



EARTHCHECK

EARTHCHECK ASSESSMENT & GSTC EVALUATION REPORT



Assessment and Evaluation

The EarthCheck Assessment and GSTC Evaluation Report (EAGER) is designed to introduce a destination management team to the core elements required to develop sustainable policies and practices by applying concurrently the EarthCheck Sustainable Destinations and GSTC Destinations Criteria to the specific destination.

The Assessment process allows a destination to:

- Participate directly in application of both Criteria to the destination
- Understand the destination's sustainability performance against two of the world's leading standards
- Identify areas of strength and for improvement.

Your team will gain practical knowledge regarding the destination's sustainability performance across the major areas of destination sustainability including destination management, governance, policy making, stakeholder engagement, economic development, community and cultural well-being, risk/resilience and environmental resource protection and conservation.

Our streamlined approach will provide participants with a contextual understanding of their region and a flexible pathway to multiple future certification options.

Benefits:

- Build capacity among destination stakeholders and the principles of sustainable tourism and sustainable destination management
- Understand which policies and practices are currently working well
- Improve efficient resource use and effective policy-making
- Generate positive marketing storylines about the destination's commitment to sustainability and its areas of good practice
- Develop a baseline for sustainability monitoring, to track progress over time.



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Assessment Details

The assessment process starts with up to four days of onsite engagement and liaison with stakeholders, followed by a guided overview of the destination's major areas of best practices, current sustainability achievements and risks.

Preliminary results from the assessment will be presented by an EarthCheck Research Institute Fellow and a concise report outlining recommendations for overall sustainability improvement will also be provided. All assessments are guided by Professor David Simmons who is the Chair of the not-for-profit EarthCheck Research Institute. Professor Simmons is the founder of tourism studies at Lincoln University and previously held the position as Director of Research at the Australian Sustainable Tourism Co-operative Research Centre where he provided expert content design and editorial oversight of the sustainable tourism online research portal. Professor Simmons has worked on tourism planning issues in Cambodia (WWF), Mauritius (UNDP), Niue, Vanuatu (WTO/UNDP), Nepal (MFAT and WWF), India (WWF), Sarawak (E. Malaysia), and DPR (North) Korea (UN/WTO).

Outlined below is an overview of our methodology. The final methodology will be agreed in consultation with the client upon commissioning of the project.

Sustainable Destination Framework EarthCheck Assessment & GSTC Evaluation Report (EAGER) Methodology				
	1. Mobilisation and Desktop Review	2. Engagement and Data Collection	3. Baseline Assessment	4. Reporting
Project objectives	Mobilise team and review documentation	Engage stakeholders and collect data	Conduct assessment against standard	Communicate findings
Deliverables	Conduct mobilisation meeting	Conduct client engagement	Criteria and indicators assessment	Draft report prepared
	Establish Local Task Force Team	Collect relevant assessment data	Compilation of findings	Client review and feedback
	Review current policies, plans and public data	Conduct external stakeholder engagement sessions (as required)	Internal Review	Final Report prepared
	Conduct assessment screening		Assessment exit meeting	Closing meeting & presentation
Outcomes	Project mobilised and on-site prep. complete	Data collected and stakeholders engaged	Destination assessed	Performance identified and recommendations
Outputs	Client project update and communications	Client project update and communications	Assessment exit meeting	Destination Assessment Report Assessment Summary Presentation
Project management	Manage project and communications with client through dedicated EarthCheck project manager			

Cost \$19,000 - Travel costs are additional.

Note: All prices are in Australian dollars and exclusive of relevant taxes if applicable.

Contact

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