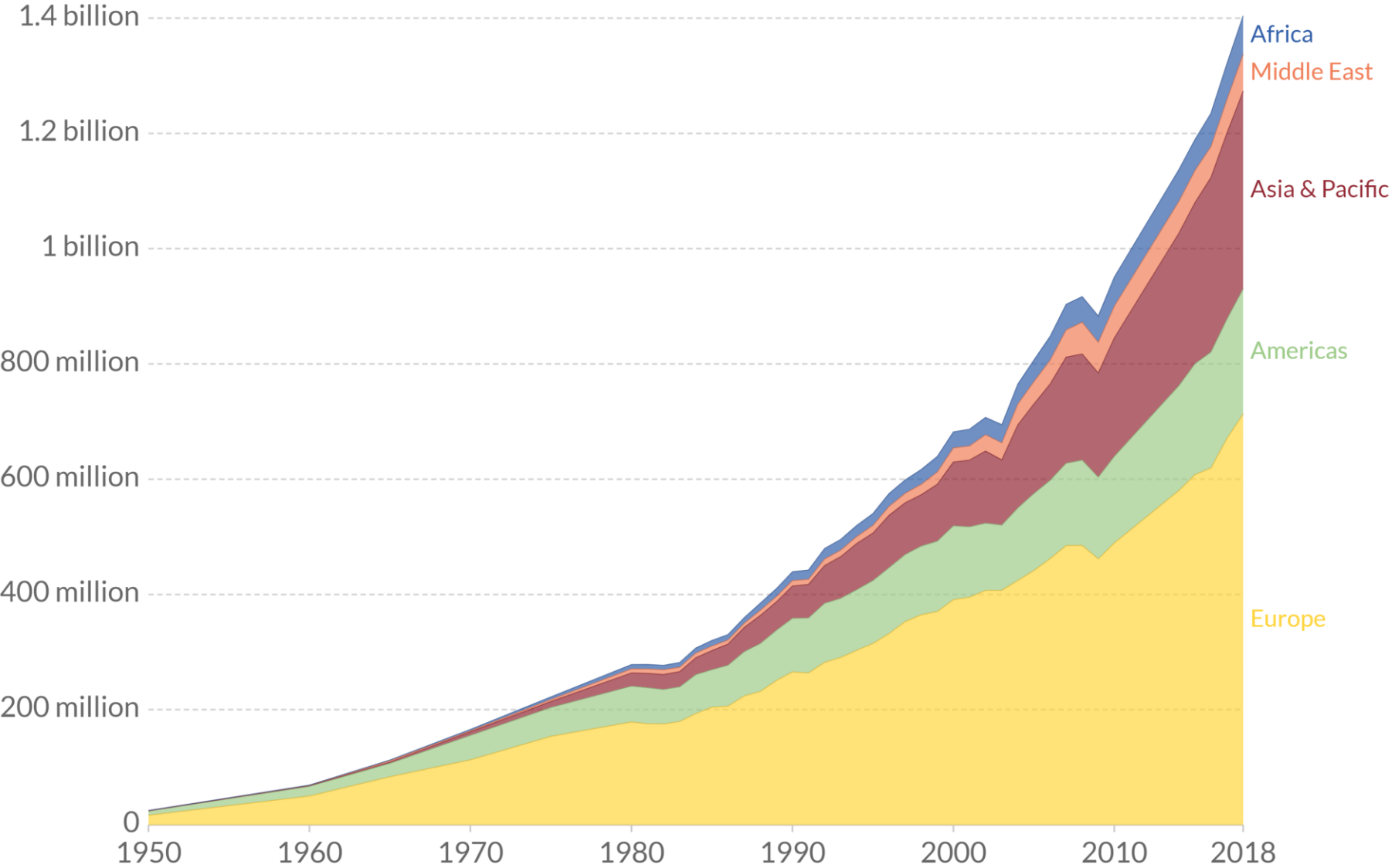


Welcome to the future of tourism

Rocketing towards destination stewardship...?

