

From crisis to new opportunities for the future of the tourism industry

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Elke Dens

Why a reset is needed to future-proof tourism and what you can do about it

Organised by

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Institute of Agriculture
and Tourism





“I AM NOT
A MARKETER”

Marketing needs a reset.
Tourism needs a reset.
We all need a reset.

“
EVERYONE TOLD ME
I WAS A GOOD MARKETER”





“ I WAS A GOOD
MARKETER,
BUT SOMETHING
DIDN'T FEEL
RIGHT ”

TOURIST YOU ARE THE TERRORIST





THIS IS NO



TOURIST
ATTRACTION



“MARKETING
IS ABOUT
VALUE(S)”

Steve Jobs

“ I WAS A GOOD
MARKETER,
SO I ADDED MORE VALUE
TO OUR CUSTOMERS
LESS VOLUME TO OUR
PLACE ”

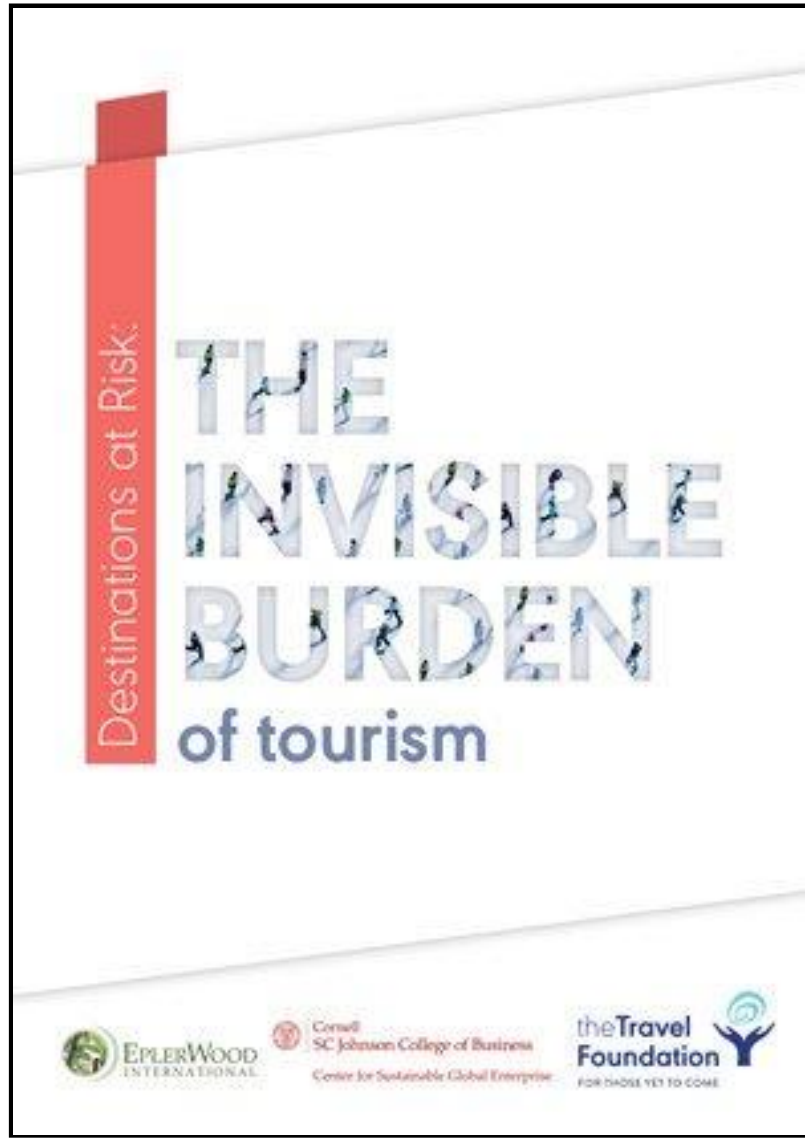


“ IT WAS GOOD
BUT NOT GOOD ENOUGH ”



Flanders
State of the Art

“ IT WAS GOOD
BUT NOT GOOD ENOUGH ”



