

The new era of tourism: pursuing the balance between economic development and sustainability

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Interreg



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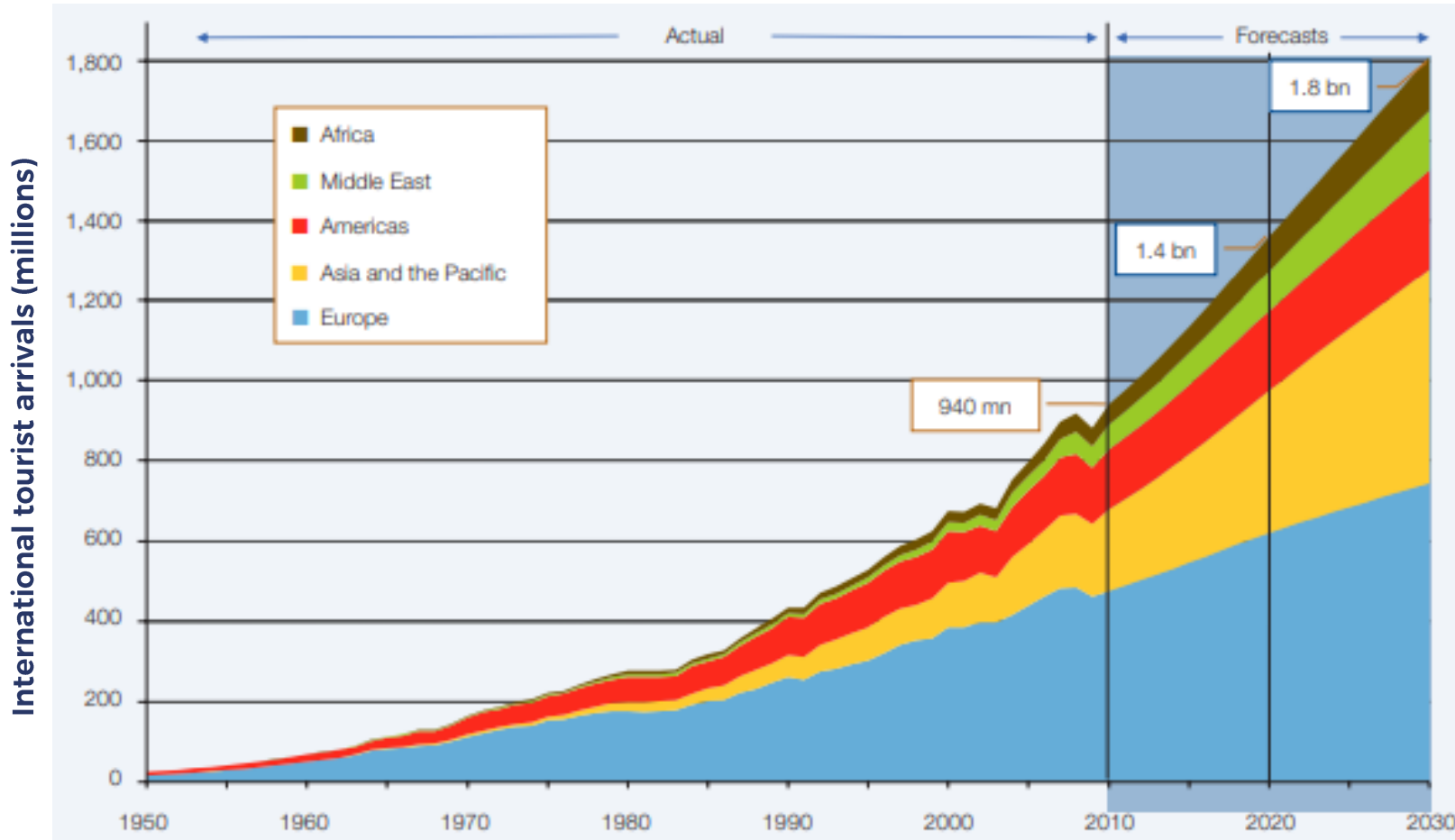
NEXT MED

The new era of tourism: pursuing the balance between economic development and sustainability

- What central elements to keep the balance among tourism and the impact on environment and local communities
- How cooperation among stakeholders could be an accelerator
- What could be the winning ingredients of a destination

A new era of tourism?

