Scientists have developed a scenario planning tool for tourism development that estimates the social, economic and environmental impacts of tourism management and planning decisions. It is called the Ningaloo Destination Model.

The Ningaloo Destination Model captures the complexity of the tourism system and integrates data from a variety of sources. It is a world-leading “computer simulator” tool for decisions that relate to tourism and can help managers, businesses and communities set and achieve goals. The model relies on local residents and managers to identify key tourism scenarios, which are then used to focus the modelling on their key concerns.

The model has been developed through a series of workshops with people from the region and Perth and has provided an excellent mechanism for promoting a common understanding of issues in the region and the value of modelling for understanding the diverse impacts of tourism.

The Ningaloo Destination Model has a broad range of uses for planning and management as it can provide a range of future scenarios for discussion and comment. Through assessing different development strategies the model will inform decision making and enhance public participation.

The information and detail of the model can be modified for specific tasks.
**Other applications**

The model may also be particularly relevant for reviewing:

- the Ningaloo Coast Regional Strategy (the overarching land-use planning framework for the region)
- protected area planning (especially the impacts of future growth)
- strategic planning for local government
- estimating the impacts of specific developments
- management decisions and master plans.

The process of developing the model and integrating modelling into destination management are also ways of encouraging participation in planning and improving decision making.

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