

Sustainable Tourism in a Post-COVID 19 World

Transformative Concepts for Destination
Recovery

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Cyprus

April 21, 2021



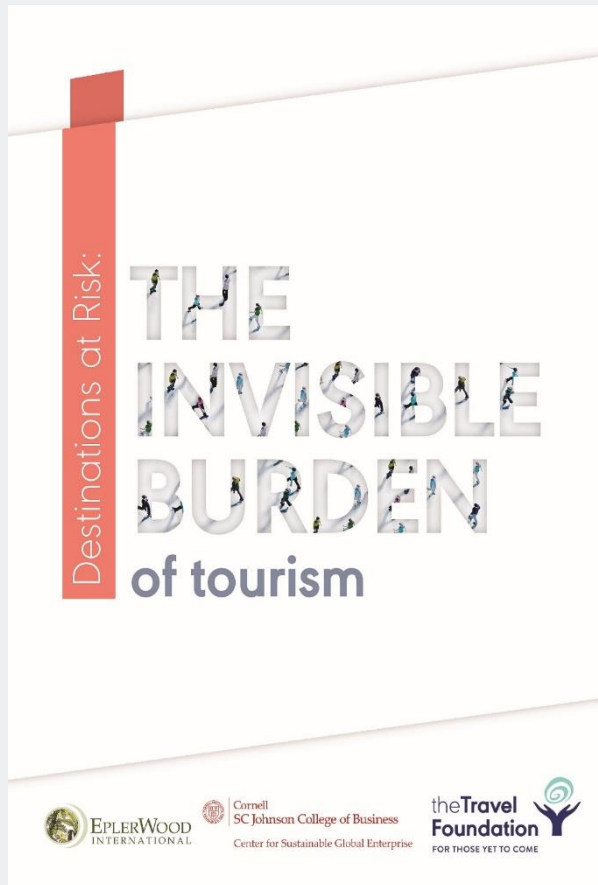
Markets Freezing Can Lead to Change and Regeneration

Tourist Arrivals were down 87% in January 2021

A new type of capitalism can be fostered in the worst of times.

