Case Study Map

Use this template to gather a general overview of the different case studies covered during the first module of the Sustainability Leadership Programme.

For each case study, you can find a brief description of what they cover and the key takeaways that can be extracted from them.

You'll also find a blank space under each of the case studies that you can use to ideate with your team on how some of the learnings could be applied to your DMO or ideas you'd like to gather for future planning.

How to complete the template?

Before reading a case study

Before reading a case study, if your time availability is limited, make sure to read the (?) description and key takeaways of the different case studies to focus on those that can be most useful for your DMO.

During the reading of a case study

Add sticky notes of a specific colour of those aspects that can be most useful within your organisation in the ideation area to later come back to them.

You should use this colour throughout the Mural so everyone can keep track of their ideas.

After the reading of a case study

Come back to the notes you have taken throughout the reading.

Gather your team and discuss how the key ideas could be implemented.

Azienda per il Turismo Dolomiti Paganella

Case Study Title

Involving the Community in Designing a Sustainable Future

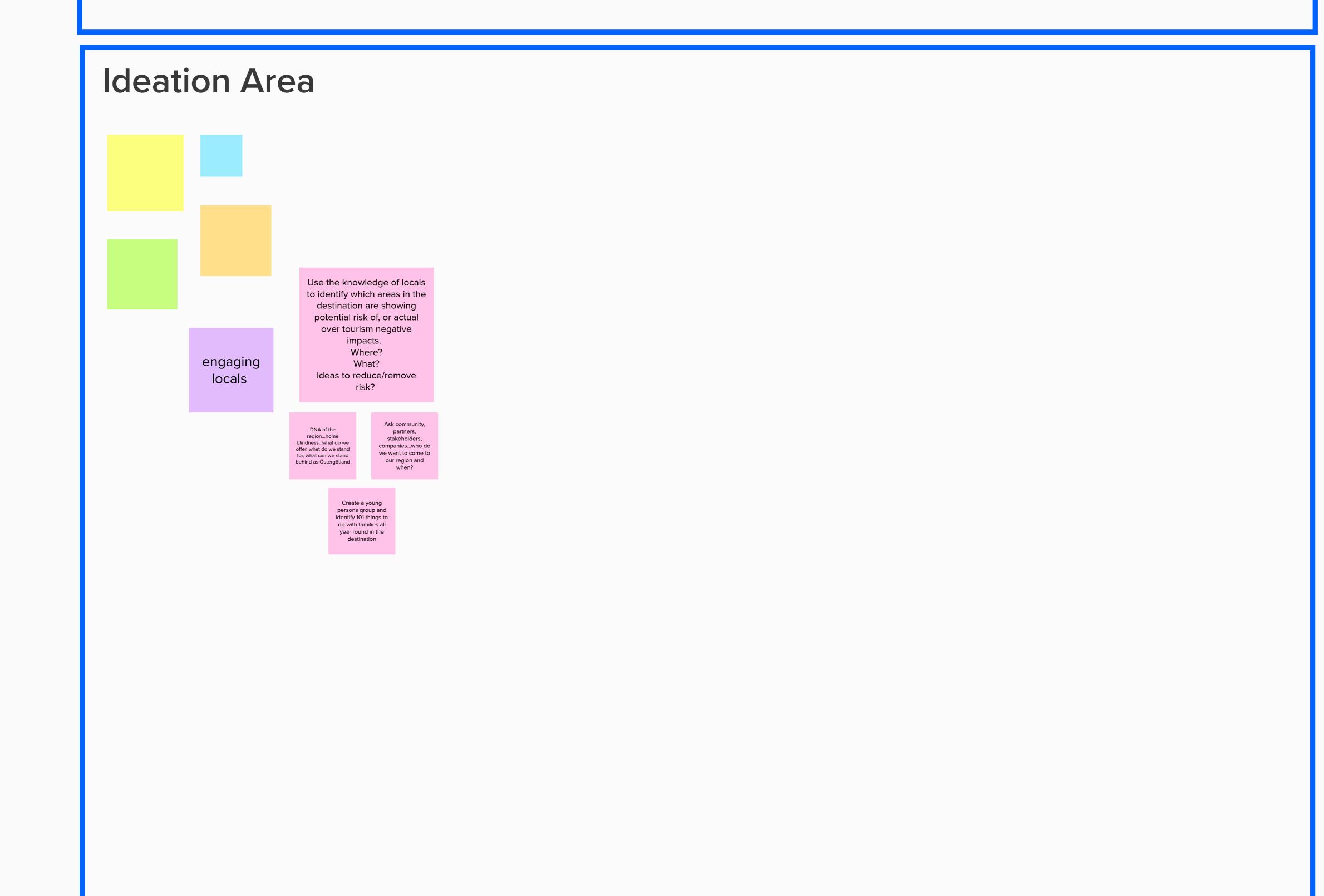
Brief Description

This case study will help you understand how the DMO's activities can improve the life quality of the local community and explore how the organisation can become a sustainability leader within the destination.

