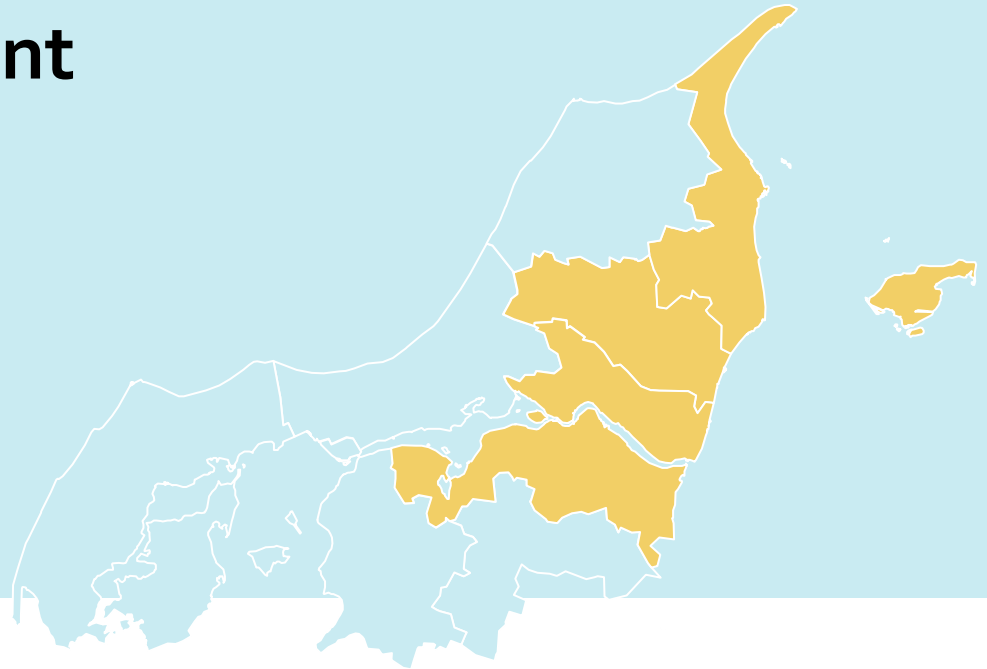
DESTINATION NORD

Measurement and reporting

Sustainable tourism development



Sustainable Development Goal 8: Decent work and economic growth

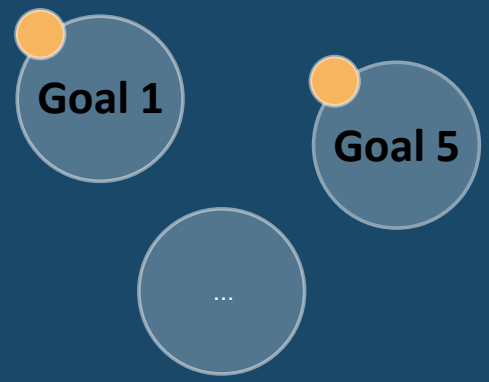
Tourism, as services trade, is one of the top four export earners globally, currently providing one in ten jobs worldwide. Decent work opportunities in tourism, particularly for youth and women, and policies that favor better diversification through tourism value chains can enhance tourism positive socio-economic impacts.

Sustainable Development Goal 11: Sustainable cities and communities

Tourism can advance urban infrastructure and accessibility, promote regeneration and preserve cultural and natural heritage, assets on which tourism depends. Investment in green infrastructure (more efficient transport, reduced air pollution) should result in smarter and greener cities for, not only residents but also tourists.

Sustainable Development Goal 17: Partnerships for the goals

Due to its cross-sectoral nature, tourism has the ability to strengthen private/public partnerships and engage multiple stakeholders – international, national, regional and local – to work together to achieve the SDGs and other common goals. Public policy and innovative financing are at the core for achieving the 2030 Agenda.



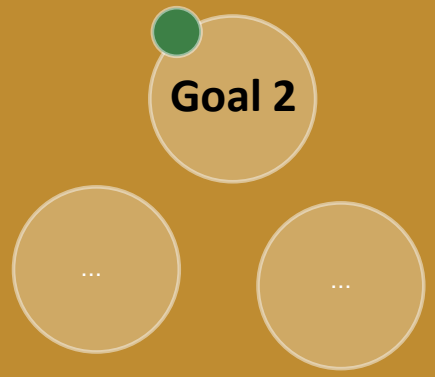
"We take the lead and help companies to innovate and to strengthen their businesses with a focus on sustainability, green solutions and digitization"

- Strategy: Much more than just tourism 2021 – 2023

DESTINATION NORD

Sustainable Development Goal 13: Climate action

Tourism contributes to and is affected by climate change. Tourism stakeholders should play a leading role in the global response to climate change. By reducing its carbon footprint, in the transport and accommodation sector, tourism can benefit from low carbon growth and help tackle one of the most pressing challenges of our time. (source: https://tourism4sdgs.org/)



Sustainable Development Goal 12: Responsible consumption and production

The tourism sector needs to adopt sustainable consumption and production modes, accelerating the shift towards sustainability. Tools to monitor sustainable development impacts for tourism including for energy, water, waste, biodiversity and job creation will result in enhanced economic, social and environmental outcomes.

