

# Sustainable Tourism in a Post-COVID 19 World

Transformative Concepts for Destination  
Recovery

Megan Epler Wood

Cyprus

April 21, 2021



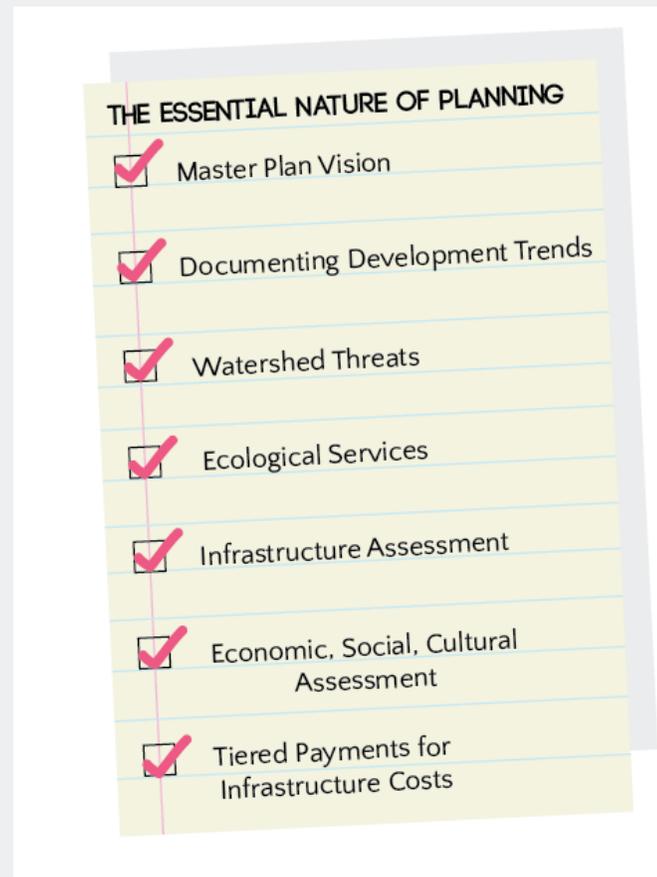
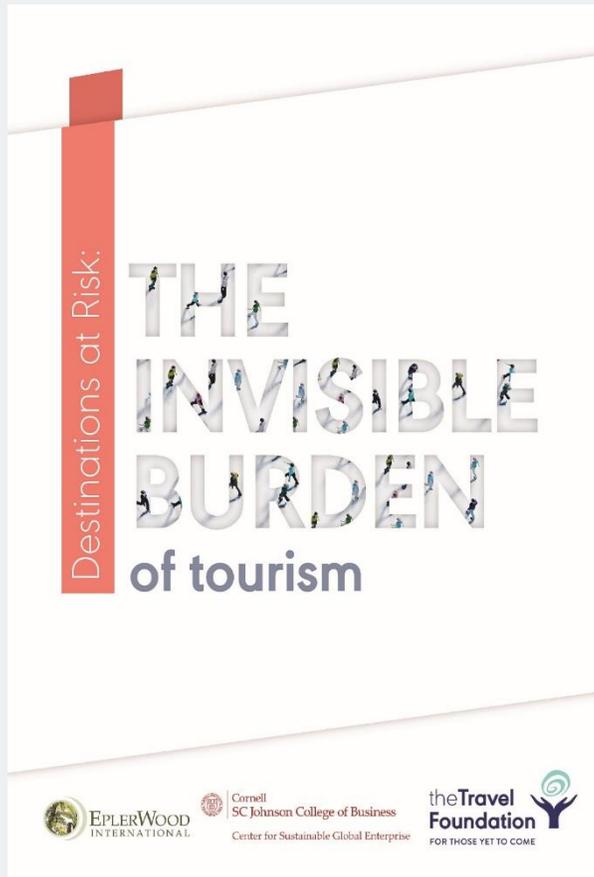
# Markets Freezing Can Lead to Change and Regeneration

