

Croatia – Sustainable Tourism

Website Concept and Design Notes –
Guidance for Site Designers



FAST-LAIN Project - Partner Workshop

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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.



Design theory



Design in practice

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



Government



NGOs



Destinations



Academics



Businesses



Travellers

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

Climate Change- Energy & Resource Efficiency

Destination Management & Good Governance

Natural and Cultural Heritage

Knowledge Networking, Training & Education

Sustainable Transport & Travel

Sustainable Supply Chain Management



Topics

Quality Assessment, Certification & Marketing

Sustainable Consumption and Production & Tourism (overarching)

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



Governments



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Businesses



Academics



Travellers



Miscellaneous

The site needs to manage all these stakeholders and their knowledge needs as part of a network of other sites



Who is who?



Observatory



Topics



publications & tools



Best practices



Market place

To do this, the site can be structured as a Sustainable Tourism *Learning Area*

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



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Who is who?



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Best practices



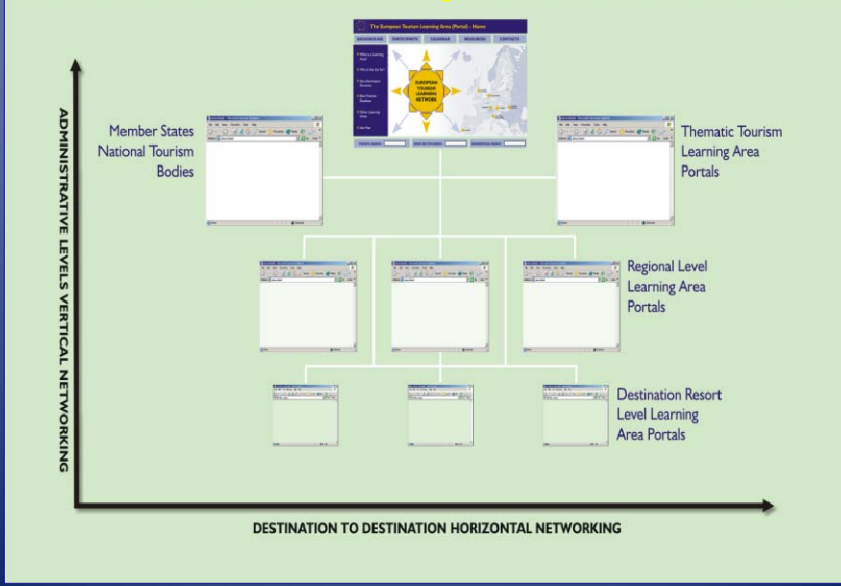
Market place



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



Governments



NGOs



Destinations



Academics



Businesses



Travellers

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)



Topics

It has to make the information relevant to the different stakeholder groups - the DestiNet site layout can act as a template for this



Government



Destinations



Business



Academics



NGOs



Travel



Topics

- Where is all this information available in Croatia?
(from your FAST-LAIN 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



Government



Destinations



Business



Academics



NGOs



Travel



Who is who?

- 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



Government



Destinations



Business



Academics



NGOs



Tourists



Observatory

National Statistical information relevant to Croatian tourism

Link to European and Global Observatory in DestiNet

Resource Listing



Government



Destinations



Business



Academics



NGOs



Tourists



publications
&
tools

- 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



Government



Destinations



Business



Academics



NGOs



Tourists



Best practices

- 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



Government



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Business



Academics



NGOs



Tourists



Market place



MARKET PLACE

- Travel
- Packages**
 - Activities
 - Attractions
 - Restaurants & Catering Services
- Accommodation Providers
- Transport & Mobility Services
- Tour operators, Travel agents, Intermediaries

MARKET SOLUTIONS

- Certificates
- Research, Training, Consultancy
- Energy/Water/Waste Solutions
- Other Products/Services

