



**GLOBAL
LEADERS**

**SOLUTIONS FOR NATIONAL AND
REGIONAL DMOS**



Bled (SLO), Slovenia Green Gold



A COMPREHENSIVE APPROACH TO ADVANCE SUSTAINABLE TOURISM

While COVID-19 has faced the tourism sector with an unprecedented challenge, the **climate crisis** is expected to become no less problematic in view of its long-term impacts and the necessity to look and plan far ahead. However, we have learned that **sustainability** is not a problem to be solved, but a future to be created **together**.

Creating this future requires a common **vision** and a **roadmap** to ensure progress based on leadership, mutual learning and **innovation**. This is what the Global Leaders Program aims to offer to national and regional tourism organisations, destinations and business leaders.

Global Leaders are committed to being at the forefront of innovation in developing tourism, in **managing** tourism impacts, and in enhancing the **benefits**, quality and **sustainability** of their tourism offer.

Since 2015 Green Destinations has developed tailor-made **country-based** assessments and certification programs, enabling countries to achieve goals and ambitions towards greening their tourism sector.

The **Global Leaders Program** offers national and regional tourism boards, ministries, and other umbrella organisations the lessons learned from this approach. Program members are guided to introduce Green Destinations' Award & Certification Program (ACP) to frontrunner destinations, customised to their own language, management, context, training needs and even branding. This allows members to benefit from a **GSTC-Accredited** certification program for **destination sustainability**, as implementation of a central sustainable tourism development & branding strategy. Additional promotional support is available through our affiliate **Good Travel Guide** and **Good Travel Seal** business certification.



Torres Vedras (PT), QualityCoast Platinum



Azores (PT), QualityCoast Platinum



OBJECTIVES OF THE GLOBAL LEADERS PROGRAM

The Global Leaders initiative aims to **bring together leaders** in tourism planning and management, to commonly promote sustainability through and beyond certification, and especially to:

- build a **country/regional program** and **roadmap** for sustainable tourism;
- **learn from other** global leaders in sustainable tourism;
- gain recognition for sustainability achievements, through **independent certification**;
- gain global **visibility** for sustainable destinations, businesses, products and services in the travel & tourism marketplace.

National or regional tourism boards, ministries and umbrella organizations are welcome to participate. Independent destinations that demonstrate leadership or ambition in the pursuit of sustainable tourism are also eligible for membership.

CREATE YOUR OWN SUSTAINABILITY SCHEME

The objective of the Global Leaders initiative is to assist countries and regions to develop a comprehensive program to make their tourism sector more sustainable, following the successful models implemented by Slovenia, Estonia, and other countries.

However, each member may have particular objectives and capacities. Therefore, Global Leaders members can create and implement their own tailor-made program with the guidance of Green Destinations partners, advisors and 'senior' members of the Global Leaders network.

Members may compose their own scheme choosing from the following elements.

Customisation	Baseline Assessment of relevant sustainability policies and regulations	Translation of assessment and support tools in local language	Customisation of sustainability guidance and training content to local contexts	Brand your own tourism sustainability scheme
Sustainability assessment & recognition	Top 100 competition 	GD Award & Certification 	Tourism business certification 	
Training and learning	Top 100 training 	ACP training (general and thematic workshops)	Local Auditor training (destination & business certification)	Study tours to 'senior' GL members
Promotion	Good Travel Guide and Promotional Packages 	Sponsorship of GL and GD Events and programs 		

- **Customisation** aims to enable more efficient and effective implementation of sustainability assessment and support tools; or branding it as a national/regional scheme (e.g. www.slovenia-green.si).
- **Sustainability recognition** is the core of the program where sector stakeholders (destinations, businesses) assess their sustainability, obtain recognition for achievements, and follow recommendations for improvements
- **Training and learning** is available in online and on-site formats; with special attention to learning from 'senior' GL members by paying a field visit and exchange experiences.
- **Promotion** aims to assist the GL member in making participation by stakeholders worthwhile in terms of publicity. Also, sponsorship of GL and GD events and programs enables the GL member to boost their profile as Global Leader.



Ljubljana (SLO), Slovenia Green Gold

SLOVENIA GREEN: A SUCCESS STORY



The Global Leaders Program initiative started in **2018**, inspired by the success of the **Green Scheme of Slovenian Tourism** which was implemented since 2015 under the leadership of the **Slovenian Tourist Board**. Supported by **GoodPlace and Green Destinations**, the program aimed to feature Slovenia as the world's most sustainable tourism destination.

Some of the **achievements** since the implementation of the program:



The Slovenia Green Scheme has expanded its scope and developed standards for labelling accommodation, parks, travel agencies, attractions, gastronomy and beaches. As of today, more than **190 destinations and businesses carry the Green Slovenia label**.



CONTACT US

www.greendestinations.org

leaders@greendestinations.org

Leiden, the Netherlands

