

Turning Impact into Profits

Development of Impact-oriented Destination Models

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Presentation script

Introduction

This session addresses one of the main challenges currently faced by tourism destinations: how to reconcile economic performance with positive social and environmental impact. Traditionally, tourism development has focused primarily on growth indicators such as arrivals, overnight stays and revenues. However, this approach has often generated negative externalities for local communities and ecosystems, and it no longer responds to the expectations of today's travellers. The session introduces the concept of Tourism 3.0, a model that places human values, community well-being and environmental responsibility at the core of destination development, while still delivering financial sustainability.

Objective of the session

The presentation aims to:

- Introduce the key principles and strategic advantages of Tourism 3.0
- Explain how impact-driven tourism models can create environmental, social and financial value simultaneously
- Provide a methodological framework to help destinations transform their current business models
- Inspire participants with ideas, target segments and approaches for developing impact-oriented tourism activities

Main content

The session begins by explaining the evolution from traditional tourism models towards Tourism 3.0, emphasising how travellers are becoming more value-driven, participative and purpose-oriented.

Tourism 3.0 is presented as an approach inspired by Marketing 3.0, where destinations move beyond selling services to facilitating meaningful, life-changing experiences. In this context, tourists play an active role as co-creators, storytellers and brand ambassadors.

The presentation then highlights the strategic advantages of impact-driven tourism models, including stronger destination branding, more authentic storytelling, access to new market segments and increased opportunities for public and private funding aligned with the Sustainable Development Goals.

The core of the session focuses on a six-step methodological approach to develop triple-impact destination models:

1. Identifying social and environmental challenges relevant to the local community
2. Mapping and evaluating available funding opportunities
3. Assessing feasibility and setting priorities based on impact and capacity
4. Encouraging creativity and open innovation among local stakeholders
5. Developing a comprehensive business plan, including impact metrics and storytelling-based marketing
6. Implementing, monitoring results and continuously improving the model

Special attention is given to the importance of collaboration among public authorities, private businesses, social organisations and local communities throughout the process.

Finally, the presentation explores target segments and experience ideas for impact-driven tourism, such as activities designed for people with disabilities, disadvantaged children, elderly people or individuals in healing or reintegration processes, showing how tourism can act as a tool for empowerment, connection and transformation.

Conclusion

The session concludes by reinforcing the idea that impact should not be seen as a cost or constraint, but as a strategic opportunity for destinations. By integrating social and environmental purpose into their tourism models, destinations can increase their competitiveness, resilience and long-term value creation. Tourism 3.0 offers a clear pathway to move from volume-driven growth to meaningful, impact-driven development, where profitability and purpose go hand in hand.