TELOS TOPIC 10

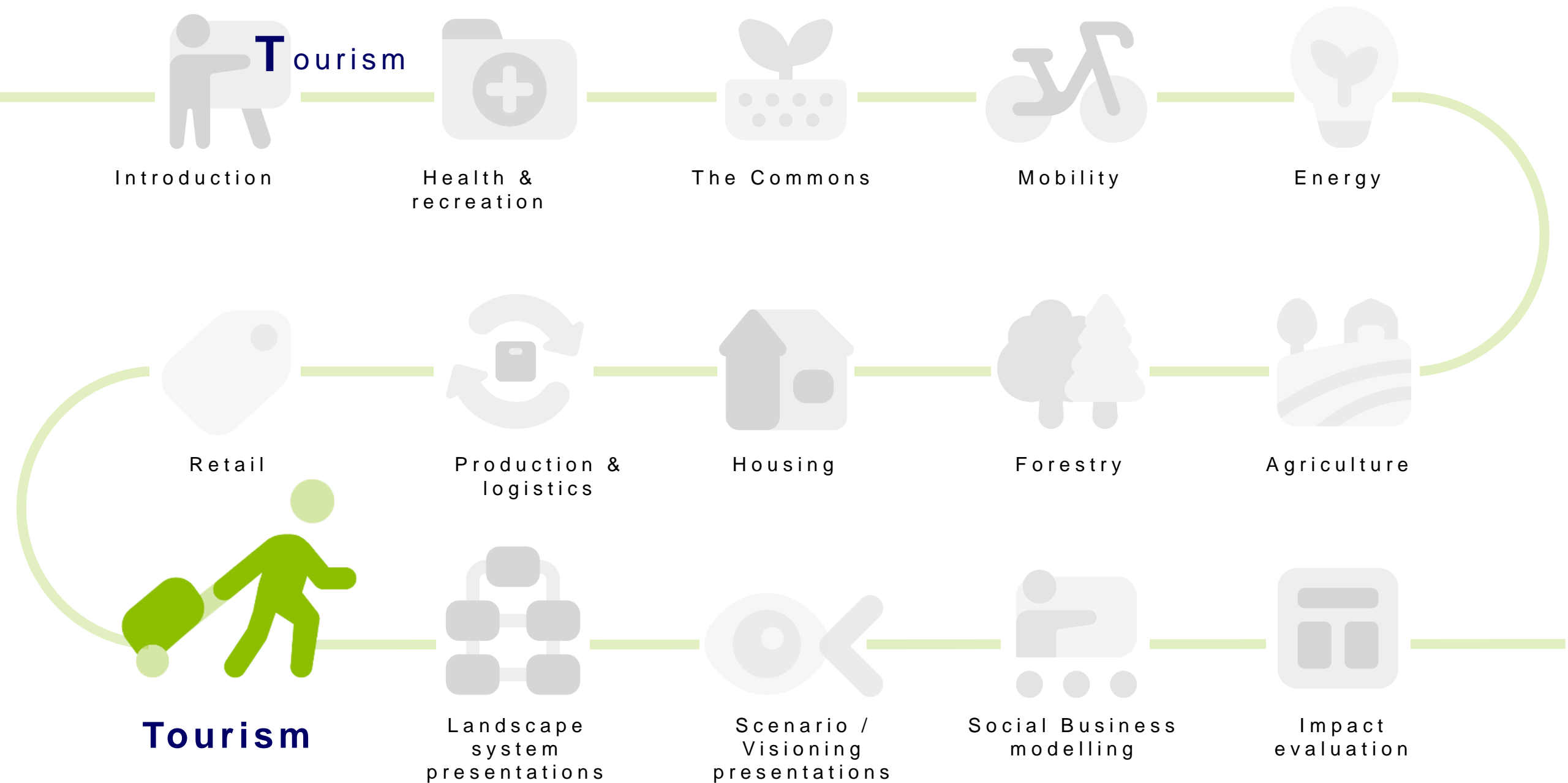# Tourism

Content development led by
Akdeniz University

TELOS Towards a European Landscape Economy for a Sustainable Urban Development

Tourism

Introduction

Health & recreation

The Commons

Mobility

Energy

Retail

Production & logistics

Housing

Forestry

Agriculture

Tourism

Landscape system presentations

Scenario / Visioning presentations

Social Business modelling

Impact evaluation

Index

Tourism

Tourism

1.1. Concept of Tourism

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Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes (UNWTO, 2022).

