Gestão para criação de um Destino Sustentável

Sistema LiderA - **Turismo**

Construção – Sistemas - Uso

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Sustentabilidade Desafia Turismo !

Requisitos e desafios

dos impactes à sustentabilidade

Deutsche Bank Research

Current Issues

Energy and climate change

April 12, 2010

Green buildings

A niche becomes mainstream

The building sector has immense environmental impacts. It accounts for 42% of the EU's final energy consumption and for about 35% of all greenhouse gas emissions. The residential sector, with a share of 28% of overall energy consumption, has more potential for improvement than the commercial buildings sector.

Green building techniques save resources. These techniques are especially relevant to reducing the energy consumption used for heating, lighting and cooling. Energy savings for green buildings average 30% over conventional buildings. In addition, green buildings use less water and offer lower maintenance costs.

Several compelling factors drive spread of green buildings. Growing tenant demand due to lower operating costs, higher worker productivity and reputational issues forces the real estate sector to adopt efficient building techniques. Overall, operating costs for tenants/ship in Energy and Environmental Design (LEED) certified buildings are 9-9% lower than for regular buildings. Over the life cycle of a building these savings pay for higher initial costs. Investors also seek more socially conscious investments.

Building codes and regulation becoming stricter. Having recognized the advantages of green buildings, national governments and the EU have mandated higher efficiency standards for new construction and renovations with the EU Energy Performance of Buildings Directive of 2002 (EPBD 2002). EPBD 2010, the follow up directive, is likely to make 'near zero' energy buildings mandatory by 2021.

Limiting factors remain. The real estate industry lacks a universal definition of what constitutes a green building as well as consistent data sources and metrics on green buildings. These deficits make an assessment of the profitability of green building investments difficult and therefore hold back stronger investor interest. Potential misalignments between landlord costs and tenant benefits also hinder faster adoption of green building mandates.

Certification systems send market signals. The number of certification systems has surged in the last decade, although their usage remains limited outside the UK and the US. Nonetheless, they help facilitate the move to greener buildings by enhancing the transparency of building operating costs and other

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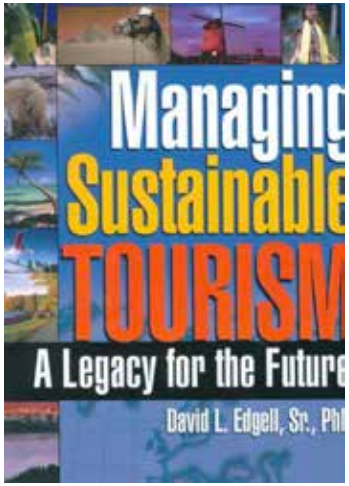
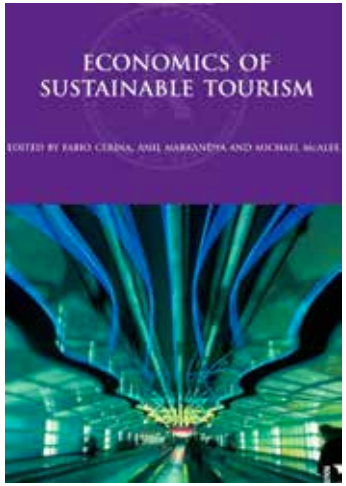
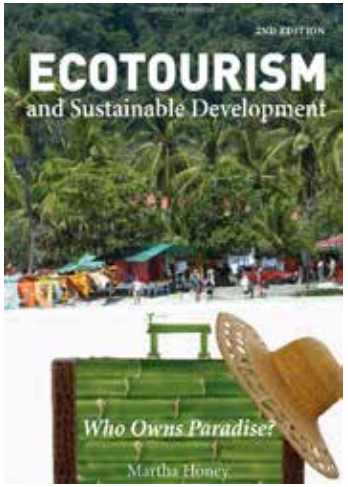
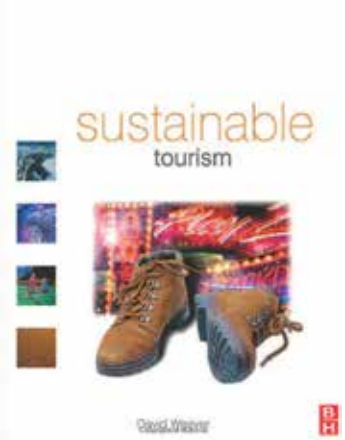
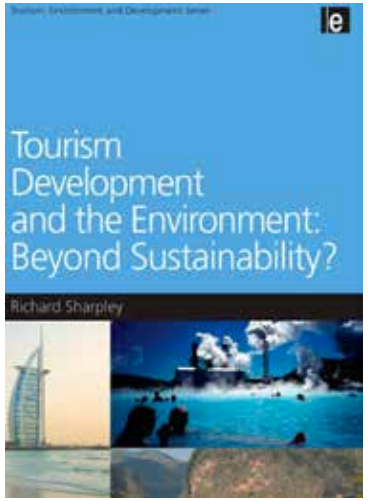
Estudos e publicações aumentam

