

Prioritising Destination Well-being: a High-level Global Dialogue

Monday 19th July 2021

Aligning Institutional Partners to Support Destination Well-being, Resilience & Recovery

Summary of Meeting Outcomes

Three meeting objectives were discussed and are listed below in bold italics with summary outcomes positioned beneath. Owing to the convergence of extensive and rich debate around the first two objectives, outcomes from these discussions are positioned together. A list of meeting participants is included at the end of the summary.

- 1. Discuss the opportunities and challenges of prioritising the well-being agenda in tourism destination planning and assessment of destination competitiveness.***
- 2. Gain agency alignment on the imperative to measure travel and tourism's contribution to destination well-being.***
 - a. There was broad agreement on the need to position host communities front and centre, which implies listening to and trusting community sentiments and aspirations.
 - b. Owing to the universal recognition that, from a destination management perspective, travel and tourism should be developed to strengthen host community well-being, there was broad agreement for the imperative to measure travel and tourism's contribution to destination well-being.¹
 - c. Recognising current initiatives to embrace both objective and subjective well-being measures and indicators in destination impact and competitiveness reporting, there was broad agreement on the need to define and adopt acceptable measures and indicators, and to communicate recognised approaches to all industry stakeholders.
 - d. Generally speaking, some participants were unclear as to how well-being can be defined and measured, and unfamiliar with related methodologies. To fill this knowledge gap there's a need for agencies to collaborate and build synergies to:
 - i. pilot and demonstrate methods & approaches, and
 - ii. illustrate how happiness and quality-of-life data can be used to support evidence-based policymaking.
- 3. Outline action-plans to (a) prioritise the inclusion and take-up of well-being measures by destinations as part of citizen engagement and sustainability protocols, (b) embrace well-being measures in destination competitiveness reporting.***

¹ In this paper and in the Planet Happiness approach, the terms host community and destination are used interchangeably, always with a focus upon residents and households of the host community.

- a. While participants shared many suggestions that might be included in action plans to advance the travel, tourism and host community well-being agenda, in the time available and owing to point 2d above, it was not possible to outline action-plans nor appoint agencies responsible for any suggested actions.
- b. Owing to wide-ranging discussions, participants called for follow-up meetings to (i) discuss specific well-being issues and themes in more detail,² and (ii) enable them to share clearer conclusions and directions with their colleagues, networks and communities.
- c. The event' organisers recognise Bhutan's pioneering work with the Gross National Happiness agenda and believe it is of fundamental importance to acknowledge, celebrate and position Bhutan's special role in this global narrative moving forward.
- d. Planet Happiness offers the travel and tourism industry the first and only framework and methodology to define and measure travel and tourism's contribution to individual and destination well-being. Its ten-step approach is peer reviewed and is underpinned by use of the on-line Happiness Index survey that: has been in use for 10 years; is scientifically valid; available in 24 languages and counting; and, is an OECD recognised best-practice approach to measuring individual and community (destination) well-being, by target audience or neighbourhood, if needed.
 - i. The Planet Happiness version of the Happiness Index measures individual and destination well-being across 11 domains that align with, and assist destinations to measure movement towards, the UN SDGs. It includes questions measuring satisfaction with the way tourism is developing that are centred around the way tourism is included in the UN SDGs.
 - ii. Each destination receives a unique URL allowing questions to be added to localise the survey. Questions can be added to (a) engage stakeholders in discussions, steps and decision-making to reduce the destination's carbon footprint, or focus upon resident-wildlife conflict issues, for example, or (b) measure satisfaction with, or sentiments towards, specific interventions that have been designed to improve community well-being.
- e. The event organisers will follow up 1-1 with meeting participants to gauge interest to partner on demonstration projects and build other synergies where possible.
- f. While not discussed in the meeting, the event organisers would like to propose a collaboration among interested parties, to convene on-line regional (continent, or sub-continent) meetings to (i) present and discuss the travel, tourism and destination well-being agenda with national tourism organisations and DMOs.

For further Information, please contact:

Paul Rogers, PhD
Co-Founder & Director
Planet Happiness

² Such themes might be: visitor well-being focused; issues related to equity distribution and benefit sharing; a focus upon the Planet Happiness Ten-Step Approach & it's data application.

Participants

	Name	Institution
1	Anita Mendiratta (Moderator & Facilitator) Founder & President	Anita Mendiratta Associates
2	Lauren Uppink Calderwood (Moderator) Head of Aviation, Travel and Tourism Industries	World Economic Forum
3	Tiffany Misrahi (Moderator) Vice President, Policy & Research	World Travel & Tourism Council
4	John Perrottet, Global Tourism Specialist	World Bank Group
5	Dorji Dhardhul, Director General	Tourism Council of Bhutan
6	Laurie Myers, Global Head of Strategy,	World Travel & Tourism Resilience Council
7	Debbie Flynn, Managing Partner & Global Travel Practice Leader	FINN Partners
8	Sumaira Isaacs, CEO	World Tourism Forum Institute
9	Susanne Becken, Professor of Sustainable Tourism	Griffith University
10	Dr Taleb Rifai	Chairman Board Advisor Global Peace Ambassador
11	Juergen Steinmetz	World Tourism Network
12	Prof. Larry Dwyer, Ambassador	Planet Happiness
13	Laura Musikanski, Executive Director	Happiness Alliance
14	Paul Rogers, PhD, Co-Founder & Director	Planet Happiness
	Meeting Support	
15	Anna Drozdowska, Ambassador & Strategic Advisor	Planet Happiness
16	Amanda Lucal, Policy, Practice & Resources Lead	Planet Happiness