



POT DO ZMERNEGA TURIZMA

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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

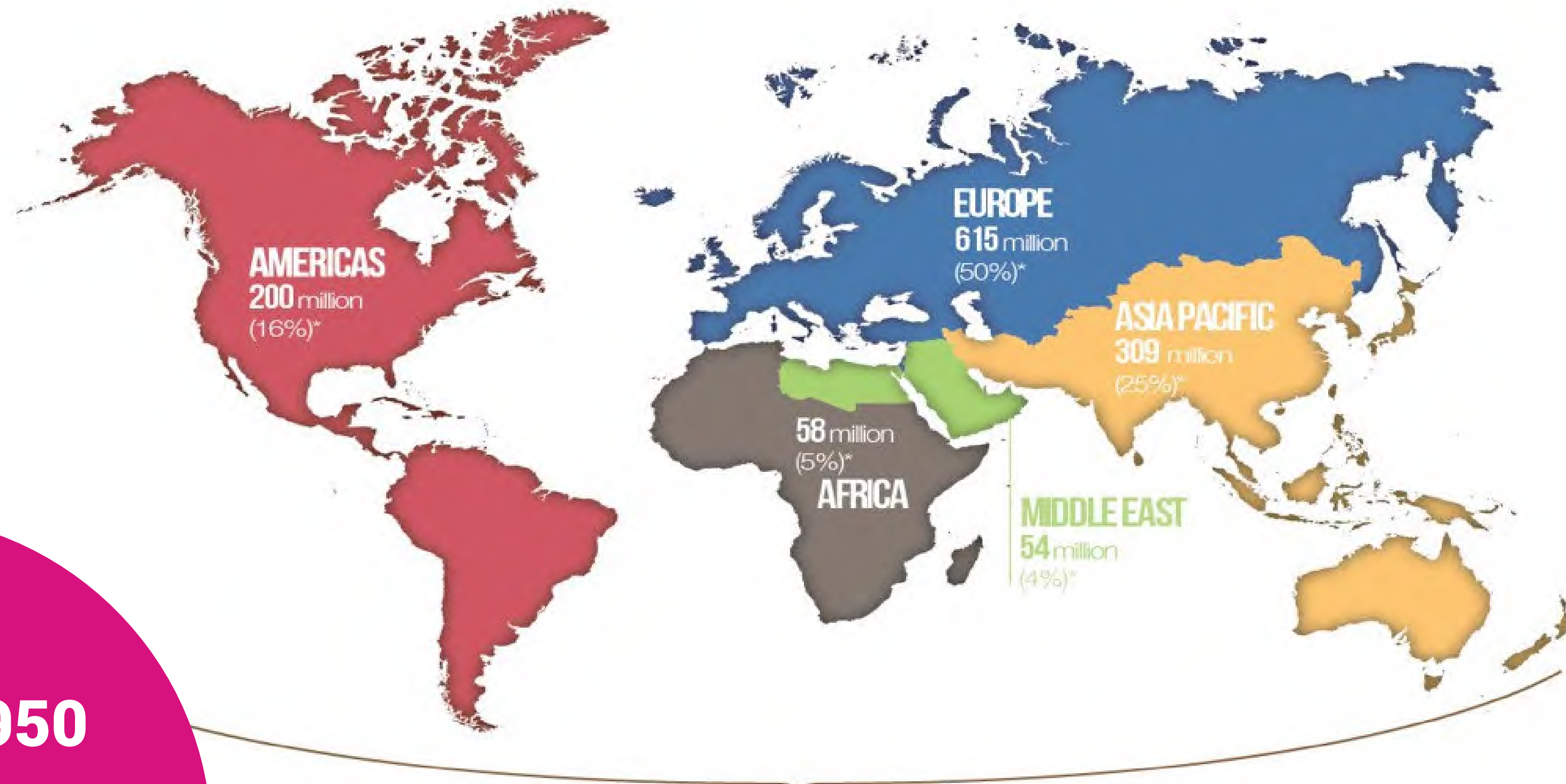
“Traveling has become a right, a part of our culture as human beings, that’s why it will continue to grow.

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”.”



INTERNATIONAL TOURIST ARRIVALS 2016

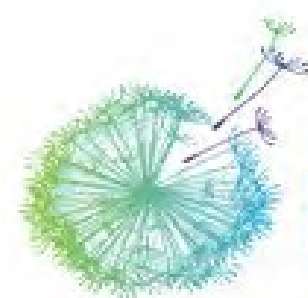
*Share (%)



WORLD: 1,235 MILLION

**IN YEAR 1950
= 25 MILLION.**

IS THAT GOOD?



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT



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.





**NUMBER OF
ALL INCLUSIVE
RESORTS
IS GROWING**

**Out of 100 dollars
holiday makers
spend in a destination
only 5 dollars go to
local community**



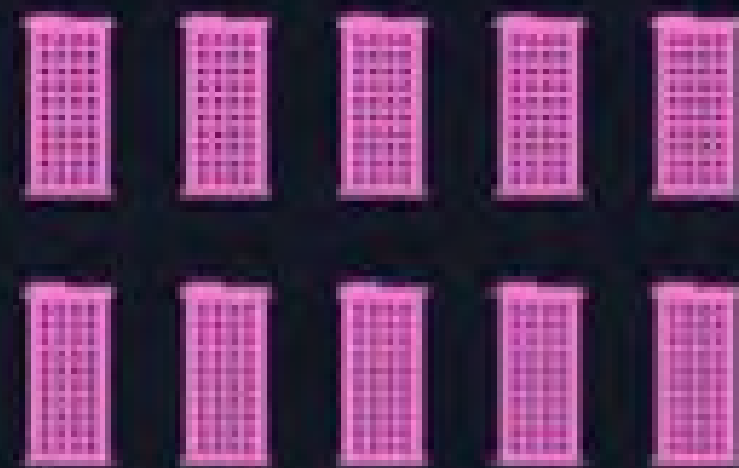
A woman with dark hair and sunglasses on her head is holding a white sign with blue, hand-drawn text. She is wearing a black t-shirt with a small blue logo. The sign is held in front of her, and she is looking towards the camera. The background shows a crowded outdoor event with many other people, some wearing similar black t-shirts with yellow logos. The scene is set on a city street with buildings and trees in the background.