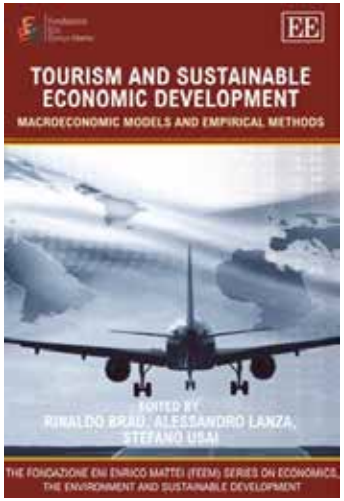


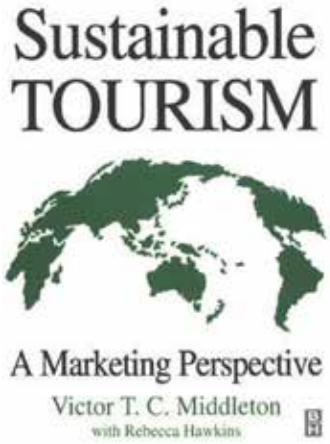






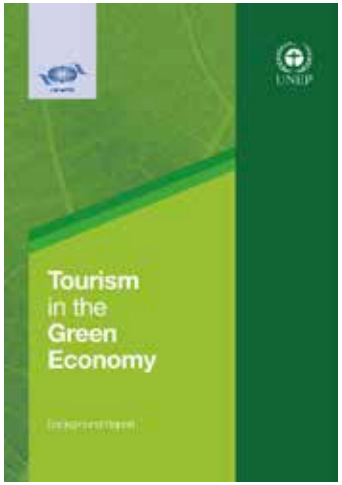


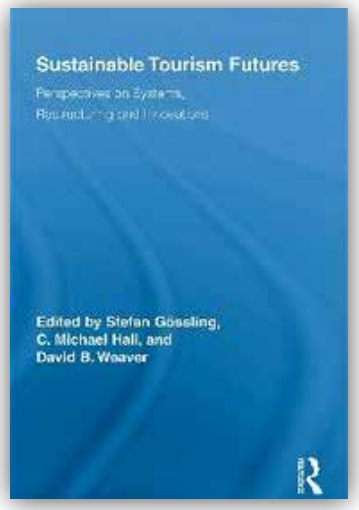


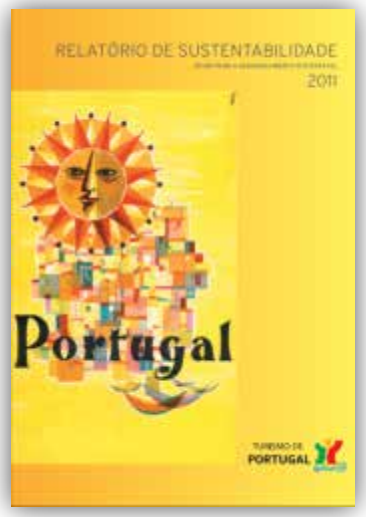


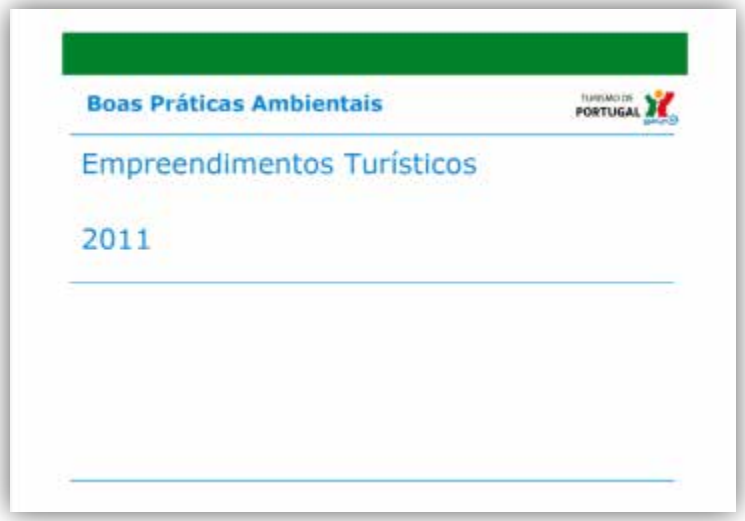
Crescente interesse e mercado

A sustentabilidade contribui para criar valor









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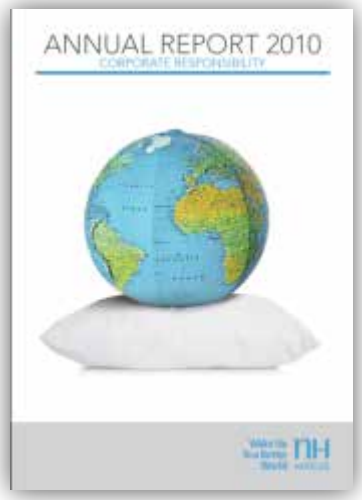

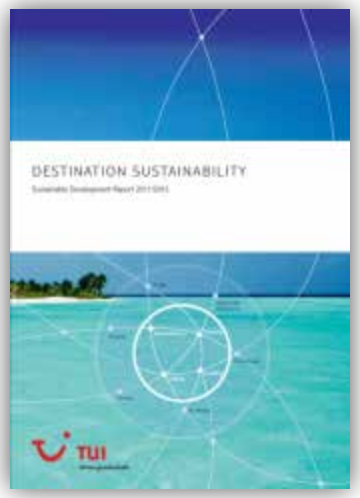

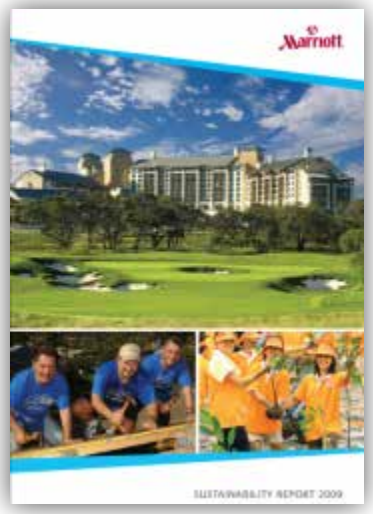

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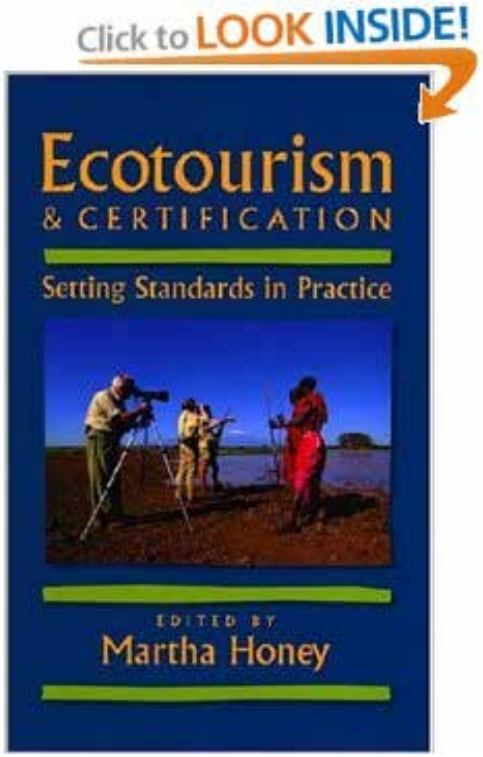
Perfil do consumidor considera também questões ambientais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Ecotourism
& CERTIFICATION
Setting Standards in Practice
EDITED BY
Martha Honey

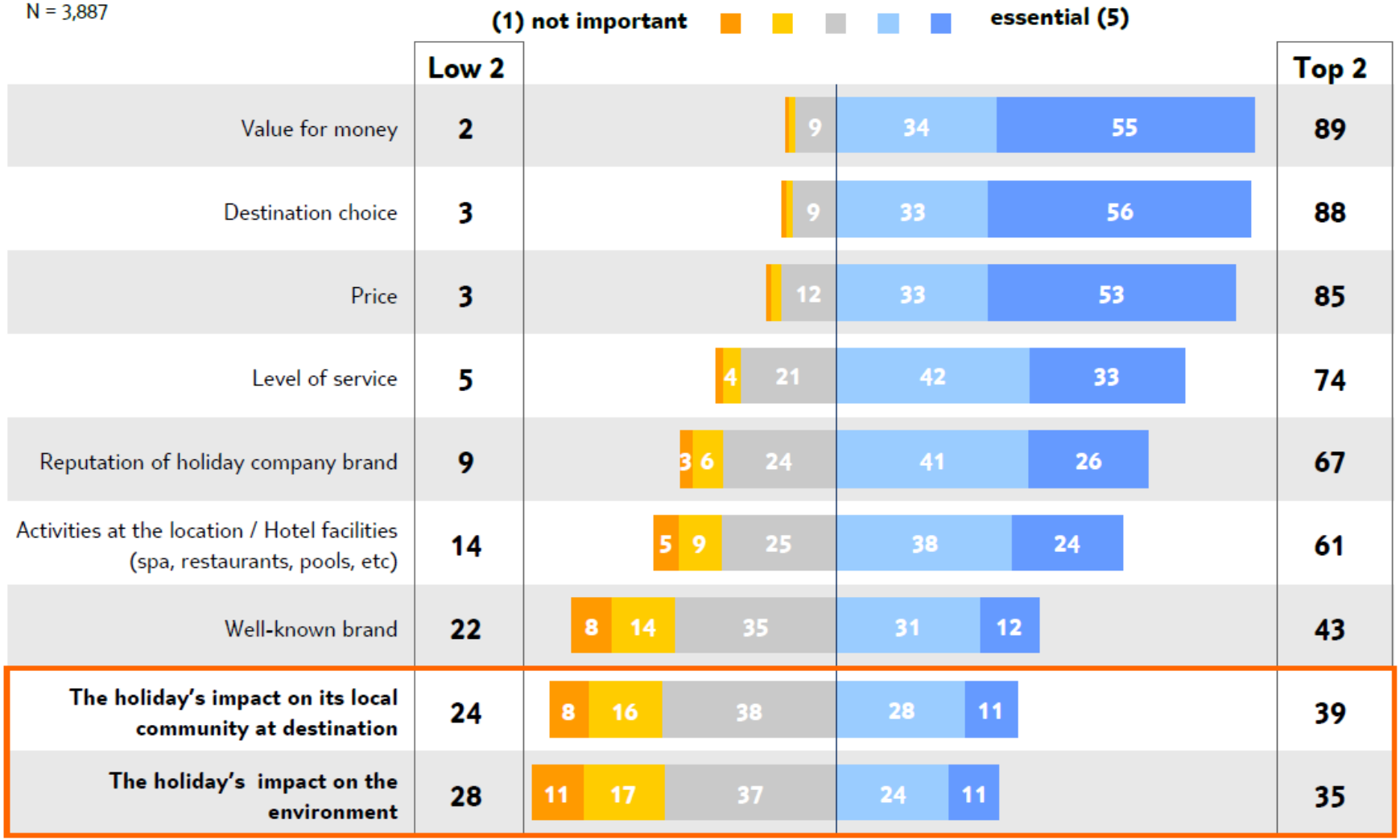
Qualidade
Satisfação dos clientes
Sustentabilidade
Saúde, Higiene, Segurança

Clientes

//Existe preocupação

in % **Total** **Question: Please state how important each of the following is to you when choosing a holiday involving a flight.**

N = 3,887



que se procura?

Search

Enterprise and Industry

Tourism

- EU policy - background
- Sustainable Tourism
  - Charter
  - Indicators
  - Preparatory actions 2011
- Calypso
- Tourism for Seniors
- 50.000 Tourists
- Cycling routes
- EDEN - Destinations of Excellence
- European Tourism Label for Quality Schemes
- Promoting Europe internationally
- Conferences
- Cultural tourism
- ICT & Tourism Business Initiative
- Professional skills

Tourism

Sustainable Tourism

The competitiveness of the European tourism industry is closely linked to its sustainability, as the quality of tourist destinations is strongly influenced by their natural and cultural environment and their integration into the local community.

