



System of Measures for Destination Excellence

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November 2010

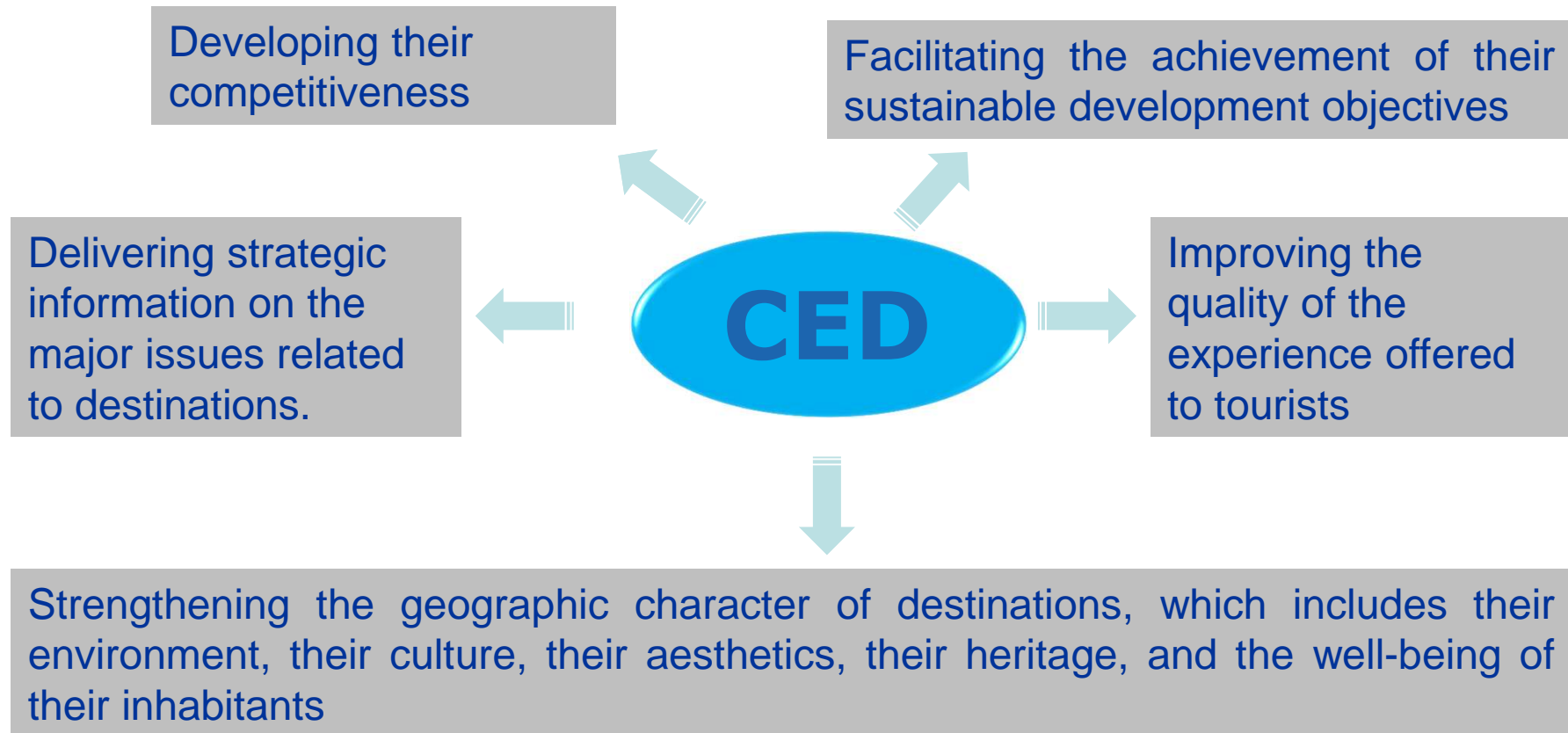


Funding members and partners of CED





Mission: To guide destinations around the world toward excellence by:





SMED Partners



SYSTEM OF MEASURES FOR EXCELLENCE IN DESTINATIONS
SISTEMA DE MEDIDAS PARA LA EXCELENCIA DE LOS DESTINOS
SYSTÈME DE MESURES POUR L'EXCELLENCE DES DESTINATIONS

Potential SMED partners are :

Organizations having recognized authority, government power over tourist activities at the destination

