

A woman with long dark hair, wearing a light-colored top and a patterned skirt, is walking across a traditional red wooden bridge. In the background, there is a large, ornate traditional Chinese pavilion with a tiled roof. To the right, modern high-rise apartment buildings are visible against a cloudy sky. The scene is set in an urban park or cultural area.

# Leading Destinations of the World

Building sustainable partnerships between  
communities and operators

Presented by:  
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Executive Director APEC International  
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# Discussion Points

1. Who is EarthCheck?
2. What makes a leading destination?
3. Case studies
  1. Strategic/top down
  2. Community Driven
  3. Industry led
4. Building blocks for success

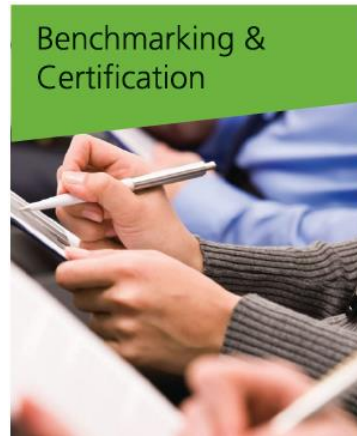
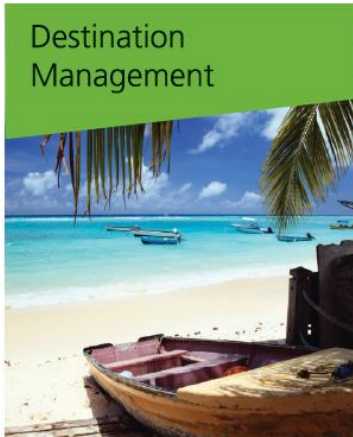
# 1. Who is EarthCheck?



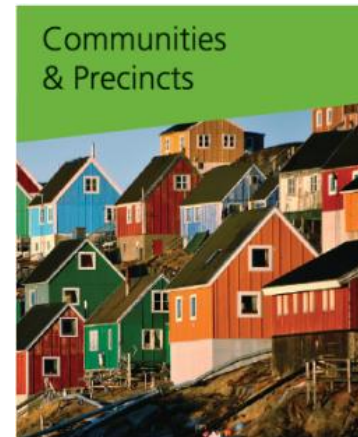
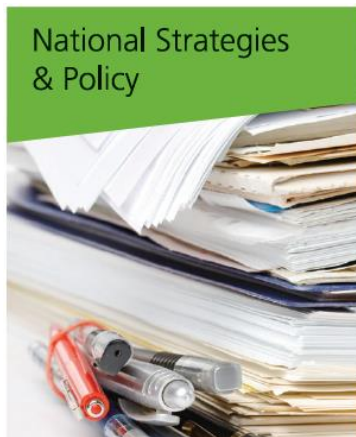
WE DELIVER SUSTAINABLE  
OUTCOMES



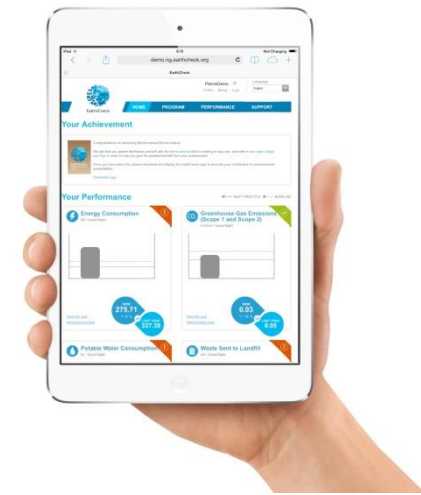
# EarthCheck Product & Service Portfolio



## Risk



## Reporting



## **2. What makes a leading destination?**

What makes a tourism destination, a neighbourhood or a hotel, a sustainable place to visit, work, play or live?