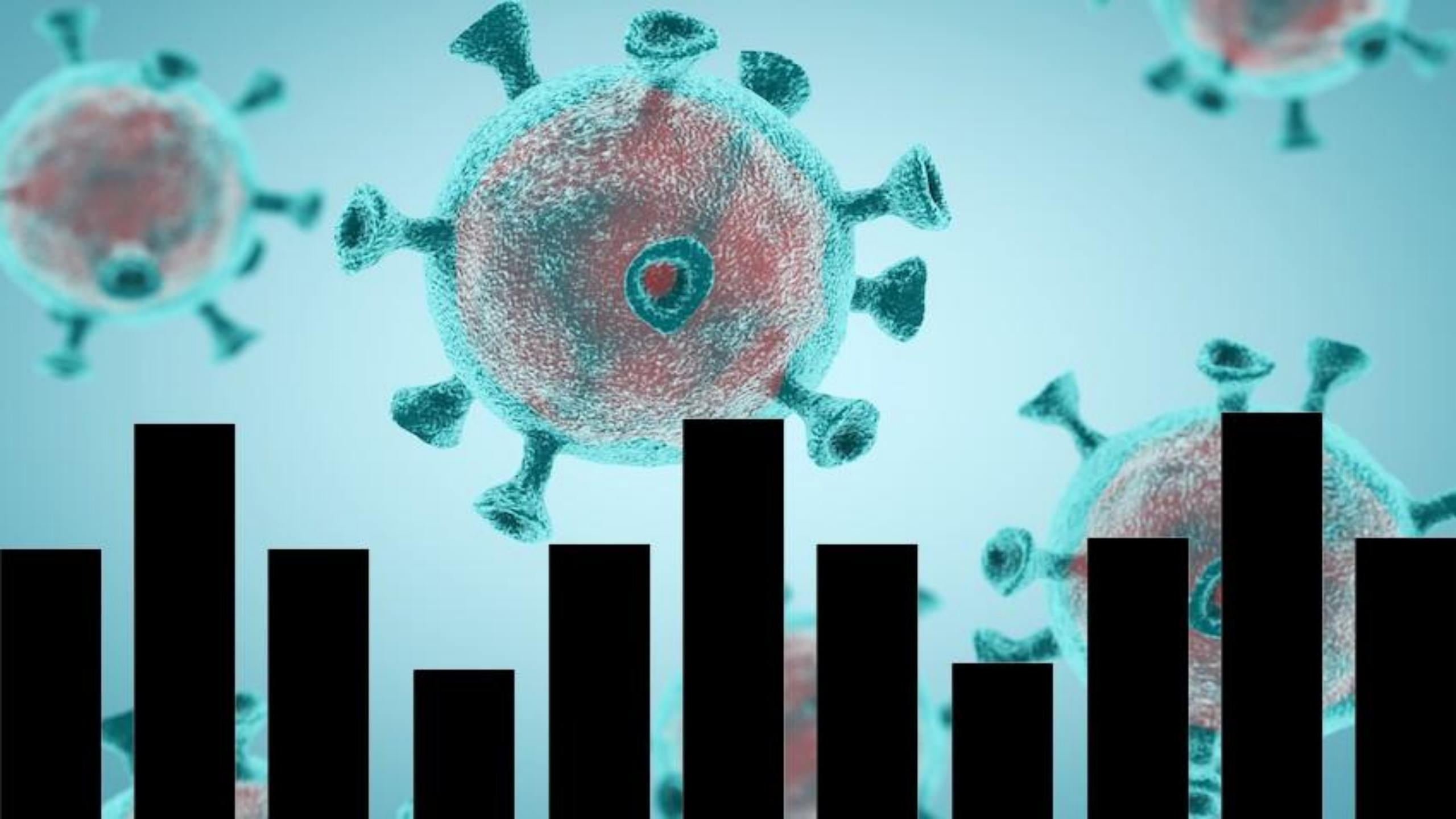
The **unaccounted costs** associated with the additional demand of visitors. E.g.