- ▶ **municipalities**
- ▶ **their tourism bureaus**
- ▶ **promotional bodies**



SMED Guiding principles

**Cultural
Richness**

**Local quality of
life and social
prosperity**

**Appropriate
market
positioning**

**Local control &
involvement**

**Physical
Integrity and
landscapes**

**Economically
viable tourism
destinations
and enterprises**

**Biological
Diversity**

**Employment
quality**

**Quality of
governance**

**Environmental
purity and
resource
efficiency**

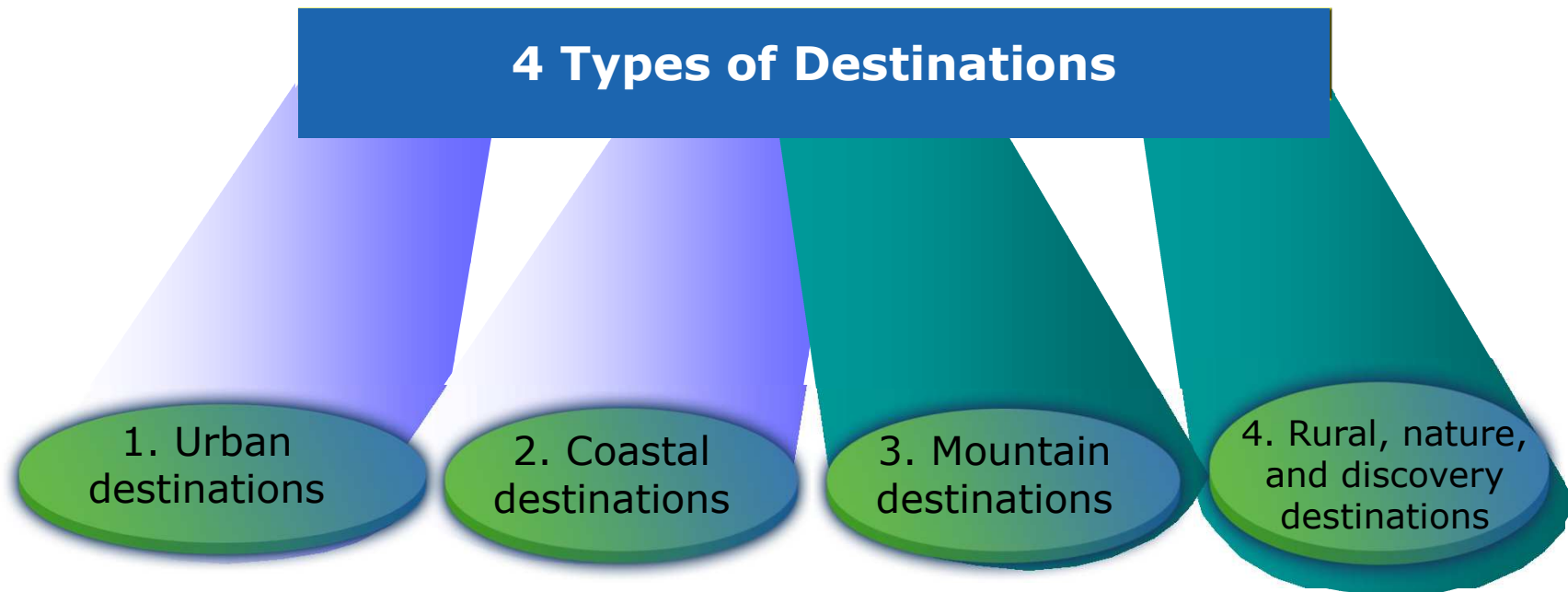
Visitor fulfillment

**Evaluate
outcomes**



Typology of Destinations:

The criteria used to differentiate between the major typologies of tourist destinations gave the SMED different options in terms of geographic localization and led to the identification of the following





SMED Network of Destinations





SMED Network of Destinations







System of Measures for Destination Excellence






| Fields | Services | Organization | Activities | Destination Sustainability |
|------------|--|--|--|---|
| Categories | <ul style="list-style-type: none"> ▪ Transport ▪ Accommodation ▪ Food and Beverage ▪ Supporting Services | <ul style="list-style-type: none"> ▪ Governance ▪ Marketing and Sales ▪ Information and Welcome ▪ Security | <ul style="list-style-type: none"> ▪ Archaeology sites ▪ Sightseeing ▪ Vineyards ▪ Well-beings and SPA | <ul style="list-style-type: none"> ▪ Environment and Landscape ▪ Culture and Heritage |



Each category evaluation is based on:



The information gathered

- prior to the visit;
- during the workshops and interviews;
- the wrap up meetings with the destination authorities.