International Tourist Arrivals by World Region

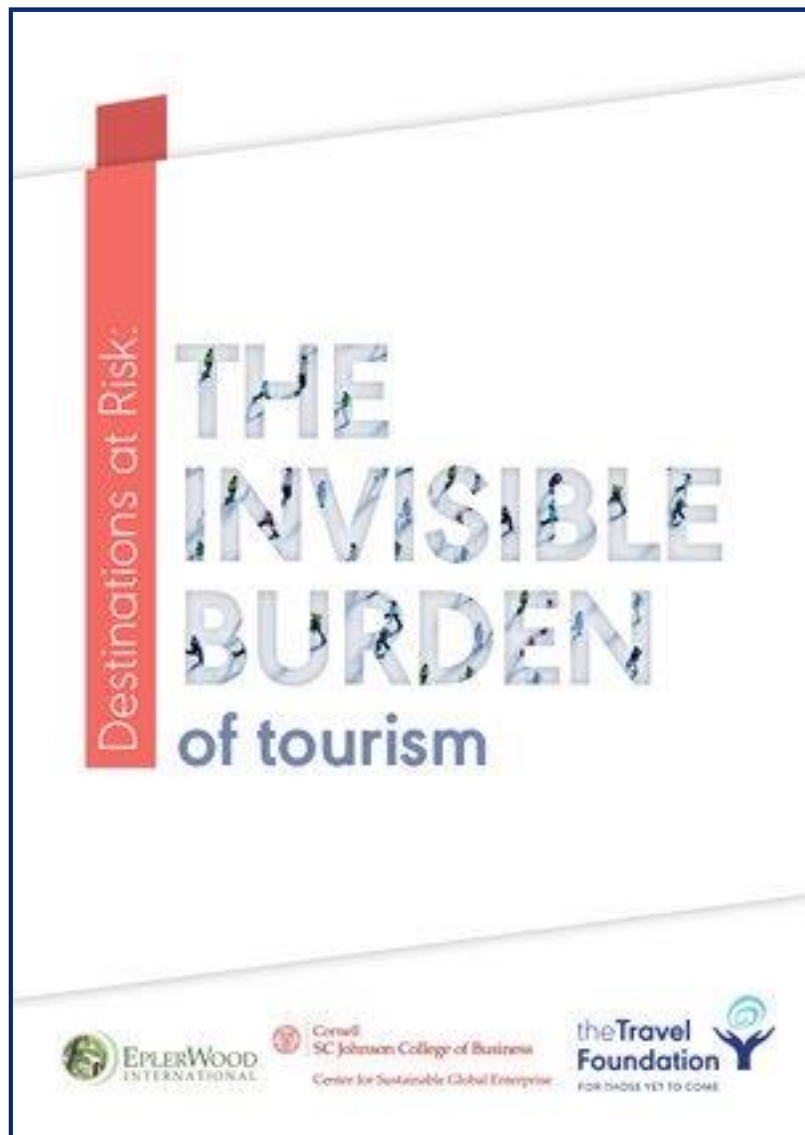


Source: United Nations World Tourism Organization - World Tourism Barometer (2019)

OurWorldInData.org/tourism/ • CC BY



**BUT AT
WHAT
COST?**



The **unaccounted costs** associated with the additional demand of visitors. E.g.

- additional infrastructure required to transport, feed, accommodate, provide energy and water, and manage the waste of tourists and those employed in the sector.
- protecting/maintaining shared environmental & cultural assets