- 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







The invisible value

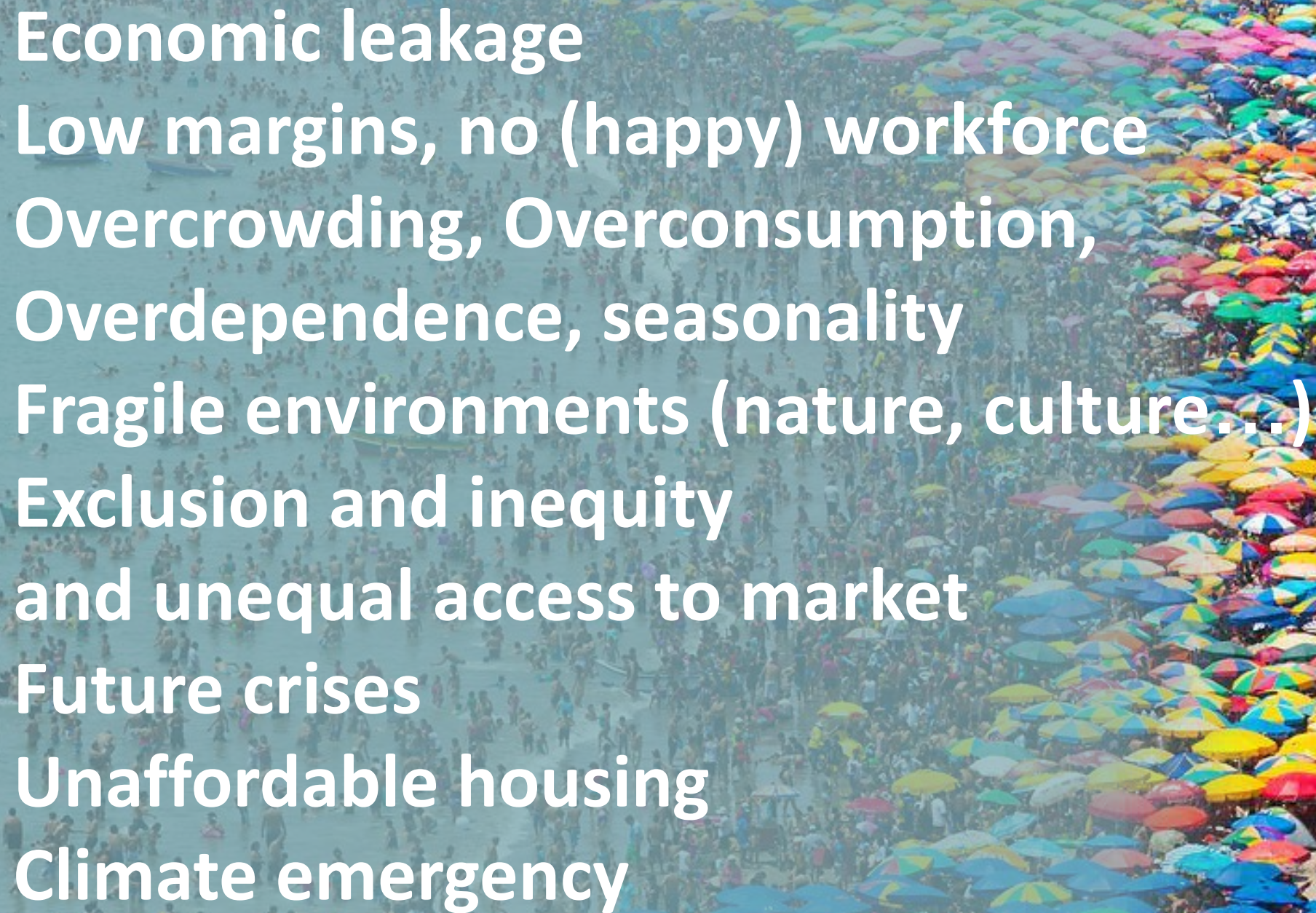








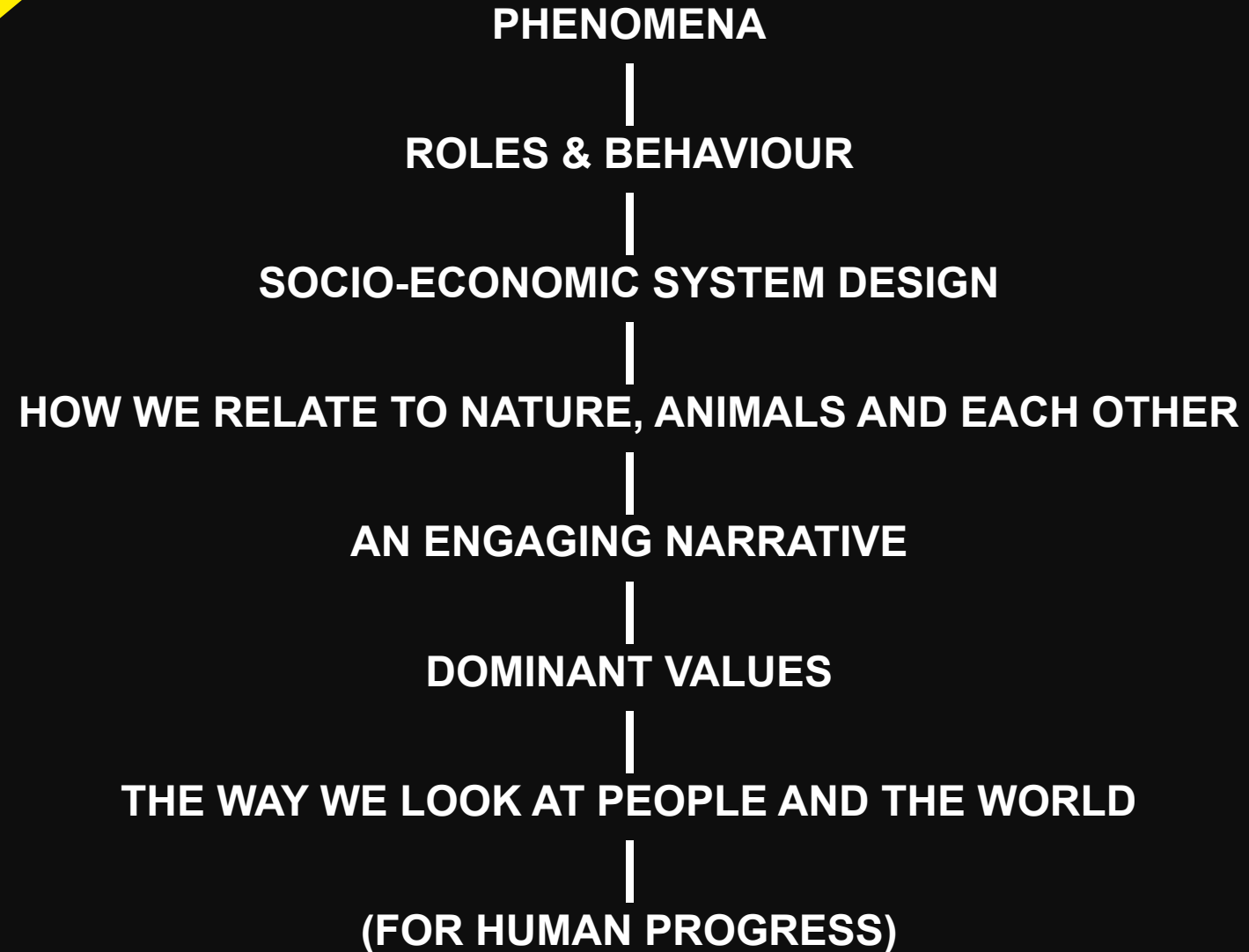


A high-angle, wide shot of a crowded beach. The foreground and middle ground are filled with hundreds of colorful beach umbrellas in shades of blue, yellow, red, and green, creating a vibrant, textured pattern. People are scattered throughout the scene, some standing near the umbrellas, others walking along the shoreline. The background shows the ocean and a distant horizon. The overall atmosphere is one of a busy, popular vacation spot.

Economic leakage
Low margins, no (happy) workforce
Overcrowding, Overconsumption,
Overdependence, seasonality
Fragile environments (nature, culture...)
Exclusion and inequity
and unequal access to market
Future crises
Unaffordable housing
Climate emergency

“MARKETING &
TOURISM
ARE ABOUT
VALUE(S)”

The transition
of a SYSTEM



(FLRISH, 2020)

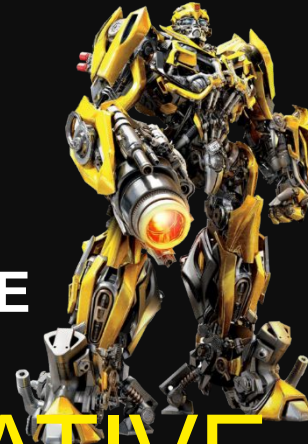


**THE TRANSFORMING TWENTIES
WILL BE THE DECADE IN WHICH
WE DARE
TO CHANGE A VIEW THAT HAS
BROUGHT US PROGRESS –
BUT THAT IS NOW KILLING US
SLOWLY.**



(FLRISH, 2020)

