

2018 Sustainable Destinations Top 100

Call for Nominations

For the 4th time, the Sustainable Destinations Global Top 100 competition is organised by ten leading sustainable tourism organisations. Our aim is to showcase success stories and good practices of emerging destinations, as good examples to others, to tour operators and to travelers. Destinations participating in the competition will be actively supported to make their tourism better and more responsible. It is in the destinations' interest to avoid *overtourism* and local community resistance. This is why the theme for this year's competition is:

“Tourism to benefit local communities”

Typical Top 100 destinations are dedicated to GREEN values:

- **Genuine and authentic:** supporting the celebration of local culture and tradition.
- **Responsible:** defending people against exploitation, human rights violation, and disruptive mass tourism (*overtourism*).
- **Economically sustainable:** involving the local business community and enhancing local community employment during and beyond the holiday season.
- **Environment & climate friendly:** combatting climate change and environmental degradation; ensuring public health and safety.
- **Nature, scenery & animal friendly:** protecting scenic views, habitats and wildlife, and respecting animals used in tourism.

KEY DATES

16 July 2018	Notification of the first selected destinations
27 Sep 2018	Presentation of the first group of winners at Global <u>Green Destinations Day</u> in Nijmegen (NL)
15 Oct 2018	Final day for late nominations
15 Dec 2018	Publication of the 2018 Top 100
06 Mar 2019	Top 100 Awards Event at ITB Berlin and 2019 Best of Top 100 Awards



Competition - Aims

By publishing an annual list and by sharing destination management good practices and success stories, the initiators wish to acknowledge initiatives making tourism destinations more sustainable, responsible and better from a visitor experience point of view.

Selection of a destination in the Top 100 does not mean it is fully sustainable. It means it is making good efforts and promising progress. Completely sustainable tourism does not exist, unfortunately.

Benefits of participation

Nominators will become aware of how they comply to key aspects of sustainability, and they will benefit from the strategic guidance of the online Top 100 platform (kindly provided by Green Destinations).

If you are selected, you can use the Top 100-logo in all your marketing (referring to the [Top 100 web-pages](#)) and take advantage of a focused exchange of experience with other destination front-runners.

Winners will have ample opportunities for local and international media publicity:

1. Early-bird nominations (before 1 May) may already be announced as “Selected for the 2018 Top 100” at [Global Green Destinations Day 2018](#) in Nijmegen (NL).
2. The final 2018 Top 100 will be announced in December in the media.
3. All 2018 Top 100 destinations will be encouraged to collect their 2018 Certificates, 6 March 2019 at ITB Berlin, the World’s Leading Travel Trade Show.
4. And finally, the Top 100 destinations are the only finalists of the [Best of Top 100 Awards at ITB](#).

Who can participate?

Cities, towns, islands, and protected areas are eligible if a person, a team or an organisation is in charge of tourism destination management and sustainability. In exceptional cases, countries and regions may be eligible when their size is less than 50,000 sq km.

Accommodations, single buildings, attractions and theme parks are not eligible. Eco-lodges and privately owned protected areas are eligible if there is an effective stewardship for a considerable area that is otherwise not managed.

As a 1st-year applicant, registration is entirely free and open to all destinations. You will need to address at least 15 criteria from the Green Destinations Standard (on the platform).

2nd year applicants will need to address 30 criteria, and it is highly recommended to actively participate in a destination support program or training (offered by a Top 100 Partner organisation), and in events aimed at good practice exchange (especially [Global Green Destinations Days](#)). You will need to show that you are making progress and that you are monitoring this progress from year to year.

What criteria do we use for selection?

The criteria that are used for selection are part of the Green Destinations Standard, a set of criteria that has been Recognised by the Global Sustainable Tourism Council (GSTC) as a basis for destination assessment and certification. The GSTC is a United Nations Endorsed organisation.

Adherence to the Standard is assessed through:

- Information provided by nominators how the destination adhere to the criteria, with special attention for 30 priority criteria (table).
- Quantitative information on a number of relevant quality and sustainability indicators.

