

DESTINATION PLANNING WITH PURPOSE



PLANNING FOR TOURISM THAT BENEFITS EVERYONE

Destination sustainability is now a business imperative. Major disruptions such as pandemics, climate change and new technology are influencing the way communities feel about tourism, the way visitors are making decisions and the way industry responds to these changing expectations.

PEOPLE AND PLACES MATTER

Balancing the needs of the community with those of visitors is critical to protecting the very nature and culture of the places that make our world so special.

Here at TRC Tourism we are working with our clients all over the world to redefine the purpose of tourism and the benefits it can bring. It's the good side of tourism that we need more of — the one that gives back to the people and the places we visit, and the planet we love.

Planning with purpose is about prioritising the benefits tourism can bring for everyone. It's about amplifying the quality of tourism over the quantity or volume of tourism. It's about maximising the quality of life for host communities, protecting our ecosystems, our cultures, and the quality of experiences offered for visitors.

Instead of thinking about how much value we can extract from tourism, here at TRC Tourism, we think about how many benefits we can generate from tourism for the people and the places we love.

HOW DO YOU PLAN WITH PURPOSE FOR TOURISM?



Articulate a strong united vision amongst community, government and industry



Identify the benefits you want to see



Build capability and strong, resilient local communities



Abandon traditional approaches to destination planning



Focus on environmental and cultural advocacy and stewardship



Connect with local indigenous communities through purposeful engagement to capture their aspirations and further build the destinations value proposition



Use evidence to support decision making



Seek out new product and experience development opportunities



Create new opportunities for investment and business development



Collaborate with new partners and consider new organisational structures to get the best result



Monitor and evaluate the environmental, social, cultural and economic benefits of tourism



Consider risks and prepare for managing crisis and change



PLANNING WITH PURPOSE FOR A SUSTAINABLE DESTINATION

TRC



1



REDEFINE YOUR APPROACH AND THINK DIFFERENT

What do you want from tourism? What is the shared vision of your community, industry and government? What are the aspirations of your indigenous community?



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

How have the destination's source markets changed? Look for short, medium and longer-term opportunities and use new research on consumer and industry trends to support you.

Redefine the character, identity and personality of your destination with your stakeholders and community. What new product and experience development opportunities could we offer?



5



TEST YOUR REFRAME

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



4

REFRAME YOUR APPROACH

What actions do you need to take to address 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 destination's unique identity, its strengths, challenges and target markets (short, medium and long term). It will be crisis ready and identify the destination's infrastructure, marketing and finance needs and include strategies to restore and protect your natural and cultural assets. It will identify the best operating model to achieve success for sustainable tourism for your destination.

Make tourism a positive force for your community.

TALK TO US

As Australia and New Zealand's leading tourism consultancy firm we are committed to sharing our knowledge and facilitating opportunities for destinations to plan with purpose. 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 challenges of our times — responding to natural disasters and building community resilience, managing for health pandemics and climate change, protecting our ecosystems and the culture of our peoples. We are committed to rethink what tourism can offer us, creating value beyond economic return and delivering it to our communities and the places that shape us and our travel experiences.

TRC has extensive experience in sustainable tourism and destination planning across Australia, New Zealand and destinations around the world. We work with all tiers of industry, and communities, indigenous corporations and international development agencies.

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

TRC is committed to 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.

Australia + 61 2 6456 2722
New Zealand + 64 4 4723114

enquiries@trctourism.com
www.trctourism.com