Sustainable Destination Management: Trends & Innovations

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Hof Cultural Center • Akureyri, Iceland
Tourism destinations are at risk
Destinations at the heart of sustainability

“The global celebration of the demand side of the tourism business, while the supply side is facing an increasingly urgent threat, is not dissimilar to the subprime mortgages crisis of the period of 2005-2007…”

-- Megan Epler Wood, Sustainable Tourism on a Finite Planet
Shifting tides - consumer demand

- 30% of travelers chose a destination for a trip because it is considered eco-friendly**
- 44% of travelers consider the environment when making travel decisions*
- 59% of travelers would be influenced by a green rating index*
- 24% of travel agents noted that ‘green’ travel is the highest its ever been in the last 10 years***
- 56% of travelers are skeptical and looking for information*

*Saber Holdings, 2010  
** Trip Advisor 2012  
***Travel Guard 2013
Supported development of GSTC destinations criteria, and is actively investing in development of integrated destination assessment, planning and monitoring tools and co-investing in improving management of priority destinations.
Sharing responsibility – industry leaders

Supported GSTC criteria development, and creation of early destination sustainability assessment tool that was used to make decisions more informed decisions about how best to support priority destinations at different stages of development.

2012 Destination Sustainability Risk Assessment Reports: Hammamet, Tunisia Island of Sal, Cape Verde Sarigerme, Turkey
European Tourism Indicatory System for Sustainable Destination Management (2013 & 2016)

Indicator system for monitoring and management consists of 43 core indicators and a set of supplementary indicators:

- Destination management
- Economic value
- Social and cultural impact
- Environmental impact

www.ec.europa.eu/enterprise/sectors/tourism/sustainable-tourism/indicators

Progress to date:

- 2-year pilot testing period – more than 100 destinations have completed the data collection process

- PM4SD methodology is being applied to help provide assistance to destinations in the actual implementation of the toolkit
GSTC Destination-Level Criteria & Indicators (2013-2015)

Collective of 40 criteria with 81 corresponding indicators organized around:

- Sustainable destination management
- Social and economic issues
- Community and cultural heritage issues
- Environmental issues

www.gstc.org

Progress to date:

- Early Adopter Program: 22 on-site destination assessments

- GSTC Destinations Program:
  - Destination Assessments
  - Destination Management Training

- GSTC guiding framework for national level destination certification programs:
  - Indonesia
  - Ecuador
  - S. Korea
Destination Sustainability Tools
Criteria, Indicators, Assessment & Reporting, Certification

Indicator system for monitoring and improving sustainability policies around:
- Destination management
- Nature & Scenery
- Environment & Climate
- Culture & Tradition
- Social Well-being
- Business & Hospitality

www.greendestinations.info

Progress to date:
- On-line self-assessment and reporting system
- Awards & Certification
Destination Sustainability Tools
Criteria, Indicators, Assessment & Reporting, Certification

Certification Programs:
• Earth Check
• Biosphere
• QualityCoast & QualityDestination

Award Programs:
• WTTC Tourism for Tomorrow – Destinations Award
• Green Destinations Top 100 Sustainable Destinations
Achieving change at scale: a case study
Purpose & Goals

To improve the way tourism is managed and enhance competitiveness of 30 destinations across the Caribbean and Latin America by 2020

- Embed sustainability into the day-to-day management and marketing of destinations
- Protect cultural and natural assets
- Improve the lives of 1.3 million residents
Snapshot of Caribbean destinations

Participating Destinations: Antigua & Barbuda, The Bahamas, Nassau in Barbados, Dominica, Falmouth in Jamaica, St. Kitts
Snapshot of destinations in Mesoamerica

Participating Destinations: Roatan & Utila in Honduras, Ometepe Island in Nicaragua, Cozumel & Riviera Maya in Mexico
Destination Responses

- Community-based product development
- New destination management models
- Water and waste management

Destination stewardship councils have been established to sustain efforts in destinations over time.
Shared Responsibility
Re-establishing trust and hope
Permanent Mechanisms for Intersectoral Collaboration
Innovations in Destination Management
Next Gen Tools & Approaches