



TOURISM SUSTAINABILITY ONLINE ASSESSMENT TOOL

Instructions

What is the assessment tool?

The tool is an online questionnaire. The questions take about 15 minutes to complete. There are 4 separate 'assessments', or sections (which align with the 4 pillars of tourism sustainability – economic, host community, visitor and environment). Once each assessment is completed, an Action Plan is generated – a list of recommended actions, prioritised in order of importance. Once more than one (ideally all) assessments are completed, a combined action plan is produced, prioritising actions across all 4 areas.

You should complete all 4 sets of questions so that your Action Plan covers all 4 areas.

A sustainable business plan template has also been developed to make it easy for you to turn the Action Plan from the assessment into a Tourism Sustainability Action Plan document for your business, with short, medium and longer-term goals.

Each recommendation in the action plan includes a link to a page of information, resources and advice for each specific action.

How do I access the online assessment tool?

You will need access to email as the assessment sends a confirmation email to your email address as part of the registration process.

- Go to <http://sustainabletourism.assessment.nz/>.
- Then click 'Get started' and fill in the Registration form.
- Before hitting the blue Register button, **check the 'Stay signed in' box.**
- Once you click Register, you should receive a link to access the assessment (if you don't receive the link, check your Spam folder).
- You can then go in and start the assessment. **For best results complete all 4 plans.**

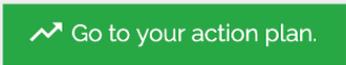
NOTE – the assessment uses Passwordless access. Once you've registered and then accessed the assessment once, you won't have to remember a password – you can access the assessment (and associated list of recommended actions) anytime with your email address.

See next page for how to complete the assessment...

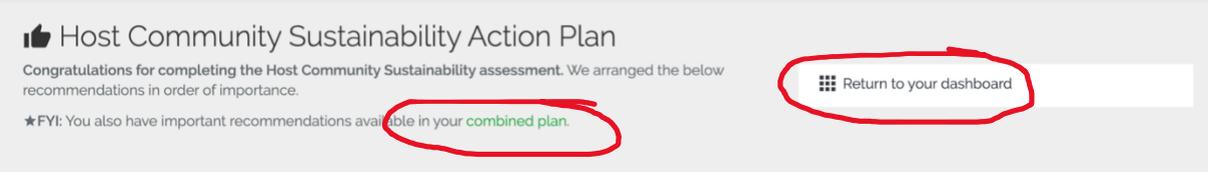


How do I complete the assessment?

When you've completed all the questions for one section, click Go to your action plan.

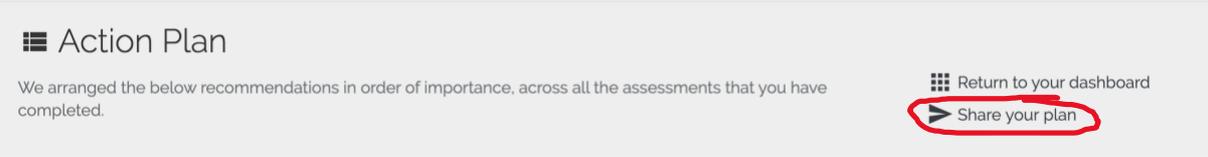


NOTE each of the 4 sections produces a plan of specific actions for that section. To see your **combined plan of all actions**, prioritised in order of importance for you, click on the link to your combined plan OR 'Return to your dashboard' at the top of the screen.



Emailing and printing your plan

You can share your plan by emailing it to yourself or others. The best way to print your plan (if you must print it) is to email it to yourself first. Just click 'Share your plan'.



You can go back into your plan at any time in the future. As you complete actions, tick them off in the plan.

