

HOW CLIMATE-READY IS YOUR TOURISM GOVERNANCE?

A self-assessment checklist for regional tourism authorities



ENABLING GOVERNANCE MECHANISMS

for data sharing,
financial access and
technical capacity

TOURISM



CLIMATE



14 KEY QUESTIONS TO EVALUATE ENABLING MECHANISMS



DATA & KNOWLEDGE MANAGEMENT

Do you have the right data and information to guide action?

- 1 ☐ Formal partnerships with universities create verified methods to measure local carbon and water footprints.
- 2 ☐ The administration has a strategy on how data will drive policies and investments before collecting it.
- 3 ☐ A tourism observatory or data platform facilitates transparent information exchange across actors.



INSTITUTIONAL CAPACITY & EXPERTISE

Is your organization equipped with the skills and structures to deliver?

- 4 ☐ Environmental and energy agencies serve as internal in-house trainers for tourism staff.
- 5 ☐ Technical experts in climate policy and environmental sciences join tourism teams.
- 6 ☐ Climate objectives are integrated into core tourism planning and marketing strategies.
- 7 ☐ Internal capacity building is prioritized over external consultancies to retain long-term expertise.



RELATIONAL INTELLIGENCE & STRATEGIC PARTNERSHIPS

Can you influence and collaborate beyond your formal mandate?

- 8 ☐ Staff are trained in soft governance, adaptive communication, and consensus-building.
- 9 ☐ Voluntary strategic networks and agreements are built with external sectors like transport to drive climate action.



FINANCIAL MECHANISMS & ACCESS

Are financial resources innovative and aligned with climate goals?

- 10 ☐ A one-stop shop helps SMEs and local DMOs navigate national and EU funding.
- 11 ☐ The tourism body acts as an information hub connecting businesses to green grants from other ministries.
- 12 ☐ Innovative partnerships directly reward travelers for adopting low-carbon mobility choices.
- 13 ☐ Tourism tax revenues are legally bound to fund climate adaptation and ecosystem restoration.
- 14 ☐ Environmental and social bodies co-govern tourism taxes, while tourism sits on regional green tax boards.



HOW MANY
BOXES CAN YOUR
REGION TICK?

EMERGING
0-4

DEVELOPING
5-8

ADVANCED
9-12

EXEMPLARY
13-14

Want to improve your score? Explore the full deliverable on Tourism Governance Criteria.

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STRONG HORIZONTAL GOVERNANCE

breaks silos, connects
sectors and aligns
policies around a
shared climate strategy

TOURISM



CLIMATE



14 KEY QUESTIONS TO EVALUATE HORIZONTAL GOVERNANCE



POLITICAL FRAMEWORK

Is the foundation in place?

1 ☐

There is an overarching regional strategy that includes ambitious climate goals across all economic sectors.

2 ☐

Tourism is legally recognized as a strategic sector for mitigation and adaptation.

3 ☐

An interdepartmental climate body holds executive power to take decisions and adjust sectoral plans.



COORDINATION

Is tourism at the climate decision-making table?

4 ☐

Tourism holds a direct, dedicated seat at the climate decision-making table.

5 ☐

Tourism proactively co-shapes and implements the shared regional strategy.

6 ☐

Cross-departmental working groups are created to resolve bottlenecks that intersect tourism and climate action.

7 ☐

Climate authorities actively incorporate tourism data into policy planning.



IMPLEMENTATION

Can the governance system actually drive change?

8 ☐

Climate criteria are systematically included in tourism-related procurement, tenders, and licensing.

9 ☐

Tourism uses strategic influence where it lacks a direct mandate like in transport decarbonisation.

10 ☐

Core marketing and communication channels actively steer visitors toward low-carbon choices.



MEASURING SUCCESS

Are you measuring what really matters?

11 ☐

Performance metrics prioritize local economic value and spend over visitor volume.

12 ☐

Specific indicators track geographic and seasonal visitor spread to reduce local pressure.

13 ☐

Metrics track private climate plan adoption and scope 3 emissions, including transport.

14 ☐

Host community satisfaction and quality of life are official performance indicators.

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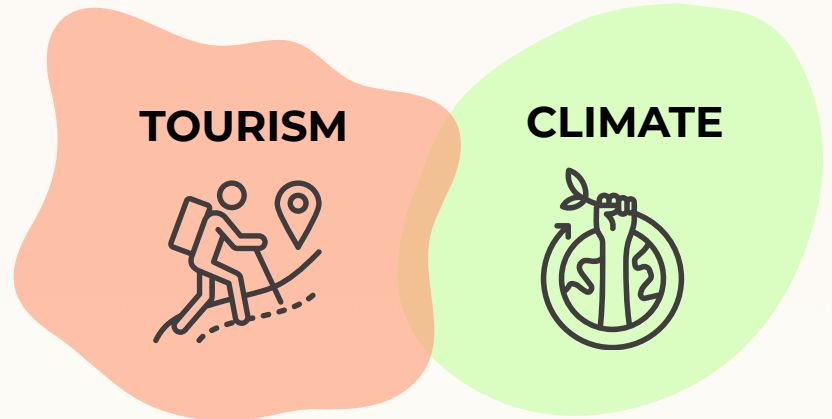
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STRONG VERTICAL GOVERNANCE

connects governance
levels to turning
regional strategy into
local action.



16 KEY QUESTIONS TO EVALUATE VERTICAL GOVERNANCE



COMMON FRAMEWORKS & OPERATIONAL TOOLKITS

Are the right tools and support in place?

- 1 ☐ A central one-stop shop equips SMEs and DMOs with consistent climate tools, standards, and certifications.
- 2 ☐ Free digital tools like carbon calculators and vulnerability assessments facilitate adoption for businesses and DMOs.
- 3 ☐ A clear pathway guides destinations and businesses from commitment to audited labels.
- 4 ☐ Enterprises receive long-term personalized coaching to assess baselines and execute climate plans.
- 5 ☐ Formal agreements bind public authorities and businesses to sustained climate action.



LEADERSHIP & CO-CREATED POLICY

Is climate action co-created and strategically aligned?

- 6 ☐ A formal strategic tourism forum directly convenes ministers, public agencies, businesses, and civil society.
- 7 ☐ The forum aligns tourism development directly with ambitious regional climate targets.
- 8 ☐ Frameworks and roadmaps are co-created through sustained dialogue with industry and civic actors.



RESIDENT-CENTRIC GOVERNANCE

Are residents at the heart of tourism governance?

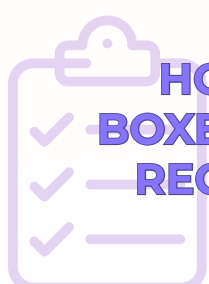
- 9 ☐ Resident representatives and civil society hold formal seats in high-level tourism forums.
- 10 ☐ Summaries of strategic discussions are published online to ensure transparency and public trust.
- 11 ☐ Systematic resident surveys monitor local quality of life and the destination's social license.
- 12 ☐ Strategic pillars prioritize liveability and community flourishing ahead of tourist volume.



NETOWRK BRIDING & BALANCED POLICY SUPPORT

Does the system enable climate action at every level?

- 13 ☐ Regional and local actors operate under shared responsibility within an aligned climate governance framework.
- 14 ☐ Local DMOs and business chambers act as bridges for implementation of the tourism policy.
- 15 ☐ Targeted programs raise climate literacy across all public administration tiers to ensure consistent messaging.
- 16 ☐ Mandatory compliance (e.g., carbon registries) is balanced with incentives and free technical assistance.



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