




Održivi turizam u praksi

Vrijednost zajedničke vizije
razvoja kroz **zelenu tranziciju**

Milena Radošević

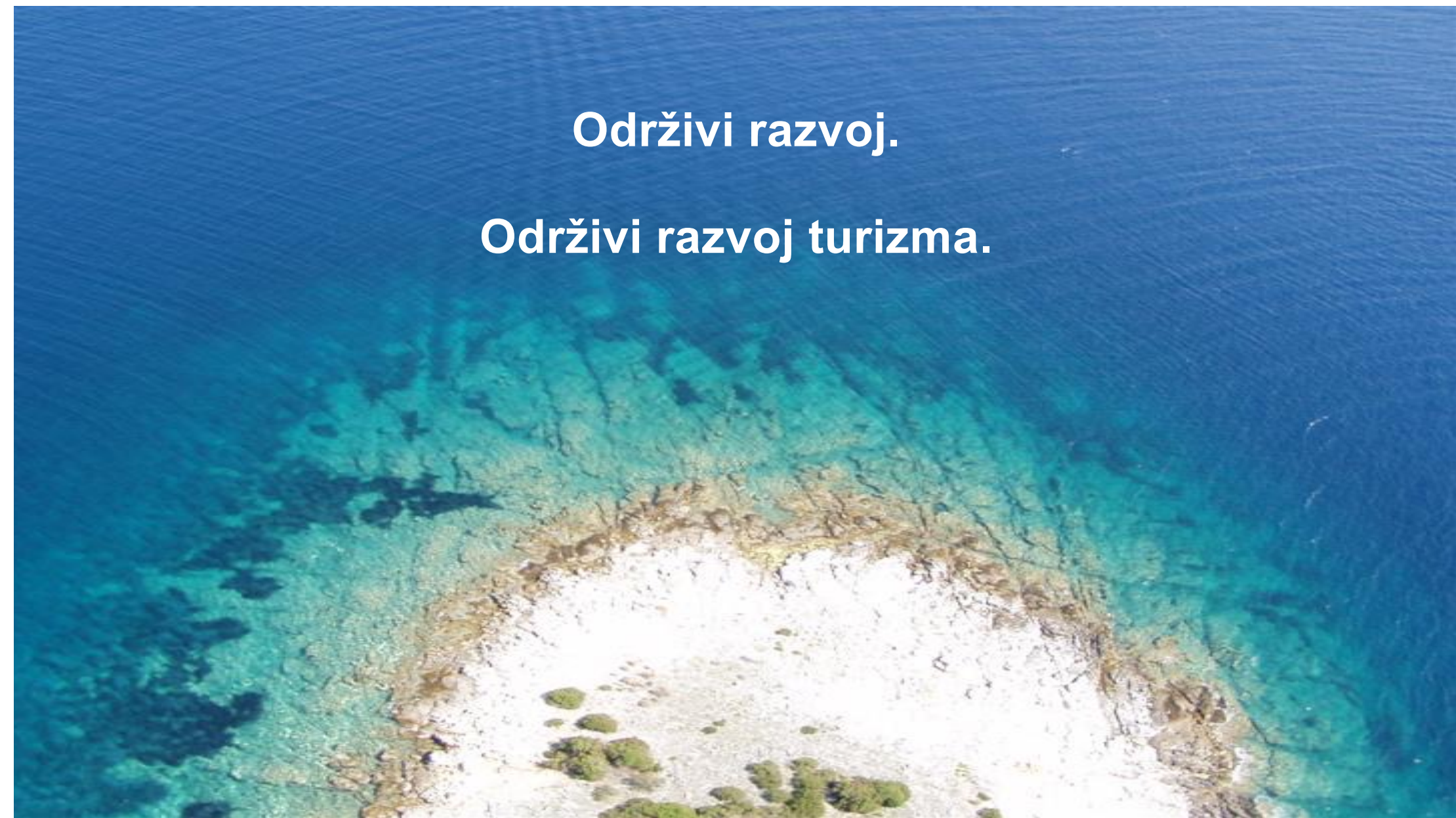
Aktivist d.o.o. za savjetovanje o održivom razvoju

ZEC Kontija (Vrsar), 1. prosinac 2021.



Održivi razvoj.

Održivi razvoj turizma.



▶ RELEVANTNOST Međunarodne politike

- ▶ Ako želi biti dugoročno održiv, turizam mora uključivati načela i prakse održive potrošnje.
- ▶ Održiva potrošnja obuhvaća **razvoj potražnje** turističkih usluga - koje su pružene na način koji uključuje smanjenje utjecaja na okoliš.



▶ **TRENDOVI NA TURISTIČKOM TRŽIŠTU**

- ▶ 71 % putnika želi veću ponudu održivih opcija za putovanje (Booking.com 2019)
- ▶ 50% putnika platilo bi više za smještaj u eko-prijateljskom smještajnom objektu (TripAdvisor)
- ▶ 68 % putnika kaže da im je važno da novac koji potroše na putovanje ostane u lokalnoj zajednici koju posjećuju (Booking.com 2019)





SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

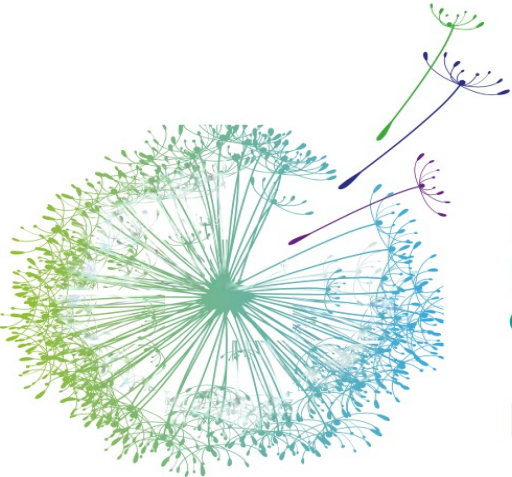
14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS


SUSTAINABLE DEVELOPMENT GOALS



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

www.tourism4development2017.org

▶ RELEVANTNOST Politike Europske unije

„ Europa: svjetska turistička destinacija br.1 – novi politički okvir za turizam u Europi” (Europska komisija)

4 prioritetna smjera razvoja:

- ▶ Promovirati razvoj održivog, odgovornog i visoko kvalitetnog turizma
- ▶ Konsolidirati imidž Europe kao kolekcije održivih, visoko kvalitetnih turističkih destinacija
- ▶ Poticati kompetitivnost turističkog sektora u EU
- ▶ Maksimizirati potencijal financijske podrške razvoju turizma