Key Takeaways

· Engaging locals and promoting values shared by the community through the destination strategy can help you set up a shared, inclusive and sustainable tourism vision.

· The goals of a sustainable strategy must include enhancing the life of the local community, minimising disruption and offering economic growth opportunities in correlation with tourism strategies.



thecamp

Case Study Title

Building a Hub to Foster Innovation in Sustainable Development

Brief Description

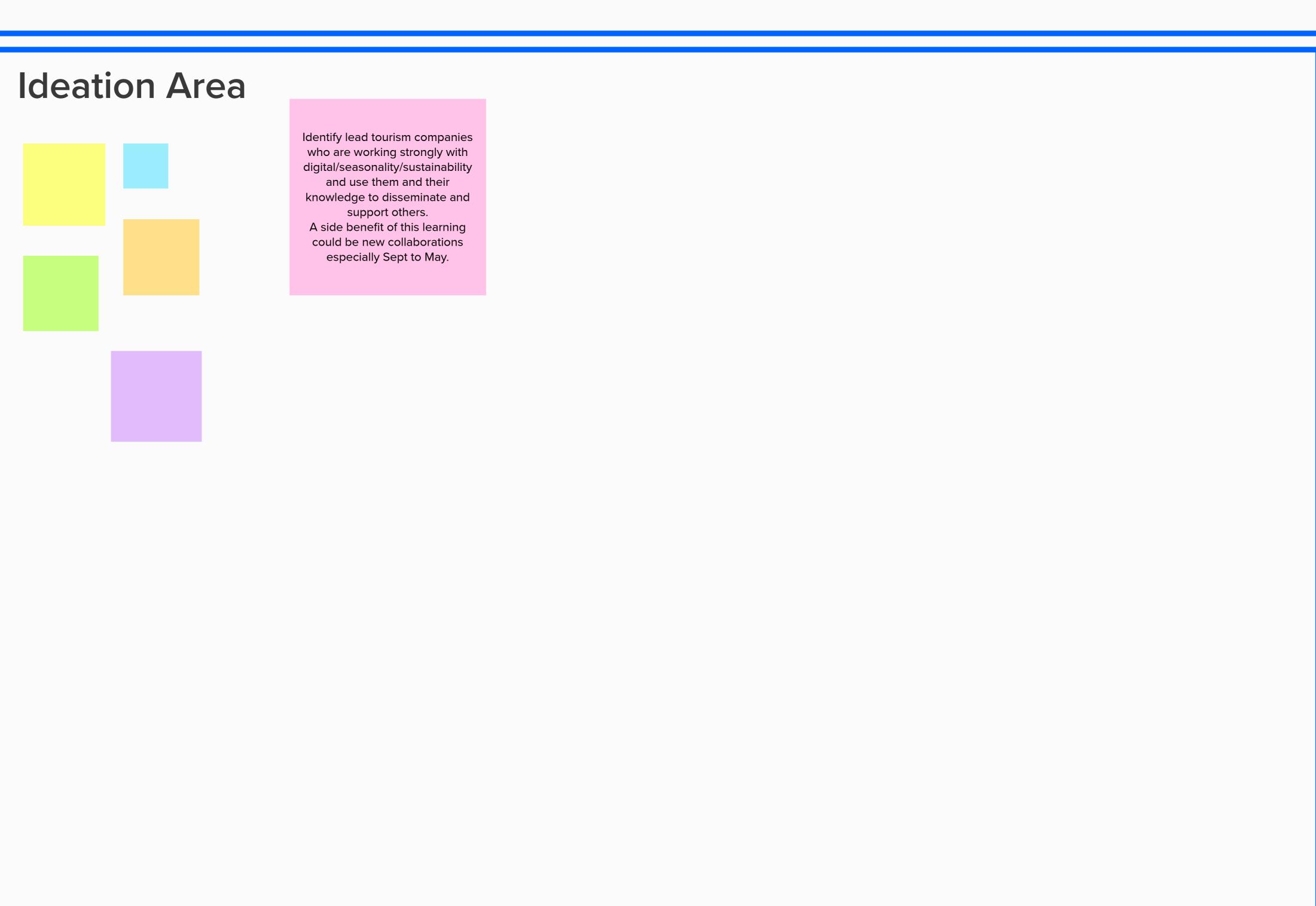
This case study will provide you with a general understanding of different approaches to sustainability and will highlight the importance of creating clusters of innovation-led businesses that work together to solve the biggest challenges the industry is facing

Key Takeaways

Sustainability is part of the process, every step of the way and it's not the ultimate goal you work on.

