



GREEN DESTINATIONS

START PROGRAM

Support Tools for the Assessment and Reset of Tourism

GENERAL GUIDE



ABOUT



START PROGRAM

Most tourist destinations are still struggling to develop strategies to reset and recover from COVID-19, while it has become clear that the Climate crisis will pose even greater challenges. Rather than just trying to build back to recover tourism, the **START Program** provides a unique opportunity to address a wider range of issues that we will soon be facing, and to create a more resilient, sustainable and stronger destination.

With this **START Program**, Green Destinations is extending its support to destinations - from local to country level, providing a comprehensive set of tools for assessing, monitoring, benchmarking, forecasting and creating roadmaps into a thriving future. We make these tools affordable, non-complex and effective, to support destinations in their sustainability ambitions. Our scope is destination management (related to leisure and tourism), but the tools provided in the program will be relevant to quality of life in any place, for policy makers, residents, and visitors.

Some of our tools have already been created and are available for free in the Good Travel Guide. The START Program and the Good Travel Guide are initiatives of **Green Destinations BV** (operating the [Good Travel Seal business certification](#)) in cooperation with **Green Destinations foundation** (co-founder of the [Future of Tourism Coalition](#), and managing the [GD Awards & Certification Program](#) and the [Top 100 competition](#)) and **Partners of the START Program**. The Toolkit includes advanced tools developed by our GIS expert Isabelle Breton and our spatial data partner 52impact. In a next version tools will be added of Riviera Maya Sostenible (Mexico) and of other Green Destinations Partners.

The START Program helps destination managers to:



Create their own tourism roadmap contributing to local communities, global sustainability and regeneration.



Assess their progress with effective diagnostic assessment tools.



Identify the best opportunities to make further progress, using monitoring and forecasting tools.



Report on successes and dilemmas to residents, business community and visitors.



Build a solid base of knowledge and good practices.

The first results of the START Program can already be seen in the Good Travel Guide:

- Our Global Maps give travellers a quick overview of countries on more than 20 subjects.
- Our GIS-expert Isabelle Breton created a report showing the projected impacts of sea level rise for a number of destinations in Destinations on the edge of water.
- We created destination comparison charts for the Netherlands, Portugal and Spain, illustrating how visitors can benefit from independently checked (certified) destinations.
- We created comparison charts that provide travelers with a quick overview of certified tourism-related businesses (see e.g. the Good Travel Guide page Bonaire).

The program offers all destination managers a free step-in tool - **SDGs and Tourism Assessment & Reset Tool** - for strategic tourism assessment on the basis of the Sustainable Development Goals, that also serves as a discovery (pathfinder) tool to our toolkits:



STEP-IN
SDGS AND TOURISM
ASSESSMENT & RESET
TOOL



TOOLKIT A
INTERACTIVE
ASSESSMENTS



TOOLKIT B
BENCHMARKING &
REPORTING



TOOLKIT C
CLIMATE RESET



TOOLKIT D
DESTINATION
ASSESSMENTS



TOOLKIT E
EXCHANGE, EDUCATION
& LEARNING

SDGS AND TOURISM ASSESSMENT & RESET TOOL



START HERE YOUR FIRST ASSESSMENT

SDGS & TOURISM ASSESSMENT & RESET TOOL (*FREE*)

Numerous destinations are developing new strategies to reset and recover from COVID-19. In order to really “build back better”, the START Program presents the tools to assess and address a wider range of issues facing destinations, allowing to create a suitable roadmap towards a more resilient and sustainable tourism.

The program offers a large number of tools, more than you will need. This is why we have created a unique discovery tool that serves as a pathfinder to the most suitable tools from your perspective: the **SDGs & Tourism Assessment & Reset Tool**. This is a free and universal tool, suitable for every destination.

This tool helps you to identify the main strengths, weaknesses and opportunities of your destination in relation to the UN Sustainable Development Goals, the GSTC Standard, the Green Destination Standard and the Future of Tourism Coalition’s Guiding Principles, with latest insights on tourism reset and recovery.



WHY

You seek a free, SDGs-based universal tool to rapidly identify the destination's weaknesses and opportunities for tomorrow's tourism from a holistic point of view. You wish to identify all scenarios to make your own choices re: reset and recovery, based upon your unique position in the tourism market. You do not wish to collect any data at this stage.

HOW

You conduct the free online survey below, combining a self-assessment of global issues (combining SDGs, Green Destinations and GSTC Standard and Guiding Principles of the Future of Tourism Coalition) and you indicate the importance of relevant issues from your own perception. It is possible to complete the survey in about 60-75 minutes.

WHAT

You receive a feedback report summarizing the assessment results including the overall score, the score per SDG, and suggestions, references and links to recommended tools and training courses.

