



**From Digital to  
Smart Tourism**

## ***"FROM DIGITAL TO SMART TOURISM"***

*Project 2022-1-IT01-KA210-VET-000081218*

# **COLLECTION OF GOOD PRACTICES IN SUSTAINABLE TOURISM ITALY, SPAIN, TURKEY**



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## 1. INTRODUCTION

This Collection of Good Practices in Sustainable Tourism is one of the results of the Erasmus+ KA210 project "From Digital to Smart Tourism", dedicated to the promotion of smart and sustainable tourism. This initiative, which is an integral part of the broader commitment to digital transformation and sustainability in the tourism sector, reflects the active contribution of partners in the search and selection of exemplary practices that foster the creation of more resilient, safe, and conscious tourism destinations.

During this activity, which was fundamental for the achievement of the project's objectives, the partner BVB played a central role in the development of a framework, selection criteria and a model for the collection of files. This process ensured the consistency and quality of the files included in the Collection, making them available in four languages: English, Italian, Turkish and Spanish, through the project website.

Each practice presented not only offers details on its implementation, but also inspires the adoption of sustainable practices at European level. The Collection covers several key areas, including tools to support the development of the tourism ecosystem through targeted digital platforms and applications, but also through initiatives in favor of environmental sustainability, promotion of local products and services, and tools for the preservation of local communities and destinations.

This document aims to provide tangible and practical examples to build organizational capacities, raise awareness on the importance of advanced digital skills and promote sustainability in tourism in each member country but also at the European level. It represents a significant step towards creating a smarter, more conscious and sustainable tourism environment for the future. With this result, we want to make a tangible contribution to the tourism sector, in harmony with the needs of the present and the challenges of tomorrow.

## 2. METODOLOGIA.

The methodology for the collection of digital/SMART and sustainable tourism Best Practices is based on the GSTC Criteria for sustainable travel and tourism of the Global Sustainable Tourism Council<sup>1</sup>. Therefore, research has been done on practices related to their immediate local and regional tourism ecosystems, but also at the national level. Turkey's partner BVB developed a structure, selection criteria and a model for the practices and received feedback from Marco Polo srls and Ruga Travel Groups S.L.. 10 practices per country have been identified, all of which are described in this document.

Smart & sustainable practices can be used as tools of potential transferability. The criteria used to identify Good Practices in sustainable tourism in Italy, Spain and Turkey were:

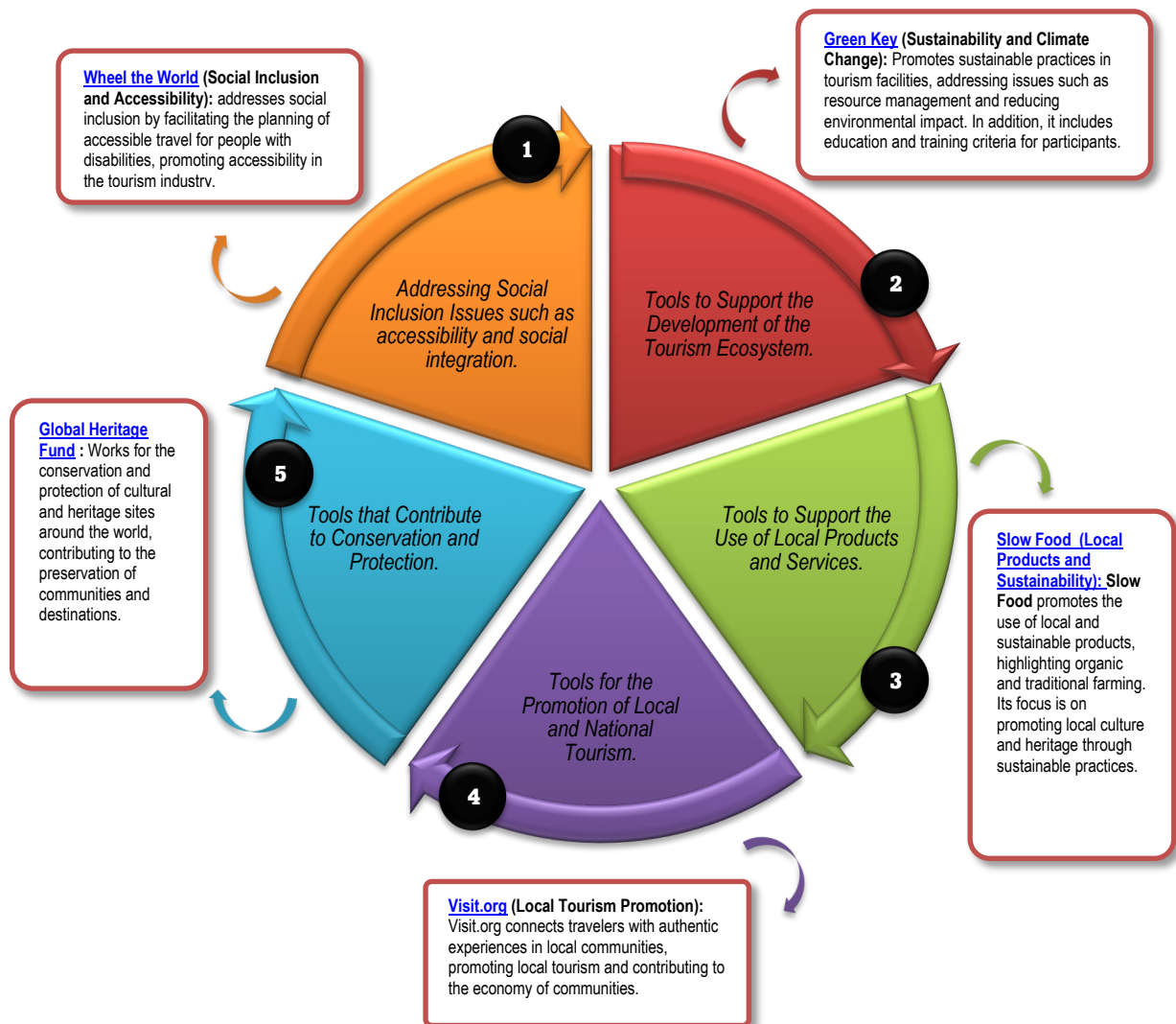
- + Practices can also address social inclusion issues such as accessibility and social integration.
- + Practices that are considered as tools to support the development of the tourism ecosystem (projects/practices that promote sustainable behaviours and address the impact of climate change, education and training activities, community events, etc.).
- + Practices that include tools to support the use of local products and services to promote culture, local heritage and sustainable products (supporting organic and sustainable farming, the use of traditional knowledge for production, etc.)
- + Parts that include tools for the promotion of local and domestic tourism against the transfer of places to tourists.
- + Practices that are considered as tools that contribute to the conservation and protection of communities, sites and destinations.

