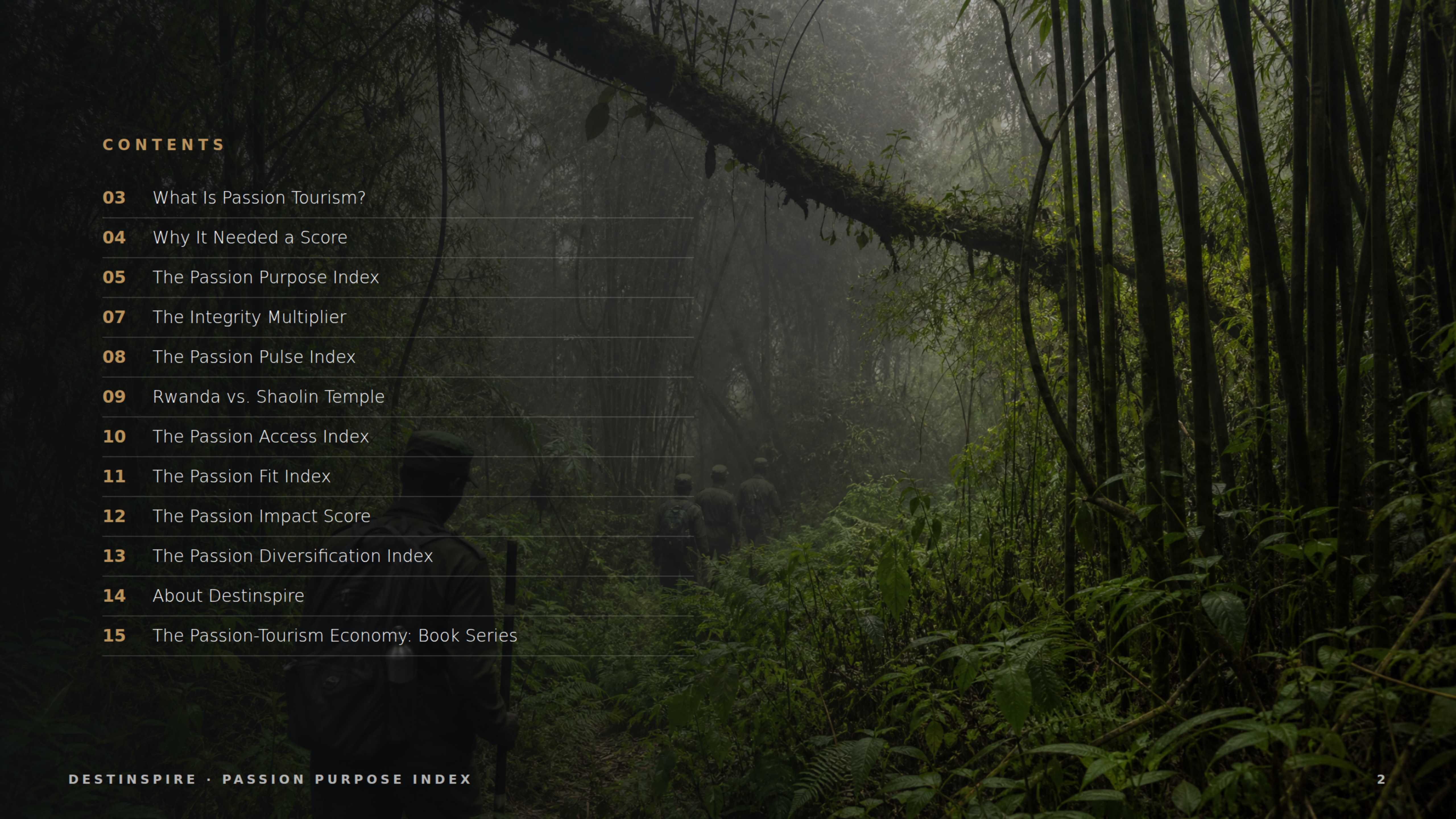


A DESTINSPIRE FRAMEWORK REPORT

The Passion Purpose Index



DESTINSPIRE
CHAMELEON STRATEGIES



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What Is Passion Tourism?

Travelers who build an entire trip around a deep passion, fly fishing, whisky heritage, dark sky astronomy, culinary tradition, martial arts pilgrimage, spend more, stay longer, come back, and bring others with them.

This is not a niche curiosity. It is documented, and it is measurable. Rwanda charges 1,500 US dollars for a single mountain gorilla trekking permit. The permits sell out months ahead. Ericeira, Portugal legally restricted its own coastline development to protect a surfing reserve. Eagle hunting festivals in Mongolia deliberately cut visitor numbers, and grew revenue as a result.

