



The Challenges of consistency and commitment in local tourism planning by The Key Stakeholders. Analyzing the facts and determining some practical solutions

The TECT Project : 3 to 6 June 2014 Meeting and Study Visit to Greece

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# Some thoughts about Tourism

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- Tourism - Seen as a Proverbial Cash Cow - Get Rich Quick Attitude!
  - Investment + Initiative + Expertise + Knowledge = Success
  - Incoming and Outgoing, Travel and Accommodation or even five star , four star and three star classifications
  - Measurement of Tourism by Quantitative rather than Qualitative criteria
  - Three Key Stakeholders : Local Authorities, Local Business Community and Local Community
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# **AREAS OF CONCERN COMMONLY ENCOUNTERED IN THE MANAGEMENT LETTERS (NAO REPORT MT 2012)**

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- **a. Property, Plant and Equipment**
  - **b. Accounting**
  - **c. Local Enforcement System**
  - **d. Procurement**
  - **e. Salaries**
  - **f. Receivables**
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# **AREAS OF CONCERN COMMONLY ENCOUNTERED IN THE MANAGEMENT LETTERS (NAO REPORT MT 2012)**

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- A. Payables**
  - B. Cash and Cash Equivalents**
  - C. Invoices**
  - D. Provisions outlined in the Subsidiary**
  - E. Legislation**
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# BUSINESS COMMUNITY CHALLENGES

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# PROVIDING A ROD TO FISH

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**Proactive Businesses  
Using Initiative with  
Communities**

**Creating Synergies within  
communities – Bottom Up**



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# CHALLENGES TO LOCAL AUTHORITIES

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- Consultation Level
  - Commitment
  - Coordination
  - Planning
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# RECOMMENDATIONS

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- OWGs – Experts from all key stakeholders
  - Consultation Process
  - Development of strategy and policy
  - Implementation and monitoring
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# THANK YOU FOR YOUR ATTENTION

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- **Julian Zarb**
  - **Resident Visiting Lecturer – ITTC**
  - **University of Malta**
  - **Email : [jzar0004@um.edu.mt](mailto:jzar0004@um.edu.mt)**
  - **Tel. (00356) 99167805**
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# **ANNEX TO PAPER : 20140606.1 TECT GREECE**

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# BUILDING THE CONCEPT TOGETHER

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- ***"Community-based tourism approaches result in local residents being able to control tourism development in their areas and receive the direct benefits of tourism, while encouraging their support of local conservation initiatives".***
  - *UNWTO : 2002*
  - ***Criteria : HONESTY & TRUST***
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## Achieving sustainable tourism

The natural, historical, cultural and other resources for tourism are conserved for continuous use in the future, while still bringing benefits to the present society.

2 Tourism development is planned and managed so that it does not generate serious environmental or socio-cultural problems in the tourism areas.

2 The overall environmental quality of tourism areas is maintained and improved where needed.

2 A high level of tourist satisfaction is maintained so that tourist destinations will retain their marketability and popularity.

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2 The economic viability of tourism is maintained and enhanced where needed.

2 The benefits of tourism are widely spread throughout society including to local communities in tourism areas.

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## Implementing a tourism culture

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- Diversification and enrichment of the tourism product
  - Increasing tourist length of stay and spending
  - Attracting domestic and international visitors
  - Special interest tourism
  - Cross cultural exchange - Home hosting
  - Volunteer tourism
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- Visitors take home artifacts that represent the area they have been to.
  - Shift from urban to rural sites of visitation
  - Roots Tourism
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- Coordinate infrastructure and tourism
  - Establishing strong linkages between tourism and other economic sectors including agriculture, fisheries, manufacturing, construction and crafts production.
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