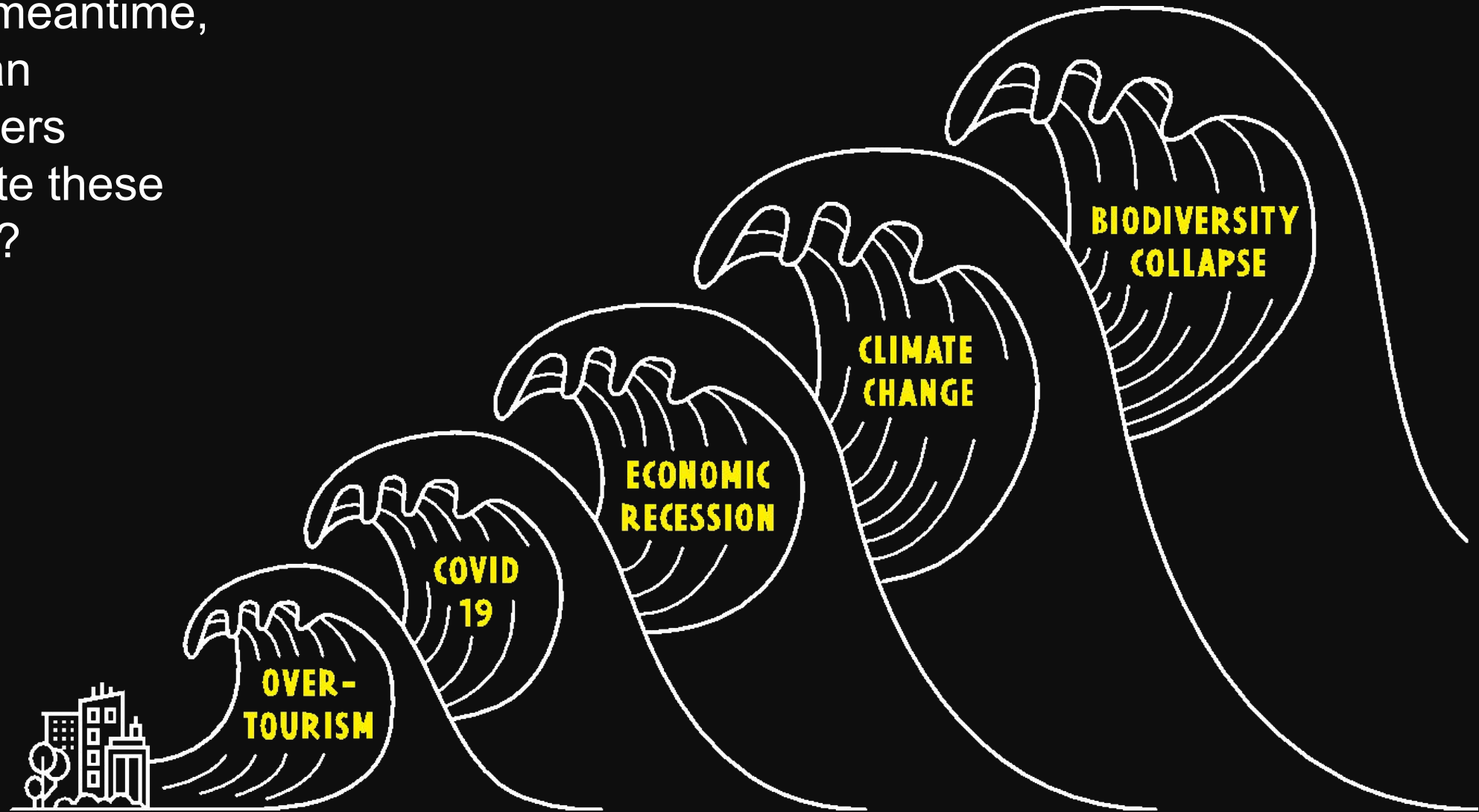
“ WE MARKETERS
MUST DRIVE THE CHANGE



THE TRANSFORMATIVE TWENTIES

THE CHANGE OF A SYSTEM”

In the meantime,
how can
marketers
navigate these
waters?



How to navigate these waters?

**Answer: it depends on your place and your people:
your priorities, your values, and your possibilities to have an impact**

