DEVELOPMENT OF GLOBAL ATTRACTION CRITERIA
AGENDA (11:45-13:00)

11:45-12:00 Introduction

12:00-12:40 Group activity

12:40-13:00 Sharing group discussion
PURPOSE OF WORKSHOP

1. To raise awareness of the development of Global ATTRACTION Criteria

2. To identify and discuss key issues surrounding new ATTRACTION Criteria

3. To get your input in ATTRACTION Criteria Development
Why do we need Global ATTRACTION Criteria?
Protected Areas, Islands, etc.

Destination

Attraction
<table>
<thead>
<tr>
<th>Destination</th>
<th>Attraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>A place that people visit for a particular purpose, such as leisure, business, or cultural exploration. It can be a city, a region, or even an entire country. A destination can be further broken down into sub-destinations, such as a specific village, city, neighborhood, attraction or landmark within the destination.</td>
<td>A specific feature or entity within a destination that draws visitors to that location. It can be a natural or cultural landmark, an event, a theme park, or even a restaurant or a shopping mall. An attraction can be a primary reason for someone to visit a destination or it can be a secondary reason for people who are already visiting the destination.</td>
</tr>
<tr>
<td>Element</td>
<td>Destination</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Size and scope</td>
<td>Typically covers a larger geographic area and encompasses multiple attractions.</td>
</tr>
<tr>
<td>Variety of activities and experiences</td>
<td>Offers a variety of activities, experiences, and attractions.</td>
</tr>
<tr>
<td>Infrastructure and support services</td>
<td>Typically has more developed infrastructure and support services, such as transportation, accommodation, and dining options.</td>
</tr>
<tr>
<td>Cultural and historical significance</td>
<td>May have cultural or historical significance beyond its attractions.</td>
</tr>
<tr>
<td>Duration of stay</td>
<td>Typically stay for longer periods, exploring multiple attractions and activities.</td>
</tr>
<tr>
<td>Economic impact</td>
<td>A significant economic impact on the surrounding region, including creating jobs, generating revenue, and supporting local businesses.</td>
</tr>
<tr>
<td>Marketing</td>
<td>Often marketed based on their overall appeal and unique features, such as natural beauty, cultural heritage, or urban amenities.</td>
</tr>
</tbody>
</table>
ATTRACTION CRITERIA

1. How do you **define** an ATTRACTION?

2. Can we use GSTC Criteria as a basis for ATTRACTION?

3. Which set of Criteria will be used for ATTRACTION?

4. Which criteria need to be amended/added/deleted from the GSTC Criteria (Destination/Industry)?
GSTC Destination Criteria: 38 Criteria and 174 Indicators

Sustainability Management
11 Criteria
51 Indicators

Social & Economic
8 Criteria
32 Indicators

Cultural
7 Criteria
26 Indicators

Environmental
12 Criteria
65 Indicators
GSTC Industry Criteria:
42 Criteria, 167(H)/182(TO) Indicators

Sustainability Management
13 Criteria
Hotels: 48 Indicators
TO: 50 indicators

Social & Economic
9 Criteria
H/TO: 32 Indicators

Cultural
4 Criteria
H: 14 Indicators
TO: 17 Indicators

Environmental
16 Criteria
H: 73 Indicators
TO: 83 Indicators
EXAMPLE

From GSTC-D
A8. Managing visitor volumes and activities
C6. Visitor management at cultural sites
D2. Visitor management at natural sites

- May add the above criteria into Industry Criteria
Considering:
- Identified physical site/ space
- Owner/managing organisation
- Management system

Attraction

Type of attractions
- Wildlife parks
- Nature-based destination
- Cultural sites
- Buildings
GSTC Criteria Development Process

1. Identification and confirmation of Criteria development
2. Organizing technical team
3. Planning and public announcement
4. Study (1st draft)
5. Public consultation I
6. Draft revisions as needed
7. Feasibility assessment
8. Compiling and revision (2nd draft)
9. Public consultation II
10. Compiling and final draft
11. Consensus
12. Formal adoption
13. Publish
TIME TO WORK

Work on A, B, C, or D as the table indicates
* Appoint a person to take notes
* Focus on Criteria NOT Indicators
WHAT TO SHARE

1. What's your definition?
2. Which GSTC Criteria Set did you use as a basis?
3. What’s key differences from Destination Criteria?
   - Criteria added/amended/deleted
Share your discussion!