The partnership paid particular attention to the interoperability of tools and how stakeholders can cooperate to build smart digital tourism ecosystems.

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<sup>1</sup> <https://www.gstcouncil.org/about/>

### Criteria for the Identification of Good Practices



Source: Own Processing, 2023

The good practices identified here have been selected because they meet at least one of the 5 criteria listed above. The chart depicts concrete examples for each category. This makes it easy to apply the methodology and identify BPs.



### **3. BEST PRACTICE SUSTAINABLE TOURISM ITALY**



<b>Practice /(i)</b>	<b>More circular economy, less food waste</b>
<b>Author of the case</b>	Hotelginestre.it
<b>Country/EU/Worldwide</b>	Italy
<b>Short description</b>	The Le Ginestre hotel is based on a circular economy, an economic system to be able to regenerate while guaranteeing its eco-sustainability.
<b>Long summary description</b>	<p>The hotel's goal is to reduce food waste by using more local products to contribute to the development and growth of the economy but also to reduce passive pollution.</p> <p>In addition, the hotel uses the BitGood application, which allows it to reduce food waste by sorting and distributing surpluses with charities that redistribute it for philanthropic purposes in the region.</p>
<b>Type (Online Platform/Mobile App)</b>	Mobile App
<b>Target group</b>	Tourists
<b>Free/Payable</b>	For a fee, if the customer decides to stay in the structure
<b>Adaptation needs</b>	Website & Mobile App
<b>Website</b>	Hotelginestre.it



<b>Practice /(i)</b>	<b>Interactions with local communities</b>
<b>Author of the case</b>	Ardea.toscana.it
<b>Country/EU/Worldwide</b>	Italy
<b>Short description</b>	The tour operator Naturadavivivere takes care of interactions with local communities and beyond
<b>Long summary description</b>	<p>The tour operator creates travel programs, evaluates each choice down to the smallest detail to reduce the environmental and CO2 impact to economically support the territory that offers those who participate an opportunity to discover the world.</p> <p>Their conception of travel takes the form of sustainable, authentic experiences capable of leaving a significant imprint on those who choose to participate in them. Naturadavivivere is affiliated to AITR, the Italian Association of Responsible Tourism, fully sharing its philosophy, and actively participates in important events such as Fa' la cosa giusta, the largest Italian fair in the sector.</p>
<b>Type (Online Platform/Mobile App)</b>	Mobile App
<b>Target group</b>	Tourists
<b>Free/Payable</b>	Paid, if the customer chooses this opportunity
<b>Adaptation needs</b>	Website & Mobile App
<b>Website</b>	Ardea.toscana.it





<b>Practice /(i)</b>	<b>Sustainable mobility</b>
<b>Author of the case</b>	Hotelmaggiore.net
<b>Country/EU/Worldwide</b>	Italy
<b>Short description</b>	The Hotel Maggiore in Bologna provides tools for excursions in an environmentally friendly way
<b>Long summary description</b>	<p>The Hotel Maggiore in Bologna offers customers a charging station for electric cars, bicycles to reach the center, parking and even the sale of bus tickets, an easy support system without ever losing sight of the human and ecological aspect.</p> <p>Sustainable mobility is synonymous with efficiency, communication and freedom: concepts that Hotel Maggiore operators want to offer through an easy support system, without ever neglecting the human and ecological aspect. Through the charging station for electric cars at Hotel Maggiore in Bologna, the hotel aims to provide a specific service that guarantees sustainable mobility, ensuring quality and safety for both the customer and the surrounding environment.</p>
<b>Type (Online Platform/Mobile App)</b>	Mobile App
<b>Target group</b>	Tourists
<b>Free/Payable</b>	Paid, if the customer decides on one of these services
<b>Adaptation needs</b>	Website & Mobile App
<b>Website</b>	<a href="https://hotelmaggiore.net/mobilita-sostenibile">https://hotelmaggiore.net/mobilita-sostenibile</a>



