



CREATING BETTER PLACES TOGETHER WE ALL HAVE A ROLE TO PLAY

Global Green Destinations Day
September 27th | Nijmegen, Netherlands



SUSTAINABILITY IS A JOURNEY...NOT THE DESTINATION



PROVIDING CONTEXT

What We Will Achieve

- To develop and promote sustainable tourism through collaboration to maximize local socio-economic and conservation outcomes and improve the visitor experience and resident's quality of life.



1. RAISE THE PROFILE AND IMPACT OF THE NATIONAL TOURISM BOARD

- Restructure for Organizational Development
- Define Mission, Vision and Values and what success looks like
- Improve Employee Quality of Work Life



2. OPTIMIZE NATIONWIDE SOCIO-ECONOMIC AND CONSERVATION OUTCOMES FROM TOURISM

- Establish Partnerships with the Tourism Private Sector
- Increase Alignment with other Ministries and sister agencies
- Empower Communities and Conservation Tourism
- Focus on Visitor Value vs Volume



3. SUPPORT AND EMPOWER THE TOURISM INDUSTRY AND COMMUNITIES

- Support Product Development based on Market Demand
- Create a Positive Policy Environment
- Strengthen Quality and Sustainability Standards
- Make Significant Investments in Capacity Building



INSPIRING SUSTAINABLE TOURISM THROUGH COLLABORATION

