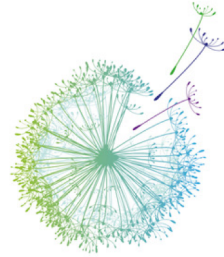


vali

welcome



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

Turismo Sostenibile e gestione delle destinazioni

22nd JUNE 2017
Parco della Sila
Calabria

PM4SD E IL MODELLO DMO (Destination Management Organization)

Fest

Foundation for European Sustainable Tourism

Silvia Barbone | **Director**

DMOs and Sustainable Tourism

Destination Management and DMOs

Destination Management is a **process** of **leading, influencing** and **coordinating** the management of all the aspects of a destination that contribute to a visitor's experience, taking account of the needs of visitors, local residents, businesses and the sustainable tourism principles and indicators.

*A **Destination Management Organization** (DMO) is the **leading entity** which may encompass the various **authorities, stakeholders** and **professionals** and facilitates the tourism sector partnerships towards a **collective destination vision**. The governance structures of DMOs vary from a single public authority to a public-private partnership model with the key role of coordinating and managing certain activities such as implementation of **tourism policies, strategic planning, product development, promotion** and **marketing** and **convention bureau activities**.*

United Nations World Tourism Organisation (UNWTO)

What is Sustainable Tourism Development?

“Development which meets the needs of the present without compromising the ability of future generations to meet their own needs”.

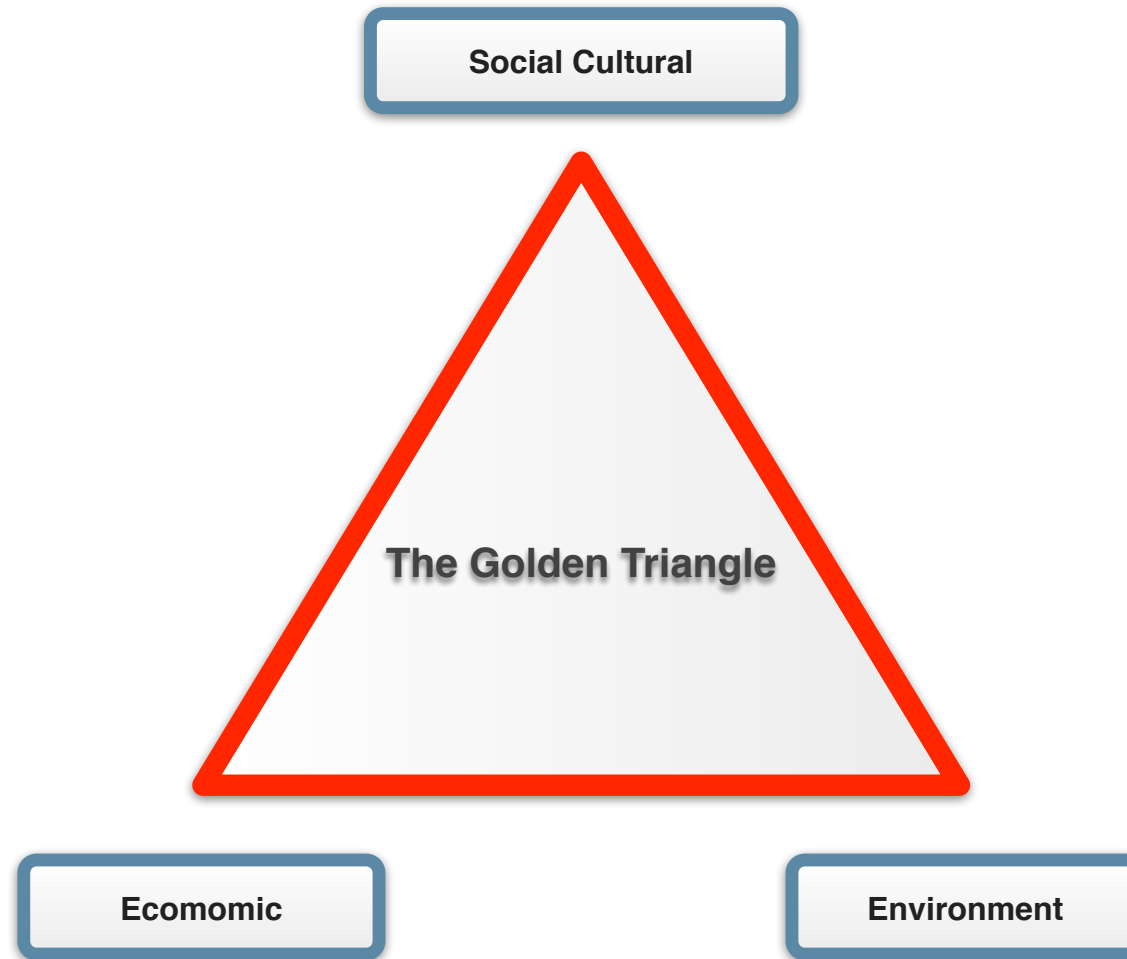
World Commission on Environment and Development

“Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that **economic, social, and aesthetic needs** can be fulfilled while **maintaining cultural integrity, essential ecological processes, biological diversity**, and life support systems.”

Common characteristics of a DMO include:

- **Being an independent, non-profit organization**
- **A membership-based organization**
- **Comprised of a mixture of public, private, non-profit and academic tourism stakeholders from the region**
- **Governed by a board of directors or executive committee reflective of the memberships and the composition of the destination**
- **Diverse set of revenue streams: membership dues, hotel taxes, retail opportunities, online booking commissions, advertising in publications and websites**
- **Services mostly provided free to end users**

Sustainable Tourism Principles and Indicators



UNWTO defines sustainable tourism as, tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.

A well-designed and well-managed tourism can make a significant contribution to the three dimensions of sustainable development and has close linkages to other sectors and can create decent jobs and generate trade opportunities.

UN Resolution 66/288
“The future we want” (2012)

DMOs S&T Med Model

5 STAGES

STAGE 1: Assess

- Destination Profile
- Destination Analysis
- Stakeholders Analysis
- Field Visits

STAGE 2: PLAN

- DMO Governance Model and Project Management Team
- DMO Sustainable Tourism Framework
- DMO Strategy and Vision
- DMO Implementation Plan
- DMO Action Plans

STAGE 3: EMPOWER

- DMO PM4SD Certification

STAGE 4: COMMUNICATE

- Communicate Internal and External Stakeholders

STAGE 5: TRANSFORM

- Take Action
- Monitor

How

- **Data Collection**
- **Field Assessment**
- **Stakeholders Engagement**
- **Project Management for Sustainable Development Approach**
- **Product Development**
- **Business Alliances**
- **DMO Sustainable Tourism Management Capacity Building Workshop**
- **DMO Branding and Marketing Capacity Building Workshops**

Results

- **DMO in Aqaba, Jordan**
- **DMO in Mahdia, Tunisia**
- **DMO in Sinis, Italy**



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thanks

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