Reset Tourism Webinar Series
Today’s Presenters

Samantha Bray
Managing Director, CREST
Vice Chair, FoTC

Ellen Rugh
Program Manager, CREST

Jonathan Tourtellot
Founder & Director,
Destination Stewardship Center
Communications Co-Chair, FoTC
Agenda

- Introduction to the FoTC
- Keynote Presentation
- Destination Stewardship Council Approach: The Process
- Destination Panel Discussion and Q&A
- Coalition Service Offerings
- Upcoming FoTC Events & Closing
Mission & Vision

Mission
To create an inclusive, multisector global movement

Vision
That puts destination needs at the center of tourism for a sustainable future.
13 Guiding Principles

1. See the whole picture
2. Use sustainability standards
3. Collaborate in destination management
4. Choose quality over quantity
5. Demand fair income distribution
6. Reduce tourism’s burden
7. Redefine economic success
8. Mitigate climate impacts
9. Close the loop on resources
10. Contain tourism’s land use
11. Diversify source markets
12. Protect sense of place
13. Operate business responsibly
Intra-sector & cross sector

Public Sector
- Destination Mgmt
- Economic Dev.
- Local/National Policy
- Marketing
- Conservation
- Land Use/Water

Private Sector
- Product Dev.
- Supply Chain
- Policy Influence
- Marketing

Civil Sector
- Collaboration
- Advocacy
- Tools
- Community Linkages
- Research/Academia
NEARLY 500 Signatories

- Destinations
- Businesses and Associations
- Civil Society Organizations
- Media and Public Relations
- Donors and Investors
- Academic Institutions
“Reset Tourism” Webinar Series

- Destination Stewardship & Stakeholder Engagement | Hosted by CREST and the Destination Stewardship Center
- Managing Tourism’s Impacts | Hosted by Green Destinations and The Travel Foundation
- Local and Sustainable Supply Chains | Hosted by Sustainable Travel International and Tourism Cares
Phases of Development

Activation
Recognize the need to take a different approach

Data Collection
Proceed in an informed and inclusive way

Mobilization
Create goals, objectives, and strategy

Implementation
Put down roots and execute the plan
Activation

- Identifying strategic timing
- Forming a planning team
- Considering a council model
Activation

Identifying Strategic Timing

Resident Discontent

Resilience/Recovery
Activation

Forming a Planning Team

Champion

Key Stakeholders
Activation

Considering the Council Model

- Defining the “Destination”
- Taking Stock of Capacity
- Considering Organizational Structure
Data Collection

- Conducting stakeholder mapping
- Engaging residents through surveying or forums
- Engaging tourists
- Holding community visioning session(s)
Data Collection

Conducting Stakeholder Mapping

→ Public Sector
  • ministers, advisors, civil servants, civil departments, elected representatives, political parties, local government, commissions, international bodies

→ Private Sector
  • corporations, businesses, business associations, professional organizations, business leaders, financial institutions

→ Civil Sector
  • resident groups, seasonal residents, diaspora, media, religions institutions, schools/universities, social movements/advocacy groups, trade unions, local NGOs, national NGOs, international NGOs
Data Collection

Conducting Stakeholder Mapping

Under-represented Communities

- Indigenous peoples, racial minorities, persons with disabilities, generational gaps, socio-economic status, LGBTQ+ status, and gender status
Data Collection

Engaging Residents

Surveys

Interviews
## Data Collection

### Engaging Tourists

- Primary reason for visiting
- Home city, state/province, or country
- Trip length
- Other destinations visited on the trip
- Type of accommodation utilized
- Number of people in traveling party
- Activities in which the visitor engaged
- Attractions visited
- Reason for choosing to visit the destination
- How their visit could have been improved
- If they would return
- If they would recommend the destination
<table>
<thead>
<tr>
<th>Aspirational vision</th>
<th>Core personal values</th>
<th>Steps in core areas</th>
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<tbody>
<tr>
<td>Collaboration, cooperation, and partnerships</td>
<td>Funding and financing</td>
<td>Natural resources and the environment</td>
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<td>Cultural heritage and the arts</td>
<td>Business &amp; product development</td>
<td>Promotion, marketing, and communications</td>
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<td>Public policy and government support</td>
<td>Quality and service excellence</td>
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Mobilization

