

Workshop	2 MAY 2012	DREAM DESTINATIONS
Contact person		BJARNE RASMUSSEN (DK)

Interested persons  
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ALL WONDERFUL PARTICIPANTS

Main results/conclusions

- ① GREAT NEED FOR DESTINATION DEVELOPMENT:
  - BOTTOM UP
  - SHARED STAKEHOLDING (LOCAL ACTORS / CO-OPERATION)
- ② FOCUS ON THE TOURIST
  - EMOTIONAL + PRACTICAL ENGAGEMENT
  - UNDERSTAND EXPECTATIONS
- ③ LOCAL CULTURE + AUTHENTICITY IS KEY

Proposal for further activities