

SUSTAINABLE TOURISM

Looking for a
sustainable
destination?



Visit...

- ❖ the QualityCoast Top 100
- ❖ the Regions Top 10
- ❖ QualityTourism Business Partners

Colophon

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Visiting S. Miguel, Azores

Albert Salman,
Director Sustainable Development,
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Visiting a QualityCoast destination: Your next step towards sustainable tourism?

Do you want your tourism destination to care for their nature and landscape? ... for their cultural heritage and their local identity? ... for a healthy environment? ... or to become climate friendly? Some hotels care for the environment. Some destinations claim they care. Even some regions do. How do you know it's true?

When you have selected a region for holidays, it is not easy to find a combination of an eco-label hotel, a clean beach, and a green resort. But this is exactly what QualityCoast is aiming to provide for: it selects holiday destinations that are strong in several ways and it enables them to become certified by an independent jury; only then they become QualityCoast destinations. Unlike any other eco-label, strengths and weaknesses of QualityCoast destinations are communicated in an open, transparent way. QualityCoast is more than just flag! QualityCoast destinations are making great efforts for sustainability. And they proved it. I hope you will think about them when selecting your next holiday destination!

"In my contacts with the coastal communities I have noticed that the QualityCoast Awards are an incentive for greater awareness and increasing actions for sustainability which results in a benefit for the community itself and for visiting tourists."

Marlyse Cremers
QualityCoast International Ambassador, watching the Middle Sea Race in Malta



"QualityCoast cooperates with ECPAT the Netherlands in a pilot project in Southeast Asia to assess human rights situations, especially the protection of children against sexual exploitation in tourism destinations, as a contribution to making international tourism more sustainable and socially responsible. ECPAT stands for End Child Prostitution, Child Pornography and the Trafficking of Children for Sexual Purposes. The strength of the ECPAT network is based on its activities at local, national and international levels."

"Sixty years a travelling man. A professional climatic adaptive engineer with knowledge of coastal, river regions and city's plus national and local community actions. Sustainability is a key for new visions. Quality Awards are essential to this end."

*Bill Holdsworth
QualityCoast International Ambassador*

Celine Verheijen



Theo Noten



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 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*



What an atmosphere breathes the picturesque fishing village of Cefalù!

QualityCoast Destinations

QualityCoast Policy Awards

All Azores islands and 20 other coastal towns and islands have successfully passed an extensive evaluation of their sustainability policies and received a QualityCoast Policy Award. For policy award winners, performance on 20 criteria (top right) throughout the destination's territory is evaluated by an independent jury, appointed by the Coastal & Marine Union – EUCC. Ca. 120 indicators are used to measure these criteria. The 21 Policy Award winners top the list of 100 QualityCoast Award destinations and they are also highlighted in various other ways in this brochure.

QualityCoast BasiQ Awards

The QualityCoast Team has collected information about almost 1000 international destinations, including all TUI-destinations in Europe. Information on these destinations is brought together in the *QualityCoast BasiQ database*. We collected information on almost 30 indicators in the fields of 1. Nature & Biodiversity; 2. Environment; and 3. Identity & Cultural Heritage. Most of this information comes from European databases (e.g. EUROSTAT, EEA), national statistics and satellite imagery. In contrast to the QualityCoast Award, the *BasiQ database* does not include extensive policy evaluations. The best scoring destinations have been asked to check and validate their information and after a further assessment ca. 80 of these destinations received the QualityCoast BasiQ Award. They are also included in the QualityCoast Top 100.

QualityCoast Destinations Top 100

Please remember that this map shows you the best mainstream international destinations, it does not include small islands "off the beaten track". All QualityCoast Destinations are monitored on an annual basis. More information? Check www.qualitycoast.info.



Katwijk



Noordwijk



Goedereede



Westvoorne



Schouwen-Duiveland



Koksijde



Torres Vedras



Lagos



Fuerteventura



Azores

Puerto Naos (La Palma)

La Gomera

Fuerteventura

Legend QualityCoast Destinations Top 100

- "clean destination", good values for environment (BasiQ Award)
- "culture destination", excellent in local identity or culture (BasiQ Award)
- "green destination", close to natural areas (BasiQ Award)
- highly recommended destination (QualityCoast Policy Award)





Zandvoort



Ameland

QualityCoast Regions Top 10

For Europe, the following regions are best to enjoy quiet places with a clean environment, local identity and a rich natural and cultural heritage:

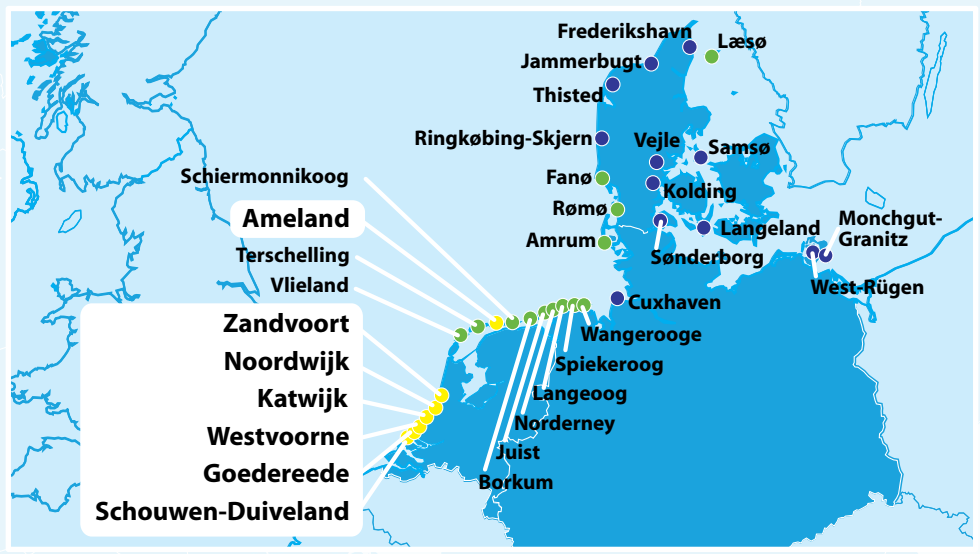
1. Azores (P)
2. Zuid-Holland coast (NL)
3. Northern Aegean islands (GR)
4. East Frisian isles (Ostfriesland, D)
5. Frisian isles (Fryslan, NL)
6. Syddanmark coast (DK)
7. Nordjylland coast (DK)
8. Canary Isles (ES)
9. Tuscany coast (IT)
10. Crete (GR)



The QualityCoast Criteria

Performance and progress of QualityCoast Destinations is measured through 20 different criteria:

NATURE	
1. NATURE CONSERVATION	
2. CONTACT WITH NATURE	
3. GREEN POLICIES	
4. OPEN LANDSCAPES	
5. NOISE & LIGHT MANAGEMENT	
ENVIRONMENT	
6. BLUE FLAGS & BEACHES	
7. WATER MANAGEMENT	
8. SUSTAINABLE TRANSPORTATION	
9. WASTE & RECYCLING	
10. CLIMATE & ENERGY	
IDENTITY	
11. CULTURAL HERITAGE	
12. TERRITORY & TRADITION	
13. LOCAL IDENTITY	
14. HOSPITALITY & SATISFACTION	
15. HUMAN RIGHTS & JUSTICE	
SOCIO-ECONOMICS	
16. TOURISM	
17. DESTINATION MANAGEMENT	
18. BUSINESS INVOLVEMENT	
19. COMMUNITY PARTICIPATION	
20. HEALTH & SAFETY	



Migl. - San Rossore



Mangalia



Samothraki



Limassol



Danube Delta



Porto Carras Sithonia



Sunshine Crete Ierapetra



Gozo - Comino



Alonissos



Ierapetra



Kouklia

The QualityCoast Top 100 more in detail

Upper table. Analysis of the QC Policy Award winners: we distinguish their Sustainability Status (the situation as experienced by citizens and visitors) and their Sustainability Policy (planning, control and enforcement system).

Scale 0-10.

Score: Overall average

NAT: Nature

ENV: Environment

ID&C: Identity & Culture

S-E: Socio-Economic.

Table below. BasiQ indexes, mainly reflecting Sustainability Status. For these destinations less information was available. Indexes between lower and upper tables can not be compared.

Your travel also counts...

Truly sustainable holiday makers compensate the CO₂ emissions of the travel. Please ask your tour operator or check www.greenseat.com.

QualityCoast Policy Award winners (Gold, Silver, Bronze)

	A-score	Sustainability Status indexes				Sustainability Policy indexes			
		NAT	ENV	ID&C	S-E	NAT	ENV	ID&C	S-E
1. Azores (PT)	8,43	9,3	7,6	8,9	8,5	9,0	8,4	8,5	7,6
2. Ierapetra (GR)	8,15	8,4	8,7	8,3	9,2	7,6	7,7	3,1	4,8
3. Gozo & Comino (MT)	8,12	7,7	7,4	8,9	8,3	7,8	8,2	8,7	7,7
4. Noordwijk (NL)	8,11	8,6	7,8	7,7	8,6	8,0	8,2	4,8	7,6
5. Migl. - San Rossore (IT)	8,11	8,9	8,7	8,0	7,6	8,7	8,7	7,9	6,8
6. Fuerteventura (ES)	8,05	7,7	8,1	7,9	6,0	8,5	7,7	6,7	7,5
7. Samothraki (GR)	8,03	9,3	7,0	8,8	7,3	5,7	7,7	4,5	7,4
8. Westvoorne (NL)	8,01	8,3	8,9	8,1	7,9	7,7	8,2	7,8	7,1
9. Koksijde (BE)	8,01	7,5	8,0	7,8	7,6	8,3	8,4	8,9	7,4
10. Lagos (PT)	7,93	8,7	7,7	8,5	6,3	6,7	8,4	5,1	6,6
11. Torres Vedras (PT)	7,82	7,8	8,7	8,2	7,7	7,5	8,1	7,5	7,2
12. Kouklia (CY)	7,68	8,6	8,7	8,5	7,1	6,9	8,0	8,3	5,9
13. Schouwen-Duiveland (NL)	7,66	8,5	6,8	8,4	7,1	7,8	7,3	8,5	6,8
14. Ameland (NL)	7,65	8,7	8,4	7,7	8,0	6,6	7,9	7,6	7,0
15. Goedereede (NL)	7,63	9,1	8,2	8,2	7,2	6,9	6,9	7,4	7,1
16. Danube Delta (RO)	7,59	9,4	6,2	8,2	7,2	8,9	6,3	8,2	6,7
17. Alonissos (GR)	7,58	9,5	5,2	8,4	4,8	8,8	6,0	2,8	7,3
18. Limassol (CY)	7,35	5,7	7,5	8,4	7,6	6,6	6,9	8,4	7,2
19. Zandvoort (NL)	6,51	7,4	8,1	6,1	7,0	6,4	7,2	4,5	6,3
20. Katwijk (NL)	6,36	4,3	6,3	6,5	8,1	6,7	5,6	5,6	6,5
21. Mangalia (RO)	5,95	6,5	5,3	7,0	5,0	6,4	5,3	7,0	5,8

