



SUSTAINABLE FUTURE

"in every crisis there is an opportunity"



Wednesday, 21 April 2021



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Organiser:



CYPRUS
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TOURISM
INITIATIVE

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The conference is under the auspices
of the Deputy Ministry of Tourism
of the Republic of Cyprus



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- 🌱 In light of the pandemic, we have chosen to give the Conference the title: **'Sustainable Future - in every Crisis there is an Opportunity'**
- 🌱 It is crucial that Travel & Tourism grasps The Chance to Restart More Sustainably & More Responsibly!
- 🌱 Symbolically we have chosen to address this topic **on the Eve of Earth Day.**



The New Facts Of Our Industry

- From Mass Tourism we ended up having no tourism at all.
 - The Tourism Industry will never be the same.
 - It would be beneficial to see the Opportunity in this situation and start thinking about the post coronavirus era, **the New Era in Our Industry**
 - Many economies depend on tourism and we need to address the industry's comeback in order **to mitigate the negative economic and social impacts that resulted due to Covid-19**
-



🌱 SUSTAINABLE FUTURE 🌱

“Coronavirus should give us hope that we are able to tackle the climate crisis”

- 🌱 The focus now needs to be on how to learn from the COVID-19 crisis in order to respond to the climate crisis.
- 🌱 It is crucial that All Stakeholders tackle climate change with the same speed and urgency that the pandemic is being addressed.



