



Become our Representative for Sustainable Tourism!

Memo for those interested to serve as a QualityCoast – Green Destinations Representative, Coordinator, Auditor, or Consultant

Introduction

QualityCoast and Green Destinations are joining forces offering a new range of tools to assist tourism destinations in becoming more sustainable and competitive. We are now looking for “ambassadors for sustainable tourism” in all countries around the globe, coastal and non-coastal. Our new tools enable destinations (cities, towns, islands, and parks) to improve:

- a. their attractiveness as green, clean, cultural and authentic destinations;
- b. their tourism policies, also involving local business and the local community.

All our tools have been developed and improved on the basis of the UN founded Global Sustainable Tourism Destination Criteria for Destinations (GSTC-D).

QualityCoast Award: the largest international award and certification programme for sustainable tourism destinations, develop and managed by Coastal & Marine Union – EUCC: www.eucc.net.

Since 2007, more than 140 tourism destinations in 23 countries have been selected for a QualityCoast Award: coastal towns, resorts and islands. www.qualitycoast.info.

Global Sustainable Tourism Review (GSTR): developed as an encouragement for destinations to join the QualityCoast Award programme. GSTR data are published in various websites, a.o.

www.qualitycoast.info/alldestinations.htm, and www.bookdifferent.com/en/hotels/nl/city/-2150479/).

GSTR is an initiative of Green Destinations: www.linkedin.com/company/green-destinations.

QualityDestination. In the near future the QualityCoast Award programme will be complemented by a non-coastal sister programme, the QualityDestination Award. If you are interested you may also be appointed as a QualityDestination representative or expert.

Why are Representatives needed?

We need experts in each country (and in each region for the larger countries) to communicate with destinations in their own language, and to present the benefits of our tools. In addition, auditors and local experts are needed to check the performance of destinations in their own country, region and language.

Three types of Representative exist:

1. Ambassadors;
2. Technical representative;
3. National or Regional Coordinators.

Representatives and Coordinators can also serve as auditors and as consultants for the programme.

1. A QualityCoast – Green Destinations Ambassador is usually a well-known personality, an official, or a personality with marketing skills and capacities. As an ambassador, you help in raising awareness or generating publicity for our programs, as agreed with the international headquarters. You also help to

generate funding, by identifying funding opportunities to enable a number of tourism destinations to participate in a special Green Destinations Seminar in the country or region, with technical workshops for destination managers and experts, explaining how the programmes work technically. Funding opportunities may be explored in the business sector (e.g. hotel owners associations), government or tourism boards. In case funding is secured, there will be a possibility to financially support travel.

2. A QualityCoast – Green Destinations Representative is a technical expert in the field of tourism, or environmental management, assuming responsibility to directly contact tourism destinations (DMOs, DMCs, local or regional authorities or tourism boards) in order to tell them about the benefits of participating in our programmes. Representatives have sufficient expertise to play a role in the assessment or evaluation of technical information provided by tourism destinations. The business case for the representative is to generate income to compensate for his or her time commitment, as described in the memo, and try to make it a part-time job.

3. A QualityCoast – Green Destinations Coordinator is one of our Representatives who assumes responsibility for a whole region or country.

What are tasks of a Representative or Coordinator?

You will approach, and encourage destinations to participate in our combined programmes. You help select destinations that in your view should:

- ❖ be included in the Global Sustainable Tourism Review (www.qualitycoast.info/alldestinations.htm);
- ❖ be offered a free Destination Assessment (www.qualitycoast.info/?page_id=354);
- ❖ be awarded for their policies and performance in tourism sustainability
- ❖ participate in one of the Green Destinations Seminars (www.linkedin.com/company/green-destinations).

You will approach key actors in the destinations or in any related organisations or companies, re: the above options. You will try to find ways to support destinations in their participation, e.g. by identifying funding from a company (e.g. hotel owners association), government or tourism board, enabling a number of tourism destinations to participate in a special Green Destinations Seminar in the country or region, with technical workshops for destination managers and experts, explaining how the programmes work technically.