How to nominate a destination?

In case you are interested to nominate a destination, check the [Top 100 webpage](#), download and complete the Registration form and e-mail it to: contact@SustainableTop100.org.

If the destination is considered eligible, you will receive a login to the Top 100 online platform. If you have limited Internet access, you will receive a Nomination form (excel).

A nomination should at least consist of:

1. Information showing what the destination is doing to adhere with the priority criteria from the Standard (table); information re every additional criterion may improve your score.
2. Quantitative information on a number of quality and sustainability indicators.
3. Two independent references (names and contact information).
4. A brief destination description, a map, a sustainability pitch, and 5 copyright-free pictures.

Participation in the competition is free (no fee).

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

The selection procedure

The organisers are looking for destinations that do not suffer from *overtourism*, and have measures in place to prevent this when necessary. The status of 'certified destination' is not a sufficient reason to be included in the Top 100.

All information to be received from nominators will be processed in the Green Destinations database, and will be available to the members of the International Jury and to a larger group of experts were involved in the assessment.

Selection for the 2018 Top 100 will be made on the basis of two assessments with equal weight:

- Ratings on the basis of information provided on the indicators (database-generated).
- Adherence with the criteria of the GSTC-Recognised Green Destinations Standard.

First priority be given to destinations that have been successfully assessed with the full GSTC-Recognised Green Destination Standard (100 criteria, 3rd party assessed).

Second priority be given to other nominated destinations, which will be evaluated on the basis of information provided by the nominators re: the indicators, and the priority criteria (table).

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

- Accuracy of the information provided about the destinations.
- Adherence with the Green Destinations Standard, or to the Priority criteria (see table);
- Information provided by the International Jury members, and references.

Important notice for European applicants

In order to ensure a truly Global Top 100, a maximum amount of selected destinations will be set for each continent. The Jury aims to decrease the % of European Top 100 destinations from 51% (in 2017) towards 40-45%. Hence, the Jury may be very restrictive in selecting “free” nominations from Europe because there are already many 1st priority destinations in Europe (successfully making the full Green Destinations assessment). The Jury expect destinations to do a full assessment if they have the capacity to do so (notably in EU, but also in Canada and US), whilst allowing destinations to focus on just 15-30 criteria as long as they don’t have the capacity to do more.

Sustainable Destinations Top 100 International Jury

The procedure and evaluation is supervised and supported by:

Albert Salman, the Netherlands. Founder, Green Destinations

Anne-Kathrin Zschiegner, Switzerland. The Long Run

Geoff Bolan, USA. CEO, Sustainable Travel International (STI)

Glenn Jampol, Costa Rica. Chair, Global Ecotourism Network (GEN)

Hugo de Jong, the Netherlands. QualityCoast Awards

Jonathan B. Tourtellot, USA. Destination Stewardship Center

Masaru Takayama, Japan. Chair, Asian Ecotourism Network (AEN)

Naut Kusters, ECEAT – Travelife for Tour Operators and Travel Agents

Peter Prokosch, Norway. Linking Tourism & Conservation (LT&C)

Valere Tjolle, UK / Italy. TravelMole’s VISION on Sustainable Tourism.

The evaluation of nominations is supported by ca. 100 experts.

