

# COMMUNITY TOURISM PLANNING

## Overview

Join other business and community leaders to shape the future of tourism in your region. Tourism employs more people than any industry in the state and has a significant economic impact in rural counties. This interactive session will set the stage for sustainable tourism development (tourism that sustains and enhances the region) and provide participants with relevant industry information to set the context for sound tourism planning. Participants will take a close look at current trends in travel, identify target markets, map community tourism assets, and set priority strategies for a positive future in this industry.

## Agenda

1. Opening Dream Destination activity
2. Welcome and participant introductions
3. Program overview
4. Sustainable Tourism – setting the context
  - a. Principles
  - b. Case studies
5. Overview of the tourism industry in Oregon
6. Trends in tourism
7. Creating a community vision for tourism
8. Asset mapping for tourism
9. Setting strategic priorities for your community

## Outcomes

- New relationships with others working to develop tourism in the community
- Familiarity with the program and which workshops are taking place in the community
- Familiarity with principles of sustainable tourism and how they look in practice
- Familiarity with the tourism industry in Oregon
- Knowledge of important travel and tourism trends
- Target markets identified
- Community vision for tourism created
- Community tourism asset map created
- Priority strategies and action steps identified to move towards the vision

## Ground rules

- Be open: Open your mind, ears & heart
- Be comfortable: Move around and use facilities as needed
- Be respectful: Courteously listen & share differing opinions
- Mix it up! Sit with new people often, talk about new things
- Be prepared: Follow up in between sessions...take action!
- Be prompt: Sessions and breaks will start and end on time
- Have fun!!! (most importantly)

# PRINCIPLES OF SUSTAINABLE TOURISM

In 2003, Travel Oregon commissioned research on national and international best practices in tourism to shape a set of sustainable tourism principles to guide local tourism planning. Rural Development Initiatives conducted the research and developed a set of principles that have since been shaped by the Oregon Tourism Commission and the Oregon Sustainable Tourism Advisory Committee to arrive at what we use today.

## Sustainable tourism...

- 1. Is integrated with and respectful of the culture, homeland, heritage, and people of a place**  
Tourism enhances communities by increasing local awareness and pride in what makes each place and its people special.
- 2. Provides a unique and authentic experience for the visitor**  
Visitors leave satisfied, excited, and more knowledgeable about the locale. They bring new vacation stories home and send friends off to experience the same thing.
- 3. Generates localized economic development benefits**  
Diverse opportunities are created for local entrepreneurs, local jobs and many locally owned businesses to grow and reinvest in the community.
- 4. Generates development that has a balanced and beneficial impact on the environment**  
Businesses and communities choose green techniques for constructing and operating facilities in a way that conserves resources, utilizes local materials and reduces environmental impacts.
- 5. Generates revenue that is invested in conserving and enhancing the unique features of the community**  
A portion of tourism revenue supports efforts such as open space preservation, conservation efforts, educational programs, and social programs.
- 6. Provides an educational experience for the visitor that leaves them enriched and inspired to create positive change at home**  
Residents share local knowledge, history, customs and the unique ways in which we do business in a way that has a positive and lasting impact on the visitor.
- 7. Encourages diverse parties to work together to create new opportunities and to address common challenges**  
Communities are successful at leveraging and coordinating the efforts of many diverse people and entities.
- 8. Serves target markets that are profitable, with promising long-term viability**  
Tourism leaders target market segments most likely to appreciate, respect, and disseminate information about the distinctive assets of the locale.

# SUSTAINABLE TOURISM - BEST PRACTICES

Directions: record any notes, thoughts or ideas that come to mind during the presentation.

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# THE GLOBAL SUSTAINABLE TOURISM CRITERIA

Source: The Partnership for Global Sustainable Tourism Criteria website, [www.sustainabletourismcriteria.org](http://www.sustainabletourismcriteria.org)

***Sustainable tourism is on the rise:*** consumer demand is growing, travel industry suppliers are developing new green programs, and governments are creating new policies to encourage sustainable practices in tourism. But what does “sustainable tourism” really mean? How can it be measured and credibly demonstrated, in order to build consumer confidence, promote efficiency, and fight false claims?

***The Global Sustainable Tourism Criteria*** are an effort to come to a common understanding of sustainable tourism, and will be the minimum that any tourism business should aspire to reach. They are organized around four main themes: effective sustainability planning; maximizing social and economic benefits for the local community; enhancing cultural heritage; and reducing negative impacts to the environment. Although the criteria are initially intended for use by the accommodation and tour operation sectors, they have applicability to the entire tourism industry.



***The criteria are part of the response of the tourism community*** to the global challenges of the United Nations’ Millennium Development Goals. Poverty alleviation and environmental sustainability – including climate change – are the main cross-cutting issues that are addressed through the criteria.