One vision and one voice to guide the future development and delivery of tourism experiences throughout the visitor economy

# Critical Success Factors

1. **Vision** | mandate for action | long term
2. **Leadership** (Bottom Up and Top Down) and a plan
3. Building commercial and public **partnerships**
4. A commitment to a **measurable outcomes (metrics)**
5. **Celebration** of what we value (events and culture)
6. Sustainability sits at the heart of **Destination Brand**
7. Delivering **unique experiences/emotional connection**
8. Building a **strong visitor economy(supply/ demand)**
9. Maintaining **Sense of Place**

**Dare to  
make a  
difference**







**Sustainability is not a logo.  
It's what you do!**

# Understanding Tourism

- On one hand a very simple activity – travelling for pleasure/business/VFR
- On the other hand a complex and diverse sector
- Multi-sectoral in nature; an amalgam of support services
- Communication within the industry is generally poor
- Tourism is often not understood by governments
- Lacks a voice and effective leadership
- Made up of small operators
- We are in the happiness business ( but we sometimes forget)

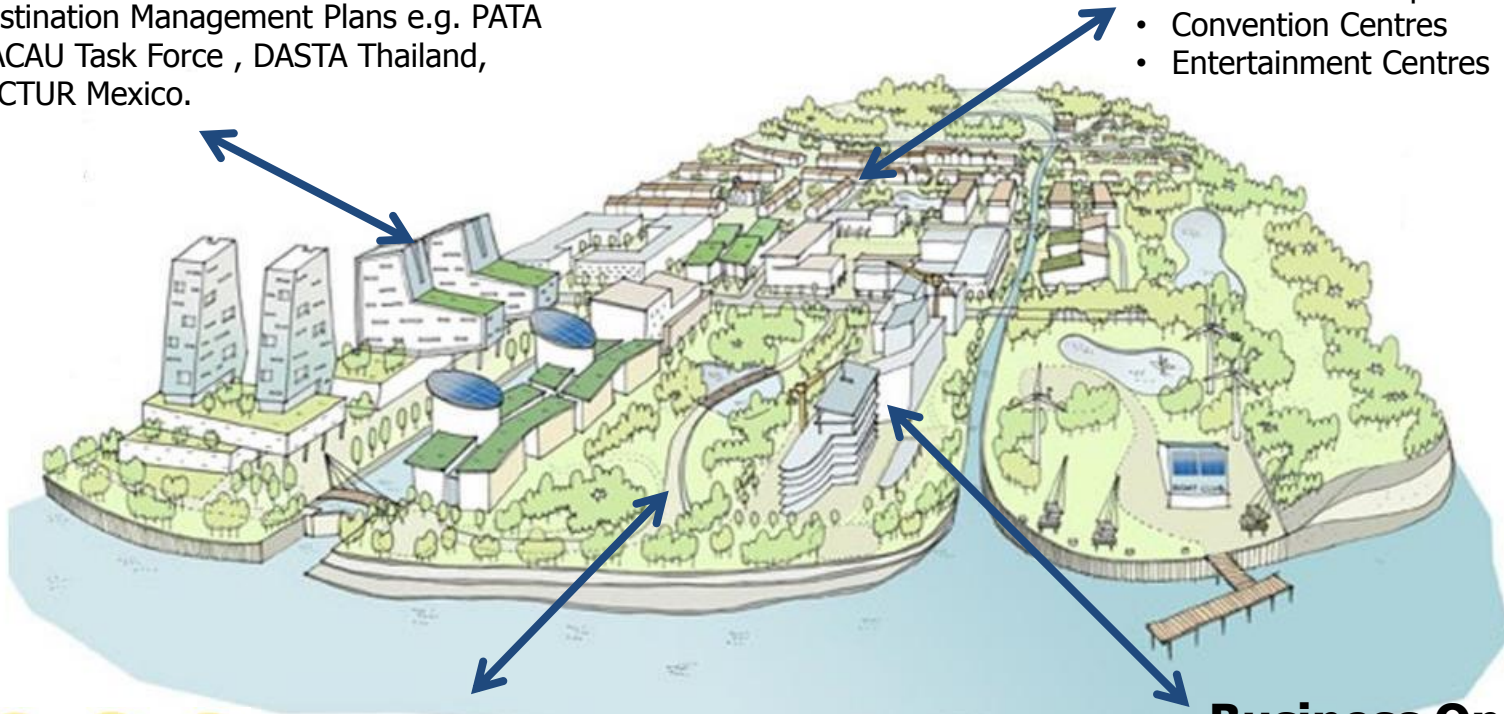
# A Destination-wide Approach to Sustainability is needed

## Destination Management

- Business clusters
- Destination Management Plans e.g. PATA MACAU Task Force , DASTA Thailand, SECTUR Mexico.

