

Learning, Adopting, Using and Benefitting from Sustainable Tourism Indicators

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1

Learn about indicators

2

Adopt indicators

3

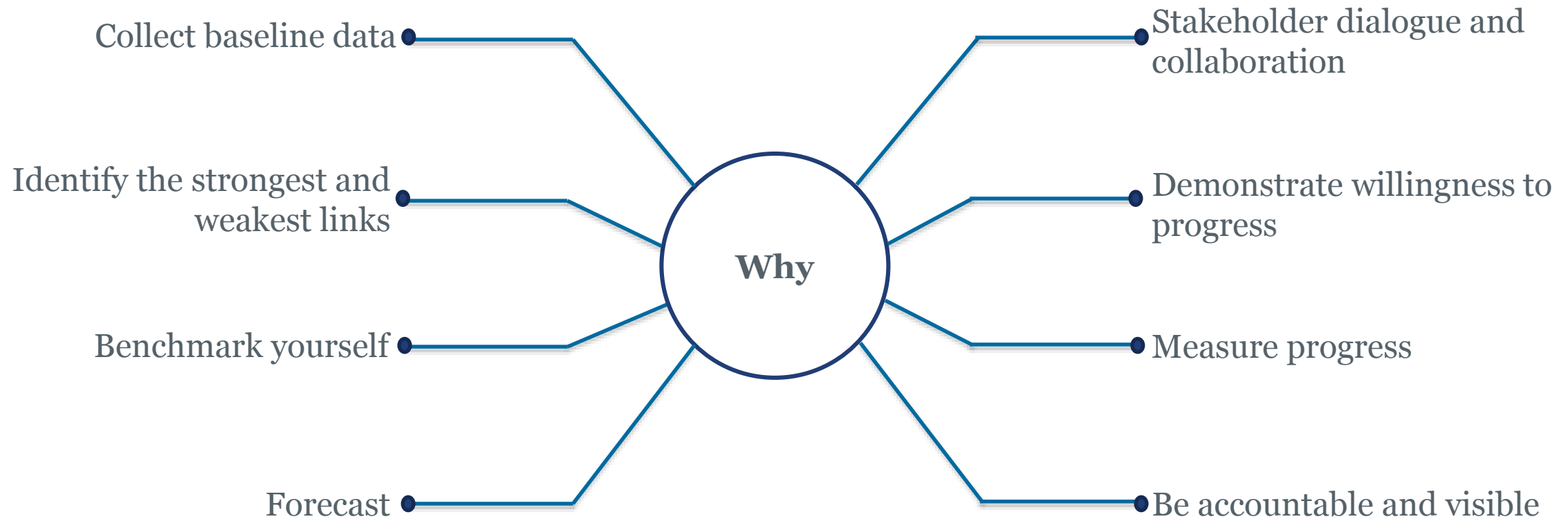
Use indicators

4

Benefit from indicators

Learning about indicators

Why do we need sustainable tourism indicators?