The EU tourism industry

Tourism has a wide-ranging impact on growth, employment and social development in the EU



- **12 million** people are employed in the sector
- Inbound tourism contributes **€356 billion** in annual revenue to the European economy

The European Commission supports tourism businesses in the EU by providing:

Initiatives to improve employee skills

Guidance on going digital

Tools to optimise daily management

Internal Market, Industry, Entrepreneurship and SMEs

GUIDE ON EU FUNDING 2014-2020



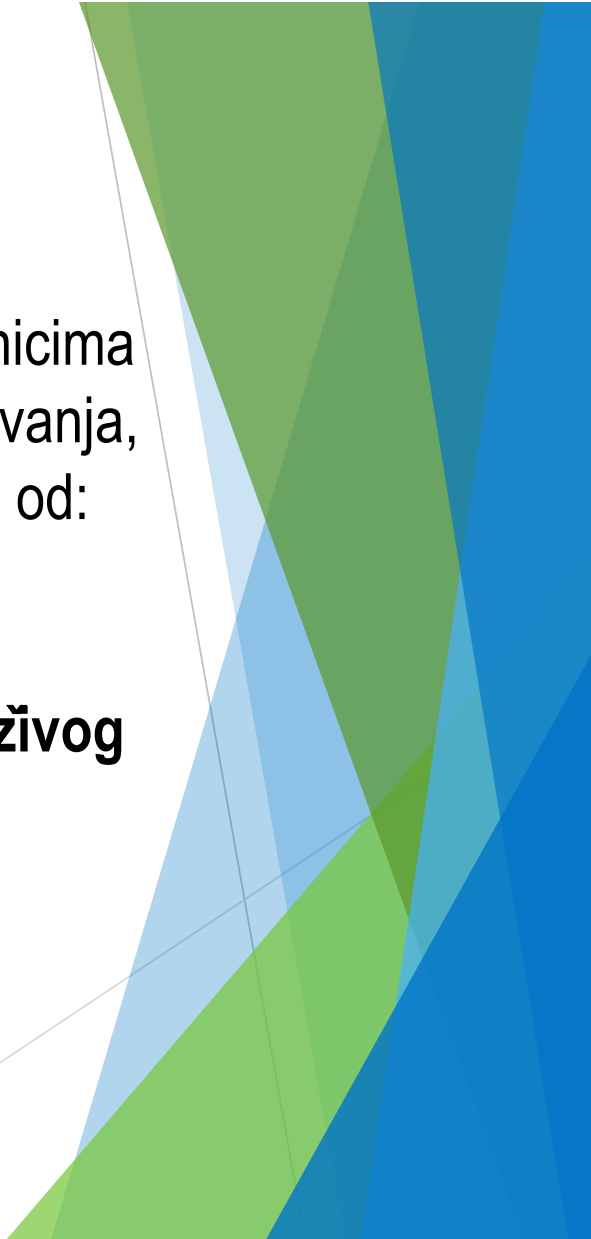
FOR
THE TOURISM
SECTOR

▶ **RELEVANTNOST
Nacionalne i lokalne politike**

▶ PRIMJER KONKRETNIH
SMJERNICA:

Akcijski plan razvoja zelenog turizma, usvojen 14.7.2016., nastao kako bi doprinio postizanju globalne prepoznatljivosti na turističkom tržištu, tržišnom repositioniranju s destinacije sunca i mora prema ponudi raznovrsnih autentičnih sadržaja i doživljaja.





“**Kao realni cilj**, s obzirom na sve izraženiji interes među dionicima te uz pretpostavku pokretanja šire i intenzivnije akcije ozelenjivanja, a na temelju svih postojećih alata i preporuka, postavlja se cilj od:

10% tržišnog udjela (trenutno je oko 1%) **certificiranog održivog turizma do 2025.** “

Izvor: Akcijski plan razvoja zelenog turizma, 2016., str. 12.

“Kroz razne programe i projekte podržane od strane EU razvijen je veći broj smjernica i drugih alata za razvoj održivog turizma, među kojima se svojim značajem i kredibilitnošću ističu dvije:

DESTINET www.destinet.eu

(Knowledge Networking Portal for Sustainable and Responsible Tourism / mreža znanja za održivi i odgovorni turizam) je svojevrsno referentno mjesto za održivi turizam u Europi.

EDEN www.youredenexperience.com

(European Destination of Excellence) je projekt koji je EK pokrenula u skladu sa smjericama turističke politike EU”

Izvor: Akcijski plan razvoja zelenog turizma, 2016., str. 12.

DESTINET Primjeri certifikata održivosti u turizmu

(dio postojećih)

All Sustainable Tourism Certificates on DestiNet.eu



The world is diverse - and this makes it so interesting for travellers. The wide range of sustainable tourism certificates currently available reflects these differences with appropriate and controlled criteria which allow us to judge whether a particular tourism service has good environmental and sustainability management and performance.

DestiNet provides key information on each certificate and standard - and promotes the certificates to the tourism marketplace.



Responsible tourism is when:

- ◇ Businesses find out about appropriate certification programmes.
- ◇ Destinations encourage their tourism services to participate in certification schemes.
- ◇ Tour Operators collaborate with certified hotels and tourism service providers.
- ◇ Travel agencies inform their clients about sustainable travel opportunities.
- ◇ Travellers buy the better choice.