Long term sustainability requires a balance between sustainability in **economic**, **socio-cultural** and **environmental** terms. The need to reconcile economic growth and sustainable development also brings in an ethical dimension.

Major challenges for sustainable tourism include:

- preserving natural and cultural resources
- limiting negative impacts at tourist destinations, including use of natural resources and waste production
- promoting the wellbeing of the local community
- reducing the seasonality of demand
- limiting the environmental impact of tourism related transport
- making tourism accessible to all
- improving the quality of tourism jobs.

http://ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/index_en.htm

Posicionamento ...

WORLD ECONOMIC FORUM

COMMITTED TO IMPROVING THE STATE OF THE WORLD

Insight Report

The Travel & Tourism Competitiveness Report 2013

Reducing Barriers to Economic Growth and Job Creation

Jennifer Blanke and Thea Chiesa, editors

The Travel & Tourism (T&T) industry has managed to remain relatively resilient over the recent year despite the uncertain global economic outlook, which has been characterized by fragile global economic growth, macroeconomic tensions, and high unemployment in many countries. Indeed, the sector has benefitted from the continuing globalization process: travel has been increasing in mature markets and, particularly, has been driven by the rising purchasing power of the growing middle class in many developing economies.

In such a context, Travel & Tourism has continued to be a critical sector for economic development and for sustaining employment, in both advanced and developing economies. A strong T&T sector contributes in many ways to development and the economy. It makes both direct contributions, by raising the national income and improving the balance of payments, and indirect contributions, via its multiplier effect and by providing the basis for connecting countries, through hard and soft infrastructure—attributes that are critical for a country's more general economic competitiveness.

Although developing the T&T sector provides many benefits, numerous obstacles at the national level continue to hinder its development. For this reason, seven years ago the World Economic Forum, together with its Industry and Data Partners, embarked on a multi-year research effort aimed at exploring various issues related to the T&T competitiveness of countries around the world. This year's *Report* is published under the theme "Reducing Barriers to Economic Growth and Job Creation," which reflects the forward-looking attitude of the sector as it aims to ensure strong growth going into the future.

THE TRAVEL & TOURISM COMPETITIVENESS INDEX

The Travel & Tourism Competitiveness Index (TTCI) aims to measure the *factors and policies that make it attractive to develop the T&T sector in different countries.* The Index was developed in close collaboration with our Strategic Design Partner Booz & Company and our Data Partners Deloitte, the International Air Transport Association (IATA), the International Union for Conservation of Nature (IUCN), the World Tourism Organization (UNWTO), and the World Travel & Tourism Council (WTTC). We have also received important feedback from a number of key companies that are Industry Partners in the effort, namely Airbus/EADS, BAE Systems, the Bahrain Economic Development Board, Bombardier, Delta, Deutsche Lufthansa/Swiss, Embraer, Etihad Airways, Hilton, Jet Airways, Lockheed Martin, Marriott, Safran, Starwood Hotels & Resorts, and VISA.

The TTCI is based on three broad categories of variables that facilitate or drive T&T competitiveness. These categories are summarized into the three subindexes of the Index: (1) the T&T regulatory framework subindex; (2) the T&T business environment and infrastructure subindex; and (3) the T&T human, cultural, and natural resources subindex. The first subindex captures those elements that are policy related and generally under the purview of the government; the second subindex captures elements of the business environment and the "hard" infrastructure of each economy; and the third subindex captures the "softer" human, cultural, and natural elements of each country's resource endowments.

Each of these three subindexes is composed in turn by a number of pillars of T&T competitiveness, of which there are 14 in all. These are:

1. ***Policy rules and regulations***
2. ***Environmental sustainability***
3. ***Safety and security***
4. ***Health and hygiene***
5. ***Prioritization of Travel & Tourism***
6. ***Air transport infrastructure***
7. ***Ground transport infrastructure***
8. ***Tourism infrastructure***
9. ***ICT infrastructure***
10. ***Price competitiveness in the T&T industry***
11. ***Human resources***
12. ***Affinity for Travel & Tourism***
13. ***Natural resources***
14. ***Cultural resources***

Each of the pillars is, in turn, made up of a number of individual variables. The dataset includes both survey data from the World Economic Forum's annual Executive Opinion Survey (the Survey) and quantitative data from publicly available sources, international organizations, and T&T institutions and experts (for example, IATA, the

Table 1: The Travel & Tourism Competitiveness Index 2013 and 2011 comparison

Country/Economy	2013 Rank/140	2013 Score	2011 Rank/139
Switzerland	1	5.66	1
Germany	2	5.39	2
Austria	3	5.39	4
Spain	4	5.38	8
United Kingdom	5	5.38	7
United States	6	5.32	6
France	7	5.31	3
Canada	8	5.28	9
Sweden	9	5.24	5
Singapore	10	5.23	10
Australia	11	5.17	13
New Zealand	12	5.17	19
Netherlands	13	5.14	14
Japan	14	5.13	22
Hong Kong SAR	15	5.11	12
Iceland	16	5.10	11
Finland	17	5.10	17
Belgium	18	5.04	23
Ireland	19	5.01	21
Portugal	20	5.01	18
Denmark	21	4.98	16
Norway	22	4.95	20
Luxembourg	23	4.93	15
Malta	24	4.92	26
Korea, Rep.	25	4.91	32
Italy	26	4.90	27
Barbados	27	4.88	28
United Arab Emirates	28	4.86	30
Cyprus	29	4.84	24
Estonia	30	4.82	25
Czech Republic	31	4.78	31
Greece	32	4.75	29
Taiwan, China	33	4.71	37

Baixou de posição

Country/Economy	2013 Rank/140	2013 Score	2011 Rank/139
Morocco	71	4.03	78
Brunei Darussalam	72	4.01	67
Peru	73	4.00	69
Sri Lanka	74	3.99	81
Macedonia, FYR	75	3.98	76
Ukraine	76	3.98	85
Albania	77	3.97	71
Azerbaijan	78	3.97	83
Armenia	79	3.96	90
Vietnam	80	3.95	80
Ecuador	81	3.93	87
Philippines	82	3.93	94
Trinidad and Tobago	83	3.93	79
Colombia	84	3.90	77
Egypt	85	3.88	75
Dominican Republic	86	3.88	72
Cape Verde	87	3.87	89
Kazakhstan	88	3.82	93
Serbia	89	3.78	82
Bosnia and Herzegovina	90	3.78	97
Namibia	91	3.77	84
Gambia, The	92	3.73	92
Honduras	93	3.72	88
Botswana	94	3.71	91
Nicaragua	95	3.67	100
Kenya	96	3.66	103
Guatemala	97	3.65	86
Iran, Islamic Rep.	98	3.64	114
Mongolia	99	3.63	101
Suriname	100	3.63	n/a
Kuwait	101	3.61	95
Moldova	102	3.60	99
Guyana	103	3.60	98

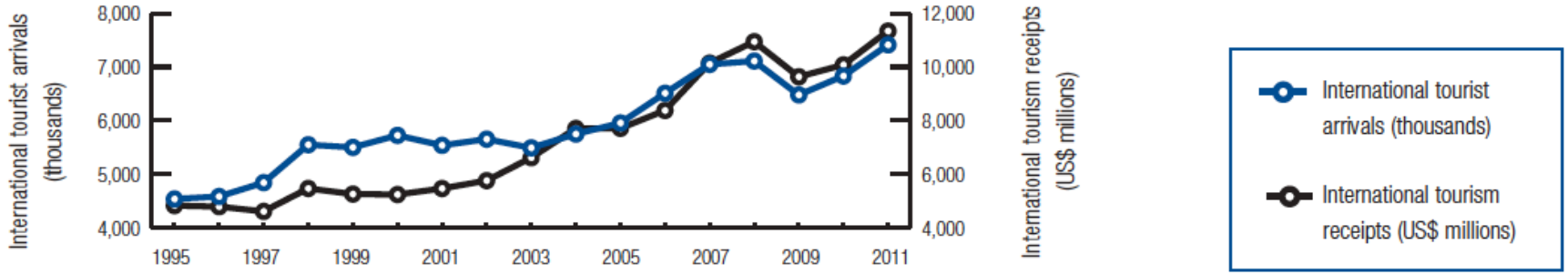
Key indicators

Population (millions), 2011	11.2
Surface area (1,000 square kilometers), 2011	92.1
Gross domestic product (current US$ billions), 2011	237.8
Gross domestic product (current PPP, $) per capita, 2011	23,362.6
Real GDP growth (percent), 2011	-1.7
Environmental Performance Index 2012, rank (out of 132 economies), 2011	41

