



International Institute of Tourism Studies

THE GEORGE WASHINGTON UNIVERSITY

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DESTINATION GOVERNANCE *and* SUSTAINABILITY: RESETTING TOURISM *in* SMALL ISLAND DEVELOPING STATES (SIDS)

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"IN THE END IT'S ALL ABOUT PROTECTING OUR PRODUCT. IF THE PRODUCT—OUR DESTINATIONS—AREN'T PROTECTED IN ENVIRONMENTAL AND SOCIAL TERMS THEN PEOPLE WON'T WANT TO VISIT THEM, IT IS AS SIMPLE AS THAT."

**--JOHN DE VIAL, HEAD OF FINANCIAL PROTECTION
THE TRAVEL ASSOCIATION
(FORMERLY ASSOCIATION OF BRITISH TRAVEL AGENTS)**

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DESTINATIONS *are* PLACES...

- **UNIQUE**
- **EVOLVE OVER TIME**
- **DEFINED BY THE PEOPLE WHO LIVE THERE**
- **HAVE STORIES**
- **CAN BE NURTURED, SHAPED AND SHARED**

HEALTH OF 16 DESTINATIONS IN THE GREATER CARIBBEAN

Resource Efficiency, Environmental Protection, and Climate Change

- Protection of natural and cultural assets
- Coastal management
- Monitoring tourism's footprint at attractions
- Climate change adaptation & mitigation
- Disaster and emergency management
- Renewable energy sources and energy conservation
- Solid waste management
- Water conservation and management
- Wastewater management
- Water quality monitoring
- Regulations for light and noise pollution
- Air quality monitoring
- Green transportation

Cultural Values, Diversity and Heritage

- Management of cultural (and natural) heritage
- Sustainable tourism products and experiences
- Visitor education and management
- Interpretation of cultural (and natural) heritage

Inclusive and Sustainable Economic Growth

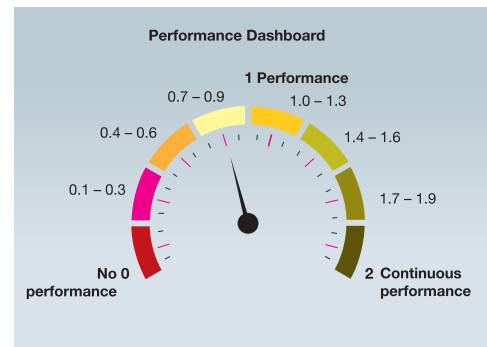
- Planning for sustainable tourism
- Physical planning guidelines
- Destination management
- Monitoring holistic impacts of tourism
- Economic monitoring
- Monitoring visitor satisfaction with destination

Social Inclusiveness, Employment, and Poverty Reduction

- Equitable employment and fair wages
- Supporting local entrepreneurs
- Community engagement
- Preventing exploitation of children, women and and marginalized groups
- Local access to tourism attractions
- Resident satisfaction with tourism
- Tourism awareness and education for residents

Mutual Understanding, Peace and Security

- Safety and security
- Travelers philanthropy



A wide-angle photograph of a tropical beach. The foreground shows the shallow, turquoise water of the ocean. The middle ground is a wide, sandy beach populated with many people. Numerous thatched palm-leaf umbrellas and blue lounge chairs are scattered across the sand. A dense line of palm trees runs along the back of the beach, with a multi-story resort building visible in the distance. The sky is bright blue with scattered white clouds.

**DESTINATION SUSTAINABILITY INVOLVES
BALANCING/MANAGEMENT OF THE EXPECTATIONS OF
VISITORS, WITH THE NEEDS OF INDUSTRY, COMMUNITY
AND THE NATURAL ENVIRONMENT**

GOVERNANCE

Destination governance is a concept which refers to relationships among tourism sector organizations and enterprises and how they interact with one another

The United Nation World Tourism Organization defines governance in the tourism sector as "...a process of coordinating activities among public, private, civil society organizations/actors in the "tourism system" to create synergies."



WHERE ARE *we* TODAY?

- **SIDS often have strong national tourism governance systems**
- **However, there is limited to no local level management of destinations where the impacts of tourism are occurring and affecting residents**
- **New models for destination stewardship at a local level are needed. Local destination management structures need to be integrated into the national tourism governance system to ensure the long-term sustainability and competitiveness of tourism destinations**



PRIORITY ACTION AREA A: PLANNING AND STANDARDS

CONSIDER...

1

**DESTINATION
ORGANIZATIONS**

Sustainable Destination
Management Plans

2

**DESTINATION
ORGANIZATIONS**

National standard for
destinations

**SUPPORTING LOCAL-LEVEL
DESTINATION SUSTAINABILITY
ASSESSMENTS AND DESTINATION
MANAGEMENT PLANNING**

**ADOPTING A NATIONAL DESTINATION
SUSTAINABILITY STANDARD SUCH AS
THE GSTC-DESTINATIONS FOR
QUALITY ASSURANCE**

Potential Partners: Development banks, multinational corporations, international NGOs

PRIORITY ACTION AREA B: LOCAL DESTINATION GOVERNANCE

CONSIDER...

3

DESTINATION ORGANIZATIONS

Short-term: Local-level
destination management
networks



4

DESTINATION ORGANIZATIONS

Longer-term: regional
and/or local destination
management organizations

**MULTI-SECTORAL DESTINATION
STEWARDSHIP COUNCILS (DSC)
THAT WORKS COLLABORATIVELY TO
IMPLEMENT DESTINATION
SUSTAINABILITY PLAN**

**DSC'S SHOULD PAVE THE ROAD FOR
PERMANENT LOCAL LEVEL
MANAGEMENT OF TOURISM BY CREATING
REGIONAL AND/OR LOCAL DESTINATION
MANAGEMENT ORGANIZATIONS**

Potential Partners: local-level tourism stakeholders

PRIORITY ACTION AREA C: DESTINATION SUSTAINABILITY MONITORING

CONSIDER...

5

DESTINATION ORGANIZATIONS

Monitoring health of destinations at a national level



6

DESTINATION ORGANIZATIONS

Monitoring of destination sustainability at a regional level

DESTINATION ORGANIZATIONS CAN CONSOLIDATE FINDINGS FROM DESTINATION ASSESSMENTS TO IDENTIFY RISKS AND OPPORTUNITIES AT THE NATIONAL LEVEL

THE DECS, CTO AND ACS CAN WORK WITH DESTINATIONS TO IDENTIFY A FEW KEY SUSTAINABILITY INDICATORS TO INTEGRATE INTO REGIONAL TOURISM MONITORING SYSTEMS

Potential Partners: Regional organizations, development banks, academia



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THANK YOU

QUESTIONS *and* ANSWERS



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