| | | |
|--|---|---------------|
| | Adventure Green Alaska | |
| | Austrian Ecolabel for Tourism | GSTC |
| | Biosphere Responsible Tourism | GSTC approved |
| | Blue Flag | |
| | Certification for Sustainable Tourism, Costa Rica | GSTC |
| | Clean Tourism Certificate, Poland | |
| | CSR-Tourism | GSTC |
| | EarthCheck | GSTC |
| | ECEAT Quality Label | |
| | Eco awards Namibia | |
| | ECO Certification Program, Australia | GSTC |
| | ECO Certification, Malta | GSTC |
| | Eco Tourism Ireland | GSTC |
| | Eco-Romania | |
| | ECOCAMPING | |
| | Ecolabel Luxembourg | |
| | Environmentally Sustainable Accommodations International Standard | GSTC |
| | ECOPROFIT | |
| | Ecotourism Kenya | |
| | European Charter for Sustainable Tourism in Protected Areas | |
| | European Ecolabel | |
| | Fair Trade in Tourism South Africa | GSTC |
| | GREAT Green Deal Guatemala | |
| | Green Certificate Latvia | |
| | Green Globe | |
| | Green Hospitality Programme, Ireland | |
| | Green Key Eco-Rating Program | |
| | Green Key | |
| | Green Leaf Foundation, Thailand | |
| | Green Leaf™ Environmental Standard | |
| | Green Star Hotel, Egypt | |
| | Green Tourism Business Scheme, UK | |
| | Hawaii - Green Business Program | |
| | ibex fairstay, Switzerland | |
| | Leaders in Environmentally Accountable Foodservice Canada | |
| | Legambiente Turismo, Italy | |
| | Nature's Best, Sweden | |
| | PAN Parks | |
| | Q certification Tourism | |
| | QualityCoast | |
| | Qualmark, New Zealand | |
| | Rainforest Alliance Sustainable Tourism Verification | GSTC |
| | Sello Ambiental Colombiano | |
| | Smart Voyager, Ecuador | |
| | Sustainable Tourism Eco-Certification Program STEP | GSTC |
| | Blaue Schwalbe | |
| | The Nordic Swan | |
| | Travelife | GSTC |
| | Viabono, Germany | |
| | European Eco-Tourism Labeling Standard (Standard only!) | GSTC |

GSTC = standard recognized by the Global Sustainable Tourism Council | February 2013

► **DESTINET**
Istarska županija se
2021.g. uključila s
programom Eco
Domus za male
smještajne objekte



EcoDomus



EcoDomus is a marking programme carried out by the Istrian Region Administrative Department for Tourism with the aim of increasing both social and environmental awareness in tourism. The programme is well in sync with the global sustainability goals and guarantees an overall enviros and health safety. Facilities bearing the EcoDomus mark have complied with at least 50 basic criteria within 12 categories like Management, waste, water, food and drink, etc.

Certifying Organisation Region Istria, Administrative Department for Tourism

Partner Organisation/s AZRRI – Istrian Agency for Rural Development
 IRTA – Istrian Tourism Development Agency
 Natura Histrica, public institution for the management of protected areas and other protected natural values in the Istria county
 Tourism Board of the Region Istria

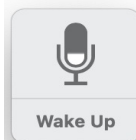
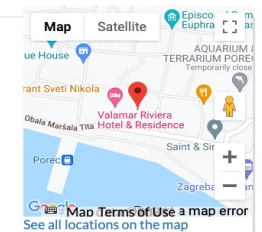
License Period (years) 1 year

Certified Tourism (nr) 44 private accommodation providers

Services

Standard published online for free
 Training or advice

| | |
|----------------------|---|
| Postal Address | Obala M. Tita 4, Poreč-Parenzo, Croatia |
| Phone Number | 052/351-602 |
| Webpage | https://www.istraecoexperience.com - open in new window |
| Released | 15/04/2021 |
| Country | Croatia |
| Certified categories | Accommodation Providers |
| Operational level | Regional |
| Sustainability | Comprehensive |
| Credibility | 3rd party audit |
| Services | <ul style="list-style-type: none"> • Certified tourism map on Tourism 2030 • Standard published online for free |



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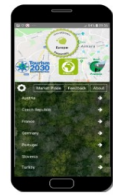
ECOTRANS

- About
- Projects & Activities
- Publications
- Tourism2030
- Membership
- Members Area



The Tourism2030 Clustering Programme - SDG Collaboration Opportunity

At ITB Berlin in 2019 we launched of the "Tourism2030 - *Travel Green Planet* Mapping Initiative"



This initiative aims to have all tourism in protected areas certified by 2030 as its flagship goal under SDGs 12, 13, 14 and 15, with our current Tourism 2030 - Green Travel Maps and App providing the baseline measure and the system that each member state or region can tangibly contribute towards.

PARTNERSHIPS FOR SDGs



6th March, TRIANGLE & Eco-Act launch meeting Turkey stand



7th March, EEN meeting Georgia stand



8th March, CSR Get Together Hall 4.1.

[see more ITB 2019 pictures](#)

NEW in 2021 and READY for the 2030 Decade ...

The Travel Green Planet SCP Supply Chain Clustering Programme



Ruralni turizam
STANCIJA 1904
U ritmu prirode.



HOME ABOUT US SIGHTS IN ISTRIA ACCOMODATION WEDDINGS TAVERN PHOTO GALLERY CONTACT PRICE LIST



RURAL TOURISM

Stancija 1904

Adults only +16

Safe stay in Croatia & Safe travels

EDEN www.youredenexperience.com



GSTC Criteria

Global standards for sustainable travel and tourism



For Hotels & Accommodations



For Tour Operators



For Destinations & Governments



For Corporate & Business Travel



For Certification Bodies



For Travelers

RECENT NEWS



Sentosa Joins GSTC

Open "<https://www.gstccouncil.org/gstc-criteria/>" in a new tab

UPCOMING WEBINARS



GSTC 2021 Online Members Meeting | Dec 7&9, 2021

UPCOMING TRAININGS



Sustainable Business Travel Online Course (SBT2206) June 9 – July 8, 2022



GSTC-Accredited Certification Bodies for Destinations

EarthCheck

EarthCheck is a leading scientific benchmarking, certification and advisory group for travel and tourism. Since 1987, we have helped businesses, communities and governments to deliver clean, safe, prosperous and healthy destinations for travellers to visit, live, work and play. The EarthCheck program is built on Agenda 21 principles and is currently used in more than 70 countries across the globe in six languages. EarthCheck patented software and systems have set a benchmark for sustainability reporting for the travel and tourism industry.

[Get certified by EarthCheck](#)



Green Destinations

Green Destinations (GD) is a non-profit organisation of experts and destination ambassadors working in 80 countries. GD supports a large community of local, regional and country destination managers and stakeholders, enhancing destination sustainability, market visibility, and tourism quality. The GD Certification Committee supervises certification and benchmark awards (Bronze, Silver, Gold, Platinum) based upon the GSTC- Recognized GD Standard, and other (e.g. national) standards. GD offers destinations and countries with state-of-the-art tools for baseline assessment, monitoring, reporting and strategic development, also in relation to the UN Sustainable Development Goals.

[Get certified by Green Destinations](#)



Vireo Srl

Vireo Srl is a certification company whose commercial activities consist of providing Italian and foreign companies with environmental certification services. Vireo provides worldwide recognized environmental certification schemes such as FSC, MSC, and GSTC – as a GSTC-Accredited certification body. The professional approach and deep knowledge of standards are the key elements that mark Vireo's services. Based in Padova, Italy, Vireo has international experience and works with professional and highly qualified auditors.

