



## E-QUARTERLY: DESTINATION STEWARDSHIP REPORT

11 MAY 2024

### *Contributors Guide*

#### **About the Destination Stewardship Report (DSR):**

**Mission:** Increase and disseminate knowledge about sustainable destination stewardship.

**Publisher:** Destination Stewardship Center (DSC), the Global Sustainable Tourism Council (GSTC), and the Center for Responsible Travel (CREST).

**Editor:** Executive Editor: Jonathan Tourtellot, DSC; Editor: Wes Espinosa, CREST;  
Production and distribution: Tiffany Chan, GSTC.

**Audience:** Colleagues, practitioners, would-be practitioners, activists, and interested citizens.

### *Destination Stewardship Report*

#### **Article guidelines:**

**Content:** Any topic that helps people learn ways to improve destination stewardship (also including what *not* to do). Reference to specific criteria within the GSTC Criteria when applicable. Use one or more examples from your own work or experience. See previous DSRs for examples:

<https://destinationcenter.org/dsr-introduction/>

Previously posted material is fine, suitably annotated as such, if it meets the guidelines below.

**Length:** 200-1,000 words maximum. Please have mercy on your editors, who will return longer drafts for tightening. Use hyperlinks as needed for additional material.

- *Tip: While you do not need to replicate [this format exactly](#), please note that it is helpful to set the scene and take the audience through the process. Tell them about the destination, the problems its facing, the work being done, and lessons learned. We do want our pieces to be informative but also actionable where possible.*

#### **Editorial guidelines:**

- Useful content, delivered in concise, readable style. Nonacademic, nontechnical except when necessary.
- Avoid unneeded polysyllables and passive voice. Use phrases like “We found that ...” instead of “It was determined that ...”
- Sprinkle helpful hyperlinks throughout.
- Maintain a non-promotional tone. Showcase your expertise, but use hyperlinks for any promotional material.
- For additional writing support, check out the University of Arizona’s [tips for journalistic writing](#).

#### **Photos:**

- **Please submit 2-3 photos with your draft - a mix of scene-setting and action-oriented.**
- Photos should reflect:
  - scene-setting (what the place is like),
  - inspirational (why this place matters),
  - negative (here’s the problem), and
  - point-making (how this idea works; how to fix a problem).
- Photos featured in the DSR include captions. **Please suggest captions for each submitted photo.**
- **All photos that the author did not take personally must be copyright-cleared and credited.**
  - Useful websites for finding copyright-cleared photos are [Wikimedia Commons](#), [Pixabay](#), and [Creative Commons](#).
  - Please include the download link to any third-party photos, so that we can reconfirm copyright usage.

**Author bio (optional):** Submit a 20-word bio and headshot, if you want an author box at the end of your story.

#### **Topic inspiration**

How-to tips on matters such as:

- Management challenges
- Pandemic recovery as a path to better stewardship
- Overtourism mitigations
- Community benefit/engagement
- Media relations
- Sustainable-tourism product development
- Insights from assessed destinations
- Destination certifier tips

### **Sample article ideas, for inspiration:**

Story of any destination with an innovative approach to better destination stewardship.

[Palau: A Conservation Culture](#)

“GSTC Criterion Spotlight”: A look at one criterion from the and ways to meet it.

[Doing It Better: Pennsylvania Wilds, USA](#)

“Places in Play”: Report on a destination with a new opportunity, condition, or threat.

[Resurrected Matera, Italy Faces Overtourism](#)

Profiles of stewardship councils or networks succeeding at collaborative, coordinated sustainable destination management.

[Achieving Collaboration in Västerbotten – A Swedish Tale](#)

Local heroes: Profile/interview on an effective leader at the destination level.

[The Maya Riviera’s Queen of Green](#)

Opinion: Constructive, thought-provoking commentary, or even “Maybe, Maybe Not”: opposing opinions about some aspect of destination stewardship.

[A Chance to Tame Cruise Tourism](#)

“GSTC Voices” – GSTC member suggestions and observations. Same for [Future of Tourism Coalition](#) members and signatories.

### **Other Short Items for Contribution (Optional):**

#### **For the “Destination Monitor,”**

Please send notable news links about destination stewardship developments around the world.

#### **For the “Notices” box,**

Please send your announcements about pertinent webinars, events (real or virtual), volunteer and/or job opportunities.

### **Please send notices and article proposals to:**

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*The Destination Stewardship Report cannot pay for submissions. It is a collaborative, volunteer effort. We promote care for the world’s distinctive places and their communities through responsible tourism. Please help by contributing your knowledge and taking some new knowledge away with you.*