<b>Practice /(i)</b>	<b>Sustainable nature and natural ecosystems</b>
<b>Author of the case</b>	Greenme
<b>Country/EU/Worldwide</b>	Italy
<b>Short description</b>	Trekkingitalia is an association that is committed to knowing, respecting and defending nature
<b>Long summary description</b>	<p>Trekking Italia re-evaluates man's ability to perceive and relate by retracing paths, respecting the earth's resources and cultures.</p> <p>Founded on the idea of promoting trekking experiences and travel in harmony with the environment, the organization stands out for its dedication to practices that safeguard ecosystems and promote environmental awareness.</p>
<b>Type (Online Platform/Mobile App)</b>	Website & Mobile App
<b>Target group</b>	Tourists
<b>Free/Payable</b>	Paid, if the customer chooses this activity
<b>Adaptation needs</b>	Download the mobile app
<b>Website</b>	Greenme.it



<b>Practice /(i)</b>	<b>Local products</b>
<b>Author of the case</b>	Hotel Seehotel
<b>Country/EU/Worldwide</b>	Italy
<b>Short description</b>	Seehotel promotes only local products
<b>Long summary description</b>	The cuisine at the Seehotel uses fresh, regional and sustainably produced ingredients. They buy raw materials from local farmers, giving you the opportunity to taste and promote a food capable of telling a story of tradition and respect for the territory
<b>Type (Online Platform/Mobile App)</b>	Website & Mobile App
<b>Target group</b>	Tourists
<b>Free/Payable</b>	Paid, if the customer chooses this opportunity
<b>Adaptation needs</b>	Download the mobile app
<b>Website</b>	Seehotel.com



<b>Practice /(i)</b>	<b>Rainwater recovery</b>
<b>Author of the case</b>	Inviggiodasola.it
<b>Country/EU/Worldwide</b>	Italy
<b>Short description</b>	The Tower of Mortola has different accommodations according to your needs
<b>Long summary description</b>	In the Mortola Tower, rainwater is recovered, energy waste is reduced and ecological cleaning products are used. It also has an organic vegetable garden. It offers customers massages and treatments based on the owner's botanical research.
<b>Type (Online Platform/Mobile App)</b>	Website & Mobile App
<b>Target group</b>	Tourists
<b>Free/Payable</b>	Paid, if the customer chooses this new experience
<b>Adaptation needs</b>	Download the mobile app
<b>Website</b>	Inviaggidasola.it



<b>Practice /(i)</b>	<b>Respect for traditions and culture</b>
<b>Author of the case</b>	Greenme
<b>Country/EU/Worldwide</b>	Italy
<b>Short description</b>	The La Darsena agency aims to combine the visit of natural and cultural beauties with those of the projects financed with the trips themselves
<b>Long summary description</b>	The novelty is that they can be accompanied to these countries by Italians who live there all year round in contact with the local populations, having high-level cultural mediators at their disposal.
<b>Type (Online Platform/Mobile App)</b>	Website & Mobile App
<b>Target group</b>	Tourists
<b>Free/Payable</b>	Paid, if the customer chooses this experience
<b>Adaptation needs</b>	Download the mobile app
<b>Website</b>	Greenme.it



<b>Practice /(i)</b>	<b>Stop plastic</b>
<b>Author of the case</b>	Maldiviaggi
<b>Country/EU/Worldwide</b>	Italy
<b>Short description</b>	The Maldiviaggi agency in Potenza avoids the use of plastic
<b>Long summary description</b>	<p>The agency thought that instead of using plastic, it is better to use your own coffee cups, water bottles instead of using plastic cups, to be more sustainable.</p> <p>Maldiviaggi encourages the use of digital technologies and works with its employees in remote working mode, thus reducing the carbon footprint related to employee travel. In addition, it collaborates with suppliers and partners who adopt sustainable practices, preferring accommodation facilities and tour operators committed to environmental conservation and the sustainable development of local communities.</p>
<b>Type (Online Platform/Mobile App)</b>	Online platform
<b>Target group</b>	Customers & Employees
<b>Free/Payable</b>	Free
<b>Adaptation needs</b>	
<b>Website</b>	<a href="https://www.maldiviaggi.com">https://www.maldiviaggi.com</a>