QualityCoast BasiQ destinations

nr	QCoast BasiQ	B-score	NAT	ENV	ID&C	S-E
22	Terschelling (NL)	8,4	9,9	8,2	8,4	6,2
23	Madeira (PT)	8,0	8,6	8,3	8,0	6,2
24	Nessebar (BG)	7,9	8,7	8,2	9,3	4,5
25	Neringa (LT)	7,8	9,8	7,7	7,7	4,7
	Vlieland (NL)	7,8	10	8,2	6,0	4,7
27	Rømø (DK)	7,7	9,8	9,1	4,3	4,7
	Gruissan (FR)	7,7	8,6	7,6	6,9	5,7
29	Saaremaa (EE)	7,6	7,7	8,8	7,4	5,2
	Lesbos (GR)	7,6	8,3	7,8	7,7	5,4
	Naxos (GR)	7,6	8,4	6,2	6,1	5,7
32	Sozopol (BG)	7,5	8,8	7,0	7,7	6,0
	Sønderborg (DK)	7,5	5,9	9,0	6,4	8,1
	Juist (DE)	7,5	10	7,9	3,9	5,4
	Samos (GR)	7,5	7,6	6,4	8,7	5,3
	Öland Islands (SE)	7,5	7,2	7,9	7,7	7,3
37	Læsø (DK)	7,4	9,0	8,2	5,0	5,3
	Frederikshavn (DK)	7,4	7,1	8,6	6,6	6,3
	Langeoog (DE)	7,4	9,8	7,9	4,0	5,4
	Kefalonia (GR)	7,4	7,2	7,2	8,3	5,6
	Schiernonnikoog (NL)	7,4	9,9	8,3	3,4	5,9
	Karlskrona (SE)	7,4	6,1	8,4	7,7	7,7
43	Åland Islands (FI)	7,3	7,2	9,0	4,4	7,2
	Sithonia (GR)	7,3	9,0	7,8	2,8	7,7
	Sintra (PT)	7,3	6,3	8,3	9,2	5,4
	Le Verdon-s/Mer (FR)	7,3	8,1	8,4	4,5	6,7
	Borkum (DE)	7,3	9,1	7,9	4,6	5,5
	Norderney (DE)	7,3	9,7	8,3	3,1	5,1
	Spiekeroog (DE)	7,3	10	8,3	3,8	3,8
	Chios (GR)	7,3	7,8	5,6	8,6	5,6
	Cefalù (IT)	7,3	7,2	5,6	8,1	4,8
	La Gomera (ES)	7,3	8,0	6,2	8,8	6,5
	Puerto Naos (ES)	7,3	7,9	6,4	4,6	4,9
54	Paphos (CY)	7,2	6,8	6,5	9,4	7,0
	Camargue (FR)	7,2	8,3	6,6	7,2	5,9
	Le Touquet (FR)	7,2	6,8	8,0	7,7	5,9
	Amrum (DE)	7,2	9,0	7,9	4,1	5,3
	Monte Argentario (IT)	7,2	8,1	7,4	3,2	5,7
	Messina (IT)	7,2	8,7	5,6	5,8	4,8
	Bahía de Alcúdia (ES)	7,2	6,4	8,1	7,2	6,6
	Menorca (ES)	7,2	8,0	7,6	4,0	7,1