By definition, Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than 12 consecutive month, involving tourism expenditure on services and products rather than to attempt an activity for income endowment in which time and money are spent at the place visited.
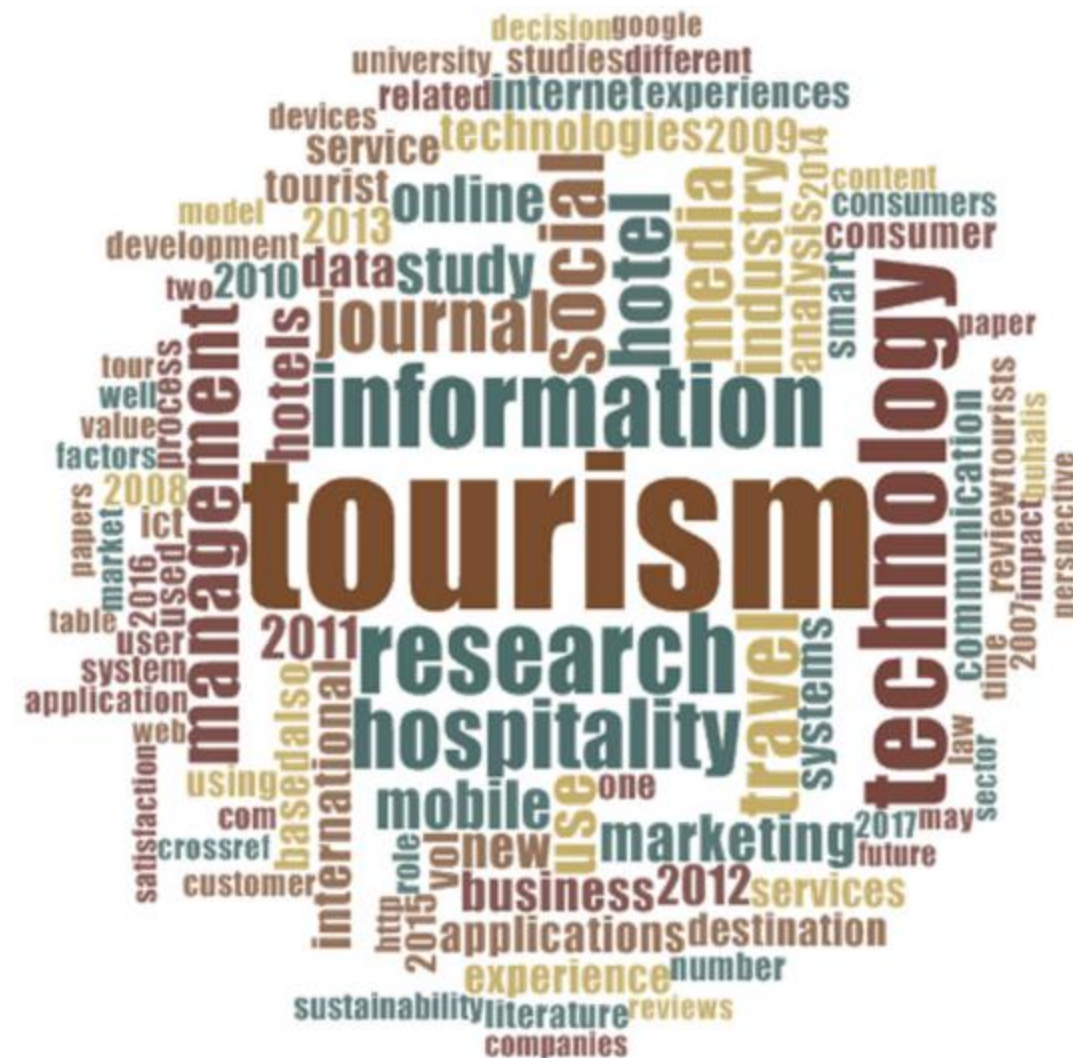
(Kumar & Asthana, 2020)

