Being greener is a start.
… but green is not enough.

Increasingly, leisure travelers want authenticity, experiences—i.e., to visit PLACES.

Quality of place is a selling point. Destinations that think of the WHOLE place as the tourism product will rally support for good stewardship.
KEY TOPICS

Destination Stewardship Scores

How Tourism Relates to Place, or Doesn’t

Unity through Geotourism

Geotourism Principles

Taking Action
Index of Destination Stewardship

SIX CRITERIA
• Environment
• Cultural/social impact
• Aesthetics
• Built heritage
• Tourism management
• General outlook

RATING SCALE
0-2  Catastrophic
3-4  In serious trouble
5-6  In moderate trouble
7-8  Minor difficulties
9   Authentic, unspoiled, and likely to remain so
10  Enhanced
2007 Destination stewardship survey

111 islands
Best rated

(top fourth of scoring range)

• 87 Faroes (right)
• 84 Azores
• 80 Mackinac
• 79 Molokai
Still Doing Well

- 75 Corsica (right)
- 72 Block Island
- 70 Seychelles
- 69 Mt Desert, ME
- 66 Out Islands
In the Balance

- 64 St Lucia (right)
- 63 Nantucket
- 62 Barbados
- 57 Bali
- 52 Canary Is
In Trouble

(bottom fourth of scoring range)

- 49 Hatteras
- 46 Key West; Phuket
- 45 Hilton Head
- 44 Provo
- 37 Ibiza; St Thomas (right)
Destination Stewardship Scores
How Tourism Relates to Place, or Doesn’t
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Geotourism Principles
Taking Action
DESTINATION TOURISM STYLES DIFFER IN RELATION TO PLACE
Touring-style tourism

Relies on human and physical character of place.

ACTIVITIES
• sightseeing
• history
• nature
• scenery
• hiking / Nordic skiing
• local shopping
• typical cuisine
• photography
• culture & festivals
# Touring-style tourism

Relies on human *and* physical character of place.

## ACTIVITIES
- sightseeing
- history
- nature
- scenery
- hiking / Nordic skiing
- local shopping
- typical cuisine
- photography
- culture & festivals

## CHARACTERISTICS
- Diffuse impact
- Supports small businesses
- Requires protecting nature and heritage
- Needs architecture, landscapes, culture unique to the locale.