Tourism towards 2030: trends and projections 1950-2030



Source: UNWTO Tourism Highlights 2017

Tourism \neq Leisure

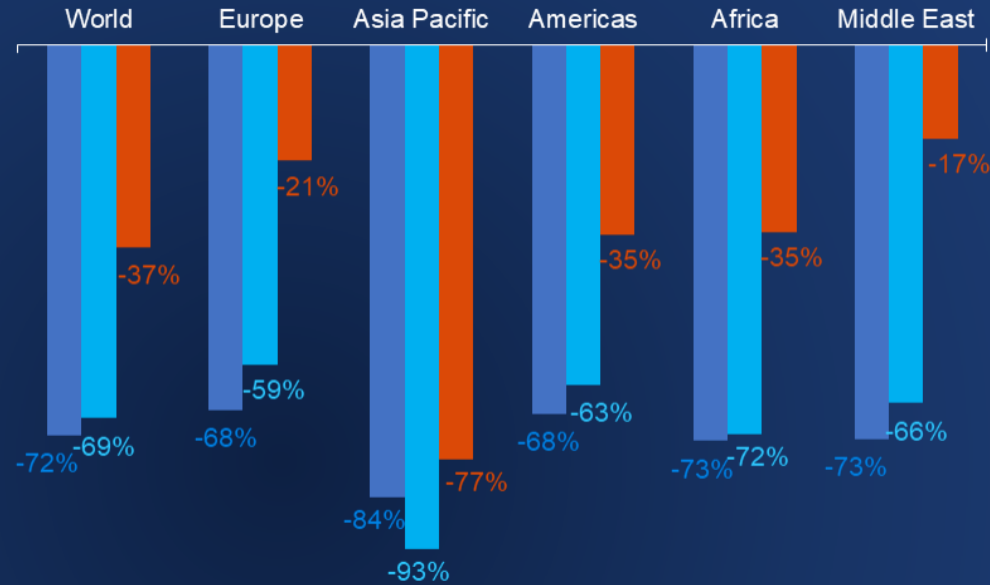
Tourism \equiv Leisure
 Sport
 Health
 Education
 Business
 Religion
 ...

↓
 Visitors' economy

COVID recuperation

International tourist arrivals: World

(% change vs. 2019)

