

# Commonalities among the 'greener plans'

**Having experienced negative effects of tourism** and mentioning this in a tourism strategy or plan is associated with a more holistic view on sustainability.

*-All analysed plans that mentioned negative effects were defined as having a 'holistic view on sustainability'*

**Open participatory processes** in developing a tourism strategy, involving direct and indirect stakeholders tends to lead more community issues being included which leads to a more sustainable view

*-85% of the plans that were classified 'dark green' were developed in a broad participation process*

# Qualitative analyses of 'greener' TDPs

- Economic and job-related expectations from tourism
- Tourism can increase competences
- Key to secure local benefits and positive effects from tourism on other sectors (multiplication effect)
- Synergies with other sectors, local qualities, products, culture...
- Tourism growth must strengthen local identity without compromising 'authenticity'

# Qualitative analyses of 'greener' TDPs

- Focus on forms of tourism that increases the value of local qualities and authenticity
- Environmental concerns are present
  - But to a somewhat limited extent, often focus on local natural and physical environment – 'Local not Global'
  - Nature often discussed as an economic resource
- Important to secure access to nature, but a great need for administration, maintenance and investment

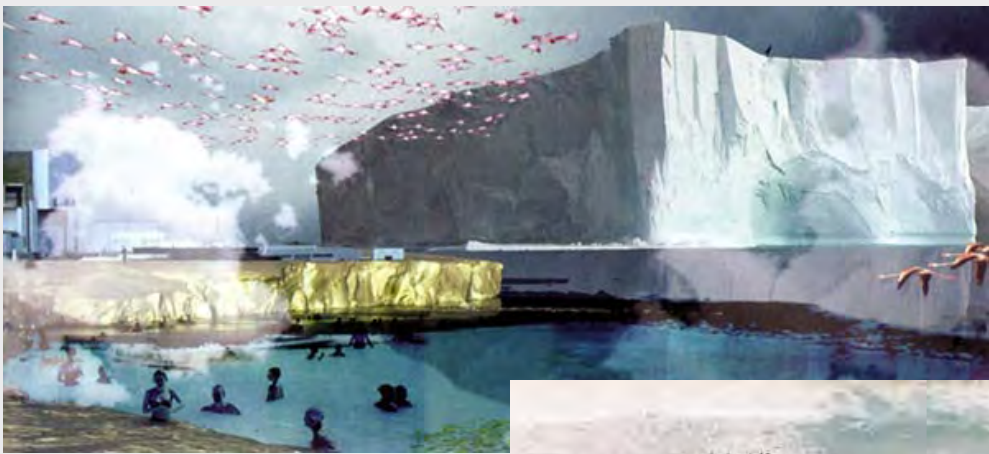
# Qualitative analyses of 'greener' TDPs

'Greener' plans also call for:

- better guidance

- access to reliable and comparable data and research

Demand for general tools to be able to address challenges and develop in a more sustainable way



# Challenges





# Challenges



# Visitors



# Lessons learned from analyses of tourism plans

- **'Greener' TDPs:**
  - Are developed by many
  - Highlight the importance of the destination's administration
  - Include environmental, social and economic aspects of sustainability within and outside the tourism sector
  - Have a long-term sustainable perspective
  - Want to create synergies
  - Call for more collaboration and coordination
  - View tourism as a possibility for competence development
  - Call for more guidance, more info and better data to be able to develop in a sustainable way



