
STAKEHOLDER STRUCTURES AND RELATIONSHIPS

for a sustainable tourism destination

Richard Denman



3 requirements for successful sustainable tourism destinations

- Having a good governance structure involving all stakeholders
- Working to a clear strategy and action plan
- Actively involving local businesses in making tourism more sustainable



The Broads



The Brecon Beacons



EUROPARC

F E D E R A T I O N



**EUROPEAN CHARTER
FOR SUSTAINABLE TOURISM IN
PROTECTED AREAS**



Governance structure requirement

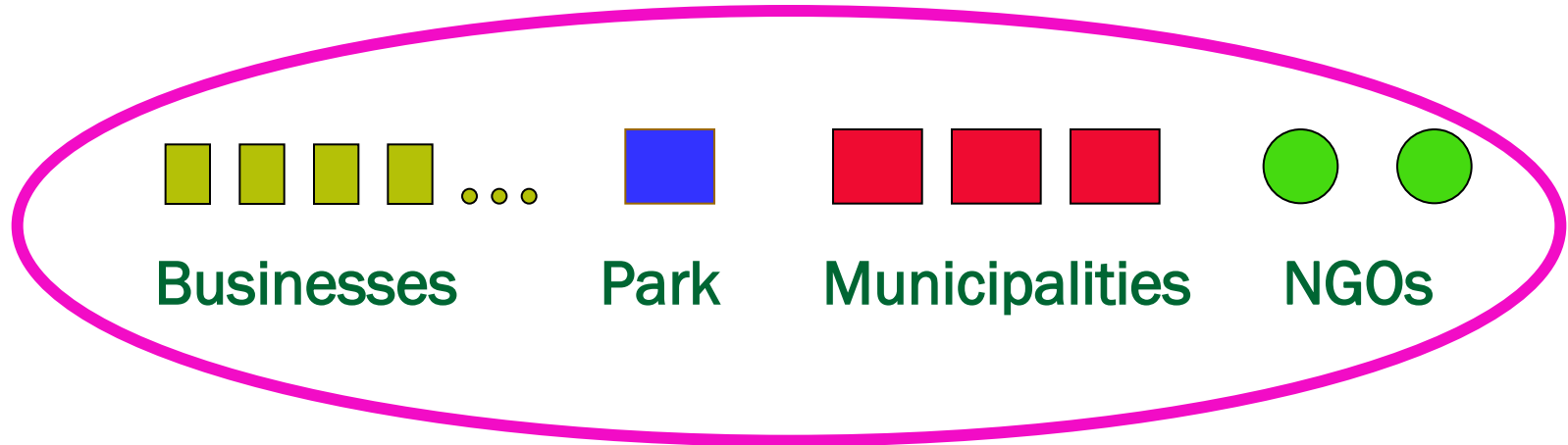
A permanent forum or equivalent arrangement between:

- ☐ Protected Area Authority (e.g. Park)
- ☐ Local authorities/municipalities
- ☐ Representatives of the tourism industry
- ☐ Conservation and community organisations



