



WAT IS JOUW IMPACTCLAIM IN ÉÉN ZIN?

Better Places for people to live in and Better Places for people to visit

HOGERE EFFECTEN

Effecten die niet direct door jouw activiteiten komen maar waaraan je wel indirect bijdraagt.

EFFECTEN

De effecten op je doelgroepen; wat verandert er bij wie?

OUTPUTS

Directe resultaten van je activiteiten

ACTIVITEITEN

wat doe jij concreet voor de stakeholders?

Local partners

STAKEHOLDER

AANNAMES:

- 1 All local partners want to be certified
- 2 More knowledge leads to more action
- 3 Partners want to implement sustainable travel practises
- 4 Customers are interested in sustainable trips
- 5 ...
- 6 ...

CONTEXTFACTOREN (POSITIEF & NEGATIEF):

- A Negative media coverage about destination / local conditions (natural disasters or political instability) lead to less people wanting to travel to destination
- B Increased interest in experiential 'authentic' holidays
- C ...

