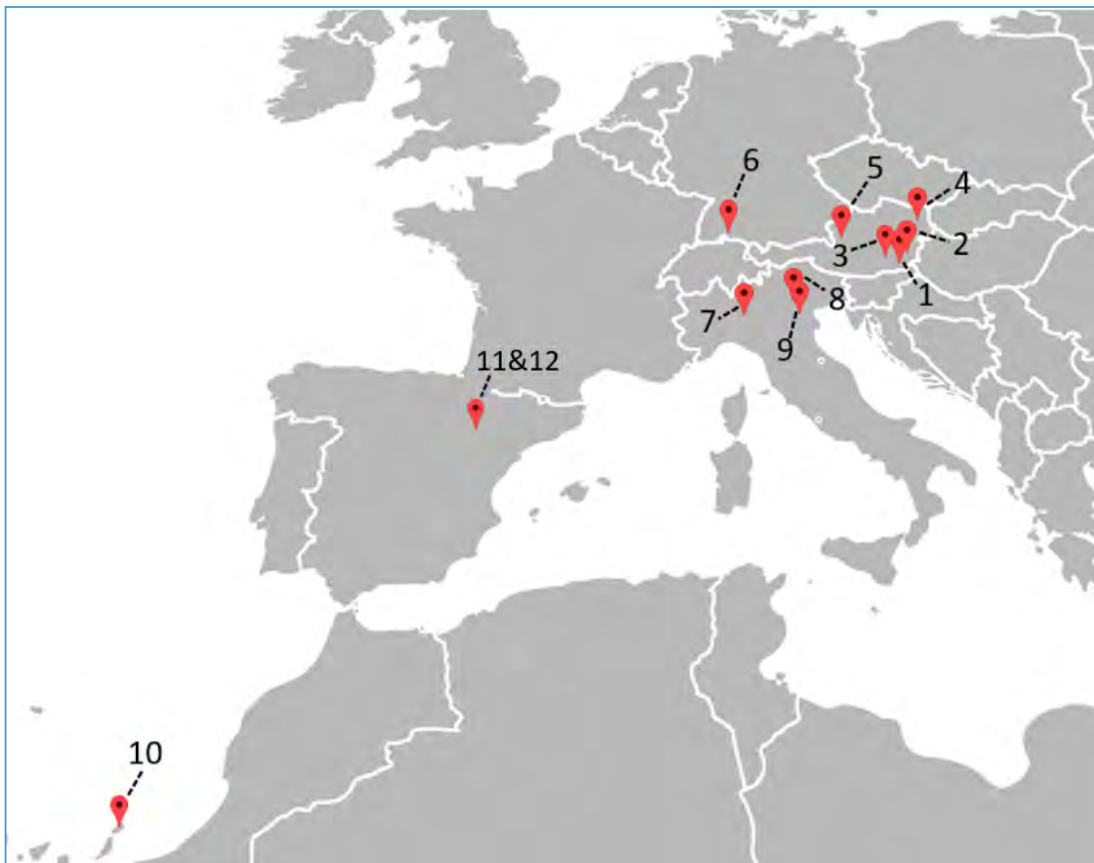


Figure 1: Best-Practice examples map

Project Partner



Institutions




FH JOANNEUM
University of Applied Sciences

FH JOANNEUM Gesellschaft mbH,
Austria



Sabaragamuwa University,
Sri Lanka



Universitat d'Alacant
Universidad de Alicante

University of Alicante,
Spain



Uva Wellassa University,
Sri Lanka



IULM
International University of Languages and Media
Libera Università di Lingue e Comunicazione

Università die Lingue e Comunicazione,
Italy



Tribhuvan University,
Nepal



BIMTECH
BIRLA INSTITUTE
OF MANAGEMENT TECHNOLOGY

Birla Institute of Management Technology,
India



GLOBAL COLLEGE
INTERNATIONAL

Global College International,
Nepal



**INSTITUTE OF
PUBLIC ENTERPRISE**

Institute of Public Enterprise,
India



**NIRMA
UNIVERSITY**

Nirma University,
India



Nepal

Tribhuvan University (P9)
Global College International (P10)

CONTENT

GOOD PRACTICE DEFINITION	9
GOOD PRACTICE CRITERIA.....	9
GOOD PRACTICE EXAMPLES	10
Austria	11
Zotter Chocolate Factory	11
“Thermen- und Vulkanland”, Southeastern Styria	13
Austrian Tour Operator Weltweitwandern	16
“Austria Trend Parkhotel Schönbrunn”	19
“Organic Paradise SalzburgerLand”	22
Germany	24
Island of Mainau	24
Italy.....	26
Butik – Social Enterprise to promote the Italian musical heritage.....	26
Ecobnb – Web platform marketing sustainable tourism offers.....	28
Girolibero – Tour Operator for Cycling and Trekking Trips	30
Spain	32
Nautilus Lanzarote	32
RuralSuite Hotel-Apartamentos.....	34
Sendaviva – Adventure and Amusement Park.....	36

Good practice in sustainable tourism

This report aims to provide a range of good practice examples focusing on sustainable tourism efforts and strategies on the example of specific cases in Austria, Germany, and Italy. The compendium is a joint effort of the project partners. To have a common line for all partners, some criteria related to sustainable tourism were researched in advance and have been used in the collection and analysis of the examples. These criteria are sustainability, effectivity, feasibility, the possibility of replication, and legal compliance. Their specific meaning is explained on the next page. The focus of the examples is on the sustainability criteria, so this category has been further detailed into dimensions, key indicators, and possible measures. The report starts by giving one (of many) brief definitions of "Good Practice", followed by an explanation of the criteria used. Then, the collected good practices are presented in detail.

GOOD PRACTICE DEFINITION

"a procedure that has been shown by research and experience to produce optimal results and that is established or proposed as a standard suitable for widespread adoption" (Merriam-Webster, n.d.).

GOOD PRACTICE CRITERIA

The following criteria were used to help determine whether something qualifies as a good practice example for sustainable tourism:

➤ Sustainability

"Good practices" should meet certain sustainability needs. As research offers a plethora of criteria that relate to sustainability this document refers to Agyeiwaah et al., who have analyzed indicators of sustainable tourism in their research. They found that an excessive amount of indicators has developed throughout time and tried to narrow them down to four core dimensions, namely economic, environmental, social, and cultural. (2017):

Dimension	Key indicator	Possible measures
Economic	Employment	Number, type and duration of jobs
		Gender equity
	Business viability	Expenditure
		Arrivals
		Profitability
Social	Quality of Life	Satisfaction, etc.
		Resident empowerment
		Congestion and crowding
		Community attitudes to tourism
		Access to amenities
Environmental	Water quality and water management	Changes in crime rate
		Volume and changes in volume
	Solid waste management	Water treatment, etc.
Recycling		
Cultural	Energy conservation	Reduction in energy usage
		Maintenance of integrity of local Communities
	Maintenance of cultural sites Authentic representation of local cultures.	

Table 1: Compilation of Key indicators and associated measures from Agyeiwaah et al. (2017)





Good practice example

➤ **Effectivity**

“Good practices” should be successfully implemented, it is not enough that a project is planned, or that people value such a plan as positive. It must be realized and be in operation already. The obvious aspects of this particular example can be used to illustrate how it contributes to the achievement of an explicit goal. Ideally, the strategic relevance of this example can also be explained and illustrated.

➤ **Feasibility**

“Good practices” should be presented in such a way that the reader can draw practical conclusions from the particularities of this example. Therefore, these particularities must be described in a sufficiently clear, explicit, and understandable way. A decisive criterion for the selection of adequate “good practices” is therefore that they are actually implementable in practice and thus also repeatable. Examples are therefore unsuitable if they are the result of particularly fortunate circumstances or special cultural conditions. Such examples cannot be copied and are therefore unsuitable as learning models.

➤ **Possibility of replication**

“Good practices” should be transferable to similar environments (and adapted as needed). In this respect, good practices should be selected that can solve problems typically encountered in tourism in a good and lasting way. Rather unsuitable are those examples that are rather an expression of unique cultural characteristics and thus not or hardly transferable to other cultural or social contexts. Because then the desired learning effect of this “good practice” example is lost.

➤ **Legal compliance**

“Good practices” should follow all applicable laws and regulations such as health, safety, labor, and environmental aspects. This means that examples whose specificity consists merely in following existing laws

are generally inappropriate. Exceptions to this are those cases that involve the successful implementation of a newly introduced legal rule, or in social and cultural contexts where formal law is hardly taken into account in practice.

GOOD PRACTICE EXAMPLES

Following are twelve examples of sustainable tourism grouped by country (Austria, Germany, Spain, and Italy). These examples represent the diverse manifestations of tourism, as they include attractions, accommodations, tourism regions, tour operators, accommodations, marketing, and consulting agencies, and Internet platforms. The respective examples were presented and analyzed by the project partners based on the examples mentioned and explained above.

What insight value can these examples now provide?

As made clear in the introductory presentations on the principles of sustainable development, sustainability is always the expression of a balanced process geared to the long term. Its special quality - and thus ultimately its special success - is ultimately based on identifying the existing internal and external potentials and favorably using them. The following examples are undoubtedly typical of this promising approach. Therefore, the Asian project partners are invited to recognize the principles behind this specific approach and to transfer them to their own regional and cultural characteristics.

On the other hand, the particular success of a project, a company, or a region always depends on the specific regional, cultural and resource-specific circumstances. In this respect, the findings from the analysis of such best-practice examples can only be applied to another context to a limited extent. However, as already emphasized at the outset, this is like processes and developments. In any case, the following examples may provide an impetus for constructive discussions and the development of one's ideas.

CESTour

Austria

Zotter Chocolate Factory

Name of the Company	Zotter Chocolate Factory
Country	Austria
City	Riegersburg
Website	https://www.zotter.at/en/
Author	Harald Friedl

DESCRIPTION

Zotter is a family business founded by Josef Zotter in 1987, which transformed from a pastry shop to a chocolate factory in 1999. Since then, they have continuously grown and by now produce a range of products, such as chocolate bars, drinking chocolate, pralines, and more in a variety of around 500 flavors. The factory is located in Bergl near Riegersburg in the Austrian province of Styria, which is rather rural and known for offering few jobs as well as income at the lower end of the spectrum.