The comparison to standards in the SMED data base.



The SMED experts knowledge and peer review

Excellence
more than 70%

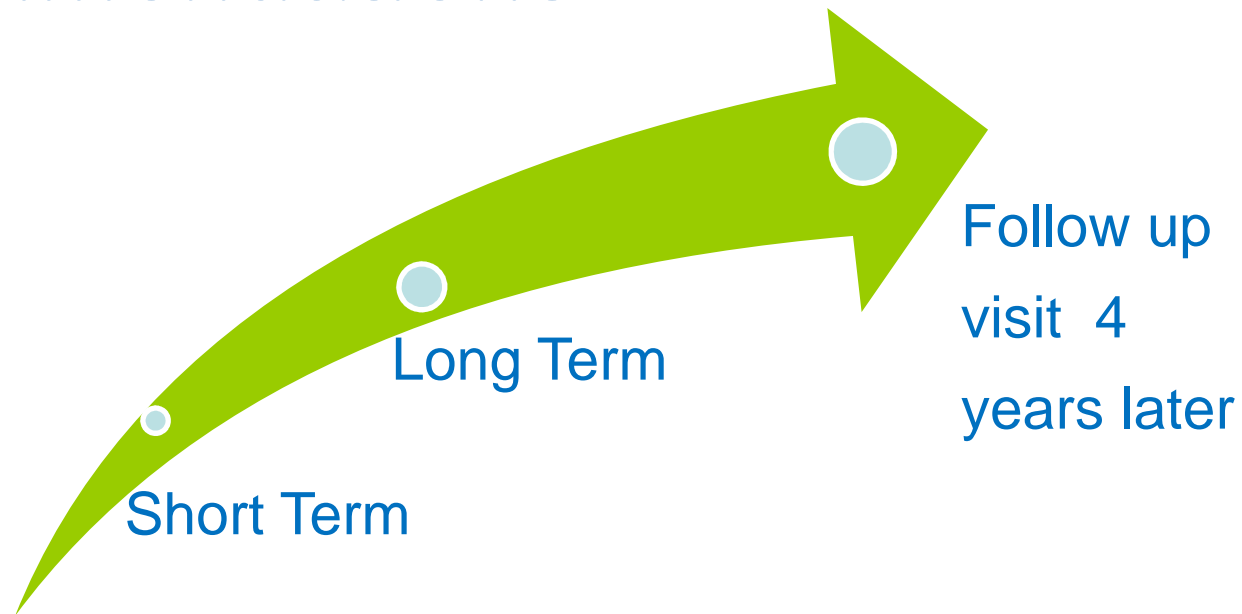
High Performance
between 60% and 70%

Medium Performance
between 50% and 60%

Low Performance
less than 50%



Recommendations





BENCHMARKING OF OTHER DESTINATIONS

DMOs

**Abu Dhabi Tourism
Authority
(United Arab
Emirates)**