[Get certified by Vireo Srl](#)



NOTE:



- ▶ **TRENDOVI NA TURISTIČKOM TRŽIŠTU**
- Pokretanje prve globalne inicijative od strane turističkih giganta
- www.travalyst.com



Nova globalna inicijativa pokrenuta u studenom 2019.g. **Travalyst** okuplja velika imena svjetskog turizma poput **Booking.com**, **Skyscanner**, **Trip Advisor**, **Visa** and **C Trip**.

Cilj joj je istražiti i promovirati rješenja koja će doprinijeti većoj održivosti u turizmu.

▶ **NOVI TRENDОВI**

- ▶ Generacija Z (16-24 g.) predvodi velike promjene u načinu putovanja i bira odgovorna i eco-friendly putovanja
- ▶ Treba iskoristiti vrijeme, razviti kvalitetu usluge i ponudu te biti u prvom redu nadolazećih promjena



▶ NOVI TRENDОВИ

➤ ”Offsetting”
ugljičnog otiska
(ugljkov
dioksid (CO₂), metan
(CH₄), dušikov oksid
(N₂O), hidrofluorogljike
(HFCs), perfluorogljike
(PFCs) i sumporov
heksafluorid (SF₆))

➤ Kroz programe
neutralizacije
poput
myclimate.org
atmosfair.de
i sličnih inicijativa

myclimate
shape our future

Shape our future

myclimate is your partner for effective climate protection – both locally and globally

Information Get Active Compensate

Travellers want to have a positive impact

This is not just about the personal choices each traveller makes, it is about a major shift in the way the world travels. As Travalyst partners, we are making this a priority – and we want to encourage our peers, business partners, and customers to do so as well. How we get there, where we stay and what we do matters.

71%

of global travellers think travel companies should offer more sustainable travel choices.*

10mn

travellers using Skyscanner selected the lowest CO2 emission flight option over the last 12 months.**

68%

of people said that it was important that the money they spent on travel went back into the local community.*



*Booking.com's 2019 Sustainable Travel Report, **<https://www.skyscanner.com/en/press/2021/04/skyscanner-2021-sustainability-report-us/sustainability>



Current Emissions

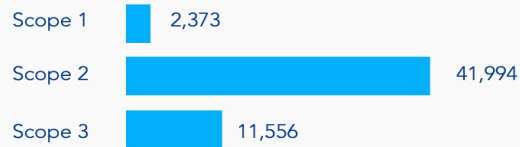
Booking Holdings

2020 Operational Emissions

(including the emissions from offices, data centers & business travel flights.)

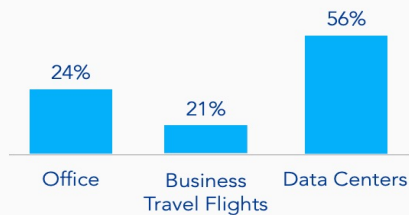
TOTAL SCOPE 1, 2 & 3 (METERIC TONS CO2e)

55,923



Greenhouse Gas Emission By Source

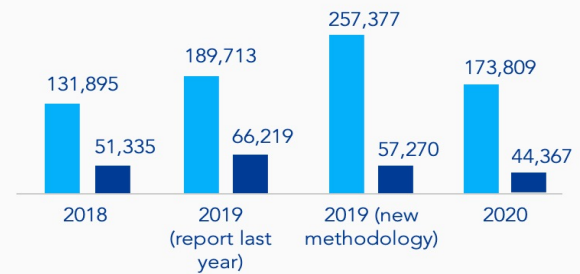
2020



Office & Data Centers

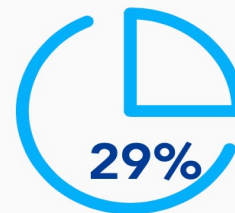
Consumption & Emissions*

● Energy consumption (MWh) ● Emissions (Metric Tons CO2e)



Booking.com Renewable Energy

29% Booking.com office area is powered by renewable energy



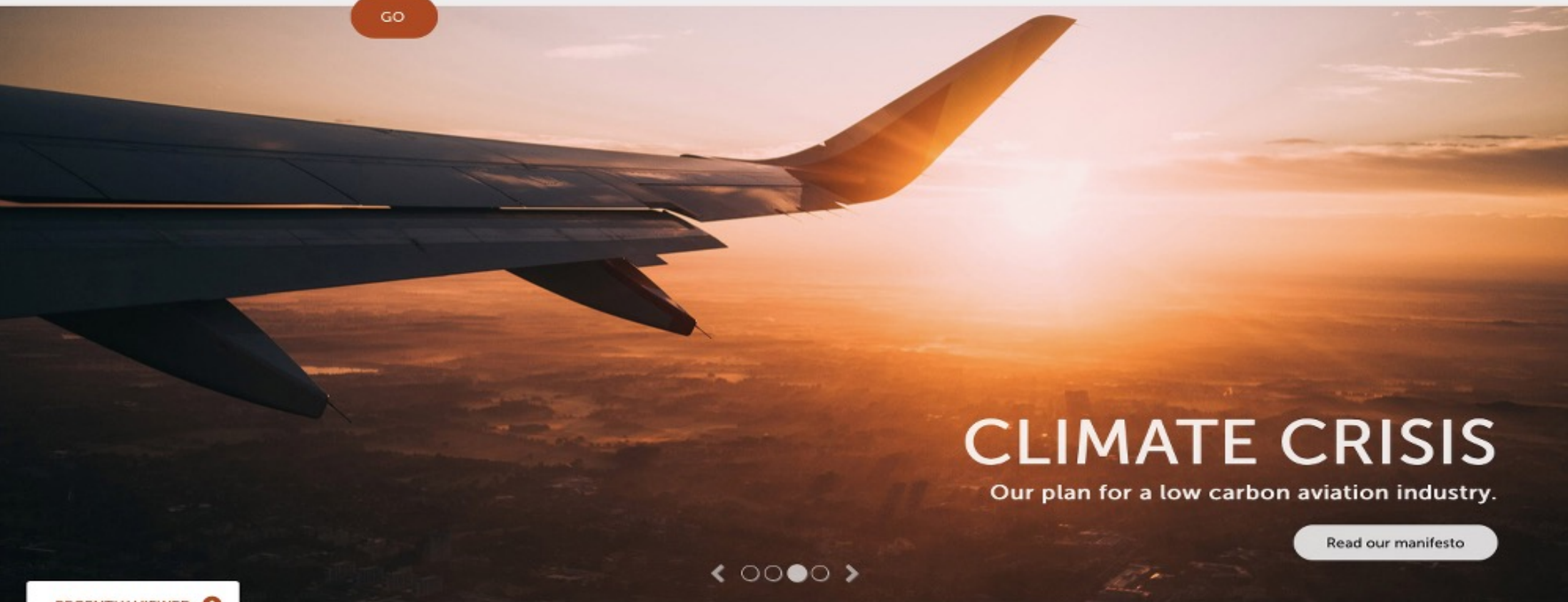
Choose from 6000 authentic and sustainable adventures

Type a country name - optional

Pick a date - optional

Holiday types - optional

GO



CLIMATE CRISIS

Our plan for a low carbon aviation industry.