TOURIST
FLATS
DISPLACE
FAMILIES

ACCOMMODATION



93 YEARS TO BUILD



610,000 ROOMS, 88 COUNTRIES



4 YEARS TO AMASS



650,000 ROOMS, 192 COUNTRIES

**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

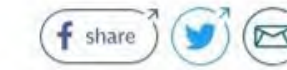


Group of English men on a stag weekend drinking outside a bar in Riga, Latvia. Photograph: Alex Segre / Alamy/Alamy

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



Vandals have destroyed historic monuments, an influx of far more tourists has clogged the major thoroughfares and binge-drinking tourists have left the streets and sleeping rough.

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

Barcelona marches to curb negative effects of tourism boom

Community groups join forces to protest over soaring level of rents fuelled by a big rise in visitor numbers



the guardian:

Spain

Anti-tourist protests spread in Spain, Italy



Ignoring the "less than friendly" graffiti, a tourist is focused on snapping a photo of Barcelona on Thursday. PHOTO: AGENCE FRANCE-PRESSE

PUBLISHED AUG 13, 2017, 5:00 AM SGT

the strait times:

Spain, Italy

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

As residents leave and visitor numbers soar, the city's quality of life is being eroded. This summer, irate locals have taken to the streets



Venice residents protest against excessive tourism

the guardian:

Italy,
23 July 2017



WHY BARCELONA LOCALS REALLY HATE TOURISTS

Barcelona has reached breaking point / AFP/Getty

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

ALMUDENA LÓPEZ DÍAZ
Wednesday 9 August 2017 08:29 BST

7K SHARES Like Click to follow THE INDEPENDENT TRAVEL

independent:

Barcelona,
9 August 2017

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?

BARCELONA

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.”



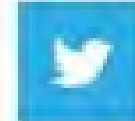
**HOW TO
DO IT?**

ADAM MANN SCIENCE 06.17.14 6:30 AM

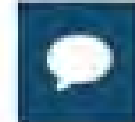
SHARE



SHARE
26255



TWEET



COMMENT
681



EMAIL

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



VISIT BEYOND THE CENTRAL SIGHT




Dubrovnik visitor counter turns red as over 9000 people enter the City.
(21 August, 2017)

ADDRESSING THE NEEDS OF THE LOCAL COMMUNITY


MENU LANGUAGES

I amsterdam.


Amsterdam Oost




Canvas op de 7e




5 things to do in Oost




Tropenmuseum




Badhuis Javaplein




Neighbourhood map



Oosterpark



Tropenmuseum



Javastraat shopping

**80% OF PRAGUE AIRBNB
CAPACITIES ARE OUTSIDE
OF A CITY CENTRE.
GOOD OR BAD?**

ADDRESSING 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**

MANAGEMENT OF CAPACITIES

“There is about eight thousand tourist beds in Bled - and that is also the number of Bled inhabitants. We want to see local people, not only guests, enjoying Bled and co-exist with each other.”

Tomaž Rogelj,
Director Bled Tourism



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**OVERTOURISM:
5 TOURISTS
PER 1 RESIDENT**

**SAYING NO TO
INVESTMENTS?**

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.”

Manel Casals, director general of the Barcelona hoteliers association



THE RIGHT SOLUTION?

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A photograph of a busy pedestrian street in Barcelona, Spain. The street is paved with light-colored tiles and is lined with tall, leafy trees. In the background, there are buildings with classical architectural features. A large, dark blue rectangular text box is overlaid on the right side of the image, containing white text. The scene is bright and sunny, with shadows cast on the ground.

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.”


Peter Misja,
President of the Slovenian Tourism
Association



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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.

A photograph of Mickey Mouse and Minnie Mouse in a red vintage car. Mickey is driving and waving, while Minnie is sitting next to him, also waving. The car has its headlights on, and the background is dark with some purple and blue lighting.

**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?

DO WE KNOW WHAT THE PROBLEM IS?

1st STEP

- Different destinations face different challenges.
- Each problem needs its own solution.
- Do we know what the problem is?

SOLUTION = RESEARCH

DIAGNOSTIC

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**

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?

IY2017: 50 YEARS OF MASS TOURISM

GREEN TOURISM
FOCUS: RESPECTFUL EXPERIENCE

VS

POTENTIALLY DISRUPTIVE TOURISM
FOCUS: CONSUMPTION AND SOCIAL STATUS

GENERAL OPPORTUNITIES	GENERAL CONCERNS
High-paid local jobs	Low-paid jobs
Locally profitable	Low local profits, unstable
Climate friendly	Climate change
Socially inclusive, adaptive	Socially intrusive
Health	Health
Local development	Hard-core globalization
Incentivised by Green Destinations Standard, Good examples provided by Top 100 Destinations	Discouraged by Green Destinations Standard

© Albert Salman,
 Green Destinations

The way to the right level of tourism is simple:

LET'S PUT OUR WORDS IN ACTION AND

MANAGE TOURISM

SUSTAINABLY



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