Role of local authorities in tourism development

Nicosia, 24 January 2017

Role of local **authorities** in tourism development

Permanently improving the value of the destination	?	Attracting and retaining clients
Creating value		**Conquering tourists**

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The main role:
Improving the competitiveness of the Destination

More value for tourits

Higher profitability

Better sustainability

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Building Destination´s Competitiveness

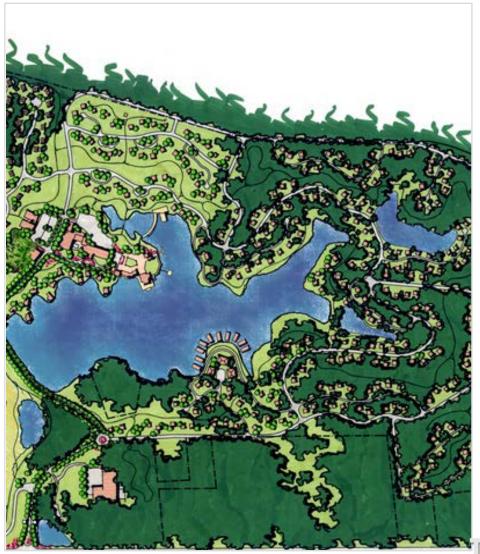|	Emotional intelligence		Rational intelligence
Value	70%	20%	10%
	Experiences	Feelings	Quality of services
Efforts	Discomforts	Insecurities	Price
	Precious circle		Vicious circle

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A selection of 5 roles of local authorities

that are becoming essential for destination´s competitiveness enhancement

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Role 1.
Destination strategy & planning

Consensus on 15 years ahead vision

Model of growth

Implement a All Year Round Strategy

Local Alliance for Tourism

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Role 2.
Infrastructures & services

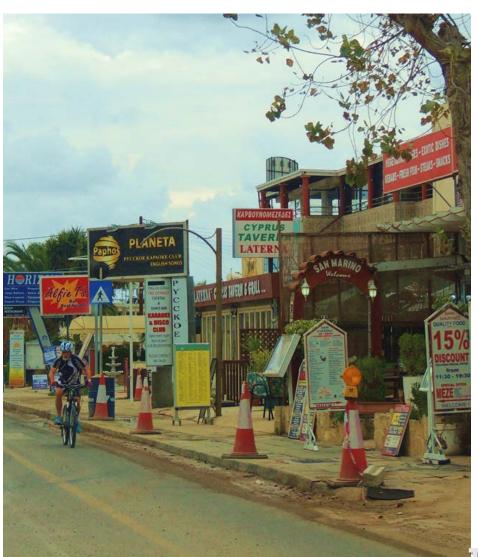Accessibility and utilities

Cleaning public spaces and beaches

Reducing destination's stress

Creating smart destinations

Etc...

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Role 3.
Elimination of visual pollution and trivialization

Visual pollution

Trivialization

Managing the "Black Spots"

Etc…

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Not so good

Much better

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Not so good

Much better

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Role 4.
Deliver an exceptional tourism experience

Join the National Experiences Program

Locally manage the Quality Labels System

Eliminate local "Product Terrorists"

Etc...

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Role 5.
Implement efficient Brand and CRM Systems

Develop the Brand Strategy of the destination in cooperation with the industry

Develop a unique story for the destination

Operate a 500,000 members CRM

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Role 1. Destination Strategy & Planning

Role 2. Infrastructures & Services

Role 3. Elimination of visual pollution and trivialization

Role 4. Deliver an exceptional tourism experience

Role 5. Implement efficient Brand and CRM Systems

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Some food for thought

Tourism Tax
1-3 € PAX/DAY

EFJARISTÓ!!

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