- Forming or expanding a council
- Creating a mission & vision
- Defining metrics of success
- Developing shared goals, objectives, & strategy
- Planning activities
Mobilization

Forming or Expanding a Council

Public Sector
- Destination Mgmt
- Economic Dev.
- Local/National Policy
- Marketing
- Conservation
- Land Use/Water

Private Sector
- Product Dev.
- Supply Chain
- Policy Influence
- Marketing

Civil Sector
- Collaboration
- Advocacy
- Tools
- Community Linkages
- Research/Academia

Center for Responsible Travel
Mobilization

Creating a Mission & Vision

Mission

- Overall Purpose

Vision

- What the future looks like if the council is successful
Mobilization

Defining Metrics of Success

Moving beyond visitor numbers as the key metric of success
Mobilization

Developing Shared Goals, Objectives, & Strategy

Goals should be

- Specific
- Objectively Verifiable
- Attainable
- Relevant
- Time-based
Mobilization Planning Activities

Year 1
- Activity 1
- Activity 2
- Activity 3

Year 2
- Activity 1
- Activity 2
- Activity 3

Year 3
- Activity 1
- Activity 2
- Activity 3

Parking Lot
- Activity 1
- Activity 2
- Activity 3
Implementation

- Holding a catalytic event
- Establishing a structure
- Business planning & fundraising
- Executing activities
Implementation

Highlight unique selling points

- Cultural
- Environmental
- Economic
- Social
- Historic
- Aesthetic
Implementation

Establishing Structure

Within established organization?

Stand alone organization?
- Effectively working with established tourism organizations
Implementation

Business Planning & Fundraising

- Government Funding
- Grants and Donations
- Events & Sales
- Membership Model
Implementation

Executing Activities

Questions for each activity may include:

• What are the assets and resources we have to work with, including financial?
• What are the assets and resources we will need to identify, including financial?
• What partners will we need?
• What individuals could help with this?
• Who is responsible for moving this forward?
• What other committees of the Council should support this activity?
A Continuous Cycle

Data Collection

Implementation

Planning

Center for Responsible Travel
Destination Panel Discussion

KATARINA THORSTENSSON
Head of Sustainability & Smart Tourism Strategist, Göteborg & Co

DIANNILLE TAYLOR-WILLIAMS
Assistant Permanent Secretary, St. Kitts Ministry of Tourism

EMILY REED
Network Director, Columbia Gorge Tourism Alliance
How We Can Help

Coalition Service Offerings
Building destination stewardship initiatives

Sustainable tourism master planning

Destination-wide impact tourism

Branding & marketing

Geographic Expertise: Americas

Specialization: Gateway and rural communities, and municipal and region-wide initiatives
- Volunteer collaborative effort and platform to share best practices
- “Destination Stewardship Report” and other information sources (sign up!)
- Destination stewardship council profiles
- Destination Rapid Assessments and Collaborative Visioning workshops
Global Leaders Program

Geographic Expertise: Country-level
● Destination Guardian Training Workshop
● Destination Stewardship Visioning & Action Planning Workshop
● Resident Perception Surveys
● Destination-Specific Standards and Eco-Certification

**Geographic Expertise:** Vulnerable destinations such as islands and coastal destinations, mountain destinations, and protected areas
Meaningful Travel Summits

**Geographic Expertise:** Country-level, in partnership with industry and community organizations. In North America typically held at city level.
Recovery Planning and Management: Workshops and Framework

Impact and Risk Assessment: Research

Destination Stewardship Guidance: Diagnostic Tool

Geographic Expertise: Vulnerable destinations such as islands and coastal destinations, mountain destinations, and protected areas
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<td>responsibletravel.org</td>
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Not sure where to begin?

Contact the FoTC to discuss your destination’s unique needs

coalition@futureoftourism.org
www.futureoftourism.org
Join us on our next webinar

Managing Tourism’s Impacts

Tuesday, April 22
15:00 – 17:00 BST

https://www.futureoftourism.org/news-events
Thank you for joining us!

FutureofTourism.org
#FutureofTourism

Future of Tourism Coalition