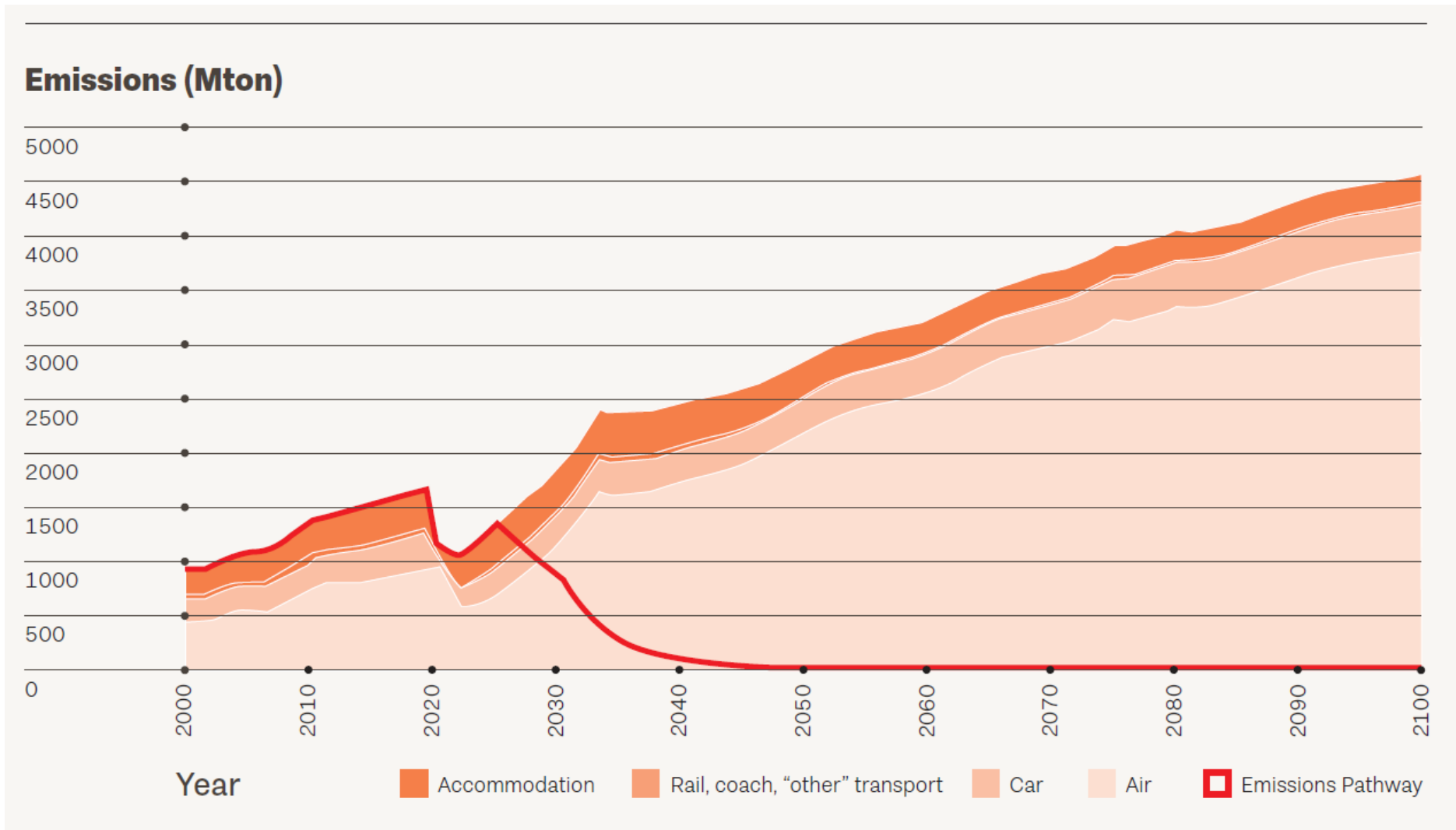


Source: UNWTO (Jan. 2023)

* Provisional data

- Opportunity to rethink the model
- To built a new narrative
- Quality over the quantity
- To accelerate digitalisation and sustainability
- To pay attention to the local residents
- To consider the proximity as a value

Climate emergency



ENVISIONING 2030:
DESIGNING A PLAN
COMPLIANT WITH
THE FIT FOR
55 STRATEGY

Global
commitment to
halve emissions by
2030 and reach Net
Zero by 2050

The European Tourism Transition Pathway

Digital transition

- Data-driven tourism services
- Clear online information offer
- R&I for digital tools and services
- Interoperable data space for tourism
- Digitalisation of SMEs and destinations

Green transition

- Circular tourism services
- Sustainable mobility
- Companies reducing environmental impacts
- R&I projects and pilots on sustainable tourism
- Experimenting environmental footprint methods for tourism

- Collaborative and smart destination governance
- Comprehensive tourism strategies
- Expanding tourism indicators
- Multimodal travelling
- Short-term rentals

Awareness raising
(skills needs, transition benefits)

One-stop-shop to
resources (skills, funding)

- Facilitating travelling (cross-border, coordinated rules sharing)
- Skills and education development
- Fair and good quality jobs
- Accessible tourism services
- Diversification of tourism services, including resident perspective

Policy & governance

Stakeholder support

Skills & resilience



Challenges



Personalization and customization

Big data for managing purposes

Digitalisation / disrupting technologies

Accessibility and mobility

Governance, at least at destination level

Sustainability
Responsible/regenerative tourism

Diversification to deconcentrate, break the seasonality & increase the expenditure