Every place will need to transform



#BuildBackBetter

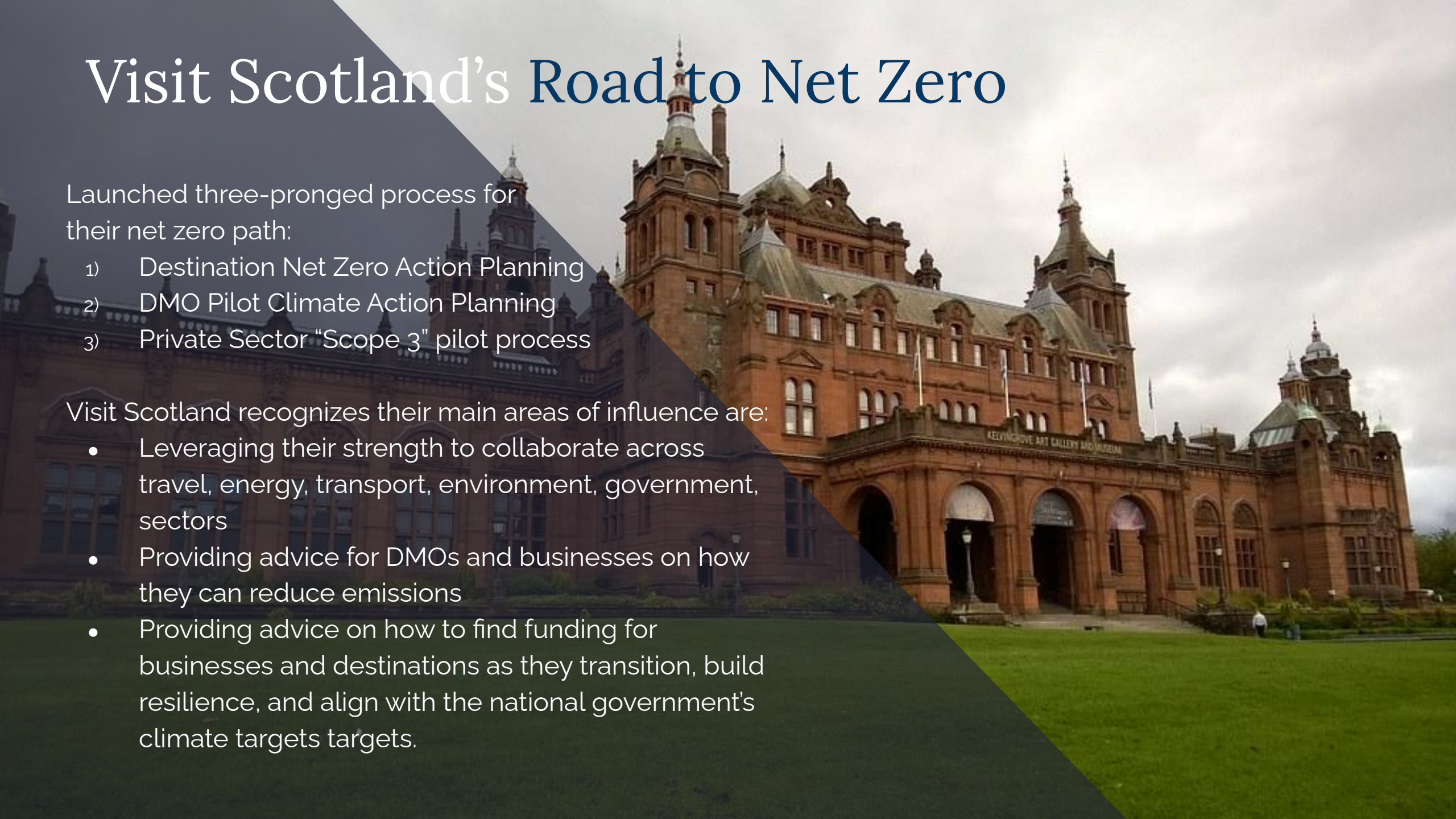
Visit Scotland's Road to Net Zero

Launched three-pronged process for their net zero path:

- 1) Destination Net Zero Action Planning
- 2) DMO Pilot Climate Action Planning
- 3) Private Sector "Scope 3" pilot process

Visit Scotland recognizes their main areas of influence are:

- Leveraging their strength to collaborate across travel, energy, transport, environment, government, sectors
- Providing advice for DMOs and businesses on how they can reduce emissions
- Providing advice on how to find funding for businesses and destinations as they transition, build resilience, and align with the national government's climate targets targets.



Travel Oregon's new transformational strategy looks at tourism through a racial equity lens



WHAT WOULD IT MEAN FOR AMSTERDAM TO RESPECT THE HEALTH OF THE WHOLE PLANET?

OCEAN ACIDIFICATION

CITY TARGET

Reduce the city's in-boundry CO₂ emissions to 55% below 1990 levels by 2030, and to 95% below by 2050.²²

CO₂ dissolved in seawater has increased the level of ocean acidity by 30% since the beginning of the Industrial Revolution.^{75, 97, 98}

