



EarthCheck Assessment & GSTC Evaluation Report

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**UNRIVALLED SCIENTIFIC
KNOWLEDGE**

INNOVATION

CULTURE OF EFFICIENCY



the opportunity

ASSESSMENT & 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 destinations 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 destinations with an understanding of their current sustainable positioning and provides pathways to enhance.

Benefits:

- Build capacity among destination stakeholders in the areas of the principles of sustainable tourism and sustainable destination management
- Understand which policies and practices are currently working well
- Identify opportunities for more 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.

ASSESSMENT DETAILS

The assessment process starts with destination and stakeholder engagement followed by a guided overview of the destination's major areas of best practices, current sustainability achievements and risks.

Preliminary results will form a concise report outlining recommendations for overall sustainability improvement. All assessments are guided by Emeritus Professor David Simmons who is the Chair of the not-for-profit EarthCheck Research Institute.

Prof. 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. He 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).

Starting from AUD 19,000
Travel costs are additional

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

"Signalling a climate emergency is one thing, committing to action and having a plan is another."

Emeritus Professor David Simmons,
 Chair EarthCheck Research Institute





#walkTheTalk

EarthCheck is the world's leading scientific benchmarking, certification and advisory group for travel and tourism. Since 1987, we have helped businesses, communities and governments to deliver clean, safe, prosperous and healthy destinations for travellers to visit, live, work and play. We understand the value of big ideas and the importance of clear communication.

We know that what can be good for the planet is also good for business.