<b>Practice /(i)</b>	<b>Sustainable Structures</b>
<b>Author of the case</b>	Inviaggiodasola.com
<b>Country/EU/Worldwide</b>	Italy
<b>Short description</b>	The Lama Di Luna biomass factory has recovered the old farmhouse using the principles of bio-architecture
<b>Long summary description</b>	The structure offers large and bright rooms, photovoltaic panels provide electricity, while heating comes from solar panels. Every detail has been designed to be eco-sustainable and to allow energy to circulate
<b>Type (Online Platform/Mobile App)</b>	Mobile App
<b>Target group</b>	Tourists
<b>Free/Payable</b>	For a fee, if the customer chooses this type of structure
<b>Adaptation needs</b>	Download the mobile app
<b>Website</b>	<a href="https://inviaggiodasola.com/turismo-sostenibile">inviaggiodasola.com/turismo-sostenibile</a>



<b>Practice /(i)</b>	<b>Supporting the environment</b>
<b>Author of the case</b>	Growens.io
<b>Country/EU/Worldwide</b>	Italy
<b>Short description</b>	Growens takes care of planting a tree for each new customer
<b>Long summary description</b>	Growens wants to proactively contribute to the well-being of the planet, while ensuring transparency about the impact caused. For this very reason, Growens has decided that a tree will be planted for every new customer
<b>Type (Online Platform/Mobile App)</b>	Mobile App
<b>Target group</b>	Tourists
<b>Free/Payable</b>	Paid, if the customer accepts the invitation
<b>Adaptation needs</b>	Download the mobile app
<b>Website</b>	<a href="https://www.growens.io/it/climate-positive/">https://www.growens.io/it/climate-positive/</a>





## **4. BEST PRACTICES SUSTAINABLE TOURISM TURKEY**



### BISIM Bike Sharing Program in Izmir, Turkey

<b>Practice category(s)</b>	Sustainable transport
<b>Author of the case</b>	The BISIM bike sharing program in Izmir, Turkey, is owned and operated by the Izmir Metropolitan Municipality.
<b>Country/EU/Worldwide</b>	Turkiye, Izmir
<b>Short description</b>	The city of Izmir has implemented a bike-sharing program, where visitors can rent bikes to explore the city in an eco-friendly way.
<b>Long summary description</b>	BISIM is a bike sharing program in the city of Izmir. Users can rent bikes from stations across the city, providing an eco-friendly and convenient transportation option.
<b>Type (Online Platform/Mobile App)</b>	Mobile App & Physical Stations
<b>Target group</b>	Residents and tourists in Izmir
<b>Free/Payable</b>	Paid, with several subscription options available
<b>Adaptation needs</b>	Users need to register and download the mobile app to rent bikes
<b>Website</b>	<a href="https://www.bisim.com.tr/en">https://www.bisim.com.tr/en</a>



### Seven Hills Hotel

<b>Practice category(s)</b>	Sustainable Housing
<b>Author of the case</b>	Hotel Owner
<b>Country/EU/Worldwide</b>	Turkiye, Istanbul
<b>Short description</b>	The Seven Hills Hotel is a boutique hotel located in the heart of Istanbul. The hotel has installed solar panels to provide energy for its hot water supply, reducing its carbon footprint and promoting sustainable tourism practices.
<b>Long summary description</b>	The Seven Hills Hotel is committed to reducing its impact on the environment and has implemented a number of sustainable initiatives, including the use of solar panels. The hotel offers comfortable accommodation and elegant views.
<b>Type (Online Platform/Mobile App)</b>	Physical Accommodation
<b>Target group</b>	Tourists and travelers visiting Istanbul
<b>Free/Payable</b>	For a fee, with different rates available
<b>Adaptation needs</b>	Nobody
<b>Website</b>	<a href="https://sevenhillshotel.com/en/">https://sevenhillshotel.com/en/</a>



## Hagia Sophia Museum

<b>Practice category(s)</b>	Digital Tourism
<b>Author of the case</b>	The Hagia Sophia Museum is owned and operated by the Turkish Ministry of Culture and Tourism
<b>Country/EU/Worldwide</b>	Turkiye, Istanbul
<b>Short description</b>	The Hagia Sophia Museum in Istanbul offers a virtual reality tour, allowing visitors to experience the museum in an immersive way. The virtual tour offers visitors a unique and interactive way to explore the museum and learn about its history and significance.
<b>Long summary description</b>	The Hagia Sophia Museum is one of the most popular tourist attractions in Istanbul, and the virtual reality tour offers visitors a new and innovative way to explore the museum. Visitors can use their smartphones and VR headsets to take a guided tour inside the museum and learn about its history and architectural features.
<b>Type (Online Platform/Mobile App)</b>	Online platform and mobile app
<b>Target group</b>	Tourists and travellers interested in Hagia Sophia Museum & History
<b>Free/Payable</b>	For a fee, with different ticket prices available
<b>Adaptation needs</b>	Visitors need a smartphone and a VR headset to take the virtual tour
<b>Website</b>	<a href="https://muze.gen.tr/muze-detay/ayasofya-muzesi">https://muze.gen.tr/muze-detay/ayasofya-muzesi</a>