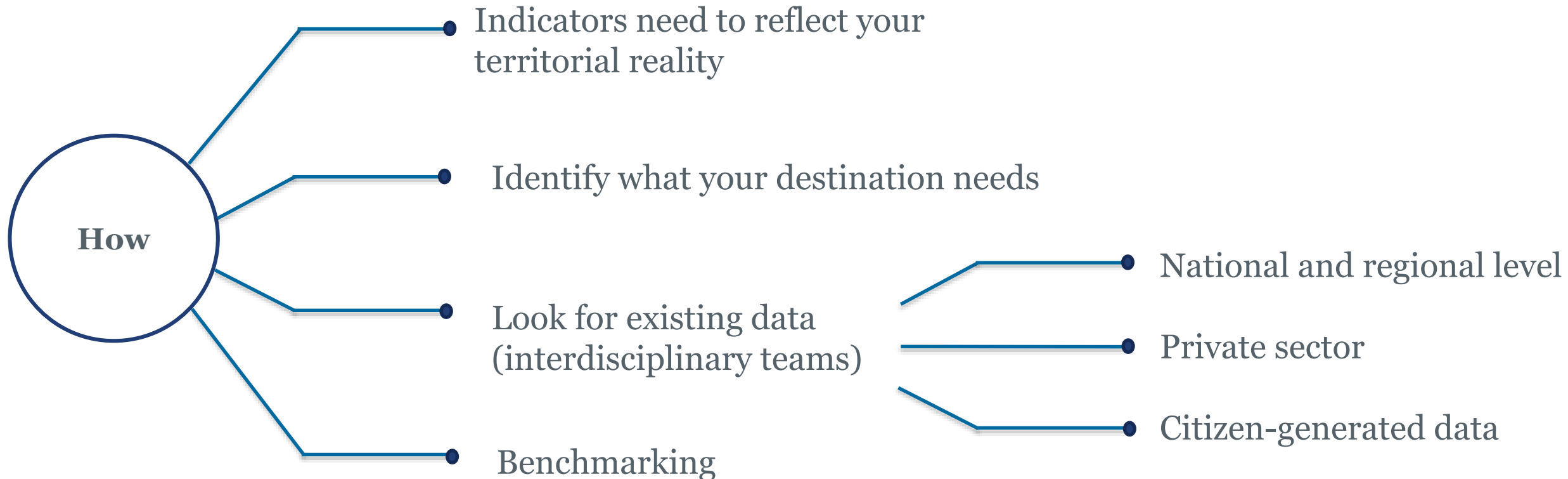


Case Study: Visit South Sardinia

Use sustainability indicators to create dialogue amongst stakeholders



How to select indicators? How can you interpret the data?



Case Study: Montecatini Terme

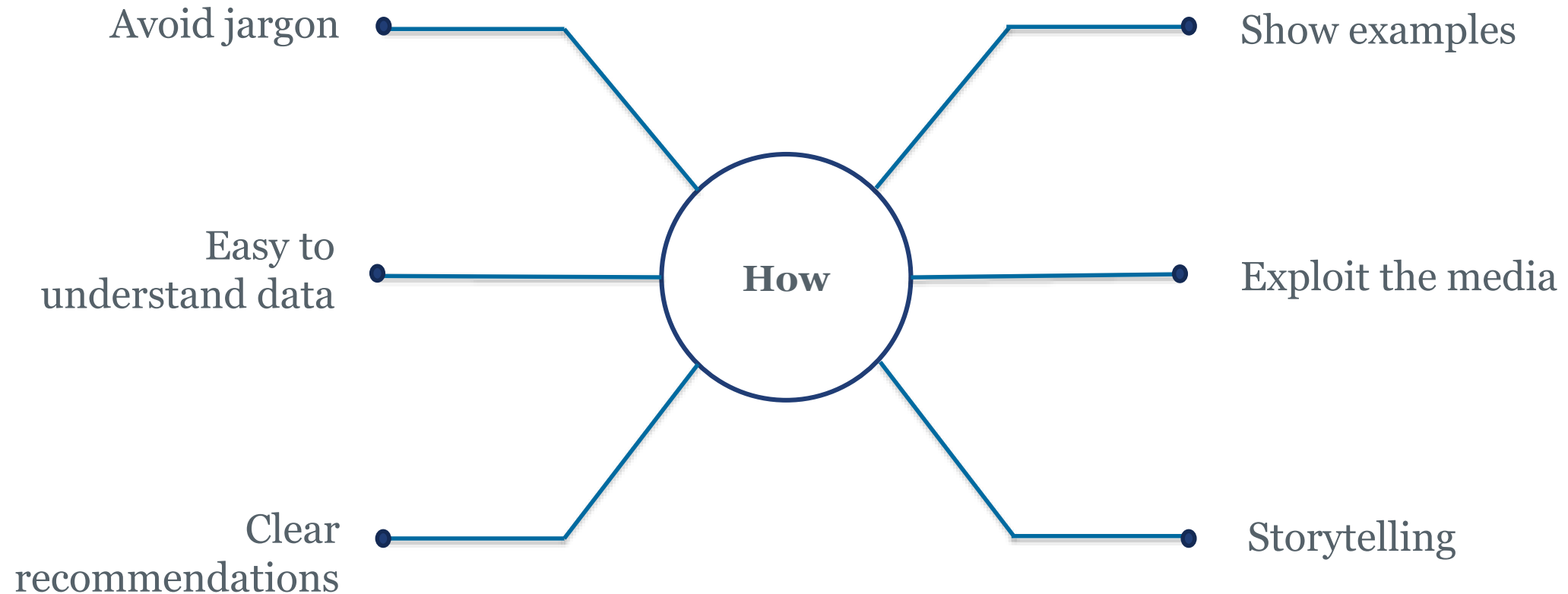
Collaborate with local universities to kickstart the implementation of the indicators