If useful, you will make a special language version of the various forms and manuals, to be used by any destination in the language area.

A QualityCoast – Green Destinations Auditor is a technical expert to be asked for the checking, verification or audit of information from destinations. If you are already involved as a (Technical) Representative or Coordinator, you may also serve as an auditor, unless you are hired by the destination. In case of a destination applying for a QualityCoast Award, or Green Destinations Verification, you will be asked to perform an assessment or verification.

If you are not available for assessment tasks, you can be appointed as a member of the QualityCoast International Jury.

A QualityCoast – Green Destinations Consultant is a technical expert to be asked to assist and advise destinations to improve their sustainability and quality, either directly by the destination, or through QualityCoast or Green Destinations.

How much time will it take?

The time commitment may be a few hours per week or month, entirely depending on the number of interested destinations in your region and on your effort to interest and involve them.

If you will perform assessments (audits): an assessment for one destination normally takes 1-2 days, depending on your experience.

If you are interested to serve as a Jury member: an evaluation for a destination normally takes a few hours. International meetings are not required except through Internet.

What is the financial compensation?

Your financial compensation will depend on the success of his/her work and to the payment of fees by destinations or sponsors, as follows:

- ❖ when the work results into a destination paying a fee for a QualityCoast Award application¹, or Green Destinations Verification, the representative will receive 25% of the fees (after payment of the fee);
- ❖ you can be hired by a destination to assist them in their participation in our programmes; however, in that case you cannot serve as auditor or a jury member for that particular destination;
- ❖ when you perform a full draft destination assessment (i.e. completing an assessment table and a draft jury report of 2 pages), you can claim an additional 25% of the first year's fee; it is then your responsibility to check information and consult local experts when needed. If needed for evaluation by the international jury, you will translate some of the information into English.
- ❖ As a jury member you can claim a fee of €50 for each application evaluation.
- ❖ when your work results into the participation of a destination in the Global Sustainable Tourism Review (BasiQ database), you may help collect some of the data required for the database and receive an appropriate part of the participation fee paid by the destination.

Fees for our services are as follows:

- ❖ checking a BasiQ assessment for publication: € 250.
- ❖ destination asking us to make a full BasiQ assessment: € 400.
- ❖ Assessment for "Green Destinations Verified": €960.
- ❖ QualityCoast Award application, fees depend on the size of the destination (see QualityCoast Participation Manual).
- ❖ Consultancy fees are on an hourly and daily basis, according to national standards.

Since the QualityCoast Award and "Green Destinations Verified" status have a validity of two years, the assessment or verification process about within two years after the first process of application. As long as you remain in charge and in contact with the destination you will continue to be involved under similar conditions.

What makes a good Representative or Coordinator?

You have a good overview of the various destinations in one or more regions or countries. You are aware of important aspects of sustainable tourism and/or coastal management. You can be working for or linked to a national or regional department in the field of environmental, tourism or sustainability issues, either at a governmental agency, a NGO, a university or research centre, a foundation (fund) or a company.

You can communicate well in English with the international QualityCoast and Green Destinations teams.

How will we select representatives, auditors, consultants?

We will consider the following:

- ❖ your experience in sustainable tourism;
- ❖ your network and working relations with destinations in your region or country;
- ❖ whether you have successfully participated in the Green Destinations Seminar, that learns you how our tools work.

Auditors will require training in addition to the Green Destinations Seminar. We will only work with auditors and consultants who are accredited by QualityCoast and/or Green Destinations.

Interested?

Are you interested?

Please contact secretariat@qualitycoast.info and send us your brief motivation and cv.

Albert Salman, QualityCoast – Green Destinations
Leiden, the Netherlands, 21 July 2014

¹ An application for the QualityCoast Award is eligible when applicant has submitted the duly completed Registration and Application forms, and when the Application fee has been paid.