

Our Members

are representing non governmental organisations (NGO's), researchers and consultants from many European countries, and

- ◆ are recognised for their activities in their own countries and areas of expertise
- ◆ combine strengths in research, advisory activities, training and further education
- ◆ have tackled practical tourism problems and developed successful sustainable solutions
- ◆ provide creative advice to others on realising their own sustainable tourism objectives
- ◆ have been involved with innovative pilot projects within the framework of EU-wide initiatives
- ◆ have provided the lead writers and researchers for publications by the key global and European tourism and environment policy makers (WTO, UNEP, European Parliament, European Commission)
- ◆ have developed successful tourism/environment strategies for local, regional and national administrative levels throughout Europe, and worldwide
- ◆ work closely with both the Private Sector and NGOs in leading-edge partnerships running solution-based projects

Alan Vella, Floriana (MT)
 Anke Biedenkapp, Hannover (DE)
 Christian Baumgartner, NFI, Wien (AT)
 Dominik Siegrist, Zürich (CH)
 EUCC, The Coastal Union, Leiden (NL)
 Fernando Prats Palazuelo, AUIA, Madrid (ES)
 Francois Burhin, Brussels (BE)
 Fundación Global Nature, Madrid (ES)
 Ghislain Dubois, Marseille (FR)
 Global Nature Fund, Radolfzell (DE)
 Gordon Sillence, Monchique (PT)
 Herbert Hamele, Saarbrücken (DE)
 Karl Reiner, ÖAR, Wien (AT)
 Lisa Davies, Brussels (BE)
 Lorenzo Canova, ACTA, Milano (IT)
 Manfred Pils, Wien (AT)
 Marco Walter, ECO-CAMPING, Konstanz (DE)
 Marion Hammerl, Bodensee-Stiftung, Radolfzell (DE)
 Naut Kusters, ECEAT projects, Amsterdam (NL)
 NETS, Wien (AT)
 Peter Zimmer, FUTOUR, München (DE)
 Rambøll, Virum (DK)
 Richard Denman, The Tourism Company, Ledbury (UK)
 Sue Cassel, EUFED, Brussels (BE)
 Sylvie Blangy, Montpellier (FR)
 Xavier Font, LMU, Leeds (UK)

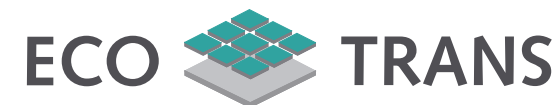
Our Organisation

is a European network of experts and organisations in tourism, environment and regional development, who are seeking to promote good practice in the field of sustainable tourism.

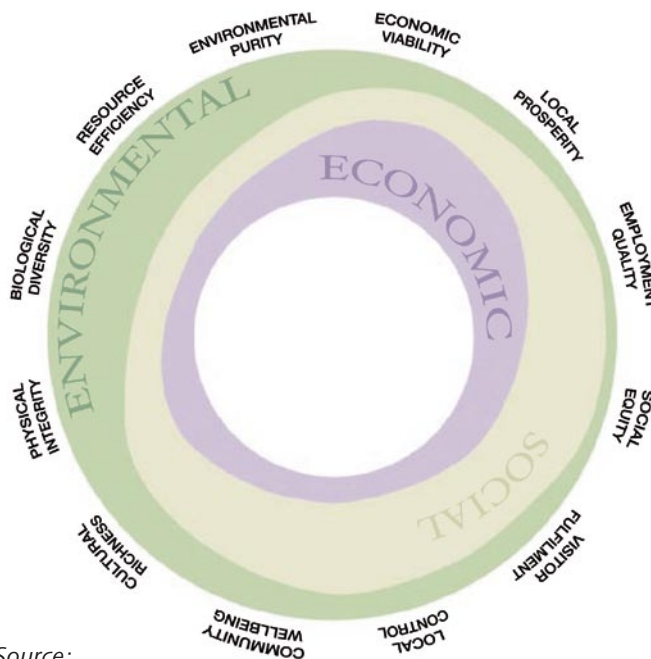
The ECOTRANS concept was established in 1988 at the International Conference "Tourism and Environment in Europe" in Bressanone/Brixen, Italy. The non-profit organisation ECOTRANS e.V. was founded in 1993 at the International Tourism Exchange (ITB) in Berlin.