· Importance of partnering up and creating clusters with all the key players in the industry, identifying and establishing centres of excellence. · It is crucial to work with the human at the centre of your thinking and with

human talent to support every operation.



Tourisme Îles de la Madeleine

Case Study Title

Applying Design Thinking in the Destination

Brief Description

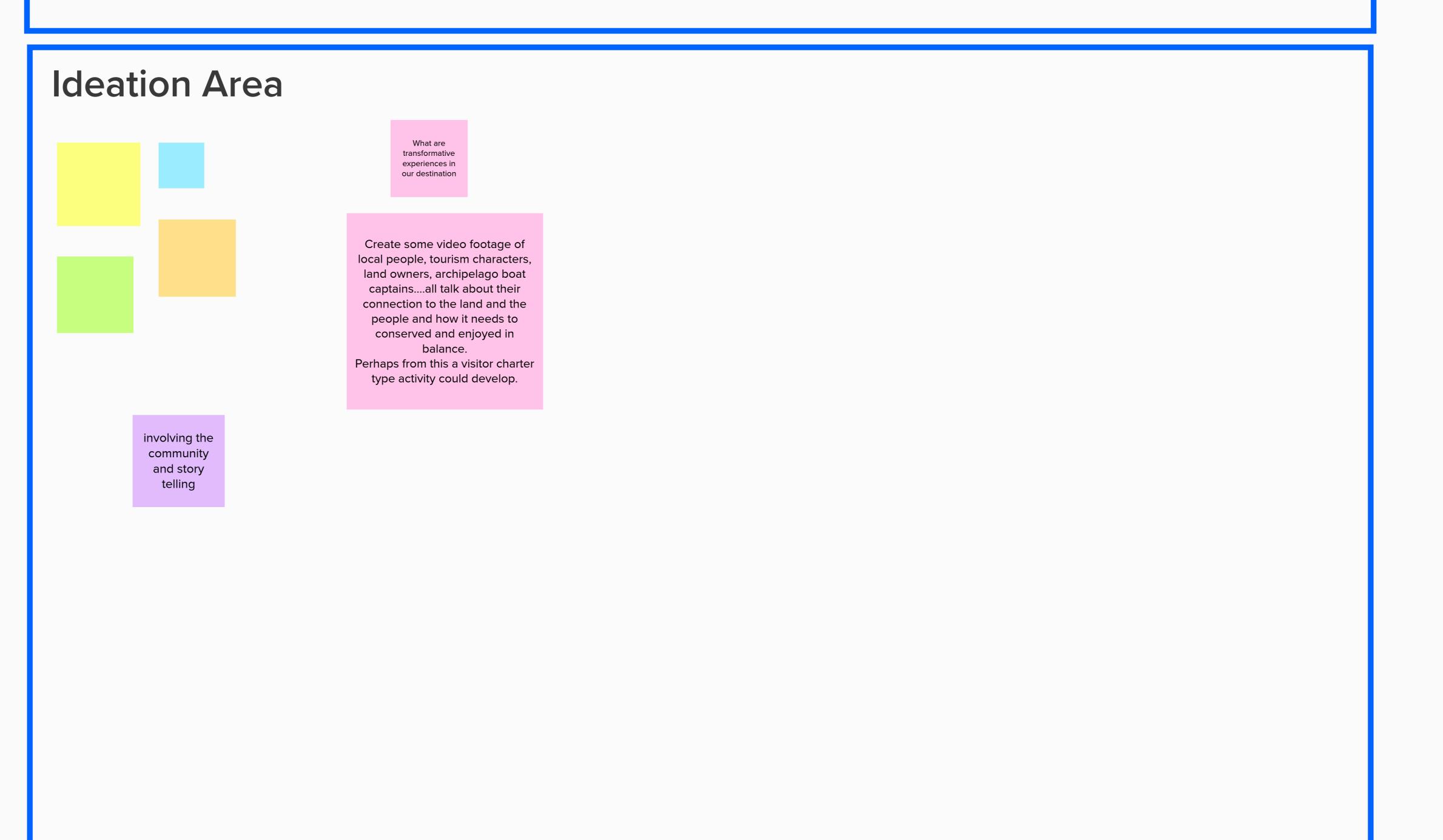
This case study will give you an overview of how DMOs can implement design thinking principles and storytelling to create more value around their sustainability strategy.

