



Vision for the future



What we know



What the issues are



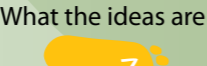
Who is involved



What we want to share



Strengths and weaknesses



What the ideas are

Action plans



What the objectives are



Making it happen

stepping stones for tourism™

steps to assist Indigenous people and communities understand and plan for tourism



What are the stepping stones for tourism?

The Stepping Stones for Tourism guide Indigenous people through the key steps for developing and managing tourism. They balance the needs of looking after country with the goals of business development. The steps consider the capacity for groups to begin a tourism business and to navigate complex issues along the way.

The Stepping Stones provide a sound basis to:

- develop a tourism enterprise;
- plan for tourism on Aboriginal land or in a protected area; and
- get family or community members more involved.

The Stepping Stones make an excellent foundation for a business plan or the tourism component of a land management or regional plan.

Stepping Stones for Tourism can be used by Indigenous people working on their own or can choose to work with trained Stepping Stones facilitators who can assist with project assessment, planning and development.

The steps



Step 1 Vision for the future
Helps people clarify what they want to achieve by being involved in tourism



Step 2 Who is involved
Identifies the people who are already involved or who could be or need to be involved



Step 3 What we know
Reviews what information is available and what information is needed



Step 4 What we want to share
Identifies carefully what is special about an area or idea and what cultural information can be shared with visitors



Step 5 What the issues are
Clearly identifies what the major issues are that will affect the way things happen



Step 6 Strengths and weaknesses
Summarises all of the information from previous steps to help see the strategic picture



Step 7 What the ideas are
Based on the new knowledge from the steps above, looks at the ideas or components in more detail



Step 8 What the objectives are
Now that the ideas for the future are clearer, refining the vision to specific achievable goals



Step 9 Action plans
For each objective or component, setting out the actions, responsibilities and resources necessary to make the ideas happen



Step 10 Making it happen
Stating how the plan is going work as the guide for the future



Finding out more

Many different government departments and tourism industry groups have funded and supported the development of Stepping Stones for Tourism.

Stepping Stones is coordinated and managed by Stepwise Heritage and Tourism Pty. Ltd.

You can find out more about Stepping Stones for Tourism at:
www.steppingstonesfortourism.net