Content

1. The Croatian National ST website – Implementing a Learning Tool for Tourism Stakeholders
2. Guidance on Content Development
3. Guidance on Using the DestiNet Learning Area Model to Define the Website Layout and Function
4. DestiNet Design and Technical Features
1. The Croatian National ST website – Implementing a Learning Tool for Tourism Stakeholders

The methodological approach to the design of a national website for sustainable tourism development is given in the EU DG Enterprise Manual ‘Innovation in Tourism how to create a tourism learning area’ – the methodology has been updated in the design of the DestiNet Sustainable Tourism Portal, which national websites can use as a hub and outpost system for dealing with both internal and international sustainable tourism web-based information exchange.
In order to understand the necessary rationale for a sustainable tourism website, you need to see the diversity of stakeholders and topics it needs to cover.

These stakeholders need the website to meet their knowledge needs relevant to the government strategy facing the challenges of:

<table>
<thead>
<tr>
<th>Climate Change - Energy &amp; Resource Efficiency</th>
<th>Destination Management &amp; Good Governance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural and Cultural Heritage</td>
<td>Knowledge Networking, Training &amp; Education</td>
</tr>
<tr>
<td>Sustainable Transport &amp; Travel</td>
<td>Sustainable Supply Chain Management</td>
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<tr>
<td>Quality Assessment, Certification &amp; Marketing</td>
<td>Sustainable Consumption and Production &amp; Tourism (overarching)</td>
</tr>
</tbody>
</table>

As part of the FAST-LAIN project, the site needs to serve as a *mapping and clustering tool* to improve learning for innovation among Croatian tourism stakeholders.

Mapping and clustering allow individuals to see a bigger picture, learn more, get more connections, share knowledge and ideas, build creative teams, and have better access to support, raise finance, plan production and services, engage in markets and develop responsible & sustainable activities.
The site needs to manage all these stakeholders and their knowledge needs as part of a network of other sites. To do this, the site can be structured as a Sustainable Tourism Learning Area.

The Croatian sustainable tourism website should aim to improve the capacity of Croatian stakeholders to develop sustainable & competitive tourism in Croatia.

A Learning Area provided by the Croatian ST Website will bring together tourism learning experience providers and clients in a web of on-line communication.
Croatia National-level information can be made relevant to the regions, and vice versa in a networked web solution ...

... that also links Croatia into a European-wide Sustainable Tourism Learning Area Network Structure
2. Guidance on Content Development

Important! Please see your FAST-LAIN excel workbook that provides actual website content.

The website content must address the challenges facing stakeholders - text from the European level portal can be used as guidance.

Website text should be prepared on the following subjects related to Croatian tourism:

- Climate Change- Energy & Resource Efficiency
- Destination Management & Good Governance
- Natural and Cultural Heritage
- Knowledge Networking, Training & Education
- Sustainable Transport & Travel
- Sustainable Supply Chain Management
- Quality Assessment, Certification & Marketing
- Sustainable Consumption and Production & Tourism (overarching)
It has to make the information relevant to the different stakeholder groups - the DestiNet site layout can act as a template for this

- Where is all this information available in Croatia?
  (from your FAST-LAIIN workbook!)

The site requires a listing of Croatian tourism stakeholders – this map can be generated on the site using the DestiNet Atlas as an iFrame

- Who is working for making tourism more sustainable?
- Where are these organisations?
- Which information and support do they offer?
- ...

...
The site can collate data relevant to the process of observing sustainable tourism development in an observatory section.

National Statistical information relevant to Croatian tourism

Link to European and Global Observatory in DestiNet

Resource Listing

• What tools and guidelines are there for planning, financing, training, certification, marketing, measuring, control useful to tourism stakeholders?
Evidence-based good practice for Croatian sustainable tourism development

- Which certificates and awards for sustainable/responsible tourism are available?
- Which tourism services, tour operators, destinations have recently been awarded?

The site can link to DestiNet’s Industry-based, quality-assessed sustainable tourism forum and market-place
2. Guidance on Using the DestiNet Learning Area Model to Define the Website Layout and Function
In the European Learning Area Knowledge Networking Formation

Croatia – National Sustainable Tourism Website

Put the elements together ...

All these elements need to be included in the website
DestiNet has used this model to produce a user-friendly Content Management System interface.
The Croatian Website can be written in any programming language that makes use of HTML standard web exchange protocols.

- Open source code from the destinet design can be used to build your website quickly
- iframes, RSS and hyperlinks to DestiNet outpost folders will be needed to link to the European portal

4. DestiNet Design and Technical Features
About DestiNet - Design and Technical Features

DestiNet is written in open source code based on the Zope programming language, using the NAAYA content management system.

It is a component development of the European Environment Agency’s EnviroWindows Platform, managed by Ecotrans – DestiNet Services and supported by Eau de Web.

Updates of EnviroWindows are fed through to the DestiNet design and development process, placing the Portal in a state of on-going development to meet the needs of the EU environmental and tourism sector stakeholders.

A Note on DestiNet Design and Technical Features

The DestiNet CMS structure a knowledge base for competitive and sustainable tourism with the following characteristics:

• Coherent structure: local to global level
• Google maps and Google search
• DestiNet Atlas with detailed filtering
• Google translator (59 languages)
• Basket of approval to assure quality
• Mailing services and survey tools
• Global „Atlas of Excellence“
• Global „Market Place“: green mapping
• Calendar and News bulletin
• Integration with own websites
• Automated bulk uploading and downloading
About DestiNet Services

Our competence is in being able to assist you in delivering a national
government-supported sustainable tourism portal/website, backed up by
by global and European developments and ICT solutions for partipating
in the on-line knowledge economy.

We do this by providing ICT systems & training based on evidence-based
good practice on how to manage your knowledge base, networking, management, mapping, certification, marketing and
monitoring.

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