These are not accidents. They are what happens when a destination chooses depth over volume, community over crowds, and devotion over casual interest.

Most destinations still chase the wrong number: arrivals, market share, reach. They wonder why revenue doesn't grow with the crowds, why residents push back, why the things that made them worth visiting start to disappear. The Passion Purpose Index exists to measure whether the alternative, choosing depth deliberately, is actually being done well.



INTRODUCTION

Why Passion Tourism Needed a Score

These travelers spend more, stay longer, and return more often than conventional tourists. But the industry had no honest way to measure whether a destination actually delivers on a passion, or merely markets one.

A single score cannot tell an authentic, unbuilt destination apart from a well-built, hollowed-out one. Both would fail the same test for different reasons.

The Passion Purpose Index was built to close that gap: five separate measures, combined into one number that cannot be gamed by strength in four of them covering for failure in the fifth.

A person wearing a dark jacket and a beanie stands on a rocky mountain peak, looking out over a vast, hazy mountain range at sunset. The sky is filled with soft, golden light and scattered clouds. The person's hands are in their pockets, and they are facing away from the camera.

THE FRAMEWORK

The Passion Purpose Index

Five indices. One honest score. Built so strength in four of them can never quietly cover for failure in the fifth.

FIVE QUESTIONS, NOT ONE

Every destination is answering five different questions, whether it knows it or not.

01

PULSE

Is the passion genuinely alive, or performed for visitors?

02

ACCESS

Has the destination built the means to experience it well?

03

FIT

Does this destination deliver what this passion needs?

04

IMPACT

Does the revenue stay in, and benefit, the community?

05

DIVERSIFICATION

Does benefit spread across space, season, and market?

A single authenticity score could not tell an underdeveloped destination apart from an overdeveloped one. Every addition since followed the same logic: a devoted traveler cares whether the specific product fits their specific passion, a community cares whether the revenue actually reaches them, and a destination's own resilience depends on not being one bad season and one market away from real exposure. Five distinct questions needed five distinct answers.

THE MECHANISM

The Integrity Multiplier

Combine five scores the obvious way, a weighted average, and strength in four indices can quietly cover for catastrophic failure in the fifth. A destination scoring 30 on authenticity and 90 or better everywhere else would average to a respectable-looking 68.

That is not a respectable destination. It is close to fully staged, and the Purpose Score is built to say so.

$$\begin{aligned} \text{Purpose Score} &= (0.25 \times \text{Pulse} + 0.15 \times \text{Access} + 0.15 \times \text{Fit} + \\ &0.25 \times \text{Impact} + 0.20 \times \text{Diversification}) \\ &\times (\text{weakest index} \div 100)^{0.5} \end{aligned}$$