Key Takeaways

· Involving the community and stakeholders in the strategy of the destination is key for sustainable development.

· Applying design thinking to the organisation's strategy can help us identify weaknesses and opportunities, but also take into consideration its effects on locals and travellers.

· Storytelling can help the organisation transmit its message and achieve impactful results.



Hawaii Tourism Authority

Case Study Title

Involving Natives and Locals in Protecting Cultural and Natural Heritage

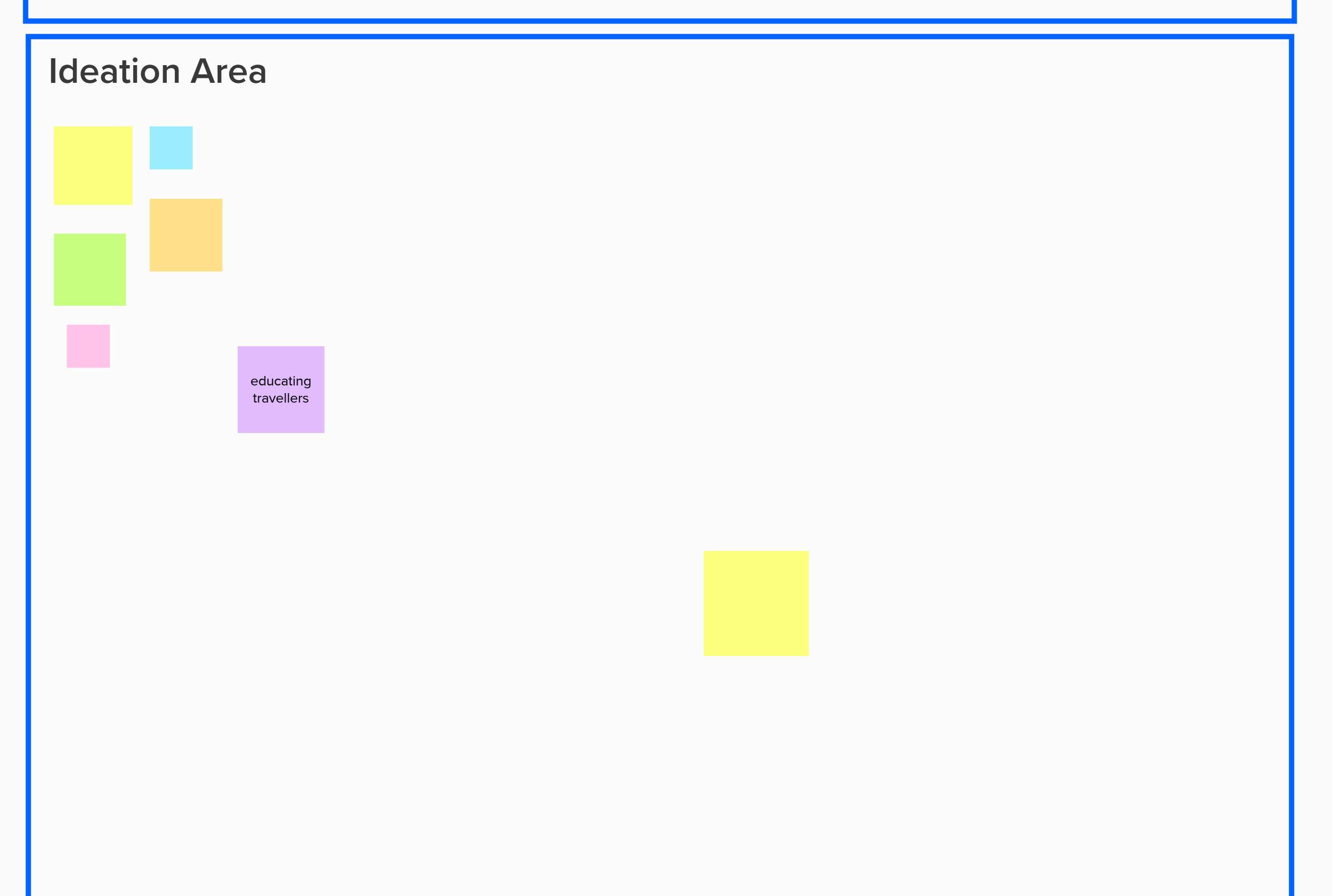
Brief Description

This case study will provide you with examples of how destinations can protect their cultural and natural heritage while taking into consideration the wellbeing of locals.

