

TRANSFORMING TOURISM FOR A RESILIENT AND SUSTAINABLE POST-COVID WORLD



Online side-event of the 26th Committee on Environmental Policy Meeting
9th November 2020, 13:00-14:30 CET

Interpretation from **English to Russian** is available. To choose your language, please select from the box at the bottom left corner.



Возможен устный перевод с английского на русский язык.

Чтобы выбрать язык, пожалуйста, выберите из списка в нижнем левом углу.



POLICIES FOR SUSTAINABLE AND INCLUSIVE TOURISM RECOVERY

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Transforming Tourism in a Covid-19 world - 9 November 2020



COVID-19 has dramatically changed the tourism policy context

TOURISM OUTLOOK UNCERTAIN

- OECD now expects **international tourism to fall by 80% in 2020**
- Sector remains in **survival mode**, and **stop/start cycles** could delay recovery
- **More targeted, agile policies** are needed in an uncertain and shifting environment

KEY POLICY PRIORITIES





Actions today will shape tourism of tomorrow



A greater focus on the **environmental and socio-cultural** pillars of sustainability is needed



Tourism '**success**', should not be measured in visitor numbers alone



Providing the right **incentives** to promote sustainability will be a challenge



An **integrated approach** across policy areas and levels and engagement with the private sector is required



Implications for tourism GHG emissions

**Table
01**

**DISTRIBUTION
OF EMISSIONS
FROM TOURISM
BY SUB-SECTOR**

SUB-SECTORS	2005	
	CO ₂ (Mt)	%
Air transport	515	40 %
Car transport	420	32 %
Other transport	45	3 %
Accommodation	275	21 %
Activities	48	4 %
TOTAL	1304	100 %
Total World (IPCC 2007b)	26400	
Tourism contribution	5 %	

Source: UNWTO-UNEP-WMO, 2008, and OECD-UNEP Climate Change and Tourism Policy in OECD countries, 2011



Policies to meet tourism's potential

Adopt an integrated policy-
industry-community approach

Mainstream sustainable
policies and practices

Rethink
tourism
success

Better
measurement
for better
management



Policy solutions



Crisis is an opportunity to rethink tourism for the future



Need to **reinforce co-ordination mechanisms** to support tourism SMEs, workers and destinations in the recovery phase



Consider the **long term implications** of the crisis, beyond impact mitigation and reopening



Recovery plans and programmes should **encourage the digital, low carbon, and structural transitions**



Find out more at the OECD COVID-19 Hub



Rebuilding tourism for the future: COVID-19 policy response and recovery

22 October 2020

The outlook for tourism economy recovery remains highly uncertain, as the coronavirus (COVID-19) pandemic continues to heavily hit the sector. The outcome for 2020 is expected to be a decrease in international tourism economy by around 80% (downside of previous estimates), with domestic tourism driving the short term recovery. Governments have taken impressive immediate action to restore and re-activate the sector, while protecting jobs and businesses. Considering the longer term implications of the crisis, countries are also developing measures to build a more resilient tourism economy in the post COVID-19 environment. These include staying ahead of the digital curve, supporting the low carbon transition, and rethinking tourism for the future.

OECD Coronavirus Hub

<http://www.oecd.org/coronavirus/policy-responses/rebuilding-tourism-for-the-future-covid-19-policy-responses-and-recovery-bced9859//>

