# Module 1

# 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.

Open Case

# How to complete the template?

#### Before reading a case study

Open Case

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.

# Contiki

# Case Study Title

Relying on Sustainability Schemes to Develop our Strategy

### **Brief Description**

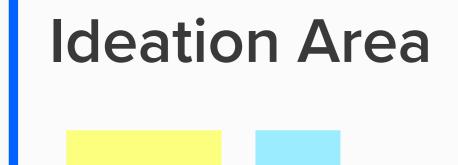
This case study will allow you to be inspired by how other companies within the industry are developing their sustainable strategies by adhering to sustainability initiatives and certifications.

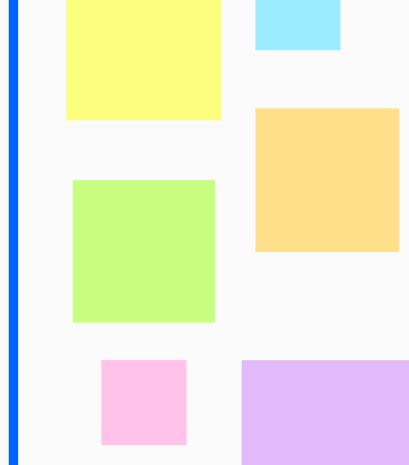
### Key Takeaways

· When developing your sustainability strategy, keep in mind that it should focus on your organisation's goals. Being based on an existing scheme, such as the UNSDGs, can help greatly to develop it.

· The sustainable strategy must contemplate the whole business and all its operations in order to achieve real and impactful results.

·Partnering up with organisations that can help us achieve our sustainability goals and that comply with minimum standards is extremely important.





# Case Study Title

Leading Sustainability & Stewardship Within the Industry **Brief Description** 

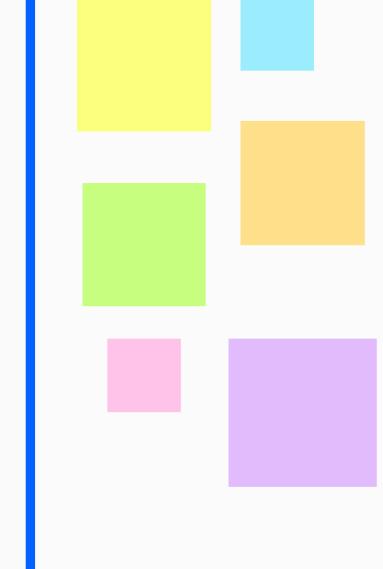
This case study will allow you to get an overview of the efforts that the key players of the tourism industry are making to guarantee a more innovative and sustainable future by 2030.

# **Key Takeaways**

· For sustainability to enact change it is necessary for all industry stakeholders to be included in the transformation process and for different tools to be provided to them

· Targets and decarbonisation can be reached efficiently and effectively by applying the *avoid, reduce and remove* logic.

· Developing a model that adapts to the different conditions and stages that companies may be at is crucial so everyone can develop more sustainably with a referral point.



# Goodwings

#### Case Study Title

Supporting Sustainability Through Subscription-Based Models

#### **Brief Description**

Through this case study, you'll be able to understand different ways in which businesses can help contribute to sustainability, as well as the importance of establishing partnerships to achieve your goals.

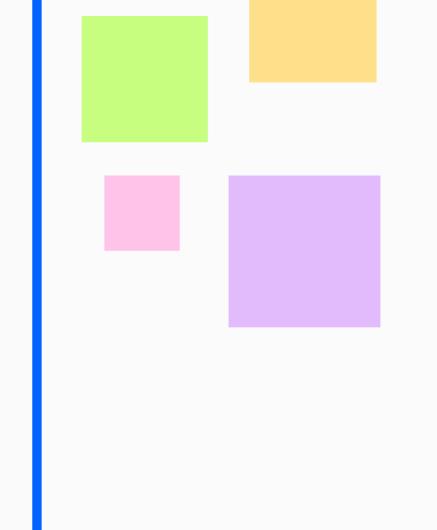
#### Key Takeaways

· There's a need for the tourism and travel industry to take responsibility for their high emission rates. Thus, sustainable strategies need to look at reducing and removing organisations' carbon footprint.

· Transparency and verification are key to ensuring the viability of sustainability actions.

· By means of efficiently evaluating processes, planning and moving towards sustainability, access to data and analytical reports is key.