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1.1. Concept of Tourism

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In a simplest term tourism is the practice of travelling for pleasure. Tourism is a well-planned and managed industry providing

information,

accommodation,

transportation,

gastronomy,

entertainment,

services,

attractions,

many other

amenities

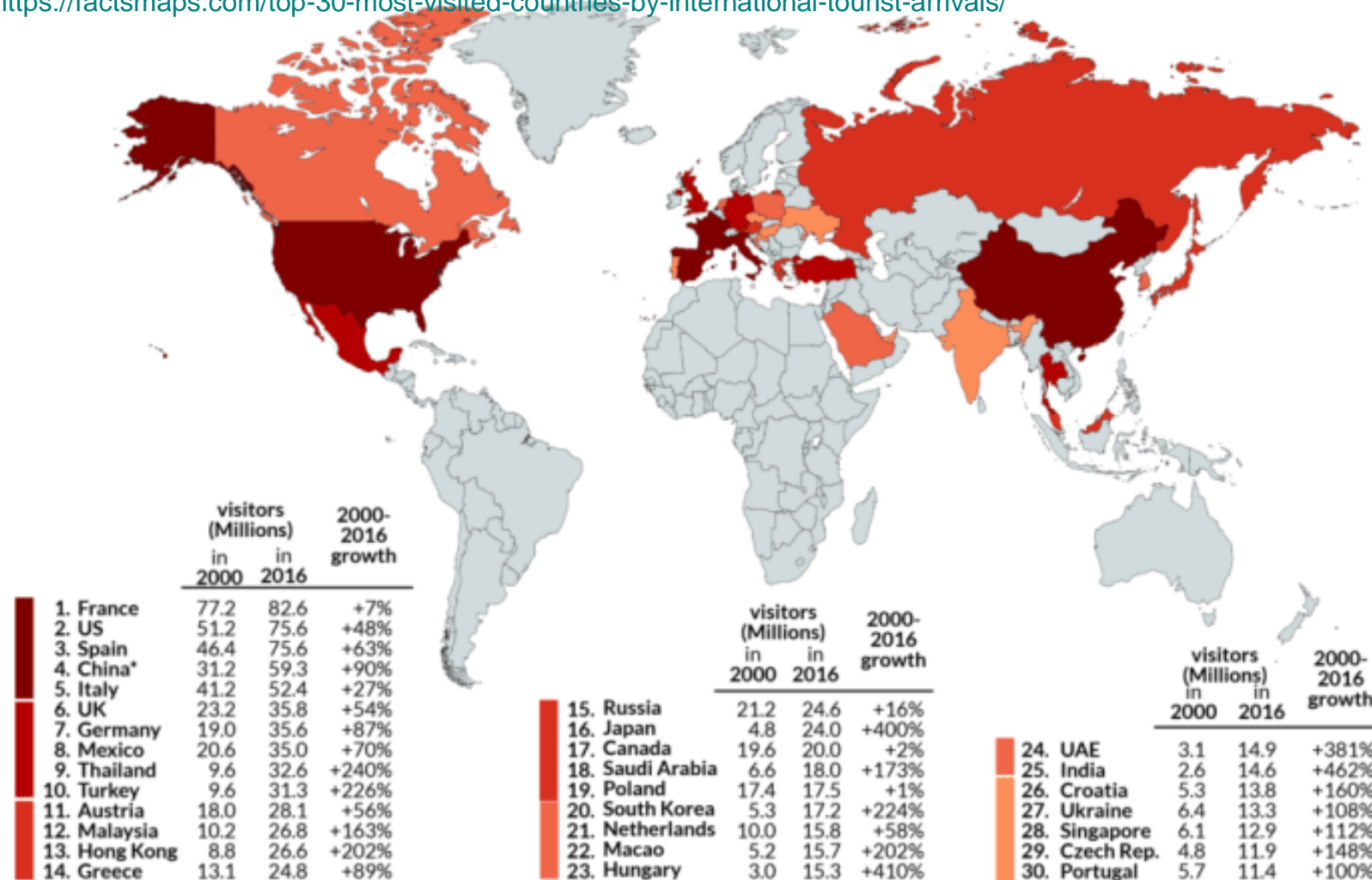to tourist of various types

Top 30 Most Visited Countries by International Tourist Arrivals

Source: World Tourism Organisation (UNWTO), 2016
*China: not included Hong Kong and Macao