nr	QCoast BasiQ	B-score	NAT	ENV	ID&C	S-E
62	Kolding (DK)	7,1	5,3	8,6	6,4	7,7
	Tavira - S. Luzia (PT)	7,1	5,5	8,7	8,4	5,7
	Vejle (DK)	7,1	4,3	8,5	8,1	7,7
	La Palmyre-La Tr. (FR)	7,1	8,2	5,8	5,7	7,2
	Rethymnon-Pl. (GR)	7,1	7,2	6,6	7,2	7,4
	Zakynthos (GR)	7,1	6,8	6,8	7,8	6,8
	Formentera (ES)	7,1	7,8	6,6	7,2	5,2
69	Sitges (ES)	7,0	8,7	6,4	5,7	6,0
	Ringkøbing-Skj. (DK)	7,0	5,6	8,7	7,4	5,9
	Serriera-Porto (FR)	7,0	9,6	6,1	3,8	4,2
	Vendres Plage (FR)	7,0	6,9	7,0	7,1	6,2
	Wangerooge (DE)	7,0	9,5	7,9	3,4	4,2
	Mrzezyno (PL)	7,0	8,7	8,0	3,9	5,2
75	Kemi (FI)	6,9	6,9	8,9	3,7	5,9
	West-Rügen (DE)	6,9	8,0	8,8	4,6	3,1
	Kos (GR)	6,9	7,2	6,4	7,1	4,8
	Porto Venere (IT)	6,9	8,3	4,9	5,5	5,2
	Fetlar (Shetlands, UK)	6,9	10	7,2	1,8	5,9
80	Samsø (DK)	6,8	6,2	8,6	5,0	5,8
	Lindos (Rhodos, GR)	6,8	8,5	5,8	4,8	5,8
	Galway (IRL)	6,8	6,7	8,5	6,4	3,5
	Łeba (PL)	6,8	7,8	7,0	4,8	6,3
	Niechorze (PL)	6,8	8,2	7,9	4,2	5,2
	Izola (SL)	6,8	7,2	7,7	7	4,2
	Tain (UK)	6,8	8,4	7,1	3,8	6,2
87	Tsarevo (BG)	6,7	7,9	7,4	3,9	6,0
	Jammerbugt (DK)	6,7	5,0	9,4	4,9	6,0
	Thisted (DK)	6,7	5,9	9,2	4,3	5,4
	Langeland (DK)	6,7	5,7	9,1	4,3	6,1
	Fanø (DK)	6,7	9,7	5,9	4,5	5,2
	Pärnu (EE)	6,7	6,0	7,9	5,8	6,6
	Solenzara (FR)	6,7	7,5	6,6	5,3	5,2
	Monchgut-Granitz (DE)	6,7	8,5	8,6	3,1	2,7
	Cuxhaven (DE)	6,7	7,9	8,1	5,0	3,1
	Igoumenitsa (GR)	6,7	8,9	6,8	3,7	5,1
	Arenzano (IT)	6,7	8,8	4,8	5,0	4,7
	Elba (IT)	6,7	8,1	4,9	5,6	5,8
	Porto Rotondo (IT)	6,7	7,6	7,7	3,4	6,2
	Klaipeda (LT)	6,7	5,5	8,5	5,0	6,9
	Mainland (Shetl., UK)	6,7	7,6	7,4	4,5	5,8
100	Kolka (LV)	6,6	8,6	7,8	2,5	4,7



- The islands offer an amazing variety of **volcanic features**: cones and domes, craters (*caldeiras*) and crater lakes, caverns, grottoes and thermal springs.
- Only small parts remain of the original **laurel forest** (*Macaronesian Laurisilva*), a subtropical evergreen forest; best preserved parts are on **Pico, Terceira, and S. Miguel**.
- The **hiking trail of Pico** is among the top 10 in the world. But also other islands offer unobstructed views over the sea and often towards other islands.
- The Azores' **architectonic** patrimony is supported through a set of policies aimed at preserving and valuing traditions and cultural heritage.
- The **rich marine life**, including dolphins, sperm and great whales, marine turtles and birds, pelagic fishes and cold water corals, can be experienced through snorkelling, diving, sighting (e.g. from old watch towers) and whale watching trips.
- Top quality regional products are: **wine, cheese, passion fruits and tea**; **Azores tuna** is captured with traditional poles and lines, dolphin friendly; processed in S. Jorge, it is among the most sustainable canned tuna in the world market.
- The Azores regional authority aims at exploring and optimizing **renewable energy**, in particular wind and geothermic. Currently 28% of the energy originates from renewable resources, targeted at 75% in 2018.

© Gerrit van Ommering

The Azores mainly consist of nine inhabited islands. The Azores regional government has participated in a QualityCoast policy audit for the entire archipelago.



Sustainability Status of Azores islands according to BasiQ indexes

Azores islands	B-score	NAT	ENV	ID&C
Corvo	8,0	9,2	8,3	8,7
Flores	7,9	8,6	8,3	8,9
São Miguel	7,6	6,8	8,8	8,9
Graciosa	7,5	7,7	7,7	8,9
Pico	7,2	7,9	7,2	8,4
Faial	7,1	6,1	7,7	9,4
Terceira	7,1	5,8	7,7	9,9
Santa Maria	6,9	5,4	7,7	8,9
São Jorge	6,8	6,7	7,7	6,7

Torres Vedras, Portugal



Torres Vedra
Câmara Municipal

- **Blue Beach viewpoint** gives excellent views over Santa Cruz, the Santa Cruz rock, the beaches and rough shores. It is connected to the **Atlantic Pathway**, along various ecosystems.
- The **Educational Centre** is a municipal initiative. The citizens of Torres Vedras realized it to improve environmental education for the younger generations, who will make the decisions of tomorrow.
- The **lines of Torres Vedras** were built to defend the capital against a third invasion of Napoleon. The building started in 1810, the lines are 88 km with 152 fortifications. It is part of the **Lines of Torres Vedras Historical Trail**.
- The **Vineyards** are a very distinctive part of the landscape. Some of them are centuries old and still create an amazing view when changing color with passing seasons.
- **O moinho** is a traditional mill near the town of Santa Cruz. You can go inside to see how it is still working after 150 years. This is the only traditional mill still producing flour for bread.