www.invisibleburden.org

Low margins

+

Overcrowding

+

Overconsumption

+

Overdependence

+

Fragile environments

+

Economic leakage

+

Seasonality

+

Exclusion and inequity

+

Climate change

= **Vulnerability**

#BuildBackBetter

**CHOOSING
A BETTER**

FI**TURE** **OF TOURISM**

THE COALITION



13 Guiding Principles



1. See the whole picture



2. Use sustainability standards



3. Collaborate in destination management



4. Choose quality over quantity



5. Demand fair income distribution



6. Reduce tourism's burden



7. Redefine economic success



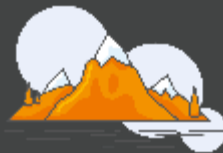
8. Mitigate climate impacts



9. Close the loop on resources



10. Contain tourism's land use



11. Diversify source markets



12. Protect sense of place



13. Operate business responsibly

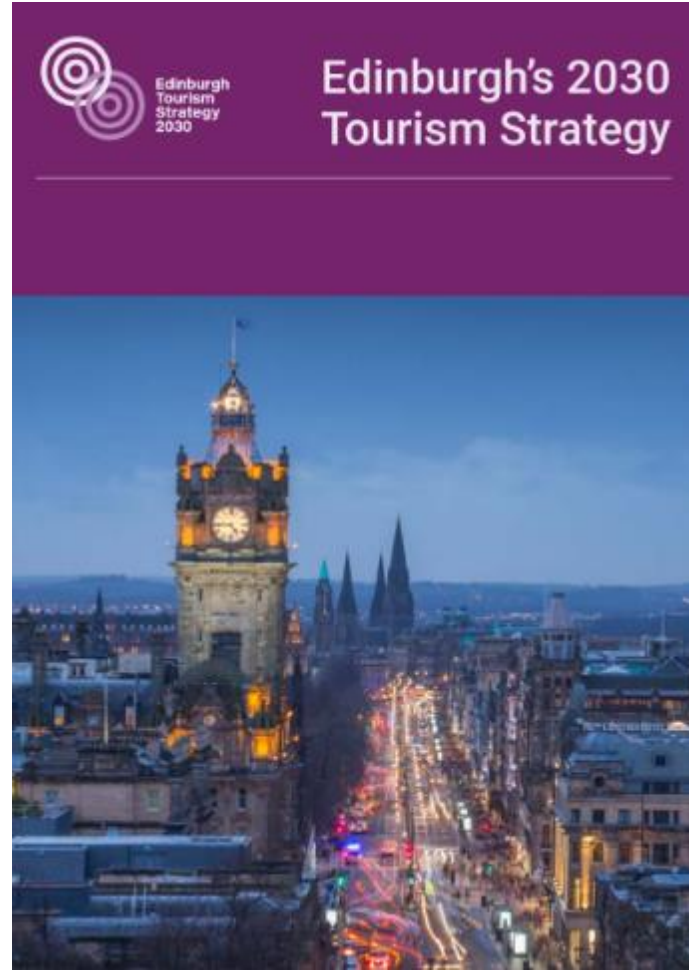


Why do

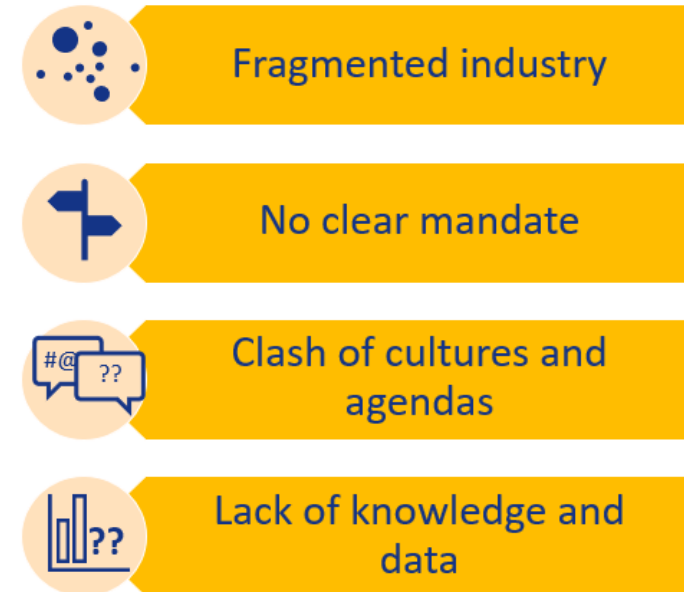
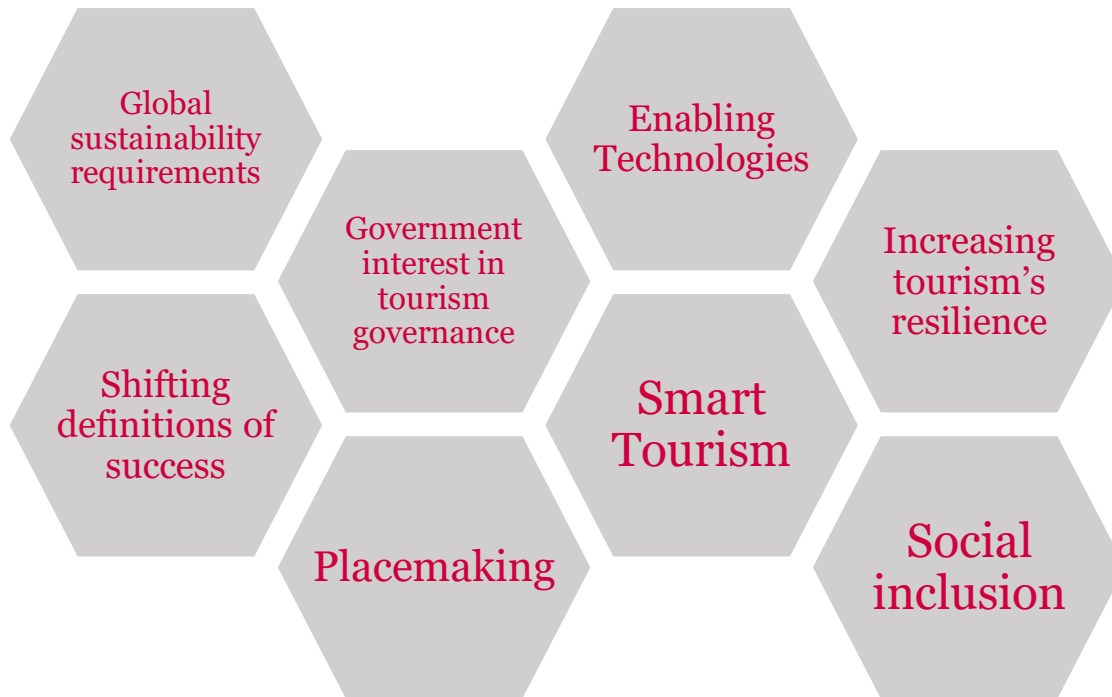
we want

to tourism?

“Quality” not quantity?

