

Conclusion

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Governance

Join running initiatives

Consensus

Cooperate

Listen

Gain Trust

Communicate

Approach measuring:

- Including the social perspective, developing tourism for the sake of residents wellbeing
- With rigor
- Seeking homogeneity
- With a clear geographical scale

Approach measuring:

- Based on progress made
- Being aware of the maturity level of the destination
- Using all available data thanks to official statistics and administrative records

Decision makers:

- Make decisions based on data
- Listen to your team producing data
no matter the optics

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Invest in presenting data in a
user friendly way

Monitor usage

Think out of the box

Let's keep working!

Thank you!

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