Such creativity and innovation can lead to regeneration





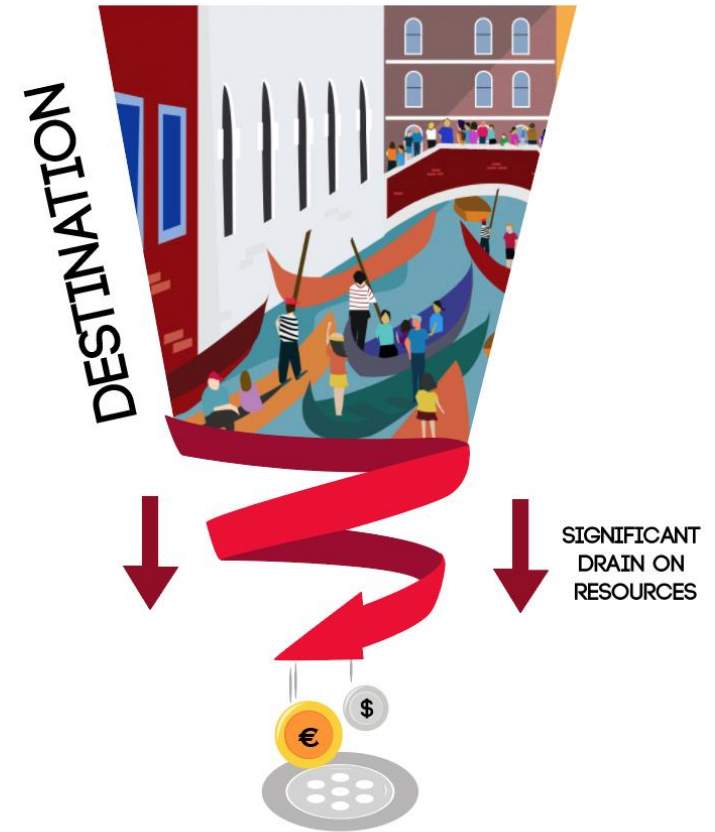
The Invisible Burden of Tourism

Makes the case for a
new system of
destination
management

Threats of Over Developing Tourism Destinations Will Reappear

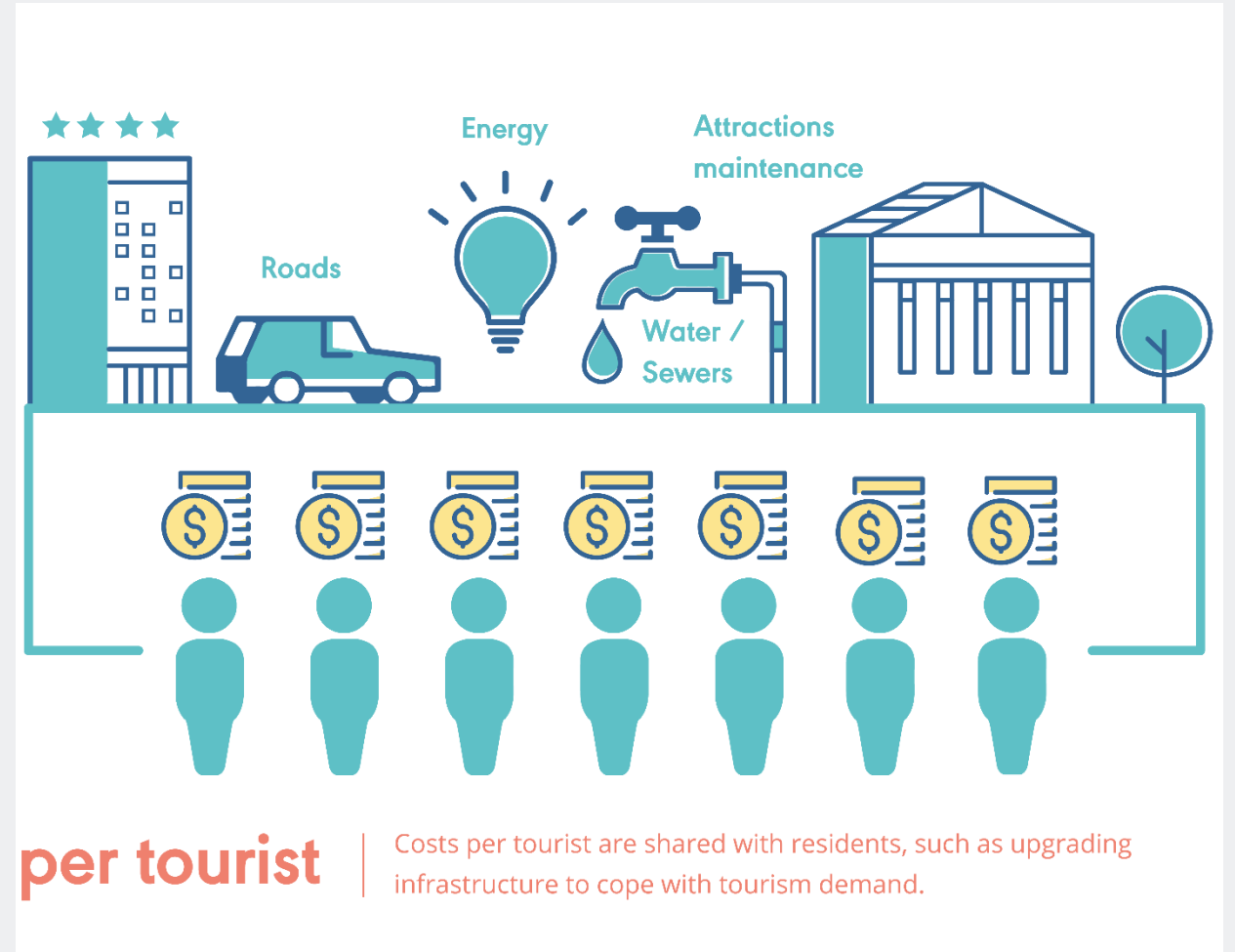
Local managers of vital resources and infrastructure have little data on the *Invisible Burden*

Their management of resources is not coordinated with tourism marketing programs at the national level



Destination Recovery Requires Full Cost Accounting

Tourists use vital resources
which are not included in
accounting for the cost per
tourist



The Actions Taken Now Could Drive Renewal for Generations



A Protection Plan with Solid Indicators Will Protect Cultural and Natural Capital



Cyprus has the benefit of a leading NGO seeking to provide the right structure for
regeneration and renewal

Game Plan for Leading Sustainable Destination Recovery

- ▶ Review policy mechanisms for developing sustainable destinations
- ▶ Set sustainable destination objectives and goals for your region

Cyprus Plan 2020-2030 will drive more sustainability into product development & improve distribution of tourists into rural areas



New Management is Required to Retain Value

New viable management platforms must be designed with data management systems linked to infrastructure & resource planning for tourism.

