

A stylized, colorful illustration of a landscape. The foreground features rolling green hills with varying shades of green and brown soil. On the left, there is a green tree, a purple flower, and an orange flower. A small red bird is flying in the sky above the tree. The background consists of layered, wavy blue and white bands representing a sky or distant hills.

# Heusden

*And its surrounding areas*

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# Introduction



Monique



Mylene



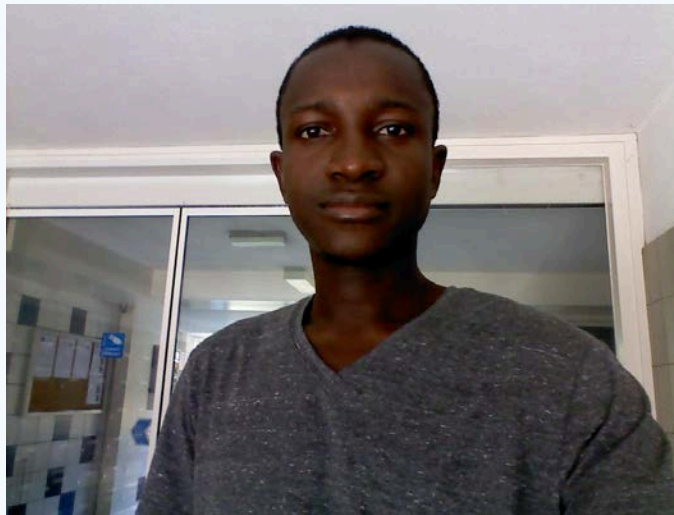
Tessy



Emily



Mae



Seedy



Marguerita



Sophie

# Destination analysis

- *Tourism product*
- *Tourism market*
- *Tourism development and planning*



# *Destination analysis*

- *Tourism impacts*
- *Stakeholders*
- *Influencing factors*



## Experience concepts

- Heroes
- Landmarks



# *Sustainability*

*Interview Tourism Business*

# Interview Questions

- *What does sustainability mean to you?.*
- *Do you consider sustainability a priority?*
- *Are you aware of any other sustainable developments taking place in the area?*
- *What obstacles do you face for making the business more responsible?*
- *Do you think sustainability is important in the tourism industry?*
- *Are you involved in Corporate Social Responsibility ?*



# *Conclusions*

*Thank you for your attention*