POT DO ZMERNEGA TURIZMA

Jana Apih
Zavod tovarna trajnostnega turizma, GoodPlace
www.goodplace.si
THE UNWTO FORECASTS 1.8 BILLION TRIPS BY 2030.

Add in the 5 billion domestic trips now, and that’s a lot of tourists. Cheap airfare is helping to fuel the growth, along with massive growth in international travel from countries like China.
TOURISM AS A HUMAN RIGHT

TALEB RIFAI:
Former Secretary General of UNWTO

“Traveling has become a right, a part of our culture as human beings, that’s why it will continue to grow.

Traveling and tourism are catalysts for Social progress or development, Peace, Human dignity and rights and work as tools for democracy. They make a positive impact on the world, today more than ever, because we live in the “age of travel”.”
IN YEAR 1950 = 25 MILLION.

IS THAT GOOD?
TOURISM AS A FORCE OF GOOD

- Tourism accounts for around 10 percent of the world’s annual GDP;
- Tourism accounts for one in 10 jobs worldwide;
- With 30 new tourists, 1 new job is created in destination;
- The travel and tourism industry has almost twice as many women employees as other sectors;
- The largest export category in many developing countries.
BUT...
IMPACT OF TOURISM

- The average golf course in a tropical country needs 1500 kg of mineral fertilizers per year.
- Many destinations have ten times more inhabitants in the high than in the low season.
- With a single transatlantic return flight we create half as much CO2 as throughout the year using all other sources (lighting, heating, car use, etc.).
IMPACT OF TOURISM

- Tourists on mountain expeditions leave behind garbage, oxygen cylinders and even camping equipment.

- Sewage causing serious damage to coral reefs because they promote the growth of algae that destroy corals.
Out of 100 dollars holiday makers spend in a destination only 5 dollars go to local community.

NUMBER OF ALL INCLUSIVE RESORTS IS GROWING
TOURIST FLATS DISPLACE FAMILIES
ACCOMMODATION

Hilton
93 YEARS TO BUILD

610,000 ROOMS, 88 COUNTRIES

airbnb
4 YEARS TO AMASS

650,000 ROOMS, 192 COUNTRIES

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LEADING TO?
Mayor of Riga latest to hit out at behaviour of Brits abroad

Tourists urinating on Riga monument are the latest to cause disgust across Europe.

the guardian: Riga, 5 August 2009

Sex tourism expanded into new destinations thanks to cheap flights, says landmark report

the telegraph: Beijing, 13 May 2016

Save Florence from mass tourism! New campaign bids to reclaim city from its 16million visitors and monitor the damage they cause

mail online: Florence, 6 April 2015

Don’t look now, Venice tourists – the locals are sick of you

This week Venetians have taken to the water to protest against the cruise ships that swamp their city. It’s just the latest fightback against the endless waves of visitors.

the guardian: Venice, 27 Sept. 2016

Vandals have destroyed historic monuments, an influx of feral AIDS tourists and binge-drinking tourists have traumatised the streets and made sleeping rough a public health hazard.
Barcelona marches to curb negative effects of tourism boom

Community groups join forces to protest over mounting level of stress fuelled by a tourism boom in the city.

Imagine living with this crap: tempers in Venice boil over in tourist high season

As resident lease and visitor numbers soar, the city’s quality of life is being eroded. This summer, late locals have taken to the streets.

Anti-tourist protests spread in Spain, Italy

Tourists: Your worst trip? My daily misery

A Spaniard gives an insight into why anti-tourist sentiment is rife in the city.

Why Barcelona locals really hate tourists

Spanish chambers of commerce say tourists are bad for the city.
BUSINESS chiefs in Barcelona are fed up with having the Catalan capital treated like a “theme park”.
To what extend can we grow?

Hotel has a capacity.
Attraction has a capacity.
Bus has a capacity.

What about a destination?
FULLY BOOKED
GROWTH?
An enemy or opportunity?
The location of some of the most reported protests against tourist influx - used to have a high crime rate and unemployment before the development of tourism.
POWER OF TOURISM

Tourism has the potential to create positive effects on the environment and contributes to the protection and preservation of nature.