Beginning in 2007, a coalition of 27 organizations – the Partnership for Global Sustainable Tourism Criteria – came together to develop the criteria. Since then, they have reached out to close to 100,000 tourism stakeholders, analyzed more than 4,500 criteria from more than 60 existing certification and other voluntary sets of criteria, and received comments from over 1,500 individuals. The Sustainable Tourism Criteria have been developed in accordance with the ISEAL Code of Best Practice, and as such will undergo consultation and receive input every two years until feedback is no longer provided or unique.

## Some of the expected uses of the criteria include the following:

- Serve as basic guidelines for businesses of all sizes to become more sustainable, and help businesses choose sustainable tourism programs that fulfill these global criteria
- Serve as guidance for travel agencies in choosing suppliers and sustainable tourism programs
- Help consumers identify sound sustainable tourism programs and businesses
- Serve as a common denominator for information media to recognize sustainable tourism providers
- Help certification and other voluntary programs ensure that their standards meet a broadly-accepted baseline
- Offer governmental, non-governmental, and private sector programs a starting point for developing sustainable tourism requirements
- Serve as basic guidelines for education and training bodies, such as hotel schools and universities

***The criteria indicate what should be done***, not how to do it or whether the goal has been achieved. This role is fulfilled by performance indicators, associated educational materials, and access to tools for implementation, all of which are an indispensable complement to the Global Sustainable Tourism Criteria.

The Partnership conceives the Global Sustainable Tourism Criteria as the beginning of a process to make sustainability the standard practice in all forms of tourism.

## **Global Sustainable Tourism Criteria**

### **A. Demonstrate effective sustainable management**

1. The company has implemented a long-term sustainability management system that is suitable to its reality and scale, and that considers environmental, sociocultural, quality, health, and safety issues.
2. The company is in compliance with all relevant international or local legislation and regulations (including, among others, health, safety, labor, and environmental aspects).
3. All personnel receive periodic training regarding their role in the management of environmental, sociocultural, health, and safety practices.
4. Customer satisfaction is measured and corrective action taken where appropriate.
5. Promotional materials are accurate and complete and do not promise more than can be delivered by the business.
6. Design and construction of buildings and infrastructure:
  - comply with local zoning and protected or heritage area requirements
  - respect the natural or cultural heritage surroundings in siting, design, impact assessment, and land rights and acquisition
  - use locally appropriate principles of sustainable construction
  - provide access for persons with special needs
7. Information about and interpretation of the natural surroundings, local culture, and cultural heritage is provided to customers, as well as explaining appropriate behavior while visiting natural areas, living cultures, and cultural heritage sites.

### **B. Maximize social and economic benefits to the local community and minimize negative impacts**

1. The company actively supports initiatives for social and infrastructure community development including, among others, education, health, and sanitation.
2. Local residents are employed, including in management positions. Training is offered as necessary.
3. Local and fair-trade services and goods are purchased by the business, where available.
4. The company offers the means for local small entrepreneurs to develop and sell sustainable products that are based on the area's nature, history, and culture (including food and drink, crafts, performance arts, agricultural products, etc.).
5. A code of conduct for activities in indigenous and local communities has been developed, with the consent of, and in collaboration with, the community.
6. The company has implemented a policy against commercial exploitation, particularly of children and adolescents, including sexual exploitation.
7. The company is equitable in hiring women and local minorities, including in management positions, while restraining child labor.
8. The international or national legal protection of employees is respected, and employees are paid a living wage.
9. The activities of the company do not jeopardize the provision of basic services, such as water, energy, or sanitation, to neighboring communities.

### **C. Maximize benefits to cultural heritage and minimize negative impacts**

1. The company follows established guidelines or a code of behavior for visits to culturally or historically sensitive sites, in order to minimize visitor impact and maximize enjoyment.
2. Historical and archeological artifacts are not sold, traded, or displayed, except as permitted by law.
3. The business contributes to the protection of local historical, archeological, culturally, and spiritually important properties and sites, and does not impede access to them by local residents.
4. The business uses elements of local art, architecture, or cultural heritage in its operations, design, decoration, food, or shops; while respecting the intellectual property rights of local communities.

