

Destination Mapping, Analysis and Strategic Action Planning in Guyana

In November 2018, the Swisscontact Tourism Advisory Services and Trainings team executed an assignment in the South American country of Guyana, contracted by the Guyana Tourism Authority (GTA). Objectives of the assignment were on-the-job training for strategic destination assessment, training for a “**Living Destination Development & Management Action Plan (LiDDMAP)**” and the anchoring of this knowledge through capacity building, structure and guidance, for selected staff and partners of GTA. The focus of the assessment process were two destinations: The capital of Georgetown and its surroundings and the Rupununi Savannah in the South of the country.

Assessing the Destinations

Based on a detailed training conceptualization and preparatory desk research, the destination assessment started with a capacity building workshop in which the local facilitators were trained on how to execute strategic demand-based destination mapping, following the approach of Swisscontact’s Sustainable Tourism Destination Management (STDM): The movement of different visitor flows is drawn on paper maps, subsequently data about these flows is gathered, funnelled and analysed along specific destination attributes (e.g. tourist attraction, infrastructure, sales & marketing).

Stakeholder Mapping Workshop



After the training of the local facilitators, joint workshops with local stakeholders were organized in Georgetown and Rupununi, which started a co-production process of drawing specific flows of the visitors in the region and adding relevant data into a destination inventory and mapping format following demand-driven and customer-oriented structures.

The local facilitators co-led these workshops as integral part of their on-the-job training process. Facilitating the data analysis process and long-term development of destination management processes, workshop results were digitalized in Swisscontact’s electronic Destination Management Tool (eDMT), a digital GIS-based mapping application.

In a next step, the existing visitor flows identified by the local actors as well as potential future flows were analysed by the consultants in a joint effort with local facilitators, seeking guidance from international best practices and Guyana’s long-term development goals: Challenges and opportunities of the two destinations were carved out, and the know-how of demand-oriented analysis was transferred to the facilitators.

After validation meetings with a selection of tourism stakeholders and a joint finalization of the analysis work, the deliverable *Destination Mapping and Comprehensive Analysis* was completed.

The Destinorama® –

an innovative format for validation meetings





Living Destination Planning and Management

Having finalized the destination mapping and analysis, facilitators were trained on how to elaborate a demand-based tourism strategy with targeted action plans and management functions and structures, cumulating into a so-called LiDDMAP.

After identifying strategic priority development areas, the consultants elaborated the deliverable document in collaboration with the local facilitators. Additionally, a guidance document for GTA and its partners was created, giving information on how to implement, update and expand the LiDDMAP, and providing hands-on practical recommendation based on observations during the field research.

'We have successfully transitioned from a supply-based and often ad hoc approach to tourism development to a demand-based approach linked to strategic visitor flows, market access, visitor readiness, community receptivity and the like.'

Brian T. Mullis, Director
Guyana Tourism Authority

Why do we need flexible structures?

Every tourism destination has their own specific challenges, opportunities and stakeholders. Therefore, destination management plans need to be tailored to their specific destinations, creating a joint plan and vision based on the processes and stakeholder structures already available in the destination. Like this, organisations collaborate in the development and promotion of the destination.

While typical strategies and management plans are often heavy documents that vanish unread in the drawers of a DMO, a Living Destination Development & Management Action Plan has the power to persist. This shared online document can be updated to the ever-changing dynamics of the destination and be adjusted with constantly new actions and priorities that have to be executed by different stakeholders in order to keep the destination alive and its management lean and effective.

Output and Outcome of the Assignment

After the desk research and the field mission including capacity building in joint workshops, the output of the assignment, the final deliverable, was formed: The LiDDMAP. But not only did we jointly elaborate this document. More importantly, local facilitators were trained to independently execute mapping workshops, analyse the data and integrate it into the living management plan. This outcome of the assignment, the local agency created during the field work, holds the power to create long-lasting effects on the country of Guyana and its tourism destinations.

Welcome to Guyana!

The World's #1 Ecotourism and Best in Sustainable Tourism Destination. **Guyana** is a kind of place that's becoming increasingly rare in the world today; where else can you find untouched nature with amazing wildlife and birding experiences, rich culture and heritage, a passion for conservation and adventures waiting to be explored?

Contact: info@guyanaturism.com

Sustainable tourism development the Swiss way

Contributing to the reduction of economic disparities while developing a tourism destination responsibly is the guiding principle of **Swisscontact** Advisory Services. Based on 20 years of expertise in developing innovative solutions, we provide customized, result-oriented advisories that prove sustained effectiveness.

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