FactsMaps.com

https://factsmaps.com/top-30-most-visited-countries-by-international-tourist-arrivals/

	visitors (Millions) in 2000	in 2016	2000-2016 growth
1. France	77.2	82.6	+7%
2. US	51.2	75.6	+48%
3. Spain	46.4	75.6	+63%
4. China*	31.2	59.3	+90%
5. Italy	41.2	52.4	+27%
6. UK	23.2	35.8	+54%
7. Germany	19.0	35.6	+87%
8. Mexico	20.6	35.0	+70%
9. Thailand	9.6	32.6	+240%
10. Turkey	9.6	31.3	+226%
11. Austria	18.0	28.1	+56%
12. Malaysia	10.2	26.8	+163%
13. Hong Kong	8.8	26.6	+202%
14. Greece	13.1	24.8	+89%

	visitors (Millions) in 2000	in 2016	2000-2016 growth
15. Russia	21.2	24.6	+16%
16. Japan	4.8	24.0	+400%
17. Canada	19.6	20.0	+2%
18. Saudi Arabia	6.6	18.0	+173%
19. Poland	17.4	17.5	+1%
20. South Korea	5.3	17.2	+224%
21. Netherlands	10.0	15.8	+58%
22. Macao	5.2	15.7	+202%
23. Hungary	3.0	15.3	+410%

	visitors (Millions) in 2000	in 2016	2000-2016 growth
24. UAE	3.1	14.9	+381%
25. India	2.6	14.6	+462%
26. Croatia	5.3	13.8	+160%
27. Ukraine	6.4	13.3	+108%
28. Singapore	6.1	12.9	+112%
29. Czech Rep.	4.8	11.9	+148%
30. Portugal	5.7	11.4	+100%

TELOS

T O U R I S M

1.2. Tourism Types

- Cultural Tourism
- Business Tourism
- Ecotourism
- Gastronomy Tourism
- Rural Tourism
- Coastal, Marine and Inland Tourism
- Adventure Tourism
- Urban/City Tourism
- Health Tourism
- Mountain Tourism
- Wellness Tourism
- Education Tourism
- Medical Tourism
- Sports Tourism
- Winter Tourism

……………………

(UNWTO, 2019; Aurthor interpretation…..)

Cultural Tourism

High level of facilities and services — Active — High contact with rural household and activities

Entertainment — Rural Tourism — Education

Low contact with rural household and activities — Passive — Low level of facilities and services

