Maximising the influence of Sustainable Tourism Indicators towards Systemic Change

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How do we think we are creating change?

Data is collected
Problems are identified
Solutions are identified
Decisions are taken based on the best solution
Sustainability performance is improved

Step 1
Step 2
Step 3
Step 4
Step 5

Where is the HUMAN ELEMENT?
Let’s find out...

4 steps identified according to the theory of ‘Absorptive Capacity’

<table>
<thead>
<tr>
<th>Step</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acquisition (Step 1)</td>
<td>60%</td>
</tr>
<tr>
<td>Assimilation (Step 2)</td>
<td>53%</td>
</tr>
<tr>
<td>Transformation (Step 3)</td>
<td>22%</td>
</tr>
<tr>
<td>Exploitation (Step 4 &amp; 5)</td>
<td>8%</td>
</tr>
</tbody>
</table>

How to enable systemic change

Implement STI schemes where the energy lies

Understand stakeholders’ perceived value of STI schemes

Design STI schemes based on the contextual needs of the destination

Start small and simple to reduce the complexity of the scheme

Build and maintain a learning and dialogic infrastructure

Sense system change by building empathy towards the system

Expand the energy

Look out for and share successes in the system

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How to enable systemic change

1. Implement STI schemes where the energy lies
2. Understand stakeholders' perceived value of STI schemes
3. Design STI schemes based on the contextual needs of the destination
4. Start small and simple to reduce the complexity of the scheme
5. Build and maintain a learning and dialogic infrastructure
6. Look out for and share successes in the system
7. Expand the energy
8. Sense system change by building empathy towards the system

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Understand stakeholders' perceived value of STI schemes

Acknowledge diversity at different system levels

Design STIs based on the contextual needs of the destination

International Level

Destination Level

Individual Level
Build and maintain a learning infrastructure

- Challenge mental models
- Collective Creativity
- No uptake of indicator as evidence in policy-making
- Uptake of indicator as evidence in policy-making

Start small and simple here.

LEARNING

Collective Creativity

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Start small and simple here.
Thank you for listening 😊

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Next Steps...

PLAYBOOK
Practical activities to enable systemic change with sustainable tourism indicators

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