



FUNDING TOOLKIT

Assessing Impact as a Project Manager:
Tips for Tourism Projects

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Assessing Impact as a Project Manager: tips for Tourism Projects

Welcome to our TOURing Funding Tool educational guide on Assessing the Impact of Tourism Projects. This guide will help tourism professionals, business owners, and students understand that assessing the impact of their projects is critical for success.

TIP 01

DEFINE CLEAR OBJECTIVES AND KEY PERFORMANCE INDICATORS (KPIs)

Before you embark on any tourism project, it's crucial to **clearly define your objectives**.



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The first step in beginning this journey is to **establish your objectives**, such as asking yourself, "What do you aim to achieve?" or "Do you want to increase visitor numbers?"

Once you've established your objectives, you have to **identify key performance indicators (KPIs)**, that will help you measure your progress towards these goals in a specific time frame.

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FOR EXAMPLE:

A measurable impact can be the increase of the % of tourism SMEs, which will request EU or national funds by 2030. These might include metrics like visitor numbers, revenue generated, visitor feedback scores, and economic impact on local businesses.

TIP 02

CONDUCT THOROUGH RESEARCH AND BASELINE ASSESSMENT

To accurately assess the impact of your tourism project, you need to:

01

Have a solid understanding of the current situation.

02

Conduct thorough research and baseline assessments to gather data on relevant factors such as existing visitor numbers, tourism infrastructure, economic indicators, and community sentiment.

03

This will provide you with a baseline against which you can measure the impact of your project over time.



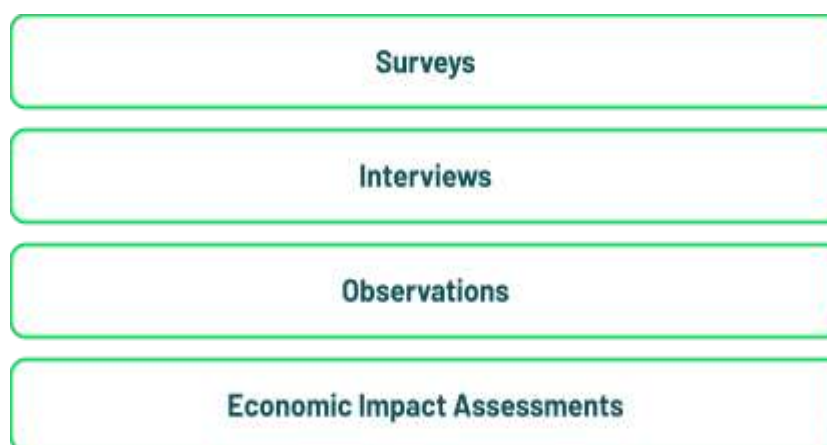
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TIP 03

UTILIZE DATA COLLECTION AND ANALYSIS TOOLS

To assess impact effectively, you will need reliable data.

Utilize various tools and techniques for data collection:



Once collected, analyze the data to identify trends, patterns, and areas for improvement.

TIP 04

UTILIZE STAKEHOLDER ENGAGEMENT

Stakeholder engagement **is key to understanding the diverse perspectives and interests involved in tourism projects.** Engage with a wide range of stakeholders, including local residents, businesses, government agencies, tourism operators, and community groups. Seek their input, listen to their concerns, and involve them in the decision-making process.

By building strong relationships with stakeholders, you can ensure that your project **aligns with their needs and priorities, ultimately leading to greater success and acceptance.**

TIP 05

IMPLEMENT MONITORING AND EVALUATION MECHANISMS

Once your tourism project is underway, **it's essential to implement robust monitoring and evaluation mechanisms to track progress and assess impact.**

This might involve:

Regular Data Collection

Performance tracking
against KPIs

Surveys

Interviews

Site visits

By continuously monitoring and evaluating your project, you can identify any issues or challenges early on and make necessary adjustments to ensure its success.

TIP 06

COMMUNICATE RESULTS EFFECTIVELY

As a final tip in this Funding Tool educational guide, **don't forget the importance of communicating your results effectively.**

Share your findings with stakeholders, funders, and the wider community through:



Don't forget also to **highlight the positive impact of your project**, as well as any lessons learned and areas for improvement.

Transparent communication builds **trust and credibility**, paving the way for future success in the tourism industry.

By following these tips and tricks, you can effectively assess the impact of your tourism projects as a project manager. Remember, understanding the impact of your work is not only essential for project success but also for creating positive outcomes for the communities and environments in which we operate.