Santa Cruz © FG+SG/fotografia de Arquitectura



Lagos, Portugal



- National Forest **Barão de São João** is a natural heritage area of the city allowing visitors to enjoy nature and various outdoor activities.
- Have an unique experience in a way you never have before in **Praia da Luz**: grotto trips, sea bird and dolphin watching in their natural environment, and enjoy the coastal landscape beauty.
- Learn about the history of Lagos, ethnography of Algarve, and religious art in the municipal **museum Dr. José Formosinho**.
- Impressive **city walls** of the castle from the 15th-17th century are one of the main features of this important cultural site.
- The **Fortress of Ponta da Bandeira** from the 17th century still preserves its original features.

Fuerteventura, Spain



- Enjoy the beautiful open landscape from several viewpoints: *Las Peñitas*, *Degollada de Valle Grande*, *Morro Velosa*, *Risco de las Peñas*, and *Degollada de la Villa Norte*.
- The impressive *Beach of Cofete* is an important habitat of the endangered Loggerhead sea turtle.
- Natural and cultural heritage meet in *Museo de la Sal* (Salt Museum): visitors can see the architectural landscape characteristic of the salt and the ethnographic tradition originating from the production and use of salt, merging with the habitat of numerous birds.
- The sand dunes of *Istmo de La Pared* are among the best habitats for steppe birds in the Canaries; Fuerteventura is now the only place in the world where you can see the Canary Islands Chat (*Saxicola dacotiae*).
- The traditional cheesery *La Suerte del Ángel* near Puerto del Rosario, makes various kinds of *Queso Majorero* (goat cheese), certified by a Designation of Origin.



© Fuerteventura



Gozo-Comino, Malta

- *Dwejra* is a heritage site of national and international importance with beautiful terrestrial and marine areas but also suitable habitat for typical species of the Maltese islands.
- *Azure window*: an amazing natural arch across the sea, formed by waves.
- *Ggantija Temples* UNESCO World Heritage Site is among the world's oldest temples, built 5500 years ago.
- Feel a connection with nature and explore the beauty of the *Blue Lagoon* with rich marine life and crystal clear bathing water in Comino island.
- Meet Gozo's local tradition and rich history in its oldest village *Gharb Ta' Dbiegi*, where many interesting handcrafts are made (mouth-blown glass, handmade pottery, filigree, and Gozo lace), as well as the centre of preservation of traditions *Santa Lucija*, winner of the EDEN Award.

Migliarino San Rossore, Italy



- The Regional Park of **Migliarino San Rossore Massaciuccoli** (1345 ha) has a variety of natural environments, represented by scrubland: **Macchia Lucchese**; a lake: **Lago di Massaciuccoli**; the coastal sand dunes of **Torre del Lago**; and the forests of **Selva Pisana**.
- The visitor centres **Tenuta di San Rossore**, **Sterpaia**, **Villa Medicia di Coltano**, **Oasi Lipu Massaciuccoli** welcome visitors to discover historical, naturalistic, and environmental features of the region and to taste its local products.
- **Lago Massaciuccoli** Special Protected Area is the most famous Italian bird area since 1800, hosting over 200 species.
- The Farm Camping **Lago Le Tamerici**, surrounded by the Regional Park, breeds Italian Limousine cattle and Mucco Pisano cows, saved from extinction by a regional conservation programme. It became an organic farm certified by the ICEA TOSCANA label. Organic products from this farm can be found in **Salvadori farm shop**.



© Ente Parco Migliarino San Rossore Massaciuccoli



Alonissos, Greece

- **National Marine Park Alonissos** also comprises six smaller islands. The park is important for the endangered **Mediterranean monk seal**. More easy to see for wildlife lovers is the abundance of spring flowers and of underwater life: Alonissos is a diving paradise!
- **Chora**, the old capital, has beautiful old white buildings, small verandas with colorful flowers and offers an amazing view on the sea and harbor.
- The number of **beaches** is large and their bathing water quality is excellent according to EU standards. The **Blue Cave** also offers a splendid view with its amazingly blue water.
- Very special is the **Traditional House Museum**, but also various **churches** from Byzantine times represent important cultural heritage.
- **Local & delicious**: cheese pie; wines and liquor; almond, or triangle honey walnut sweets with ice sugar!





- **Chrissi island** is of intense natural beauty with its white beaches, sand dunes, pine forest and water great for snorkeling.
- Many of the sandy beaches are still very quiet, nine of them awarded with a Blue Flag every year.
- The **Venetian Harbour**, built in 1212, has been restored and is also used as theater during summer months.
- **Kapsa Monastery** was built on a high cliff in the 15th century. The cave where the monk "Old John" was buried offers a splendid view on the sea.
- **Bramiana Lake** is a wetland important for wildlife, but it was created by a dam, to support the irrigation watering of agricultural lands, which make Ierapetra self-supporting for vegetables.



© Albert Salman

Club Calimera Sunshine Kreta & Sunshine Crete Village Hotels

Located on the beautiful southern coast of Crete, this 4 * plus hotel offers to the guests unique holidays by the sea, right next to an endless Blue Flag beach, close to local beach tavernas, the traditional village of Koutsounari and only 8 km east of the city of Ierapetra.