	SDG 8	SDG 11	SDG 12	SDG 13	SDG 17
Goal 1: 20-30 new partnerships between tourism operators in the destination. **Initiative:** Project: *Instant Green Tourism* **Timespan:** 2021	☑	●			●
Goal 2: 90 new sustainable products / processes in the destination. **Initiative:** Project: *Instant Green Tourism* **Timespan:** 2021	☑		●	●	
Goal 3: Increased turnover of 10% in all companies with new products / processes. **Initiative:** Project: *Instant Green Tourism* **Timespan:** 2022	●	●			
Goal 4: Increased knowledge and knowhow regarding sustainable tourism practices and green transition **Initiative:** Project: *Instant Green Tourism* **Timespan:** 2021	☑	●		●	
Goal 5: Establishment of 5-10 partnerships between actors from the business community of the destination, tourism operators, educational and knowledge institutions. **Initiative:** Track 3: *Business experiences based on green technologies* **Timespan:** 2021-2022		●			●
Goal 6: Identification of 3-5 pilot projects that can help bring technologies to life towards Danish and international business tourists. **Initiative:** Track 3: *Business experiences based on green technologies* **Timespan:** 2021-2022	●		●	●	

	SDG 8	SDG 11	SDG 12	SDG 13	SDG 17
Goal 7: Establishment of an internship hub where students from tourism education can work with sustainable destination development and exploitation of local green solutions in cooperation with the business community. **Initiative:** Track 3: *Business experiences based on green technologies* **Timespan:** 2021-2022		●		●	
Goal 8: The project (see initiative) is expected to contribute to an increase in the number of metropolitan and cultural tourists in the destination of 3- 5% **Initiative:** Track 3: *Business experiences based on green technologies* **Timespan:** 2021-2022	●	●			
Goal 9: The project (see initiative) expected to contribute to an increase of turnover among the participants accommodation and meeting / conference venues of 5-10%. **Initiative:** Track 3: *Business experiences based on green technologies* **Timespan:** 2021-2022	●	●			
Goal 10: 10 more tourism operators should obtain a third-party sustainability certification **Initiative:** inspiration, consulting, screenings and connecting certification providers with tourism operators **Timespan**: 2023		●	●	●	

	SDG 8	SDG 11	SDG 12	SDG 13	SDG 17
Goal 11: In connection to Destination Nord's new project **"**Growth with experiences", future events in the destination should implement sustainable initiatives and report on processes, initiatives and results. **Initiative: Involve event hosts in the sustainable agenda, assist with knowledge and tools to organize a sustainable events** **Timespan:** 2022		●	●	●	

Results

Goal 1: Through the project Instant Green Tourism partnerships between tourism operators, and across business areas, have been formed to support and accelerate sustainable development. These new collaborations have for example emerged more sustainable supply chains, new sustainable tourism experiences and sustainable branding of areas.

Goal 2: Participants in Instant Green Tourism have created 163 new product ideas, process ideas and collaboration ideas. At the project's completion in June, 72 of the 163 ideas/products/collaborations was realized and we will continue to develop and implement the remaining initiatives together with the tourism operators and partners.

Goal 3: In process

Goal 4: The following insights were found through an evaluation survey regarding the Instant Green Tourism program:

- 80% completely agree / agree that they have received good and useful inspiration.
- 68% completely agree / agree that they have received useful consulting on sustainability.
- 68% completely agree / agree that they have received useful ideas and experiences from other participants.
- 93% completely agree / agree that they have gained insight into other tourism companies' attitude and wishes in regards to sustainability and green transition.

Goal 5: In process
Goal 6: In process
Goal 7: In process
Goal 8: In process
Goal 9: In process
Goal 10: In process
Goal 11: In process

Other sustainable initiatives 2021

TripDoodler

Destination Nord are about to start a collaboration with TripDoodler, which is a new unified travel planning platform, databased with sustainability at its core and transparent in the way sustainability is classified. Dedicated to empower all travelers around the world to create adventures based on more sustainable travel choices - whether our guests want to reduce their carbon footprint while traveling or support local businesses. It will also create the opportunity for the tourism operators in our destination to showcase sustainable products and services on the platform. Read more about TripDoodler here: https://tripdoodler.com/

Fair Festival

Aalborg has paused its Sustainability festival until 2024, which has made us search for alternative experiences that can provide sustainable information, inspiration and knowledge. Therefor, we have teamed up with Green Light, who hosts Fair Festival – a sustainable festival and sales fair. Currently, we are working on facilitating the opportunity for Fair Festival to host a sustainable event in our destination starting in 2022. Read more about Fair Festival here: https://fairfestival.dk/

Bicycling tourism angels

Destination Nord have introduced cycling information staff, who can be found in Aalborg, Hals, Sæby, Skagen and Frederikshavn in the high season. It is an addition to the "old-fashioned" tourist office, which is placed in Skagen. We call them "The bicycling tourism angels" who helps tourists and guests with good local knowledge and tourist information. The initiative is based on our digital focus, also described in Destination Nord's tourism strategy, hence the tourist angels will not be loaded with paper brochures, but armed with tablets so they can help tourists find various information, e.g. via our website: www.enjoynordjylland.dk