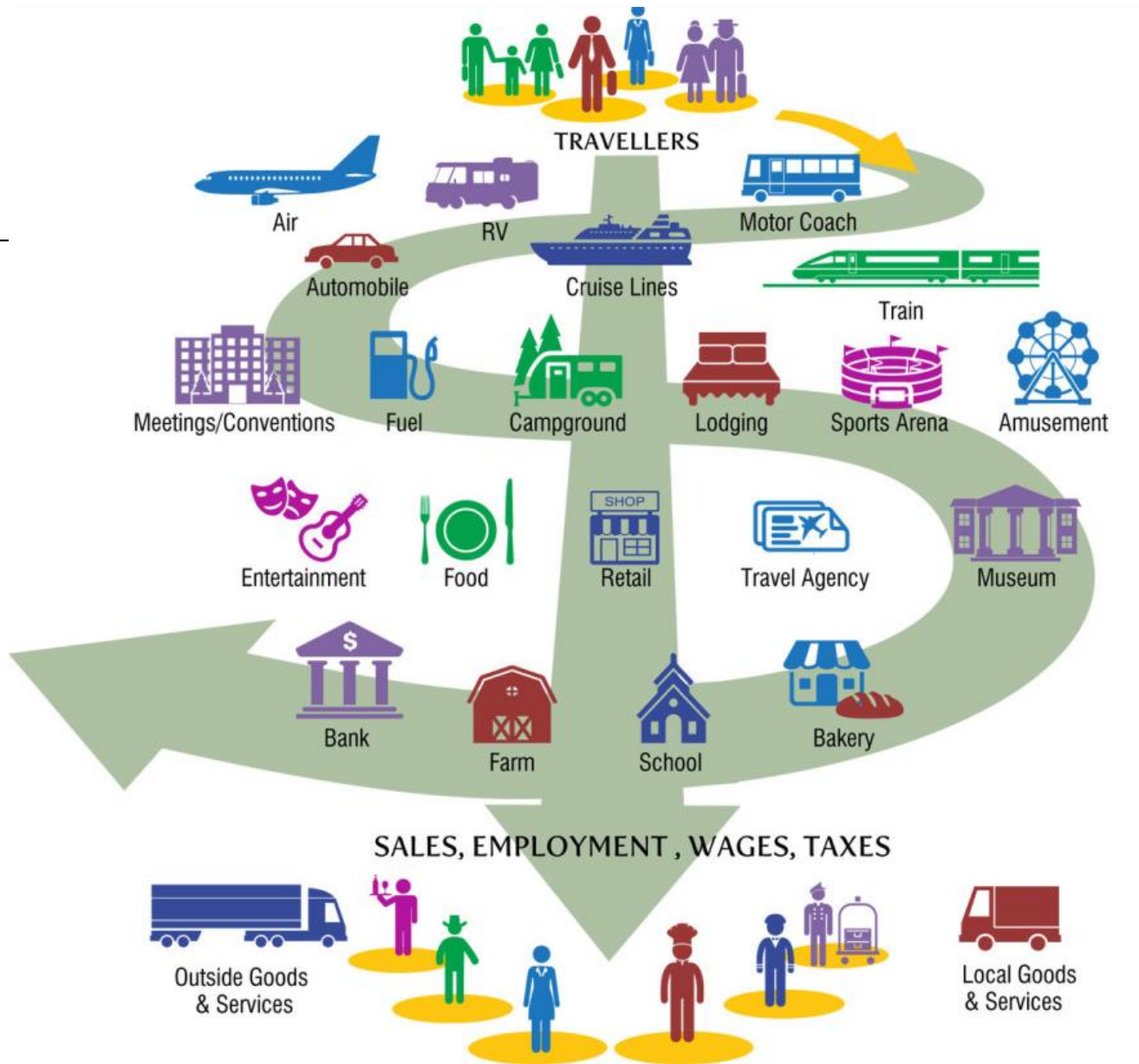
SUSTAINABLE FUTURE

"in every crisis there is an opportunity"

- This High Profile Online International Conference is seeking to convey a **Strong Message** that **Tourism will Resume** since it is a necessity but needs to be **More Responsible!**
- It is the time to introduce Changes in order to **Reduce the Environmental Impact** of the tourism industry and at the same time **Address Climate Change.**
- We need to secure that destinations be enjoyed by future generations of tourists and locals alike.

DYNAMIC CONNECTIONS

Tourism adds value
every step of the way!





SUSTAINABLE FUTURE

"in every crisis there is an opportunity"