**Barcelona Turisme
(Spain)**

**Dublin Tourism
(Ireland)**

Oenological Tourism

**Town of Oliver
(Canada)**

**The Stellenbosh
Wine Routes
(South Africa)**

**Margaret River
(Australia)**

**Bordeaux Region
(France)**

**Colchagua Valley
(Chili)**

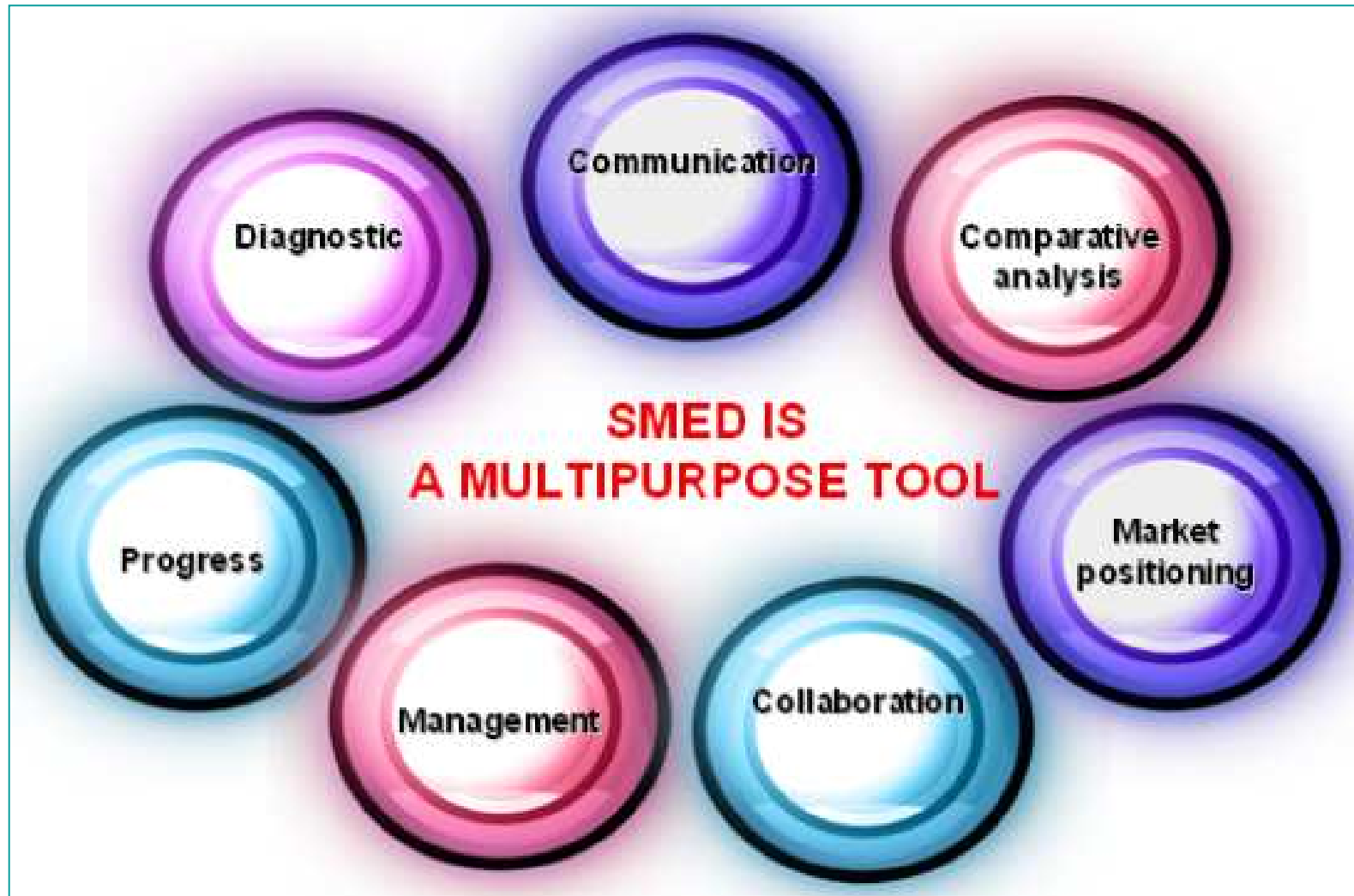
River Discovery

**Valley of Loreley
(Germany)**

**Sognefjord
(Norway)**



SMED is:





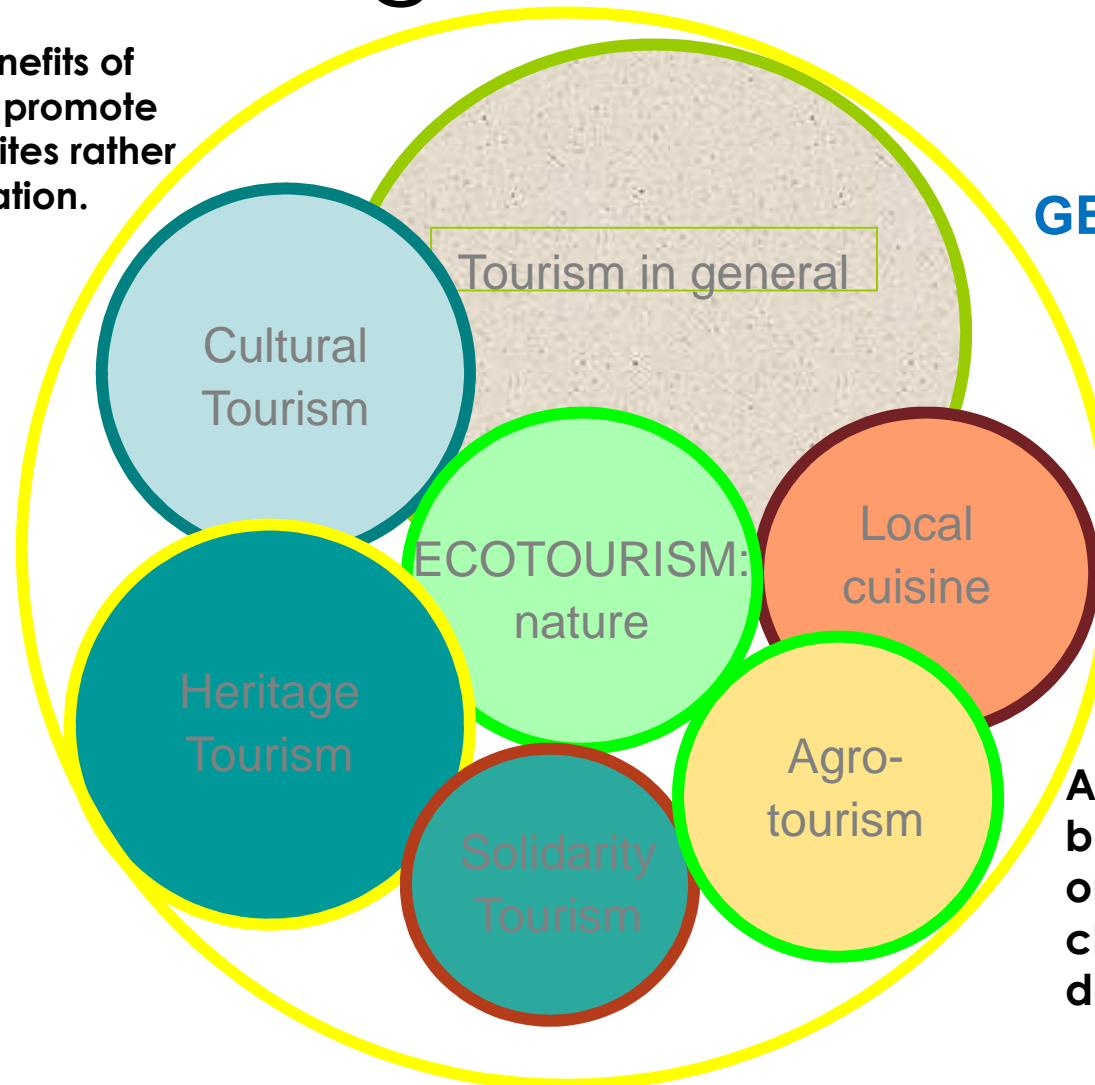
SMED is NOT:

- An Accreditation/Certification System
- Does Not Publish the Evaluation Results
- Does Not Create Comparative Lists among the participating destinations



From eco- to geo-

Ensure that the benefits of the tourism sector promote the protection of sites rather than their degradation.