The chocolate industry poses a set of challenges. Some of which are low prices for cocoa beans in their country of origin, bad working conditions as well as bad remuneration for farmers of cocoa beans, or the transportation of beans not being ecofriendly. Also, the production of chocolate in itself is quite a complex process, which is the reason why parts of it are often outsourced.

Zotter is one of the most frequented tourist attractions in Styria. Their factory in Bergl Zotter offers guided tours and tastings throughout their entire production attracting around 270,000 visitors a year. After touring the "Chocolate Theatre" visitors can buy chocolate bars in more than 500 flavors at the shop and, if they wish, enjoy the scenery, and do some animal watching at the "Edible Zoo" located right next to the factory. There, Zotter also offers hearty food and drinks, as well as an adventure playground.

GOOD PRACTICE SOLUTIONS

Today Zotter employs around 200 people. As there is no major urban center nearby, most of them live in the area and consider themselves friends or family. Everybody from Management is actively involved with all parts of the factory, so there is a lot of exchange with workers. Zotter is also known for offering safe contracts with good salaries and other benefits, such as a daily free organic meal from the "Edible Zoo". In combination, this makes for a high retention rate of employees.

Bean-to-bar production: Zotter carries out all of the production steps needed to manufacture a chocolate bar in-house. Only organic and fair-traded cocoa beans are used as raw materials.

The "Chocolate Theatre" is a concept that offers visitors the possibility to see every step of the production process first-hand via transparent parts in the factory as well as experience different tastes at various tasting stations.

At the "Edible Zoo" adjacent to the factory visitors can enjoy organic food and drinks produced from self-grown fruit and vegetables as well as animals that are bred in-house. Aside from offering delicious meals, the aim is to show people how food is made and where ingredients for it are coming from.

Zotter actively strives to improve environmental sustainability. The "Edible Zoo" is self-sufficiently powered by solar energy generated through a photo-voltaic system. Any surplus of that solar energy is fed into the factory which is otherwise powered by eco-power generated from renewable sources. Drinking water is sourced from their spring and collected rainwater is used for watering the agriculture used for the "Edible Zoo". Aside from that Josef Zotter is driving an electric vehicle and the company is currently in the process of replacing its entire fleet with electric cars.

The business is Fair Trade verified and is also a member of the WTFO (World Fair Trade Organization). The WTFO is an organization that focuses on and reviews social enterprises and Fair Trade. They monitor their member businesses on the 10 Principles of Fair Trade. Among others, these principles include Transparency & Accountability, Fair Trade Practices, Fair Payment, No Child Labor / Forced Labor, Respect for the Environment, etc.

Other notable attempts to promote sustainability in various areas are Zotter's ongoing projects:

Good
practice
example



- Chocolate for school – is supporting Ugandan school kids by donating a certain amount of money for each “Chocolate for School” chocolate bar that is sold
- Cocoa sets Sail – is a project that aims to transport cocoa beans from Belize via sail ship which is a carbon-neutral way
- Cocoa not Cocaine – is a project that aims to support locals of Colombia and Peru by trying to make legal organic cocoa cultivation more attractive and help fight against illegal cocaine trade

Analysis according to sustainability indicators and measures

Dimension	Key indicator	Possible measures
Economic	Employment	The high retention rate of employees
		Fair salary and benefits
	Business viability	Profitable
		Continuous growth over years
		Multiple income sources aside from core business
		Full organic bean-to-bar production
Social	Quality of Life	Offering safe jobs in a rural area
		Promoting local tourism (“Chocolate Theater, “Edible Zoo”)
		The educational aspect of the Zotter Experience World
Environmental	Water quality and water management	Drinking water sourced from own well
		Rainwater used for agriculture
	Energy conservation	“Edible Zoo” powered by solar energy
		Surplus solar energy fed into the production
		Fleet replaced by electric vehicles
Cultural	Maintenance of the integrity of local communities	Supporting Fair Trade
		High engagement with cocoa farmers Projects to promote local communities in various countries

Analysis according to the good practice criteria

Effectivity – Zotter’s attempts to promote sustainable tourism have shown that an ecologically and socially sound business is economically viable. Practices have been successfully implemented over the years, increasing revenue and profitability as well as the reputation of the company.

Feasibility – Zotter’s initiatives and measures are well presented on its website and often in the media and are easily understandable. They are well-planned and implemented following their philosophy.

Possibility of replication – While some of the measures and initiatives are quite specific (e.g., the bean-to-bar production of chocolate) there are lots of other aspects that can be replicated under similar circumstances such as their way to manage energy and water consumption or their attempts to promote local communities throughout various means.

Legal compliance – Zotter has shown to follow regulations that undergo regular monitoring. Examples of that are their ORGANIC or WFTO certificates. Workers are compensated fairly and Zotter has not shown any reason to suspect it does not act in compliance with legal regulations.

CESTour

Thermen- und Vulkanland

Name of the Company	Thermen- und Vulkanland Southeastern Styria
Country	Austria
City	Styria region (65km southeast of Graz)
Website	https://www.steiermark.com/de/Thermen-Vulkanland
Author	Harald Friedl

Description

The tourism region "Thermen- und Vulkanland" (translated: "Spa- and Vulcano Country") is the oldest spa region of Austria. Originally founded in the mid-90th as a marketing association of some spa locations, called the "Steirisches Thermenland", this tourism organization had the task to internationalize the region with a focus on overnight guests. It was financed by tourism levies, municipalities, thermal spas, hotels, and subsidies from the public sector.

During this time, the development of the rural region of south-eastern Styria was separate from those spa centers. For a long time, this region was considered the "last corner of Austria" with a high rate of emigration. With Austria's accession to the EU in 1995, the region was able to participate in the EU LEADER program for regional development for the first time. At that time, 14 mayors decided to jointly develop a concept for the future. The central vision was the transformation from a border region to an innovative and liveable region - with the name "Steirisches Vulkanland". Under this umbrella brand, as many activities as possible in the region were successively bundled and made visible to develop and market them qualitatively in the interest of promoting jobs and increasing the quality of life of the population.

The second development phase of the "Styrian Volcanic Land" started in 2010 when the principles of sustainability were explicitly adopted as a development vision for the year 2025 - under the motto "Future viability - human, ecological, economic". This was accompanied by the goal of a balanced design of the three equally important areas of socio-culture, ecology, and economy as the basis for independent development and high quality of life. This step was also financed by a LEADER project.

The third step finally qualifies this region as a good practice example. This is because tourism development, on the one hand, is driven by the "Steirisches Thermenland" marketing platform, and rural development, on the other hand, is driven by the "Steirisches Vulkanland" regional management, which was organisationally and strategically separate from each other. It was not until 2017 that these two organizations were merged into a joint tourism regional association under the new brand "Thermen- & Vulkanland Steiermark". Within this organization, the task now is to gradually link the strengths of a lively, innovative, and attractive rural culture with the market potential of a strongly developed tourist culture. In this way, a resilient year-round tourism destination is to be created, in which tourists will find a holiday region on the doorstep of the large cities of Vienna and Graz rich in culinary, culture, and leisure infrastructure, specialized in health-promoting tourism, but this region offers also high quality of life and attractive development opportunities for the residents themselves.

Good practice solutions

The most important element to be able to make tourism more sustainable is the networking of stakeholders into a lively and productive communication network that produces sustainable solutions internally but is perceived clearly and authentically by potential customers externally in a market characterized by diversity and confusion.

Since the merger, the two partners have been working on the development of innovative tourism products, so-called "combination tourism", which combine spa visits with discovering the region. In this way, visitors to the spas are encouraged to discover the surrounding region and its cultural and natural treasures in the course of their visit. Particularly those forms of transport are promoted that are environmentally friendly, health-promoting, and eventful, such as hiking or eBikes.

Accompanying measures for this exemplary convergence of the two approaches are training initiatives to qualify the population with a tourism background (employees of tourism

Good
practice
example



associations, hotels, and guest houses) to become “regional experts” with special knowledge about excursion destinations and insider tips from the region. After all, the personal advice given to guests by qualified staff creates special experiences! This training combines practical excursions with independent learning on the smartphone.

The implementation of tourism coaches who support regional tourism businesses in meeting the challenges regarding digitalization, demographic change, tourism strategy, and cooperation opportunities through targeted advice.

The participatory development of networks between providers of services in the field of cycle tourism with the aim of a joint appearance as a cycle destination.

Development of the “Route 66” brand stands for interweaving regional strengths and making them usable for tourism. The high density of adventure manufactories, authentic family businesses, and traceable origins from the field to the plate are ideal prerequisites on the way to becoming one of the strongest culinary destinations in Europe

Analysis according to sustainability indicators and measures

Dimension	Key indicator	Possible measures
Economic	Employment	Until CoVid19, almost three million overnight stays were recorded per year, primarily by guests from eastern Austria. The merger should enable a 30 percent increase by opening up markets in western Austria and southern Germany and by increasing the length of stay of guests. In consequence, there was a high retention rate of employees
		Fair salary and benefits
	Business viability	Profitable
		Continuous growth over years
Social	Quality of Life	Very dynamic markets due to the strategy of combining and integrating several resources of the region; active policy of funding innovative products in the field of handicrafts and culinary; in consequence target markets become increasingly diversified and resilient
		Offering growing numbers of safe jobs in a rural area
		Promoting local tourism by actively integrating local and regional culture into attractive tourism products
Environmental	Water quality and water management	Strong educational policy both in the field of professional qualification as well as in the field of health literacy to raise the live quality of population; numerous flanking projects for health promotion
		Styrian Volcanic Land is expressly committed to sustainable and ecological management, economical use of energy and resources, climate-friendly design, harmonious building culture, and other topics that stand for ecological sustainability in Styrian Volcanic Land. There is an explicit policy to increase water retention on the land to prevent climate-change-related flooding; to increase the humus content in the soil, and in general to increase the sense of responsibility of the population to store and use rainwater

Dimension	Key indicator	Possible measures
	Energy conservation	Declaration of an explicit "Energy Vision 2025" with the target of energy self-sufficiency until 2025; active policy to promote climate-friendly forms of energy production, especially photovoltaics and renewable raw materials
Cultural	Maintenance of the integrity of local communities	Promotion of town center revitalization and new forms of public usage of municipal buildings; Provision of platforms to exchange innovative ideas, products, events, and initiatives; Active offers of educational programs to qualify the population to make products out of their garden harvest; Actively promoting regional festivals which integrate local and regional culture; Offering a wide range of courses and pieces of training for the population in the field of health promotion, sustainable lifestyle, etc.