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*

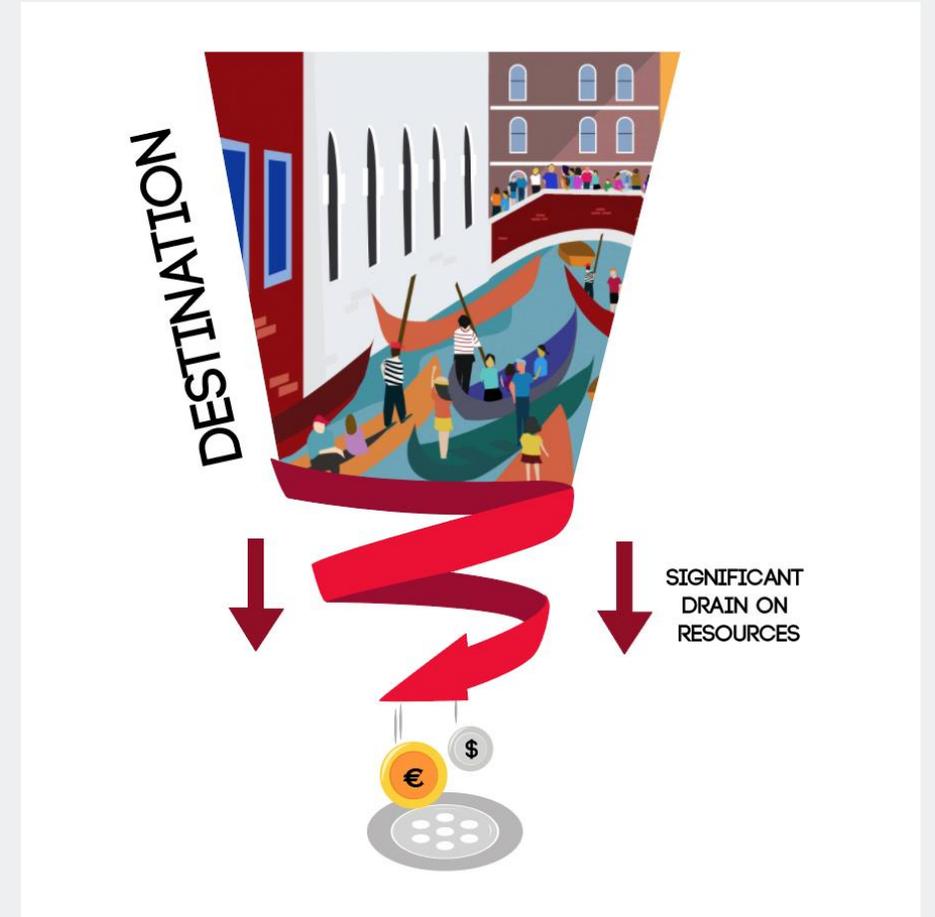
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Makes the case for a  
new system of  
destination  
management