**fourism 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.



**Biodiversity Feature** 

#### Case Study Title

Thinking of Biodiversity to Develop a More Sustainable Destination

#### **Brief Description**

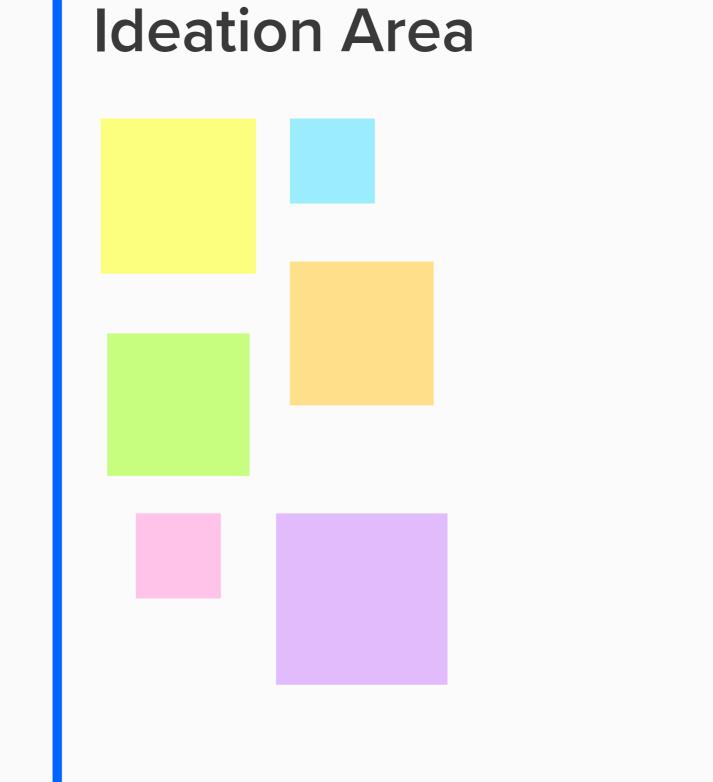
This case study will allow you to understand how biodiversity is negatively impacted by tourism activities and how we can better protect it.

#### Key Takeaways

 The integrated collaboration and communication between science and policy are essential to advance in sustainability matters.

· Creating awareness amongst travellers of their impact on the destination's biodiversity through educational information can help reduce negative

· To achieve a more sustainable future it's necessary to establish appropriate partnerships and indicators, e.g., the EU Ecolabel.



# Case Study Title

Excelling by Keeping Sustainability at the Core of Every Choice

# **Brief Description**

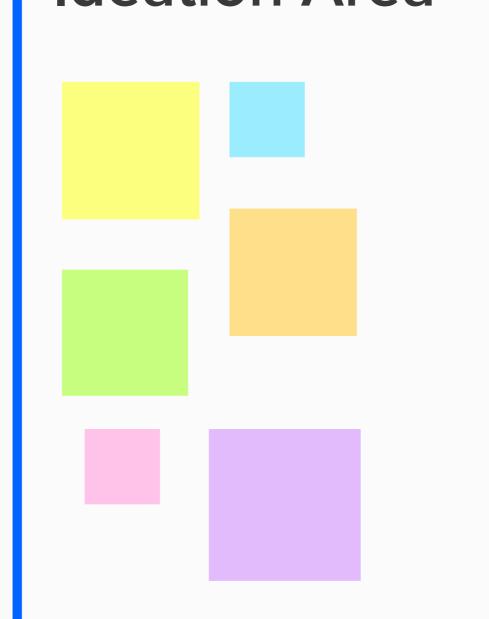
This case study provides an integral overview of how businesses can be part of fostering positive growth and sustainable development in the destination by considering sustainability the core of every choice they make.

# 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.



# Case Study Title

Achieving Sustainability Through Business Transformation

#### **Brief Description**

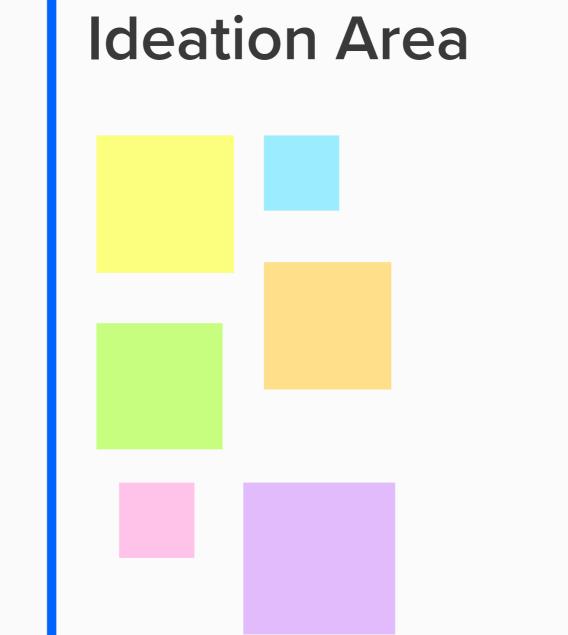
Through this case study, you'll be able to understand the importance of addressing sustainability in the organisation's strategy, operations and relationships with stakeholders to lead transformation in the destination.

#### Key Takeaways

· All stakeholders involved in the business' operations need to be included in the organisation's sustainability strategy to achieve objectives.

· The successful implementation of sustainability within the organisation requires addressing consumer needs, policy and legislation.

· Sustainable transformation needs partnerships to find concrete solutions and develop and implement them.



# Case Study Title

Generating Positive Impacts on Local and Global Development

# **Brief Description**

Through this case study, you'll be able to understand how the DMO's

strategy can serve as a guide to act responsibly and develop the destination sustainably when aligned with certification methods.

# Key Takeaways

· It is important to consider which collaborations and partnerships could result more beneficial to achieve specific goals and try to establish them. · Using the SDGs as a supporting method to develop the DMO's sustainability strategy can help guide our decisions.

Ideation Area

# 1 Observations Module 1

Use this space to write down your team's observations from the case studies provided in Module 1.