Analysis according to the good practice criteria

Effectivity – The "Thermen- und Vulkanland" actively promotes both sustainable culture and lifestyle as well as sustainable tourism products based on this vivid culture. The permanent growth of a region with was in old times famous for high emigration rates is a positive sign of success. The example shows very well that cooperation and integration to use synergies is probably the most effective way of approaching sustainability in tourism, but it is also the most challenging way as it needs a lot of time, patience, and target loyalty. In consequence, many aims of the "Thermen- und Vulkanland" has been reached after investing in countless workshops, and there is still a lot to do, but the direction of this development is absolutely convincing.

Feasibility – The initiatives of the "Thermen- und Vulkanland" can be seen in the form of many declarations, developed programs, realized workshops and pieces of training, tourism products – and the growth of tourism demand for those products in the region. Many of those initiatives have also been evaluated according to sustainability indicators, such as the "Tulip Festival" in Edelsbach. The results are well presented on its website and often in the media and are easily understandable. They are well-planned and implemented following their philosophy.

Possibility of replication – While some of the initiatives are quite specific, especially the development of spa tourism centers which is related to the natural occurrence of thermal water, the strategies of the "Styrian Volcano Country" are perfectly replicable for any rural area which are characterized by low economic dynamism and migration, but also by high potentials of natural and cultural attractions, under the condition that there is a political will to invest into measures and initiatives of education, integration, and promotion.

Legal compliance – The "Thermen- und Vulkanland" is following all local, regional and national as well as European regulations. As partly financed by the European Community, the projects are regularly monitored and evaluated.



CESTour

Austrian Tour Operator Weltweitwandern

Name of the Company	Austrian Tour Operator Weltweitwandern
Country	Austria
City	Graz
Website	https://www.weltweitwandern.at/
Author	Harald Friedl

Description

The tour operator "Weltweitwandern", based in Graz, Austria, organizes trekking trips for small groups to 90 countries around the world. The company was founded by architect Christian Hlade in 1999 to finance a school in a remote village in the Himalayas. Since then, "social responsibility" has been central to the company's mission statement, with the explicit aim of making the world a better place through the company's tourism activities and minimizing any adverse impacts caused in the process. In this sense, the company prefers its vision of "responsible travel" instead of "sustainability". With this in mind, the travel products are prudently designed by locally rooted guides in cooperation with partner companies in the destinations.

Good practice solutions

According to the company's conviction, the implementation of "responsible tourism" pursues the goal of integrating the cross-sectional issue of "sustainability" into all areas of the company. For this purpose, a process was started in the company under the title "responsible action for sustainable development", including the following aspects:

- the commitment to minimize the environmental impact of tours,
- the fair and long-term form of cooperation with partner companies in the destinations,
- the best possible economic and social integration of the population along the chosen trekking routes.
- the environmentally friendly and socially fair design of the organizational processes in the headquarters in Graz
- but also acting responsibly towards society at home and in our travel countries.

The implementation of this goal requires continuous monitoring of all areas of the company to identify and realize optimization potentials in terms of sustainability. Therefore, regular workshops and strategy meetings are held together with the employees and cooperation partners to define strategies and set priorities.

Examples of results from the 2019 strategy retreat in the area of sustainability are

- the reduction of plastic waste,
- the reduction of transfers by car on the trekking tours according to the Weltweitwandern motto "Drive less, walk more".
- the creation of a bee- and insect-friendly garden at the WWW base camp in Graz.

Before the CoVid crisis, the implementation of social sustainability was essentially based on empowerment through education for partners, for the local population (children) and through emergency aid.

1. The empowerment program aims to qualify partners in the destinations. Exchange programs have been running for years in which partners and guides are invited to Austria for intercultural and technical training. Since 2018, the specially founded Weltweitwandern-Academy has been used to develop and spread tourism on an equal footing.
2. The social education program for children promotes development opportunities for children in remote villages along the trekking routes. One such project is the "Académie Vivant'e" in the High Atlas in Morocco, which is intended to create a vocational support and education center for an entire valley. In Nepal, a children's home and a school for 190 pupils were built near Kathmandu, as well as two further school buildings for 60 children in the Sherpa village of Hile. These social programs are handled by the "Weltweitwandern Wirkt!" Association was founded in 2015, through which 1 million euros have been invested in educational projects in Morocco and Nepal.

Good
practice
example

3. Emergency aid has been carried out since 2010 through donation campaigns on the occasion of natural disasters, for example after the floods in Pakistan and Ladakh (2010), the earthquake in Japan (2011), and in Ecuador (2016).

The current reaction to the Corona pandemic according to the company's principles of sustainability is the initiation of an "emergency fund for local teams" to compensate for the consequences of the biggest crisis for the tourism sector which put the livelihoods of many people at risk. Therefore, the "Weltweitwandern Wirkt!" association collected around 100,000 euros in donations to provide rapid and bureaucratic support to long-time partners, guides, cooks, and porters in partner destinations such as Nepal and Morocco. Behind this engagement, there is not only social commitment but also the strategic goal of once again being able to rely on qualified and loyal partners to offer sustainable hiking tours in the future again.

Since the establishment of this company, it has invested in external supervision and certification processes to raise and maintain the quality of its engagement in sustainable tourism. Sustainability reports and, in 2012, a balance sheet for the common good were prepared, already in 2009 Weltweitwandern was the first Austrian tour operator to be certified according to the German CSR Certification scheme of "TourCert". In 2011 the company was awarded the Austrian National Prize for Tourism, one of many awards for its commitment to sustainable tourism.

Analysis according to sustainability indicators and measures

Dimension	Key indicator	Possible measures
Economic	Employment	24 permanent employees in Graz, permanently seeking new staff; about 90% women; about 500 partners in the destinations;
	Business viability	Until 2020, app. 38.000 guests have traveled with WWW; 254 trips per year in 90 destinations; Annual growth of 20% in guests and profit; very high profitability; Very high satisfaction of both guests and business partners in destinations; a good indicator is the many international prizes got for trips (several times "The Golden Palm" of GEO SAISON, the "Oscar" of the travel industry for the most innovative, beautiful, and original trip; three times awarded by the "Trigos Prize for Responsible Companies"; in 2011 awarded by the Austrian National Prize for Tourism.
Social	Quality of Life	Clear and specific programs for empowering residents by educational programs and social support for schooling; integration of partners from destinations in development of trips; Integration of visited population in tourism by respectful trips, social and cultural exchange;
		Prevention against congestion and crowding by limiting trips to small trekking groups (max. 12 passengers)
		In consequence high very positive community attitudes to tourism; Overall, tourism activities play an important role in supporting social stability and development in the host communities, preventing poverty and crime
Environmental	Water quality and water management	Due to trekking trips, applied to regional standards, the very low need for resources



Dimension	Key indicator	Possible measures
	Energy conservation	Company headquarter in Graz follows the standards of low-energy-need, equipped with photovoltaic panels at the roof; warming and cooling according to newest smart energy-saving technologies Program on reducing plastic; Cooperation with "atmosfair" to offer customers the compensation of climate-critical emissions of flights by donating adequate sums of money to social projects specialized in reducing CO2-emissions
Cultural	Maintenance of the integrity of local communities	Support by investments into the schooling of children in Morocco and Nepal (see above), intercultural training of guides and local staff, economic support in emergencies

Analysis according to the good practice criteria

Effectivity – This good practice example shows well a high degree of effectivity due to the strategic approach of repetitive monitoring of potentials for improvements in sustainability. The number of prizes and the successful certifications is good indicators for the high quality of these measurements, as well as the long-term growth of the company while being highly profitable; the least indicates very well the effectivity AND efficiency of the activities

Feasibility – All steps of the company were following classical rules of sustainable management: participating in the development of strategies, priorities, and execution of decisions, permanent monitoring, integrating of sustainability in all fields of activities, but also going this way step by step. From this perspective, many of the described activities are – in the mid-and long-term – feasible. The big success of the company indicates also that investments in the quality of products, organizational culture, and partnerships are highly sustainable from both the economic and social perspectives.

Possibility of replication – The fact that the company is cooperating with partners from almost all over the world shows very well, that the principles of respect, long-term orientation, empowerment to - and care for partners are universally compatible with all destinations and companies.

Legal compliance – The high numbers of certifications (CSR...) and prizes indicate that the company goes far beyond legal obligations.

CESTour

Austria Trend Parkhotel Schönbrunn

Name of the Company	Austria Trend Parkhotel Schönbrunn
Country	Austria
City	Vienna
Website	https://www.austria-trend.at/de/hotels/parkhotel-schoenbrunn
Author	Harald Friedl

Description

More than 100 years ago, guests of the Austrian-Hungarian Emperor Franz Joseph used to reside and dine at Parkhotel Schönbrunn in Vienna when they had to wait for an audience with the Emperor. The hotel is situated next to Schloss Schönbrunn and closes to the underground station. It offers a top-quality experience, beautifully “packaged” in a castle-like hotel. As is proper for a former guesthouse of an emperor, at Parkhotel Schönbrunn, the hotel rooms are “private suites”. Its excellent location, as well as its distinctive imperial atmosphere, make this hotel unique in Vienna.

The hotel is part of the Verkehrsbüro Hotellerie GmbH. It is awarded the national Eco-label. To minimize the impact of the hotel operations on the environment numerous initiatives have been introduced.

Good practice solutions

The Austria Trend Parkhotel Schönbrunn is particularly concerned with sustainability, resource conservation, the constant improvement of quality as well as the creation of environmental awareness, whether within the company itself or with our partners and suppliers. For this commitment, our house was again awarded the Austrian Eco-label for tourism businesses in May 2019. The focal points of this award are:

Operational environmental management

- **Environment-specific training** of every employee and constant refresher courses to maintain and improve environmental awareness in the company.
- Consistent energy, water, and chemical **consumption recording and optimization**
- **Environmentally friendly procurement** through the conscious selection of suppliers
- **Involving guests** and suppliers in their efforts to ensure an intact environment for their descendants
- **Social commitment** in the course of charitable actions and support of tourist training centers through joint projects.
- The management also assumes social responsibility towards their employees and guarantee, among other things, **free medical care** on-site and a wide range of training courses on **work-life balance**.

