

## **Southwest Coast National Scenic Area's Good Practice Story has been selected as part of the 2021 Top 100 Destination Sustainability Stories**

Every year the Top 100 Destination Sustainability Stories competition collects sustainable tourism stories and good practices from destinations all over the world to be shared as inspiring examples to others, from tourism professionals to travellers. By telling their stories, destination management organisations can be acknowledged and recognised for the solutions they have implemented in response to challenges and problems they have faced. With the tourism sector facing very challenging times in the past years, the resiliency and hard work of these destinations to become more responsible should be celebrated.

The 2021 selection included *Southwest Coast National Scenic Area*, with the story "*The White Time - Jingzaijiao Community's Culture Revival*". *The Jingzaijiao tile saltfield is the oldest in Taiwan. It not only retains the special tile saltfield, but also continues the century-old salt-drying technique. It also inherits and promotes the declining salt-drying culture through environmental education courses. Cooperate with private enterprises to develop diverse "salt" cultural products. Combining with local communities and the tourism industry, it has been widely promoted through the "Salt Festival" event, successfully shaping it into a sustainable tourism destination that combines cultural preservation and environmental education.*

Submissions were evaluated by the Sustainable Top 100 Team, country experts and Green Destination Partners, coordinated by Green Destinations. The Top 100 Committee stresses that selection to the Top 100 list does not mean the destination is sustainable, but that the destination has been pre-selected based on a minimum level of compliance with the core criteria of the Green Destinations Standard and selected to the list based on the assessment of their Good Practice Story.

The competition is held under the auspices of the Top 100 Partnership, with special contributions by: Green Destinations, QualityCoast, Travelife, ITB Berlin, Asian Ecotourism Network, Ecotourism Australia, Global Ecotourism Network, Sustainable First and GLP Films.

The story "*The White Time - Jingzaijiao Community's Culture Revival*" and the whole 2021 Top 100 list will be available on the Green Destinations website. (<https://greendestinations.org/programs-and-services/top-100-destinations/#top-100-list>)



# 2021 Top 100 Destination Sustainability Stories