Decarbonisation of tourism activity

Cooperation

Competition vs. cooperation

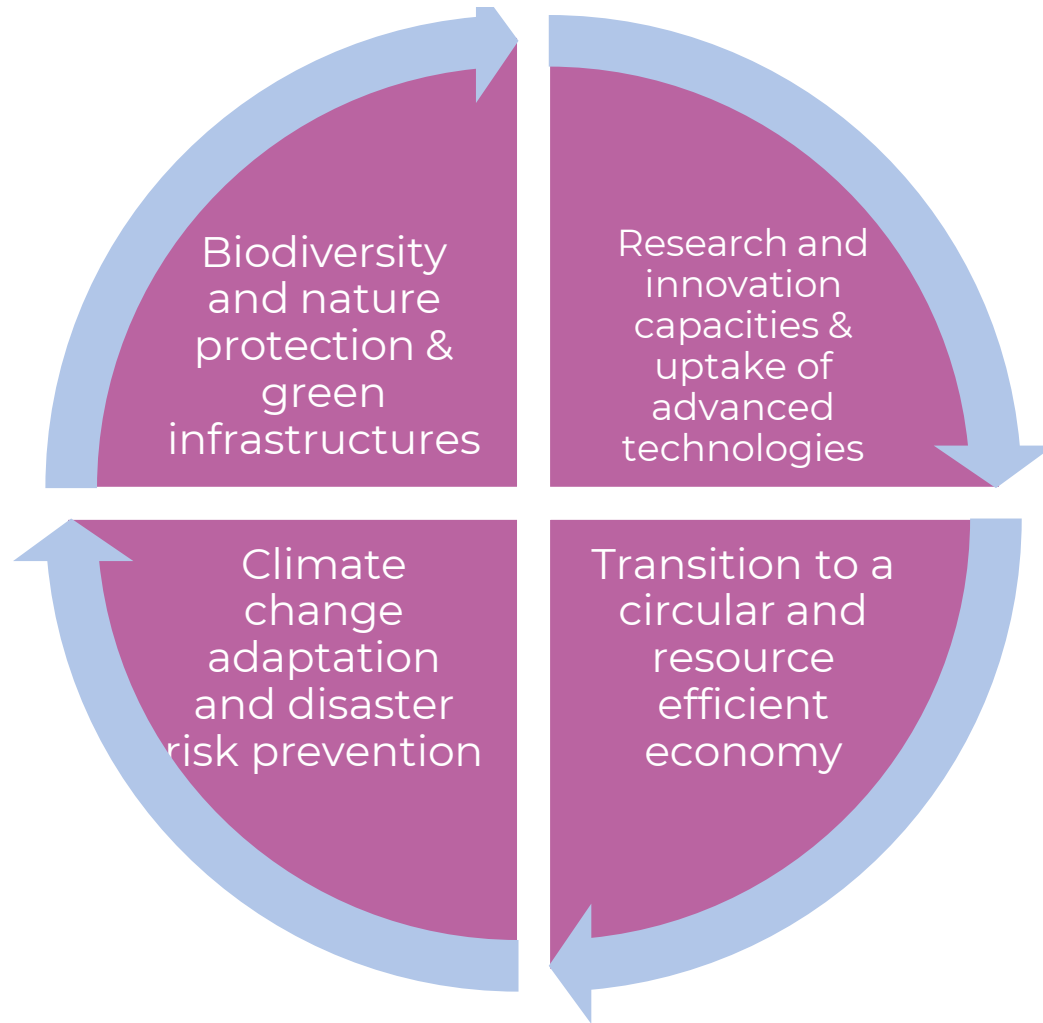
Spheres of cooperation:

- Transnational dimension (i.e routes, crossborder projects).
- We can't do it alone or we get better results if we do it in cooperation (regulation short-term rentals, digitalisation or sustainability standards, climate change, indicators-observatories...)
- Mutual learning and development of joint solutions to improve the performance in our destinations



Highlights





Thank you!