The recently renovated hotel offers a wide range of comfortable facilities, two pools and a jacuzzi, local and international cuisine enjoyed in one of the 5 different restaurants, activities and sports for all ages, water sports and canoeing, tennis and table tennis facilities, 5x5 football field, kids entertainment, 4 bars, night animation and much more.

In October 2011 the hotel has hosted with great success the National Greek QualityCoast Event in a magnificent way. Every year the hotel is awarded with a Blue Flag for its beach. The hotel has an environmental policy, making efforts to:

- limit electricity consumption;
- separate waste, incl. battery disposal
- limit use of drinking water;
- use local and regional products
- inform its visitors, e.g. through an Environmental Corner.

 **Sunshine**
CRETE BEACH & VILLAGE
sunshinevacationclubs.com



Business Partner



"It is very important to share ideas among high-level businesses in this new network."

Alfredo Efthimiou
General Manager CLUB CALIMERA Sunshine
Kreta & Sunshine Crete Village, Ierapetra



Business Partner



On the western coast of Sithonia, surrounded by the rising slopes of Mt Meliton and the expansive blue of Toroneos Gulf, amidst 1,763 hectares of enchantingly verdant landscape, and along 9 km of sandy beach, lies Porto Carras Grand Resort. The most comprehensive resort in Greece, eight times awarded by Condé Nast Traveller, features two 5 star Hotels, a world-class Villa, a luxurious Casino, two Thalassotherapy & Spa Centers, an international-standard 18-hole Golf course, a private 315-berth Marina, the largest and best equipped Conference Hall in Northern Greece, a Horse Riding Academy, a Tennis Club with 9 courts, a Diving Center, a Nautical Club, and Greece's largest organic vineyard.

Proud of our tradition of service, we also look to the future by supporting the environment with a **green policy**. Our beaches and the Marina are awarded each year with the Blue Flag and we are awarded with the **Green Key**. Specifically we have:

- Triple desalination and drinking **water** production plant: no groundwater is used, resulting into the improvement of the area's groundwater level.
- State-of-art biological **waste treatment** plant.
- **Organic cultivation** in our vineyard, our 50.000 olive trees, our new vegetable garden and greenery.
- A systematic **waste separation and recycling**, attention to excess consumption of products, guidelines for the use of linens.
- **Product quality** control: products purchased are environment-friendly and not related to animal testing.



www.portocarras.com



Samothraki, Greece



- **Mount Fengari** is the highest peak in the Aegean Sea (1611 m). The green and mountainous island is perfect for hikers, has two **Natura 2000** areas and offers beautiful sights and many great waterfalls. Also goats are abundant ...
- The impressive **Sanctuary of the Great Gods** was a place of religious ceremonies in ancient times. In this magnificent place the famous marble statue of Nike was found.
- **Chora**: the island's old capital, unspoiled and well preserved from ancient times, offering narrow streets, red-tiled houses and a magnificent view on the sea.
- The **Archaeological Museum** and the **Folklore Museum** are a must for visitors interested in local culture and history.
- **Wild herbs** including oregano, thyme, lemon balm, mint and chamomile create magical flavors in many local dishes.

Limassol, Cyprus



© Limassol

- **Limassol Salt Lake** (Akrotiri), one of the eastern Mediterranean region's most important wetlands, home to many birds, including thousands of flamingos in winter.
- **Amathus Archeological site** contains tombs, acropolis and Roman temple as remains of the ancient royal city. 10 km east of Limassol.
- Among the many **beaches** are: *Ladies Mile*, *Governor's*, and *Kourion Beach*. The latter is west to Limassol, where archeological highlights include: the Greco-Roman **Kourion theatre**, the Sanctuary and temple of Apollo, as well as the Crusader castle of **Kolossi**.
- **Limassol festivals** include: Lemesos Carnival (11 days of festivities ending with the final Grand Carnival Parade); Summer Dance Festival; Music Festival and Greek Drama Festival (both at Kourion); and the Wine Festival (Sept).



Kouklia, Cyprus

- **Rock of Aphrodite National Forest Park** and **Renti National Forest Park** are amazing natural areas near the town, rich in flowers in spring.
- **Aphrodite's Rock**: scenic rocky outcrop. Legend holds that Greek goddess of love Aphrodite emerged here from the sea...
- **Palaepaphos, Sanctuary of Aphrodite**, UNESCO World Heritage, shows you the ancient Greek world and the history of the Cypriot kingdoms.
- Many **beaches** are untouched, and the coastal strip protected. The quality of bathing water is monitored once a month and proves excellent.



Danube Delta, Romania



- Learn about the Danube Delta **Biosphere Reserve** in one of the six Information and Ecological Education Centres.
- Explore this largest European wetland with its more than 5 000 flora and fauna species from the “floating hotel” including cultural and wildlife tours.
- **Tulcea**, the regional capital, has even more historical and cultural places: **St. Nicholas Church**, the *Danube Delta History Museum*, the *Archaeology Museum*, the *Art Museum*, the *Azzizie Mosque*.
- **Sulina** has 32 heritage buildings from the 19th century, e.g. the *Palace*, the *Lighthouse*, and the *Hospital for the Lower Danube*, and the *Water Plant* - still functioning.
- **Sf. Gheorghe** village is an ethnographic centre with a natural beach; all restaurants serve local and traditional dishes.