Invisible Benefits of Tourism



Happier
Better
Tolerant
Value Our
Home Country

Appreciate
Others
& Other Cultures

Develop New
Skills, Discover
New Passions &
Learn Lifelong
Lessons

New Flavors
Create
Memories &
Experiences

Expands
Horizons

Personal
Development,
Education &
Adventure

Improves our
Health & It
Breaks Daily
Routine

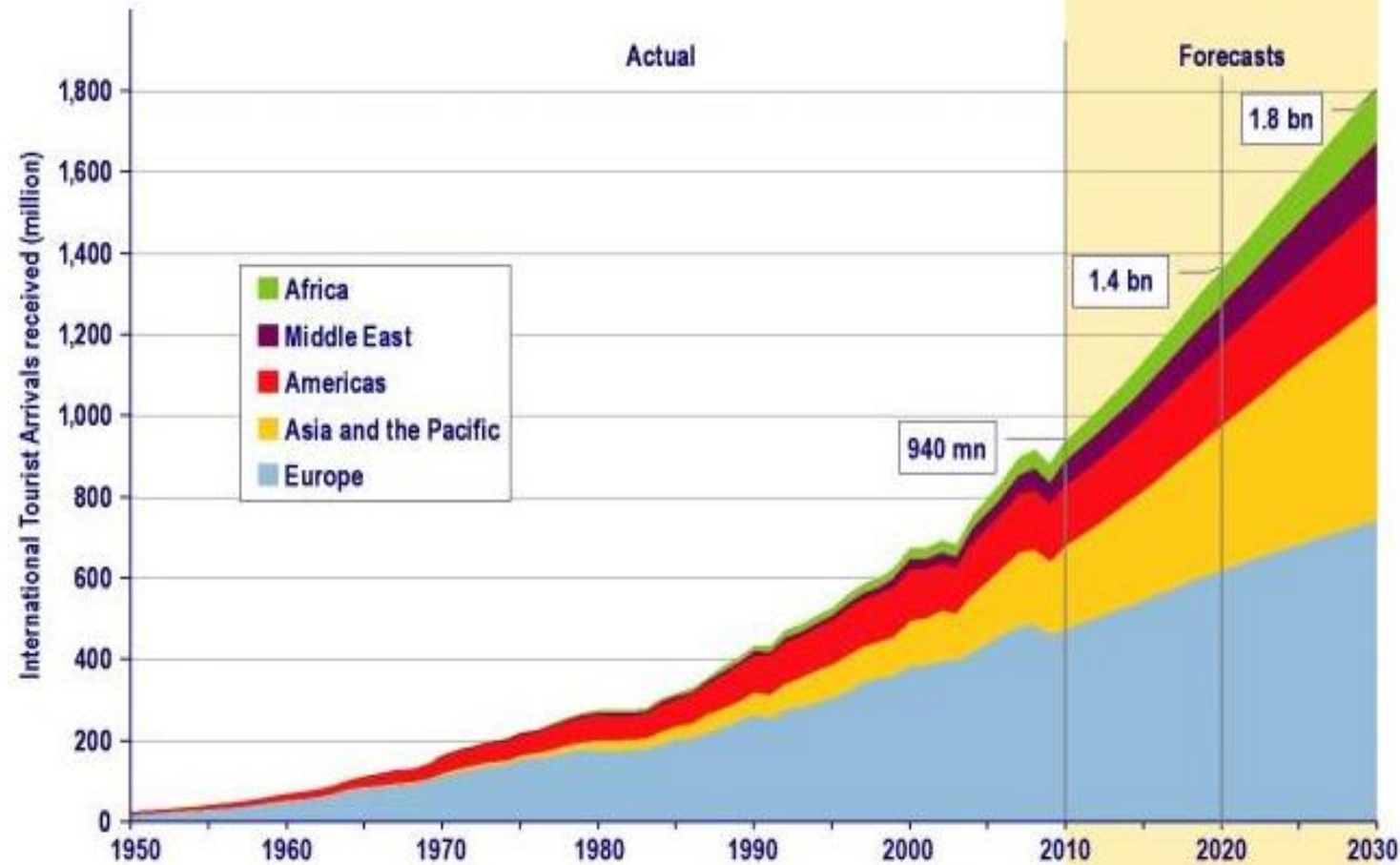
Global Economic Figures

World Tourism Contributions: before COVID-19

Why Tourism Matters?



Source: © UNWTO Barometer 2018 - World Tourism Organization (UNWTO), June 2018



Prospects by 2030
before COVID-19



A word cloud featuring various terms related to tourism and overcrowding. The words are arranged in a dense, overlapping manner. The terms include:

- Tourism overdose
- Υπερτουρισμός
- Overtourism
- Overcrowding
- Hypertourism
- Mass tourism
- Overcrowdi
- Overci
- Overcrowding
- Υπερτουρισμός
- Mass tourism
- Tourism overdose
- Hypertourism
- Overtourism
- Overcrowding
- Mass tourism
- Tourism overdose
- Hypertourism
- Overtourism

The words are color-coded: blue for 'Υπερτουρισμός', green for 'Overtourism', orange for 'Overcrowding', red for 'Hypertourism', and yellow for 'Mass tourism'. The background is white with orange decorative squares in the corners.

OVERTOURISM

(Unbalanced Tourism)

More and more Tourist Destinations are struggling to cope with the problems created by **overtourism**!

There is a serious problem of **sustainable development**

We need to Improve the product and introduce destination management systems.

Only 11% of National Tourism Organizations address **sustainability** (UNWTO and UN Environment 2018).

Need for a better **management** of the tourist destination (Destination Management Organization).

Tourist income per night **does not increase** even if the number of tourists **increases**.

Overtourism

Venice before Covid-19



- 24,000,000 visitors per year
- 55,000 residents
- 1 resident for 140 tourists
- Increase of rents more than 50%
- Residents leave the city

Venice today!





2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT

With no Tourism the 17 SDGs (Sustainable Development Goals) will not be achieved

“Development that’s not sustainable is not, in fact, development.
It’s a short-term loan against a long-term debt to the future.”
Edward Norton, UN Goodwill Ambassador for Biodiversity

**An Opportunity to Seek the
Right Approach to Tourism!**

Through
Sustainability...



We should look for more Sustainable Forms of Tourism





Looking ahead....

SUSTAINABLE FUTURE

-
an
Opportunity
to
Change
&
Improve



Governments need to tackle climate change in the same speed & urgency as the pandemic.

The new “normal” must NOT be based on unlimited growth and unlimited consumption.

It is the time for the tourism industry to change, reduce its environmental impact & address the crisis of climate change.

The behaviour of tourists will change & the tourism industry needs to adapt to the new trends.