68

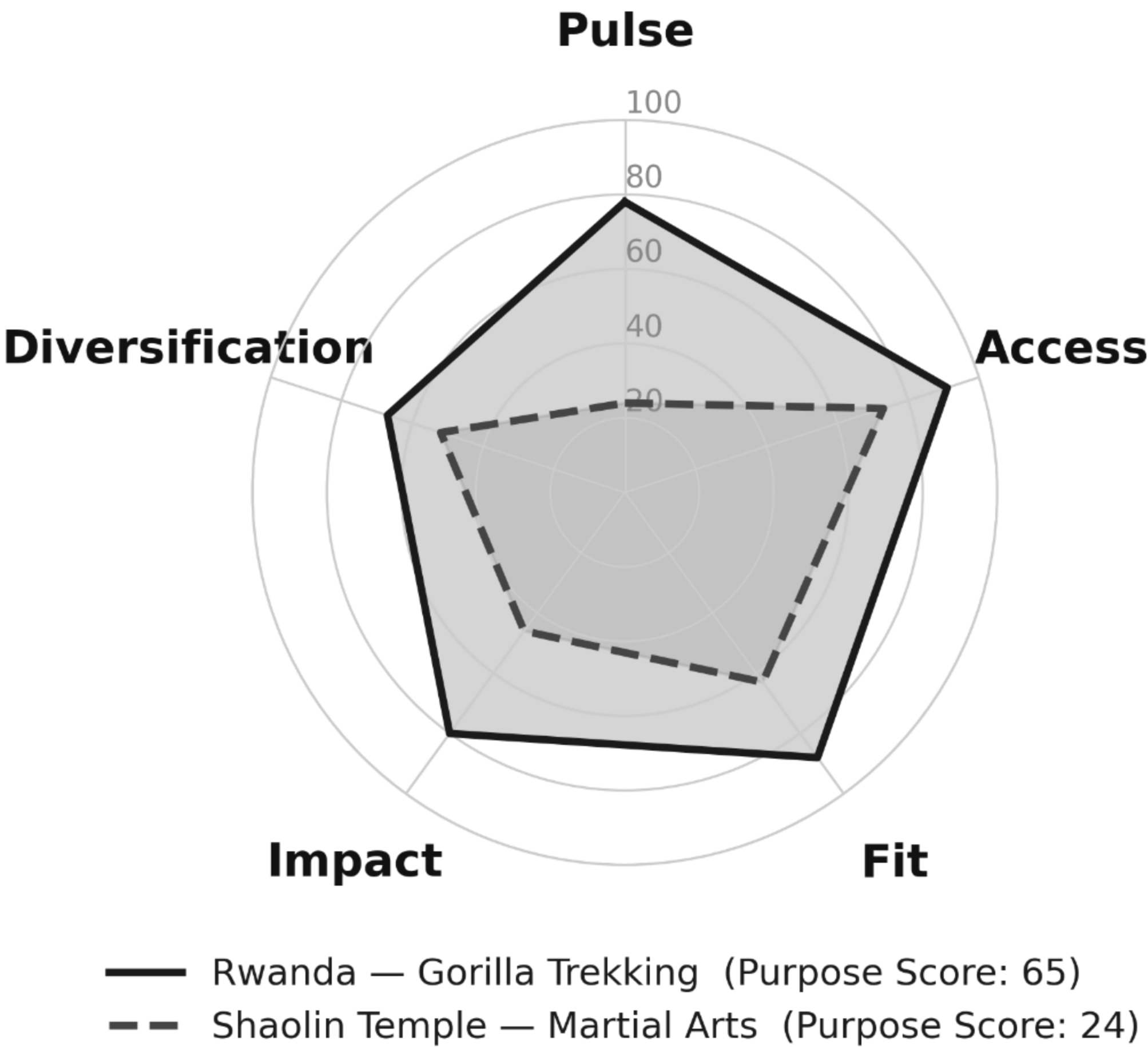
PLAIN AVERAGE

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PURPOSE SCORE

THE PASSION PURPOSE INDEX

Both built well. Only one stayed real.



Source: Thraenhart, J. (2026). The Devotion Dividend.



INDEX ONE OF FIVE

The Passion Pulse Index

Is the passion genuinely alive, or performed for visitors?

A pulse measures whether something is alive, not whether it looks alive. Six dimensions score the depth of the local practitioner community, how independent the passion is from tourism, who controls the experience, whether a devoted visitor can find it unscripted, whether commercial pressure has diluted it, and the warmth of the welcome itself, a dimension called Host Spirit, after hospitality traditions like Saudi Hafawa and Japanese Omotenashi.

PRACTITIONER VITALITY	LIVING INTEGRATION
COMMUNITY SOVEREIGNTY	UNSCRIPTED ACCESS
PRESERVATION INTEGRITY	HOST SPIRIT

Both Built Well. Only One Stayed Real.

Rwanda's mountain gorilla trekking and Shaolin Temple's martial arts tourism score in a broadly similar range on infrastructure and product fit. Their Pulse scores land nowhere near each other.

65

RWANDA — PURPOSE SCORE

Pulse 78. Trackers, several of them former poachers, now build careers around the animals they once hunted. Permits cap daily visits at ninety-six and fund conservation in the hundreds of millions.

Good roads and a functioning visitor center do not rescue the score, because the Integrity Multiplier will not let them.

24

SHAOLIN TEMPLE — PURPOSE SCORE

Pulse 24. Real infrastructure, real training academies, real transport links. Decades of commercialization replaced authentic transmitted martial arts with theatrical performance for tourists.



INDEX TWO OF FIVE

The Passion Access Index

Has the destination built the means to experience it well?

Authenticity alone does not make a destination visitable. Six dimensions score accommodation fit, guiding depth, logistics, capacity management, interpretive resources, and purpose-built infrastructure: the specific physical apparatus a passion requires, a bird hide, a viewing platform, a beehouse, distinct from lodging or signage.

ACCOMMODATION FIT	GUIDE & INTERPRETATION
LOGISTICS & ACCESS	VISITOR CAPACITY
INTERPRETIVE RESOURCES	PURPOSE-BUILT INFRASTRUCTURE

The Gobi Desert scores 86 on Pulse and 22 on Access: exceptional, unstaged skies, and almost nothing built to help a visitor reach them.



