The Benefits and Challenges of Destination Certification

Destination Stewardship Is more critical than ever before

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Founder & CEO, EarthCheck
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EarthCheck-A 30 year Commitment to the Science of Sustainable Tourism and Destination Management

- **1987**: Creation of National Centre for Studies in Travel & Tourism (NCSTT) --- James Cook University
- **1999**: EarthCheck Benchmarking Patent developed by the STCRC
- **2011**: EarthCheck established as a standalone global company
- **2019**: EarthCheck science and systems recognised by the People's Republic of China, Germany and Holland

EarthsCheck-A 30 year Commitment to the Science of Sustainable Tourism and Destination Management

- **1997**: The Australian Federal Government establishes the Sustainable Tourism Cooperative Research Centre (STCRC)
- **2011**: EarthCheck established as a standalone global company
Holistic Design/Planning Outcomes needed
Integrated Destination Management
Global trends - Implications for Destination Management
This is not business as usual….

- Climate change is now a reality… and must be managed
- Carbon economy has arrived… scientific reporting
- Experience economy… delivering responsible experiences
- Consumer expectations… The Greta effect…
- Reputation management … operators and destinations
- Engaged and informed communities expect more
- Blue and circular economy… speed of change/disruption
A Destination-wide Approach to Sustainability is needed

Destination Management
- Destination Management Plans
- Tourism Employment and workforce
- Climate Change
- Risk and Crisis Management

Precinct Planning
- Building Planning and design
- Performance
- Multi-Use Development
- Convention Centres/Airports
- Entertainment Centres

Community Planning
- Education + Capacity Building
- Training
- Local Government

Business Operations
- Product Development
- Operational Performance
- Training and Capacity Building
You can’t manage what you don’t measure

Simple measurement provides a rallying and focal point for action

..and a place for celebration
Scientific reporting...contributing to WTTC’s Global Dashboard
Snaefellsnes Peninsula

Potable Water Consumption

13% below the Regional Average Level

Waste Sent to Landfill

12% above the Regional Leader Level
Kaikoura, New Zealand
Example: waste to landfill

Waste Sent to Landfill (m³ / Person Year)

Waste Sent to Landfill (m³ / Person Year) for the year 2015 - 2016 (1 July 2015 - 30 June 2016) was 0.3 m³ / Person Year, which was 4.3% below the Baseline level.
Example: Potable Water Consumption

Potable Water Consumption (kL / Person Year)

Potable Water Consumption (kL / Person Year) for the year 2015 - 2016 (1 July 2015 – 30 June 2016) was 192.4 kL / Person Year, which was 22.8%.

Water Samples Passed (%)

Water Samples Passed (%) for the year 2015 - 2016 (1 July 2015 – 30 June 2016) was 83.0%, which was 13.0% better than the Baseline level.
Role of Certification- an Icelandic response

“The idea of this certification is not to state that perfection has been achieved, but that you are constantly working towards improvements.”
Sustainability is not a logo or a popularity contest. It’s what we do...it is a way of life!