Travel & Tourism indicators

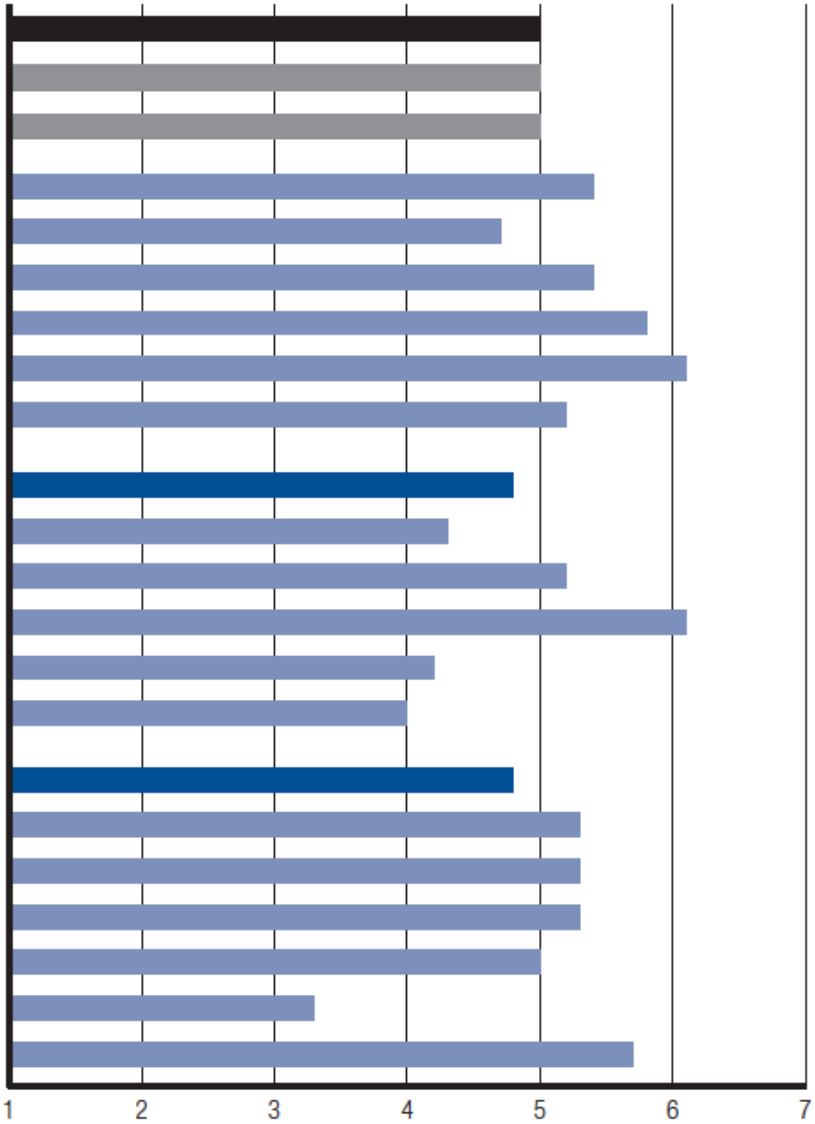
	Absolute value	Percent of total	T&T industry GDP growth forecast (2013–2022)
T&T industry, 2012 estimates			
T&T industry GDP (US$ millions)	12,469.0	5.4	1.7
T&T industry employment (1,000 jobs)	321.1	6.7	1.2
T&T economy, 2012 estimates			
T&T economy GDP (US$ millions)	35,725	15.4	1.8
T&T economy employment (1,000 jobs)	864	17.9	1.2

International tourist arrivals (thousands), 2011	7,412.2
International tourism receipts (US$, millions), 2011	11,338.6



The Travel & Tourism Competitiveness Index

	Rank (out of 140)	Score (1–7)
2013 Travel & Tourism Competitiveness Index	**20**	**5.0**
2011 Travel & Tourism Competitiveness Index	18	5.0
2009 Travel & Tourism Competitiveness Index	17	5.0
T&T regulatory framework	**20**	**5.4**
Policy rules and regulations	49	4.7
Environmental sustainability	15	5.4
Safety and security	19	5.8
Health and hygiene	25	6.1
Prioritization of Travel & Tourism	29	5.2
Business environment and infrastructure	**27**	**4.8**
Air transport infrastructure	34	4.3
Ground transport infrastructure	22	5.2
Tourism infrastructure	16	6.1
ICT infrastructure	34	4.2
Price competitiveness in the T&T industry	108	4.0
T&T human, cultural, and natural resources	**19**	**4.8**
Human resources	32	5.3
Education and training	33	5.3
Availability of qualified labor	34	5.3
Affinity for Travel & Tourism	32	5.0
Natural resources	83	3.3
Cultural resources	13	5.7



Portugal

The Travel & Tourism Competitiveness Index in detail

INDICATOR	SCORE	RANK
1st pillar: Policy rules and regulations	**4.7**	**49**
1.01 Prevalence of foreign ownership	4.4	84
1.02 Property rights	4.8	48
1.03 Business impact of rules on FDI	4.6	74
1.04 Visa requirements, no. of countries*	71.0	58
1.05 Openness bilateral ASAs (0–38)*	13.3	44
1.06 Transparency of government policymaking	4.3	69
1.07 No. of days to start a business*	5	10
1.08 Cost to start a business, % GNI/capita*	2.3	33
1.09 GATS commitment restrictiveness (0–100)*	48.4	92
2nd pillar: Environmental sustainability	**5.4**	**15**
2.01 Stringency of environmental regulation	5.2	28
2.02 Enforcement of environmental regulation	4.3	42
2.03 Sustainability of T&T industry development	4.8	54
2.04 Carbon dioxide emission, million tons/capita*	5.3	84
2.05 Particulate matter concentration, µg/m³*	19.9	38
2.06 Threatened species, %*	5.0	71
2.07 Environm. treaty ratification (0–25)*	24	1
3rd pillar: Safety and security	**5.8**	**19**
3.01 Business costs of crime and violence	5.9	15
3.02 Reliability of police services	5.2	34
3.03 Road traffic accidents/100,000 pop.*	10.4	28
3.04 Business costs of terrorism	6.3	18
4th pillar: Health and hygiene	**6.1**	**25**
4.01 Physician density/1,000 pop.*	3.9	9
4.02 Access to improved sanitation, % pop.*	100.0	1
4.03 Access to improved drinking water, % pop.*	99.0	42
4.04 Hospital beds/10,000 pop.*	33.0	55
5th pillar: Prioritization of Travel & Tourism	**5.2**	**29**
5.01 Government prioritization of the T&T industry	6.1	29
5.02 T&T gov't expenditure, % gov't budget*	5.9	28
5.03 Effectiveness of marketing to attract tourists	4.8	55
5.04 Comprehensiveness of T&T data (0–120)*	64.0	72
5.05 Timeliness of T&T data (0–18)*	16.5	17
6th pillar: Air transport infrastructure	**4.3**	**34**
6.01 Quality of air transport infrastructure	5.6	35
6.02 Airline seat kms/week, dom., millions*	70.8	34
6.03 Airline seat kms/week, int'l, millions*	636.9	30
6.04 Departures/1,000 pop.*	16.1	26
6.05 Airport density/million pop.*	1.5	30
6.06 No. of operating airlines*	52.5	34
6.07 International air transport network	5.6	38
7th pillar: Ground transport infrastructure	**5.2**	**22**
7.01 Quality of roads	6.4	4
7.02 Quality of railroad infrastructure	4.5	26
7.03 Quality of port infrastructure	5.0	40
7.04 Quality of ground transport network	5.8	17
7.05 Road density/million pop.*	90.0	38