Fewer tourists,
less growth

→ Need for
Sustainability

Societal dimension

Social tourism initiatives will result in longer employment seasons, less seasonality, better working conditions & less uncertainties

Environmental dimension

Positive impact on climate change

Destination's economy

A better experience, authenticity & better quality will result in more spending

"A destination can have tourists, but tourists should not have the destination."

(Doug Lansky)



The Way Forward

New products created by Destinations



more
authentic

original


focusing on the
people & the
culture of the
destination

create experiences for
guests to cherish for the
rest of their lives

A great opportunity to change and start seeing tourists not as numbers with a dollar sign on the head, but as our guests who we will welcome into our homes and whose visit will be an experience for both the host and the guest.



Message from the Secretary-General of the UNWTO Zurab Pololikashvili



"Tourism is a lifesaver for millions of people, especially in the developing world. Reopening the world to tourism will save jobs, protect livelihoods and allow our sector to continue its vital role in promoting sustainable development."

TOURISM IS RESILIENT & IT WILL COME BACK!

**Tourism is a necessity and not a luxury product &
we must give tourism the recognition it deserves!**



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**SOME HIGHLIGHTS of CSTI'S
ACTIONS/PROJECTS**



CYPRUS SUSTAINABLE TOURISM INITIATIVE

Some of Our MILESTONES

The goal of CSTI is to promote the development of sustainable approach to tourism in Cyprus through the preservation, conservation and the protection of the environment, the sensible use of natural resources and the improvement of the social and economic conditions of marginalized rural communities of Cyprus

2006

**CSTI was officially established .
Affiliated with the Travel Foundation**

2006-2010

6 Village Routes - 'Discover the Real Cyprus – A Self Drive Tour to Create Your Own Adventure'

2007

For the first time the Cyprus Tourism industry was mobilized To plant almost 1000 trees after the devastating fires at Fylagra

2008

Water & energy saving project in the hotel industry saved more than 1/2 million euro in water & energy in less than 6 months

2009

We organized The international Waste Management Conference with the University of Nicosia

2010-2015

The Cyprus Destination Partnership (CDP) 5-Year Partnership Agreement between the Travel Foundation, CTO & CSTI

2011

Plastic Reduction Initiative with Thomas Cook

2015

Cyprus won the Silver Award as the "Best Destination for Responsible Tourism" at the WTM for the Minimum Sustainable Standards (MSS) – a project of the CDP



CYPRUS SUSTAINABLE TOURISM INITIATIVE

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2016

'CSTI's Cooperation the Prince Albert II of Monaco Foundation started

2006-2016

10 Year Celebration with 'Sustainability is Culture' Event

2017

'Prevent Plastic in the Mediterranean Sea' - Beyond Plastic Med Project awarded by the Prince Albert II of Monaco Foundation

2019

A 5-year Memorandum of Understanding (MOU) signed with the University of Nicosia

2019

Domognostics + project kick off with Phoebe Research & Innovation Ltd, Kios Centre of Excellence & CSTI

2019

"Plastic Free Entertainment Cruises & Water Sport Activities' - Beyond Plastic Med Project awarded by the Prince Albert II of Monaco Foundation

2019

**Keep Our Sand And Sea Plastic Free" Project launched – An initiative of TUI Care Foundation
Delivered by Travel Foundation in partnership with CSTI**

2020

IUCN launched the Plastic Waste-Free Islands (PWFI) in Cyprus with CSTI in Collaboration Together Cyprus



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Some of Our MILESTONES

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2020

Proud Signatory of the Global Tourism Plastic Initiative – the first from Cyprus to Join.

2020

Act on Plastic (AOP) in the Mediterranean candidate in favor of a plastic- free Mediterranean Sea

2020

First Sustainable Park in Nicosia - in progress
The Park is an initiative of the University of Nicosia, the Department of Architecture and CSTI in collaboration with the Municipality of Engomi

2021

CapiMed project participation to share/benefit from each other's experience through our BeMed projects

2006-2021

15 Year Celebration
with '1st Online International Conference
Sustainable Future – In Every Crisis there is an
Opportunity& New Online Sustainable Producers Expo

2021

CSTI Academy – Stay Tuned – Coming Soon



'Keep Our Sand and Sea Plastic Free' Project

An initiative of TUI Care Foundation
Delivered by the Travel Foundation
in partnership with CSTI.