## Village of Göreme

<b>Practice category(s)</b>	Local Experience
<b>Author of the case</b>	The local community of Göreme
<b>Country/EU/Worldwide</b>	Turkiye, Nevsehir
<b>Short description</b>	The village of Göreme in Cappadocia offers visitors the chance to experience traditional Turkish culture through activities such as Turkish cooking classes and carpet weaving. These activities provide visitors with an opportunity to learn about local customs and traditions, and to connect with the community.
<b>Long summary description</b>	Göreme is a small village located in the heart of Cappadocia, known for its unique landscapes and rich cultural heritage. The village offers a range of activities and experiences for visitors, including Turkish cooking classes, carpet weaving workshops, and guided tours of the area. These activities provide visitors with the opportunity to learn about traditional Turkish culture and interact with the local community.
<b>Type (Online Platform/Mobile App)</b>	Physical Experiences
<b>Target group</b>	Tourists and travelers interested in learning about Turkish culture and traditions
<b>Free/Payable</b>	Paid, with different prices for each activity
<b>Adaptation needs</b>	Nobody
<b>Website</b>	There is no official website for the village, but information about activities and experiences can be found through local tour operators and travel agencies.



### Kas Recycling Program

<b>Practice category(s)</b>	Waste management
<b>Author of the case</b>	Municipality of Kas.
<b>Country/EU/Worldwide</b>	Turkiye, Antalya
<b>Short description</b>	Kas, a city in Antalya, Turkey, has a recycling program for visitors.
<b>Long summary description</b>	Kas has implemented a comprehensive recycling program to reduce waste and promote sustainable tourism practices. The program includes recycling bins located throughout the city, as well as educational initiatives to raise awareness of the importance of waste reduction and recycling. Visitors are encouraged to participate in the program by disposing of their waste in the appropriate bins and minimizing their environmental impact during their stay.
<b>Type (Online Platform/Mobile App)</b>	Physical Waste Management Program
<b>Target group</b>	Tourists and travellers visiting Kas
<b>Free/Payable</b>	Free
<b>Adaptation needs</b>	Nobody
<b>Website</b>	Information about the recycling program can be found through local tour operators and travel agencies, as well as through the website of the Municipality of Kas: <a href="https://www.kas.bel.tr/">https://www.kas.bel.tr/</a>



### Ephesus Conservation Programme

<b>Practice category(s)</b>	Preservation of cultural heritage
<b>Author of the case</b>	The Ministry of Culture and Tourism of Turkey
<b>Country/EU/Worldwide</b>	Turkiye, Izmir
<b>Short description</b>	The archaeological site of Ephesus in Izmir has a conservation program to protect its ancient ruins from damage caused by tourism.
<b>Long summary description</b>	Ephesus is an ancient city located in the Izmir region of Turkey, known for its well-preserved ruins and historical significance. The site has implemented a comprehensive conservation program to protect its structures and artifacts from damage caused by tourism. The program includes measures such as restricting visitor access to certain areas, providing educational materials to visitors to encourage responsible tourism behavior, and implementing conservation techniques to restore and maintain the site's structures and artifacts.
<b>Type (Online Platform/Mobile App)</b>	Physical Preservation Program
<b>Target group</b>	Tourists and travelers visiting the archaeological site of Ephesus
<b>Free/Payable</b>	Paid entrance fee to the archaeological site
<b>Adaptation needs</b>	Nobody
<b>Website</b>	Information about the conservation program can be found on the official website of the Ministry of Culture and Tourism of Turkey: <a href="https://www.ktb.gov.tr/EN-113411/ephesus.html">https://www.ktb.gov.tr/EN-113411/ephesus.html</a>



### Kaleici Sustainable Food & Drink

<b>Practice category(s)</b>	Sustainable Food & Beverage
<b>Author of the case</b>	Local businesses and government organizations
<b>Country/EU/Worldwide</b>	Turkiye, Antalya
<b>Short description</b>	Antalya's Kaleici neighborhood has restaurants serving local, organic, and sustainable food products.
<b>Long summary description</b>	Kaleici is a historic district of Antalya known for its traditional architecture and rich cultural heritage. The district has a number of restaurants that prioritize local, organic, and sustainable food items on their menus, including fresh seafood, locally sourced produce, and traditional Turkish dishes. These restaurants aim to reduce their environmental impact by sourcing ingredients locally, reducing food waste, and minimizing the use of single-use plastics.
<b>Type (Online Platform/Mobile App)</b>	Sustainable Food & Beverage Program
<b>Target group</b>	Tourists and travelers visiting the Kaleici district
<b>Free/Payable</b>	Paid meals in restaurants
<b>Adaptation needs</b>	Nobody
<b>Website</b>	Information about sustainable food options in Kaleici can be found through local tour operators and travel agencies, as well as through online restaurant guides and review platforms.