The name ECOTRANS embodies two basic principles:

- ◆ The link between „ecology“ and „economy“
- ◆ The transfer and publication of know-how and hence greater transparency.



A Network of Partners for the Development of Sustainable Tourism in Europe



Source:

WTO, UNEP, Making Tourism More Sustainable, 2005

If you are interested in more information, collaboration or membership, please contact:

ECOTRANS e.V.

Futterstr. 17-19
 D - 66111 Saarbrücken
 www.ecotrans.org

Tel.: +49 681 374679
 Fax: +49 681 374633
 info@ecotrans.de

» In future our main concern will no longer be whether we can travel to every place on earth. Our main interest will be whether it is worthwhile arriving there. «

Hermann Löns, 1908

Our Mission

is to establish and promote clear principles, models and good practise examples for sustainable Tourism development in Europe. Our Work contributes to the following twelve aims for an agenda for sustainable tourism, drawn up by ECOTRANS member Richard Denman of The Tourism Company for the WTO and UNEP (Making Tourism More Sustainable, 2005)

- ◆ **Economic Viability:** To ensure the viability and competitiveness of tourism destinations and enterprises, so that they are able to continue to prosper and deliver benefits in the long term.
- ◆ **Local Prosperity:** To maximize the contribution of tourism to the economic prosperity of the host destination, including the proportion of visitor spending that is retained locally.
- ◆ **Employment Quality:** To strengthen the number and quality of local jobs created and supported by tourism, including the level of pay, conditions of service and availability to all without discrimination by gender, race, disability or in other ways.
- ◆ **Social Equity:** To seek a widespread and fair distribution of economic and social benefits from tourism throughout the recipient community, including improving opportunities, income and services available to the poor.
- ◆ **Visitor Fulfillment:** To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, disability or in other ways.
- ◆ **Local Control:** To engage and empower local communities in planning and decision making about the management and future development of tourism in their area, in consultation with other stakeholders.
- ◆ **Community Wellbeing:** To maintain and strengthen the quality of life in local communities, including social structures and access to resources, amenities and life support systems, avoiding any form of social degradation or exploitation.
- ◆ **Cultural Richness:** To respect and enhance the historic heritage, authentic culture, traditions and distinctiveness of host communities.
- ◆ **Physical Integrity:** To maintain and enhance the quality of landscapes, both urban and rural, and avoid the physical and visual degradation of the environment.
- ◆ **Biological Diversity:** To support the conservation of natural areas, habitats and wildlife, and minimize damage to them.
- ◆ **Resource Efficiency:** To minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities and services.
- ◆ **Environmental Purity:** To minimize the pollution of air, water and land and the generation of waste by tourism enterprises and visitors.

Our Projects

include international studies, development of handbooks, guidelines and tools, dissemination of examples and transfer of practical knowledge, support of networking and partnership with other initiatives in Europe and elsewhere.



Voluntary Initiatives for Sustainable Tourism

Worldwide Inventory and Comparative Analysis of 104 Eco-labels, Awards and Self-commitments

WTO, 2002

ECO-TIP

Tourism and Environment in Europe, out of practice back to practice
www.eco-tip.org



The VISIT Initiative

Tourism eco-labelling in Europe – moving the market towards sustainability

LIFE project, 2001-2004

www.yourvisit.info



How to set up a Tourism Learning Area

A Handbook on Learning Areas for the European Tourism Industry

European Commission, Tourism Unit, 2005

DestiNet

Sustainable Tourism Information Portal in partnership with the European Environment Agency



<http://destinet.ewindows.eu.org>

European Union action in the tourism sector

Improving support measures for sustainable tourism,
European Parliament, STOA report 103, 2002