INDEX THREE OF FIVE

The Passion Fit Index

Does this destination deliver what this passion needs?

Four dimensions, and they change depending on the passion: sky quality and accessibility for stargazing, flavor diversity and street food depth for gastronomy, wreck depth and visibility for technical diving. Forcing every passion into the same four boxes would flatten the thing this index exists to capture.

STARGAZING

Sky Quality · Accessibility · Infrastructure · Value

GASTRONOMY

Flavor Diversity · Street Food · Fine Dining · Value

WILDLIFE & CONSERVATION

Sighting Reliability · Guide Expertise · Conservation Infrastructure · Value

Bangkok's gastronomy scores 88 on Fit: food that was never built for visitors, and never will be.



INDEX FOUR OF FIVE

The Passion Impact Score

Does the revenue actually stay in, and benefit, the community?

The most direct measure of Purpose in Purpose before Passion before Profit. Six dimensions score revenue retention, local ownership, employment quality, community decision-making, reinvestment in the asset, and whether benefit is broadly distributed or concentrated in a few large operators.

REVENUE RETENTION

LOCAL OWNERSHIP

EMPLOYMENT QUALITY

COMMUNITY DECISIONS

REINVESTMENT

DISTRIBUTIONAL EQUITY

Radovljica's beekeeping tradition scores 78 on Impact: predominantly family-run apiaries, legal protection for native bee genetics, and a national holiday, World Bee Day, that Slovenia itself proposed to the United Nations.



INDEX FIVE OF FIVE

The Passion Diversification Index

Does benefit spread across space, season, and market?

Three dimensions, kept to three deliberately. Geographic, seasonal, and market concentration are three distinct risks, not six. A destination can be authentic, well-built, well-fitting, and fairly distributed, and still be one bad season and one market's travel pattern away from real exposure.

GEOGRAPHIC SPREAD

Draws visitors away from already-saturated tourism corridors.

SEASONAL SPREAD

Sustains income through shoulder and low seasons.

MARKET SPREAD

Reaches source markets beyond the destination's existing dominant ones.

Bangkok scores 91 on Pulse and only 55 on Diversification: it is already Thailand's central tourism hub, and gastronomy tourism there does not spread benefit to under-visited regions.



THE PLATFORM BEHIND THIS REPORT

About Destinspire

Destinspire is the strategy and framework platform of Chameleon Strategies, the tourism advisory venture founded and led by Dr. Jens Thraenhart. It is where the frameworks documented across The Passion-Tourism Economy book series, including SOAR, the 5Ps, the 4D Model, the Devotion Dividend Calculator, and now the Passion Purpose Index, are published, tested, and made available as working tools rather than theory.

Destinspire's self-assessment and comparison tools let any destination or traveler run these frameworks directly, rather than reading about them secondhand. Its companion platform, PassionExplorer.com, helps travelers find destinations that genuinely deliver on a specific passion, scored the same way this report scores them. Chameleon Strategies works directly with tourism boards, destination management organizations, and hospitality brands who want to build a passion-tourism strategy, not simply benchmark against one.

Full methodology and every tool referenced in this report: [Destinspire.com/purpose](https://destinspire.com/purpose)

THE BOOK SERIES BEHIND THE FRAMEWORK

The Passion – Tourism Economy

Most destinations are chasing the wrong number. They count arrivals. They compete for market share. This three-book series, by Dr. Jens Thraenhardt, argues for a different model: destinations choosing depth over volume, community over crowds, and devotion over casual interest, and shows what it takes to sustain that choice.



BOOK I

The Devotion Dividend

Why destinations loved by some outperform destinations liked by many

The first question tourism boards almost never ask: who loves us? Argues that a destination attracting 10,000 casual visitors retains far less revenue than one attracting 1,000 devoted ones.



BOOK II

The Depth Advantage

How to build the destination that passionate communities choose

The operational companion to Book 1. Covers the hospitality infrastructure, guide training, and partnership models a destination needs to actually serve a devoted community well.



BOOK III

The Authenticity Trap

How destinations lose the very thing that made them worth visiting

Documents what happens when destinations don't protect their assets, Shaolin Temple, Havana, Murano, and argues for the community-controlled protection systems that prevent it.



Score it honestly.

[DESTINSPIRE.COM/PURPOSE](https://destinspire.com/purpose)

Dr. Jens Thraenhardt · Chameleon Strategies · Bangkok
The Devotion Dividend · PassionTourismEconomy.com

