



Roadmap to Destination Sustainability

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WORKSHOP OBJECTIVES

- Understand the components of GSTC-D Pillar A: Destination Management
- Explore visitor management strategies and their real-world application
- Learn stakeholder mapping techniques
- Identify and analyze destination pressure points and how destinations respond
- Examine the biophysical and socio-cultural strategies implemented globally
- Share best practices and lessons learned from destinations

Destination Stewardship

“**Destination Stewardship**” is our description for the framework whereby the public sector, private sector, and the residents of local community are engaged jointly to preserve, protect, and benefit from visitors to their touristic destination.

The **GSTC Destination Standard**, provide support to destinations seeking to manage and operate truly sustainable and responsible forms of tourism.



Four Pillars of GSTC Standard



A: Demonstrate sustainable destination management



B: Maximize economic benefits to the host community and minimize negative impacts



C: Maximize benefits to communities, visitors, and culture; minimize negative impacts



D. Maximize benefits to the environment and minimize negative impacts

GSTC-D Standard A1

A1 Destination management responsibility

The destination has an effective organization, department, group, or committee responsible for a coordinated approach to sustainable tourism, with involvement by the private sector, public sector and civil society. This group has defined responsibilities, oversight, and implementation capability for the management of socio- economic, cultural and environmental issues. The group is adequately funded, works with a range of bodies in delivering destination management, has access to sufficient staffing (including personnel with experience in sustainability) and follows principles of sustainability and transparency in its operations and transactions.

- a. Documentary evidence showing relevant make-up and responsibilities of the group.
- b. A financial plan and budget showing current and future funding sources.
- c. Evidence of links and engagement with other bodies.
- d. Records of permanent staff and contracted personnel, indicating relevant experience.
- e. Management guidelines and processes, which demonstrate awareness and adherence to sustainability principles and transparency in operations and letting of contracts.



Sustainable Management

The ideal governing body would:

Be able to meet the five GSTC A1 indicators

Incorporate representation for all destination assets

Apportion membership by mixing public, private, and civil society

Encompass strong capacity for visitor and destination management

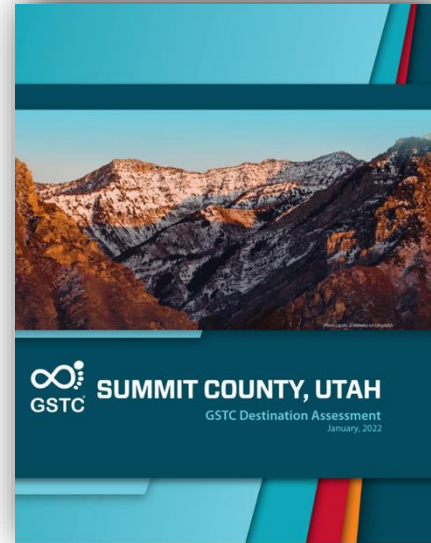
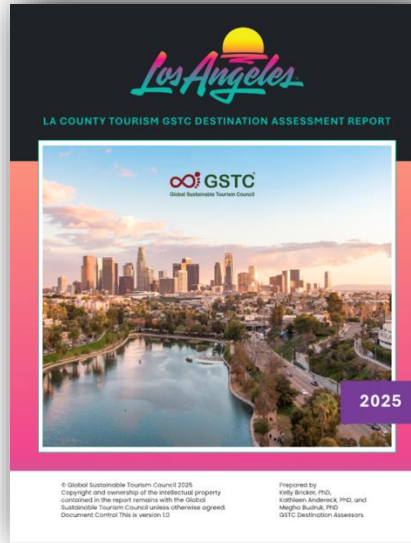
Adopt mission and goals that balance sustainability, authenticity, economic development, and responsible promotion

Conduct activities that help local communities to discover and value their own unique cultural and natural characteristics