# Threats of Over Developing Tourism Destinations Will Reappear

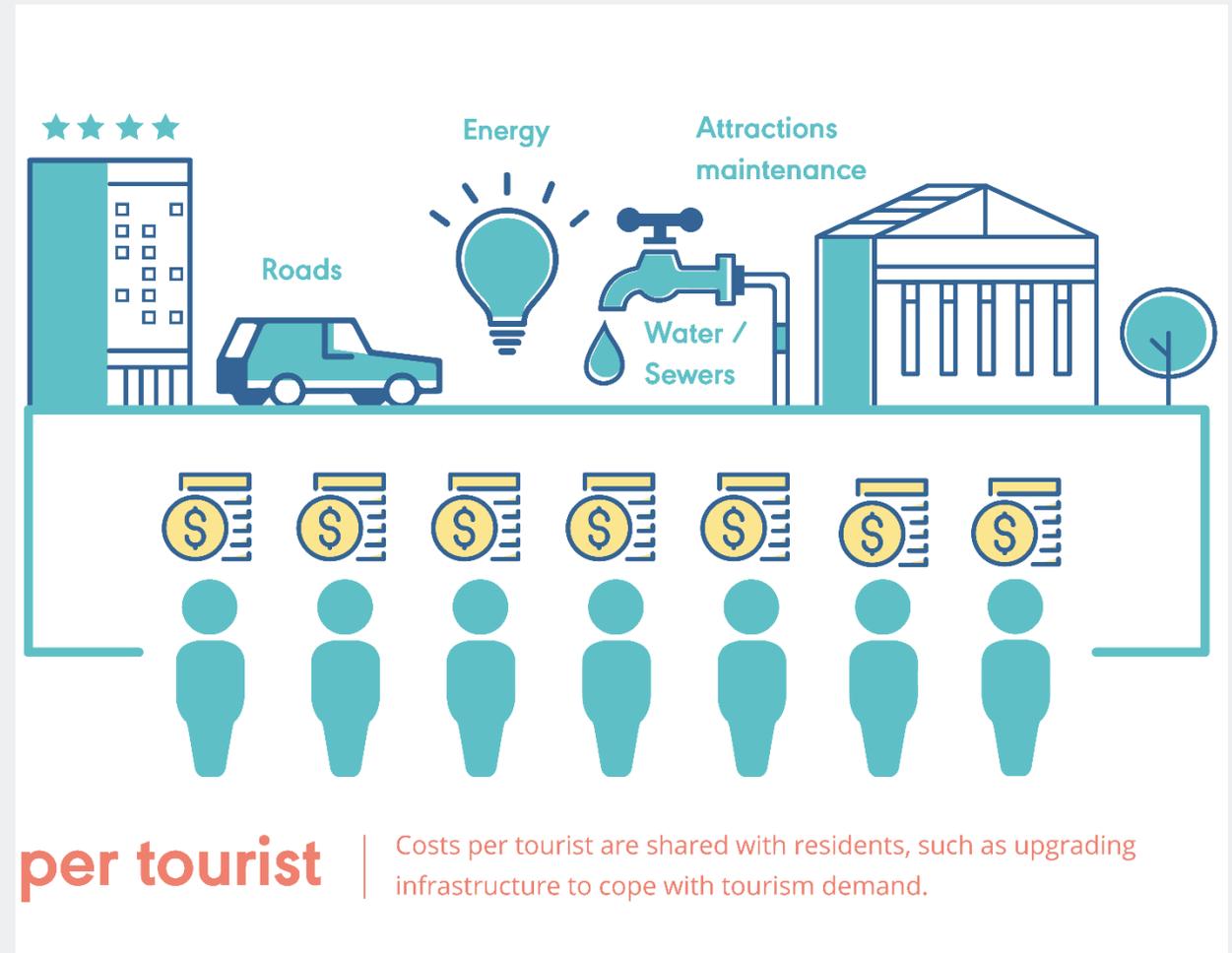
Local managers of vital resources and infrastructure have little data on the *Invisible Burden*

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

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- ▶ 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

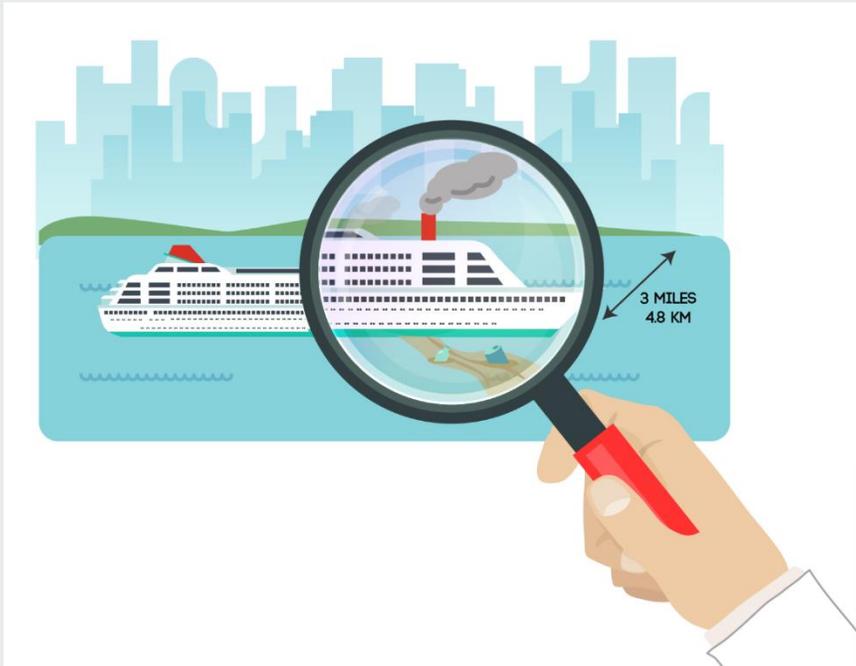
New viable management platforms must be designed with data management systems linked to infrastructure & resource planning for tourism.

