



Bahamas Sustainable Tourism Model

Client: Bahamas National Trust

Issues to solve

- The client sought in their Brief three major projects, but only had budget sufficient to properly establish one.
- Tourism and offshore banking are the two main industries of the Bahamas, but little is known of how sustainable countries tourism is, or what should be done to make it more sustainable
- Models are widely regarded as more flexible and empowering than plans, but many models have not been created to fit the destination's character, strengths and limitations, and their implementation success is poor

Innovative responses

1. We took a 'brave decision' and submitted a Proposal for one of the Brief's three projects, and argued why this project was most suited to the Bahama's current operating environment.
2. We reviewed and compared the merits of eight sustainable tourism models used across the World, then determined their implementation success and failures, and recommended one model for the Bahamas
3. Our approach used a combination of careful site investigations and consultation tailored to the diverse stakeholders directly and indirectly involved in tourism
4. We predetermined implementation capability (skills, time availability and funding) and built the model to reflect likely capability, with extensions should capability be enhanced
5. We built a model that has three parts
 - Part 1 identified what healthy tourism in the Bahamas looks like across economic, environment, experience and local community dimensions
 - Part 2 monitors how close the current situation is to the desired healthy picture
 - Part 3 features alternative adaptive management responses to respond if the situation warrants intervention
6. The monitoring featured acceptable ranges for each indicator – a maximum and minimum threshold that sets the scene for very simple reporting
7. The adaptive management features a range of choice for each indicator that ranges for 'soft' non interventionist approaches to more controlling approaches when the situation is more serious