Conservation of resources in the areas of energy, water, and waste

- The building is supplied with **environmentally friendly district heating**.
- Environmentally oriented construction and modern building management systems enable **efficient, fully automatically controlled energy use in all rooms**
- The **electricity** used is produced **100% from hydroelectric power and eco-energy**
- Water, wastewater, and thus energy consumption is significantly improved by using **water-saving inserts** for washbasin taps and showerheads
- Through efficient process design, they are constantly working on **reducing** the amount of **guest and office paper** used through electronic reservations, data storage, and invoicing.
- The **guests** are also **informed** about the separation and reuse of valuable raw materials employing **waste separation systems** in the public areas of the hotel.
- The **beverages** offered to guests are exclusively delivered in **reusable containers**.

Air quality

- The hotel is run as a non-smoking hotel.

Good
practice
example



High-quality food

- By consciously selecting **regional suppliers** long transport routes for their valuable foodstuffs are avoided.
- Eggs used in the kitchen come from **happy free-range hens**.
- Use of **organic food**
- Increased quality and social commitment through the use of **fair trade products**

Protection of the environment about cleaning agents

The **eco-label certified laundry supplier** demonstrably avoids the use of fabric softeners and takes advantage of opportunities to save energy and reduce emissions, such as the use of **solar technology**.

The hotel uses **environmentally friendly cleaning products** and is constantly working on potential improvements.

The use of **disposable hygiene products is avoided** as far as possible.

Environmentally friendly mobility

Guests are rewarded with price reductions for a demonstrably **environmentally friendly journey**.

Guests with e-cars have free access to e-charging stations in Vienna.

Permanent improvements

All of the above measures are **constantly checked, scrutinized, and improved**.

By complying with and exceeding all the criteria of the Austrian Eco-label, they are striving to obtain the right to award the "Green Meetings and Green Events Certificate" shortly.

Analysis according to sustainability indicators and measures

Dimension	Key indicator	Possible measures
Economic	Business viability/ Employment	The hotel was fully renovated until 2020 with an investment of 12 Mio. Euro. It offers 302 rooms and six suites. They have 230 full-time employees; due to CoVid, there is no current information about further business viability, but as a part of the Verkehrsbüro Hotellerie GmbH, in consequence, there is a strong economic background
Social	Quality of Life	Free medical care for employees wide range of training courses on work-life balance fully-non-smoking policy employees are fully integrated into environmental friendly policy by regular pieces of training
		charitable actions and support of tourist training centers through joint projects
Environmental		Consumption of water, energy, and chemicals is monitored and permanently optimized environmentally friendly district heating Efficient, fully automatically controlled energy use in all rooms water-saving inserts for washbasin taps and showerheads electricity 100% renewable (hydroelectric power and eco-energy) Waste separation systems in the public areas of the hotel Waste reduction by delivering beverages only in reusable containers Processed food is organic, fair-trade, or regionally produced to reduce transport emissions Eggs come from happy free-range hens
		Laundry supplier is also eco-label certified

Dimension	Key indicator	Possible measures
		environmentally friendly cleaning products used free access to e-charging stations in Vienna for guests with e-cars
Cultural	Maintenance of the integrity of local communities	As the hotel is located close to the imperial castle of Schönbrunn, the hotel integrates perfectly into the imperial style of the quarter; it cooperates well with surrounding attractions such as the Schönbrunn zoo, supporting important employments there.
		Due to the usage of regional agricultural food, employment of the close countryside, as well as the integrity of those rural communities close to Vienna, is supported.

Analysis according to the good practice criteria

Effectivity – This hotel is a very good example for the high quality and effectivity of the Austrian eco-certification leading to accurately controlled and permanently improved standards in environmentally friendly efforts. This certification leads also to a reduction of costs for energy and other resources; mostly important, this certification underlines the USP of this hotel.

Feasibility – This example shows very well in how many fields of a hotel significant improvements in order to become climate- and environmentally friendly can be done – be every hotel management together with its staff and finally for – and with – their guests. The Austrian Eco-Label is organized in a dynamic way which means that the requirements for the degree of environmental friendliness increase with each subsequent certification.

Possibility of replication – This example is especially interesting for hotels of higher quality as it has four stars and even suites. High-quality level means not necessarily only wasting energy and other resources, but the specifically high quality of service, of food, and the atmosphere. Delivering top eco-friendly quality for special guests can be a big chance for hotels in Nepal, India, or Sri Lanka with an outstanding history and tradition.

Legal compliance – The hotel goes far beyond legal regulation with the fulfillment of the criteria of the Eco-certificate. Additionally, it is standing for the highest standards of hygiene and protection as it is awarded by the feedback platform TrustYou, the laboratory service provider Eurofins and the Safe Hospitality Initiative.



CESTour

Organic Paradise SalzburgerLand

Name of the Company	Organic Paradise SalzburgerLand
Country	Austria
City	Salzburg region
Website	https://www.salzburgerland.com/en/organic-paradise-salzburgerland/
Author	Harald Friedl

Description

Salzburg is a state of Austria with many tourist destinations. The "Organic Paradise SalzburgerLand" is, as the name suggests, all about being organic. In line with that, the Organic Paradise has a very high density of organic farms. Overall, the share of organic farms in Austria is around 18%. In SalzburgerLand, by comparison, just under 60% of agricultural land is farmed organically. This means that almost every second farm is managed organically. The member hosts have set themselves a common goal: To guarantee their guests an ecologically sound vacation at the highest level of quality.

Good practice solutions

For someone to become a member of the Organic Paradise one must fulfill the following requirements:

- cover the culinary theme with organic and regional ingredients,
- be a member of the Austrian organic association BIO AUSTRIA and
- have a valid certificate from a national organic inspection body.

A system has been introduced to indicate how extensive a member's organic culinary offering is. This system is represented by three levels of quality in the form of "Butterflies". These butterflies are intended to help customers orient themselves around the Organic Paradise:

- Blue Butterfly: A organic Salzburg breakfast made from organic ingredients from local organic farmers and producers awaits you at these hosts
- Green Butterfly: The green butterfly means an all-day organic culinary offer
- Orange Butterfly: A host with an Orange Butterfly offers 100 percent organic dishes - preferably regional and seasonal.

At selected "Show farms" visitors can experience the everyday life on an organic farm up close. More than 30 organic farms invite their customers to ask questions, discover, and participate to showcase the multifaceted work and the variety of organic products.

The aforementioned association BIO AUSTRIA is the largest association for organic agriculture in Europe, with around 12,500 members. The BIO AUSTRIA standard is an expression of quality awareness and quality understanding and their guidelines reflect this standard. Members must meet the requirements of them as well as those of the EU Organic Regulation and are audited accordingly. The overarching goals of BIO AUSTRIA for the Salzburg region are the ecologization of agriculture, an increase of soil fertility, supply of the population with healthy GMO-free food, as well as fair prices for organic food.

On many farms, there are special offers for young people and families. The activities range from making your cheese or baking bread to torchlight hikes, milking sheep, wool processing, and much more.

Analysis according to sustainability indicators and measures

Dimension	Key indicator	Possible measures
Economic	Business viability/ Employment	Growing numbers of participating hosts over the years
Social	Quality of Life	The educational aspect of the "Show farms" Fair prices for organic products

Good
practice
example

Dimension	Key indicator	Possible measures
Environmental	Other	<p>Activities tailored towards young people and families</p> <p>60% of agricultural land farmed organically</p> <p>Increase in soil fertility</p>
Cultural	Maintenance of the integrity of local communities	<p>Strong community interaction of the organic farms</p> <p>Sourcing of organic and regional ingredients</p>

Analysis according to the good practice criteria

Effectivity – Both the number of organic farms in SalzburgerLand and BIO AUSTRIA Salzburg as an organic association have grown significantly in recent years, demonstrating the viability of the strong organic orientation.

Feasibility – The organic paradise SalzburgerLand makes great efforts to present the importance of its organic orientation and initiatives on its website. All related hosts and BIO AUSTRIA are displayed and linked, and information is well presented.

Possibility of replication – While some of the sustainability efforts are strongly tied to agriculture (and therefore could potentially only be replicated in that context), there are also general sustainability efforts that can be replicated in another context, such as interaction with the local community, education efforts, or fair prices for products.

Legal compliance – Hosts that are members of Organic Paradise SalzburgerLand have to follow the requirements of both regulations of BIO AUSTRIA itself as well as the EU Organic Regulation and are audited accordingly.



CESTour Germany

Island of Mainau

Name of the Company	Island of Mainau
Country	Germany
City	Mainau (in the Überlingen lake)
Website	https://www.mainau.de/en/welcome.html
Author	Harald Friedl

Description

With an area of about 45 hectares, Mainau Island is the third largest island in Lake Constance. Since the 1930s, it has become a tourist destination. Today, Mainau welcomes an average of 1.2 million guests annually and employs approximately 194 (94 women and 98 men) year-round employees from across 40 nations and about 220 seasonal employees.

The island of Mainau offers a variety of attractions and nature experiences on Lake Constance for their customers. Visitors can enjoy the beauty of nature 365 days a year. Colorful beds with over a million tulips, more than a thousand blooming roses in the Italian Rose Garden, and over 12,000 dahlias make Mainau Island a floral paradise in the middle of Lake Constance. For the physical well-being provide restaurants, cafes, and snack bars around the island.

Mainau Island is operated by a limited liability company, the Mainau GmbH which is managed by Bettina Countess Bernadotte and Björn Count Bernadotte and generates an annual turnover of approx. € 27 million. The island and all the properties were brought into it in 1974 by Lennart Count Bernadotte and his wife Sonja Countess Bernadotte.

Good practice solutions

The continuous improvement of environmental performance is a corporate goal of Mainau GmbH. For this reason, the Mainau GmbH has been participating in a system for environmental management and environmental auditing named EMAS (Eco-Management and Audit Scheme) since 1998.

