

EUROPEAN TRAVEL COMMISSION RELEASES STEP-BY-STEP FRAMEWORK FOR SUSTAINABLE TOURISM DEVELOPMENT

Brussels, 3 March 2021: Today the European Travel Commission (ETC), representing 32 national tourism organisations in Europe, has published a new handbook '[Sustainable Tourism Implementation: Framework and Toolkit](#)' – an ultimate roadmap for European destinations on how to tackle every step on a journey towards sustainable transformation.

The handbook presents a seven-step framework which provides a practical guidance on how to advance sustainable tourism development for all European destinations regardless of how far they have progressed on their path with the ultimate aim of improving sustainability outcomes.

The new ETC handbook builds an urgent case for change, outlining the potential burdens of tourism development on communities, ecosystems and climate. It also describes the numerous benefits of adopting sustainable tourism practices at a national level. Not only can destinations improve environmental quality and conserve natural and culture assets, but they can also increase the benefits of tourism for residents – all while enhancing competitiveness by delivering an innovative product that is highly in travellers' demand.

The framework is built as a modular approach towards sustainable tourism development on a national level. Each of the seven steps is broken down into activities that act as a practical instruction, a "how to" towards more sustainable tourism. It is a tried and tested process that will guide the reader through challenges of sustainable transition. The handbook also includes best practices, top tips, useful links, checklists, templates and interesting facts to demystify sustainable tourism and support the development of national approaches.

Following the publication, Luís Araújo, ETC's President, said: *"The traditional model of tourism – the way the sector has developed in Europe over the past 50 years – is at a tipping point. When it comes to tourism management, it is imperative to integrate sustainability into national strategies and ensure that this goes beyond tokenism, to make a real and tangible difference at all levels. European destinations are committed to developing more sustainable forms of tourism, and they understand the potential for sustainability schemes to enhance Europe's reputation, attractiveness, and visitor experiences"*.

This practical tool was produced by a consortium of expert organisations – GoodPlace Slovenia, GreenCase Consulting and the Travel Foundation - with guidance from ETC and its members. The toolkit responds to findings from ETC's previous report on [European Sustainability Schemes](#), which identified a knowledge gap and a need to provide more practical guidance in this area.

The handbook is freely available at: <https://etc-corporate.org/reports/sustainable-tourism-implementation-framework-and-toolkit/>; the toolkit can be downloaded at: <https://etc-corporate.org/reports/sustainable-tourism-implementation-toolkit/>

ENDS

[More information about the European Travel Commission](#)

The **European Travel Commission** is an association of National Tourism Organisations (NTOs). It was created in 1948 to promote Europe as a tourist destination to the long-haul markets outside of Europe, originally in the USA and later in Canada, Latin

America and Asia. It currently has 33 member NTOs, including 7 from outside the European Union.

For further information: ETC's corporate website <http://www.etc-corporate.org> is aimed at industry, government and educational personnel interested in tourism to Europe. Tourists seeking travel-specific information and ideas are directed to ETC's consumer portal <http://www.visiteurope.com>.

More information about the authors:

About **the Travel Foundation**

The Travel Foundation is a leading global NGO that unites companies, the public sector and local agencies, supporting them to develop and manage tourism to maximise community and environmental benefits. Founded in 2003, it has worked across 30 countries around the world.

www.thetravelfoundation.org.uk

About **GoodPlace Slovenia**

GoodPlace is a Slovenian non-profit focused on solutions and tools to implement sustainable management in a travel sector both in Slovenia and internationally.

GoodPlace developed the multi-award winning Slovenia Green certification scheme for the Slovenian Tourist Board, is an accredited partner for its implementation and is a manager of the national Slovenia Green Association (made up of sustainability certified destinations and tourism businesses). Through this association, GoodPlace aims to stimulate development of sustainable tourism offering and foster the development of innovative solutions in the management of sustainable tourism.

GoodPlace is a member of Global Sustainable tourism Council (GSTC) where Jana Apih holds a position in Destination Stewardship Working Group while Tina Hedi Zakonjšek holds a position in the Education and Training Working Group. GoodPlace is also a founding partner of the Global Leaders Network, a partner of Green Destinations and a representative body of international certification programmes including Travelife for hotels and tour operators, Green Globe and LEAF for restaurants.

www.goodplace.si/?lang=en

About **GreenCase Consulting**

Established by Rachel McCaffery in 2011, GreenCase offers a range of services to help develop and enhance sustainability for businesses, organisations and destinations. Rachel was a member of the team developing the European Tourism Indicator System (ETIS) for the EU, project managing the pilot testing in 14 European tourism destinations and sat on the Commission's Panel of Experts on Sustainability Indicators. With extensive experience of driving sustainability within the private sector, Rachel also helped develop the Travelife Sustainability System for Tourism Accommodations and ABTA's Global Guidance on The Welfare of Animals in Tourism. She is trained in Project Management for Sustainable Development (PM4SD) and delivered training on practical application of sustainable tourism on the recent PM4SD training course for ETC members.

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