

RECRUITING EXTERNAL SUPPORT

Support and advice from sustainability experts can help inform planning and drive implementation. These are some of the things to consider when selecting a partner organisation, or individual to work with.

KNOWLEDGE

Sustainability is a relatively new but rapidly growing discipline and practitioners are available at all levels. Tourism is complex, as it impacts on, and is impacted by, so many other sectors. Hiring a partner with expertise in sustainable tourism will mean they can hit the ground running and should have up-to-date knowledge of recognised good practice.



EXPERTISE

A specific qualification in sustainability or sustainable tourism is helpful, but not essential providing a track record of 'learning on the job' can be shown. A background in the travel industry, management consultancy and/or project management can also be useful if combined with sustainability expertise.

EXPERIENCE

Direct experience of both public and private sectors is preferable, as perspectives from both can be very different. A history of working at national or international level is also beneficial. Any partner should have a good understanding of the global tools and resources that can be drawn on, as well as the indicators and targets that should inform development.



KEY SKILLS

Needs will vary according to the specific input required, but core skills to look for include: Communication (able to clearly explain and engage others in complex concepts), Interpersonal, Listening and Negotiation skills, Project Management, Critical Analysis, Strategic Thinking, Pragmatism, Proactivity and a Sense of Humour!

IT IS WORTH ASKING OTHER DESTINATIONS WITH SUSTAINABILITY PROGRAMMES FOR RECOMMENDATIONS. CONSIDER NON PROFITS AS WELL AS CONSULTANCIES