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Research:**

## **Towards Destination Stewardship:**

**Achieving Destination Stewardship through Scenarios & a  
Governance Diagnostics Framework**

*From: World Travel & Tourism Council*



## OVERVIEW

Destination stewardship is an approach centered on balancing and fulfilling the needs of destinations and their communities. Legitimacy and agreement through a participatory governance model are the foundation of destination stewardship. Success is determined by the extent of collaboration between the public sector, private sector, and destination communities. You can use [WTTC's report](#) on destination governance to learn about how governance structures can facilitate greater destination stewardship.

Ten (10) trends and four (4) barriers that need to be proactively managed to transition to more effective, integrated governance models are presented. Key benefits to the public sector, private sector, and communities are summarized.

## DESTINATION STEWARDSHIP SCENARIOS

Four (4) scenarios with varying levels of engagement in destination stewardship are proposed:

- Scenario 1 demonstrates the worst-case scenario, where there is no engagement and numerous missed opportunities to strengthen tourism for all stakeholders.
- Scenarios 2 and 3 demonstrate a one-sided arrangement, where the development of one sector is stronger than the other, creating issues that might skew more towards the public or private sector.
- Scenario 4 demonstrates full engagement. It models the most significant need for change and new governance models, which can be maintained to fully realize the benefits of destination stewardship.

## DESTINATION STEWARDSHIP GOVERNANCE DIAGNOSTIC FRAMEWORK

Stakeholders can use the proposed Destination Stewardship Governance Diagnostic Framework to pinpoint facets of destination governance that could be bolstered by a collaborative process. The three (3) phases of the self-assessment are summarized below:





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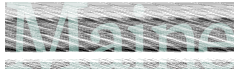
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