

Where Next: The Imperative and Opportunity to Transform the Tourism System for Good



CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE

Under the Auspices:





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Celebrating 20 years of CSTI

A moment worth recognising

- This year marks 20 years of the Cyprus Sustainable Tourism Initiative
- Two decades of leadership, collaboration and commitment
- A milestone for Cyprus, and for sustainable tourism in the region





CSTI

Bridging policy, place and practice

CSTI emerged at a time when sustainable tourism was gaining momentum

- A regional, collaborative organisation
- Connecting policy, destinations and delivery
- Putting Cyprus' communities and small producers at the heart of tourism
- Engaging stakeholders to deliver environmental, social and economic benefit

We are proud to have supported CSTI's inception and with our ongoing partnership.

A shared legacy

- Two decades of learning, partnerships and trust delivering
- New tools, standards and ways of working
 - Projects demonstrating sustainable tourism in practice and turning principles into practical action

What the context looked like 20 years ago

- Sustainability still sat at the margins of tourism policy and practice.
- Growing awareness in the tourism mainstream.
- Progress focused on guidelines and pilot projects
- Climate change was recognised, but not yet the organising challenge

A very different operating reality

- Tourism is more exposed, more interconnected and more vulnerable
- Climate impacts are present-tense, not future-tense,
- Emissions from tourism have continued to rise
- Intense pressure on destination communities and places
- Widening inequality in how tourism's benefits and burdens are shared
- Compounding risks: climate, water, workforce, housing and social licence

The uncomfortable truth

The tourism system we have is not fit for the climate reality

Incremental change and fragmented action are not enough

We must transform how tourism is planned, governed and financed.

This is not a failure of intent

It is a failure of:

- **Scale, speed and system design**

And it's an opportunity:

- To redesign tourism for long-term resilience and value
- To strengthen competitiveness and investor confidence
- To improve visitor experience and trust
- To unlock smarter growth that delivers benefits for communities and protects the environment.



Introducing *Where Next?*

A response to this moment

- A global campaign and action agenda to build resilience and accelerate adaptation in tourism with fair outcomes for destination communities
- Designed to move from fragmented effort to shared solutions
- Focused on how the system changes, not just individual actors
- Aligning destinations, businesses and finance around shared priorities that enable practical action at scale.



Four levers of change

Where Next? focuses on what shifts the system

- **Understanding the risk** - with a destination Climate Risk Register
- **Mobilising the money** - through a tourism resilience fund
- **Building the capacity** - with a Tourism Transition Facility
- **Ensuring a fair deal for communities** - with equity-based KPIs and standards



What this enables at scale



If implemented together, this unlocks real change

Europe: policy coherence, leadership, investable pipelines

Mediterranean: adaptation-first destination management, water and heat resilience, community trust

Cyprus: a testbed for climate-ready tourism that protects place, people and prosperity

Why this matters now

The next 20 years will matter more than the last 20

- Climate risk is accelerating
- Investment decisions are being locked in
- Choices made now will shape destinations for generations



Join us



Now is the time to take action

- Engage with *Where Next?* as partners, pilots or supporters
- Use CSTI as a platform to scale action, not just share ideas
- Commit to collaboration across borders, sectors and institutions

Where Next? brings together **leaders committed to shared ambition, aligned values and collective responsibility for change.**



The question is no longer whether tourism must change, but whether we will choose to lead that change together



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