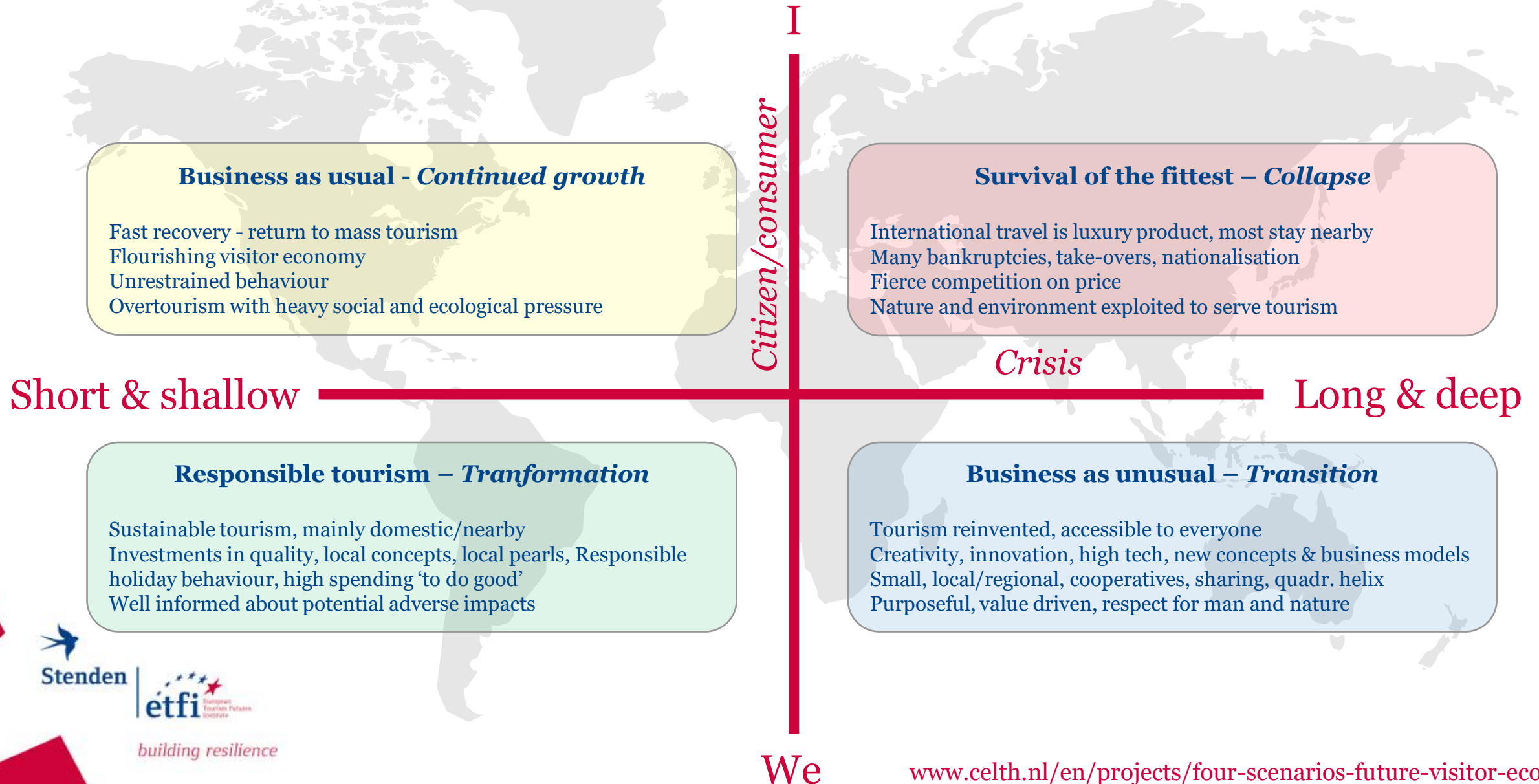


COVID-19 has accelerated certain trends and developments



An urgent need to address fundamental governance issues

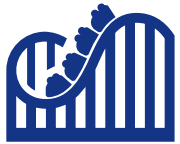
Four scenarios for tourism in 2025 – post COVID-19