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Tourism Strategy 2027

embedding sustainability into the
national tourism policy

Sérgio Guerreiro
09.Nov.2020





GOALS

SUSTAINABILITY

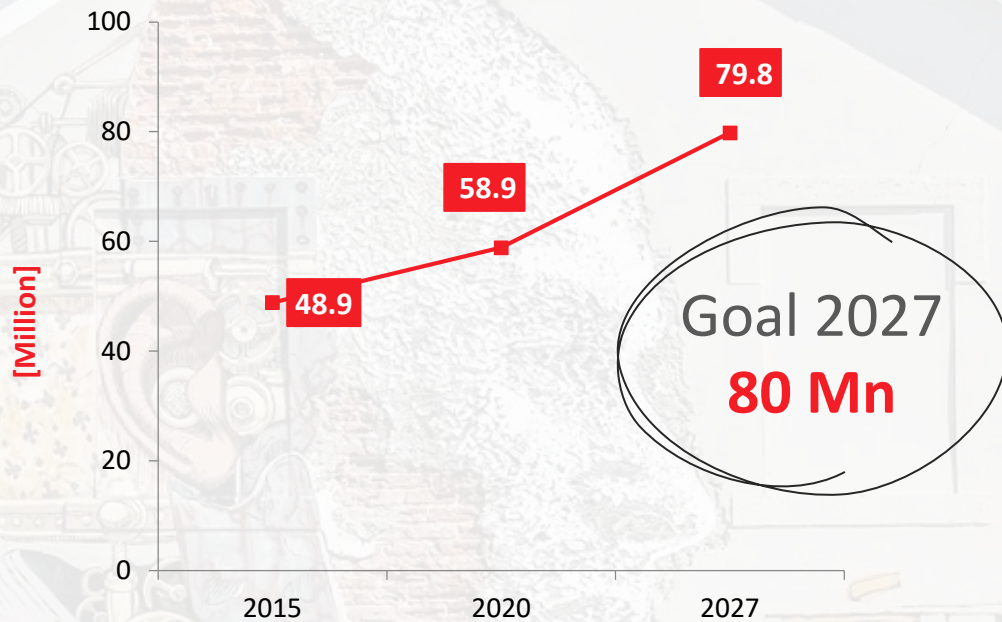
Economic

Social

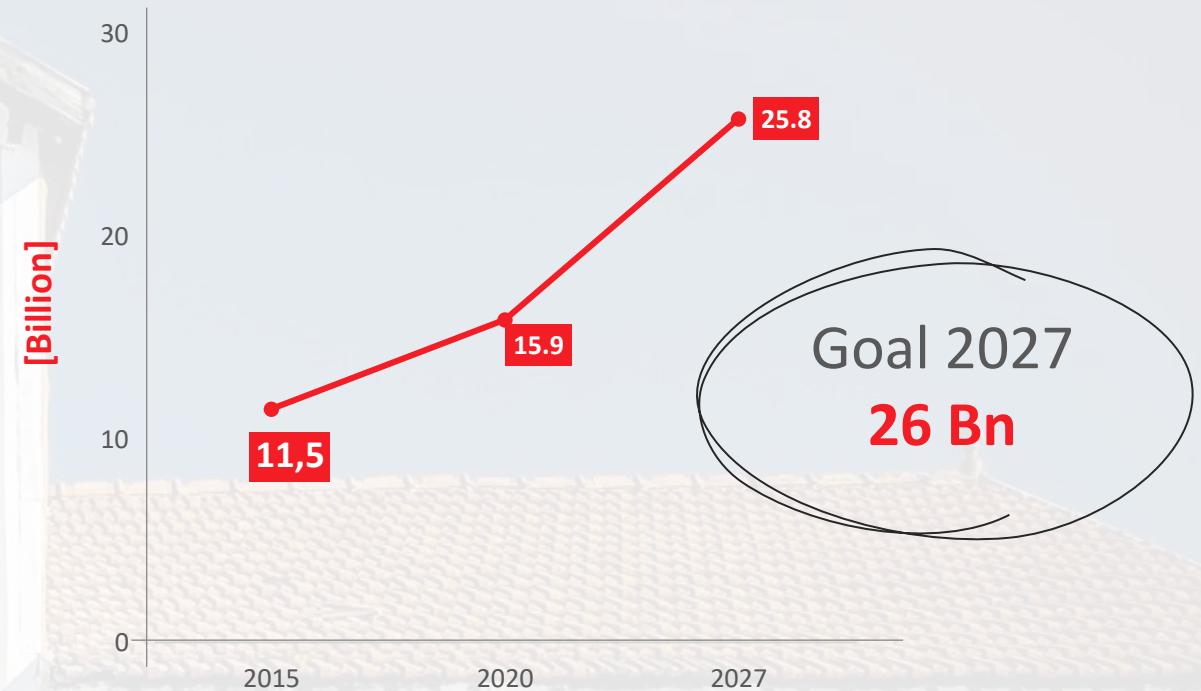
Environmental



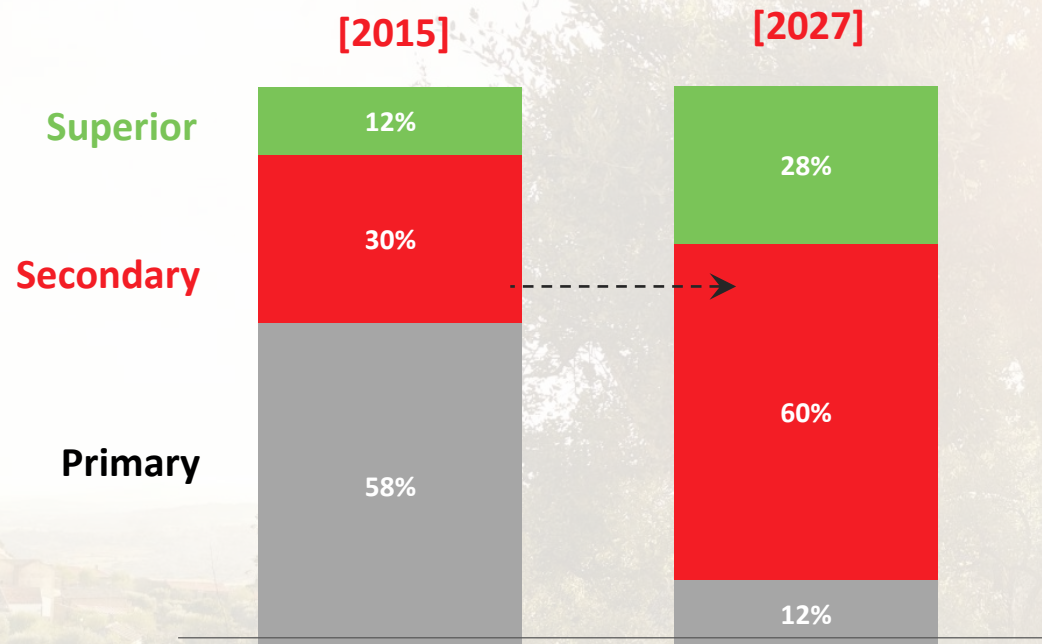
Overnight stays in the territory



Tourism Receipts



Skills



Goal 2027
**Double skills level with
secondary level (30% to
60%)**

Tourism All Year

Goal 2027