Education regarding sustainability and environmental matters plays a big role at Island Mainau. Several actions are taken to communicate and educate in that regard. The "Insect Garden" teaches the importance of bees and the dangers to bee colonies. Furthermore, information is provided about which plants are insect-friendly. The "Green School" offers various nature- and garden-related courses for children and young people throughout the year. Finally, in the "Sustainability Parcours", nine interactive stations will explain in a playful way how to act sustainably in everyday life.

Mainau values freedom from barriers. With minor exceptions, the paths in Mainau Park are suitable for wheelchair users and people with walking difficulties. There are also special garden experiences for other disabilities (e.g., visually, or hearing impaired). For disabled and elderly guests, wheelchairs are available for loan free of charge, electric scooters can be rented from the Mainau Service Center and there is an island bus that can be used for a small fee. In addition to that, the accompanying person of a visitor who presents a severely handicapped pass receives free admission to the island and there are two "Toilets for All" available.

Wastewater treatment and pre-treatment of the wastewater produced on its way to the "Konstanz wastewater treatment plant" is intended to improve the environmental relevance of the park and garden.

At the end of 2011, a wood gasification plant went into operation on Mainau Island. Together with the woodchip heating system that has been installed for some time, Mainau GmbH obtains around 50% of its heat from renewable energy sources. The remaining demand is primarily produced by an efficient, natural gas-fired combined heat and power plant

Good
practice
example

The installed photovoltaic systems and the green electricity supplied by Stadtwerke Konstanz provide most of the required electricity (98%) from renewable energy sources. Here, too, the natural gas CHP unit supplies the remaining demand.

The various restaurants across the island offer diverse cuisine and are organically certified according to EU directives. In this regard, they support regional farms and rely on fresh, regional, and seasonal ingredients.

Analysis according to sustainability indicators and measures

Dimension	Key indicator	Possible measures
Economic	Employment	194 year-round employees + approx. 220 seasonal employees
	Business viability	EMAS certification
		Profitable business for many years
		Annual turnover of approx. € 27 million
Social	Quality of Life	Average of 1.2 million guests annually
		The educational aspect of the "Insect Garden", "Green School" and "Sustainability Learning Course"
Environmental	Water quality and water management	Various measures regarding "Freedom of barriers"
		Treatment and pre-treatment of wastewater in park and garden
		Energy conservation
Cultural	Maintenance of integrity of local communities	50% of heat energy demand is self-produced from renewable energy sources
		98% of electricity demand sourced via photovoltaic and green electricity sources
		Employees from across 40 nations
		Focus on sourcing ingredients for restaurants from regional farms

Analysis according to the good practice criteria

Effectivity – Mainau GmbH's long-standing profitability combined with the strong focus on environmental issues and sustainability demonstrates its economic performance.

Feasibility – All of Mainau GmbH's sustainability initiatives and measures are very well documented both on the website and in their sustainability report. The information is easily accessible and makes up a large part of their marketing communication.

Possibility of replication – Much of Mainau GmbH's measures are replicable in that they are not tailored towards a specific business model (e.g., their method of energy generation or the diversity of its workforce). Other aspects, such as the educational aspects, are related to the fact that the business has a strong focus on nature. However, those measures can be adapted and implemented in other contexts.

Legal compliance – The efforts of Mainau GmbH are constantly reviewed. Examples of this are the EMAS certification, which has been regularly renewed since it was first obtained in 1998. Likewise, the restaurants on Mainau Island have undergone certification following the EU regulation for obtaining the organic label.



CESTour Italy

Butik – Social Enterprise to promote the Italian musical heritage

Name of the Company	Butik SRL Social Enterprise
Country	Italy
City	Milano
Website	https://wearebutik.com/
Author	Martha Friel

Description

Butik is a social enterprise based in Milan and active since 2018, committed to the enhancement and promotion of the Italian musical heritage and its places. It is a communication and consultancy agency specialized in the creation of musical tourism projects that collaborates with local tourism organizations to design territorial development strategies, using the musical heritage of the destination as a starting point.

Music and the music-related cultural heritage – tangible and intangible - is a potentially interesting resource for promoting the tourist development of many territories generating economic benefits to a broad range of stakeholders. Furthermore, focusing on music valorizations allows enhancing its entire supply chain ranging from festivals and concerts to specialized museums, from artisans and luthiers to itineraries dedicated to specific music genres and artists. However, the “systemization” of these resources into organized and attractive tourism offers capable of supporting local cultural production and benefit local tourism business is very complicated.

For this reason, the operating methods of Butik are particularly interesting and this social enterprise was among the winners of the 4th edition of the Cultural Innovation call of the important Italian Banking Foundation Fondazione Cariplo; Butik was also among the 10 winners of JUMP - European Music Market Accelerator 2019. It is also part of the Italian Tourism Start-up Association.

Butik collaborates with the stakeholders of the music sector and those of the tourism industry to create a synergistic communication between the musical and tourist offer. The company therefore develops and promotes music-related itineraries that allow discovering the peculiarities of a destination. Furthermore, Butik takes care of the communication of musical events, increasing their notoriety and making them instruments of visibility and narration of the territory.

Good practice solutions

Being a recently born association, the interest in this case study is not expressed so much in the number of people employed, but in its operating methods and in the scope of intervention that contributes to the development of sustainable tourism projects.

The team is not particularly large from a numerical point of view, however, the members are all professionals in communication and cultural planning, with marketing, advertising, social media, market research, and writing tenders skills. Consistent with the nature of Butik, the members of the enterprise have many years of experience within the music industry.

When organizing an event on the territory or a music-based tourism offer, Butik’s work consists of 3 main phases: research; design, and construction. During the research phase, the organization analyzes the territory and maps the resources. The design phase consists of the involvement and community-building of tourism and music operators to create music tourism projects. Lastly, during the construction phase, Butik builds itineraries and communicates them to the right targets.

Butik is also active in the field of training and know-how development, by curating panels and conferences dedicated to operators working in the tourism industry. Butik helps these players to understand and deepen the nature of music tourism and its dynamics, as well as the communication tools, the existing opportunities, and the new tourism and music trends. Through training, entrepreneurs acquire the ability

Good
practice
example

to create editorial plans and communication strategies, with particular attention to digital media, which will form an essential part of the development of a new tourist offer that focuses on the musical heritage present in the area.

A good example of this process is represented by the event JAZZ: RE: FOUND FESTIVAL 2019 is one of the prominent projects of Butik, which created tourism experiences by involving local operators and coordinating the communication strategy. The festival proved to be a success, attracting tourists who visited the area for the first time precisely because of the event. From a monetary point of view, the event generated an induced amount of € 500,000 in the area.

Analysis according to sustainability indicators and measures

Dimension	Key indicator	Possible measures
Economic	Employment	Direct and indirect employment effects in the service economy related to festivals (including artists)
	Business viability	Growth in the years of new projects and events Number of visitors to music festivals Awareness of the destinations Economic impact on other activities (restaurants, hotels, etc.).
Social	Quality of Life	Creation of new services on the territory Local people involved in participative processes for developing the new events/tourism products
Environmental	Water quality and water management	Not applicable
	Energy conservation	Not applicable
Cultural	Maintenance of the integrity of local communities	Residents access to local cultural resources and services Awareness of cultural local resources by residents and tourists

Analysis according to the good practice criteria

Effectivity – The results of projects such as the JAZZ: RE: FOUND FESTIVAL 2019 have shown that Butik’s work is effective and economically viable.

Feasibility – Butik’s initiatives and measures are well presented on the website. They are well-planned and implemented following their philosophy. Moreover, thanks to the specific skills of the team, communication is easily understandable, and the use of media is very effective.

Possibility of replication – Although the current initiatives are strongly connected to the Italian context, there are plenty of other aspects that can be replicated and adapted in other geographical and cultural environments, exploiting the different musical heritage as a strength for the creation of new links between tourism and music.

Legal compliance – Workers are compensated fairly and Butik has not shown any reason to suspect it does not act in compliance with legal regulations.



CESTour

Ecobnb – Web platform marketing sustainable tourism offers

Name of the Company	Ecobnb
Country	Italy
City	Arlena di Castro
Website	https://ecobnb.com/
Author	Martha Friel

Description

Ecobnb is an Italian web portal dedicated to sustainable tourism, which allows selecting responsible accommodation and holidays that respect the environment, the economy, and local communities. Founded in 2013 as a community named ViaggiVerdi (green holidays), the project became Ecobnb thanks to the Seed Money 2014 funding from Trentino Sviluppo and the European EcoDots co-funding dedicated to sustainable tourism projects.

Through the website, it is possible to find and book eco-sustainable accommodation facilities, thanks to a user-friendly search system integrated with social media and developed for smartphones, which highlights, simply and transparently, the eco-sustainability requirements of each accommodation.

Since the early 2000s, ecotourism has proved to be an issue of growing importance, not only as a sector of considerable potential for economic development but also as a powerful tool for environmental conservation. The purpose of ecotourism is to try to reconcile the demand of tourists for the use of resources (be they natural, social, ethical, or cultural), with the need to guarantee their integrity and safeguard, so that the future generations can enjoy them too. Ecotourism is therefore based on respect for the values of tourists, but at the same time, it is also an opportunity for the local populations themselves, as they ensure a prolonged and fruitful economic activity through sustainable management of their natural and cultural heritage.

Ecobnb promotes responsible tourism offers characterized by reduced environmental impacts, such as eco-sustainable accommodation facilities, organic food, environmentally friendly itineraries, non-polluting travels, and so on. This is made possible by the numerous partnerships with companies operating in the green economy field, from associations committed to promoting responsible tourism, to Solidarity Purchase Groups and even with TIES, the international association dedicated to ecotourism.

Good practice solutions

The Ecobnb community is made up of both users (over 11,000 followers on Facebook) and numerous partner companies. The *file rouge* that unites and connects everyone – from responsible travelers to companies operating in the sector, up to the Ecobnb staff – is the will to change the way of traveling, to make it more respectful of the environment, places, and people who live there.

Similarly to other online portals, tourism companies can register on Ecobnb for free (recognizing the commissions of bookings received through the platform), or they can opt for different forms of annual membership, which guarantee various advantages, such as greater visibility and participation in events, conferences, and workshops related to sustainability.