The Top 100 International Selection Panel

23 April 2018 (version 2.2)

Priority Criteria

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

2018 Sustainable Destinations Top 100 Priority Criteria		
1.1	Sustainability coordinator	A person has been assigned the responsibility and authority for the adequate implementation and reporting of sustainable destination management.
1.3	Vision	The destination has defined, in consultation with stakeholders, a Vision which has integrated sustainability principles and is publicly communicated.
1.6	Inventory	The destination has a publicly available and regularly updated inventory of its assets and attractions including natural and cultural sites.
1.8	Tourism policy	The destination has an up-to-date, publicly available, multi-year tourism policy or strategy addressing environmental, aesthetic, social, cultural, economic, quality, health and safety issues.
2.1	Nature protection	The protection of natural sites, habitats, species, and ecosystems (incl. marine and aquatic) is effectively addressed and enforced. Nature degradation is addressed.
2.2	Natural resource protection	The protection of natural resources (water, soil, minerals, wood etc.) is adequately organised and enforced, and unsustainable use is avoided.
2.7	Animal Ethics	The use of animals in tourism is effectively controlled in order to decrease the risk of unnecessary suffering, disease, and death.
2.8	Landscape & Scenery	Natural and rural scenic views are protected and the sense of place is maintained; landscape degradation and urban sprawl into scenic landscapes is effectively avoided.
3.2	Air pollution	Air pollution is adequately addressed, impacts of tourism related air pollution are effectively controlled.
3.9	Waste water treatment	Waste water treatment is adequately organised and relevant regulations are enforced, aimed to minimise impacts to people and the environment.
3.10	Soft mobility	The destination has a soft mobility strategy to minimize high-impact transportation in touristic zones; walking and cycling is facilitated and encouraged.
3.14	Solid waste reduction	Any solid waste is monitored, reduced, separated and recycled, and quantitative goals are set, especially regarding the reduction of plastic waste.
3.15	Waste separation	Facilities are in place for an adequate separation of municipal and industrial waste.
3.17	Energy consumption	Measures are taken to reduce energy consumption in the destination; residents and visitors are encouraged to reduce energy consumption.
3.18	Reduction fossil fuel dependency	Adequate measures and incentives exist to reduce reliance on fossil fuels and to encourage renewable energy technologies.

4.1	Cultural heritage conservation	The conservation, authenticity and aesthetic presentation of cultural resources such as sites and built heritage, typical or traditional architecture, town design, cultural sense of place, urban scenic views, and archaeological sites, is adequately organised and enforced according to internationally recognised standards.
4.3	Managing tourism impacts on culture	Tourism related to cultural sites, built heritage, culturally important landscapes, land-use and sense of place is carefully managed to avoid negative impacts. Any impacts such as damage, disruption and degradation are adequately monitored and addressed.
4.4	Intangible heritage	Intangible cultural heritage and local life and culture, are adequately protected and respected.
4.5	Respecting authenticity	Tourism is respectful of the living culture and traditions, supportive to its protection and celebration, and not interfering with its practice. The practice of tourism in observing the living culture and traditions is genuine and respectful. When traditions are replicated they remain genuine and authentic.
5.5	Protection of people	The destination takes adequate measures to protect all people legally and effectively against commercial, sexual, or any other form of exploitation and harassment.
5.9	Residents informed about sustainable tourism	Inhabitants are regularly involved in discussions on opportunities, challenges and sustainability of tourism development.
5.11	Inhabitant satisfaction	The satisfaction of residents with tourism development and destination management is monitored regularly, and the results are publicly reported in a timely manner.
5.12	Community Empowerment	The destination supports the integration of community members in destination management and policy development, enabling citizens to be(come) proud 'destination ambassadors' in- and outside the destination.
5.13	Optimising private sector contribution	Small- and medium-sized enterprises are supported; and measures are taken to optimise the private sector's contribution to the local economy.
5.14	Promoting local products and services	The inclusion of local artisans, producers and service providers in the tourism value chain according to fair trade principles is supported; local and sustainable products that are supportive to the area's nature, culture, local identity, and local economy, are promoted.
5.17	Optimising social impacts	The impact of visitors on the local community and on other visitors is appropriately monitored, and measures are taken to optimise their contribution to the local economy.
5.18	Real estate exploitation	The impact of real estate development on the local community is appropriately monitored, and measures are taken to optimise their contribution to the local economy.
5.20	Health & safety prevention	Crime, safety, and health hazards are adequately prevented and addressed.
6.1	Sustainability standards	Internationally recognised sustainability standards consistent with the GSTC Criteria for tourism enterprises are promoted by the destination or the business sector.
6.12	Visitor behaviour at sensitive sites	Guidelines for appropriate visitor behaviour are developed and made available, aimed to minimize adverse impacts on sensitive sites and to strengthen positive visitor behaviour.