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
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