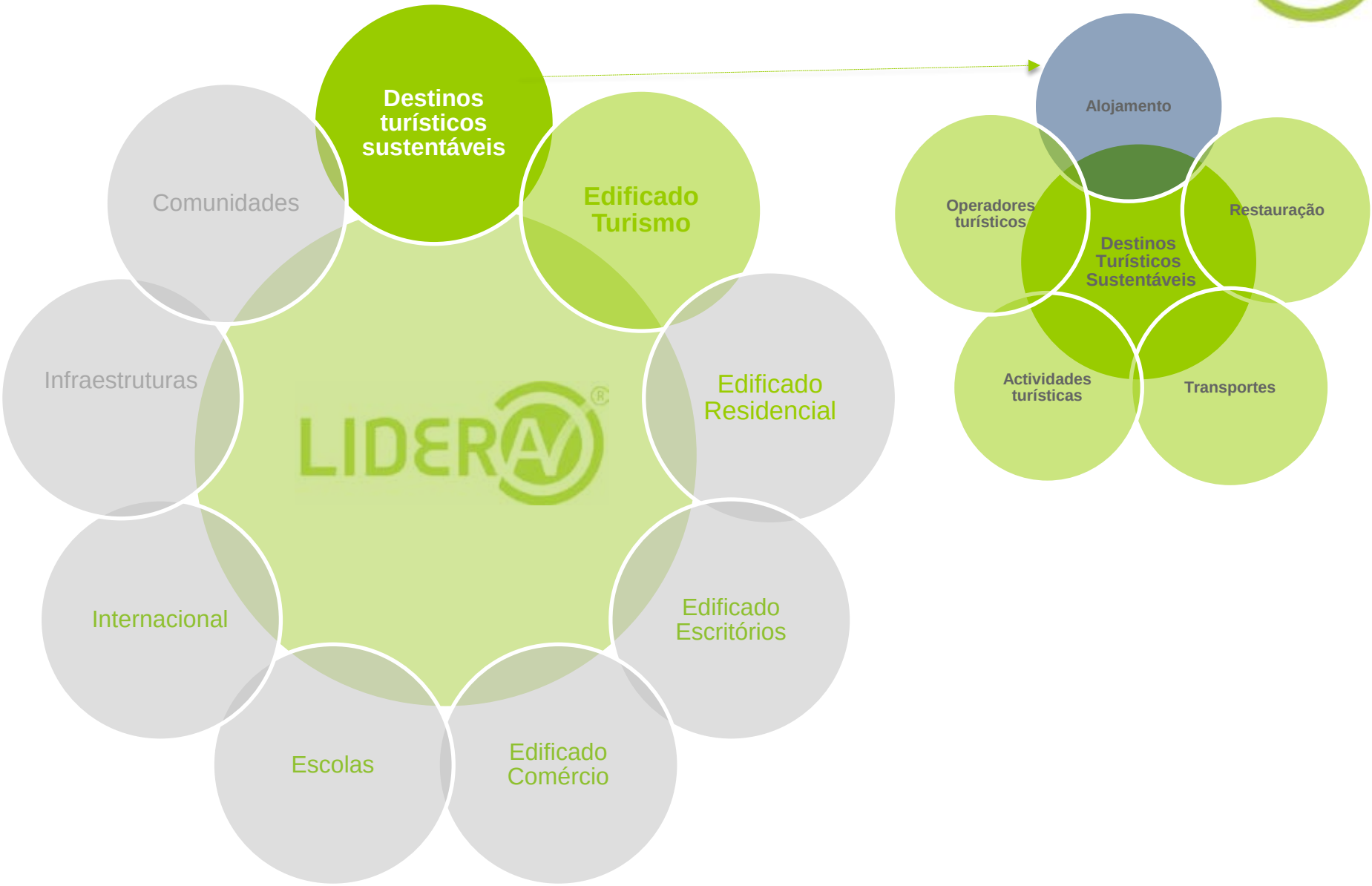
INDICATOR	SCORE	RANK
8th pillar: Tourism infrastructure	**6.1**	**16**
8.01 Hotel rooms/100 pop.*	1.2	21
8.02 Presence of major car rental co. (1–7)*	6	32
8.03 ATMs accepting Visa cards/million pop.*	1,439.9	4
9th pillar: ICT infrastructure	**4.2**	**34**
9.01 ICT use for B-to-B transactions	5.6	37
9.02 ICT use for B-to-C transactions	5.1	35
9.03 Individuals using the Internet, %*	55.3	48
9.04 Fixed telephone lines/100 pop.*	42.4	26
9.05 Broadband Internet subscribers/100 pop.*	21.0	34
9.06 Mobile telephone subscriptions/100 pop.*	115.4	53
9.07 Mobile broadband subscriptions/100 pop.*	27.4	44
10th pillar: Price competitiveness in T&T ind.	**4.0**	**108**
10.01 Ticket taxes and airport charges (0–100)*	83.0	53
10.02 Purchasing power parity*	0.9	106
10.04 Fuel price, US$ cents/liter*	158.0	117
10.03 Extent and effect of taxation	2.4	131
10.05 Hotel price index, US$*	112.3	35
11th pillar: Human resources	**5.3**	**32**
Education and training	5.3	33
11.01 Primary education enrollment, net %*	99.2	13
11.02 Secondary education enrollment, gross %*	106.7	15
11.03 Quality of the educational system	3.8	60
11.04 Local availability specialized research & training	4.7	37
11.05 Extent of staff training	3.9	72
Availability of qualified labor	5.3	34
11.06 Hiring and firing practices	2.9	127
11.07 Ease of hiring foreign labor	4.8	12
11.08 HIV prevalence, % adult pop.*	0.6	90
11.09 Business impact of HIV/AIDS	5.8	41
11.10 Life expectancy, years*	79.0	31
12th pillar: Affinity for Travel & Tourism	**5.0**	**32**
12.01 Tourism openness, % of GDP*	6.5	42
12.02 Attitude of population toward foreign visitors	6.6	7
12.03 Extension of business trips recommended	6.0	22
12.04 Degree of customer orientation	4.8	54
13th pillar: Natural resources	**3.3**	**83**
13.01 No. of World Heritage natural sites*	1	45
13.02 Quality of the natural environment	5.0	45
13.03 Total known species*	421	90
13.04 Terrestrial biome protection (0–17%)*	8.3	86
13.05 Marine protected areas, %*	0.1	83
14th pillar: Cultural resources	**5.7**	**13**
14.01 No. of World Heritage cultural sites*	14	20
14.02 Sports stadiums, seats/million pop.*	133,368.8	12
14.03 No. of int'l fairs and exhibitions*	216.3	15
14.04 Creative industries exports, % of world total*	0.3	31

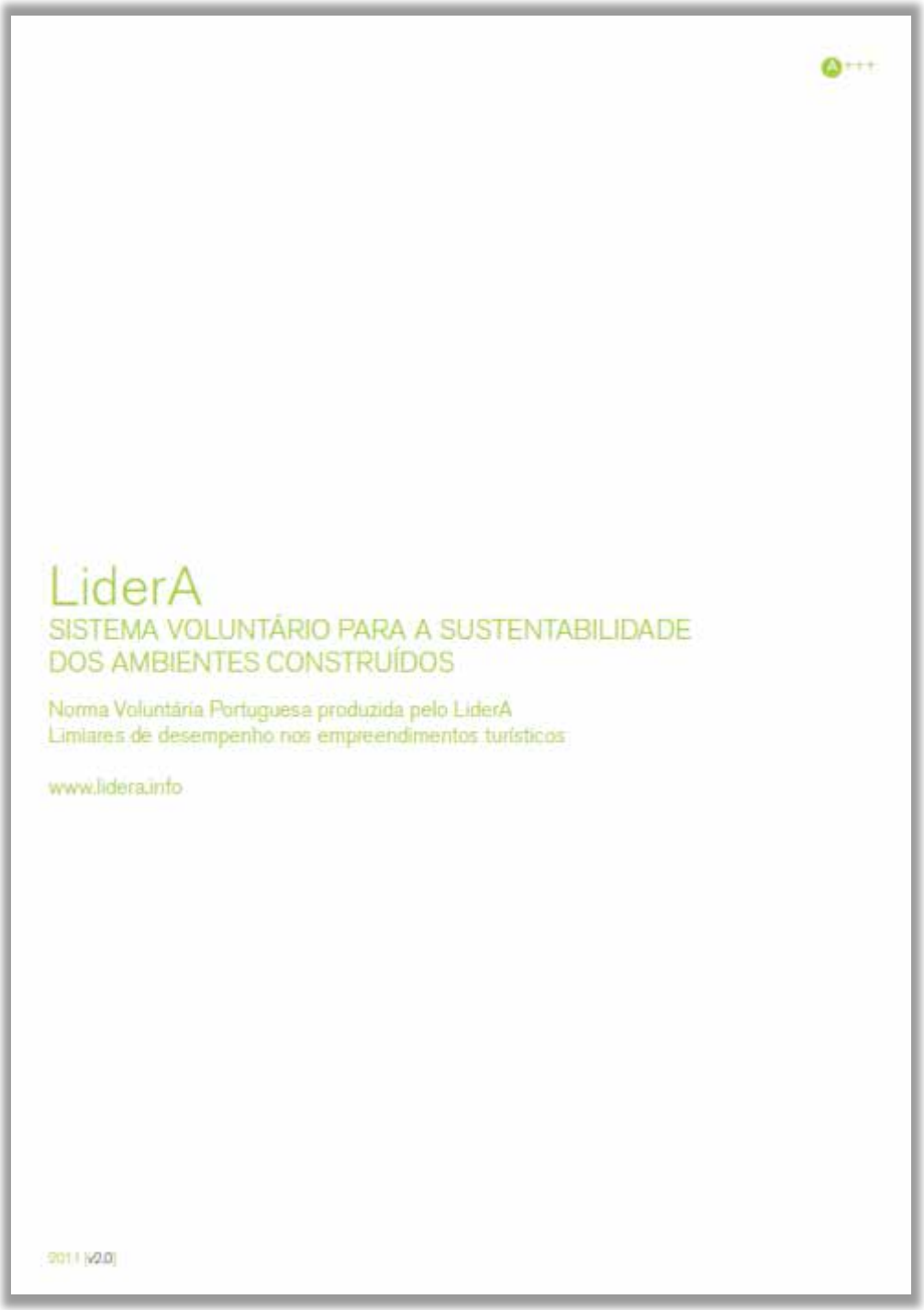
Improve Sustainability of T&T industry development