Models of engagement

Broads Tourism



Models of engagement

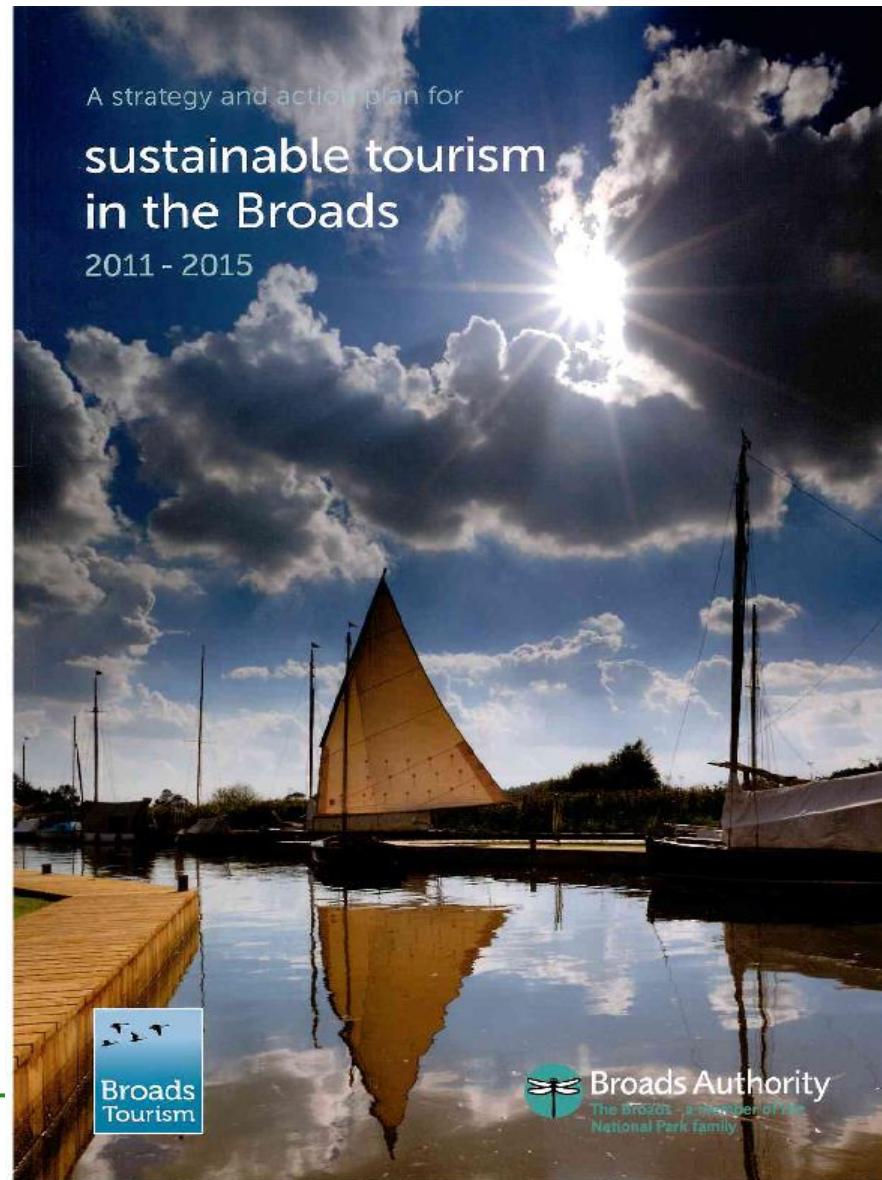
Brecon Beacons Sustainable Destination Partnership



Brecon Beacons Tourism



Sustainable Tourism Strategy and Action Plan



Sustainable Tourism Strategy and Action Plan

- 5 year strategy
- Visitor survey
- Business survey
- Extensive local consultation
- Strengths/Weaknesses/Opportunities/Threats
- Workshop
- Sustainability objectives
- Agreed actions



Strategy workshop – Brecon Beacons



Encouraging local businesses to be more sustainable

- Certification of businesses - with advice and training
- Businesses communicating with guests
- Use of destination branding