**Reduce Seasonality
from 37,5% to 33,5%**

Locals Satisfaction

Goal 2027
**+ 90% of locals consider
positive the impacts of
tourism**

Energy

Goal 2027

**+ 90% of tourism
companies develop energy
efficiency measures**

Water

Goal 2027

**+ 90% of tourism
companies develop water
efficiency measures**

Waste

Goal 2027

**+ 90% of tourism
companies develop waste
management measures**

Action Plan – Phase 1

Fostering
Investment in less
developed regions

Valorizar Program

Sustainability
comes first

Criteria for Investment
and Classification

Product
Development &
Innovation

Portuguese Trails
Portuguese Waves
Accessible Tourism
Innovation Programs

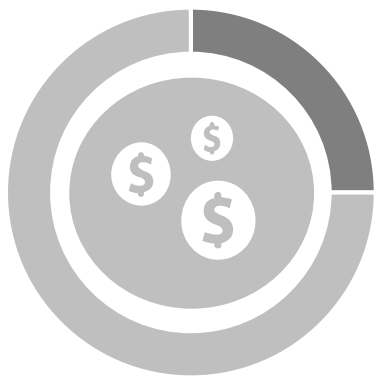
Data for Sustainable
Development

Sustainable
Tourism
Indicators
Observatories



**THE WORLD IS
TEMPORARILY CLOSED**

Respond to Covid-19



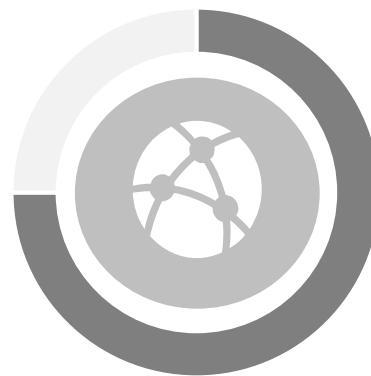
**SUPPORTING
ECONOMY**



JOB PROTECTION



**CRISIS
MANAGEMENT**



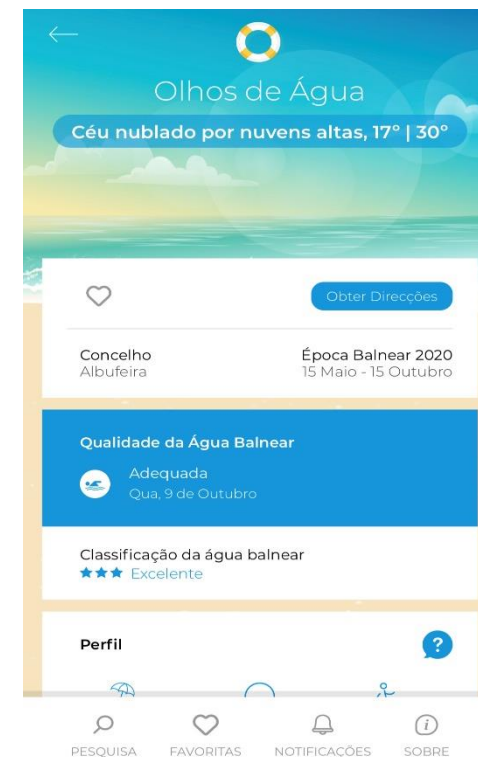
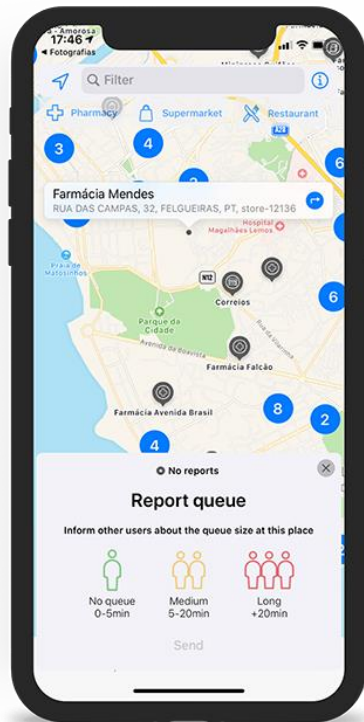
**SUPPORTING
COMMUNITY**