Sports tourism

Sports tourism, or more correctly, Sport Tourism refers to travel which involves either observing or participating in a sporting event staying apart from their usual environment. Sport tourism is a fast-growing sector of the global travel industry and equates to $7.68billion.
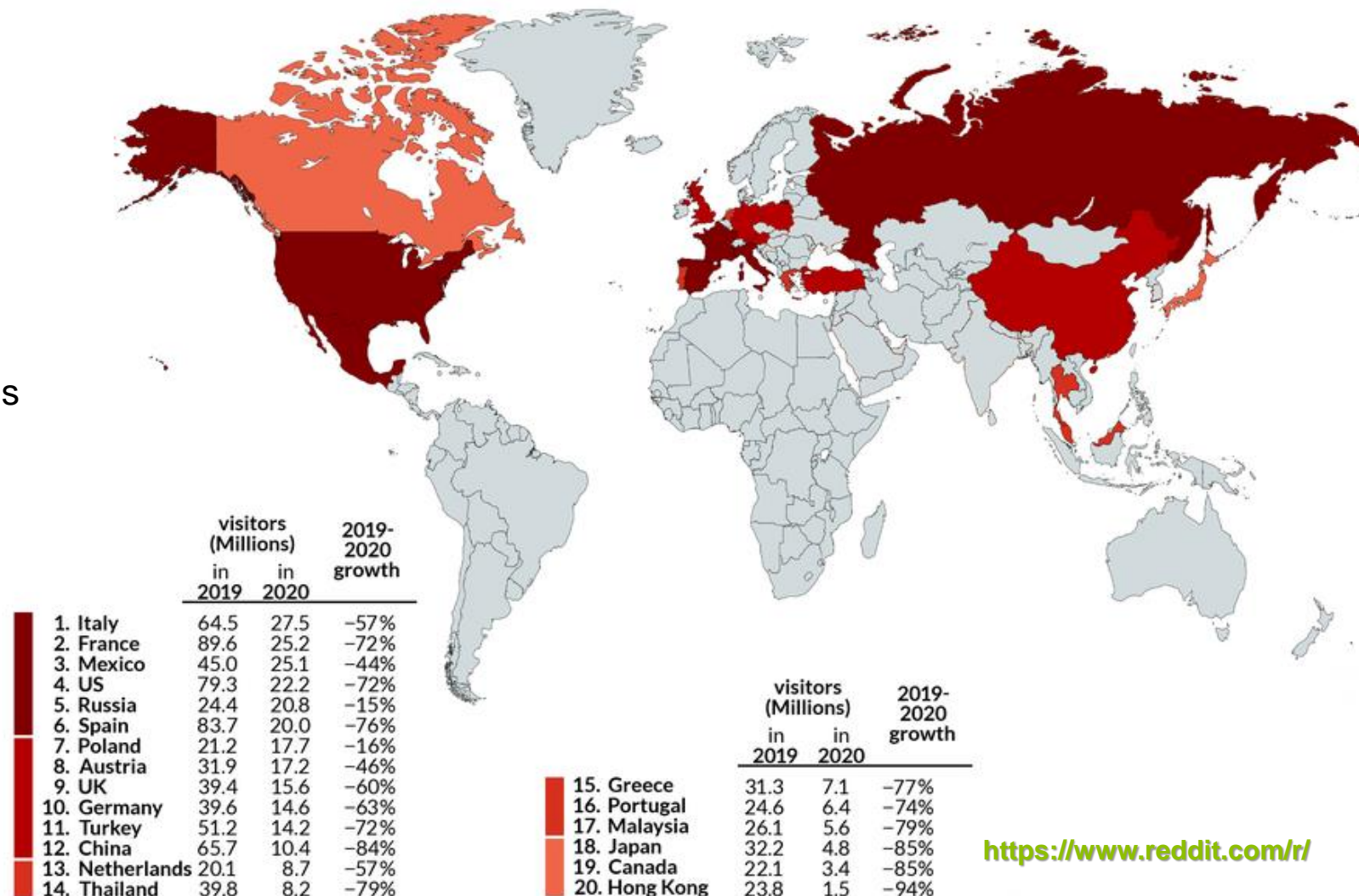
1.3. Concept of Tourist

The term **tourist** that meaning an individual who travels for pleasure of travelling, out of curiosity.

Tourist is the actor who performs the activity of travelling for tourism.

Traveller is someone who moves between different geographic locations for any purpose and any duration (UNWTO, 2010).

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Top 20 Most Visited Countries by International Tourist Arrivals

	visitors (Millions)		2019-2020 growth
	in 2019	in 2020	
1. Italy	64.5	27.5	−57%
2. France	89.6	25.2	−72%
3. Mexico	45.0	25.1	−44%
4. US	79.3	22.2	−72%
5. Russia	24.4	20.8	−15%
6. Spain	83.7	20.0	−76%
7. Poland	21.2	17.7	−16%
8. Austria	31.9	17.2	−46%
9. UK	39.4	15.6	−60%
10. Germany	39.6	14.6	−63%
11. Turkey	51.2	14.2	−72%
12. China	65.7	10.4	−84%
13. Netherlands	20.1	8.7	−57%
14. Thailand	39.8	8.2	−79%

	visitors (Millions)		2019-2020 growth
	in 2019	in 2020	
15. Greece	31.3	7.1	−77%
16. Portugal	24.6	6.4	−74%
17. Malaysia	26.1	5.6	−79%
18. Japan	32.2	4.8	−85%
19. Canada	22.1	3.4	−85%
20. Hong Kong	23.8	1.5	−94%

https://www.reddit.com/r/

1.3. Concept of Tourist

Tourist is a *domestic, inbound or outbound* and an *overnight visitor*

(UN, 2008; WTO, 2022)

-Tourist -visitor who stays overnight at the place visited

- Tourist - day trippers visitors who does not stay overnight at the place visited