© Erik van Dijk



Mangalia, Romania

- Visit the 4th century BC **Callatis Citadel** with its incineration tombs. The **Callatis Archeology Museum** has a fine collection of Hellenistic coins, ceramics, Roman sculptures, and jewellery.
- The **spas** of *Eforie Nord*, *Eforie Sud*, *Neptun*, and *Techirghiol* offer therapeutic treatments incl. mud baths, thalassotherapy, and *Romanian Gerovital*.
- The huge **Mangalia Horse Stable**, breeds 350 horses, on 580 ha! In summer races can be watched in the Hippodrome.
- **Hagieni Forest Natural reserve**, a typically sub-Mediterranean forest, with high landscape diversity and rare fauna.
- **Mangalia Marina**, recently rebuilt with EU-funds, offering yachts high technical and safety standards. It is included into the prestigious marina network (Istanbul-Varna-Mangalia-Odessa-Yalta).
- Events include **Callatis Festival** (music festival, in August) and a food and crafts market during the celebration of **Ziua Recoltei** (Harvest Day, Sept). At other times, relax and walk around in **Diana Park**.



Koksijde, Belgium



- **Yde Duinen** is the common name for the 13 nature reserves (710 ha in total) of Koksijde-Oostduinkerke which preserve beautiful and unique dune areas.
- Old traditions and cultural heritage sites are kept alive! Oostduinkerke is the only place in the world where you can see the traditional **Shrimp fishermen on horseback** - this tradition goes back to 1840.
- **7 museums, so much to see** is a collective of the museums in Koksijde.
- Important cultural sites are: the 12th century **Abbey Our Lady of the Dunes** and the Abbey Farm Ten Bogaerde, old 13th century farms, different churches, and fishery houses in the dunes. The Ten Bogaerde site with the monument abbey farm, the protected village view and the dune-polder transition landscape is unique for the region and even for the world.
- The visitor centres **House in the Dunes** and the **Doornpanne** are the places to learn more about nature, environment and sustainable development of Koksijde.

© Communication Service Koksijde



Schouwen-Duiveland, Netherlands

- Schouwen-Duiveland is the northernmost island of the province of Zeeland, between important natural lakes, both former estuaries: the **Oosterschelde National Park**, and the **Grevelingen** lake.
- The western part is a large and important and protected **sand dune area**. The municipality takes part in an interregional project on ecological beach management.
- **Four visitor centers** provide information about nature, environment and the Delta works.
- Many towns and villages date back to the 12th and 13th centuries and **Zierikzee**, once an important trading town is now considered as a monument city. The cultural heritage of the island is documented in **museums** and reflected in the many nationally important monuments.



© Gemeente Schouwen-Duiveland

Goedereede, Netherlands

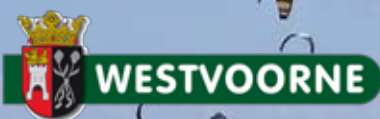


- Goedereede is of **great natural beauty** and recreational opportunities, attracting mostly nature lovers. There are different nature reserves with wetlands and high biodiversity. A special feature is the protected **Schurvelingen landscape**.
- The **picturesque little town** of Goedereede hosts 130 monuments, many from the Dutch Golden Age, some even from the Middle Ages. The **old harbor**, the **old town hall**, and the **old fishing harbor in Stellendam** are very special places.
- The marine waters of Goedereede are very shallow; this **Voordelta** is a nursery for marine life and a marine protected area.
- **Extensive dunes and wide beaches** border the seaside. Bathing water quality is excellent.
- The municipality policy has a **focus on sustainability** and on the preservation of the characteristic values of this former island. Renovation or new construction projects are tested for sustainability.

Brouwersdam © J. Peeman



Westvoorne, Netherlands



- The marine waters of Westvoorne are very shallow; this **Voordelta** is a nursery for marine life and a marine protected area.
- The **Dunes of Oostvoorne** and **Voornes Duin** are extremely rich in biodiversity, both flora and fauna, especially breeding birds. Their dune lakes are very important natural habitats.
- The two main beaches have **excellent bathing water** quality.
- The **medieval patterns** of land-use, dykes, ditches and old road network can still be recognized. There are 80 monumental buildings, including the lighthouse **Het Steenen Baak**, the **Reformed Church** in Rockanje, and the ruins of the **castle of Jacoba van Beieren**.
- Oostvoorne has a **sustainable beach pavilion: "Aan Zee Oostvoorne"**. It uses environmentally friendly materials, wind and solar energy, geothermal heating and cooling, and innovation in water and waste management. Visitors are given information on sustainability and nature.

Katwijk, Netherlands



- Katwijk aan Zee is located between the **Berkheide** dunes (to the south) and the **Coepelduynen** (to the north). Both are protected natural areas with high **biodiversity** due to traditional low density activities related to fishing net maintenance and agriculture (*Zeedorpenlandschap*).
- Among the annual events, the **Rijnsburg Flower parade** is the most famous one.
- All towns have a rich cultural heritage: Katwijk aan Zee with its lighthouse **Vuurbaak**, **Old S. Andreas church**, and **Katwijk's Museum**; the centre of Katwijk a/d Rijn; and Rijnsburg with its old **abbey tower**.
- The three **camping sites** and a beach restaurant have been awarded the Green Key. Tourism pressure is relatively low, with families as important target group.