### **D. Maximize benefits to the environment and minimize negative impacts**

1. Conserving resources
  - Purchasing policy favors environmentally friendly products for building materials, capital goods, food, and consumables
  - The purchase of disposable and consumable goods is measured, and the business actively seeks ways to reduce their use
  - Energy consumption should be measured, sources indicated, and measures to decrease overall consumption should be adopted, while encouraging the use of renewable energy
  - Water consumption should be measured, sources indicated, and measures to decrease overall consumption should be adopted
2. Reducing pollution
  - Greenhouse gas emissions from all sources controlled by the business are measured, and procedures are implemented to reduce and offset them as a way to achieve climate neutrality
  - Wastewater, including gray water, is treated effectively and reused where possible
  - A solid waste management plan is implemented, with quantitative goals to minimize waste that is not reused or recycled
  - The use of harmful substances, including pesticides, paints, swimming pool disinfectants, and cleaning materials, is minimized; substituted, when available, by innocuous products; and all chemical use is properly managed
  - The business implements practices to reduce pollution from noise, light, runoff, erosion, ozone-depleting compounds, and air and soil contaminants
3. Conserving biodiversity, ecosystems, and landscapes
  - Wildlife species are only harvested from the wild, consumed, displayed, sold, or internationally traded, as part of a regulated activity that ensures that their utilization is sustainable
  - No captive wildlife is held, except for properly regulated activities, and living specimens of protected wildlife species are only kept by those authorized and suitably equipped to house and care for them
  - The business uses native species for landscaping and restoration, and takes measures to avoid the introduction of invasive alien species
  - The business contributes to the support of biodiversity conservation, including supporting natural protected areas and areas of high biodiversity value
  - Interactions with wildlife must not produce adverse effects on the viability of populations in the wild; and any disturbance of natural ecosystems is minimized, rehabilitated, and there is a compensatory contribution to conservation management





# ASSET BASED TOURISM DEVELOPMENT

In order to set our direction for tourism development and decide where to focus our energy and resources in the community, we will use a visionary asset mapping process. The concept of “Asset-Based Community Development” comes from the idea that we will fair better by focusing on what we have – those tangible and intangible resources – and building upon that to strengthen our communities and economy. This approach differs from how we typically set priorities by trying to eliminate a need or fill the void for something we don’t have. Communities or individuals that build off of their assets will find that by focusing on the positive they will actually bring people into the fold and inspire them to give their best.

In developing authentic tourism opportunities, it is essential to build off of local assets in the community. Many times, it is easy for residents to overlook assets that they interact with on a daily basis. It might be easy for a local to accept the quirky corner café or an opportunity to visit with a local farmer as something mundane, but to someone who has traveled across the state or halfway across the globe, these off-the-beaten path experiences can bring great delight and satisfaction to travelers looking for doorways into the unique local culture.

## VISIONARY ASSET MAPPING ACTIVITY

For this activity, we will generate dozens and dozens of assets in a number of key tourism-related areas. From there, we will examine the assets opportunistically, look for clusters and natural groupings, and look for creative ways to connect the asset once we start developing strategies and actions for the community.

## CATEGORIES

Please note: this is not an exercise to recreate your yellow pages! This is an exercise to surface all of the great things a that a visitor may want to experience while in your community. Try to think about those things someone could find here and nowhere else.

- **Best lodging & accommodations**
- **Transportation options (modes/routes/services)**
- **Unique culinary experiences (restaurants/farmers markets/u-pick)**
- **Unique retail**
- **Events**
- **Tour opportunities (companies/self-guided tours/crazy ideas)**
- **Significant cultural and historical sites or stories**
- **Agricultural experiences (ways to engage with and learn about local way of life)**
- **Entertainment (music venues/theaters)**
- **Marketing & public relations (venues to get the word out)**
- **Outdoor recreation (activities/infrastructure/tour companies)**

# CREATING A STRATEGIC PLAN FOR TOURISM

## GOAL ➔ STRATEGY ➔ ACTION

Use this space to jot down notes on tourism goals and strategies previously identified by your community:

# ACTION PLAN TEMPLATE

DATE: \_\_\_\_\_

TEAM NAMES: \_\_\_\_\_

GOAL: \_\_\_\_\_

| <b>STRATEGY / PROJECT:</b> |             |         |                    |                |                   |  |
|----------------------------|-------------|---------|--------------------|----------------|-------------------|--|
| Action:                    | Time Frame: | Budget: | Responsible Party: | Collaborators: | Progress Measure: |  |
| 1)                         |             |         |                    |                |                   |  |
| 2)                         |             |         |                    |                |                   |  |
| 3)                         |             |         |                    |                |                   |  |
| 4)                         |             |         |                    |                |                   |  |
| 5)                         |             |         |                    |                |                   |  |
| 6)                         |             |         |                    |                |                   |  |

# ACTION PLAN TEMPLATE

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| <b>STRATEGY / PROJECT:</b> |             |         |                    |                |                   |  |
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| 1)                         |             |         |                    |                |                   |  |
| 2)                         |             |         |                    |                |                   |  |
| 3)                         |             |         |                    |                |                   |  |
| 4)                         |             |         |                    |                |                   |  |
| 5)                         |             |         |                    |                |                   |  |
| 6)                         |             |         |                    |                |                   |  |