## Precinct Planning

- Integrated Resorts /Casino's
- Multi-Use Development
- Convention Centres
- Entertainment Centres



## Community Planning

- Education + Capacity Building
- Training
- Local Government

## Business Operations

- Design Advice
- Product Development
- Food & Beverage
- 30 Sectors



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# Building Strong Destination Brands

1. Understand your destination's value proposition
2. Develop your destination Promise
3. Your destination Promise is your brand
4. Everyone lives the destination Promise
5. Extend influence through partnerships

# 3. Case Studies of strong destination partnerships

## 3 Leading Destinations:

1. Strategic/Top Down – Mexico & Destintivo S
2. Community Driven – Kaikoura, New Zealand
3. Industry Led – Tasmania, Australia

# Mexico-Huatulco



# Mexico: Strategic Planning for Sustainable Communities

- Three pronged strategy for sustainable communities :
  - Inter-institutional collaboration & partnerships
  - Strong planning framework & tools
  - long term vision for infrastructure development and maintenance



# Destintivo-S Planning Framework

Institution	Institution Role	Programs	Program Role
Secretaria de Turismo (SECTUR) 	Planning & Regulation	Zones for Sustainable Tourism Development	Planning tool which ensures current and future development is undertaken responsibly, in harmony with local stakeholders (public and private) for the betterment of local communities.
Fondo de Turismo (FONATUR) 	Investment & Infrastructure Development	Integrally Planned and Sustainable Centres	Master plan, develop and maintain infrastructure projects that will contribute to sustainable tourism activities.
Visit Mexico 	Promotion & Marketing	Visit Mexico	Ensure the above projects are marketed globally to attract the right quantity and quality of tourists.
Community of Huatulco 	Green Coordinator's Group	Community Action Plans   Biodiversity Plans	Raising Community awareness of sustainability programs; Representing the interests of local Community.





SIEMBRE y CUIDE un ÁRBOL..

Ayude a la mitigación del calentamiento global.

¡Gracias!



**FONATUR**  
Un gran destino para México



EARTHCHECK



Implementamos programas sustentables desde la mesa de gestión y sinergia denominada Comité Coordinador del Equipo Verde Huatulco (CCEVH), en la cual participan representantes de los principales sectores sociales, económicos, culturales, educativos y de gobierno a través del cual se implementan las acciones a corto, mediano y largo plazo para convertir a Huatulco en la principal comunidad turística sustentable del país y del mundo.



### Misión

*Ser un grupo ciudadano líder en la integración y organización de los distintos actores sociales del desarrollo turístico de Bahías de Huatulco, generando sinergias que permita definir de manera conjunta y estratégica un camino hacia la sustentabilidad."*