Read our manifesto



RECENTLY VIEWED

▶ NOVI TREND OVI

- ▶ Čak i proizvođači sredstava za čišćenje nude kalkulatore za izračun koliko ste umanjili onečišćenje okoliša koristeći eko certificirana sredstva

Calculate your resource savings with *green care* PROFESSIONAL products!

Home Country International

green care PERFORMANCE CALCULATOR

SAVINGS POTENTIAL

EXAMPLE COMPANY

get started!

| Savings | Certified Volumes |
|--------------------------|----------------------|
| 53 kg Crude Oil | 100% 1,170 litres |
| 18 kg Plastic | 10% 117 litres |
| 167 kg Carbon Dioxide | |

green care PERFORMANCE CALCULATOR

Calculation method Terms of Use & Privacy Policy Imprint

! Calculation method validated by Intertek Cert

Werner & Mertz Professional

▶ **NOVI TRENDOVI**

- ▶ **Zanimljivosti:** nova promišljanja hrvatskih tour operatora
- ▶ Glas Istre, 17.11.2019. : Članak vodećeg nacionalnog receptivnog tour operatora u Hrvatskoj, Uniline d.o.o., objavljen po povratku s londonskog turističkog sajma

UNILINE NA VODEĆEM SVJETSKOM TURISTIČKOM SAJMU

Jedan od ključnih trendova u turizmu je sve veća briga o okolišu. Gosti zbog toga MIJENJAJU NAČIN KAKO PUTUJU

| Autor: S. G., članica Uprave Unilinea

The image shows a screenshot of the WTM London 2020 website. The top navigation bar includes links for WTM.com, Latin America, Africa, London Travel Week, Arabian Travel Market, London, Responsible Tourism, Travel Forward, and More. The main header features the WTM logo, the event name 'LONDON 2-4 November 2020', and a Premier Partner logo for Sri Lanka. There are buttons for 'REGISTER YOUR INTEREST' and 'STAND ENQUIRY'. Below the website screenshot is a photograph of a crowded exhibition hall with a large sign that reads 'THANK YOU FOR VISITING WTM LONDON 2019'. The photo also shows '#IdeasArrive' banners and a 'Welcome to wtm' sign.

THE END OF TOURISM AS WE KNOW IT

PEOPLE-BASED GROWTH



As one of the world's most livable cities and regions, Greater Copenhagen offers strong appeal to travellers, especially in an era of seeking out temporary localhood. Livability is intuitively entwined with the people living in it. The delivery of an authentic experience of a livable destination depends on the locals, while the livability of our destination in turn depends on the extent to which we ensure people-based growth and a destination in which locals interact with visitors in a way that is at least balanced and at best contributory to the livability of locals. While strengthening our efforts to attract more visitors, we increasingly need to do so from a people-based growth perspective: growing not only to increase the number of visitors, but also to expand the value of visitors both to society at large and on a human scale.

This means we **will**

- **Ensure updated insights on interaction between visitors and locals.** We will develop updated data and knowledge of visitor sentiment and interaction with locals, as well as the locals' sentiments and interaction with visitors in order to identify friction points.
- **Engage more stakeholders in ensuring people-based growth.** We will involve urban development stakeholders (public parties, city data platforms and urban planners) in ensuring the people-based growth of our destination and actively dissolving pain points of visitor pressure.
- **Work to enable shareable moments between locals and visitors.** We will identify relevant initiatives to enable positive encounters between visitors and locals.
- **Achieve our ambition of the perfect match between urban and countryside.** We will work to realize the shared Greater Copenhagen ambition to strengthen sustainable visitor growth and diversify the experiences of visitors.

This means we **will not**

- **Grow for the sake of growth,** but focus on enabling sustainable growth of our destination that is based on people and localhood.
- **Ignore the urgent issues of visitor pressure in other European destinations!** Though neither stakeholders nor citizens perceive the number of visitors to be an urgent problem in our destination today, we will not put ourselves in the same reactive positions as our friends and colleagues in Berlin, Amsterdam and Barcelona. We will introduce proactive measures to ensure the continued sustainable co-development of visitor growth and local livability.

We **succeed** when

- **Locals recognize the value of our visitors!** When locals actively advocate for the value added by visitors to our urban diversity, cultural consumption and pride in our hometown.
- **Visitors become active advocates for our destination!** When we deliver a sense of localhood that allows visitors to integrate themselves in a unique local experience and return home as active recommenders of our destination to others.
- **Sustainable growth is considered the only relevant kind of growth!**

TOWARDS A NEW BEGINNING OF LOCALHOOD



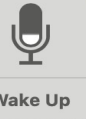
STRATEGY 2020

Travelers can be confident that properties with the badge have had the impact of their sustainability practices assessed through our independently verified criteria model.

Our internationally recognisable and independently verified programme is now available for all properties

Our **Travel Sustainable badge** offers partners across the world recognition for their sustainability practices.

Our system reviews submitted attributes against our independently validated model of sustainability criteria that takes into account geographic specifics related to the accessibility & cost to implement certain practices. Based on this input the assessment determines an overall impact score which informs eligibility of receiving a badge.





Introducing our new way to recognise your sustainability efforts

Dear Partner,

Travel does so much good, from creating unforgettable memories to breaking down borders. But travel can also come at a cost – to our planet and its people. It's never been more important to work together towards a more sustainable travel industry.

That's why we're launching [Travel Sustainable](#) – our new programme created to champion your efforts.

Congratulations on your badge!