### Izmir Smart Tourism Platform

<b>Practice category(s)</b>	Intelligent destination management
<b>Author of the case</b>	Izmir Metropolitan Municipality
<b>Country/EU/Worldwide</b>	Turkiye, Izmir
<b>Short description</b>	The city of Izmir uses a smart tourism platform to manage tourist flows and optimize tourism activities.
<b>Long summary description</b>	İzmir is a popular tourist destination in Turkey, known for its historical sites, cultural attractions, and beach resorts. The city has implemented a smart tourism platform to manage tourist flows and optimize tourism activities, providing visitors with a better experience. The platform includes features such as a digital information kiosk, real-time information on tourist flows and waiting times, and recommendations for personalized itineraries based on the user's preferences. The platform also collects data on tourists' behavior and preferences to inform future planning and development decisions.
<b>Type (Online Platform/Mobile App)</b>	Smart Tourism Platform
<b>Target group</b>	Tourists and travelers visiting the city of Izmir
<b>Free/Payable</b>	Free to use
<b>Adaptation needs</b>	Internet or mobile data access
<b>Website</b>	Information about the smart tourism platform can be found on the official website of the Izmir Metropolitan Municipality: <a href="https://www.izmir.bel.tr/en">https://www.izmir.bel.tr/en</a>



## Community-Based Tourism in Sirince Village

<b>Practice category(s)</b>	Community-Based Tourism
<b>Author of the case</b>	Local Community Members and Tourism Stakeholders in Sirince
<b>Country/EU/Worldwide</b>	Turkiye, Izmir
<b>Short description</b>	The village of Sirince near Izmir promotes community-based tourism by offering visitors the chance to stay in local homes and experience the local culture.
<b>Long summary description</b>	Long description: Sirince is a small village located in Turkey's Izmir province, known for its historic architecture, traditional handicrafts, and local wine production. In recent years, the village has sought to promote sustainable tourism by offering visitors the chance to stay in local homes and experience the local culture. This community-based tourism model allows visitors to learn about the history and traditions of the village while supporting the local economy and preserving the natural environment. Local residents are involved in all aspects of tourism development, including homestays, guided tours, and the sale of handicrafts and local products.
<b>Type (Online Platform/Mobile App)</b>	Community-Based Tourism
<b>Target group</b>	Travelers and tourists interested in experiencing local culture and supporting sustainable tourism
<b>Free/Payable</b>	Accommodations and activities can be paid for, but costs vary depending on the specific experience and provider
<b>Adaptation needs</b>	Nobody
<b>Website</b>	Information about community-based tourism in Sirince can be found on the official website of the Izmir Tourist Board: <a href="https://www.izmirkulturturizm.gov.tr/Sirince/About-Sirince-Turkey">https://www.izmirkulturturizm.gov.tr/Sirince/About-Sirince-Turkey</a>



### Water Conservation at Four Seasons Hotel Istanbul on the Bosphorus

<b>Practice category(s)</b>	Water Conservation
<b>Author of the case</b>	Four Seasons Hotel Istanbul on the Bosphorus
<b>Country/EU/Worldwide</b>	Turkiye, Istanbul
<b>Short description</b>	The Four Seasons Hotel Istanbul at the Bosphorus uses water-efficient technology in its bathrooms and gardens to reduce water consumption.
<b>Long summary description</b>	The Four Seasons Hotel Istanbul at the Bosphorus is a luxury hotel located on the Bosphorus Strait in Istanbul. The hotel has implemented several sustainable practices, including water conservation measures. The hotel uses water-efficient technologies in its bathrooms, such as showerheads and low-flow faucets, to reduce water consumption. In addition, the hotel has a water recycling system that collects and treats wastewater for irrigation and landscaping. This system reduces the hotel's reliance on drinking water for its gardens and outdoor areas. These water conservation measures help the hotel reduce its environmental impact while maintaining a high level of service for its guests.
<b>Type (Online Platform/Mobile App)</b>	Sustainable Hotel Practices
<b>Target group</b>	Hotel guests and staff, hotel industry professionals, sustainability advocates
<b>Free/Payable</b>	The cost of staying at the hotel may apply, but water conservation measures are implemented by the hotel as part of their sustainability practices.
<b>Adaptation needs</b>	Nobody
<b>Website</b>	More information about the hotel's sustainability practices can be found on their website: <a href="https://www.fourseasons.com/bosphorus/sustainability">https://www.fourseasons.com/bosphorus/sustainability</a>



## 5. SUSTAINABLE TOURISM BEST PRACTICES SPAIN



<b>Practice(s)</b>	<b>Sustainable Mobility</b>
<b>Author of the case</b>	Cerdanya Eco Resort
<b>Country/EU/Worldwide</b>	Spain, Catalonia
<b>Short description</b>	It is a family-run company with values that have been handed down from generation to generation, and seeks to offer services that are as environmentally friendly as possible and, at the same time, to raise awareness among its customers by inviting them to adopt an eco-responsible attitude.
<b>Long description</b>	<p><b>Energy</b> At EcoResort de la Cerdanya, 90% of the energy used is renewable. They have been working on sustainable energy for over 25 years and are increasingly committed to it. They have different types of solar thermal and photovoltaic panels installed in all their factories. The energy to run the heating is obtained from biomass, which produces energy from wood waste.</p> <p>For lighting they use LEDs, lights that consume 90% less than traditional lights, producing the same amount of light and also having a longer life! They also have presence detectors installed to avoid wasting this light.</p>
<b>Type (Online Platform/Mobile App)</b>	Online platform and mobile app
<b>Target group</b>	Tourists
<b>Free/Paid</b>	For a fee, if the customer decides to stay in the structure
<b>Adaptation needs</b>	Download the web and app from your phone and computer
<b>Website</b>	<a href="http://www.cerdanyaecoresort.com">www.cerdanyaecoresort.com</a>