EXCESSIVE FERTILIZER USE

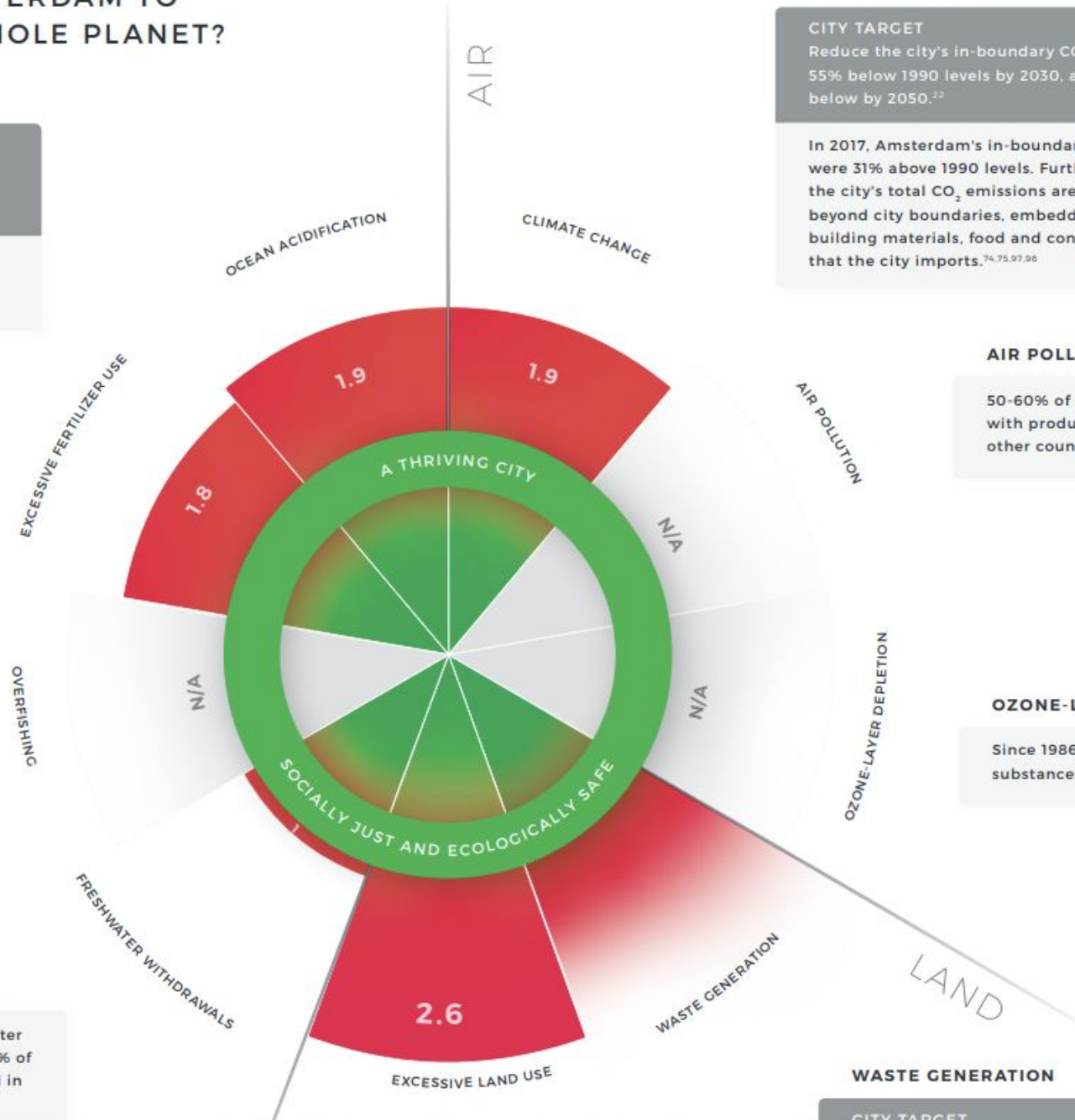
The Dutch agricultural sector is responsible for 61% of the total amount of nitrogen emissions, mainly caused by fertilizers.^{72, 97, 98}

OVERFISHING

Fish consumption has more than doubled in the Netherlands since 1990, putting the country in the top 25% of fish-consuming nations in the world.^{70, 71}

FRESHWATER WITHDRAWALS

The Netherlands has the highest water footprint in Europe, with almost 90% of total water consumption embedded in imports such as meat, cotton and



CITY TARGET

Reduce the city's in-boundry CO₂ emissions to 55% below 1990 levels by 2030, and to 95% below by 2050.²²

In 2017, Amsterdam's in-boundry CO₂ emissions were 31% above 1990 levels. Furthermore, 63% of the city's total CO₂ emissions are produced beyond city boundaries, embedded in the building materials, food and consumer products that the city imports.^{74, 75, 97, 98}

AIR POLLUTION

50-60% of air pollution in China is associated with products and services that are exported to other countries including the Netherlands.⁷⁶

