

# The Top in Tourism Sustainability!

This flyer features the coastal and island destinations that received the highest QualityCoast Award for good tourism sustainability policy: Gold, Silver of Bronze. About 1000 destinations have been investigated, and about 100 have been selected for a QualityCoast BasIQ Award; these destinations can be found in [www.qualitycoast.info](http://www.qualitycoast.info).

EUCC-research at the Dutch holiday fair (Utrecht, 2013) has shown that holiday makers expect human rights of local people and children to be respected (8,3/10 score), and sustainability to be cared for throughout the holiday destination (7,3). Also many find it important that their hotel has an eco-label (4,9) that that beaches are equipped and safe for bathing (4,5).

QualityCoast only awards holiday destinations that are strong in several ways: destinations are assessed on 20 criteria (see the table) and measured through ca. 120 indicators. This information is evaluated by international experts and by an independent jury. QualityCoast is the only eco-label that is internationally recognised as a sustainability certification for tourism destinations. It is included in the international DestiNet Atlas of Excellence for sustainable tourism. Many tourism destinations brag about their sustainability efforts or pretend they are a green destination. Usually they only take a narrow approach, e.g. 'green energy'. Only through QualityCoast, destinations are assessed on overall sustainability.



"When people have selected a country or a region for their holidays, QualityCoast helps them to find the perfect destination, depending on whether they prefer a green or a culture destination. Unlike any other eco-label, strengths and weaknesses of QualityCoast destinations are communicated in an open, transparent way. QualityCoast is more than a label!"

Albert Salman, Director Sustainable Development, Coastal & Marine Union - EUCC



Being the largest Dutch tour operator, TUI Nederland, known for its brands Arke, Holland International and KRAS.nl, attaches great value to the conservation and protection of holiday destinations. Since 2010, the QualityCoast certification is a part of the selection of our vacation destinations. We offer our customers the best vacations while taking into account people, animals and nature. This because we of course know that a beautiful holiday destination and a warm welcome are the result. Therefore we warmly recommend the QualityCoast certification to destinations and our customers.



Elise Allart Sustainable Development Coordinator, TUI Travel Western Europe

# Why special destinations join QualityCoast...

Becoming a special and sustainable destination is one thing. Getting officially recognised is another. QualityCoast Awards make the difference. Annual fees are very low compared to other eco-labels, while the benefits of a Policy Award can be tenfold...

**Policy improvement:** destinations directly profit from the strengths-weaknesses analysis (SWOT) and receive an agenda for improvement.

**Environmental awareness:** public awareness and 'feelgood' in the destination is enhanced by communicating the results of the QualityCoast assessment, by displaying the QualityCoast flags and banners; and by disseminating the QualityCoast brochure.

Local information can be given through the local media and by implementing the new QualitySpots QR-code programme.

**Destination promotion:** Tourists are informed through tour operators' travel brochures (e.g. Holland International); the QualityCoast internet and social media campaign ([www.qualitycoast.info](http://www.qualitycoast.info), Facebook and YouTube); EUCC and QualityCoast publications (in English, German and Dutch, total circulation 210.000 copies).

The destination's own marketing can profit from incorporating the QualityCoast status, scores and logo.

## Colofon

President International QualityCoast Jury: Prof. Francisco Taveira Pinto, vice-president: Dr. Anton Micallef. The QualityCoast Team 2013: Albert Salman, Marija Pejčić, Marlyse Creemers, Joana Mira Veiga, Athena Stoura, Cecile Zoetemelk, Christian Filies, Claudia Coman, Daniela van Elburg, David Möllers, Erik Devilee, Erik van Dijk, Ersan Silaj, Gloria de Santa Catalina, Irma Schutten, Lea Stüve, Malou van Kempen, Maayke Vis, Nico den Hollander, Xenia Loizidou, Brenda van der Oord, Bibi Brongers. Photo cover: San Blas, Gozo © Ministry for Gozo. Insets, top to bottom: © Oeste CIM, © Anders Tysklind, © Baiona.

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# QualityCoast Awards 2013

## The Top 20 sustainable tourism destinations







# The Top 20 Award winning destinations

## Criteria

The following criteria have been used for the selection of the Top 20:

### Nature

- 1 Nature and Conservation
- 2 Access, Information and Education
- 3 Green policies
- 4 Open landscape

### Environment

- 5 Environmental management
- 6 Blue Flags and Beaches
- 7 Water management
- 8 Sustainable transportation
- 9 Waste and Recycling
- 10 Energy and Climate mitigation
- 11 Climate change adaption

### Identity and Culture

- 12 Cultural heritage
- 13 Territory and Tradition
- 14 Local Identity

### Tourism and Business

- 15 Destination management
- 16 Business involvement
- 17 Hospitality and Satisfaction

### Host Community and Safety

- 18 Freedom & justice
- 19 Community participation
- 20 Health and Safety

## QualityCoast and QualityDestination

The QualityCoast programme has been developed by the Coastal & Marine Union – EUCC and the CoPraNet partnership, with EU INTERREG support. QualityCoast is now the coastal element of the QualityDestination programme, which is developed by the ECNC Group and other networks. QualityDestination runs tailor made programmes for e.g. city, rural and alpine destinations.

[www.qualitydestination.info](http://www.qualitydestination.info)

## QualityCoast and BasiQ

The QualityCoast Team has collected information about ca. 1000 international destinations, including all TUI-destinations. Information on these destinations is brought together in the QualityCoast BasiQ database, using more than 20 indicators. Most of this information comes from internet sources and satellite imagery. This BasiQ database does not include extensive policy evaluations. Destinations are requested to check and validate their information and after a further assessment, the best destinations are selected for a QualityCoast BasiQ Award.

### Send us your review!

The QualityCoast team is searching for experts and also for visitors of all 1000 destinations. Their expertise and their observations also counts in the regular assessments and in the QualityCoast Index. This index not only reflects the overall performance but also the number of indicators used to measure this performance. [www.destinationsustainability.info](http://www.destinationsustainability.info)

### QualityCoast Europe Destinations Top 100

The destinations with the highest QualityCoast Index are selected for the European Destinations Top 100 that can be found in the website. Similar lists are made for other parts of the world. QualityCoast Destinations are monitored on an annual basis. [www.qualitycoast.info](http://www.qualitycoast.info)

### QualityCoast Regions Top 10

The QualityCoast team also compares regions by combining the QualityCoast Index of its destinations. The Regions Top 10 is a selection of the regions that offer the best opportunities to enjoy quiet places with a clean environment, local identity and a rich natural and cultural heritage. [www.qualitycoast.info](http://www.qualitycoast.info)



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[www.facebook.com/qualitycoast](https://www.facebook.com/qualitycoast)

## Where to stay and to go in green destinations?

We are selecting the Top 20 places to stay and to eat! These hotels and other businesses will be featured on internet and in the next QualityCoast flyer soon.



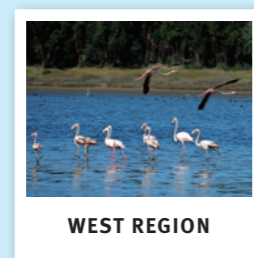
[www.qualitytourism.info](http://www.qualitytourism.info)



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AZORES



WEST REGION



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