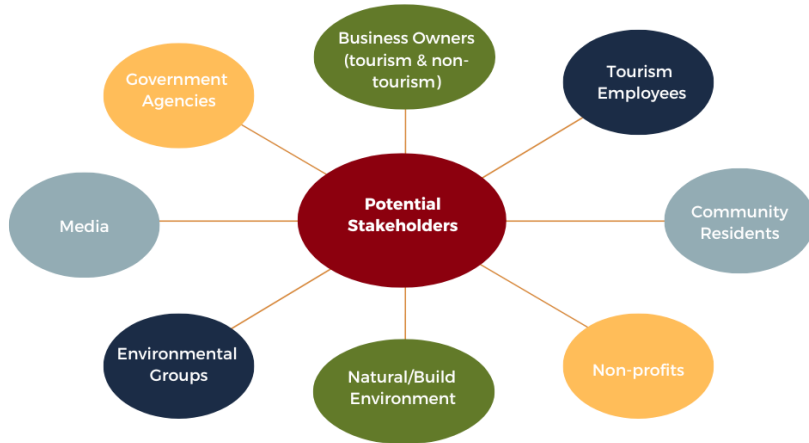
Function with a degree of regularity

Withstand changes of government leadership

Destination Management Examples



Stakeholder Mapping



Who's involved in your destination?

How do you do stakeholder mapping?

Map 3-5 key stakeholders in your destination.

Any suggestions or what have you done?

Think about visitor pressure points.

*Where in your destination do you
see pressure building?*

*What are residents and visitors
saying or feeling?*

Visitor Use Management

- Proactive planning
- Process for managing all characteristics of visitor use and settings
 - Amounts of use
 - Behaviors
 - Location
 - Timing and distribution
 - Types of use
- Sustain natural and cultural resource conditions and visitor experiences
- Variety of strategies and tools



Importance of Visitor Use Management

- Expand the diversity of opportunities and support meaningful connections to the park's/destination fundamental resources and values
- Assess the appropriateness of new visitor activities
- Enhance opportunities for the park's/destination's key visitor experiences



Importance of Visitor Use Management



- Minimize impacts and reduce conflicts
- Manage visitor demand at popular destinations
- Balance tradeoffs between management strategies

Why Visitor Use Management?

The effects of visitor use and increased use...

Biophysical: the impact of visitors on landscape naturalness and resources

Social: The quality of visitor's experiences is at risk if people feel crowded or otherwise negatively affected by other users present, destinations are continually impacted by tourism



Visitor Management Strategies

Strategies and actions to achieve desired conditions.



- ✓ Modify type of use
- ✓ Modify visitor behavior
- ✓ Modify visitor expectations
- ✓ Modify timing of use
- ✓ Modify location of use
- ✓ Increase ability of site to handle use
- ✓ Modify spatial distribution of use
- ✓ Reduce use
- ✓ Increase supply

*What visitor management
strategies are currently in place
in your destination?*

*Which have worked, and where
are there gaps?*

Create your Roadmap

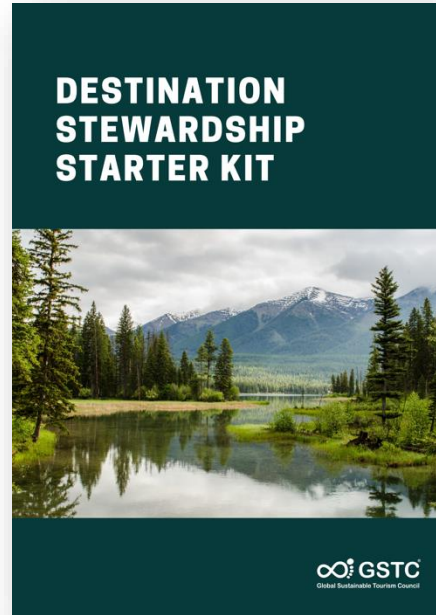


- One priority action to strengthen destination management structures or stakeholder collaboration
- One key pressure point you will address with a visitor management strategy
- One partnership required for you to move forward