Since you already have a wide range of sustainability practices in place, we've recognised your property with our new Travel Sustainable badge. The badge is displayed on your property page, in search results and travellers will easily be able to find your property through our new Travel Sustainable search filter.

Podrška vezana za koronavirus (COVID-19)

Početna stranica > Svi objekti vrste smještaji s doručkom > Hrvatska smještaji s doručkom > Istra smještaji s doručkom > Rovinj smještaji s doručkom > Casa Amando Boutique Guesthouse (Smještaj s doručkom), ponude u Rovinju (Hrvatska)

Nadoknađujemo razliku u cijeni

Informacije i cijene

Sadržaji

Kućni red

Recenzije gostiju (37)

Traži

Ime odredišta/objekta:

Rovinj

Datum prijave

petak, 17. prosinca 2021.

Datum odjave

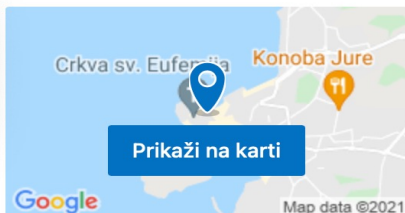
ponedjeljak, 20. prosinca...

Boravak od 3 noći

2 odraslih · 0 djece · 1 jedinica

Putujem poslovno

Traži



Smještaj s doručkom Casa Amando Boutique Guesthouse

Odlično za dva putnika prijevoz iz/do zračne luke Održivi objekt

Bregovita 9, 52210 Rovinj, Hrvatska - Izvrsna lokacija - prikaži kartu



Bukiraj

Nadoknađujemo razliku u cijeni

Uglavnom nije raspoloživo – posrećilo vam se!

Objekt Casa Amando Boutique Guesthouse uglavnom nije raspoloživ na našoj stranici. Rezervirajte dok još ima...



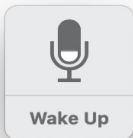
Izvanredan 9,4 37 recenzija

Stan i grad su bili prekrasni. U centru je, šarmantan, elegantan i praktičan. Voljeli smo ostati tamo i preporučiti svima da ostanu ovdje.

Sz Mađarska

U blizini plaže s vrlo visokom ocjenom

8,5



Mjere održivosti



Ovo su koraci koje je ovaj objekt poduzeo kako bi omogućio održivija i ekološki prihvatljivija putovanja:

Otpad

- Gostima su dostupni spremnici za recikliranje i otpad se reciklira
- Objekt ulaže napore kako bi smanjio količinu otpadne hrane
- Aparat za vodu
- Ne koriste se jednokratne plastične bočice za šampon, regeneratori i gel za tuširanje
- Ne koriste se jednokratne plastične žličice za miješanje kave/čaja
- Ne koriste se jednokratne plastične slamke
- Ne koriste se jednokratne plastične boce za vodu
- Ne koriste se jednokratne plastične boce za piće
- Ne koriste se jednokratne plastične čaše
- Ne koriste se jednokratni plastični tanjuri ni pribor za jelo

Voda

- Toaleti s učinkovitim sustavom odvodnje
- Tuševi s učinkovitom potrošnjom vode
- Mogućnost odustajanja od svakodnevnog čišćenja sobe
- Mogućnost ponovnog upotrebljavanja ručnika

Energija i staklenički plinovi

- Većina hrane dostupne u objektu potječe iz lokalnih izvora
- Za većinu rasvjete u objektu koriste se energetski učinkovite LED žarulje
- Svi su prozori dvostruko ostakljeni

Odredište i zajednica

- Objekt nudi obilasku i aktivnosti koje organiziraju lokalni vodiči i tvrtke
- Gostima su dostupne informacije vezane za lokalne ekosustave, nasljeđe i kulturu, kao i smjernice za posjetitelje

Priroda

- U objektu nisu izložene i nije omogućena interakcija s divljim (nedomaćim) životinjama koje su u pritvoru te se one ne ubijaju, konzumiraju ili prodaju.
- Većina dostupne hrane organskog je porijekla

Bukirat ću

Za samo 2 minute
Trenutna potvrda
Bez troškova
rezervacije ili naknada
za plaćanje kreditnom
karticom!

... oput ovog više nema

... kako bi vaš boravak

... lji se na valutom

... jte svojim
cijama online



Wake Up

Nadoknađujemo razliku u cijeni

Informacije i cijene

Sadržaji

Kućni red

Recenzije gostiju (4.220)

Traži

Ime odredišta/objekta:

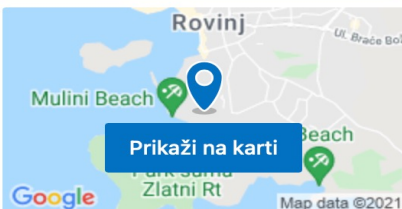
Datum prijave

Datum odjave

Boravak od 3 noći

Putujem poslovno

Traži



Hotel **Hotel Lone** ★★★★★ Odlično za dva putnika Uz plažu

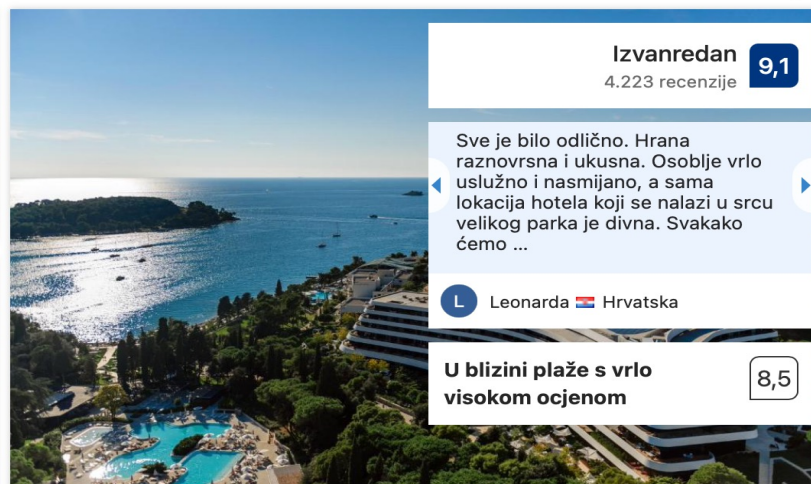
prijevoz iz/do zračne luke

Luje Adamovica 31, 52210 Rovinj, Hrvatska – **Izvrсна lokacija - prikaži kartu**



Bukiraj

Nadoknađujemo razliku u cijeni



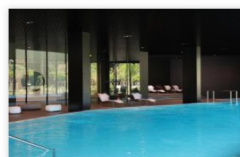
Izvanredan 9,1
4.223 recenzije

Sve je bilo odlično. Hrana raznovrsna i ukusna. Osoblje vrlo uslužno i nasmijano, a sama lokacija hotela koji se nalazi u srcu velikog parka je divna. Svakako ćemo ...

