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.
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

- Restore traveller confidence
- Sustain domestic tourism
- Support safe return of international tourism
- Evolve response measures and address gaps
- Support tourism businesses to adapt and survive
- Provide clear information and limit uncertainty (to extent possible)
- Already start to build toward more resilient, sustainable tourism
- Sustain domestic tourism
A greater focus on the **environmental and socio-cultural** pillars of sustainability is needed

Tourism ‘**success**’, should not 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

**Actions today will shape tourism of tomorrow**
## Implications for tourism GHG emissions

<table>
<thead>
<tr>
<th>SUB-SECTORS</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CO₂ (Mt)</td>
</tr>
<tr>
<td>Air transport</td>
<td>515</td>
</tr>
<tr>
<td>Car transport</td>
<td>420</td>
</tr>
<tr>
<td>Other transport</td>
<td>45</td>
</tr>
<tr>
<td>Accommodation</td>
<td>275</td>
</tr>
<tr>
<td>Activities</td>
<td>48</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>1304</td>
</tr>
<tr>
<td>Total World (IPCC 2007b)</td>
<td>26400</td>
</tr>
<tr>
<td>Tourism contribution</td>
<td>5 %</td>
</tr>
</tbody>
</table>

*Source: UNWTO-UNEP-WMO, 2008, and OECD-UNEP Climate Change and Tourism Policy in OECD countries, 2011*
Policies to meet tourism’s potential

Policy solutions

- Adopt an integrated policy-industry-community approach
- Mainstream sustainable policies and practices
- Better measurement for better management
- Rethink tourism success
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**.
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% (downward 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 retaining tourism for the future.

OECD Coronavirus Hub
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Tourism Strategy 2027
embedding sustainability into the national tourism policy
SUSTAINABILITY

Economic

Social

Environmental
Economic

- **Overnight stays in the territory**
  - Goal 2027: 80 Mn
  - 2015: 48.9
  - 2020: 58.9
  - 2027: 79.8

- **Tourism Receipts**
  - Goal 2027: 26 Bn
  - 2015: 11.5
  - 2020: 15.9
  - 2027: 25.8
Social Skills

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

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
Environmental

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
<table>
<thead>
<tr>
<th>Fostering Investment in less developed regions</th>
<th>Sustainability comes first</th>
<th>Product Development &amp; Innovation</th>
<th>Data for Sustainable Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valorizar Program</td>
<td>Criteria for Investment and Classification</td>
<td>Portuguese Trails Portuguese Waves Accessible Tourism Innovation Programs</td>
<td>Sustainable Tourism Indicators Observatories</td>
</tr>
</tbody>
</table>
THE WORLD IS TEMPORARILY CLOSED
Respond to Covid-19

- Supporting Economy
- Job Protection
- Crisis Management
- Supporting Community
- Marketing
### Action Plan – Phase 2

<table>
<thead>
<tr>
<th>Structuring an increasingly sustainable offer</th>
<th>Qualifying sector agents</th>
<th>Promoting Portugal as a Sustainable Destination</th>
<th>Monitoring sustainability in the tourism sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increasing sustainability adoption</td>
<td>Improve skills</td>
<td>Portugal as a sustainable brand</td>
<td>Measure &amp; Improve</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Showcase PT best practices</td>
<td></td>
</tr>
</tbody>
</table>
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.**
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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