

#BUILDBACKBETTER

# Reflect, Rethink, Reboot Tourism



Charting our course for a better future





**Responsible Tourism: The Key to  
Building Back a Better Industry**

**#RESPONSIBLERECOVERY  
#BUILDBACKBETTER  
#RESTARTTOURISM**

**Climate action is a  
collective  
commitment to the  
sustainability of our  
industry**

**You will travel after COVID-19 –  
but it won't be the same**

**Recovery chance  
for real change**

**To Recovery & Beyond: The  
Future of Travel & Tourism  
in the Wake of COVID-19**

**2020 Preview: vaccines,  
government changes should inspire  
higher recovery goals**

**Culture, Tourism and COVID-19:  
Recovery, Resiliency and Rejuvenation**



PUSH TO  
RESET THE  
WORLD

#spaceoutpost





## Community Involvement & Benefits

- Economic Monitoring
- Local Community Opinion
- Public Participation
- Supporting Entrepreneurs & Fair Trade
- Local Access
- Tourism Awareness & Education
- Preventing Exploitation
- Support for Community
- Local Career Opportunities

## Management of Cultural & Natural Assets

- Attraction Protection
- Visitor Behavior
- Visitor Management
- Cultural Heritage Protection
- Site Interpretation
- Intellectual Property

## Destination Policy and Planning

- Sustainable Destination Strategy
- Destination Management Organization
- Monitoring
- Climate Change Adaptation
- Sustainability Standards
- Safety & Security
- Planning Regulations
- Access For All
- Promotion
- Visitor Satisfaction
- Tourism Seasonality Management
- Property Acquisitions
- Crisis & Emergency Management
- Inventory of Tourism Assets & Attractions

## Environmental Issues

- Solid Waste Reduction
- Greenhouse Gas Emissions
- Water Management
- Low-Impact Transportation
- Water Quality
- Wastewater
- Energy Conservation
- Environmental Risks
- Water Security
- Protection of Sensitive Environments
- Light & Noise Pollution
- Wildlife Protection

● 2.26 - 3.00: Good Performance

● 2.00 - 2.25: Needs Improvement

● 1.00 - 1.99: Low Performance

● 0.00 - 0.99: No Performance





**HOW CAN WE LEAD?**

# START WITH THE RIGHT FOUNDATIONS



- Measure beyond economic impacts
- Repurpose tourism as a supporter for the community
- Consolidate partnerships for implementation
- Invest in transforming tourism value chains
- Protect the things that make us special: Climate Action, Biodiversity, heritage/culture



