



GUARANTYING
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DEVELOPMENT
ALTERNATIVES





Who are we?

Innovating, we have updated our website content, we keep on being an interdisciplinary group of professionals with holistic and integrated perspectives, which as a whole articulate knowledge in order to resolve issues that obstruct the development and implementation of sustainable tourism in areas where it exists or may be practiced.



History

Three professionals specialized in various disciplines in sustainable tourism development decided to combine their skills and constitute Sustainable Tourism Solutions, S. A. in late 2011. The conception of the name is related to each member of partnership.

The "Solutions" are represented by one of its members with more experience in the marketing field.

"Tourist" is represented by the member, which as the name suggests, has more experience with field work in various tourist destinations and various public – private stakeholders.

By "Sustainable", outstands, the person with a vision of an integral and balanced work , which promotes neutrality between the relationship between the inner matters and the different persons involved in sustainable tourism development.

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Mission

We are an organization of multidisciplinary professionals specialized in recognizing necessities, and propose solutions to our clients, providing the required accompanying to achieve objectives, in function of tourism development; through the implementation of sustainable practices that create the betterment in the quality of life of the populations with which we work.

Vision

Be a group of consultants recognized nationally and internationally for its professional and innovative work in the field of sustainable **tourism development**





Objetives

General Objective

Designing intervention proposals with territorial approach to create sustainable tourism development models, with the purpose to position these as recognized destinations, for tourists interested in environment, culture and communities.

Specific Objectives

Encourage the planned development of comprehensive tourism resources and services, with a territorial approach in urban and rural communities; with the participation of public and private sectors.

Strengthen the capacities of local tourism initiatives to boost and enhance the economy and its general development.

Contribute to the positioning of tourist destinations by identifying and strengthening their attributes, emphasizing the differentiating elements of their natural heritage - cultural and historical.

Share successful experiences of other projects and communities which have worked with a comprehensive approach for their tourist destinations.

Destination Management and Organization

- Territorial Tourism Planning
- Policy and Strategic Design
- Political Impact
- Design Tours and Tourist Circuits / routes



Organizational Management

- Organizational Strengthening
- Strategic Planning
- Formulation, evaluation and systematization of development projects
- Design and implementation of Quality Programs
- Training programs, monitoring and technical assistance
- Best Practices for Sustainable Tourism



Promotion and Marketing

- Marketing & Trading
- Sustainable Tourism Product Development
- Business Plans
- Design and development of tourism brands
- Organization and logistics of events



Associate Consultants

Our partnership provides the opportunity to create synergies in and with consultant teams interested in providing sustainable tourism solutions. We invite you to join our team. Below, we introduce some of the consultants whom offer alternatives that ensure comprehensive development.

Our associate consultants are from Argentina, Australia, England, Italy, Spain, Mexico, Peru, Portugal, Brasil, Nicaragua and Costa Rica



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Work relations with organizations and institutions

Each of the founding partners have had the opportunity to work individually and together with various entities (2 national tourism authorities, seven local governments, 7 international cooperation agencies, 20 organizations and 115 types of tourism initiatives), which has permitted to complement each other, as consultant team. By accumulating valuable theoretical experiences - practices in different countries, and on different topics related to sustainable tourism development ([Also see experience](#)).



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