



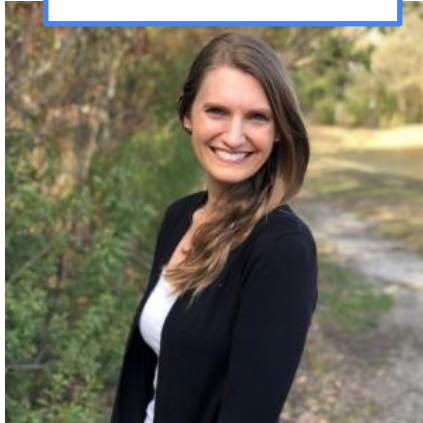
FUTURE OF TOURISM

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

CHOOSING
A BETTER

FUTURE OF TOURISM

THE COALITION



Center for Responsible Travel



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



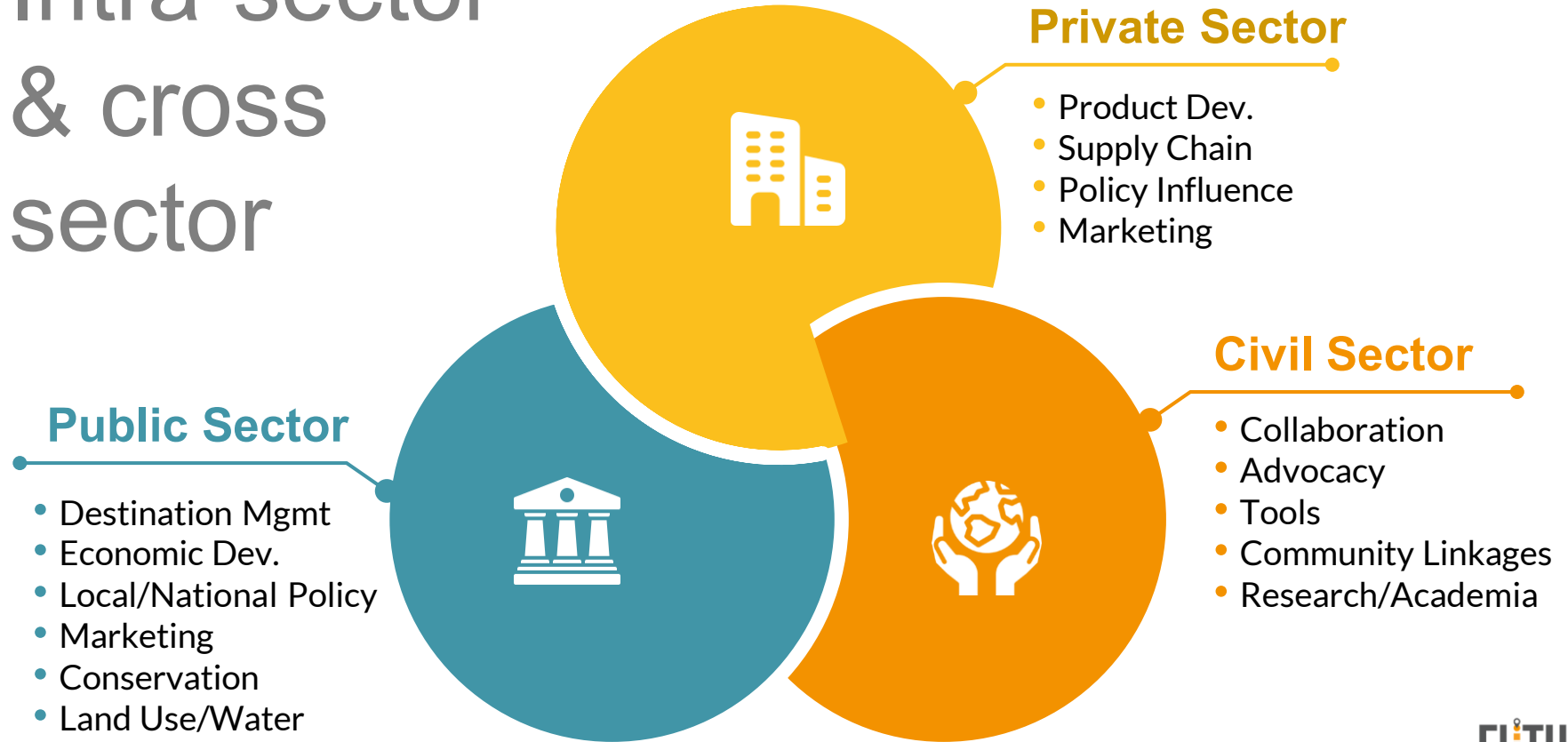
12. Protect sense of place



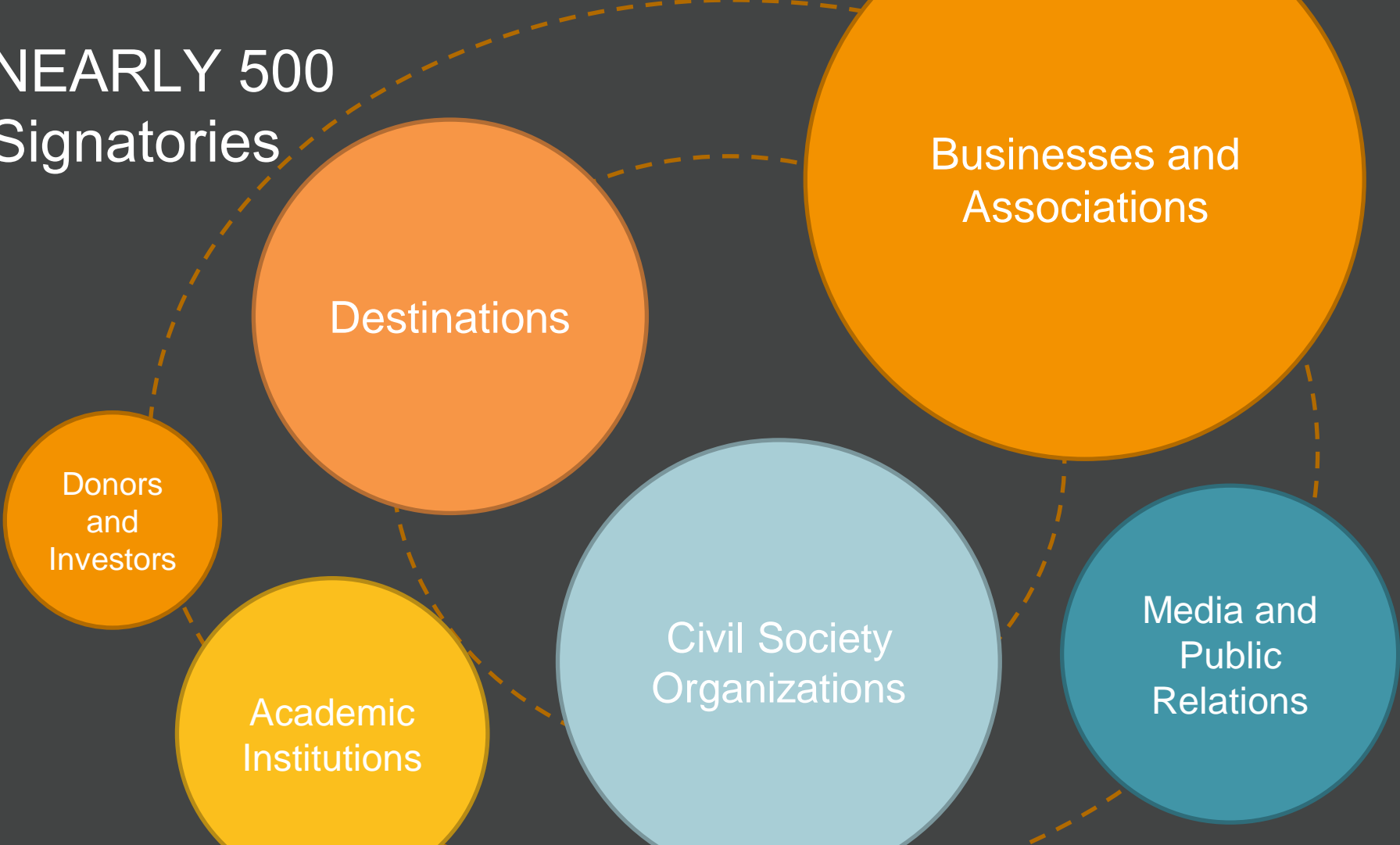
13. Operate business responsibly



Intra-sector & cross sector



NEARLY 500 Signatories



“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



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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

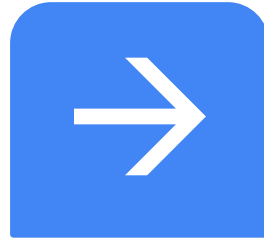
- resident groups, seasonal residents, diaspora, media, religions institutions, schools/universities, social movements/advocacy groups, trade unions, local NGOs, national NGOs, international NGOs



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



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Data Collection



Holding
Visioning
Sessions



Aspirational
vision



Core personal
values



Steps in core
areas

Collaboration, cooperation, and partnerships

Funding and financing

Natural resources and the environment

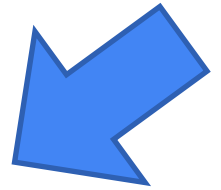
Cultural heritage and the arts

Business & product development

Promotion, marketing, and communications

Public policy and government support

Quality and service excellence



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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



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



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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



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Implementation



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

Implementation



Holding a
Catalytic
Event

Highlight unique selling points

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





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Implementation



Establishing
Structure

Within established
organization?