Ecobnb, in addition to mere promotion, evaluates and highlights the degree of environmental sustainability of partner companies, based on 10 main sustainability criteria (biological food, bio-architecture, electricity from renewable sources, solar panels for hot water, ecological cleaning products, over-80% separate collection, accessibility without a car, low consumption light bulbs, flow reducers for water, recovery, and reuse of rainwater.). Through such parameters, it provides an alternative form of classification, useful both to the structure and to the traveler. Furthermore, Ecobnb provides numerous tips and strategies to be implemented to increase the degree of sustainability. As already mentioned, for companies that decide to sign up for an annual membership there are also accessory services, Ecobnb offers greater visibility on the site, promotion on social media, marketing opportunities, and participation in sector events.

One of Ecobnb's prominent projects allows the community to plant trees locally, around the organic farms that are part of the circuit. Ecobnb pays for the trees and sends a commemorative plaque, while the members of the network (farmers, owners of hotels, agritourism, ecovillages, and shelters) who can

Good
practice
example

host new plants around them take care of planting the new trees. This allows to preserve local biodiversity and reduce CO₂ levels thanks to photosynthesis.

Analysis according to sustainability indicators and measures

Dimension	Key indicator	Possible measures
Economic	Employment	Mainly indirect employment effects (development of new tourist offers)
	Business viability	The business model based on commissions and memberships Comparable to OTA
Social	Quality of Life	Promotion of healthy tourism practices Promotion of sustainable tourism development practices
Environmental	Water quality and water management	Parameter of water flow reducers for partner companies Parameter of the collection and reuse of rainwater for partner companies
	Energy conservation	Ecobnb's servers are powered 100% by renewable energy sources produced on-site Other parameters for partner companies
Cultural	Maintenance of the integrity of local communities	Offers that promote the knowledge of territories and local cultures
		Awareness of cultural local resources by residents and tourists

Analysis according to the good practice criteria

Effectivity – The Ecobnb business model is effective and the partners benefit from this collaboration. Furthermore, the effectiveness of Ecobnb is not measured only from an economic point of view, but also from the environmental one (e.g. of the reduced waste of water and the reduction of CO₂ levels).

Feasibility – Ecobnb's activities are well presented on the website and social media. Similarly, the membership programs and their respective advantages can be easily consulted by all companies. Moreover, Ecobnb has been widely cited by national-relevant newspapers and magazines, proving the points of excellence of the company.

Possibility of replication – The model offered by Ecobnb is characterized by a high level of replicability. The portal acts as an aggregator of existing offers dedicated to responsible and sustainable forms of tourism and provides users with numerous criteria and filters to improve their search. Even secondary activities, from blogs to training events up to the reforestation project, can be adapted to the contexts of the target regions and subsequently re-proposed to the local community.

Legal compliance – Workers are compensated fairly and Ecobnb acts in compliance with national and international legal regulations.



CESTour

Girolibero – Tour Operator for Cycling and Trekking Trips

Name of the Company	Girolibero
Country	Italy
City	Vicenza
Website	https://www.girolibero.it/en/
Author	Martha Friel

Description

Founded in 1998, Girolibero SRL is an Italian tour operator, based in Vicenza in the Veneto region, specializing in cycling holidays, nature travel, and trekking around the world through two brands: Girolibero.

Girolibero offers luggage transport during tours and manages the organization of the holiday and the route, to make this type of slow, sustainable, and affordable tourism interesting and easy for an ever-growing public. With the same formula, individual and group treks are also offered, to bring more and more people closer to slow, sustainable, and environmentally friendly tourism.

Girolibero also organizes bike and boat tours - in Italy and Europe - with 3 owned riverboats: the formula involves spending the day on a bicycle and staying overnight onboard a bota hotel.

The turnover is mainly based on the sale of packages to foreign operators and final consumers and the flagship product is the bike and boat tour.

In its headquarters, the company employs about 40 employees, who deal with travel planning, booking, marketing, and administration. Girolibero has about 2,000 owned bikes that are constantly maintained and prepared for departing journeys. The headquarter of the company is also a symbol of sustainability, as it is located in an old industrial warehouse that has been recovered and renovated. The building is in class A + and was designed also respecting the criteria of a sustainable office, with a view to smart working. The company headquarters was conceived to host a hub kitchen, a relaxation area where employees practice yoga, ballet, and pilates, and a conference room.

Finally, since its birth, the company has worked closely with Banca Etica, a financial institution genuinely committed to improving ethical standards within the world of finance.

Good practice solutions

The case of Girolibero is interesting both as a business model and for the products it offers.

It was born as a small company in 1998 to promote slow, conscious, and eco-sustainable tourism with 24 bikes and, twenty years later, it comes to operate with over 2,000 bikes on 200 itineraries planned for every type of tourist. The company's philosophy is to promote sustainable mobility, offer low-impact travel, focus on the well-being of the host local community, promote car sharing to reach the destination.

Girolibero is a member of AITR, the main Italian association that promotes responsible tourism. In addition, the company collaborates with numerous local non-profit organizations in organizing excursions aimed at promoting the use of bicycles as an ecological means of transport to be used daily for travel and leisure.

In 2015 Girolibero started a collaboration with Positive Causes, a project aimed at creating an international network of creative crafts by reusing non-recyclable materials. All the bicycle tires discarded by the company are thus transformed into quality bags and belts, reducing the environmental impact and stimulating an eco-sustainable economic return.

Regarding its commercial proposal, Girolibero proposes a holiday on the move, with everything organized: hotels, luggage transfer from the hotel to hotel, and support - 7 days a week. The proposed tours are 100% created, organized, and managed by its team, thus providing high-quality offers; Girolibero also offers cycling guides and ample background information for independent travelers, and even the option of an expert tour leader.

Good
practice
example

Girolibero takes care of all the travel process in the smallest details: from the choice of partner hotels (always selecting accommodations that respect the overall sustainability philosophy of the tours) to the design of the tour, and providing multilingual tour info and assistance, selecting and training tour leaders, collecting every year all the updates and the most recent literature on the itineraries proposed in the catalog. Moreover, since 2011 Girolibero has inaugurated a series of cycle guides – Girolibero Greens -in a practical format, easy to read and to carry by bicycle thus also promoting greater knowledge of the territory, and promoting, at a local level, the maintenance of the itineraries.

Analysis according to sustainability indicators and measures

Dimension	Key indicator	Possible measures
Economic	Employment	High employment growth and retention of employees. Friendly and healthy workspaces with onsite amenities and services
	Business viability	Continuous growth over the year (with a stop for the Covid-19 pandemic in 2020) Different sources of revenue with different kinds of products and services Socially and environmentally friendly business model
Social	Quality of Life	Promotion healthy tourism practices Promotion of sustainable tourism development practices
Environmental	Water quality and water management	Not applicable
	Energy conservation	Ecofriendly headquarters in 2016 the company installed 90kw of solar panels to be energetically independent Reuse of non-recyclable materials
Cultural	Maintenance of the integrity of local communities	Projects that promote the knowledge of territories and local cultures Collaboration with local non-profit organizations and ethical financial institutions

Analysis according to the good practice criteria

Effectivity – The tourism projects and products developed by Girolibero have proven to be successful both from the point of view of the business model adopted by the company and in terms of tourism development of the territories in which Girolibero operates through the promotion of new slow tourism formulas.

Feasibility – Girolibero’s activities are well planned easily accessible and understandable to a large public, thanks also to the numerous information materials produced by the company and its online channels. These points of excellence have been widely cited in the Italian and international press.

Possibility of replication – The business model developed by Girolibero can be replicated both from a company and a product point of view.

Although today’s cycle tourism is not yet fully developed in the target countries, there is a large market of tourists interested in touring the regions of Nepal, India, and Sri Lanka by bike, as also reported by many responsible tourism tour operators. Furthermore, Girolibero has developed a series of other outdoor tourism products targeted to small groups that are also potentially replicable.

Legal compliance – Workers are compensated fairly and Girolibero acts in compliance with national and international legal regulations collaborating with many sectors’ associations.



CESTour Spain

Nautilus Lanzarote

Name of the Company	Nautilus Lanzarote
Country	Spain
City	Lanzarote
Website	https://www.nautilus-lanzarote.com/
Author	Oana Driha & Omar Franco

Description

Nautilus Lanzarote is a four-star resort (with apartments) located in Puerto del Carmen (Lanzarote Island, Canary Islands), just five minutes from the sea and ten-minute drive from the airport.

The complex has two swimming pools heated to 22-24°C (one of them special for children), a supermarket that opens 365 days a year (service suspended for the moment), and an attractive garden area with a mini-golf course.

It consists of 70 modern and bright one and two-bedroom flats, 47 of which are adapted for people with reduced mobility.

Good practice solutions

Nautilus Lanzarote has been certified by the Institute for Responsible Tourism (ITR) since 2004 as a "Biosphere Apartment" and has received the highest rating for its environmental policy in the Tripadvisor EcoLeaders program: the Platinum Medal.

In 1993, the island of Lanzarote has declared a biosphere reserve by UNESCO. The recognition of Nautilus Lanzarote as a "Biosphere Apartment" implies that:

They have implemented an energy efficiency policy: Nautilus Lanzarote produces its energy thanks to the almost 400 photovoltaic modules installed on its roofs, which directly convert solar energy into electricity. This means that 50% of the energy consumed is clean and therefore Nautilus Lanzarote contributes to reducing carbon dioxide emissions. We are pioneers in the installation of solar energy storage batteries in the Canary Islands.

- They adopt water-saving measures such as double push buttons in the toilets and drip irrigation.
- They have their laundry to wash towels and bed linen following environmentally friendly policies and using eco-sustainable products.
- They offer eco-sustainable products in the kitchens and bathrooms of the flats and common areas.
- They have installed energy-saving and LED lights, and their certified suppliers recycle them.
- They optimize consumption and recycle paper, cardboard, plastic, and glass. In addition, they limit noise and, in short, they apply all appropriate measures to reduce any environmental impact with the help of their guests.
- They apply a policy of environmental commitment and sustainable purchasing with their suppliers.
- The plants in the gardens of Nautilus Lanzarote are not aggressive with the soil and need very little watering. At Nautilus Lanzarote they do not use chemical products to care for the plants except in cases of emergency/pests.