### Visión

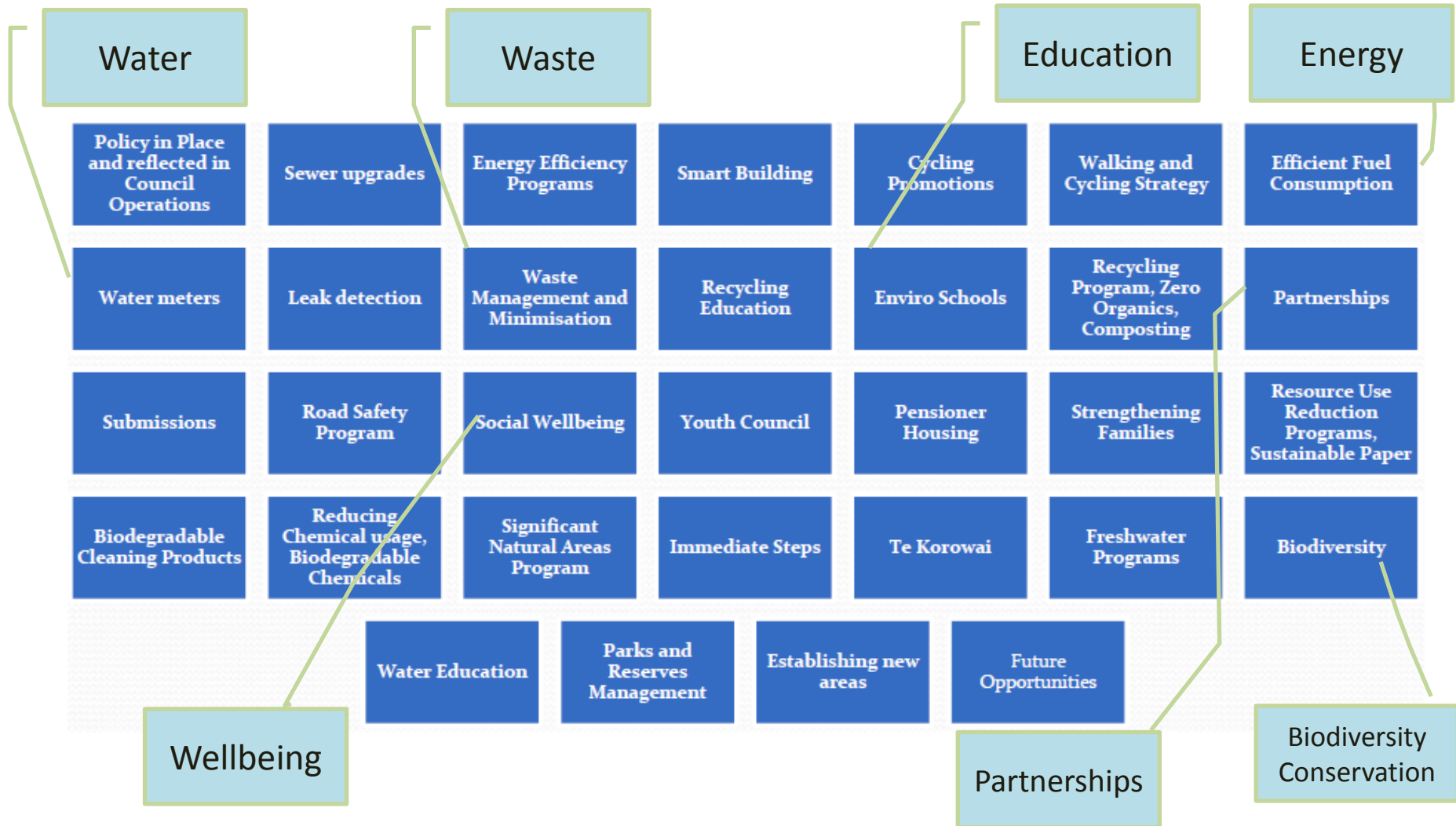
*Llegar al 2012 como una sociedad consolidada en su cultura ambiental, logrando una mejor calidad de vida de sus habitantes.*

Contáctanos

# Kaikoura NZ-ecotourism



# Kaikoura Community Plan 2000 – 2015





# EarthCheck Indicators Measured

- Energy consumption
- Greenhouse gas production
- Air quality
- Sustainability Policy
- Drinking water consumption
- Solid waste
- Resource conservation
- Biodiversity conservation
- Waterways quality
- Tourism accredited businesses
  
- Optional:
  - Health and Wellbeing of Community
  - Monitoring and preventing truck accidents and spills on major highway

# Milestones and Achievements

- An 11 year commitment and vision
- The Council adopted an Environmental & Social Sustainability Policy
- Council ownership(CEO/Mayor)
- Trash to fashion Show(celebration)
- Plant a tree scheme with GPS
- Community ownership/satisfaction
- Optional indicator-reduction of truck accidents
- Tourism investment and growth



# Tasmania-nature based tourism



# Tasmania

- Unlocking potential of natural spaces while preserving their uniqueness
- Government working with private sector investors and operators to support appropriate and site sensitive experiences
- 4 focal areas:
  1. Clear vision
  2. Contemporary tourism and conservation partnership
  3. Seeking world's best operational practice
  4. Offering 'experience providers' with new opportunities





# 4. Building Blocks for Success

1. **Vision** | mandate for action | long term
2. **Leadership** (Bottom Up and Top Down) and a plan
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