

The ECOTRANS Contribution to the (post) Covid-19 Sustainable Development of Tourism

DRAFT CONCEPT



**Happy Easter &
stay healthy!**



ECOTRANS STATEMENT 2020:

(post) Covid-19 = unique challenge & chance to make 2020-2030 the decade of **change**: Tourism2030 = to mainstream sustainable & responsible tourism: 10 topics to act, linked with SDGs 2030; global register of pilots & good practices of transformation



TRAVEL GREEN PLANET 2030:

(post) Covid-19 = **collaboration** initiative 2020 – 2030 to make this happen from local to global level (SDG 17). 2020: to establish a global steering committee & register local to global partners as frontrunners for transformation



COUNTDOWN CLOCK 2020 - 2030:

(post) Covid-19 = decade of monitoring **progress** (SDG 12 > 3,8,13,14,15,...)
TGP committee defines the specific targets 2021...2030 and indicators, registration, guidance and promotion of pilot initiatives & good practice



The ECOTRANS Contribution to the (post) Covid-19 development

ECOTRANS STATEMENT:
(post) Covid-19 = decade of **change**: Tourism2030 > mainstream sustainable & responsible tourism (SDG12: offer & demand)



TRAVEL GREEN PLANET 2030:
(post) Covid-19 = decade of **collaboration** to make this happen from local to global level (SDG 17)



COUNTDOWN CLOCK:
(post) Covid-19 = decade of **monitoring progress** (SDG 12 > 3,8,13,14,15,...)



Who is who:

▶ TGP Partners & Supporters

Certification Quickfinder:

▶ TGP certificates



Courses & Resources:

▶ TGP resources



Good Practices:

▶ TGP selection

Topics:

▶ TGP indicators



Market Place:

▶ TGP Green Travel Maps



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(post) Covid-19 = unique challenge & chance to make 2020-2030 the decade of **change**:

Tourism2030 = to mainstream sustainable & responsible tourism: 10 topics to act, linked with SDGs 2030;
global register of pilots & good practices of transformation



TOPICS	from 2019 ... (e.g.)	... to 2030 (e.g.)
Natural Heritage, Biodiversity	Un-healthy food destroying habitats	organically grown food conserving habitats
Climate Change, Energy, Resource Efficiency	GHG 1005 emissions	Less 55%
Cultural Heritage, Life Styles, Diversity	Overtourism at WHS	Assuring the conservation and financing of WHS
Travel, Transport & Mobility	Farer and faster and more damaging	Closer and green modal split
Value Chain Management, Fair Trade	From dumping around the globe	Fair & circular economy
Destination Management	“Low cost” competition	“Sustainable tourism” collaboration
Good Governance, CSR	Illegal construction and corruption	Effective control and tax payment
Human Rights, Labour Rights	Exploitation and exclusion	Living wages and participation
Knowledge Networking, Training & Education	Low educated and trained staff	Well educated and trained staff
Certification, Marketing	voluntary environmental sustainability certification (30 years: 1%)	100% tourism businesses certified in WHS & protected area destinations; Mandatory certification? (like “safety” and “health”; 10% - 30% 60% - 100%)

TRAVEL GREEN PLANET 2030:

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Steering Committee

Chair: Oliver Hillel – Coordination: Ecotrans



Mapping partners



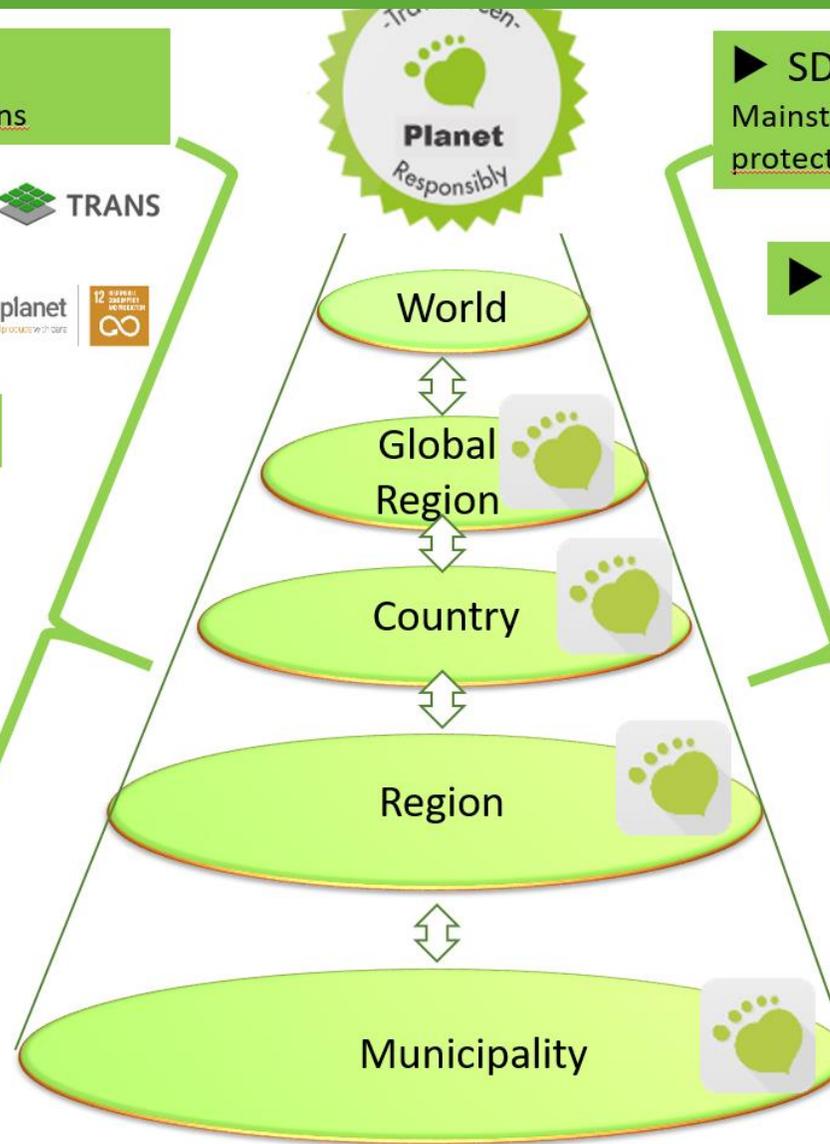
Market access partners



Monitoring partners



Beneficiaries



SDGs 2030

Mainstreaming sustainable tourism in destinations with protected areas and cultural heritage sites

GSTC criteria & indicators

Certification Bodies

NTOs and OTAs

Research, training, consultancy

Destinations and businesses

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