

T.E.R.R.A - Responsible Destination Development Model

T

TASK & TEAM



START UP

Project description.
Preconditions.
Situation analysis.
Stakeholders.
Time plan.

E

EXPLORE



ANALYSIS

Understanding of environmental, economic and social context.
Studies of natural and local cultural heritage.
Studies of target audiences and users.
Research, dialogue, interviews & surveys.
Workshops.

R

REFLECT



STRATEGY

Summarize the analysis.
Define strategy.
Design brief and development guidelines.
Create, or connect to existing, Brand platform /Brand position.
Evaluate and motivate concepts and needs to fulfill.
Benchmarking.

R

RESPOND & REFINE



CREATION

Visual interpretation.
Ideate, test and prototype.
Evaluate solutions together with stakeholders, target audience and users.
Refine and improve.
Create, or connect to existing, Design programme.

A

ACTION!



IMPLEMENTATION

Keep it up!
Define action plan.
Responsibilities and time frame for achievements.
Follow up and coordinate.
Monitor and understand impacts.
Communicate!

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