<b>Practice(s)</b>	<b>Smart Tourism</b>
<b>Author of the case</b>	Seville, European Capital, Smart Tourism
<b>Country/EU/Worldwide</b>	Spain, Seville
<b>Short description</b>	The city of Seville has been named European Capital of Smart Tourism by the European Commission
<b>Long description</b>	Seville is working on urban and digitalization plans, as well as promoting sustainable tourism through ambitious projects such as a scheme that will measure the flow of tourists in the most visited areas of the city. The system, which is currently being tested in the popular Barrio de Santa Cruz, will use thousands of data readings that will allow real-time decisions to be made to redirect tourist flows to other areas in order to combat cases of overcrowding.
<b>Type (Online Platform/Mobile App)</b>	Insufficient information
<b>Target group</b>	Tourists
<b>Free/Paid</b>	Free
<b>Adaptation needs</b>	all
<b>Website</b>	<a href="http://www.visitasevilla.es/en/official-webguide-seville">www.visitasevilla.es/en/official-webguide-seville</a>



<b>Practice(s)</b>	<b>Sustainable transport</b>
<b>Author of the case</b>	fuertehoteles.com
<b>Country/EU/Worldwide</b>	Spain, Marbella
<b>Short description</b>	Some of the advantages of this type of bus are: increased fuel efficiency (it is the electrical energy stored in the vehicle's batteries), reduced pollutant emissions, lower engine noise or reduced costs, among many others that make this vehicle an ally for the environment.
<b>Long description</b>	<p>Since the opening of its first establishment, the Hotel Fuerte Marbella, more than 50 years ago, the Fuerte Hoteles chain has developed a strong commitment to the natural, cultural and socio-economic environment in which it is located. The development of this responsible tourism therefore allows us to live in harmony with both the local community and the natural environment.</p> <p>This commitment includes the agreement reached by the Fuerte Miramar and Fuerte Marbella hotels with the electric minibus that circulates in the city.</p> <p>It is a fifteen-seater bus (driver included) available to hotel guests, which takes them to some of the most emblematic places in the historic center without the use of gasoline, diesel or other fossil fuels.</p>
<b>Type (Online Platform/Mobile App)</b>	Mobile App & Website
<b>Target group</b>	Tourists
<b>Free/Paid</b>	Free
<b>Adaptation needs</b>	Download the mobile app
<b>Website</b>	www.fuertehoteles.com



<b>Practice(s)</b>	<b>Sustainable Housing</b>
<b>Author of the case</b>	The Green City of Kora
<b>Country/EU/Worldwide</b>	Spain
<b>Short description</b>	Kora Green City is one of the few accommodations where you can reduce your carbon footprint while sleeping. Those who follow a sustainable lifestyle choose Kora when they travel. Making Kora Green City the largest Passivhaus accommodation facility in Europe and one of the most sustainable in the world.
<b>Long description</b>	<p>Imagine sleeping in a studio where the heating is coming from the Earth's interior. Or take a shower with water heated by the sun. Imagine a building whose ventilation system makes you sleep better. Or a noise-free apartment. Imagine a place where just by being there you're already reducing the planet's carbon footprint.</p> <p><b>GEOHERMAL</b>          Imagine your peace of mind knowing that the Earth itself heats your apartment. This geothermal system of 18 wells at a depth of 150 meters can heat water with energy from within the Earth's core. The water is then filtered through the underfloor heating of the studios and apartments, allowing us to heat the entire building quickly and with virtually no waste.</p>
<b>Type (Online Platform/Mobile App)</b>	Mobile app, website
<b>Target group</b>	Tourists
<b>Free/Paid</b>	including the price of the hotel, if the customer decides to stay in the facility
<b>Adaptation needs</b>	nobody
<b>Website</b>	<a href="http://www.koragreencity.com">www.koragreencity.com</a>





<b>Practice(s)</b>	<b>Sustainable Food &amp; Beverage</b>
<b>Author of the case</b>	Canmats
<b>Country/EU/Worldwide</b>	Spain
<b>Short description</b>	Organically slow down to the pace and peace of nature at our eco-friendly finca, where you'll immerse yourself in authentic rural Ibiza, tastefully blending farm and hotel life, sustainability and luxury, comfort and calm.
<b>Long description</b>	At Finca Can Martí they are synonymous with ecology, sustainability, organic, organic and natural. They believe that what is in harmony with nature is in harmony with the human body. This ideology, in addition to the fact that agriculture is deeply rooted in the basis and history of the farm, makes them grow their products with diligent dedication, love and care, then turn them into special, healthy, homemade and delicious snacks and meals for our guests.
<b>Type (Online Platform/Mobile App)</b>	Online platform and mobile app
<b>Target group</b>	Tourists
<b>Free/Paid</b>	to be paid by all guests staying at the hotel
<b>Adaptation needs</b>	nobody
<b>Website</b>	<a href="https://www.canmarti.com">https://www.canmarti.com</a>



