

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

Destination	Attraction
<p>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.</p>	<p>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.</p>

Element	Destination	Attraction
Size and scope	Typically covers a larger geographic area and encompasses multiple attractions.	May be a single point of interest within a destination.
Variety of activities and experiences	Offers a variety of activities, experiences, and attractions.	Typically offers a more focused or specific experience.
Infrastructure and support services	Typically has more developed infrastructure and support services, such as transportation, accommodation, and dining options.	Limited infrastructure and support services.
Cultural and historical significance	May have cultural or historical significance beyond its attractions.	Typically defined by its specific features or activities.
Duration of stay	Typically stay for longer periods, exploring multiple attractions and activities.	May only spend a few hours or a day before moving on to other activities or attractions in the area.
Economic impact	A significant economic impact on the surrounding region, including creating jobs, generating revenue, and supporting local businesses.	A more limited economic impact, even though an attraction can also contribute to the local economy
Marketing	Often marketed based on their overall appeal and unique features, such as natural beauty, cultural heritage, or urban amenities.	Often marketed based on their specific features and experiences, such as roller coasters, museums, or historical landmarks.

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

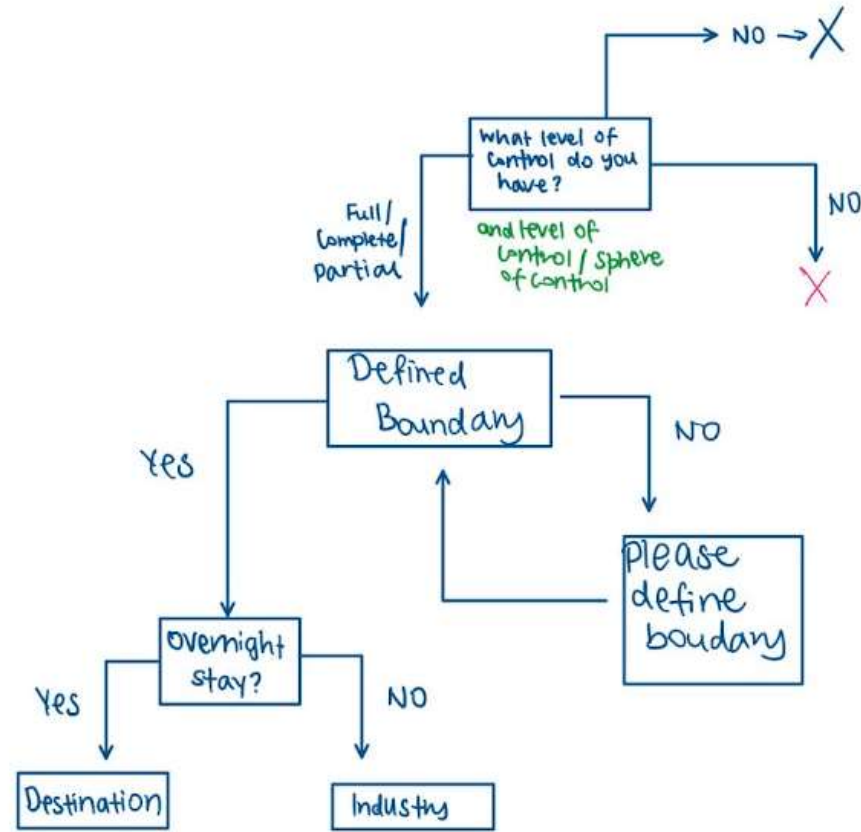
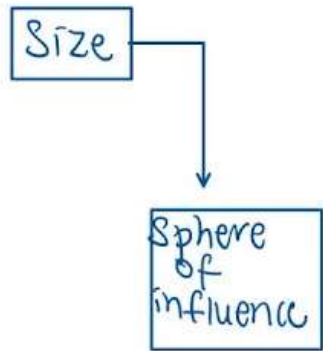
From GSTC-D

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 :