Key Takeaways

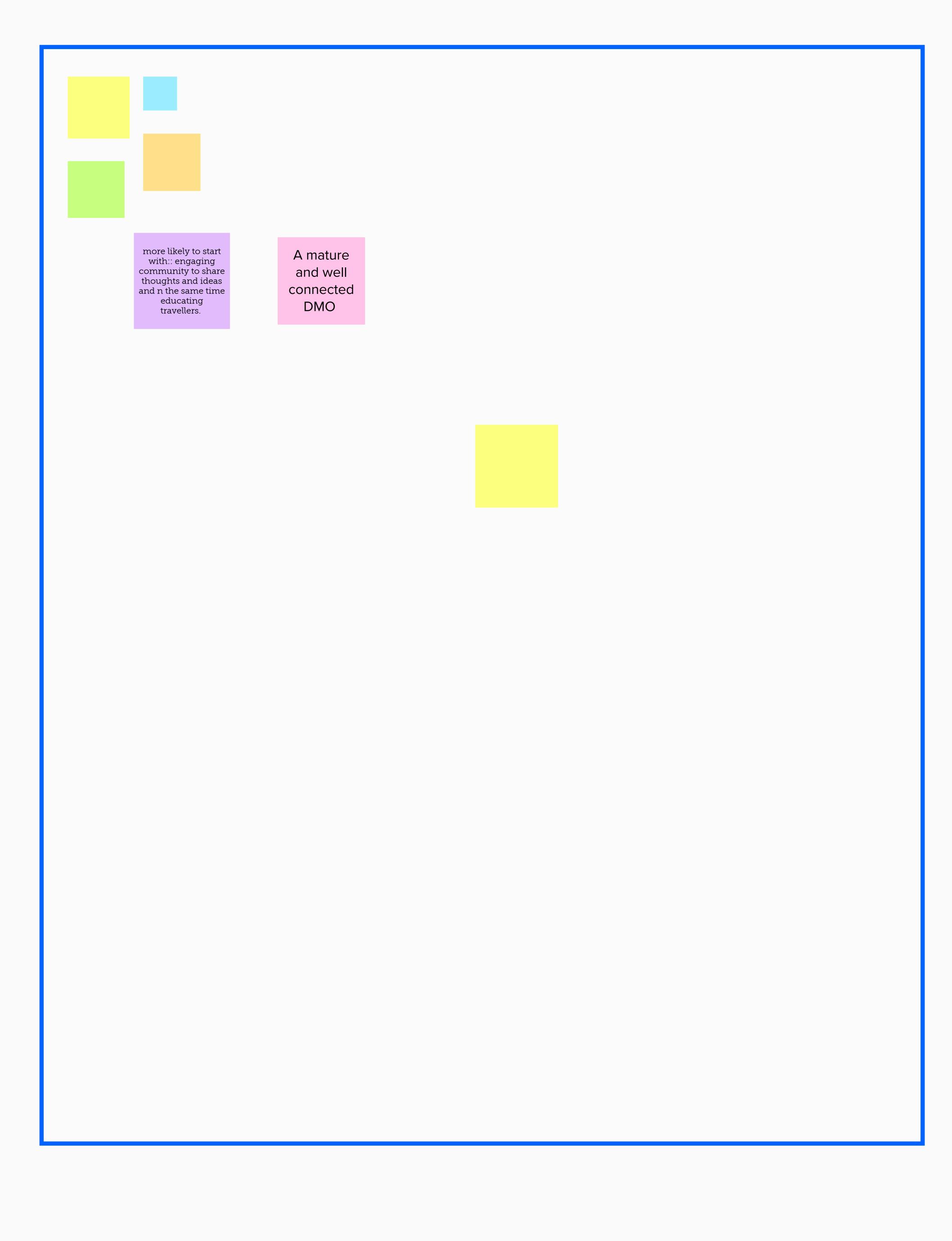
· Educating travellers on the destination can have considerable positive effects on its ecosystems.

· Giving voice to locals and natives during the strategic development of the destination can uncover problems that hadn't been previously identified. · Involving all different stakeholders that play a role in the destination's development is key to achieving goals at a larger scale.



1 Observations Week 3

Use this space to write down your team's observations from the case studies provided in Week 3.