A (simplified!) destination model



Accommodation



Attractions



Bars and restaurants



Tour providers



Transport



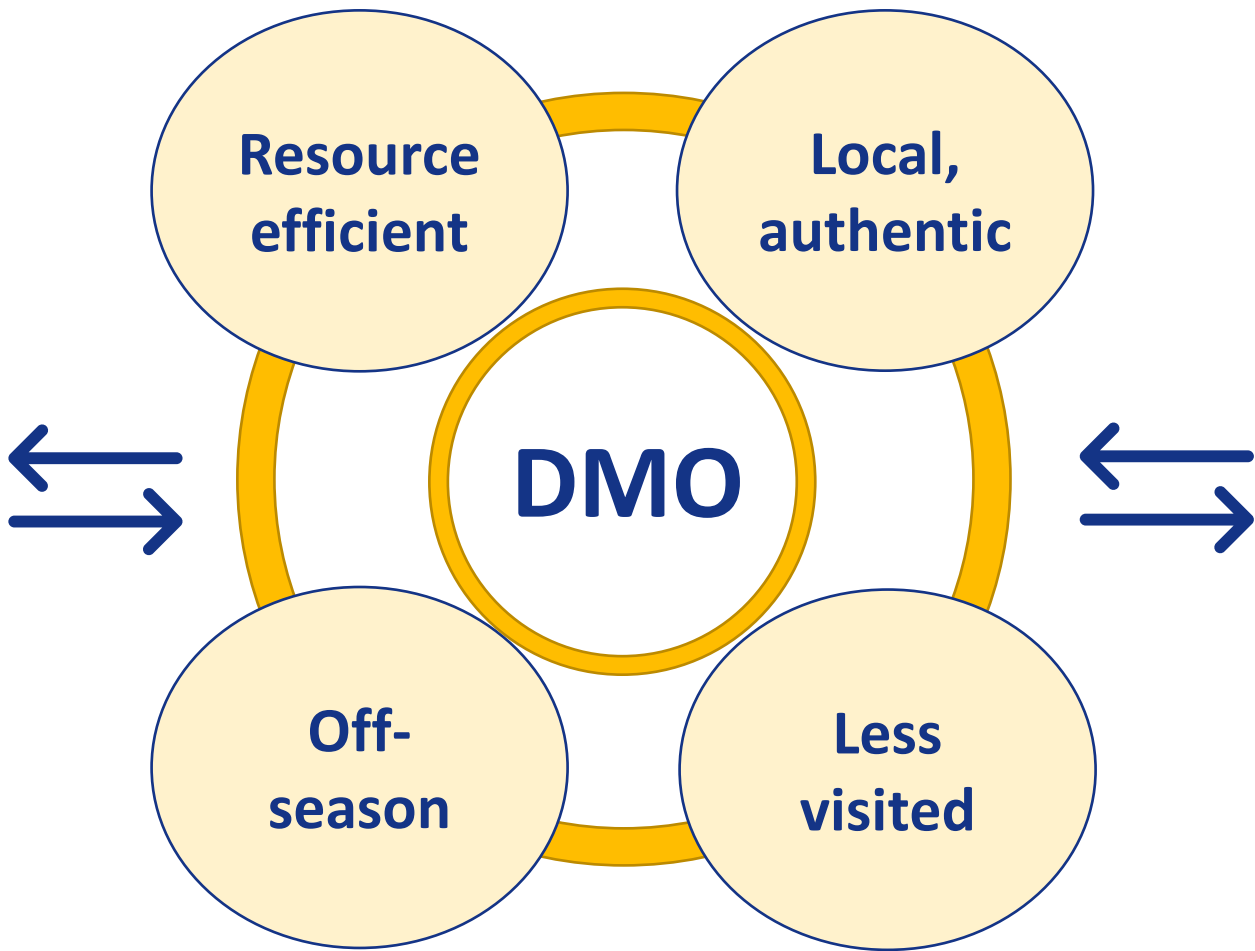
Outbound tour operators

Travel agents

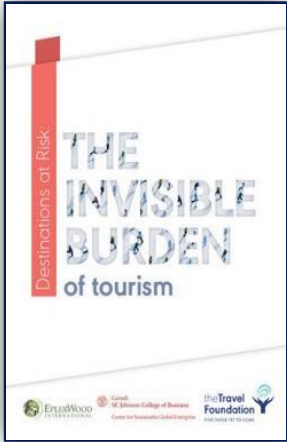
Direct to consumer



Driven by consumer and business needs



The invisible burden



Sewage

Cost of infrastructure upgrades (including green technology)



Untreated sewage (harm to human health and ecosystems)



Natural capital

Costs to maintain biodiversity, green corridors and protected areas



Loss of biodiversity and ecosystem services



Water

Cost of infrastructure upgrades (including green technology)



Cost of desalination



Overexploitation (leaving residents without potable water resources)



Social capital

Higher cost of living



Amenities for residents displaced by tourism



Undermined community values



Solid waste

Cost of infrastructure upgrades (including green technology)



Uncollected waste, unsanitary waste dumps and pollution (harm to human health and ecosystems)



Energy & GHG

Cost of infrastructure upgrades (including green technology)



