Best practice 11: SuVoT project – SUstainable & VOcational Tourism, Interreg IIIC

Scale: Transnational
Stage of tourism development: Growing and Mature
Main objective: Balanced tourism growth

Categories of effects:

Effects on urban governance
- Cultural tourism strategy
- Sustainable partnerships
- Stakeholder participation
- Steering government
- Destination management
- Networks of cities

Effects on quality of life
- Built heritage diversity
- Urban economies
- Environment
- Social life, local values and traditions

The offer of a region/destination determines the type of visitor it will attract. The SuVoT project aims to strengthen the offer of a region/destination according to its social, cultural and natural resources. SuVoT is a three-year project partially-funded by the Interreg IIIC programme. It shares and expands the experience gained by the Province of Rimini in the framework of the LIFE project "Strategies and Instruments for a Sustainable Tourism in the Mediterranean Coastal Area". A "Network of Cities for Sustainable Tourism" created within the LIFE project was initiated by 16 local authorities who signed a common charter showing their commitment to actively promote sustainability. SuVoT aims at taking the Network further, including vocational tourism (led by specific personal sensibilities and interests of people, e.g., heritage, nature, sport & wellness, outdoor activities) as a potentially robust, market-driven force towards sustainability. The SuVoT network gathers 10 partners: Province of Rimini (Italy) as the leading partner, Legacy of al-Andalus and Municipality of Lloret de Mar (Spain), Birstonas Development (Lithuania), Blackpool Borough Council (United Kingdom), Bologna Municipality and Giovo Mountain Community (Italy), Kallithea-Rhodes (Greece), Mid Sweden University (Sweden), plus ICLEI – European Secretariat (Germany). The project thus establishes a cooperative action between mature and emerging tourist destinations. The main project output will be the development of a 'Knowledge Resources Guide' to transfer the tools used in the Network of Cities for Sustainable Tourism. The guide will focus on the benefits of the Eco-label and Environmental Management Systems, application of techniques to assess the carrying capacity of tourist destinations and other forms of good practice. Methodologies will be developed to assist tourism sector stakeholders to change from mass tourism to more sustainable forms of tourism. The model of analysis will classify: a) tourists into different vocational segments, according to their interests and inclinations and b) the offer of a region/destination according to its social, cultural and natural resources. The last phase of the project will also aim to increase the environmental awareness of the tourists to lower their impact on the surrounding environment by means of an educational kit.

Source: Proceedings of the workshop, Rimini, Italy, October 20-22, 2005

Link:
http://www.iclei-europe.org/?suvot