Assessment and 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 participants with a contextual understanding of their region and a flexible pathway to multiple future certification options.

Benefits:

• Build capacity among destination stakeholders and the principles of sustainable tourism and sustainable destination management
• Understand which policies and practices are currently working well
• Improve 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 up to four days of onsite engagement and liaison with stakeholders, followed by a guided overview of the destination’s major areas of best practices, current sustainability achievements and risks.

Preliminary results from the assessment will be presented by an EarthCheck Research Institute Fellow and a concise report outlining recommendations for overall sustainability improvement will also be provided. All assessments are guided by Professor David Simmons who is the Chair of the not-for-profit EarthCheck Research Institute. Professor 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. Professor Simmons 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).

Outlined below is an overview of our methodology. The final methodology will be agreed in consultation with the client upon commissioning of the project.

**Sustainable Destination Framework**

**EarthCheck Assessment & GSTC Evaluation Report (EAGER) Methodology**

<table>
<thead>
<tr>
<th>Project objectives</th>
<th>Deliverables</th>
<th>Outcomes</th>
<th>Outputs</th>
<th>Project management</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Mobilisation and Desktop Review</td>
<td>Mobilise team and review documentation</td>
<td>Project mobilised and on-site prep. complete</td>
<td>Client project update and communications</td>
<td>Manage project and communications with client through dedicated EarthCheck project manager</td>
</tr>
<tr>
<td>2. Engagement and Data Collection</td>
<td>Engage stakeholders and collect data</td>
<td>Data collected and stakeholders engaged</td>
<td>Client project update and communications</td>
<td></td>
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<tr>
<td>3. Baseline Assessment</td>
<td>Conduct assessment against standard</td>
<td>Destination assessed</td>
<td>Assessment exit meeting</td>
<td></td>
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<tr>
<td>4. Reporting</td>
<td>Communicate findings</td>
<td>Performance identified and recommendations</td>
<td>Assessment Exit Meeting Report</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Draft report prepared</td>
<td>Assessment Summary Presentation</td>
<td>Assessment Summary Presentation</td>
<td></td>
</tr>
</tbody>
</table>

**Cost $19,000** - Travel costs are additional.

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

**Contact**

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