Their corporate social responsibility program involves them helping different non-profit organizations, such as the Rotary Club, through grants. They donate a percentage of their income from bookings to charities, not only in Lanzarote but also in other provinces and countries, so when you make a booking, you contribute to all the causes they support.

Good
practice
example

Analysis according to sustainability indicators and measures

Dimension	Key indicator	Possible measures
Economic	Employment	Total employment (11-55 employees)
	Business viability	Continuous growth over years Multiple income sources aside from core business
Social	Quality of Life	Strong commitment to accessible tourism
		Inclusive facilities (adapted for disabled tourists)
		Equalitas Vitae "barrier-free" certificate Nominations for the "Ability Awards"
Environmental	Water quality and water management	water-saving measures, such as double push buttons in the toilets and drip irrigation.
	Solid Urban Waste and waste management	Recycling of paper, cardboard, plastic, and glass. Certified suppliers who recycle energy-saving and LED lights
	Energy conservation	Use of energy-saving and LED lights
		50% of the energy consumed is clean (own renewable energy production from almost 400 photovoltaic modules)
Cultural	Maintenance of the integrity of local communities	Supporting local art (exhibited within the resort + 15 artists are invited yearly and hosted) Regular donations to non-profit organizations

Analysis according to the good practice criteria

Sustainability - The company engages in numerous practices in terms of sustainability, which makes the company widely recognized by the public.

Effectiveness - The company was established in 1986 and has since advocated for the promotion of sustainable and accessible tourism, demonstrating that an environmentally and socially sound business is economically viable. The practices have been successfully implemented over the years, increasing revenue and profitability, as well as the company's reputation.

Viability - All initiatives and measures employed by Nautilus are well presented on its website and are easily understandable. They are well planned and implemented following its company philosophy.

Replicability - Although some of the measures and initiatives are quite specific due to the type of company it is (e.g., accommodation of artists in a residence) many other aspects can be replicated in similar circumstances, such as recycling or water-saving measures through drip irrigation or double push buttons in the toilets.

Legal compliance - Nautilus has demonstrated that it follows regulations that are subject to regular monitoring. The company has shown no reason to suspect that it does not act following legal regulations.



CESTour

RuralSuite Hotel-Apartamentos

Name of the Company	RuralSuite Hotel-Apartamentos
Country	Spain
City	Cascante (Navarra)
Website	https://ruralsuite.com/
Author	Oana Driha & Omar Franco

Description

RuralSuite Hotel-Apartments is a hotel located in a natural, unique and welcoming space, with a new and unique concept of rural eco-tourism based on the rehabilitation of a livestock farm to transform it into luxury houses with the services of a 4-star hotel. Three fundamental ideas are applied: quality, accessibility for people with functional diversity, and respect for the environment.

It is a charming hotel, a symbol of sustainability, innovation, security, and comfort, located in a cosy 25,000m² private estate in Cascante (Navarre), surrounded by olive and pine trees and with wonderful views of the Moncayo, very close to Tudela and Sendaviva. They have 9 suites-apartments of different capacities, decorated in a modern way and offering a high level of comfort. All the suites are fully equipped and adapted for people with reduced mobility.

They have been awarded several prizes and recognitions:

- "Reyno de Navarra" Tourism Award 2012 in the category of the best accommodation, awarded by the government of the Comunidad Foral.
- Accessibility Award "Sin Barreras" 2011, awarded by the Chamber of Commerce and Industry of Navarre, in the category of the private company.
- Q" for Tourism Quality, awarded in 2012 by the Spanish Institute for Tourist Quality.
- First accommodation in Navarre to be awarded the Family Tourism Seal by the Spanish Federation of Large Families (FEFN).
- The first hotel in Navarre to obtain the Platinum Seal (maximum level) obtained in the Tripadvisor GreenLeaders program, which evaluates the hotel's eco-practices.

Good practice solutions

The philosophy of this establishment has always been the same: to design a charming, sustainable hotel, integrated into the environment, accessible to everyone, and with a clear respect for the environment. To this end, a large number of initiatives have been carried out. Some of them are:

- It is 100% adapted for everyone, both in the flats and in the common areas. The entire hotel is wheelchair accessible, including the rooms and bathrooms. Braille signage pack and Puntodis-Native high relief with various indications for customers with blindness or low vision. Kitchen furniture of our design, which allows the removal of glass-ceramic hob and sink drawers for wheelchair access. In addition, some practices that demonstrate this great accessibility are the admission of guide dogs, parking with adapted spaces, the possibility of parking at the door of the flat...
- Practically all the facilities on the estate have been built from existing buildings, based on criteria of energy efficiency and minimum environmental impact, using low height and colors that blend in with the landscape.
- Arrangement of two independent boiler rooms using Biomass as fuel for heating, hot water, and Jacuzzi. The fuel used is normally olive stones which is an industrial waste from the production of olive oil that we revalue here or wood pellets if necessary. The CO₂ emissions to the atmosphere are zero as the same Co₂ that the plant absorbed during its growth is emitted, making it neutral for the planet.
- There is a strong focus on energy efficiency. All appliances in the hotel are energy class A or higher. In addition, 100% of the hotel's lighting is energy efficient, both indoors and outdoors.
- Recycling is also a very important aspect. There are four recycling bins located at the door of the hotel (paper and cardboard, glass, packaging, and organic waste). In addition, they have their wastewater treatment plant with a grease separator chamber, so no grease or oil is discharged into the environment.
- They have a separating water network. In this way, only the wastewater passes through its Wastewater Treatment Plant (WWTP), and after a completely biological process, it is discharged back into the river free of pollutants.

Good
practice
example

- Rainwater collected from the roofs and streets is stored in a pond and reused for irrigation of wooded or landscaped areas and our organic garden. In its modern Drinking Water Treatment Plant (DWTP) the water is treated by submitting it to a complex process that culminates in Reverse Osmosis, obtaining drinking water of excellent quality and maximum health guarantee.
- Sustainable architecture is practiced. The walls are made of thermo-clay and special care has been taken with the thermal insulation.
- They contribute to the local economy through the consumption of local products and services. They produce 0 km cuisine.
- The company believes that culture and tourism must go hand in hand, generating synergies that make the territory more attractive. For this reason, they permanently exhibit works of a famous local artist called Ismael Loperena, both indoors and outdoors, so that the works can be enjoyed and even if desired, purchased.

Analysis according to sustainability indicators and measures

Dimension	Key indicator	Possible measures
Economic		
	Business viability	High satisfaction level of tourists/customers (TripAdvisor rating - excellent).
Social	Quality of Life	Great commitment to accessible tourism: 100% adapted, both in the flats and in the common areas.
		Accessibility awards („Sin Barreras“ 2011) Family Tourism Seal awarded by the Spanish Federation of Large Families (FEFN).
Environmental	Water quality and water management	Systems of water treatment (availability of separate water network/system allowing its discharged back into the river free of pollutants due to a completely biological process). Infrastructures for reducing pollution (grease separator chamber so that no grease or oil is discharged into the environment; reuse of rainwater to irrigate wooded areas or areas belonging to the organic garden).
	Solid Urban Waste and waste management	Recycling through four containers: paper and cardboard, glass, packaging, and organic waste.
	Energy conservation	Independent boiler rooms using biomass for heating, hot water, and jacuzzi (the fuel used is normally olive stones from olive oil production or, if necessary, wood pellets) Energy efficiency indicators (energy class A or higher, energy-efficient lightning).
Cultural	Maintenance of the integrity of local communities	Consumption of local goods and services 0 km cuisine (local cuisine with local products, mainly ecological ones, purchased directly from the producers in a radio lower than 100km) Exhibitions of local artists

Analysis according to the good practice criteria

Sustainability - The company engages in numerous practices in terms of sustainability, which has led to the company being widely recognized by the public. This recognition has materialized through a large number of awards and positive customer reviews.

Effectiveness - The company was created in 2010 and since then has sought to design and care for the facilities to achieve maximum accessibility and sustainability. The practices have been successfully implemented over the years, increasing revenue and profitability as well as the company's reputation.

Viability - All initiatives and measures employed by RuralSuite Hotel-Apartamentos are well presented on its website and are easily understandable. They are well planned and implemented following their company philosophy.

Replicability - Most of the measures and initiatives are quite specific due to the type of company it is (e.g. rainwater harvesting for watering the wooded areas or the organic garden), but many other aspects can be replicated in similar circumstances, such as the possibility of recycling through the provision of different types of containers or the energy-saving measures through the purchase of more efficient appliances or the use of energy-saving lighting.

Legal compliance - RuralSuite Hotel-Apartamentos has proven to follow the regulations that are regularly checked. The company has shown no reason to suspect that it does not act following legal regulations.



CESTour

Sendaviva – Adventure and Amusement Park

Name of the Company	Sendaviva - Adventure and Amusement Park
Country	Spain
City	Bardenas Reales (Navarra)
Website	https://sendaviva.com/
Author	Oana Driha & Omar Franco

Description

Sendaviva is a park designed for family leisure that combines 35 attractions for all ages, including shows such as The Circus and the Birds of Prey Flight Exhibition. The Sendaviva Adventure and Amusement Park is located in the Ribera region of Navarre, 80 kilometers south of Pamplona, and is close to the Bardenas Reales Nature Reserve, declared a Biosphere Reserve by UNESCO. With more than 120 hectares, Sendaviva is the largest family recreational oasis on the peninsula.

In addition to housing, more than 800 animals of 200 different species spread over nine trails: Livestock Trail, Photographic Safari Trail, Forest Trail, Aviary Trail, Herbivore Trail, Exotic Trail, Raptor Trail, Farm Trail, and Exotic Plaza. Through its activities, it aims to transmit to the visitor curiosities about the animal species that live in the park and values such as respect for the environment and the protection of nature. Every year it is visited by thousands of schoolchildren who take part in the educational program developed by the park's team of professionals. It also has a training center where courses related to the environment and tourism are given to professionals in the tourism and environmental sector, as well as to recent graduates and job seekers.