Cost of managing peak demand



Increased reliance on non renewables



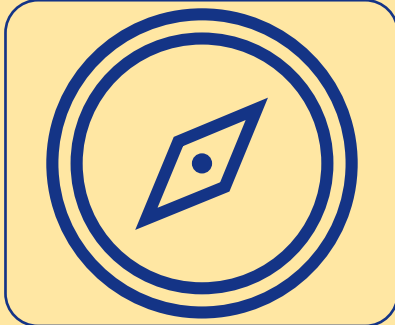
Place-making



Diagnostic tool: Optimizing destination governance through collaborative thinking

Object of the enquiry: e.g. policy ambitions/objectives, programs, plans, projects or other initiatives Destination needs addressed: e.g. socio-economic, environmental or socio-cultural or a combination of these Stakeholders involved: selected public sector, private sector, third sector and/or community members							
Aspects of Governance							
	A. Strategic vision	B. Implementation	C. Form of collaboration	D. Resource mobilisation	E. Influence	F. Legitimacy	G. Data and knowledge
Lines of enquiry to be addressed by selected stakeholders	<ul style="list-style-type: none"> E.g. local product development and supply chains, planning/development investment decisions, employment etc. E.g. local customs, habits, norms, heritage, sense of place etc. E.g. access to amenities/services, community/resident engagement, social cohesion etc. E.g. use of natural resources, low carbon transition & green energy, water, waste and resource efficiency, built environment, infrastructure etc. Do you have a clear, shared vision on the selected issue? 	<ul style="list-style-type: none"> Institutional frameworks: policies, laws, regulations, ordinances, policy programs, investment plans/schemes. projects, initiatives etc. 	<ul style="list-style-type: none"> Structured coordination: clearly defined organisational structure, tasks & responsibilities Scope of collaboration: vertical, horizontal, cross sectoral Formal & informal networks: private sector, public sector, third sector, community, knowledge hubs, politics etc. 	<ul style="list-style-type: none"> What: money/funds, time/FTEs, skills, knowledge By who: public sector, private sector, third sector, EU, other Amount: relatively high/low, relatively sufficient/insufficient et. 	<ul style="list-style-type: none"> Leadership Ownership Control mechanisms Effectiveness Impacts 	<ul style="list-style-type: none"> Mandate Mechanisms to ensure accountability and transparency Responsiveness (to the needs of the people) 	<ul style="list-style-type: none"> Data availability/data quality Data analysis, skills and capacity Data management (GDPR, FAIR...) Reporting, information dissemination protocols etc.
Public Sector (prompt: vertical and horizontal, intra and inter, cross dept/portfolios)							
Private Sector (prompt: direct and indirect tourism, supply chain, investors, SMEs)							
Third Sector and Community (prompt: representative groups, direct resident engagement, special interest groups)							

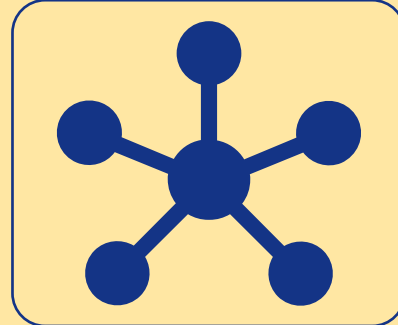
Ideas for accelerating destination stewardship



Mandate

For example:

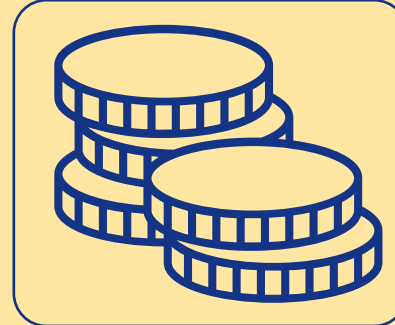
- Co-created vision using participatory techniques
- New KPIs



Structural

For example:

- Cross cutting teams based on real-world needs
- New org. funding models



Finance

For example:

- Analysis of how funds are raised and allocated
- Impact investment



Shared agenda

For example:

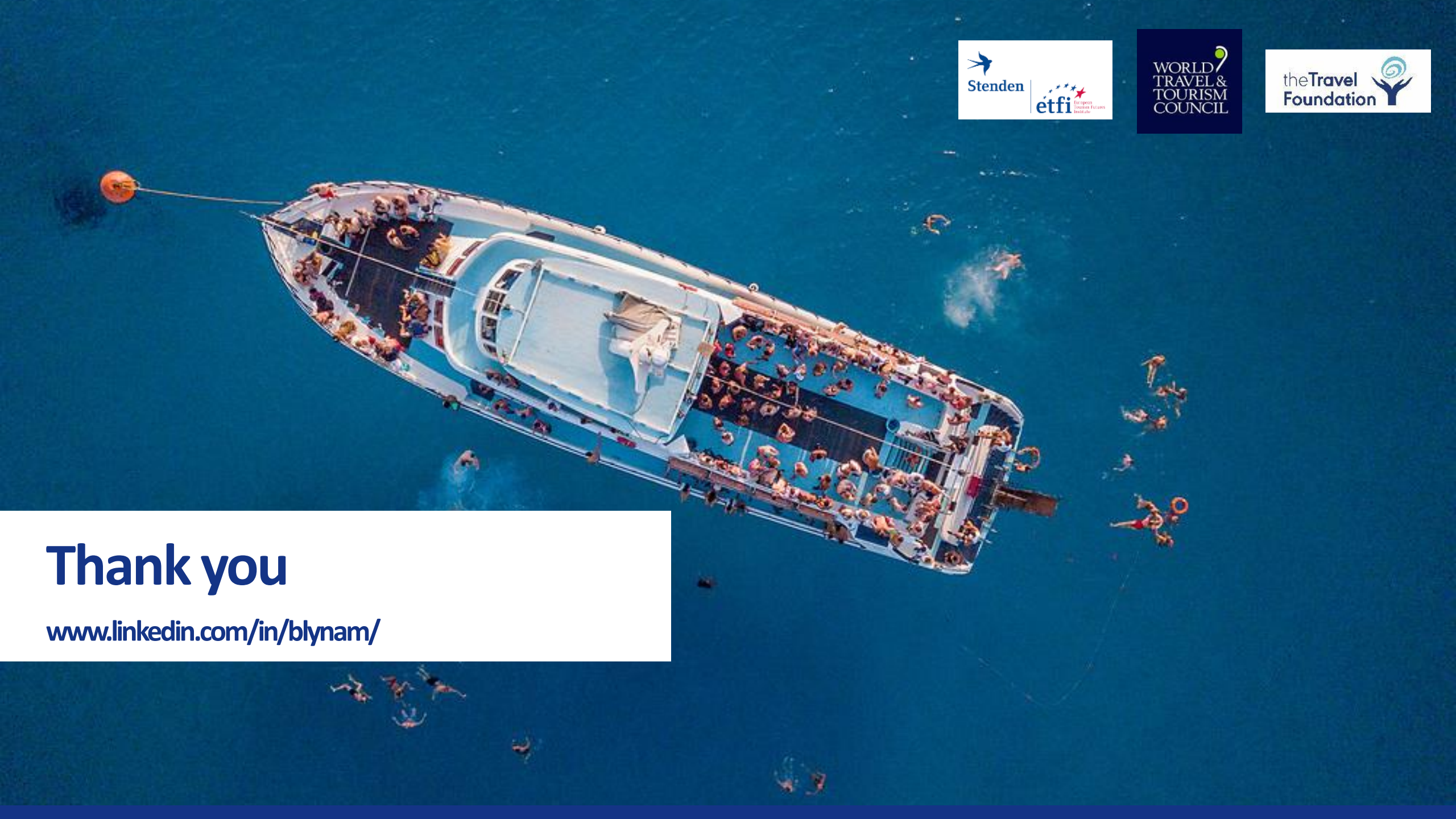
- A structured consensus building process



Knowledge & capacity

For example:

- Data sharing
- Smart Cities



Thank you

www.linkedin.com/in/blynam/