Leonarda Hrvatska

U blizini plaže s vrlo visokom ocjenom

8,5



Još 47 fotografija



Dodatne mjere vezane za zdravlje i sigurnost

Ovaj je objekt poduzeo dodatne mjere vezane za zdravlje i higijenu, što pokazuje da im je vaša sigurnost na prvom mjestu

[Prikaži informacije o zdravlju i sigurnosti](#)

Razmazite se uz vrhunsku uslugu u objektu 'Hotel Lone'

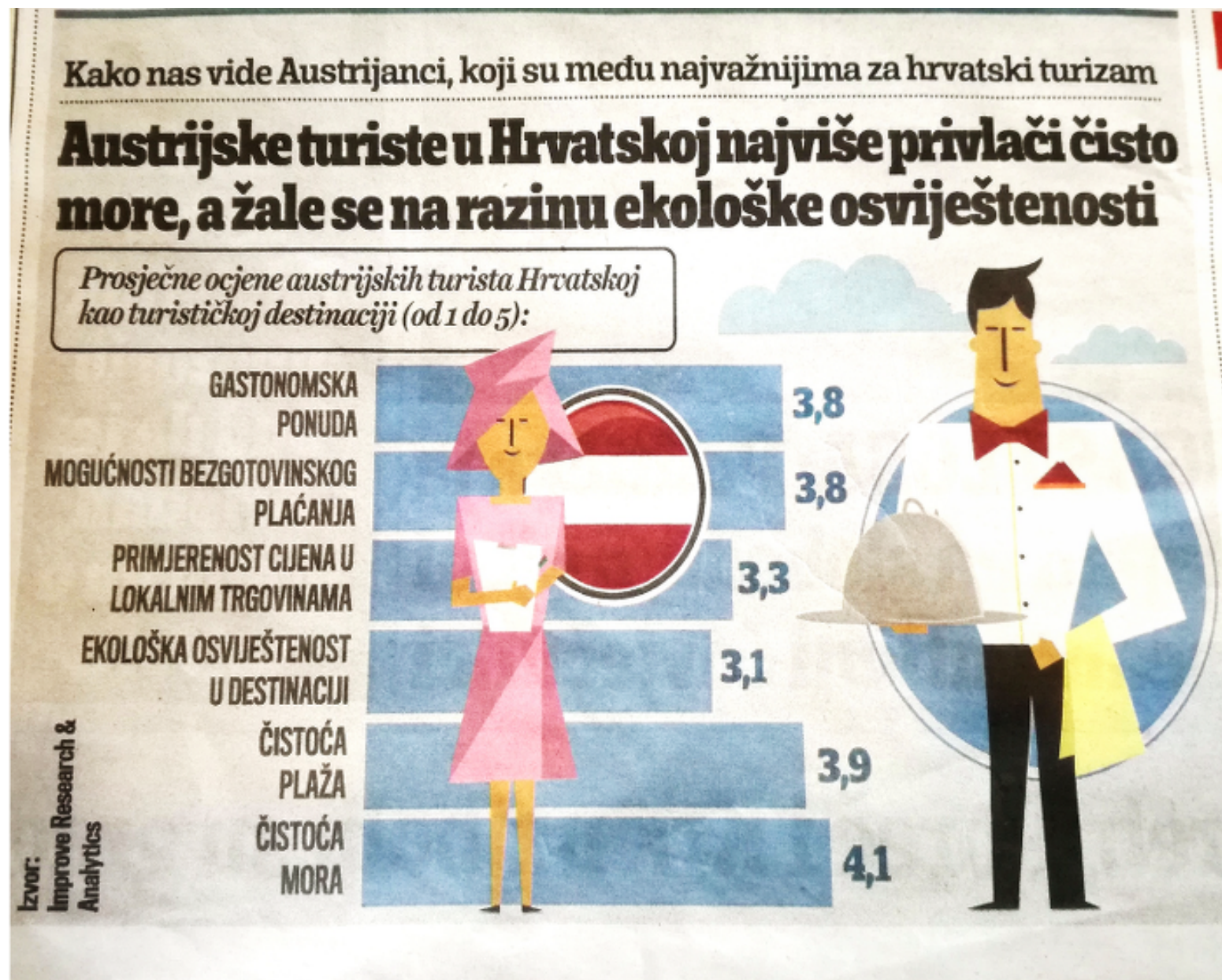
Savršeno za boravak od 3 noćenja



Wake Up

▶ PERCEPCIJA
EKO
STANDARDA

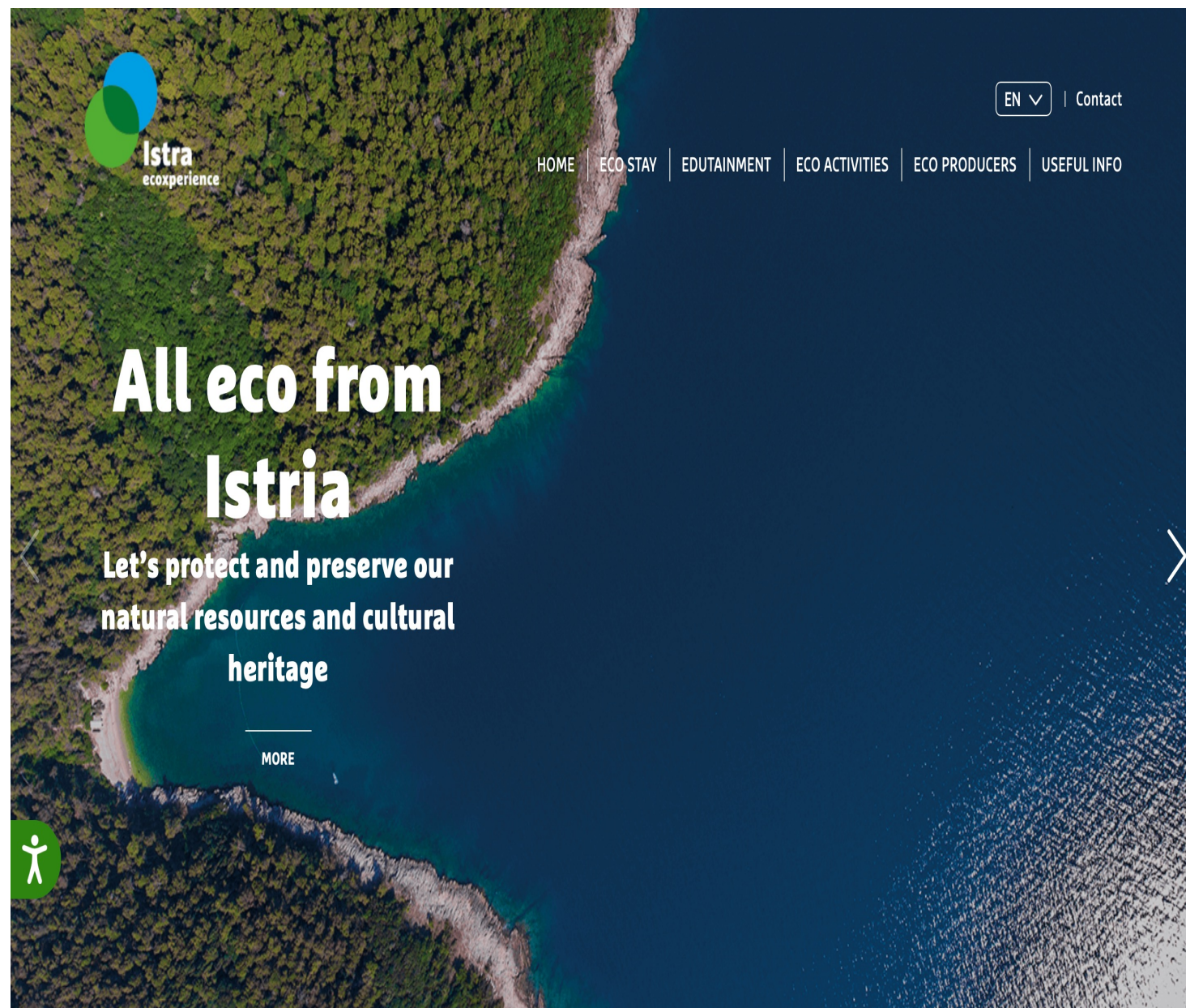
➤ Primjer ankete
(2019)



▶ **PRIMJER
PROGRAMA
RAZVOJA ODRŽIVIH
OBLIKA TURIZMA**

- ▶ **Jedinstvena web
stranica koja pruža
informacije o svim
eko-prijateljskim
sadržajima u Istri**

www.istraecoexperience.com



► PRIMJER

Prva turistička brošura o ekoprijateljskim turističkim sadržajima u Istri „Istra ecoxperience“

Plaže s Plavom zastavom / Blue Flag Beaches

Zelene plaže / Green Beaches

Marine / Marinas

Punionice za e-vozila / Charging stations for e-cars

Punionice za e-bicikle / Charging stations for e-bikes

Eko prijateljski smještajni objekti / Eco-Friendly Accommodation

| | | | |
|----|-------------------------|----|------------------------------|
| 1 | Villa Milica **** | 12 | Home & Apartments Sabina *** |
| 2 | Casa Menta ***** | 13 | Kuća Una *** |
| 3 | Villa Nina i Ana ***** | 14 | Lavario Royal *** |
| 4 | Agroturizam Ograde **** | 15 | Margerita *** |
| 5 | Villa Aria **** | 16 | Oliveto *** |
| 6 | Villa Baldaši **** | 17 | Villa Benić *** |
| 7 | Villa Dubravka **** | 18 | Villa Deep Blue *** |
| 8 | Villa Selci**** | 19 | Villa Gašparini *** |
| 9 | Villa Marten **** | 20 | Villa Ladanja *** |
| 10 | 4 Seasons House *** | 21 | Villa Zatka *** |
| 11 | Dolce Vita *** | 22 | Apartman Nik ** |

Ekološki proizvođači / Eco Producers

| | | | |
|---|-------------------------------|----|-------------------|