Birthe Menke

Case Study Title

The Role of the DMO in Achieving Sustainability in the Destination

Brief Description

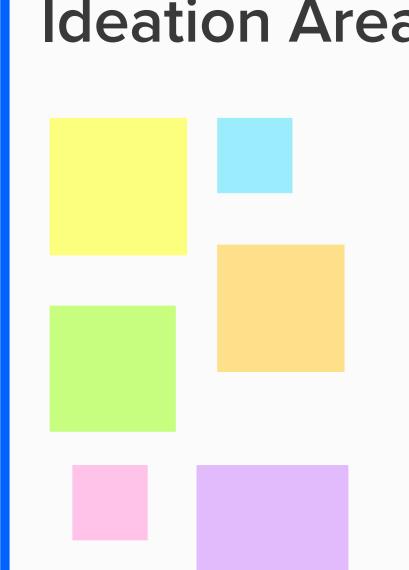
This case study will help you grasp different lines of thinking when it comes to understanding sustainability within the DMO through the experiences of Smålands Turism, Visit Greenland and Visit Valsugana.

Key Takeaways

· To achieve sustainability within the destination it's necessary for the DMO's strategy to also focus on "teaching" locals and travellers about responsible behaviours.

· Politics and tourism need to collaborate closely for real outcomes to be achieved.

· It's crucial to be aware of your DMO's possibilities and resources to develop



Tourism Council of Bhutan

Case Study Title

Achieving Sustainability in the Destination Through Happiness

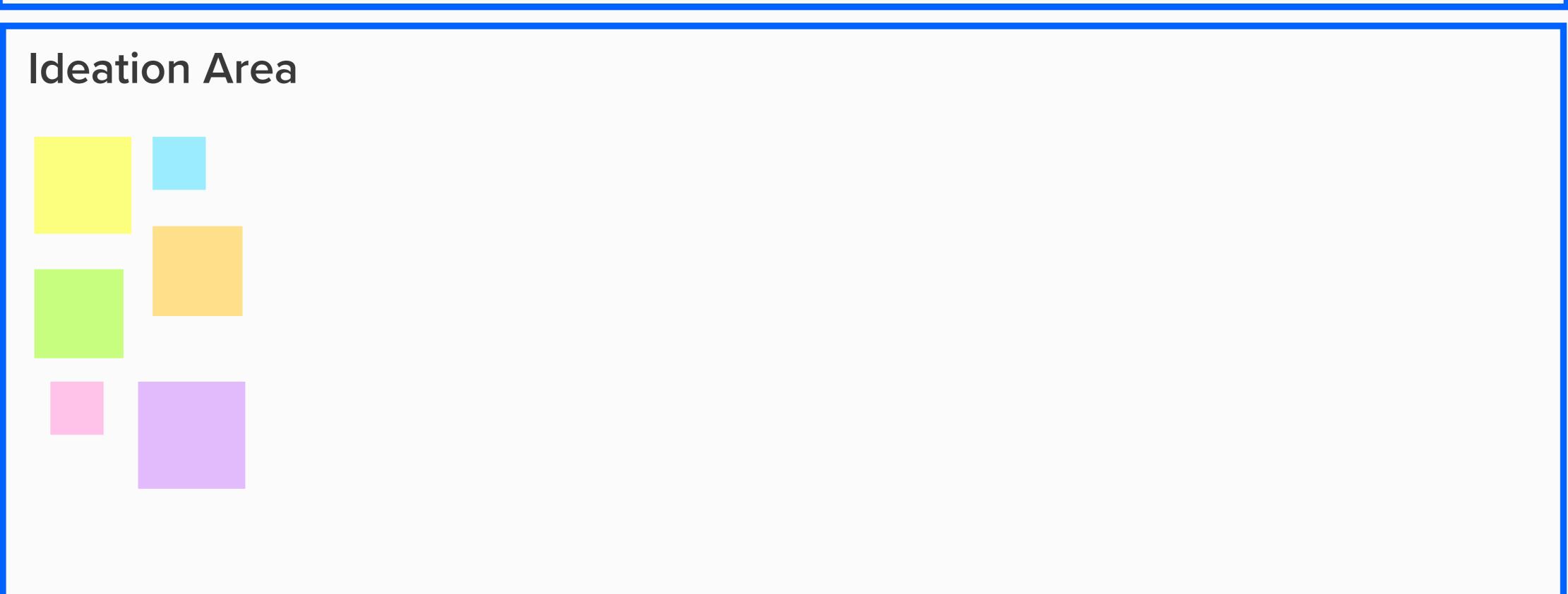
Brief Description

This case study will give you an overview of how DMOs can achieve sustainability in the destination by taking into consideration all stakeholders and ensuring their happiness.

