DMO’s for coastal and maritime sustainable tourism management

Science meets Regions event:
Coastal and maritime tourism & Sustainable growth

26th Sept 2019
A step forward in sustainable tourism

The tourism sector needs a next step for transforming the way tourism projects and destinations are managed, funded and made sustainable in developed and developing countries.

**FEST** aims to tackle this challenge through the dissemination of **PM4SD™** and connecting tourism leaders and talents, donors and implementers.
PM4SD CASE Studies

**PM4SD** applied to create certified planning and management capacities

**PM4SD** applied to implement sustainable tourism projects and indicators (ETIS)

**PM4SD** applied to support world heritage sites management

**PM4SD** applied to create DMOs

**PM4SD** for capacity building (Europe, Middle East, Armenia, Georgia, Korea, Iran, Fiji, Myanmar)
DMOs and Sustainable Tourism
Sustainability and Tourism in the Mediterranean
2014-2016
A strategic project led by the Ministry of Tourism and Culture in Italy.

Three destinations from Italy, Jordan and Tunisia.

Focused on strengthening the destinations’ green assets of coastal destinations, traditions and cultural heritage through sustainable tourism management models.

Financed by the EU through the ENPI CBC Mediterranean Sea Basin Programme 2007-2013.

Closed in 2016
A European Strategy for more Growth and jobs in coastal and maritime tourism

- Stimulate performance and competitiveness
- Promoting skills and innovation
- Strengthening sustainability
- Maximise available EU funding
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*
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
Challenges

- Governance model
- Stakeholders engagement
- Sustainability
- Cooperation approach
- Funding
DMOs S&T Med Model
5 STAGES

1. ASSESS
   - Destination Profile
   - Analysis and Priorities
   - Stakeholders Analysis and Engagement
   - Field Visits

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

3. EMPOWER
   - DMO PM4SD Certification

4. COMMUNICATE
   - Communicate Internal and External Stakeholders

5. TRANSFORM
   - Take Action
   - Monitor
The S&T Med DMO Model

- Research & Innovation (Data Collection, Benchmarking, Field Assessment, Monitoring)
- Sustainability (certifications, policies, priorities, supply chain)
- Stakeholders management (Partnerships, Business Alliances)
- Product Development (community based planning approach)
- Training (building capacities)
- Communication, Branding and Marketing
S&T MED Key Results

DMO S&T Med DMO Model

Tourism Products Sustainable Tourism Itineraries, Fishing Tourism, Cultural tourism, Rural tourism, Food Tourism, Health and Wellness.

Stakeholders Business Alliances

Network S&T Med Network
Let’s get Social

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Project Management for Sustainable Tourism

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