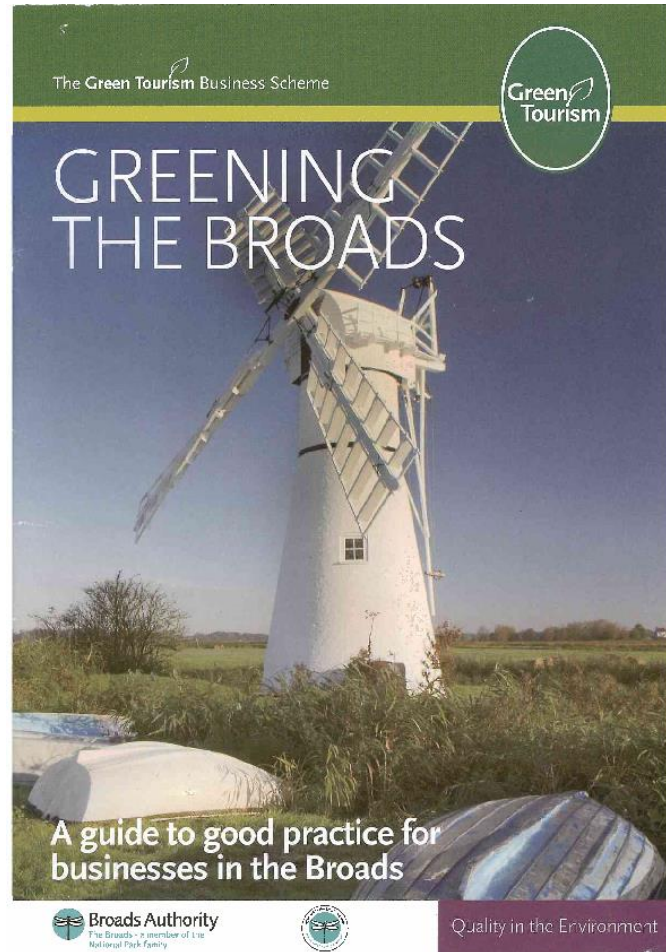


Certification

Green Tourism Business Scheme



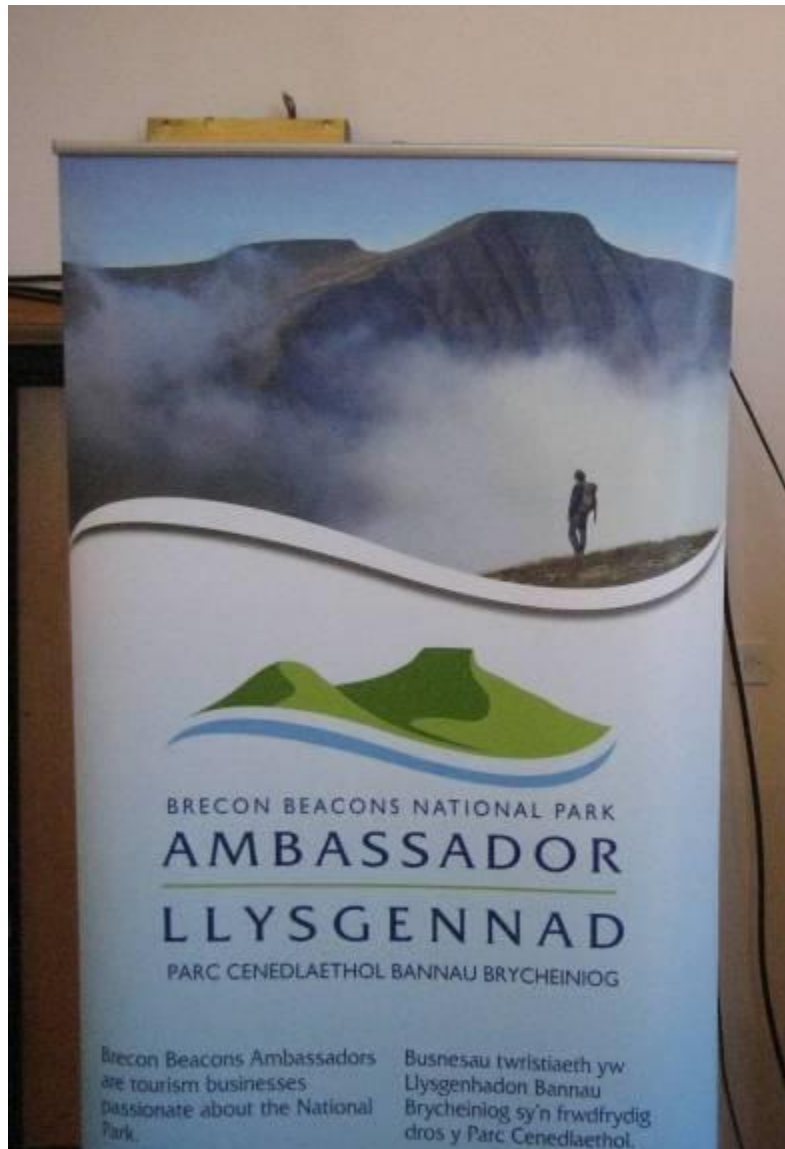
Advice and training



**“Greening the Broads”
guide for businesses**



Businesses informing guests



Brecon Beacons Ambassadors Scheme



Use of destination branding



Placing the logo on imagery

Ensure that the logo is positioned in a clear area to aid legibility and use the minimum clear space area as a guide to protect the logo from distracting elements.

Choose imagery that allows you to adhere to this approach or adjust the crop or size of the image to ensure maximum legibility.



THANK YOU

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