+ Environmental Factors

Sistema LiderA
contribuinte e facilitador

Sistema de apoio ao desenvolvimento da sustentabilidade e certificação





// Norma LiderA **Turismo**

criada em 2007

Envolvente

Edificado (s)

Sistemas

Uso e Gestão

Zona | Destino Turístico

Ciclo de vida

1. Apoio ao projecto

2. Reconhecimento em fase de projecto

3. Acompanhamento em fase de obra

4. Avaliação e certificação do edifício construído

5. Avaliação e apoio à gestão. Certificação em operação

Exemplos de Casos **certificados**

HA
Jardim Atlantico
HOME
LOCALIZAÇÃO
ALOJAMENTO
RESTAURANTE
SERVIÇOS
FENG SHUI
O Hotel Ecológico
O silêncio para poder descansar, relaxar e esquecer o stress do dia a dia, respirar o ar puro, fresco e natural. Uma comida saudável, para se sentir mais leve. Passeios a pé, descobrir a natureza, a vida rural do campo, as vilas mais pitorescas e descobrir o Parque Natural da Madeira.
A tranquilidade!
GREAT HOTELS OF THE WORLD
TOUR MAC
SGS
LIDERA
ITR
DESCUBRA MADEIRA
Os melhores passeios a pé pelo Parque Natural.
CENTRO VITAL
Descubra os nossos tratamentos naturais para a sua saúde.
MEIO AMBIENTE
O respeito pela natureza é fundamental na filosofia do hotel.
NEW!
RESERVAS ON-LINE
Solicite a sua reserva on-line.
Hotel Jardim Atlantico - Tel. +351 291 820 220 · Fax: +351 291 820 221 · info@jardimatlantico.com
Caminho Lombo da Rocha 1, 9370-612 Prazeres, Calheta - Madeira - Portugal
GPS Coordinates: Latitude N 32 45.146 Longitude W17 12.995

Vila Galé
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Versão Mobile
HOTÉIS
PROMOÇÕES
CLUBE
EVENTOS
SPAS
GOLFE
PRESENTES
INSTITUCIONAL
CONTACTOS
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RESERVAS
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ALBACORA
CHEGADA
PARTIDA
10-05-2013
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PORTUGAL
Vila Galé ALBACORA
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GPS : N37° 07
Telefone: (+351) 281 380 800
Fax : (+351) 281 380 850
E-mail : albacora@vilagale.com
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MANAGEMENT SYSTEM
TÜVRheinland
Eco-Hotel

LIDERA

The Green Key

Eco Hotels of the World

Travelife Gold
Sustainability in tourism

TUI Umwelt Champion

Divulgar para preservar!
www.maravilhas.pt
MARAVILHAS NATURAIS DE PORTUGAL
OFICIAL

Melhora o desempenho dos empreendimentos

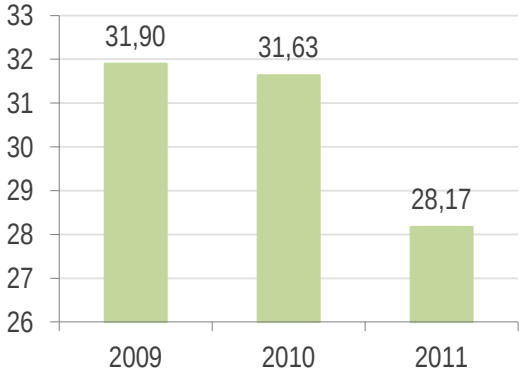
//Consumos de água e energia, etc

//Perfil ambiental

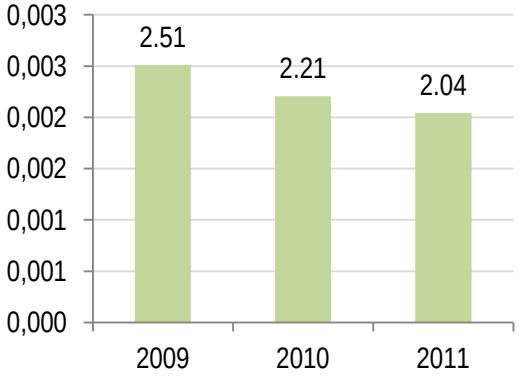
//Vivências ambientais

Aplicação da norma LiderA ó Ganho de eficiência

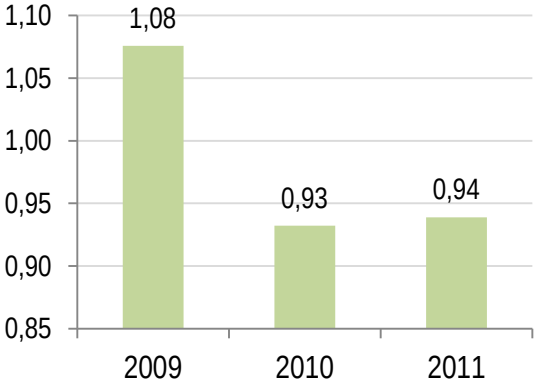
Consumo eléctrico
(kW/quarto ocupado)



Consumo de gás
(kg/quarto ocupado)



Consumo de água
(m^3 /quarto ocupado)



Dos empreendimentos às zonas

'You booked us a holiday abroad during the summer. Could you tell us, please, where we went?'