Geographical specification

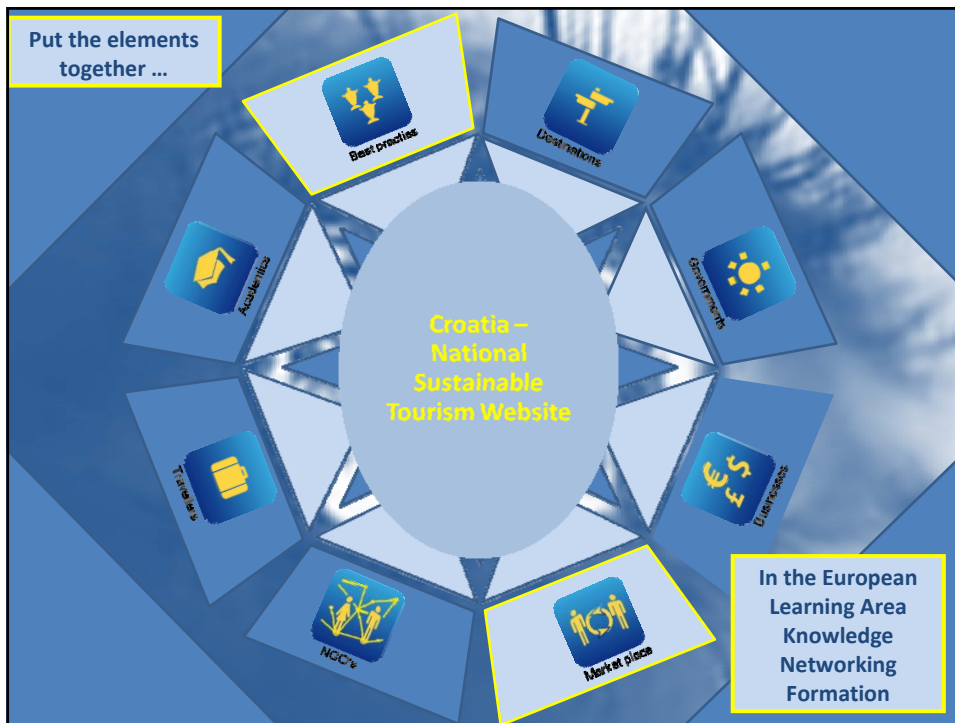
- operational level
- landscape type

by country

All

2. Guidance on Using the DestiNet Learning Area Model to Define the Website Layout and Function





Stakeholders

Topics

Resources

Good Practice

Market-Place

Observatory

National Sustainable Tourism Website of Croatia

Connecting sustainable Tourism

Your multi-stakeholder sustainable tourism observatory, knowledge networking tool, good practice database and global green market place

ABOUT WHO IS WHO TOPICS RESOURCES GOOD PRACTICE MARKET PLACE OBSERVATORY Google Search

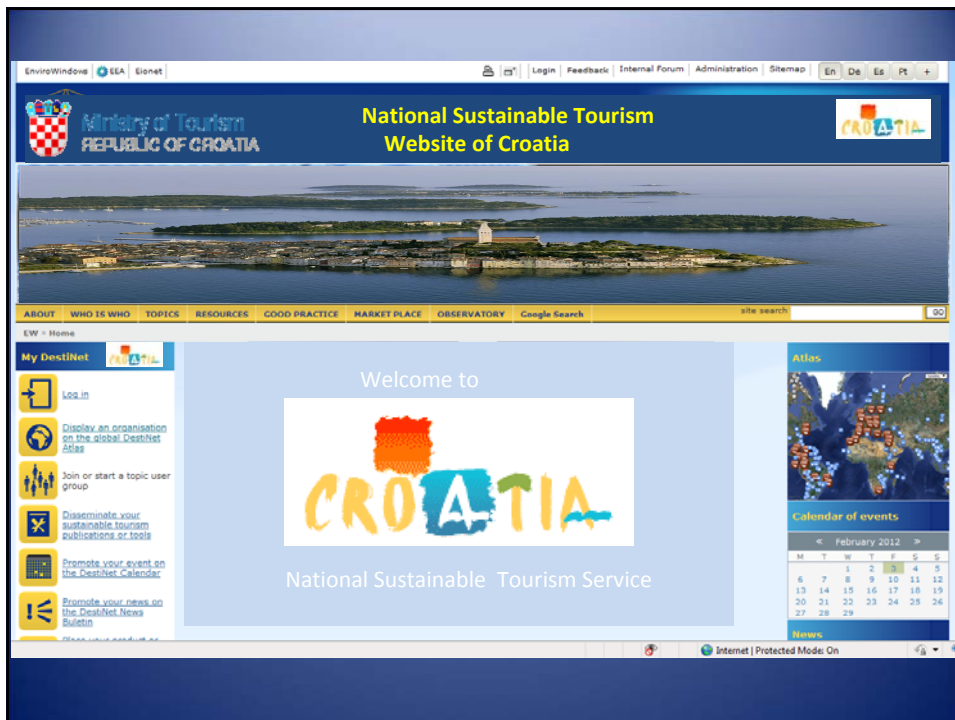
Iframe map from the DestiNet folder

All these elements need to be included in the website

News and events

Iframe calendar from the DestiNet folder

DestiNet has used this model to produce a user-friendly Content Management System interface



EnviroWindows | ESA | Sionet | Login | Feedback | Internal Forum | Administration | Sitemap | En | De | Es | Pt | +

Ministry of Tourism
REPUBLIC OF CROATIA

National Sustainable Tourism
Website of Croatia

ABOUT | WHO IS WHO | TOPICS | RESOURCES | GOOD PRACTICE | MARKET PLACE | OBSERVATORY | Google Search | site search

EW - Home

My DestiNet

- Log in
- Display an organisation on the global DestiNet Atlas
- Join or start a topic user group
- Disseminate your sustainable tourism publications or tools
- Promote your event on the DestiNet Calendar
- Promote your news on the DestiNet News Bulletin

- 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

Atlas

Calendar of events

February 2012

M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29				

Internet | Protected Mode: On

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 NAAVA 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 Destlnet 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 global and European developments and ICT solutions for participating 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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