This can help:

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



# What measurements are needed?



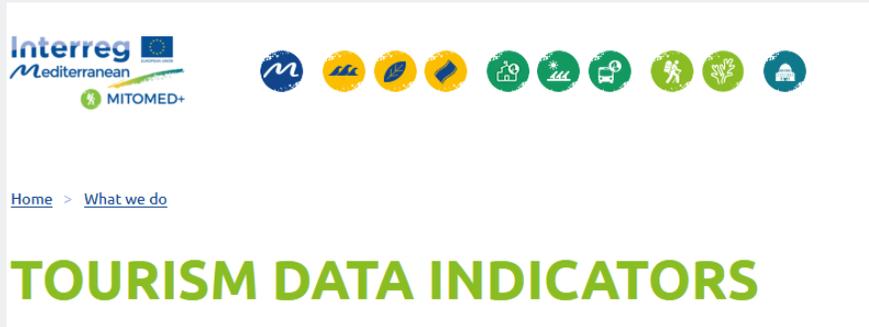
SMART Destinations must protect:

- 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**  
FOR SCIENCE AND INTERNATIONAL AFFAIRS

*Environment and Natural Resources Program*

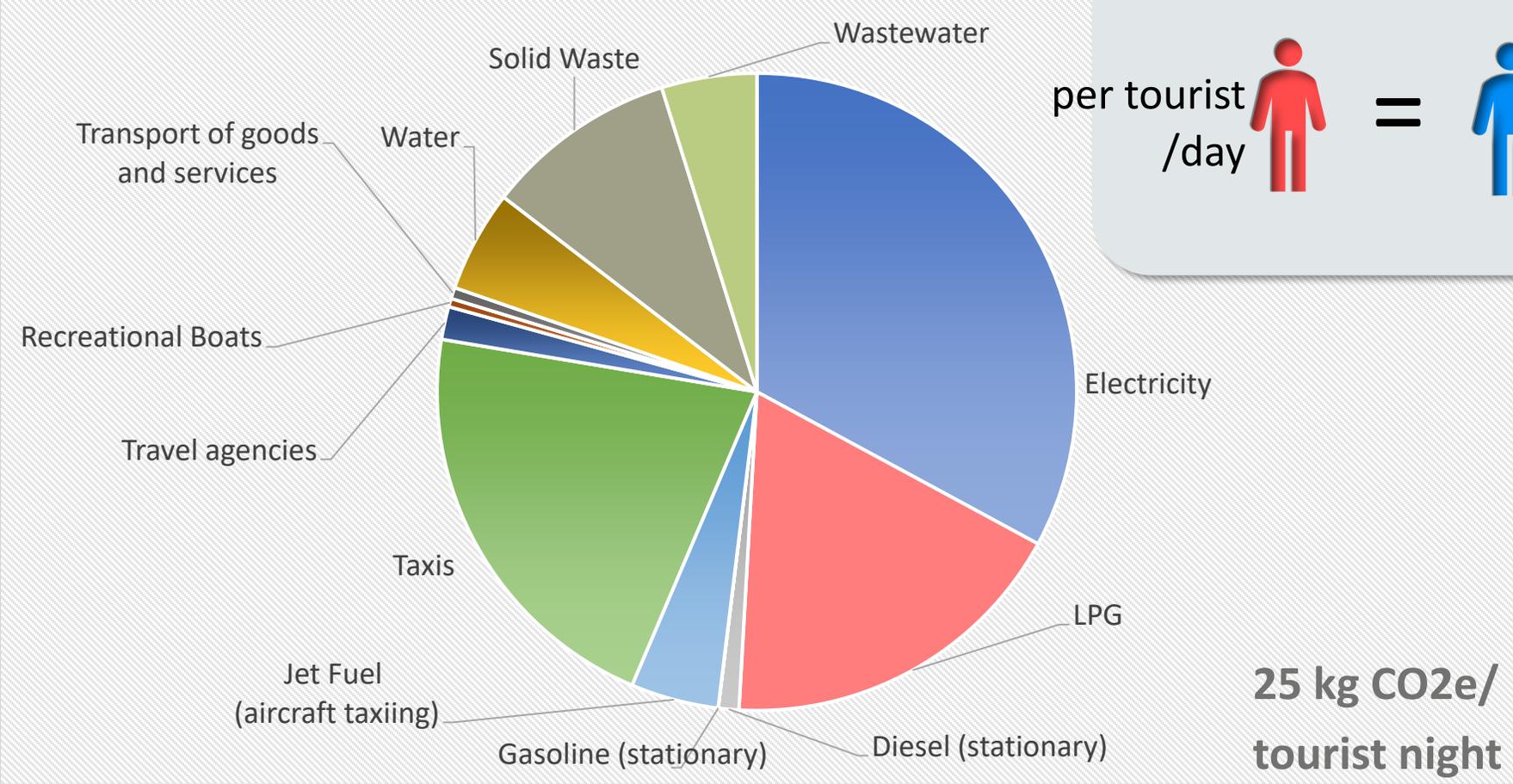


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INTERNATIONAL  
SUSTAINABLE  
TOURISM INITIATIVE

# What Was Tested on Djerba Island, Tunisia



*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

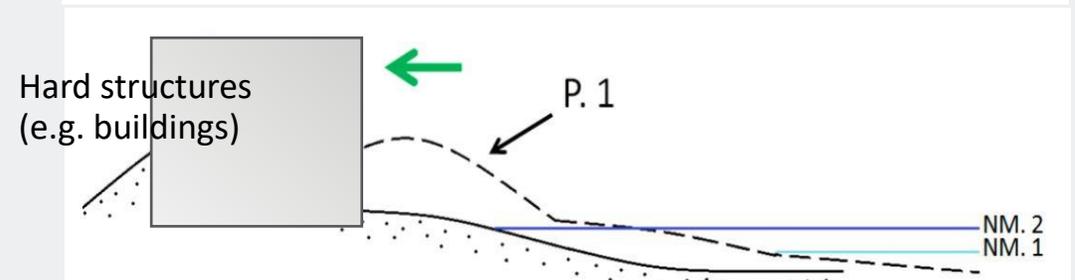
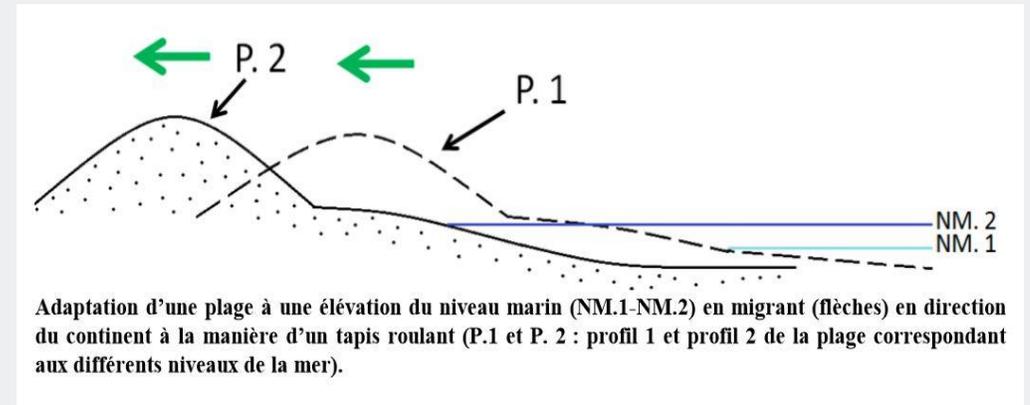