Key Takeaways

· Empathy and consideration towards all stakeholders are key in achieving sustainability.

· Whilst the sustainability conversation is important, maintaining morals and goals is essential.



Soneva Resorts

Case Study Title Excelling by Keeping Sustainability at the Core of Every Choice

Brief Description

This case study provides an integral overview of how businesses can be part of fostering positive growth and sustainable development in the destination by considering sustainability the core of every choice they make.

Key Takeaways

· To become truly sustainable, the foundation of our business model must rely on the adoption of sustainable models that can guide our actions.

· Sustainability is multidimensional, thus it must focus on the environmental, social and economic impacts.

· Developing or adopting reporting tools can help the organisation to become more transparent.



Göteborg & Co

Case Study Title

Developing an Ever-Evolving Sustainable Strategy

Brief Description

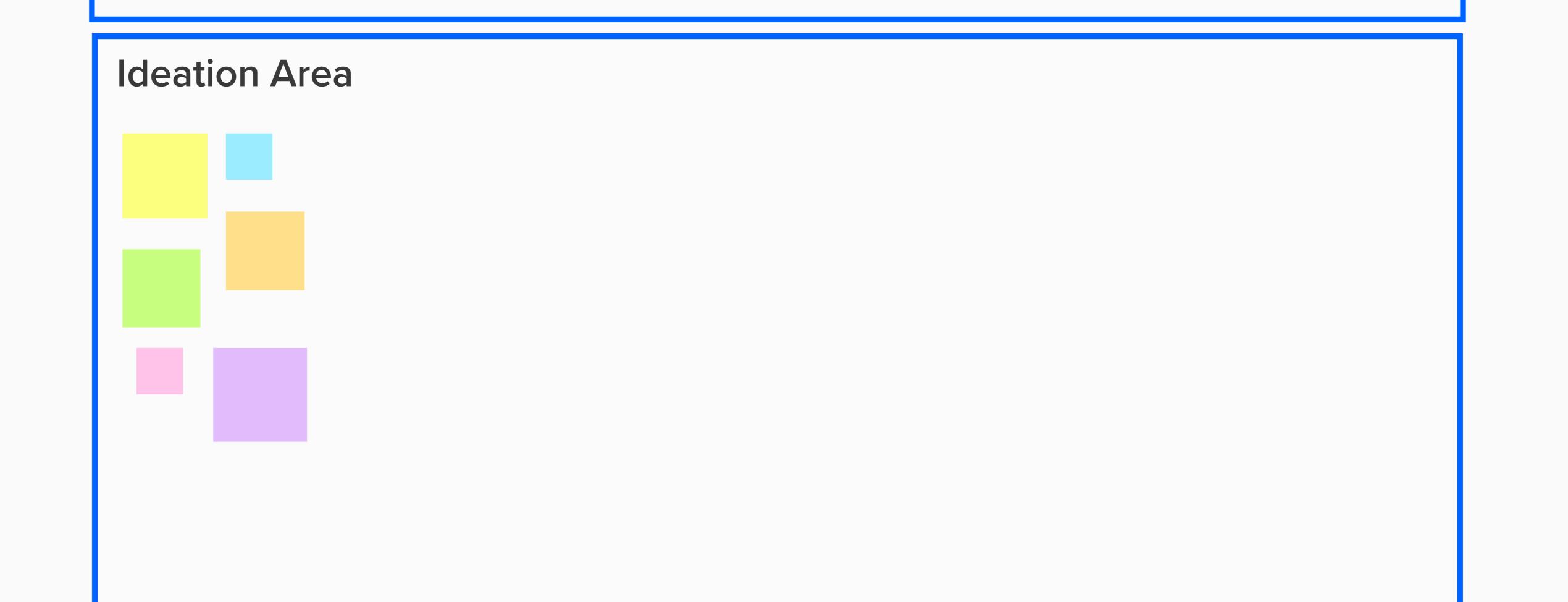
This case study demonstrates how even those destinations that are at the forefront of sustainability can keep developing new initiatives and improving their sustainable strategy.

Key Takeaways

· When developing a sustainable strategy it's important to communicate the whole process and not just the result.