This can help:

- Manage the Invisible Burden
- Meet SDG Goals
- Lower GhG Emissions



What measurements are needed?



SMART Destinations must protect:


- Historic city centers
- Cultural monuments
- Vital ecosystems
- Socio-cultural systems

Requirements:

- Science-based data to identify critical tipping points
- Local participation
- Regular monitoring

Best Practice in the Region

Interreg
Mediterranean
MITOMED+



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TOURISM DATA INDICATORS

Take better informed policy decisions

Politicians and technical staff take decisions based on intuition, habits, external influences and limited information. This may lead to suboptimal policies that make your destination less competitive and sustainable.

You can help your destination take better management and policy decisions by contributing to collect better data, which can be used by a number of stakeholders to understand more clearly what are the impacts that tourism is causing in your destination.

Change can be daunting initially, but there are many benefits from reflecting on the strengths and weaknesses of the current way



SUSTAINABLE TOURISM INDICATORS

MANUAL OF TRANSFER OF BEST PRACTICES

Tunisia Case Study

Tourism Holistic Environmental Accounting for Tourism Destinations (HEAT-D) 2017-2019

Provide local authorities at tourism destinations with science-based data that can align with national environmental commitments to ensure nations are managing the full cost of tourism growth



HARVARD Kennedy School

BELFER CENTER
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Environment and Natural Resources Program

