

North American Edition

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**Featured
Research:**

Community Engagement Done Differently
From: Islander Way



OVERVIEW

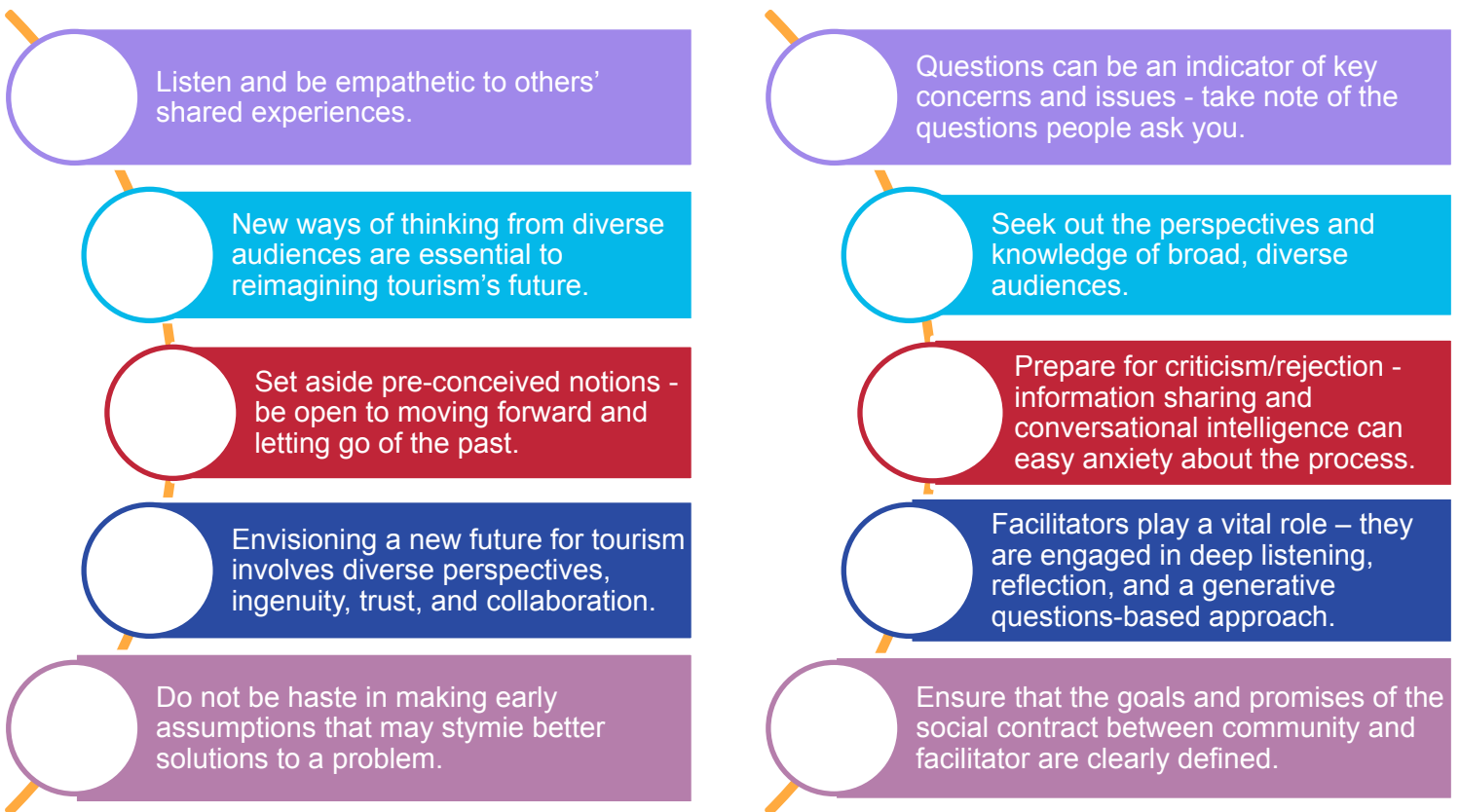
Destination communities are often left out of conversations about tourism policy, planning, development, marketing, etc. As we consider the future of tourism, the industry needs to collaborate with the destination community to increase the satisfaction and growth of a broad, diverse range of stakeholders. Aiming to build more feedback and establish more community outreach programs will improve citizen participation and strengthen understanding of the value of tourism to destination communities.

DISTINCTIVE APPROACH TO COMMUNITY ENGAGEMENT

Learning from social projects, such as the Islander Way Project, can initiate the shift towards engaging more meaningfully with your destination community. [This short article](#) outlines seven (7) important factors that demand the industry take a different community engagement approach. These factors include:

- Prioritizing inclusion and recognizing that all individuals, not just key stakeholders, have the right to be involved in decisions that affect them.
- The need to reframe tourism through the lens of community well-being and communicate how tourism contributes to residents' well-being.

The Islander Way approach to community engagement is based on previous projects with different types of communities from the local to international scales. The following are the ten (10) distinctive features of this approach:



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