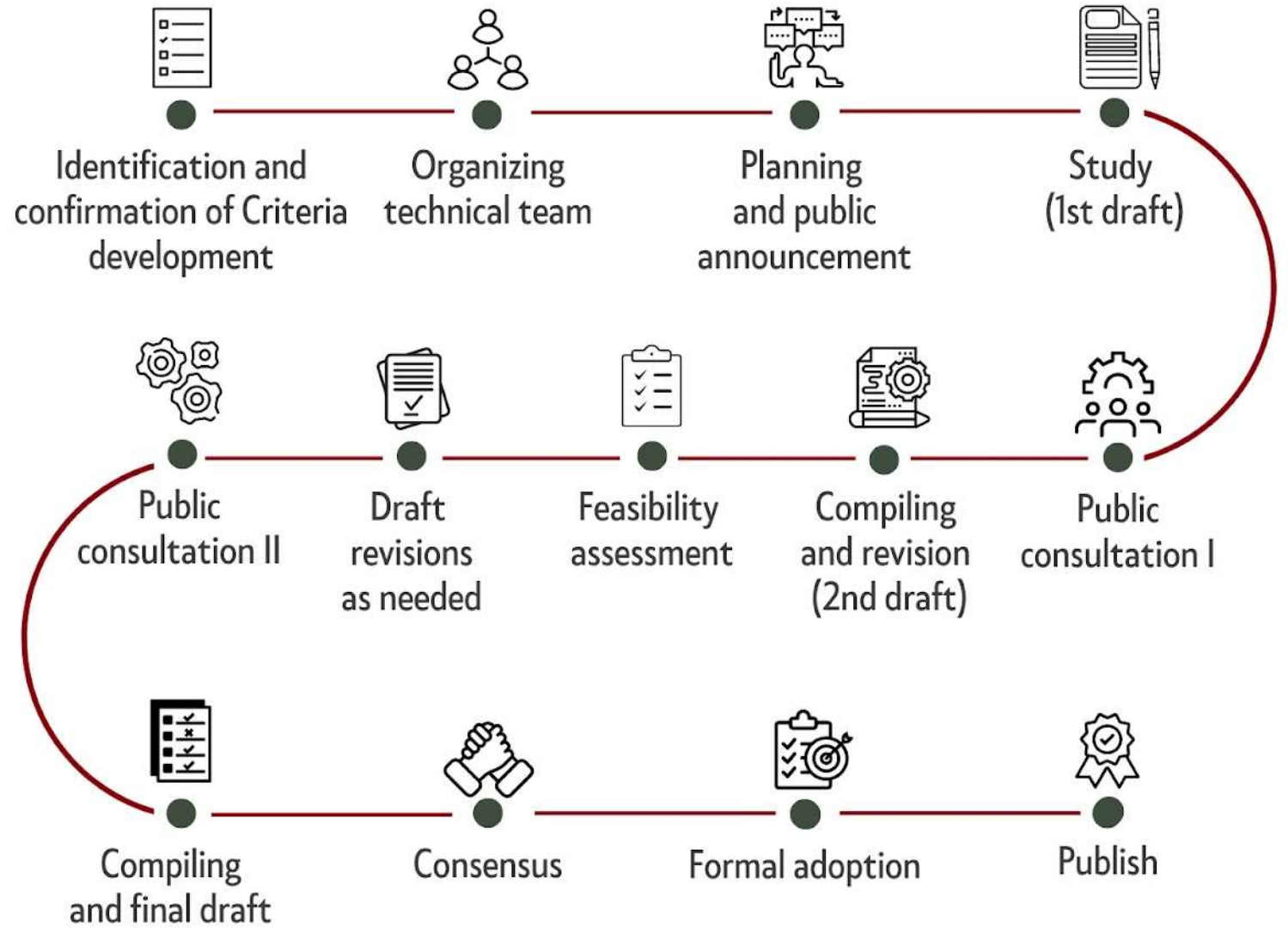
- ① Identified physical site/ space
- ② owner/managing organisation
- ③ management system

Attraction

Type of attractions

- ↳ wildlife parks
- ↳ Nature based destination
- ↳ Cultural sites
- ↳ Buildings

GSTC Criteria Development Process



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



A scenic view of a coastal town at sunset. The sun is low on the horizon, casting a warm glow over the scene. The town is built on a hillside, with buildings and trees visible. In the foreground, a harbor is filled with numerous boats, including sailboats and motorboats, docked at a pier. The water is a deep blue-green color. The sky is filled with soft, colorful clouds. The overall atmosphere is peaceful and picturesque.

Share your discussion!