

DESTINATION PLEDGES RESEARCH

This project explored destination pledges in Iceland, Palau, Hawai'i, New Zealand and Finland from an organisational perspective. 16 semi-structured interviews were carried out with a total of 19 participants involved in the development and implementation of the pledges. This infographic provides a summary of key results.

MOTIVATION



All destinations involved in this research were using the pledges as a tool to address problems relating to certain tourist behaviours. In addition, interviewees described a moral obligation to 'do the right thing' and help preserve destinations for future generations.

OBJECTIVES



The long-term goal of all the pledges is to positively influence behaviour. The goal of behaviour change was closely linked to the goal of education.

The extent to which destination marketing was identified as an objective varied between destinations with the Palau Pledge being actively used in destination marketing and Tiaki deliberately not being used as a destination marketing tool.

DEVELOPMENT



A range of factors were identified as important in the development of the pledges:

- Collaboration and consultation
- Integrating social marketing strategies
- Creatively communicating WHY destinations deserved to be protected
- Ensuring destination pledges accurately represented local culture(s)
- Using positive messaging and ensuring that visitors continued to feel welcome
- Ensuring that the pledges resonated with different visitor markets through research and testing.

IMPLEMENTATION



Participants described a long-term timeframe for implementing the pledges. A range of channels were being used to promote the pledges, including:

- Tourism businesses
- Airlines and airports
- Visitor information centres
- Media and social media
- Local government
- Local schools and community groups.

Across all destinations, participants talked about the need for the pledges to serve as one part of a wider strategy to successfully influence tourist behaviour. A range of other initiatives that aligned with the pledges were therefore also being implemented.

IMPACT



All destinations were tracking the reach of their pledges. Measuring the impact of the pledges is proving to be more challenging. Approaches currently being used include:

- Monitoring the response of local people to the pledges and to the tourism industry more broadly
- Monitoring visitors' reactions to the pledges and/or violations of the pledge commitments
- Monitoring the response of the tourism industry.

Additional research is needed in this area as many participants were not yet able to comment on the outcomes of their recently launched pledges.