Next-Generation Models for Destinations

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What is a destination?

• The focus of a tourism trip
• A place or area that has a range of facilities and products for tourism purposes
• A place or area where it is possible to measure the visitor economy
• A place that can be crossed by ground transport in one-or two days
What makes a sustainable destination?

- Balanced growth
- Diverse products
- Safe experiences
- Well-trained staff
- Up-to-date plan
- Public consultation
- Strong cultural heritage
- Resource conservation
Why is it important?

- Destinations are under pressure economically and ecologically
- Sustainability makes good business sense
- Consumers are demanding it
- Events, conventions, and tourists demand responsibility
Sustainable tourism makes sense

- Conserving cultural heritage
- Facilitating inter-cultural dialogue
- Building national brand image
- Creating jobs
- Sustaining creative industries
- Connecting infrastructure

Sustainable Tourism

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Our experience suggests the need for new models

- Thick 10-20 year master plans
- Large teams of experts
- Heavy emphasis on investment
- Costly infrastructure plans

Are not always compatible with fragile heritage site planning
Planning for sustainable destination management

R  Realistic, identify and address market opportunities and known risks result in nimble affordable actions
I  Inclusive, involve stakeholders at the right scale
C  Collaborative across sectors
E  Empowering, build capacity and adapt to change – all about process
Next-Generation Model for Destinations
The Sustainable Travel International™ Approach for Businesses and Destinations
1. Assessment

- Demand analysis
- Product analysis
- Sustainability diagnostic
2. Action planning

Collaborative plans are realistic. Inclusive, collaborative and result in destination empowerment.
3. Standards & Monitoring

- Hotels and attractions can be managed sustainability using standards
- Destinations are just starting to monitor standards
Monitoring: knowledge management platforms

Rapid Sustainable Destination Diagnostic
4. Telling your sustainability story

- Get global recognition
- Increase national pride
- Enhance guest experience
- Improve tourism awareness
- Attracting the right markets
Integrating monitoring results to tell your story
Sustainable destination management is about connections

- Balanced growth
- Quality experiences
- Well-trained staff
- Up-to-date plans
- Public consultation
- Strong cultural heritage
- Resource conservation
Questions & Answers
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VISITOR MANAGEMENT

- Site management depends on various factors – infrastructure, connectivity between airport and neighbouring cities, environment, commerce
- Uzbekistan: Investment in infrastructure for transport – high speed trains and highways along new routes to connect heritage sites and Silk Road nodes
- Uzbekistan: average length of stay 2.5 days – strategy for increasing this, more accommodation
VISITOR MANAGEMENT

• Uzbekistan: Cater to Western markets eg. Providing night entertainment, extended opening hours during summer for shopping, building of infrastructure for visitors to experience the site while conducting other activities, identifying gaps in accommodation for encouraging overnight stays, supporting commerce, selling of local handicrafts

• UNESCO periodical reporting – data relevant for each sites which will be useful for managing visitor flows and demand analysis
VISITOR MANAGEMENT

• Tajikistan: visitor numbers grew from 76,000 – 90,000 in first few months to a site
• Importance of analysing beyond visitor numbers (volume) to tourism receipts, yield, (value)
• Kazakhstan: Tourism flow is very seasonal/unstable so it will be important to monitor the visitor flows with more tourism growth in the future. Monitoring/analysing is not currently in place
DESTINATION MANAGEMENT

• Surveying of visitors and potential visitors regarding providing donations and contributions for maintenance of sites
• Change will not be achieved by following the same processes and strategies
• Importance of collaborating and taking a regional approach to managing SR destinations, starting from local level
• KTA: Use of social media for promotion and to get feedback from tourists and potential tourists about what they would like to do/experience in Kazakhstan
DESTINATION MANAGEMENT

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• KTA: Use of social media for promotion
• Kazakhstan: business tourism is strong so keen to develop cultural tourism under Silk Road banner.
• Possibility of developing a SR international holiday
• Importance of authentic and accurate guiding to enlighten visitors and give full cultural experience
• Visitor data does not is always reflect full story
• Data is limited to what is collected by customs
• Data can be collected through ticketing
• If visitors are not charged (pilgrims) it can be difficult to monitor numbers
• Confidentiality of statistics prevents planning and monitoring visitor flows
• Visa facilitation:
  • 2012 summer 1,500 enquiries, 2013 1,700 enquiries, received by people wanting to visit Kazakhstan from Uzbekistan along Silk Road but left unsatisfied and unable to travel due to visa restrictions
• Key issues: monitoring, volume, spending, seasonality, branding, visa facilitation, regional cooperation
MARKETING & PROMOTION
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