MARKETING



Respond to Covid-19



Action Plan – Phase 2

Structuring an
increasingly
sustainable offer

Increasing
sustainability
adoption

Qualifying sector
agents

Improve skills

Promoting Portugal
as a Sustainable
Destination

Portugal as a
sustainable
brand
Showcase PT
best practices

Monitoring
sustainability in the
tourism sector

Measure &
Improve

Thank You

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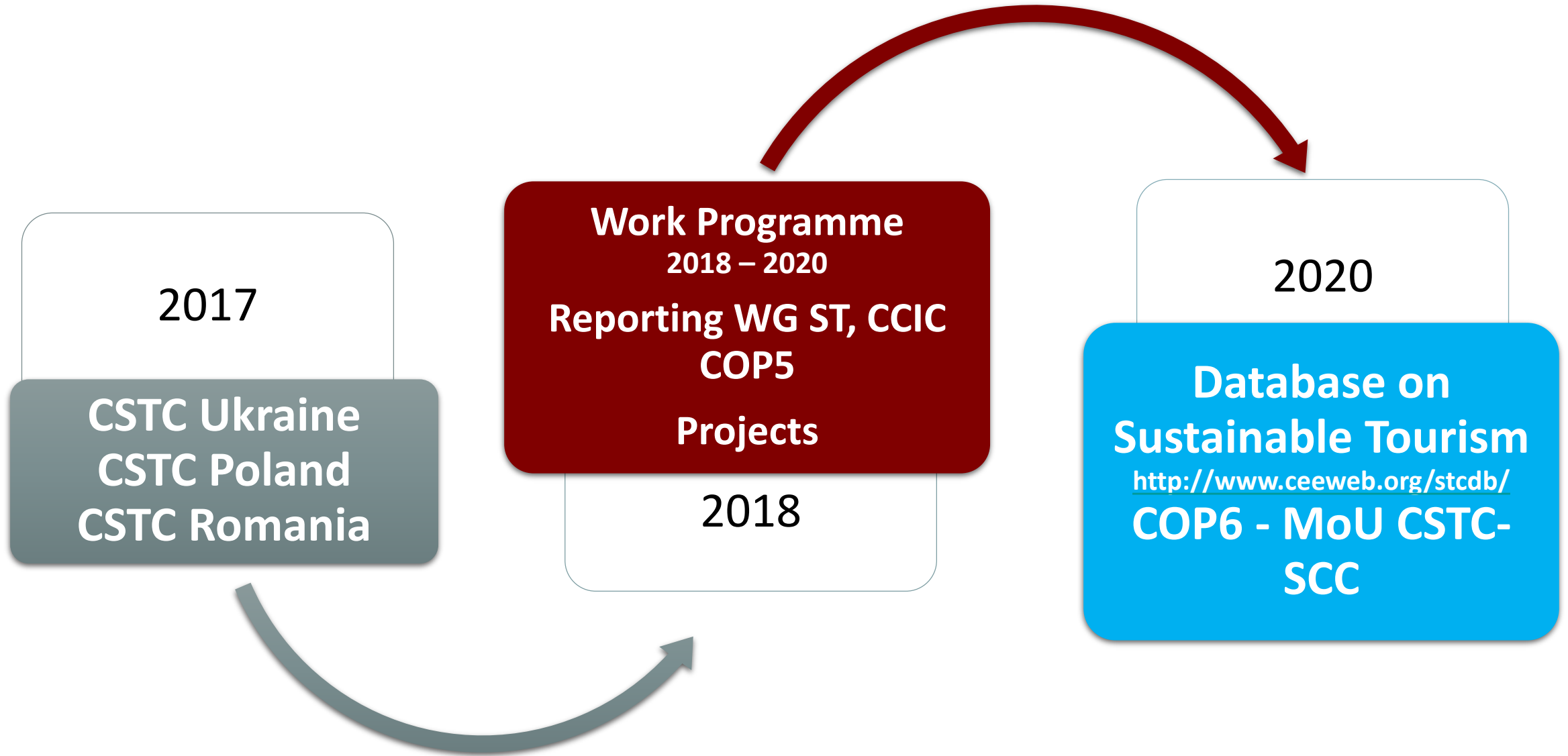
CARPATHIAN SUSTAINABLE TOURISM PLATFORM

GOAL: Carpathian Sustainable Tourism Platform shall support cooperation between stakeholders and enhance implementation of the Carpathian Convention provisions on Sustainable Tourism

1. Promoting the intensive **cooperation** of tourism actors from all Carpathian countries in implementing the activities listed in the strategy through an active **network of relevant partners** (countries, stakeholders or external experts).
2. Platform for a common understanding of **sustainable tourism planning and management**.
3. **Coordinate** the responsible use, protection and promotion of the Carpathians as a **sustainable tourism destination**.
4. An information hub to ensure the flow of information in the following areas:
 - development
 - maintenance and updating of a common **online database** on sustainable tourism in the Carpathians
 - resource mobilization
 - exchange of **good practices**
 - product development
 - brand and certification
 - marketing and promotion
 - **strengthening the capacity of stakeholders, businesses and destinations.**



CARPATHIAN CONVENTION'S SUSTAINABLE TOURISM PLATFORM



DATABASE FOR SUSTAINABLE TOURISM IN THE CARPATHIANS



<http://www.ceeweb.org/stcdb/>

Objective: realise, implement and upscale sustainable tourism in the Carpathians by providing adequate information and resources

1. Handbooks and guidelines on sustainable tourism
2. Financial Instruments (available for Carpathian Countries)
3. Projects on sustainable tourism (implemented or ongoing)

STRATEGY FOR SUSTAINABLE TOURISM DEVELOPMENT OF THE CARPATHIANS



Competitiveness, Conservation and Cooperation

- **Objective 1** – establish supportive conditions for sustainable tourism products and services, including development of a marketing scheme for the promotion of the Carpathians as a unique sustainable tourism destination
- **Objective 2** – Develop innovative tourism management, fully integrating the needs of local people and economies and other supporting sectors, and respecting the preservation of natural and cultural heritage
- **Objective 3** – Establish a continuous process of awareness raising, capacity building, education and training on sustainable tourism development and management at all levels.

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