Stand alone
organization?

- Effectively working with established tourism organizations



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Implementation



Business
Planning &
Fundraising



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Implementation



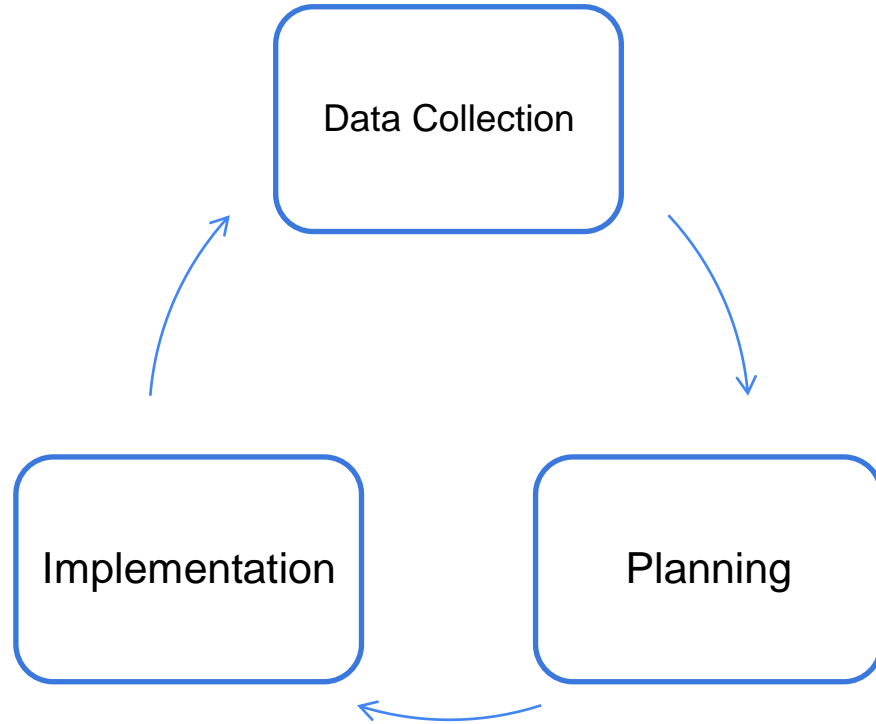
Executing
Activities

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



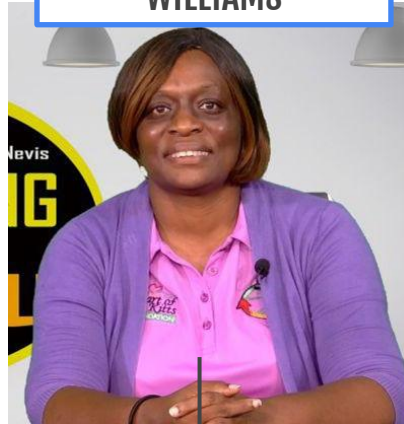
Destination Panel Discussion

**KATARINA
THORSTENSSON**



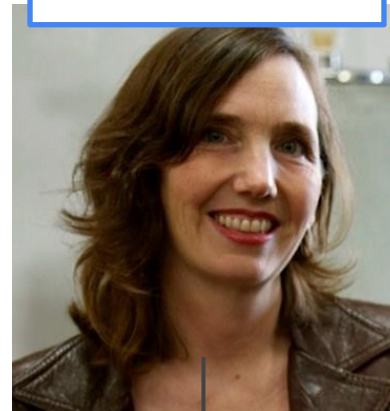
Head of Sustainability &
Smart Tourism Strategist,
Göteborg & Co

**DIANNILE 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





Center for Responsible Travel

- 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

Contact us!



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Destination Stewardship Center

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Green Destinations

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Sustainable Travel International

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Tourism Cares

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The Travel Foundation

thetravelfoundation.org.uk / admin@thetravelfoundation.org.uk





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](https://www.futureoftourism.org/news-events)





Thank you
for joining us!

FutureofTourism.org

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 Future of Tourism Coalition