<b>Practice(s)</b>	<b>Recycle</b>
<b>Author of the case</b>	We reduce pollution
<b>Country/EU/Worldwide</b>	Spain, Barcelona
<b>Short description</b>	Hotel built with recycled items
<b>Long description</b>	<p>This unique hotel has a very nice vintage look, because a lot of materials have been used to recycle things.</p> <p>For example, the reception is made with antique vintage suitcases. The walls are made of original ground products.</p>
<b>Type (Online Platform/Mobile App)</b>	App & Mobile Platform
<b>Target group</b>	Tourists
<b>Free/Paid</b>	The tourist only pays for the hotel stay.
<b>Adaptation needs</b>	nobody
<b>Website</b>	<a href="https://www.chicandbasic.com/">https://www.chicandbasic.com/</a>



<b>Practice(s)</b>	<b>Recycle</b>
<b>Author of the case</b>	Ibis
<b>Country/EU/Worldwide</b>	Spain
<b>Short description</b>	First hotel to recycle cigarette butts
<b>Long description</b>	The Ibis Styles Santa Justa, in collaboration with Keenat, installs containers to recycle cigarette butts and turn them into energy sources or other materials.
<b>Type (Online Platform/Mobile App)</b>	Newspaper Information
<b>Target group</b>	Tourists and hotel workers
<b>Free/Paid</b>	Free
<b>Adaptation needs</b>	Need to make public online
<b>Website</b>	nobody



<b>Practice(s)</b>	<b>Sustainable Home</b>
<b>Author of the case</b>	the most sustainable house in Europe is in Spain
<b>Country/EU/Worldwide</b>	Spain
<b>Short description</b>	
<b>Long description</b>	Why is it the most sustainable home in Europe? Because his project has obtained the Passivhaus Premium certification, granted by the Passivhaus Institut, and five Green Leaves from the Green Building Council Spain. Sustainability, in addition to being a trend in consumer habits, is becoming an obligation in construction, since from January new buildings in Europe must be Nearly Zero Energy Buildings (NZEB).
<b>Type (Online Platform/Mobile App)</b>	Online Information
<b>Target group</b>	Tourists
<b>Free/Paid</b>	Free
<b>Adaptation needs</b>	nobody
<b>Website</b>	<a href="https://www.micasarevista.com/casas/a35225121/casa-mas-sostenible-de-europa-es-espanola/">https://www.micasarevista.com/casas/a35225121/casa-mas-sostenible-de-europa-es-espanola/</a>



<b>Practice(s)</b>	<b>Sustainable School</b>
<b>Author of the case</b>	
<b>Country/EU/Worldwide</b>	Spain
<b>Short description</b>	The Oms i de Prat school, of the Fundació Catalunya La Pedrera, is working to achieve its energy sustainability with the installation of photovoltaic panels
<b>Long description</b>	The panels generate 43% of the energy consumed by the school and save 10 tons of CO2 per year. The WHO i de Prat School is a pedagogical reference point in the field of sustainability, for this reason the new photovoltaic panels will allow us to continue to deepen the learning necessary for the globalized achievement of skills in the field of environmental education and sustainability.
<b>Type (Online Platform/Mobile App)</b>	Mobile app
<b>Target group</b>	School-age children
<b>Free/Paid</b>	Free
<b>Adaptation needs</b>	all
<b>Website</b>	nobody



Practice(s)	Smart Cities
Author of the case	Hotel Smart Room
Country/EU/Worldwide	Spain, Barcelona
Short description	<p>In recent years, the trend towards eco-design and sustainable practices has established itself as the new norm, as travelers become increasingly aware of the environmental costs of travel. Given that Barcelona is one of Europe's leading smart cities and a hub for new technologies</p>
Long description	<p>This hotel is clad in Coteterm, a sustainable and eco-friendly construction solution that minimizes energy losses in buildings. It allows the façade to be insulated from the outside, providing the building with good thermal performance. Its high insulating capacity also allows significant energy savings. It complies with Spanish and European health, safety and well-being regulations. On the other hand, they use LED lighting throughout the building, saving a large amount of energy per year. Hallways are equipped with presence detectors, and the air conditioning stops working when the windows are open.</p>
Type (Online Platform/Mobile App)	Mobile app
Target group	Tourists
Free/Paid	Free when booking at the hotel
Adaptation needs	nobody
Website	<a href="https://www.smartroombarcelona.com/">https://www.smartroombarcelona.com/</a>

## 6. CONCLUSIONS

The Collection of Good Practices in Sustainable Tourism, one of the results of the Erasmus+ KA210 project "From Digital to Smart Tourism", represents a collective success in promoting intelligence and sustainability in the tourism sector. The result of the collaborative work of partners from different backgrounds, the document offers a diverse and rich selection of exemplary practices, designed to make tourism destinations more resilient and aware.

Available in four languages, this collection not only provides details on practices, but also promotes the sharing and adoption of sustainable solutions on a European scale. Through the diversity of practices proposed, the collection is proposed as a tool for collaboration between actors in the sector, helping to shape a smarter, more sustainable tourism future oriented towards the well-being of communities and the environment.

We look ahead with confidence, aware that our joint efforts have laid the foundations for significant change in the tourism sector.



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