Good practice solutions

Since its beginnings, the park has been aware of and has assumed the principles of sustainable development, working with an Environmental Management System that tries to prevent the impact of its activities and facilities on the environment, following the manual of good environmental practices and the Biosphere Park-Animal Embassy Standard.

In all Sendaviva's activities, respect for the environment is taken into account, employees are made aware of this matter, the safety of the animals is ensured, the repercussions of the park's activities on the site are systematically evaluated, establishing a process of continuous improvement.

We also actively work for the defense and conservation of the world's biodiversity and encourage the reuse, recycling, and management of waste in an environmentally friendly way, and reduce, as far as possible, the consumption of critical natural resources in our environment, paying special attention to the consumption of electricity and water.

Analysis according to sustainability indicators and measures

Dimension	Key indicator	Possible measures
Economic	Employment Business viability	Number of employees (251) Revenues from tourists (domestic and/or international) – 13,435,945 euros (in 2018) Number of tourists (domestic and/or international) – 174,000 (in 2018) Repetition rate – 60%
Social	Quality of Life	Commitment to people with disabilities (infrastructure adapted to disabled people): adapted toilets, restaurants that allow access for wheelchair users and guide dogs, special discounts, car parks with reserved parking spaces for people with mobility problems, and wheelchair rental services free of charge. Accessible website for the visually and hearing impaired. Special attention to electricity and water consumption.

Good
practice
example

Dimension	Key indicator	Possible measures
Environmental	Measures leading to low environmental impact	The majority of the products used are local products, thus, reducing CO2 emissions related to their transport.
	Solid Urban Waste and waste management	Recycling through glass, cardboard, or paper and organic bins.
	Energy conservation	Use of renewable energy sources (two solar plants: a photovoltaic one -with 300 solar panels and another one dedicated to didactic purposes for visitors and also for schools that want their students to become aware of the reality of our planet).
Cultural	Maintenance of the integrity of local communities	High relevance of typical dishes of the region (Navarra) in the gastronomic offer.
		High consumption of local products, many of which are products with geographical indication. Specific shows aim to introduce visitors and tourists to the traditions and culture of the region (such as The Forest Legends show).
	Raising public awareness of good sustainability practices	Specific actions/shows aimed to raise awareness ("The recycling game" show which aims to entertain children while raising awareness about recycling; Eco, the squirrel, which teaches the public about responsible water consumption; "The tree and the woodcutter", which tells a story to remind them of the importance of caring for the forests and keeping them clean). Solidarity actions that contribute to the achievement of the SDGs (in 2019, Sendaviva organized a solidarity race so that, with each kilometer run, the participating companies would donate money to an NGO that aims to eradicate hunger in the world)

Analysis according to the good practice criteria

Sustainability - The company's numerous practices in terms of sustainability have earned company-wide public recognition. This recognition has materialized through a large number of awards and positive customer reviews.

Effectiveness - The park opened in 2004 and since then the policy has been to promote sustainable and accessible tourism. The practices have been successfully implemented over the years, increasing revenues and profitability, as well as the company's reputation.

Viability – Not all the sustainability initiatives and measures employed by Sendaviva are visible on its website. It would be ideal if the organization itself would dedicate a section on the website to tell about every one of the initiatives carried out by the organization.

Replicability - Most of the measures and initiatives are quite specific due to the type of company it is (e.g. being able to develop awareness-raising activities for children through games), but many other aspects can be replicated in similar circumstances, such as the possibility of recycling through the provision of different types of bins or sourcing from locally located companies.

Legal compliance - Sendaviva has demonstrated that it follows the rules that are subject to regular control. The company has not shown any reason to suspect that it does not act following legal regulations.



Contributors



Harald Friedl

"Harald A. Friedl is Associate Professor for Sustainability and Ethics in Tourism at the Institute for "Health and Tourism Management" at FH JOANNEUM - University of Applied Sciences - in Bad Gleichenberg, Austria. A lawyer and philosopher by training, he worked worldwide as a tour guide and journalist. His current research is focusing on the communication and promotion of transition towards sustainability, and the development of health-promoting and environmentally friendly tourism products."



Martha Friel

"Martha Friel, PhD is Assistant Professor in the Faculty of Arts and Tourism, IULM University, Milan where she teaches culture and tourism management and marketing and where she is vice-coordinator of the Masters' program in Hospitality and Tourism Management. Her research activity focuses on the economy and management of culture, of the creative industries and tourism on which she has worked and published extensively. She is senior fellow of the Santagata Foundation for the Economy of Culture, Turin.."



Oana M. Driha

"Oana holds an International PhD in Economics with a clear focus on the Internationalisation of the Hotel Sector. She is currently teaching at the Department of Applied Economics from the University of Alicante and conducts her research as a member of the Institute of International Economics and the Institute of Tourism Research. Her research focuses on the hotel internationalisation, renewable energy policy, economic growth, climate change, sustainability and teaching innovation.."



Omar Franco Pinedo

"Graduate of Business Administration and Management from the University of Alicante who enjoyed a scholarship aiming at specializing in tourism sustainability and circular economy. He is currently studying a master program in Corporate Finance at the University of Valencia. Omar was awarded one of the Fellowships from the Spanish Ministry of Education aiming to initiate his research adventure collaborating with the Finance department of the University of Valencia."

About the Project

Centers of excellence in sustainable tourism to boost economic development and enhance university-business cooperation in Southern Asia

- **Programme:** Erasmus+ Capacity Building in the field of Higher Education
- **Duration:** 36 Months
- **Aim:** CESTour aims to build the concept of sustainable tourism on a regional and national level in Nepal, Sri Lanka and India.
- **Number of partners:** 10

Project objectives:

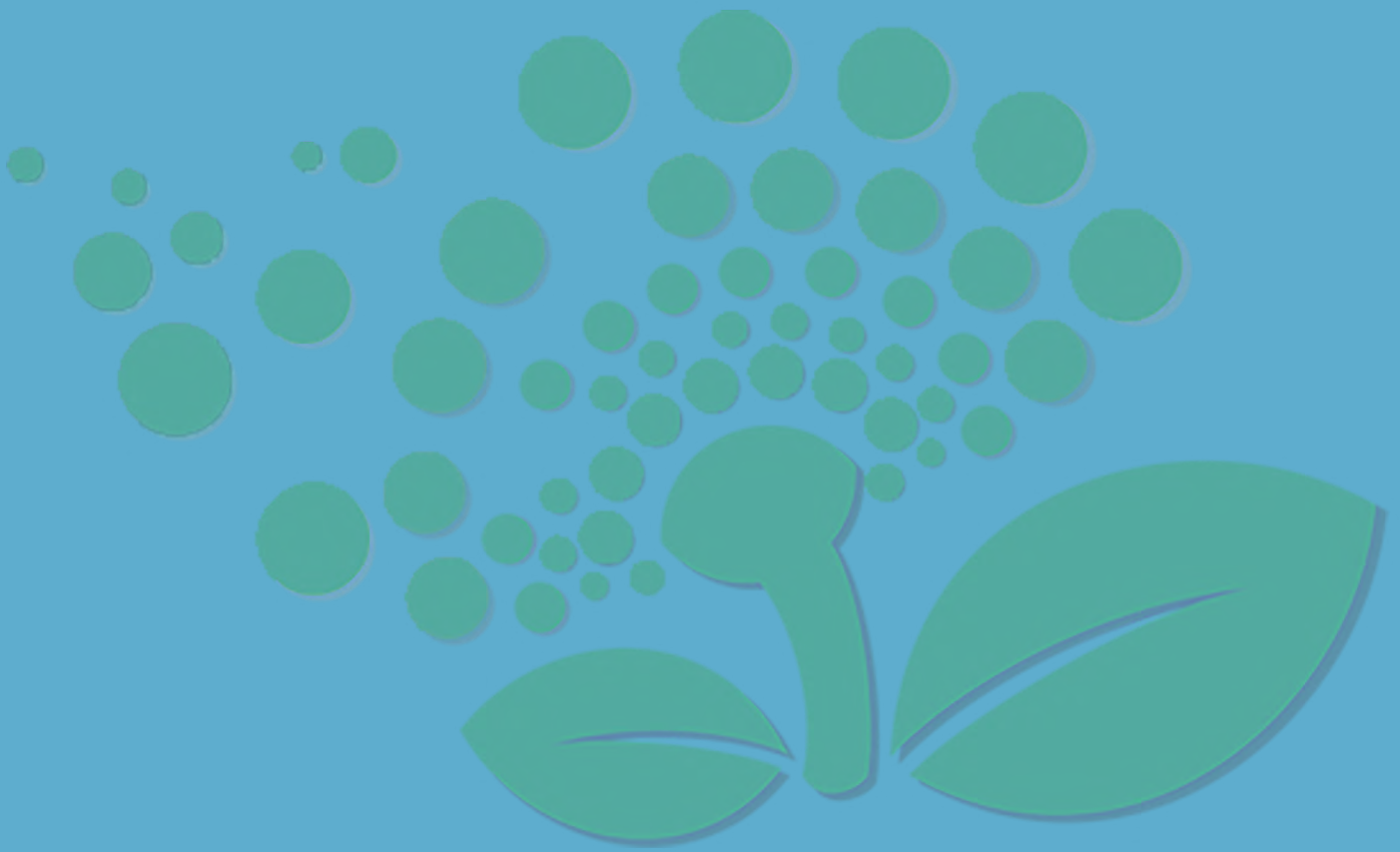
- Analysis of the current status of the tourism industry and identification of sustainable tourism efforts in India, Nepal and Sri Lanka.
- Capacity building of experts on sustainable tourism and sustainable tourism development through attractive training creation and implementation.
- Multiplication of knowledge gained within capacity building trainings during the trainings.
- Technical development of the centers of excellence for sustainable tourism in each of the 7 HEIs in India, Nepal and Sri Lanka.
- Implementation and operation of 7 centers of excellence for sustainable tourism.
- Development of cooperation HEI-Company and students learning experience by developing innovative sustainable tourism case studies.
- Development of collaboration network among EU and Asian HEIs



WEBSITE: CESTour – Centers of Excellence in Sustainable Tourism

 CESTour | Facebook

 sus_tour@bimtech.ac.in



Co-funded by the
Erasmus+ Programme
of the European Union

CESTOUR
ERASMUS +