Building Analytics and Diagnostics

Reduced Hidden Energy Costs

Increased Guests' Comfort



The consortium of the project consists of
PHOEBE Research & Innovation Ltd,
KIOS Centre of Excellence
& CSTI.



'Prevent Plastic in the Mediterranean Sea' & 'Plastic Free Entertainment Cruises & Water Sport Activities' Initiative

Beyond Plastic Med Initiatives (BeMed)

Launched by the Prince Albert II of Monaco Foundation, the
MAVA Foundation, Surfrider Foundation Europe, and
Tara Ocean Foundation





Plastic Waste-Free Islands Med Project

CSTI collaborates with Together Cyprus on this three-year initiative, which is part of the International Union for Conservation of Nature (IUCN) global "Close the Plastic Tap" Programme.

The aims to reduce the plastic leakage from the first two islands tested in the Mediterranean Sea, Menorca and Cyprus.





First Sustainable Park in Nicosia 2020

The Park is an initiative of the University of Nicosia, the Department of Architecture and CSTI in collaboration with the Municipality of Engomi.



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PROUD SIGNATORY



Global Tourism
Plastics Initiative

#EliminateInnovateCirculate #GTPI

<http://globaltourismplasticsinitiative.org>



September 2020

CSTI is proud to be the first organization in Cyprus to officially join the **Global Tourism Plastics Initiative**, led by the UNEP & UNWTO in collaboration with the Ellen MacArthur Foundation.

The Global Tourism Plastics Initiative unites the tourism sector behind a common vision to address the root causes of plastic pollution.

We are very proud to have Marilena Makri as our
YOUTH AMBASSADOR

She shares our vision of a Plastic Free Mediterranean
& helps us convey the important message!



The young sailor from the Famagusta Nautical |Club is ranked 27th by World Sailing in the category Fleet Racing - Laser Radial (women) & **has secured her place in the Tokyo Olympics!**



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ACKNOWLEDGEMENTS



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THE BOARD MEMBERS of The Cyprus Sustainable Tourism Initiative (CSTI)

Philippos Drousiotis
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Phylactis Lazarou
Tasos Shakallis
Ioanna M Ioannou
Nicos Hadjicosteas
George Efthymiou
Barbara Antoniou
Angela Richardson



THE CSTI TEAM

A BIG THANK YOU TO:

Panagiota

Krisztina

Yiannis

Anne



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THE UNIVERSITY OF NICOSIA TEAM

A BIG THANK YOU

To the students of Conferences & Exhibitions course
of the HTSM department and their lecturer Yianna
Orphanidou and to UNIC events team that have
contributed to the organisation of this event



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Keynote Speaker



Mrs. Megan Epler Wood
President and Founder of
EplerWood International

Moderator



Mrs. Saskia Constantinou
Broadcaster/
Cyprus Broadcasting Corporation

A Big **Thank You** to the Keynote Speaker, the Panellists and the Moderator for their Valuable Contribution to the Conference!

Panellists



MR. SAVVAS PERDIOS
DEPUTY MINISTER OF TOURISM
OF THE REPUBLIC OF CYPRUS



MRS. ANGELA GEREKOU
PRESIDENT OF THE
GREEK NATIONAL
TOURISM ORGANIZATION



MR. THOMAS ELLERBECK
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ASSOCIATE DIRECTOR
OF TRIPADVISOR



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Under the auspices of:



REPUBLIC OF CYPRUS
DEPUTY MINISTRY OF TOURISM



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Many Thanks to Our Member Hotels
for giving
Complimentary Stay Prizes
for the
Photo Competition
'Sustainability through the Lens of Youth'



A N A S S A

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nissi
beach
resort

altius
boutiquehotel





**“Alone we can do so little;
together we can do so much.”**

Helen Keller

Together in the CSTI Team Spirit we stand!



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THANK YOU!

CSTI is a signatory of the:



Email: info@csti-cyprus.org
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Facebook: www.facebook.com/csti.csti
Instagram: cysustainabletourisminitiative
LinkedIn: Cyprus Sustainable Tourism Initiative
Twitter: [CSTI @CySustTourism](https://twitter.com/CySustTourism)