Katwijk



Noordwijk, Netherlands

- Noordwijk aan Zee is a beach town with its own style, surrounded by magnificent **sandy beaches and dunes** that are easily accessible for hikers, bikers or on horseback. More than half of the land area has a nature conservation status.
- The **beach** extends for 14 km and has excellent bathing water quality.
- Noordwijk Binnen is part of the famous **bulb field area** of South-Holland. Here, the flower show **Keukenhof** and the flower parade **Bollenstreek Bloemencorso** (every April) are world famous. Bulbs and flowers are important export products.
- The historical **town centre of Noordwijk-Binnen** is a protected village architecture site. The **Lindenplein-Voorstraat** quarter hosts 74 national monuments including the **Old church of St. Jeroen** and the old part of the town hall.

gemeente
NOORDWIJK



Bloemenbadplaats

Zandvoort, Netherlands



- Zandvoort is an old and popular beach resort, connected to Amsterdam by train. The combination of sea, beach and dunes offers many recreational opportunities to a wide audience. More and more music and arts events are organized each year.
- 50% of tourism accommodation beds are **Green Key** certified.
- **Bathing water** quality is excellent.
- Zandvoort is surrounded by two large natural areas: **National Park Zuid-Kennemerland** and the **Amsterdam Waterleidingduinen**.
- Zandvoort has an exceptional architecture: an authentic **town center**, 101 important monuments including the **railway station**, the **old church**, the **courthouse** and the prominent **water tower**.

© Gemeente Zandvoort



Ameland, Netherlands

- The Dutch **Wadden Sea** is **UNESCO World Heritage**.
- A large part of Ameland is protected natural area and **Het Oerd and de Hon** on the east of the island are especially rich in birds.
- Beaches are usually wide and **bathing water quality** is excellent.
- The **Centre for Nature and Development (Nes)** provide information about environmental issues. The building itself is an example of **sustainable engineering**. Many environmental initiatives started from here.
- The **typical island culture** is maintained by the local community. Three villages are declared a **protected rural landscape** and **100 national monuments** reflect the cultural heritage.

Why *special* destinations join QualityCoast...

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

Sustainable development policy:

- Destinations are assessed on ca. 100 indicators, which provides them with a **strengths-weaknesses analysis (SWOT)**.
- Based upon this assessment, QualityCoast provides an **agenda for improvement**.

Environmental awareness:

- Public awareness 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**.
- Destinations are advised to establish a local **committee for sustainable tourism** involving **sustainable tourism ambassadors** from the business sector and non-governmental organisations.
- **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. of those connected to TUI-NL.
- The QualityCoast **internet and social media** campaign: www.qualitycoast.info, Facebook and YouTube.
- EUCC and **QualityCoast publications** (in English, German and Dutch, with a total circulation 210 000 copies), disseminated throughout Europe and at major events.
- Special cooperation opportunities at **tourism expos**: WTM (London), Vakantiebeurs (NL), Essen and ITB Berlin (Germany) and special QualityCoast exhibits and events.
- The destination's own **marketing** can profit from incorporating the QualityCoast principles, scores and logo.



QualityCoast destinations are highlighted in more and more travel brochures of tour operators incl. TUI's ARKE and Holland International



Vakantiebeurs 2012, Utrecht (NL)

Business involvement is essential for QualityCoast destinations

This brochure provides a selection of the greenest, cleanest and most sustainable coastal destinations of Europe. The future of these great places depends on good business initiatives.

QualityCoast is good for business! The QualityCoast Top 100 are widely promoted by the EUCC and several tour operators, including those connected to TUI - The Netherlands. Tourism related businesses can highly profit from the marketing benefits. Through our QualityTourism Business Club, businesses can specifically be involved in the QualityCoast promotion campaign. In order to check individual interests, businesses are kindly invited to download the Business Services Checklist (available in www.qualitytourism.info).

Exchange of business experience. The QualityTourism Business Club helps its members in delivering high quality services in a modern, sustainable way. Our Business Partners benefit from international promotion, and also from sharing ideas, improving their performance and their marketing goals.

Measuring sustainability of businesses. QualityCoast is investigating the participation of the local business sector in water and energy saving and other aspects of sustainability. Active participation of the business sector is important for the position of QualityCoast destinations in the Top 100 in the future. In view of this, businesses are kindly asked to complete the Business Sustainability Checklist (in www.qualitytourism.info).

This checklist follows the model of the Global Sustainable Tourism Council (GSTC), of which EUCC - QualityCoast is a member. Only businesses that are positively evaluated can join our Business Club.

QualityTourism Business Awards. Business Partners can apply for Awards for special efforts, either for nature, for the environment, or to support local identity or the local community. Business Award winners will be included in our promotion campaign (see page 19).

We are not an accommodation eco-label. If you are a business in a tourism destination, working for top quality and for a greener and a cleaner environment, our Award Programme is an amplifier of any green effort or eco-label. Our focus is not the certification itself, but the public promotion of special efforts. We advise our partners to participate in a GSTC eco-label programme; we can also help our partners in this.

More information: www.qualitytourism.info



QualityTourism Business Partners can save cost and time through a common representation way at the tourism expos in London, Utrecht, Essen, Berlin, and more.