3

Using Indicators

How do we make sure indicators lead to change ?



3

Using Indicators

Case Study: Durbuy

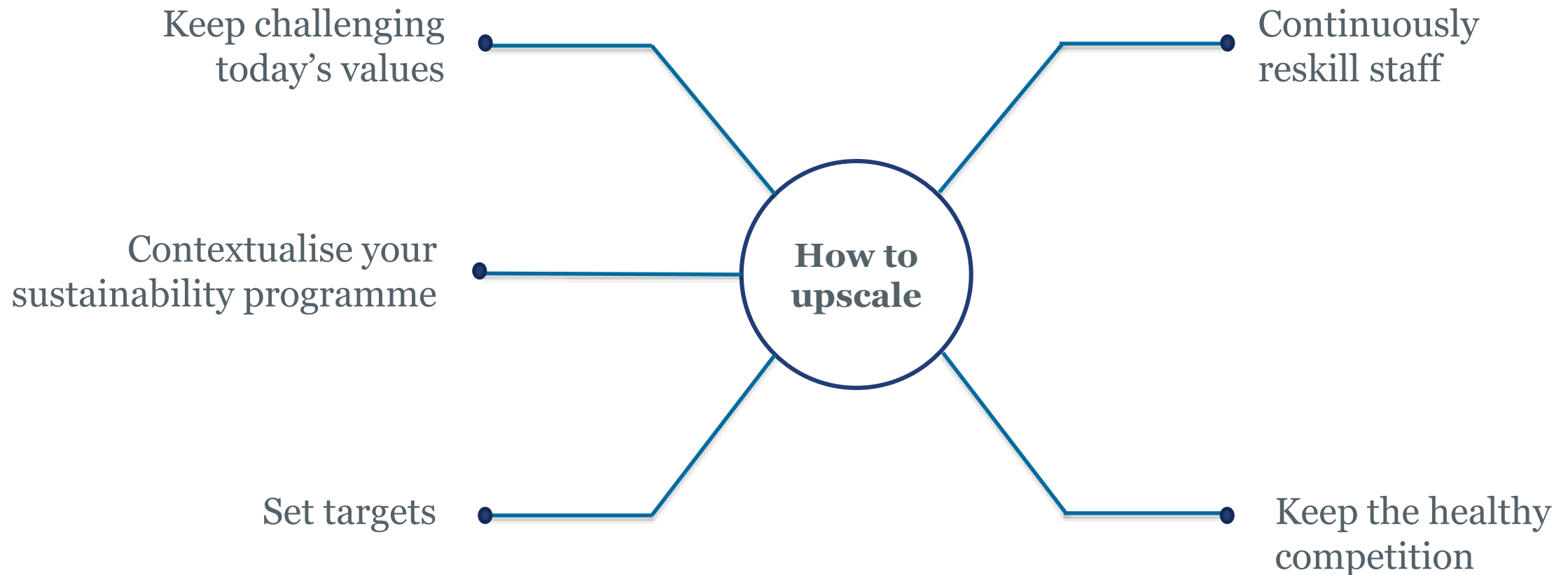
Use indicators to justify funding for sustainability measures



4

Benefitting from indicators

How to upscale from an individual sustainability measure to a complete sustainability strategy?



Case Study: Green Scheme Slovenia

Use indicators as part of a national certification programme



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Thank you for your attention!



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