OZONE-LAYER DEPLETION

Since 1986, global use of ozone-depleting substances has declined by over 90%.⁷⁷

New Zealand collaborates with their indigenous people



VISITFLANDERS' SHIFT IN PURPOSE

FROM: GROWING MORE

tourism as an end goal

Measured by number of visitors attracted to Flanders

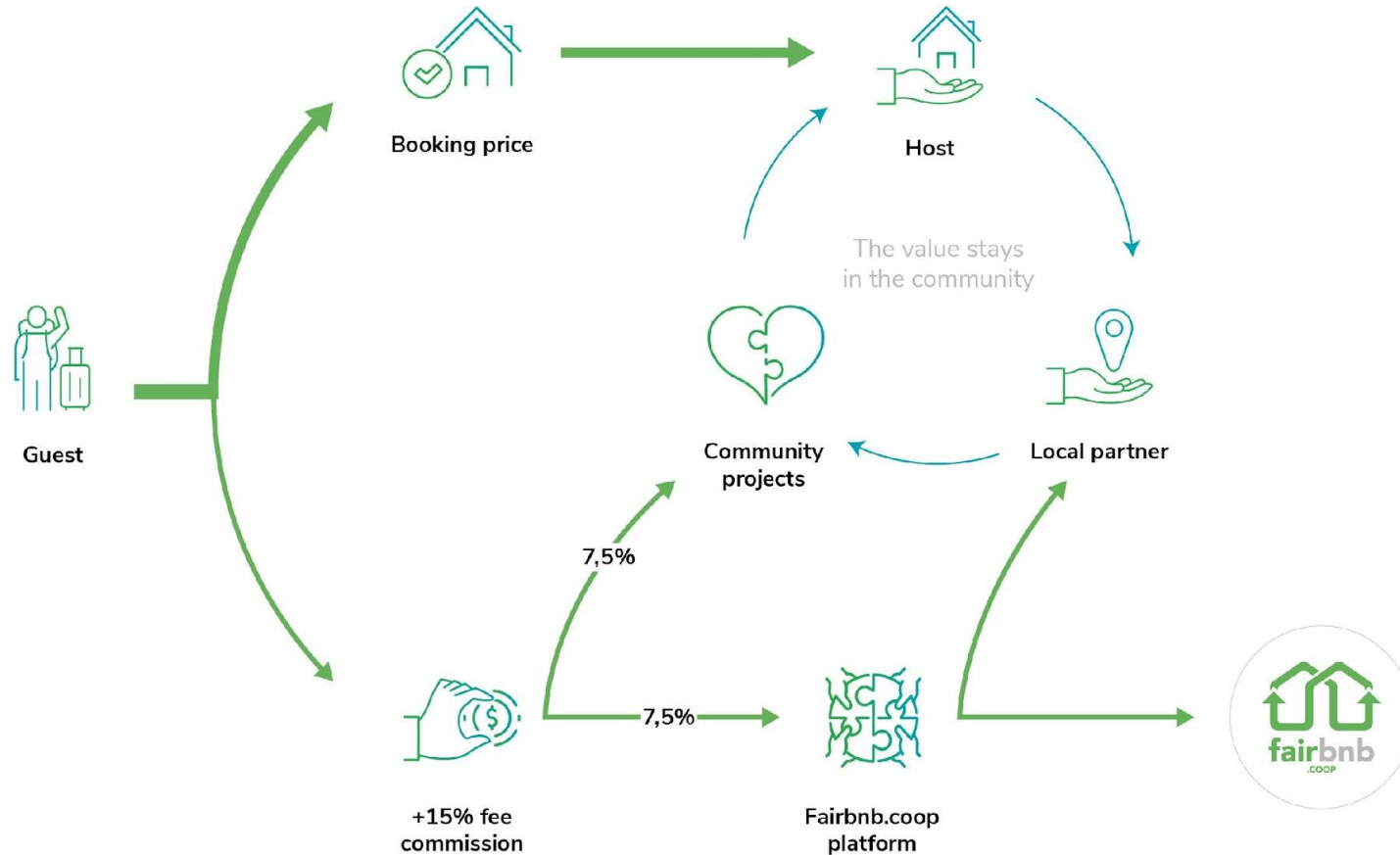
TO: FLOURISHING BETTER

tourism as a means for a flourishing community

Measured at the level of the tourism eco-system:

- citizen
- local entrepreneurs
- visitor
- the place

Also private sector and cooperatives are helping to transform tourism



A destination stewardship (or regenerative?) model is needed. Not a destination management or destination marketing plan.

- ❑ Public/private shared agenda
- ❑ Broader community representation: tourism out the silo
- ❑ Place-making principles – collaboration with events, retail, parks, planning, enterprise agencies etc.

Tourism can be a driver of change.

CHOOSING
A BETTER

FUTURE OF TOURISM

THE COALITION



CENTER FOR
RESPONSIBLE TRAVEL



DESTINATION
STEWARDSHIP CENTER



13 Guiding Principles