Tourism can be a tool to raise awareness about environmental values and at the same time brings positive effect to protected areas and increase their economic value.
“Growth is not the enemy. It’s how we manage it that counts.”
GROWTH IS NOT AN ENEMY

TALEB RIFAI:
Former Secretary General of UNWTO

“Tourism is an enriching experience for visitors and hosts alike demands strong, sustainable tourism policies, practices and the engagement of national as well as local governments and administrations, private sector companies, local communities and tourists themselves.”
HOW TO DO IT?
WHAT'S UP WITH THAT: BUILDING BIGGER ROADS ACTUALLY MAKES TRAFFIC WORSE
UNWTO recommends a number of proven methods for managing crowds in destinations, such as encouraging tourists to:

- visit beyond the central sights,
- diversifying tourist activities,
- reducing seasonality and,
- importantly, addressing the needs of the local community.
REDUCING SEASONALITY
Dubrovnik visitor counter turns red as over 9000 people enter the City.
(21 August, 2017)
ADDRESSING THE NEEDS OF THE LOCAL COMMUNITY
80% OF **PRAGUE AIRBNB** CAPACITIES ARE OUTSIDE OF A CITY CENTRE. GOOD OR BAD?
ADDRESING THE NEEDS OF LOCALS?
GLOBAL CHAINS VS. LOCAL COMPANIES

REPLACE LOCAL COMPANIES, REDUCE LOCAL CHARACTER.

DIFFERENCES BETWEEN PLACES DISAPPEAR.

LOCAL PROFIT DISAPPEARS, US STUDY:
Fast-foods: only 30% remains in town, vs. 78%
Retail: only 13% remains in town vs. 52%

LOW-PAID JOBS

CHEAP IS KING
LESSONS
ALREADY
LEARNED
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Tomaž Rogelj,
Director Bled Tourism
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THE RIGHT SOLUTION?

“Of the 32 million people who visited Barcelona last year, only 8 million stayed in hotels. 23 million were day-trippers who spend very little money in the city. You’re not going to regulate tourism by limiting the number of beds. They’re not regulating tourism, they’re only regulating where people sleep.”

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Spanish city passes law to limit number of beds in Barcelona on offer and impose moratorium on building new hotels.

Last year, an estimated 32 million tourists visited Barcelona, far outnumbering its 1.6 million residents.
MANAGEMENT OF OFFER

AMSTERDAM BANNED NEW SOUVENIR SHOPS
MANAGEMENT OF DAILY VISITORS

“We also need to understand that the pressure on individual tourist spots is greatly increased by daily visitors. This segment can certainly be managed, especially with an adequate price for daily visitors.”

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Scotland recently introduced the rule that some over visited attractions can be visited only by tourists who also stay the night in the destination leaving more benefits to the local economy.
MANAGEMENT OF EXPERIENCE

Dealing With the Crowds at Walt Disney World:
1. Pre-book your FastPasses.
2. Have an action plan.
3. Arrive early.
4. Take an afternoon break.
5. Know what parks to avoid on busy days.
7. Check wait times on the My Disney Experience app.
8. Come up with ways to stay busy in line.
9. Take one of the first resort buses in the morning.

CAN / SHOULD WE APPLY THAT TO DESTINATIONS??
“If you’re not creating brand-aligned new products, digitally connecting the visitor experience and collecting and analyzing the data, you’ve lost.”

Thorsten Rudolph, CEO Hochschwarzland Tourismus
ARE WE READY?
Different destinations face different challenges.

Each problem needs its own solution.

Do we know what the problem is?

1st STEP

SOLUTION = RESEARCH
Monitoring of:
- Tourist flows
- Impact of tourism on environment
- Impact on local economy
- Impact on local communities

= USE OF SUSTAINABLE TOURISM INDICATORS
DO WE KNOW HOW TO SOLVE IT?

2nd STEP

- Focus on the issues.
- Involve residents and the tourism industry.
- Long term planning.
- Adopt the marketing.

SOLUTION = SUSTAINABLE MANAGEMENT
A number of tools already introduced:

- WTTC: COPING WITH SUCCESS, Managing overcrowding in tourism destinations

- CRP: Guidelines for destination management based on carrying capacity and tourism flows Models, Slovenia

= USE OF SUSTAINABLE TOURISM SCHEMES
SO WHAT IS ACTUALLY NEW?

Would destinations facing over tourism look any different if they were managed sustainably?
<table>
<thead>
<tr>
<th>GENERAL OPPORTUNITIES</th>
<th>GENERAL CONCERNS</th>
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</thead>
<tbody>
<tr>
<td>High-paid local jobs</td>
<td>Low-paid jobs</td>
</tr>
<tr>
<td>Locally profitable</td>
<td>Low local profits, unstable</td>
</tr>
<tr>
<td>Climate friendly</td>
<td>Climate change</td>
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<tr>
<td>Socially inclusive, adaptive</td>
<td>Socially intrusive</td>
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<tr>
<td>Health</td>
<td>Health</td>
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<tr>
<td>Local development</td>
<td>Hard-core globalization</td>
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<td>Incentivised by Green Destinations Standard, Good examples provided by Top 100 Destinations</td>
<td>Discouraged by Green Destinations Standard</td>
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The way to the right level of tourism is simple:

LET’S PUT OUR WORDS IN ACTION AND
MANAGE TOURISM SUSTAINABLY

Thank you for your attention! JANA APIH, jana@goodplace.si