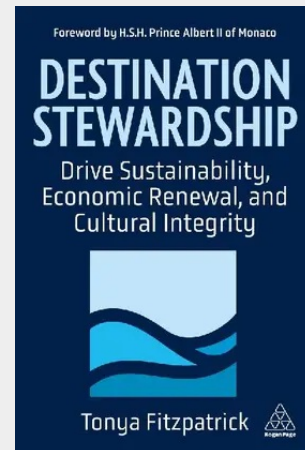


Destination Stewardship

Drive Sustainability, Economic Renewal, and Cultural Integrity

Deliver sustainable tourism results through informed leadership, stronger governance, and long-term value creation. *Destination Stewardship* provides senior tourism executives, policymakers, and destination leaders with proven tools for rethinking growth, protecting assets, and securing the future resilience of their visitor economies. As global destinations confront environmental strain and cultural erosion, this book outlines a strategic model for reshaping tourism around stewardship, not short-term volume. Written by award-winning travel journalist and global tourism leader **Tonya Fitzpatrick**, the book presents a data-led, systems-level approach to destination management that prioritizes ROI, community outcomes, and environmental integrity. Through exclusive interviews with global leaders, including insights from Travel Unity, Destinations International, and Intrepid Travel brand executives, it reveals how governance, collaboration, and informed decision-making can shift entire regions toward more responsible, prosperous, and resilient tourism futures. You'll learn how to: - Implement stewardship-based governance models that deliver sustainable economic results - Apply strategic frameworks to balance visitor growth with environmental and cultural protection - Use data-led decision-making to optimize long-term development and mitigate community impact - Strengthen leadership capability through expert interviews and global best-practice examples - Build destination strategies that enhance competitiveness while preserving local identity With global real-world examples and a clear roadmap for action, *Destination Stewardship* equips leaders to deliver measurable value for communities, visitors, and the tourism sector at large. **Themes include:** destination management, sustainable tourism strategy, governance models, environmental resilience, cultural preservation, long-term ROI



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