

# Towards zero-pollution tourism 07 June 2021 | 14.30-16.30 Online

EU GREEN WEEK 2021 PARTNER EVENT

## Profiles of the participating organisations

### European Destinations of Excellence Network

Speaker:

Aivar Ruukel, *Soomaa, European Destinations of Excellence Network BoA Member*

Eden Network is a net of destinations of excellence in sustainable tourism. The EDEN Network promotes a new way to travel in Europe, drawing the value and the diversity of emerging European tourist destinations. Visitors will experience the real country and culture as it is lived every day, not cultural shows and tourism experiences that have been specifically developed for visitors.

Aivar Ruukel, member of the EDEN Network Board of Member, will present the activities of the Network and give insights on implementing greener and more innovative approaches to tourism destination management.

### VisitScotland, ZeroWasteScotland, Historic Environment Scotland

Speakers:

Janie Neumann, *Sustainable Tourism Manager, VisitScotland*

Vanessa Glindmeier - *Business Support Officer, Historic Environment Scotland*

Claire Munro - *Communications Workstream Lead, Zero Waste Scotland*

After an incredibly difficult year for the tourism industry, Scotland's tourism partners are looking ahead at the recovery of the industry and opportunities to support the building back of a more responsible and resilient tourism, benefitting businesses, communities, visitors and our stunning environment.

With the ongoing climate crisis, the focus on a transition to a low carbon economy is a key priority and COP26 being hosted in Glasgow is a great opportunity to highlight how Scotland's tourism industry can deliver on Scotland's national commitment to Net Zero Green House Gas emissions by 2045. Campaigns such as Zero Waste Scotland's 'Scotland is Stunning – Let's Keep it that Way' and Historic Environment Scotland's project developing an opportunity to visit Maeshowe chambered tomb via 3D app are an excellent example of how partners are putting these ambitions into practice.

Representatives from VisitScotland, ZeroWasteScotland and Historic Environment Scotland will share insights on the development of strategies for sustainable tourism and key campaigns and local projects, looking to drive innovation and sustainability in the visitor economy.

<https://www.visitscotland.org/supporting-your-business/quality-customer-experience/responsible-tourism>

<https://www.zerowastescotland.org.uk/press-release/scotland-stunning-%E2%80%93-zero-waste-scotland-launches-campaign-urging-people-bin-litter-or>

### VisitLimburg

Speaker:

Ward Segers, Project Coordinator, VisitLimburg

Belgian Limburg has very varied landscapes and the province has a strong image as a cycling destination. This unique combination led to Visit Limburg's initiative to create cycling projects in harmony with the natural environment, which ensure more interaction with the cinematic landscape while cycling.

The aim of Limburg is to strengthen its position as a market leader in bicycle tourism, by adding an extra layer of unique cycling experiences to the Limburg bicycle route network. Visitors exploring the nature, the nearby towns and SMEs in the area have benefitted from the new cycling experiences.

By developing this unique form of tourism, Visit Limburg contributes hugely to the further unfolding of sustainable tourism in the EU. The best practices are a must-see and source of inspiration for regions all over Europe.

<https://time.com/collection/worlds-greatest-places-2018/5366664/cycling-through-water-genk-belgium/>

**Natural heritage preservation and tourism – more information on the speaker will be provided soon**

**Institute for Research on Innovation and Services for Development (CNR-IRISS) / Be.CulTour Project**

Cultural tourism entails opportunities but also risks. If not managed properly, cultural tourism can easily turn into a “value extractive” industry, generating negative environmental, social and cultural impacts on local communities and ecosystems.

The objective of the **Beyond Cultural Tourism H2020 Project**, coordinated by CNR-IRISS, is to develop specific strategies to promote an understanding of cultural tourism, which moves away from a “stop-and-go” consumer-oriented approach towards one that puts humans and circular economy models at its centre, paying attention to nature, communities, and cultural diversity.

Antonia Gravagnuolo, IRISS Researcher and part of the Be.Cultour coordinating team, will present the circular cultural tourism and the innovative approaches that the project will put in place in the participating areas.

[Be.Cultour website](#)