BENEFITS

The tool will help destination managers to:

- Discover the performance on several sustainability subjects in relation to the UN Sustainable Development Goals, GSTC and Green Destinations Standard and the Future of Tourism Coalition's Guiding Principles, with latest insights on tourism sustainability.
- Find out which assessment, benchmarking, monitoring and forecasting tools are most suitable to better understand the benefits and opportunities of tourism for your destination, now and in the future.
- Provide an analytic basis for strategic decision making for sustainable development and responsible investment.
- Avoid unnecessary investments in data collection and infrastructure.
- Identify main opportunities for capacity building, training and learning for your team

**TO START YOUR FIRST
FREE ASSESSMENT**

[CLICK HERE](#)

TOOLKITS GUIDE

Once you complete the SDGs and Tourism Assessment & Reset survey, we will provide a feedback report suggesting the most suitable tools for your destination's needs. We will now introduce you to the tools and toolkits we have developed.



TOOLKIT A: INTERACTIVE ASSESSMENTS

This toolkit enables you to scan the conformity of your destination's policy and management to the GSTC-Accredited GD Standard, especially if you wish to participate in the GD Awards and Certification Program. Toolkit A encompasses three more which are:

[A1] Green Destinations Rapid Assessment

[A2] Green Destinations Assessment (Online & Onsite option)

[A3] Destination Awards and Certification

[A4] Business Sector Scans on Sustainability



TOOLKIT B: BENCHMARKING & REPORTING

This toolkit aims to support destinations in adopting KPIs to monitor your performance against your targets and compare your destination's performance with 'reference destinations' to know where you stand in relation to other destinations. Additionally, this toolkit helps communicate your sustainability performance to your residents, tour operators, and visitors.

[B1] Benchmarking & Monitoring Tools

- [B1.1] Country-level Benchmarking Report
- [B1.2] Destination-level Sustainability Dashboard
- [B1.3] Destination Sustainability Dashboard
- [B1.4] Green City Tool (free, focus on Europe)
- [B1.5] Destination Monitoring

[B2] Public Reporting Tools

- [B2.1] Destination Traveller Dashboard
- [B2.2] Public Sustainability Report

[B3] Applied Sustainability Dashboard - by Riviera Maya Sostenible



TOOLKIT C: CLIMATE RESET

The START Climate Reset Toolkit offers you a unique combination of essential tools that can make your destination or business a Climate champion:

[C1] Climate Footprint Assessment

- [C1.1] Destination Carbon Footprint Calculator

[C2] Climate Mitigation Planning

- [C2.1] Risk of land degradation vs. new opportunities
- [C2.1] Living biomass monitor - for capturing CO2
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[C3] Climate Risk Assessment

[C4] Climate Adaptation Planning (*Free tool*)

[C5] START Greening Your City

- [C3.1] Creating a Green Infrastructure
- [C3.2] Greening of Buildings



TOOLKIT D: DESTINATION ASSESSMENTS

This toolkit was developed upon spatial data interpretation to help you understand a variety of risks and opportunities related to sustainable tourism, especially in the field of nature, environment and water supply.

[D.1] Risk of Deforestation in natural areas

[D.2] Monitoring drought and fires in preservation areas

[D.3] Risk of Biodiversity loss

[D.4] Invasive Alien Species

[D.5] Air quality risk

[D.6] Water quality and algal blooms

[D.7] Oil spills

[D.8] Water availability & consumption

[D.9] Water use sustainability



TOOLKIT E: EXCHANGE, EDUCATION & LEARNING

In this toolkit, we put together a set of courses, workshops and learning tools that will lead you and your community to co-create a more resilient, balanced and abundant environment.

[E1] Training Course “Sustainable Tourism Destination Management”

[E2] Top 100: Sharing Your Good Practice

[E3] Reset and Recovery for Destinations

[E4] Green Destinations Global Leaders

[E5] Visionary "glocal" bridge workshop - *by Riviera Maya Sostenible*

IF YOU WOULD LIKE TO DIVE DEEPER
INTO A SPECIFIC TOOLKIT, YOU CAN
FIND THE ADDITIONAL GUIDES ON THE
START WEBPAGE.

ABOUT GREEN DESTINATIONS

Green Destinations foundation and the Good Travel Guide have joined forces in the development of a Sustainability Support Toolkit for the Assessment and Reset of Tourism: the START toolkit.

Green Destinations foundation is a non-profit organisation for sustainable tourism destinations, supporting more than 200 destinations with certification and training based upon the GSTC Destination Criteria.

The Good Travel Guide is operated by Green Destinations B.V. It supports destinations and businesses in communicating their responsible tourism achievements to travellers in a clear and transparent way, based upon the GSTC criteria and the Sustainable Development Goals (SDGs).



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