

PLANNING FOR SUSTAINABLE TOURISM



PLANNING FOR SUSTAINABLE TOURISM GROWTH

TOURISM FOR GOOD

Destination sustainability is now a business imperative. Major disruptions such as pandemics, security concerns, climate change and new technology are influencing visitors' decision making; their needs and expectations are evolving, with more travellers concerned about making responsible travel choices. Visitors are seeking to immerse themselves more in communities and to connect with local people and cultures. More and more visitors are seeking out experiences that positively contribute to the people and places they are visiting.

A Destination Management Plan is the mechanism by which you can ensure that your destination supports sustainable tourism growth. It will set out an agreed path to maximise the benefits that tourism brings whilst managing any impacts. It helps to give greater certainty to the private sector that enables long term investment as well as confidence to the public sector about the facilities and services they need to provide.

SUSTAINABLE DESTINATIONS

A sustainable destination management plan balances the needs of visitors with those of the destination.

A sustainable destination management plan provides a way of delivering mutual benefits for people (locals and visitors) and places (cultural assets and natural environments). It's about prioritising quality over quantity. The quality of life for the local community, quality of protection for cultural, historical and natural values, quality of experiences offered for visitors – versus the quantity of visitors.

WHAT DOES A SUSTAINABLE DESTINATION PLAN LOOK LIKE?



Articulates a strong united vision amongst government, industry and community.



It has a clear description of what success looks like using economic, social, cultural and environmental indicators and how it will be measured.



Informed by data and research, global trends and market intelligence.



Identifies leaders and champions within government, industry and community to drive success.



Maps the visitor journey from planning, arriving, visiting and departing.



Involves collaboration amongst destination partners.



Empowers the local community, fosters pride and quality of life.



Fosters environmental and cultural pride, advocacy and stewardship.



Builds capability and strong, resilient local communities.



Delivers a unique brand, value proposition and promise.



Creates attractive opportunities for investment and business development.



Calls for long-term management and commitment.



Defines the character, identity, and personality of the destination.



Identifies the resources required for activation.



Identifies the priorities, actions and a timeframe to get things done.



Monitors and evaluates the social, cultural, economic and environmental benefits of tourism.



Seeks out innovative product and experience development opportunities.



Considers risks and can adapt and prepare for managing crisis and change.



SUSTAINABLE DESTINATION PLANNING AND MANAGEMENT

TRC



1



UNDERSTAND YOUR CURRENT DESTINATION PLANNING APPROACH

Is there an agreed vision for tourism that includes the perspectives of visitors, tourism operators, wider businesses, community, and government stakeholders? Do you have clearly defined outcomes and an agreed understanding of what success looks like? How is your destination tracking toward success?



2



DISSECT THE VALUE OF TOURISM TO YOUR DESTINATION

What are the environmental, cultural, social, economic benefits of tourism to your destination? Where is the benefit amplified and where is it diminished?



3

ANALYSE THE FORCES OF CHANGE

What have been the major forces impacting on tourism in the last 10 years and what are they likely to be in the next 10 years? What were the social, economic, cultural and environmental impacts of these forces? Are you prepared for further change and potential disruption?



5



TEST YOUR REFRAME

How will these actions maximise the benefit of tourism for industry, community and your destination? Does it look different to what you have done before?



4

REFRAME YOUR APPROACH

What do you need to do to address the risks and the opportunities that further change will bring? How will you support the wellbeing of your community and the environmental and cultural assets of your destination?

6



NEW SUSTAINABLE DESTINATION PLAN

Your plan will enable you to interact with your visitors and community in a new way. It will identify your infrastructure, marketing and finance needs and the best way to restore and protect your natural and cultural assets. It will also identify the best operating model to achieve success for sustainable tourism for your destination.



Your destination needs a strategy to ensure tourism remains a positive force for good, for visitors and your community.



TALK TO US

As Australia and New Zealand's leading sustainable tourism consultancy firm we are committed to sharing our knowledge and facilitating opportunities to create tourism for good. We believe that it is through helping each other learn about best practices, and sharing ideas, insights and solutions, that our industry, collectively, will be able to tackle the most important challenges of our times – from the climate crisis to community resilience, to protecting the ability of future generations to benefit from tourism.

TRC Tourism has extensive experience in sustainable tourism and destination planning across Australia, New Zealand and hundreds of destinations around the world. We work with all tiers of government, investors, non-government organisations, tourism industry and businesses, communities, Indigenous corporations and international development agencies.

Our strength comes from our passion, our people and our approach.

TRC subscribe to and practice the application of the United Nations Sustainable Development Goals and the Global Sustainable Tourism Council's (GSTC) Destination Criteria. Our GSTC certified practitioners provide practical advice on how to maximise the social, economic, environmental and cultural benefits of tourism.



FIND OUT MORE

To get your destination ready for growth, contact us and we'll customise a Sustainable Destination Management package to suit your needs.

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