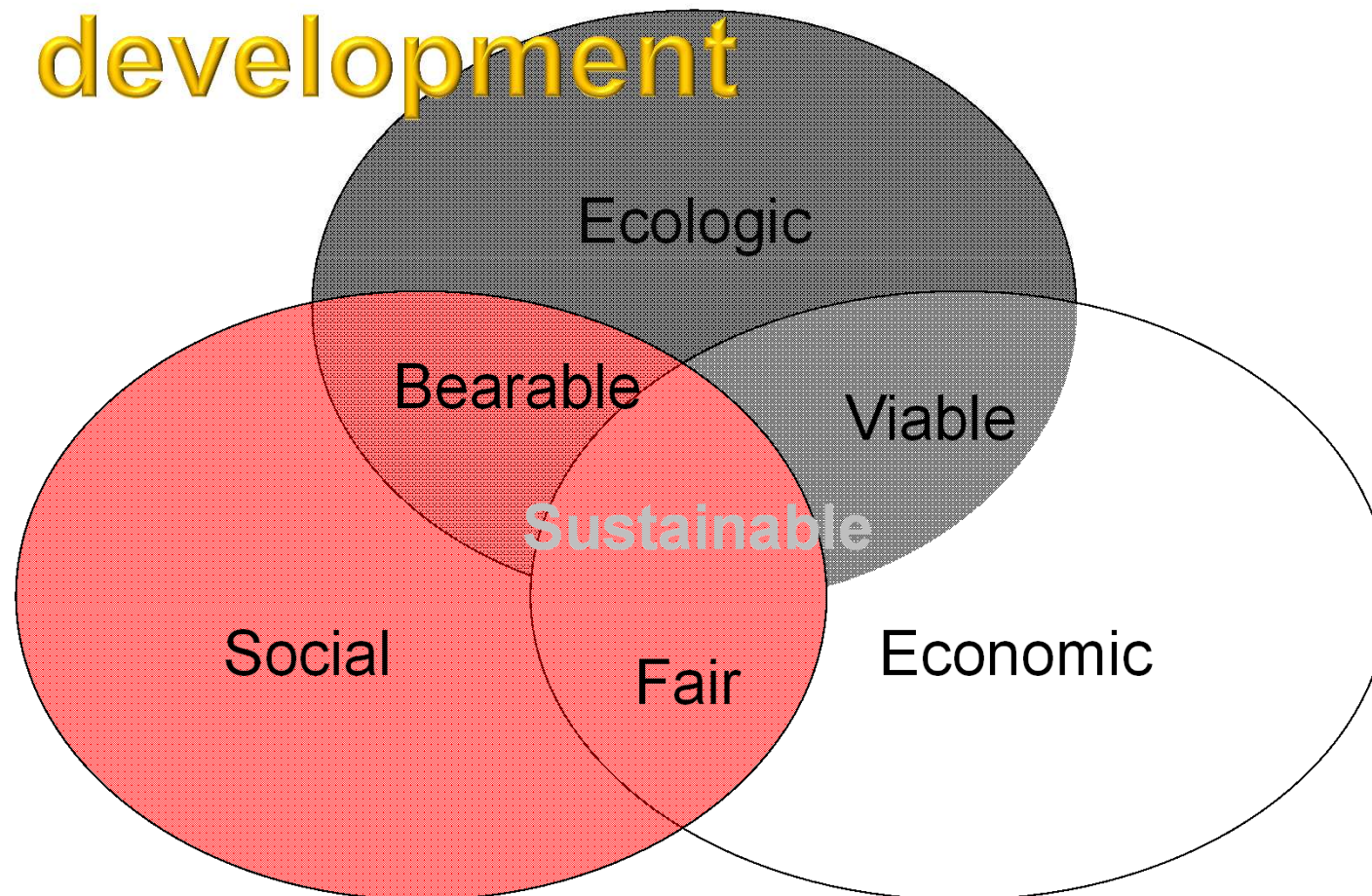


GEOTOURISM

All types of tourism based on places bring out geographic characteristics of the destination as A WHOLE



Scheme of sustainable development





Sustainable development is still a benefit today, soon it will be necessity.

- ❑ Development of « green marketing »
- ❑ Reduce the environmental impact of tourist accommodation
- ❑ Create an eco-certification, apply and promote it
- ❑ Increase the use of local products and services
- ❑ Diversify source markets





Cantons de l'Est, Québec

- ❑ Buy locally and regionally
- ❑ Accelerate the transition towards the use of ecological marine engines



Mexico City

- ❑ Promote the use of bicycles
- ❑ Enhance the cultural characteristics of the city by extending touristic experience to other areas then the historic center





- ❑ Solution to garbage problem
- ❑ Measure the impact of CO² from tourism industry
- ❑ Introduction of a compensation method of greenhouse gas emissions. Alternative energy sources.

Riviera Maya, Mexico



think • go climate conscious

atmosfair





Douro Valley, Portugal

- ❑ Product development in all municipalities in the area
- ❑ Improved interpretation through maps
- ❑ Sign Geotourism Charter





- Require sewage treatment plants and composting in resorts and hotels
- Determine the limite of development in the destination

- Establish an environment Observatory
- Implement a best lighting practices guide to reduce light pollution

Madeira, Portugal





Jeddah, Saudi Arabia

- ❑ Restore the historic center
- ❑ Harmonize architectural and urban development
- ❑ Create an interpretive museum of Islam



System for Measuring Excellence in Destinations (SMED)



Thank You