



2022 TOP 100 GOOD PRACTICE STORY

Title of the Story: Eco Domus – eco-friendly accommodation

Destination Name: Region of Istria

Country: Croatia

Submitter name: Department of Tourism, Region of Istria

Email address: turizam@istra-istria.hr

Position: Regional government

Submission category: *(Please check one of the boxes that indicates the focus of your story)*

Please find detailed information for the categories below in the Top 100 training module 'Good Practice Story'.

- Governance, Reset & Recovery
- Nature & Scenery
- Environment & Climate
- Culture & Tradition
- Thriving Communities
- Business & Marketing

Find detailed instructions for submitting good practices in the Top 100 training module "Good Practice Story".

Should you have any questions on your submission please refer to our FAQ page or contact top100@greendestinations.org





DESCRIBE YOUR GOOD PRACTICE STORY

Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Issues faced

What was the problem/issue solved with the good practice?

Istria Region is the most touristic region in Croatia, achieving 30-35% share of all tourist overnights. More than half of all accommodation capacities are in private accommodation. In numbers that means 295.732 beds in private accommodation of 468.835 total beds. According to the Master plan of Istrian tourism 2015-2025, the goal is to bring more balance in accommodation structure and diversify offer.

With the program/label Eco Domus, Istrian Region has diversified offer and raised the quality of an existing private accommodation offer. Eco Domus label is awarded to eco-friendly accommodation (holiday homes and apartments) with max. 30 beds.

Main Eco Domus' goals are increasing both social and environmental awareness in tourism, reducing negative environmental impacts and strengthening sustainable tourism practices. Also, to build communication channel to reach tourists who want to travel sustainably. Eco Domus is further developing through the central sustainable tourism platform Istra ecoexperience.

Methods, steps and tools applied

How was the good practice implemented?

Istrian Region has started the program in year 2017. together with a consultant for sustainable development. Several educations and workshops were held for local inhabitants offering private accommodation and the program was presented on various events (Promohotel, Forum for family accommodation...). Furthermore, a promotional campaign in local media (newspapers, online media, TV, radio) was carried out to encourage renters to join the Eco Domus program.

After that, Istria Region published a public call for accommodation facilities interested to enter the label, completely free of charge. In the first year 11 accommodation facilities have entered the program and today there are 45 facilities in total with intention to rise. Certification is approved in base of an interview with the facility manager and two site visits.

Label Eco Domus was developed in base of EU best practices of eco-labeling in tourism and adapted to local possibilities. It consists of 12 categories with 50 must-comply-with criteria: 1. Management and communication; 2. Local values; 3. Food and drink; 4. Water; 5. Hygiene; 6. Washing, cleaning and disinfection; 7. Waste; 8. Energy; 9. Mobility; 10. Interior and exterior; 11. Noise and light pollution; 12. Social commitment.





Key success factors

What helped you tackle the issues?

As Istria Region is regional public authority we already had a good network to reach potential renters.

As part of the Eco Domus program, by observing the criteria for inclusion and obtaining a label, local values are promoted through informing guests about the local cultural and historical heritage, about local natural values, contents and events, about landscaping with autochthonous plant species, promotion of traditional products and souvenirs, about opportunities to learn and/or participate in traditional customs, promotion of local cuisine and typical food products, etc.

The programme is aligned with the global guidelines of sustainable development and ensures overall protection of health and the environment.

Lessons learned

While implementing the Good Practice what challenges were faced, and how were they overcome?

Main challenge was to rise awareness for the need of more sustainable tourism practices and motivate private renters to join the Eco Domus certification scheme. We overcame this by organising educations, workshops and events to make people aware of the importance of sustainable development and benefits they will get. Eco Domus renters are more engaged and more dedicated to sustainable development than regular ones. Most of them, if not all, live in a sustainable way in their homes and take care of environment.





Results, achievements and recognitions

What were the qualitative and quantitative results of the good practice?

Today, there are 45 accommodation facilities bearing Eco Domus label in Istria Region. Private accommodation is diversified and the quality is better. Eco Domus accommodations ensure the overall protection of health and the environment. Hosts have followed the rules and taken every care over safety while reducing environmental impact and contributing to the wellbeing of society.

Water consumption on taps and showers is reduced by 60-70 % and on WC flushers by 30 %. Facilities are using exclusively eco-certified products for washing and cleaning, reducing the pollution of water and soil and water consumption for garden watering is reduced (reduced evaporation with watering only during night).

Program Eco Domus was finalist in Croatian Tourist Board election in the category for sustainable tourism, in October 2019.

Additional references

Provide links to further information. Pictures and videos should be available for download either from YouTube, Vimeo or other Cloud-based (Google/ One Drive) download URL (not WeTransfer).

<https://www.istra-istria.hr/hr/ustrojstvo/zupanijski-ustroj/upravna-tijela/upravni-odjel-za-turizam/programi-i-projekti/razvojni-projekti-u-turizmu/ecodomus-certificiranje-eko-smjestaja/>

<https://de-de.facebook.com/tvistra/videos/550836008982784/>