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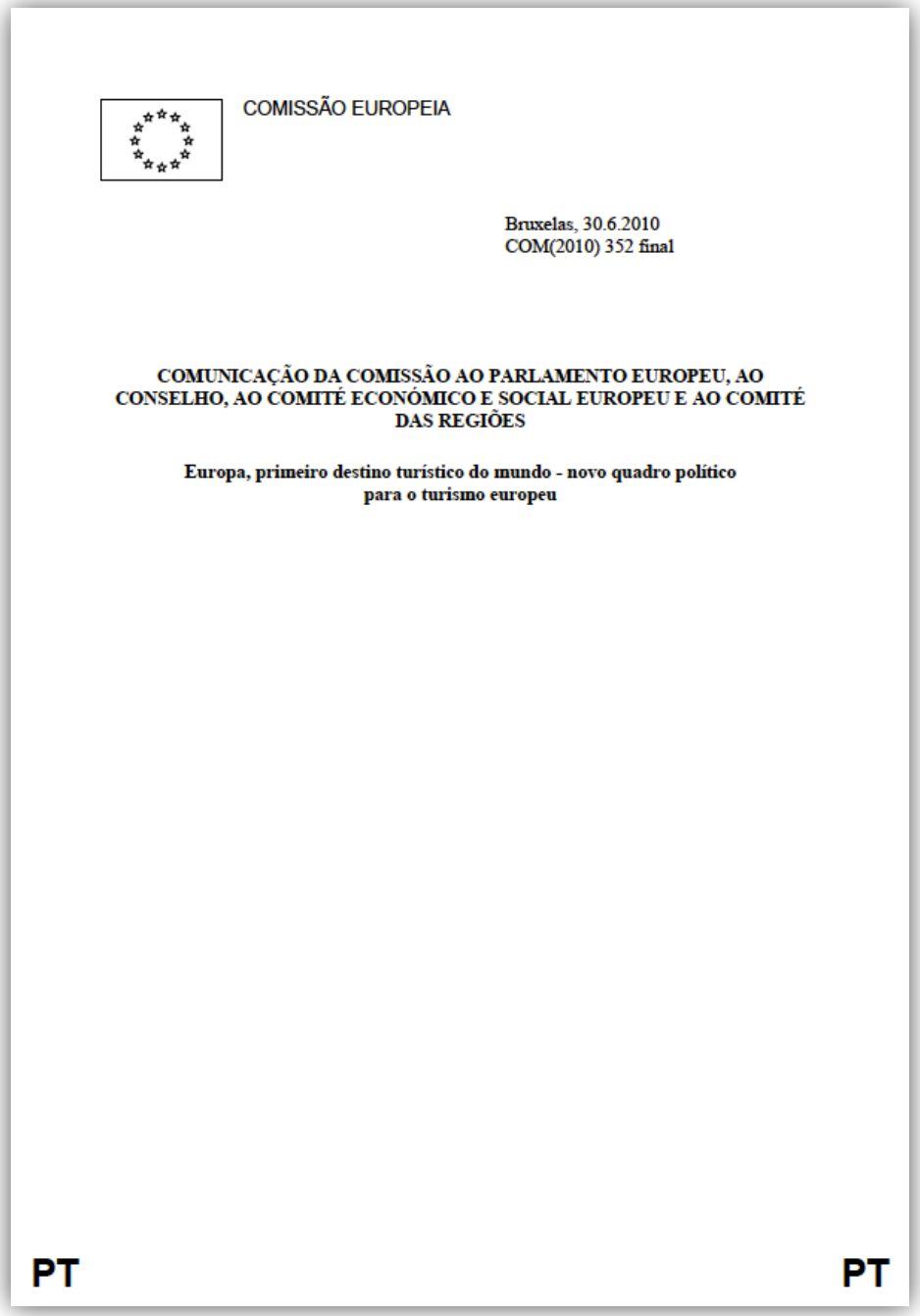
Comissão Europeia

Comunicação da Comissão Europeia ao Parlamento Europeu, ao Conselho, ao Comité Económico e Social Europeu e ao Comité das Regiões
COM (2010) 352
Bruxelas, 30/06/2010

*Europa, primeiro **destino turístico** do mundo - novo quadro político para o turismo europeu*

▼

Promover o desenvolvimento de zonas turísticas sustentáveis



COMISSÃO EUROPEIA

Bruxelas, 30.6.2010
COM(2010) 352 final

COMUNICAÇÃO DA COMISSÃO AO PARLAMENTO EUROPEU, AO CONSELHO, AO COMITÉ ECONÓMICO E SOCIAL EUROPEU E AO COMITÉ DAS REGIÕES

Europa, primeiro destino turístico do mundo - novo quadro político para o turismo europeu

PT PT

Destinos Turísticos Sustentáveis >

> Portugal

//Estimular a competitividade do sector turístico

//Promover o desenvolvimento de um turismo sustentável, responsável e de qualidade

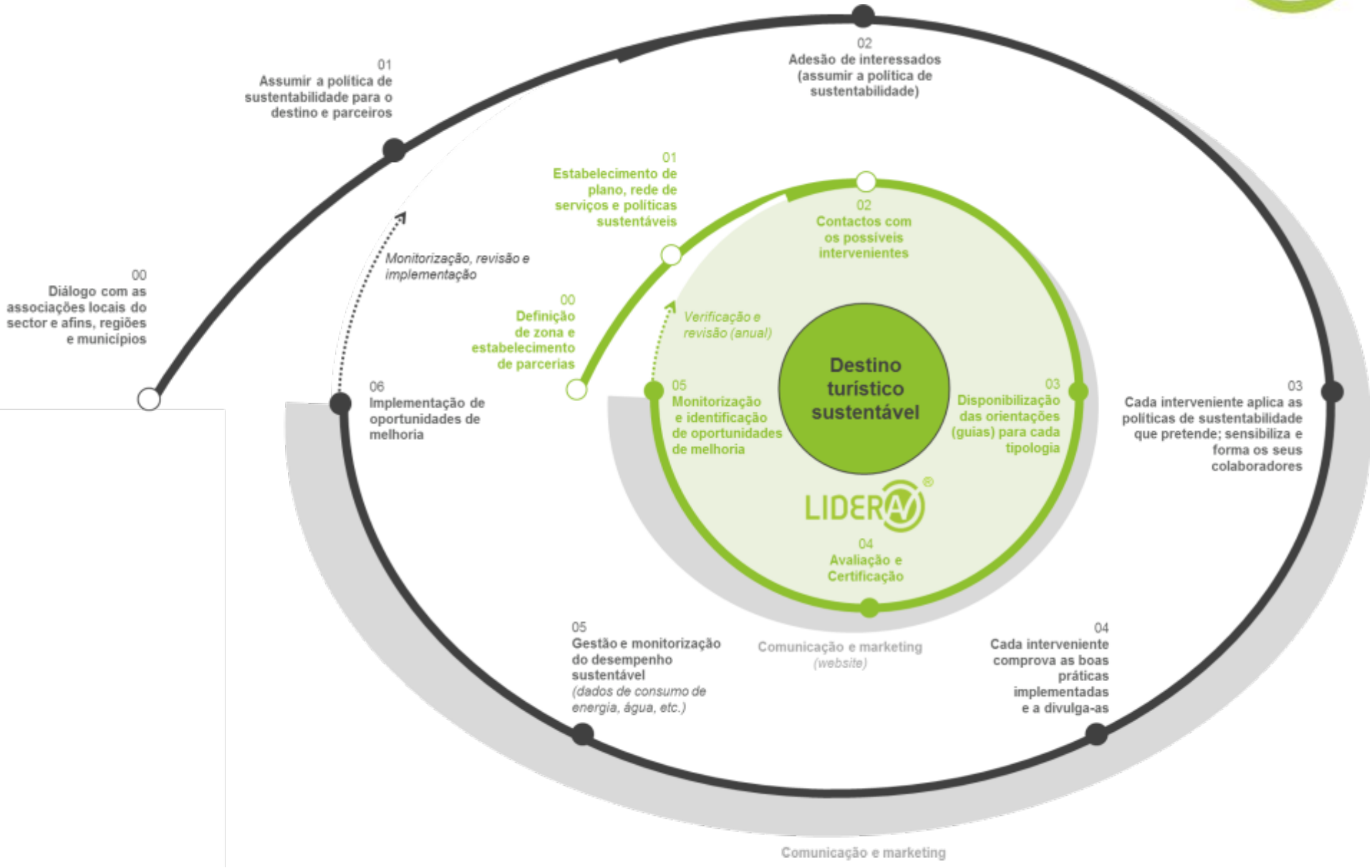
//Consolidar a imagem e a visibilidade de Portugal (e da Europa) como um conjunto de destinos sustentáveis de qualidade

Destino turístico sustentável ?

//Um **destino turístico sustentável** é um destino (zona) em que existe uma procura do bom desempenho ambiental, social e económico, especialmente nos aspectos que são relevantes e suportam as actividades turísticas.