# CASE STUDY - CENTRAL VICTORIAN GOLDFIELDS WORLD HERITAGE NOMINATION



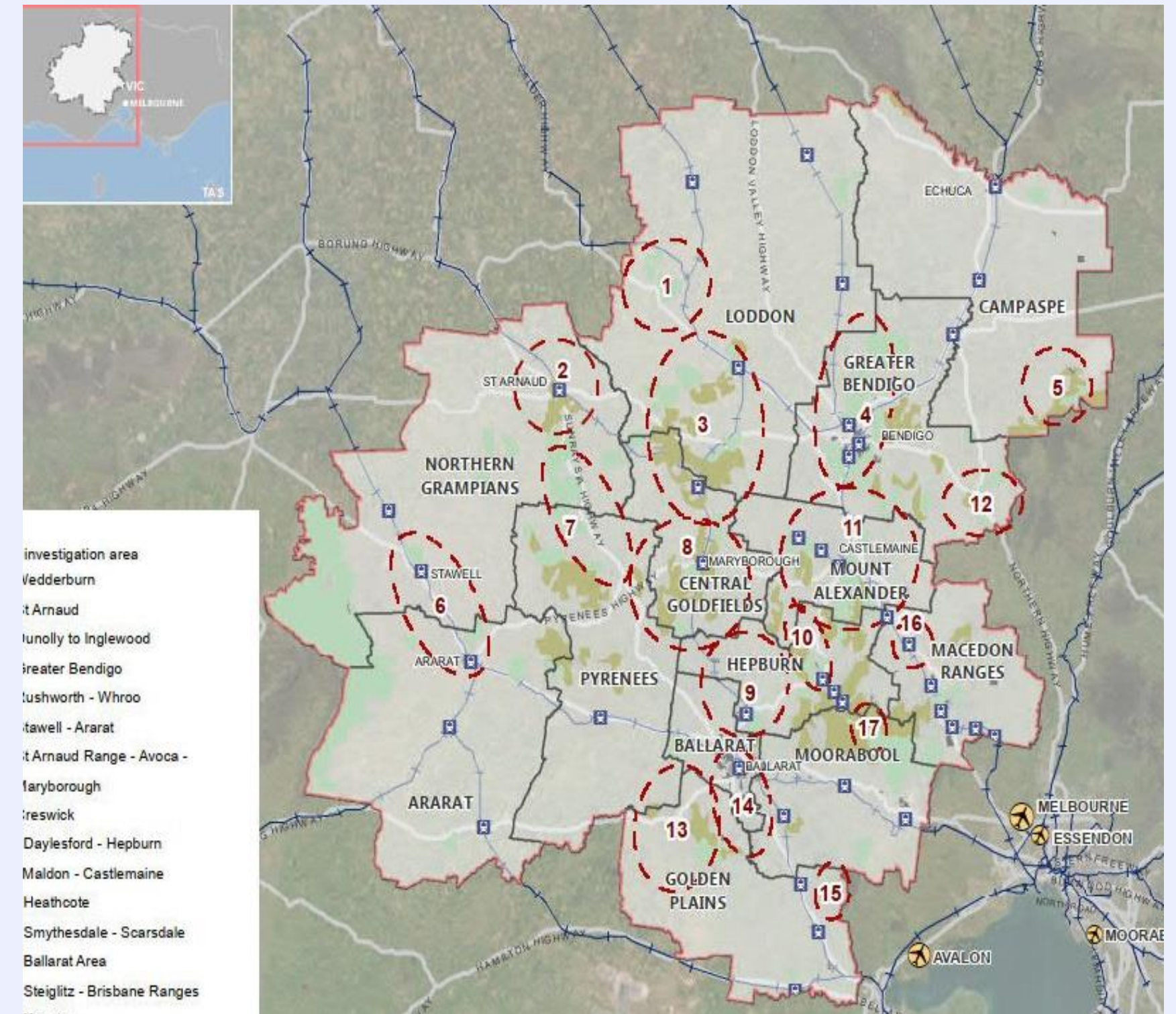


# SUSTAINABLE TOURISM VALUE CREATION TOOLKIT



## Transformation & Regional Recovery

- 13 Local Governments - World Heritage listing of the Central Victorian Goldfields
- The World Heritage bid now plays a critical role for as a catalyst for the recovery and regeneration of sustainable tourism in the region.
- The Sustainable Tourism and Value Creation Toolkit is a core component of the bid – UNESCO best practice