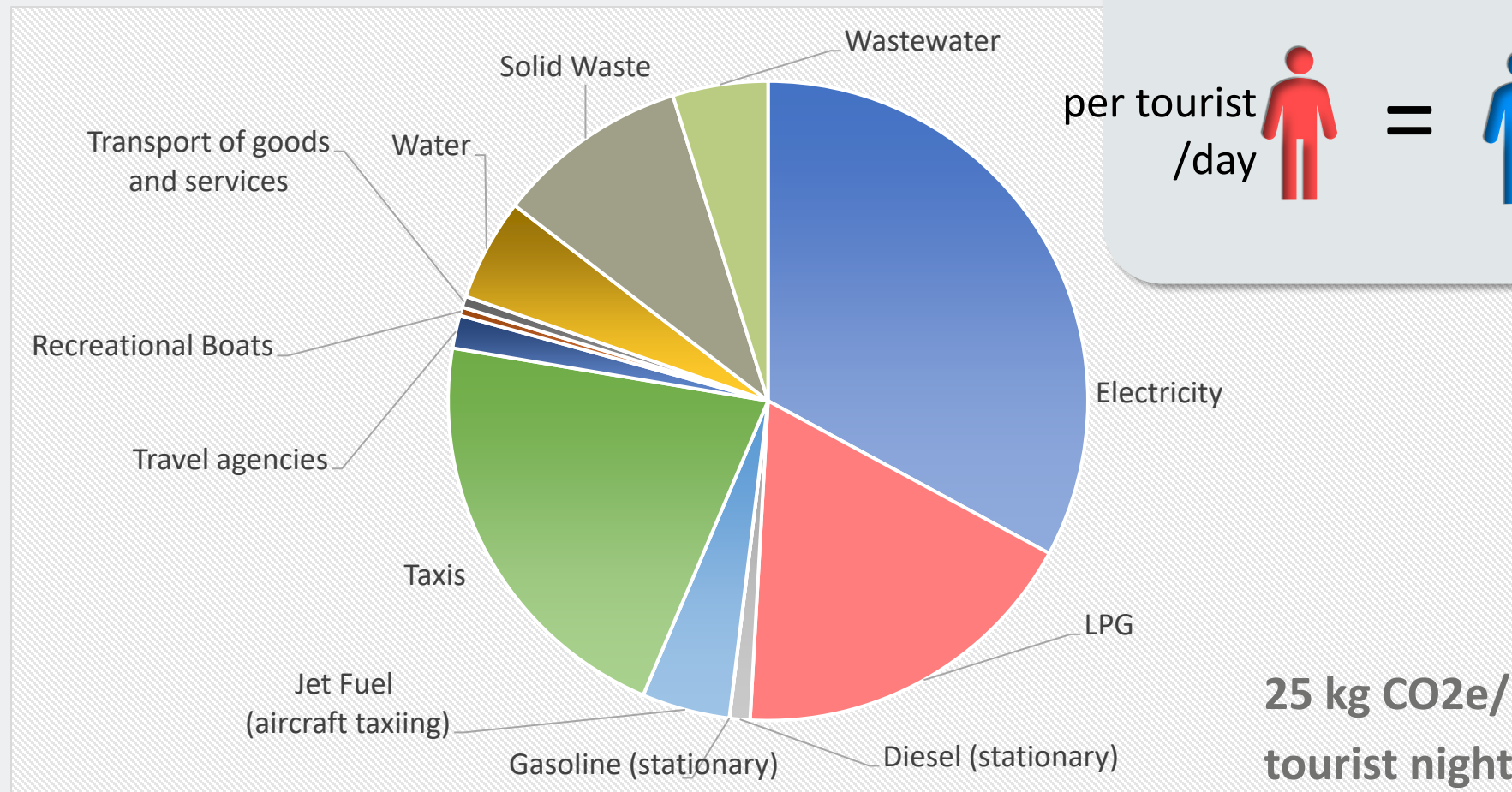


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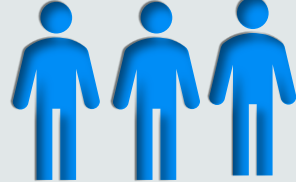


INTERNATIONAL
SUSTAINABLE
TOURISM INITIATIVE

What Was Tested on Djerba Island, Tunisia



Carbon Footprint

per tourist /day  =  per resident /day

What is the share of indirect energy use of tourism?

The carbon footprint of tourism: DCRM Framework results Djerba, Tunisia, 2017

HEAT-D *Major Research Findings* : Djerba island

Djerba tourism zone: Coastal retreat

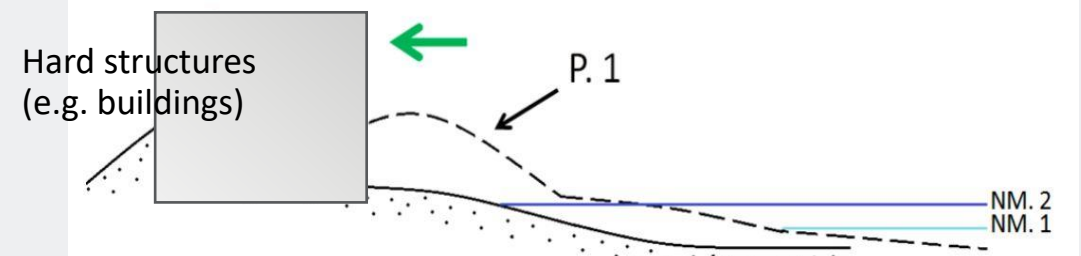
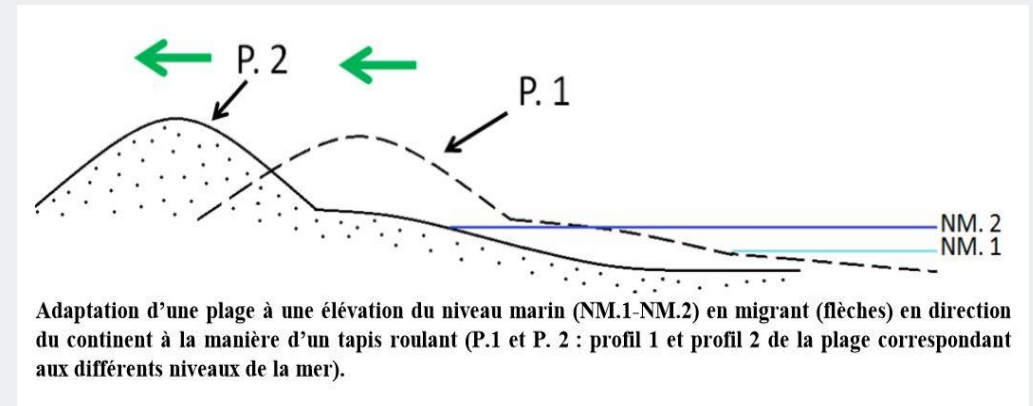