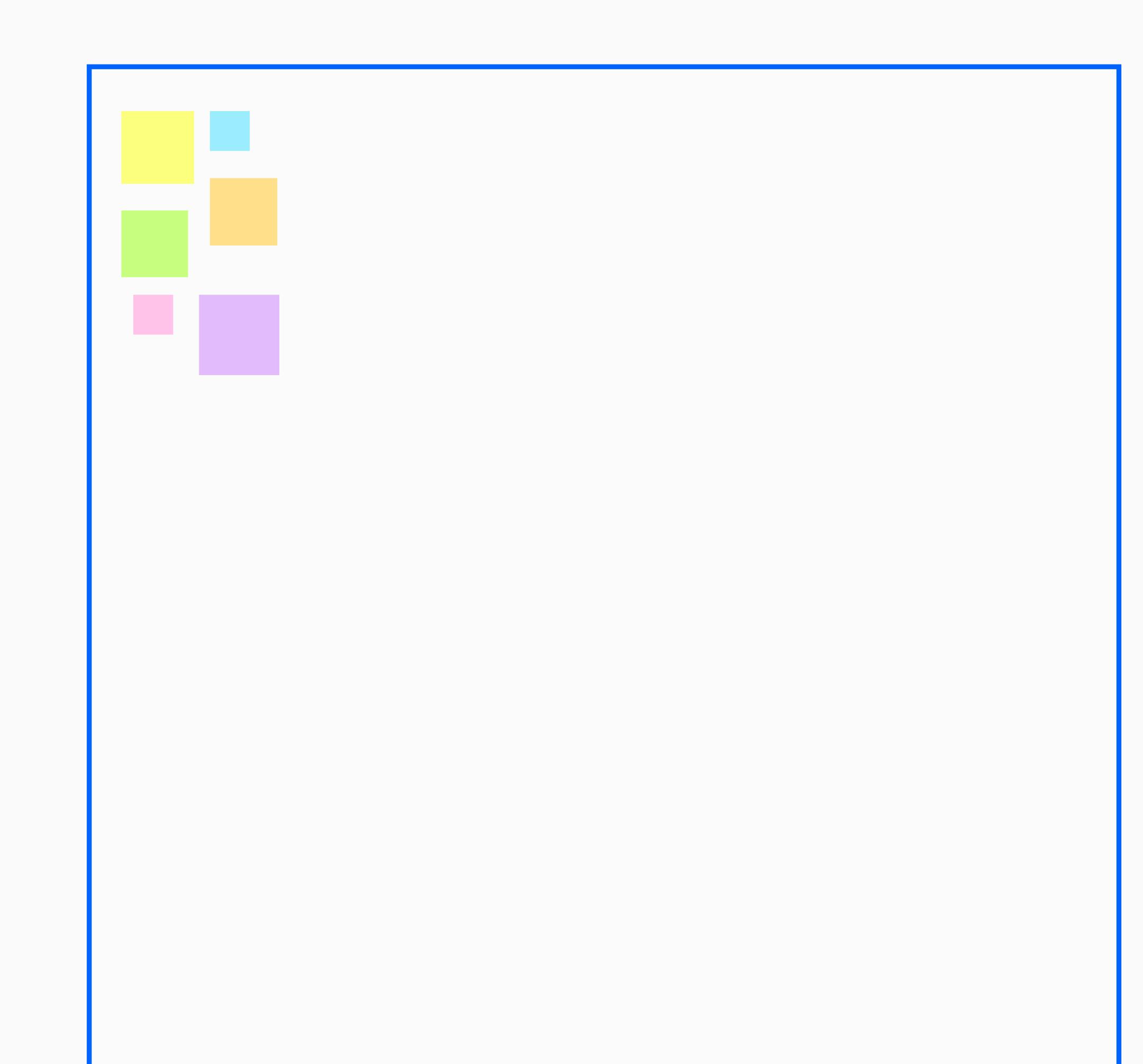
· To create an integrated sustainability strategy it's necessary to develop it in line with the ideas of co-design and leadership.

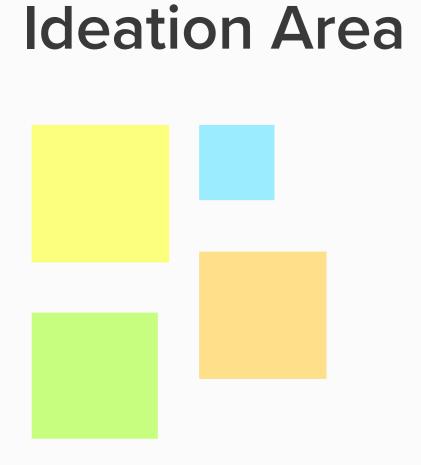
· The successful implementation of sustainability relies on involving all stakeholders and teaching them how to move forward.



2 Observations Week 4

Use this space to write down your team's observations from the case studies provided in Week 4.







actionable strategies.