| 1 | OPG Chiavalon | 9 | OPG Širočić |
| 2 | OPG Ivan Kadum | 10 | OPG Dorian Sijan |
| 3 | OPG Lupieri i Cadenelal | 11 | Kampanjola |
| 4 | OPG Valter Šarić (Olea Prima) | 12 | OPG Prenc |
| 5 | OPG Zubin | 13 | Aroma Istre |
| 6 | Ursaria | 14 | Ciai |
| 7 | Stancija St. Antonio | 15 | OPG Maretić |
| 8 | OPG Komparić Marko | 16 | OPG Milan Krušvar |

Područja očuvanja značajna za vrste i stanišne tipove (POVS) / Special Areas of Conservation under the Habitats Directive

Medunarodno važna područja za ptice / Special Protection Areas under the Birds Directive

Istra ecoxperience

Sve eko iz Istre. All Eco from Istria.

HR / EN

▶ PRIMJER PROGRAMA RAZVOJA ODRŽIVOG SMJEŠTAJA Privatni iznajmljivači

Eko oznaka Eco Domus



Prednosti turističkih objekata koji posjeduju eko-oznaku:

- Diversifikacija na tržištu
- Usklađenost s globalnim trendovima
- Privlačenje onih gostiju koji traže sigurnost za zdravlje, dostupnost eko-certificiranih proizvoda, doživljaj autentičnosti lokalne sredine i viši standard odmora
- Zaštita zdravlja osoblja, gostiju i zaštita okoliša
- Doprinos valorizaciji lokalnih prirodnih i kulturnih vrijednosti
- Smanjenje potrošnje vode i energije te smanjeno onečišćenje okoliša
- Doprinos razvoju lokalne ekonomije



WELCOME TO CASA AMANDO

The Eco-Certified Boutique House



Wake Up

EXPLORE CASA AMANDO

Casa Amando is a family-led, completely renovated and eco-certified Boutique House located "at the most beautiful corner of Rovinj" - on the Historic Old Town Peninsula. It is designed for travelers, design lovers and aesthetes who prefer a unique and sustainable atmosphere to a classic hotel but enjoy a similar comfort.

Odakle krenuti?

Kako?

S kime?

Uz čiju pomoć?

Što mogu učiniti uz minimalne troškove?

Vrijednost zajedničke vizije



Hvala na pažnji.

Milena Radošević

Aktivist d.o.o. za savjetovanje
o održivom razvoju

Email: info@aktivist.hr