2003
July 10



2018
June 23

Impacts of coastal development



Adapted from 'Etude sur la gestion durable des systèmes insulaires de la Tunisie'

Analysis Must Include Transition to Green Energy Sources

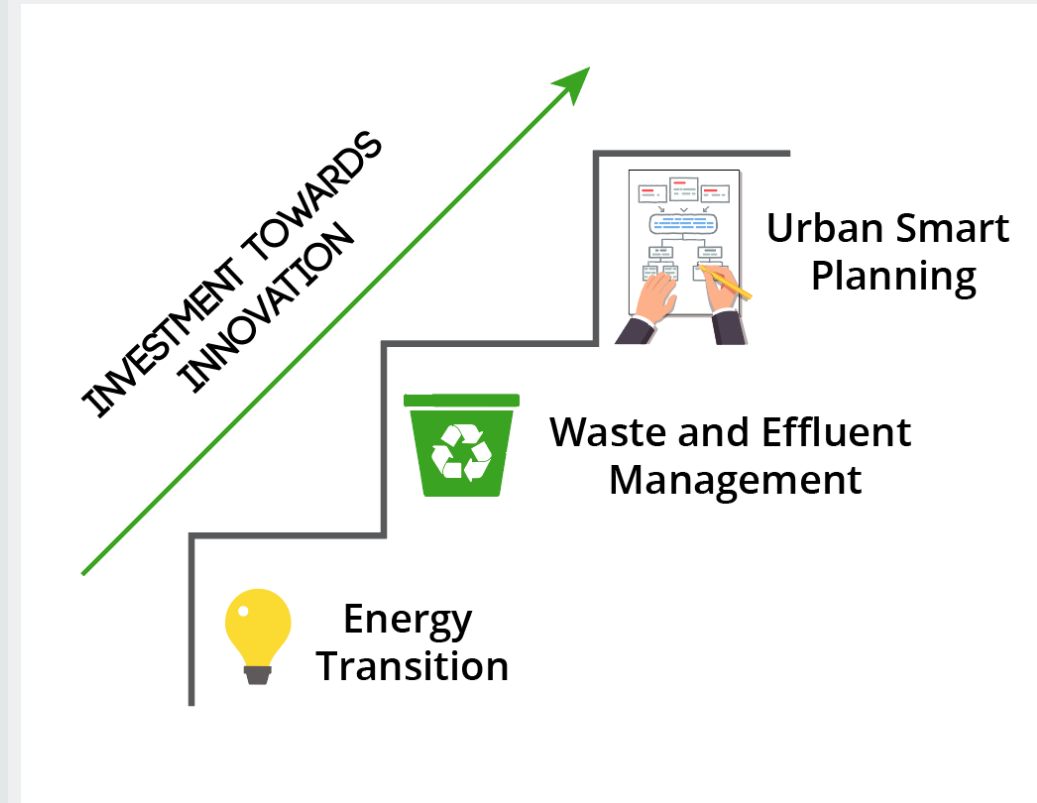
A transition to renewable energy will also be part of the cost to manage Cyprus destinations in future.



Tourism Planning Must Focus on a Transition

New models are needed to:

- Guide investment in vital infrastructure that has value for both local people and visitors
- Develop local management capacity to protect **valuable cultural, historic and natural resources via holistic accounting**
- Spread benefits to small business and local entrepreneurs
- Ensure new tourism development is climate friendly and supports protection of vital ecosystems