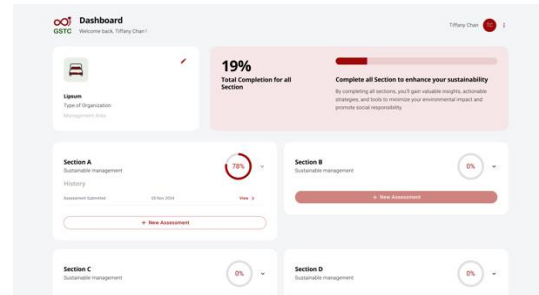
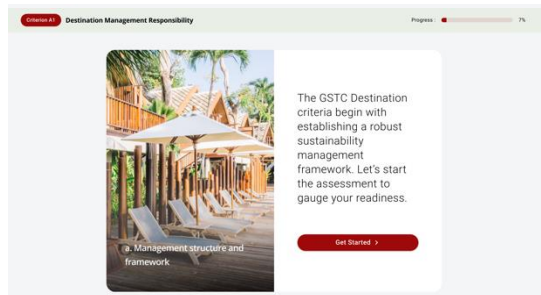
Destination Stewardship Starter Kit

Translated into:

- French
- Spanish
- Greek
- German



Destination Self-Assessment Tool



Continue Destination Management Responsibility Progress: 14%

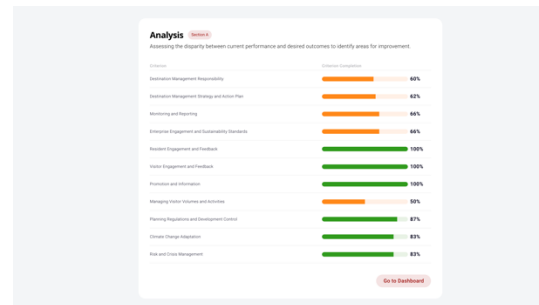
Q1. Does the destination have a group or committee responsible for coordinating sustainable tourism?

☒ Yes ☐ In progress ☐ No

Q2. Is the group involved with the private, public, and civil society?

☐ Yes ☒ In progress ☐ No

Q3. Does the group have clear responsibilities and the ability to manage social, cultural, and environmental issues?




Destination Assessment

GSTC Assessment is a tool for destination organizations to **identify risk areas and opportunities for applying the GSTC Criteria.**

GSTC Assessment is not certification. As an accreditation body, the GSTC does not directly certify any organization or product.




Destination Stewardship Report

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Destination Stewardship Report


The Destination Stewardship Report is an e-quarterly collaboration between the **Destination Stewardship Center**, **Center for Responsible Travel**, and the **Global Sustainable Tourism Council** that provides practical information and insights useful to anyone whose work or interests involve improving destination stewardship in a post-pandemic world.

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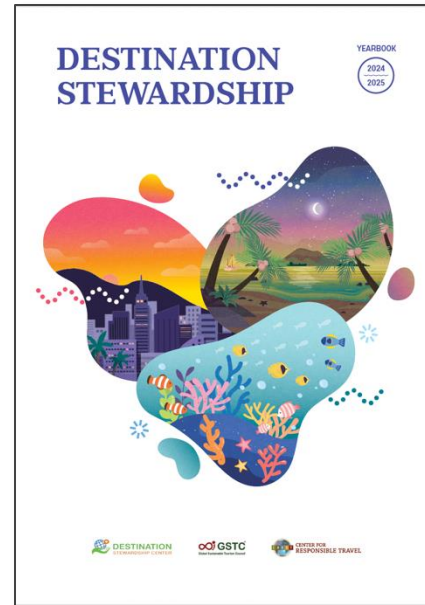
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April 23rd, 2025

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Destination Stewardship Report – Volume 5, Issue 2
January 23rd, 2025

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Destination Stewardship Self-Study Course



Improve performance by learning practical destination stewardship strategies

Real-life examples and actionable tips on sustainability solutions

Streamline your stewardship journey by following globally recognized best practices

Destination Certification



**A GUIDE FOR DESTINATIONS
ON HOW TO BECOME CERTIFIED**



Those businesses certified by a GSTC-Accredited Certification Body can display a unique GSTC logo with a traceable code.



EARTHCHECK





Global Sustainable Tourism Council

Thank you!
Any questions?

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