**2003**  
**July 10**



**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

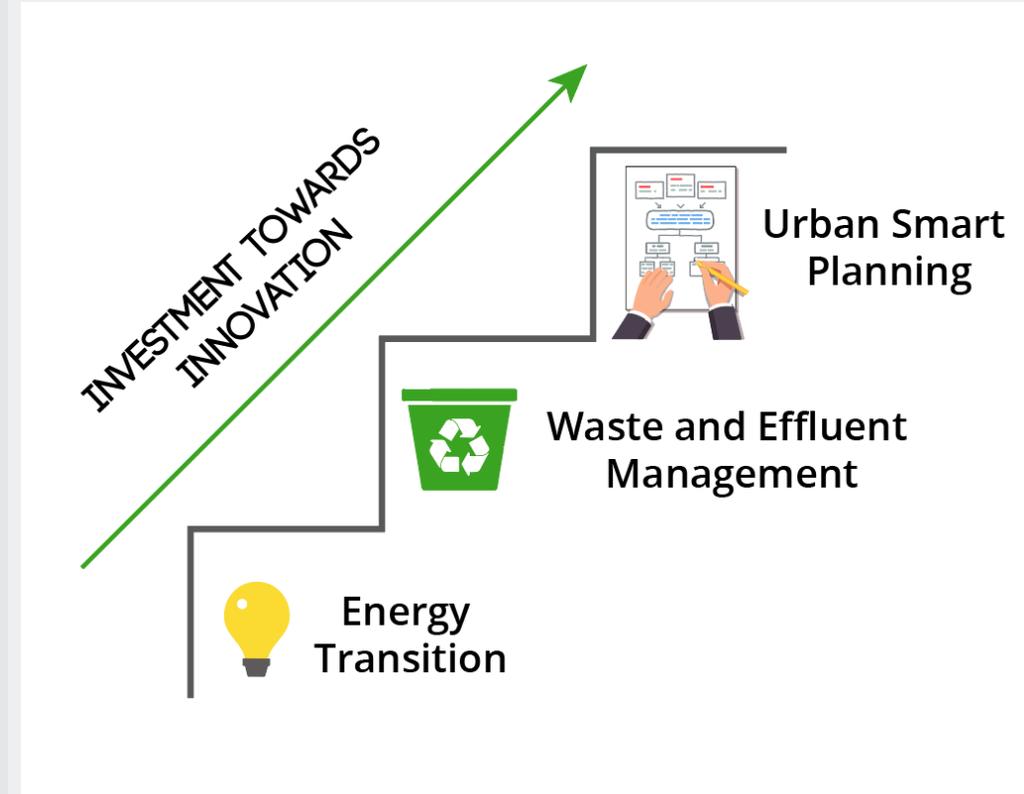
A transition to renewable energy will also be part of the cost to manage Cyprus destinations in future.



# 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



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# 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



FORUM RESULTS NOW AVAILABLE

**Building Back Better:**  
Reconstructing Governmental  
Systems and Policies for  
Sustainable Tourism

theTravel Foundation FOR THOSE YET TO COME PATA Pacific Asia Travel Association

INTERNATIONAL SUSTAINABLE TOURISM INITIATIVE

# Action Plan

## *To Eliminate the Invisible Burden*

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- ▶ 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





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# Thank You

Megan Epler Wood

Principal

[megan@eplerwood.com](mailto:megan@eplerwood.com)