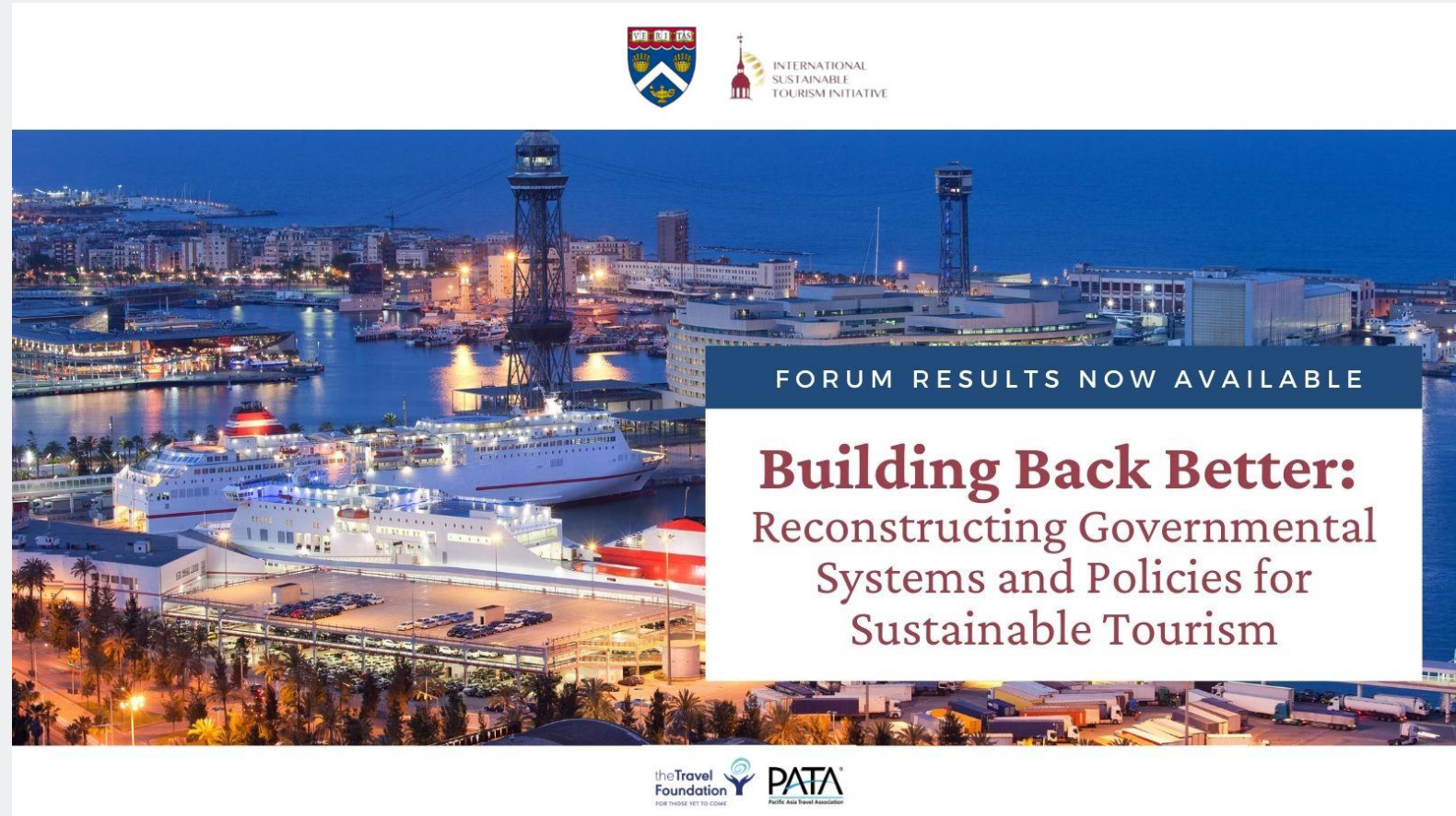
Consider Investment Friendly Approaches to Improve Destination Management

Objectives could include:

- Improve value-added results
- Protect natural and cultural assets
- Develop climate resilient and friendly tourism destinations
- Ensure local people are equal beneficiaries in the transition to sustainable destination economy
- Create platforms that can be transparent and measured via a region-wide system

Transition Must Include Considering Government Reorganization

A sustainable tourism recovery approach must consider new governance systems which manage data-driven analysis of tourism's impacts



Action Plan

To Eliminate the Invisible Burden

- ▶ Develop clear measurements for meeting goals using holistic accounting
- ▶ Build local capacity to manage transition to sustainable destination economy
- ▶ Discuss goals with regional finance institutions for incorporation into redevelopment plans
- ▶ Create Sustainable Finance Strategy with goals for transition to sustainable destination economy



Creation of Sustainable Tourism Economies will Drive Innovation

Regenerated
destinations that retain
value for future
generations will be best
positioned to succeed in
the long-term





Thank You

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