# COMPONENTS



GSTC  
Indicators  
as a guide



Global  
examples



Supply  
and  
Demand



Covid  
Recovery  
-  
Investment  
priorities

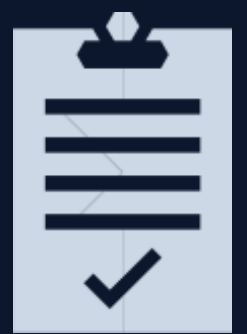


Aligning with  
community  
needs,  
industry  
and  
Government



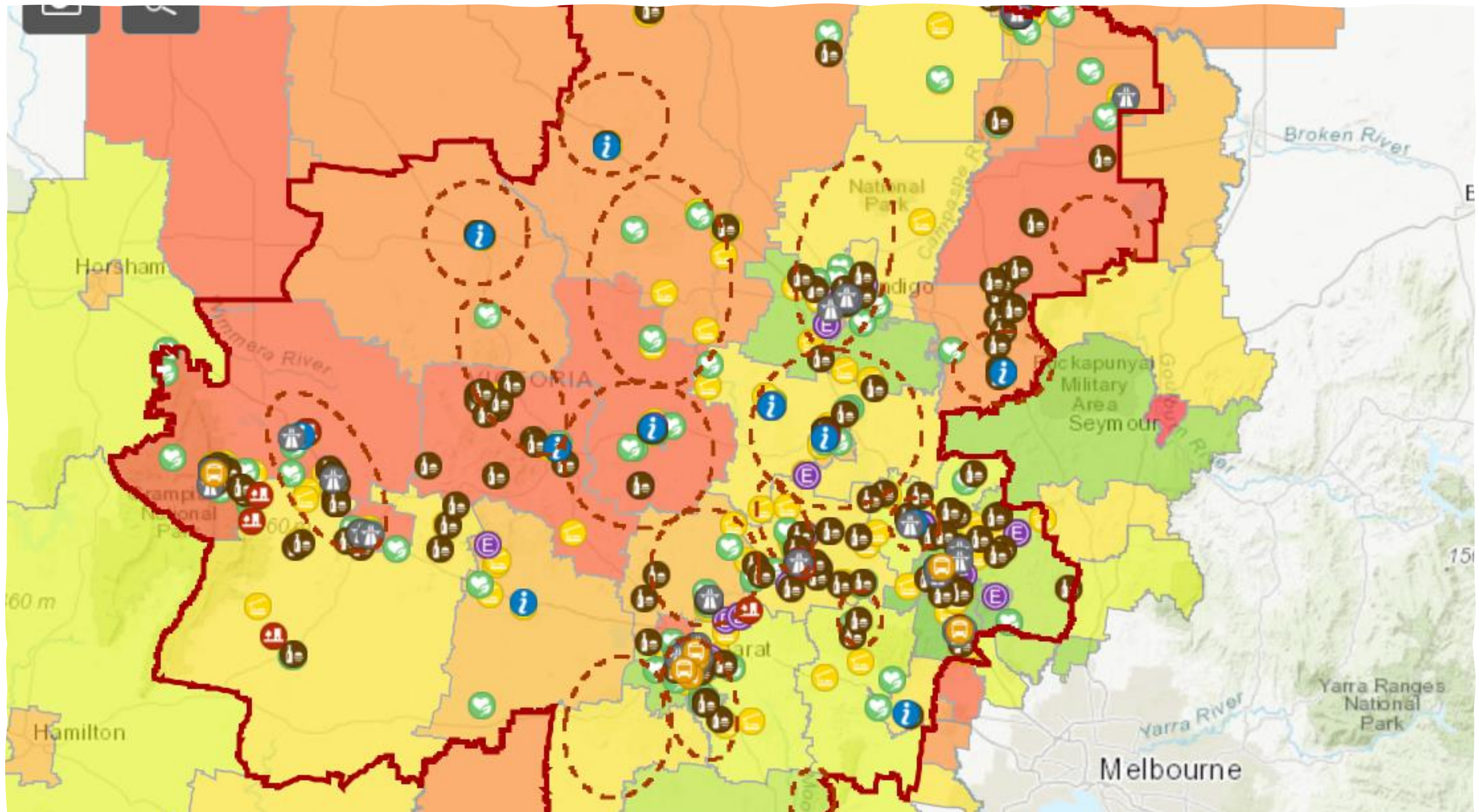
Community

- Happiness  
Index – Planet  
happiness
- Investment  
priorities –  
SEIFA Index



Governance  
Model for  
the future







Welcome to

PLANET HAPPINESS

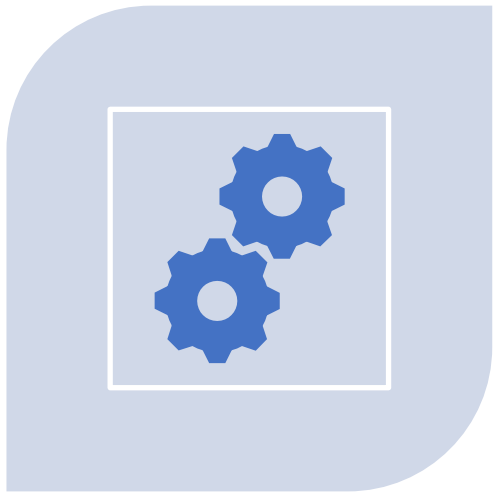


Planet Happiness

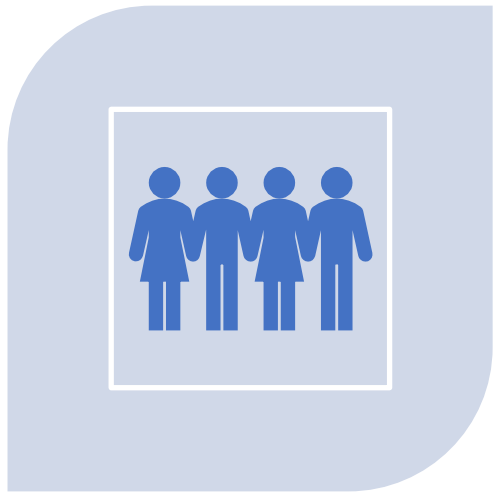
A Happiness Alliance BIG DATA Project Measuring the  
Happiness of Residents Living in World Heritage Sites



# What is the benefit?



OPTIMISING RECOVERY



INTEGRATED AND INCLUSIVE  
MODEL FOR PRIORITY SETTING



REGIONAL RECOVERY FUNDING



PRACTICAL TOOL DESIGNED TO  
INFORM DECISIONS - ONGOING USE



LEVERAGING THE FULL POTENTIAL  
OF THE REGION



STRATEGIC PERSPECTIVE



SUPPORT WHA BID



# 2020 SUSTAINABLE DESTINATIONS TOP 100

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## CONGRATULATIONS



Niue Island  
(Niue)



Douglas  
Shire  
(Queensland)



Lord Howe  
Island (New  
South Wales)



Townsville  
(Queensland)





# TRC



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PEOPLE AND PLACES**

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