

PRE-WORK 1: Changing your mindsets towards strategy work.

Why are you developing a strategy roadmap?

What is your mission?

Future vision: What is your destination in 20 years?

What are your team strengths in developing your destination?

PRE-WORK 2: Describe the intervention which will be developed further in strategy roadmap tool?

What is your intervention to be developed further in the strategy roadmap? Describe in a few sentences the intervention in which you create the roadmap.

What are the values of intervention for sustainable (cultural) tourism?

STAGE 1

Short-term

Label of the intervention (set of solutions in this stage)

Describe concrete action(s) to happen in the stage 1 (short-term):

ACTION Set your "job to be done" and its objectives

FEATURES OF THE INTERVENTION Specify the features of the intervention that are essential for successful outcomes

ASSESS CAPABILITIES What capabilities are needed to invest in to meet the objectives? Capabilities are the building blocks of your intervention (i.e. people, processes, policies and physical aspects). Think about the building blocks that will deliver your intervention. Also, consider the budget, and how much will it cost to implement the action?

People:

Processes/services/policies/permits:

Physical aspects/technologies/products:

WORKING GROUP

Working group:

Other important stakeholders, who should be involved:

MATRIX OF STRATEGIC PLANNING

How the short-term intervention can be strategically implemented? You can also list of potential ways for scaling up regional cultural tourism best practices and successful interventions, which might have an impact to strategic planning.

1. STRATEGY FORMULATION

What is the current situation of the destination? The purpose of this is to help identify the destination's strengths and weaknesses, as well as opportunities and threats (SWOT analysis).

2. STRATEGY IMPLEMENTATION

The destination needs to establish specific targets or goals related to putting the strategy into action. Think about in which different settings you can test your interventions? Highlight some existing best practices and how they can be linked into this?

3. STRATEGY EVALUATION

How the intervention and its strategy is evaluated during and after implementation phase? Strategy evaluation involves three crucial activities: evaluating the internal and external factors affecting the implementation of the strategy, measuring performance, and taking corrective steps to make the strategy more effective. Also, identify which early signals can be picked up as indicators for success of the particular intervention (e.g. less waste collected, more start-ups in retail, fewer bankruptcies)

TIMELINE

DATE

Starting the action

Milestone(s)

Moving to the phase 2 (mid-term)

POLICY RECOMMENDATIONS

Are there elements for policy making in the intervention or strategy planning highlighted above?
Create a policy recommendation for the policy round table discussions:

STAGE 2

Mid-term

Label of the intervention (set of solutions in this stage)

REVIEW OF THE INTERVENTION (in phase 1) Monitor and evaluate how the intervention was put into practice and the outcomes

What has been done?

What was not completed?

Describe concrete action(s) to happen in the stage 2:

ACTION Set your "job to be done" and its objectives

FEATURES OF THE INTERVENTION Specify the features of the intervention that are essential for successful outcomes

ASSES CAPABILITIES What capabilities are needed to invest in to meet the objective? Capabilities are the building blocks of your intervention (people, processes and physical aspects). Think about the building blocks that will deliver your intervention. Also, consider the budget, and how much will it cost to implement the action?

People:

Processes/services/policies/permits:

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WORKING GROUP

Working group:

Other important stakeholders, who should be involved:

MATRIX OF STRATEGIC PLANNING

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TIMELINE

Time

Starting the action

Milestone(s)

Moving to the phase 2 (mid-term)

POLICY RECOMMENDATIONS

Are there elements for policy making in the intervention or strategy planning highlighted above?
Create a policy recommendation for the policy round table discussions:

STAGE 3

Long-term

Label of the intervention (set of solutions in this stage)

REVIEW OF THE INTERVENTION (in phase 2)

Monitor and evaluate how the intervention was put into practice and the outcomes

What has been done?

What was not completed?

Describe concrete action(s) to happen in the stage 3:

ACTION

Set your "job to be done" and its objectives

FEATURES OF THE INTERVENTION

Specify the features of the intervention that are essential for successful outcomes

ASSES CAPABILITIES

What capabilities are needed to invest in to meet the objective? Capabilities are the building blocks of your intervention (people, processes and physical aspects). Think about the building blocks that will deliver your intervention. Also, consider the budget, and how much will it cost to implement the action?

People:

Processes/services/policies/permits:

Physical aspects/technologies/products:

WORKING GROUP

Working group:

Other important stakeholders, who should be involved:

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TIMELINE

DATE

Starting the action

Milestone(S)

Moving to the phase 2 (mid-term)

POLICY RECOMMENDATIONS

Are there elements for policy making in the intervention or strategy planning highlighted above? Create a policy recommendation for the policy round table discussions:

TIME FRAME FOR POLICY IMPLEMENTATION

**Actions from
stages 1-3**



**Future
vision**

**Implementation
of policies**



**Future
vision**

**Success indicators
(e.g. less waste
collected, more
start-ups in retail,
fewer bankruptcies)**