O programa

“Destino Turístico Sustentável”



“Destino Turístico Sustentável”

Envolver agentes que tenham boas práticas de sustentabilidade:

//Unidades de alojamento

//Restauração

//Transportes

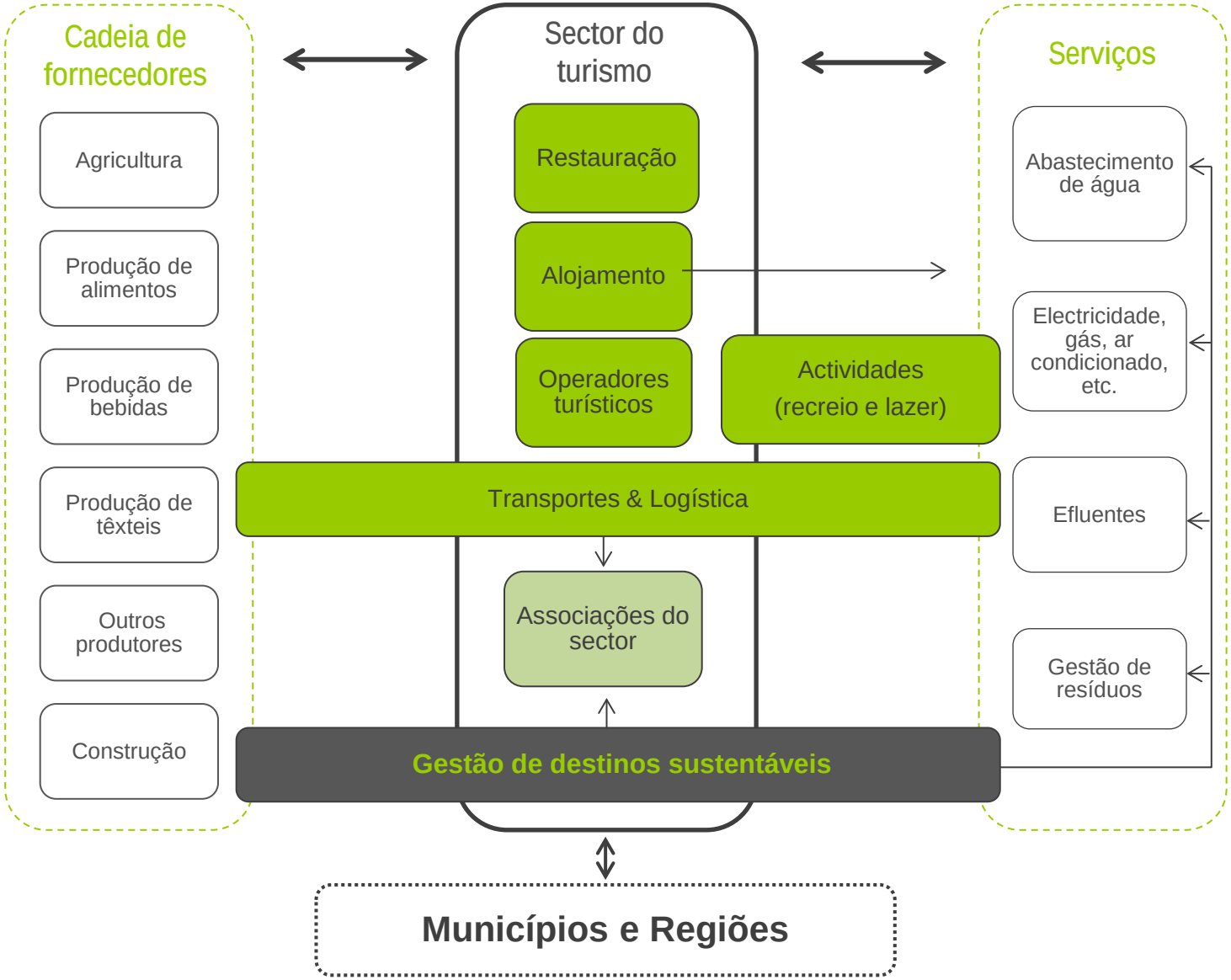
//Actividades

//Operadoras turísticas

//Associações do sector

//Municípios e regiões

Fonte: http:///www.google.com


Cadeia de fornecedores
Agricultura
Produção de alimentos
Produção de bebidas
Produção de têxteis
Outros produtores
Construção
Sector do turismo
Restauração
Alojamento
Operadores turísticos
Actividades (recreio e lazer)
Transportes & Logística
Associações do sector
Gestão de destinos sustentáveis
Serviços
Abastecimento de água
Electricidade, gás, ar condicionado, etc.
Efluentes
Gestão de resíduos
Municípios e Regiões

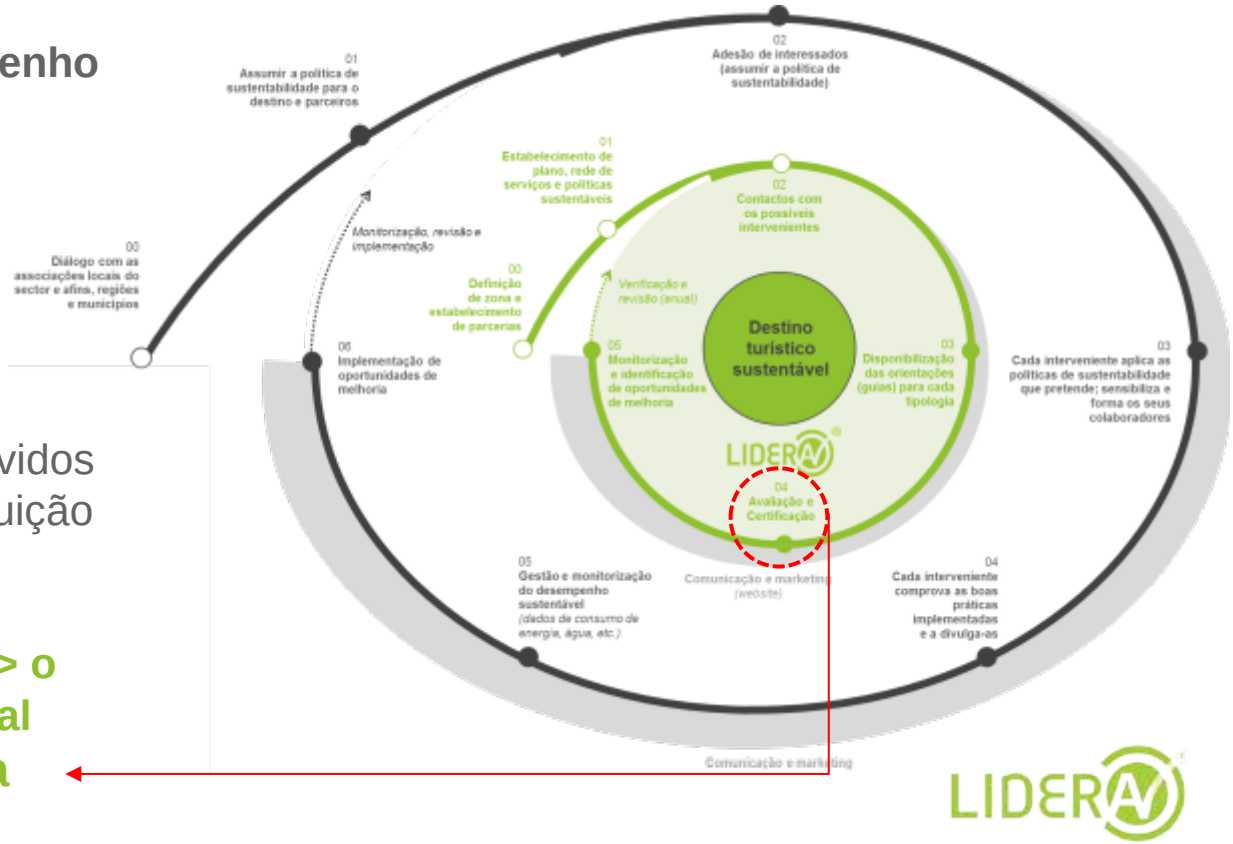
04
Avaliação e certificação

//Avaliar e certificar desempenho sustentável (ambiente, economia, social)

//Certificar os ambientes construídos, processos, etc.

▼

//Os destinos e agentes envolvidos serão diferenciados pela atribuição de uma classe de procura e contributo da sustentabilidade segundo o LiderA (E a A++) **>> o destino sustentável no global deve ter, pelo menos, uma classe C.**



Gestão de prioridades nos destinos

Gestão Sustentável

- Planear para o desenvolvimento turístico sustentável
- Política para o turismo sustentável

Questões sociais e de comunidade

- Planear para o desenvolvimento turístico sustentável
- Propriedade e controlo local
- Sociedade civil e saúde da comunidade
- Crime

Questões de património cultural

- Preservação cultural e patrimonial - políticas e regulação
- Inventariado de bens culturais e patrimoniais
- Gestão de visitantes e códigos de comportamento
- Nível de integração da cultura nos produtos turísticos

Amenidades

Questões ambientais

- Plano ambiental
- Energia
- Água
- Qualidade do ar e poluição
- Resíduos
- Gestão costeira
- Mitigação das alterações climáticas e adaptação
- Biodiversidade e áreas protegidas

Questões económicas

- Satisfação dos clientes
- Quota de mercados regionais
- Contributo para a Economia
- Redução da sazonalidade

Fonte: http://sustainabletravel.org/

Compatível com sistemas internacionais

Integrar serviços e produtos certificados

LIDERA
EU Ecolabel www.ecolabel.eu
EMAS
MANAGEMENT SYSTEM TÜVRheinland Eco-Hotel
Bandeira Azul
BIOSPHERE RESPONSIBLE TOURISM
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