Tourist Types

Tourist Type	Description
Charter tourists	Groups of tourists who arrive en masse, have a very low degree of involvement with the local people and require the same type of treatment (including food) that they have in their place of origin (usually Western).
Mass tourists	A continual flow of middle-class visitors, who expect to find staff fluent in several languages to meet their needs. They also expect a Westernized environment, as if there was a 'tourist bubble' around the destination visited.
Incipient mass tourists	A guaranteed flow of people who demand western comfort and amenities, seeking authenticity alongside recreational equipment
Unusual tourists	Although this is not a large tourist segment, unusual tourists travel in organized groups. Despite travelling this way, they 'venture' to purchase a 1-day tour to visit, for example, indigenous tribes. They are particularly interested in primitive cultures but always bring their own lunch boxes, although they adapt somewhat to local customs. This category can also include tourists engaged in risky and unusual activities in remote areas.
Elite tourists	Elite tourists seek pre-arranged services and adapt fully, although temporarily, to local norms. The elite tourist seeks little-known places that have already been discovered, where some type of infrastructure exists.
Explorer tourists	Explorers are not considered tourists but, instead, live as active participants and observers among the local community, easily accommodating and accepting the lifestyle and norms of the original inhabitants.
Camping tourist	Camping tourist is the one that involves with overnight stay in a basic shelter of in a tent or caravan and likes to spend time in natural outdoors
Backpaker	Backpacker is the type of tourist that travels independently, on a low budget, usually staying in hostels rather than in hotels. Backpackers often travel for several months at a time, and do not consider their trip to be a "holiday".
Home tourist	Home tourist or domestic tourist is the one who is the resident of the country and also travels with the home country.
Business tourist	Business tourist travels for business, looks for accommodation with conference(meeting opportunities
………	………………………..

(Smith, 1977; Becken and Simmons, 2008 *and Author interpretation*)

2. Tourism as a Product and System

Flow of Tourism

Preparation of holiday

↓

Travel to Tourist Destination

↓

Accommodation

↓

Entertainment, Gastronomy, ...

↓

Travel back Home place

(Author Interpretation, 2022)

Tourism Subsectors

Accommodation:
- Buildings
- Operations

Restaurants/bars:
- Buildings
- Operations

Transport: local

Transport: Origin - Destination

Activities: Events/ Attractions/ Festivals

Services (tour operators, travel agencies, financial services, booking services)

(UNWTO, 2019)

TOURISM

2.1. Tourism as a Product

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A ***tourism product*** is a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific centre of interest which represents the core of the destination marketing mix and creates an overall visitor experience. A tourism product is priced and sold through distribution channels and it has a life-cycle (UNWTO, 2019).

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Variables in Tourism Product Development

Principles and Procedures in Tourism Product Development

R

Economic Factors ....

Technological Factors ....

Political Factors..

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Demographic Factors.............................

Globalisation vs. Localisation...............

s

Socio-environmental Awareness ....

Living and Working Environments..........

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Search for Authentic Experiences..........

Marketing ....

Safety of Travel..

Market Research...

Stakeholder Consultation and Collaboration.................

Market: Product Matching................................

Tourism and Product Development Areas (TDAs/PDAs) .

Flagship and Hub Development ....

Clusters, Circuits and Events...........................

Product Portfolio, Investment Plan and Funding ....

Human Resource Development............................

Product Development and Marketing ....

UNWTO, 2011. Handbook on Tourism Product Development.
https://www.e unwto.org/doi/epdf/10.18111/9789284413959?role=tab

2.1. Tourism as a Product

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A *tourism product development* should follow the key principles of sustainable tourism development by:

– being authentic and indigenous reflecting the unique attributes of the destination

– having the support of the host community

– respecting the natural and socio-cultural environments by not damaging these in any way

– being differentiated from competitors, avoiding 'me too/copy cat' developments

– being of a sufficient scale to make a significant economic contribution, but not so large as to create high economic leakage (UNWTO, 2011).

UNWTO, 2011. Handbook on Tourism Product Development.
https://www.e unwto.org/doi/epdf/10.18111/9789284413959?role=tab

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2.1. Tourism as a Product

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The term tourism resource in such case can become a synonym for potential tourism attractions, while the term tourism attraction is used when reference is made to the real tourism attractions

Attractions

Cultural Heritage and Historic Sites

Natural Reserves, Protected Areas

Coastal Areas, Marine Areas, Islands

Cities, City Attractions

Cultural and Natural Routes

Recreation Areas

Events (Cultural, Sport, Business, *Meeting İncentives Conferences Exhibitions***)**

Thermal Sources, Health Facilities

Decision makers

Producers

Resource

Consumers

Stakeholders

Tourism Product

(Author Interpretation, 2022)

TELOS
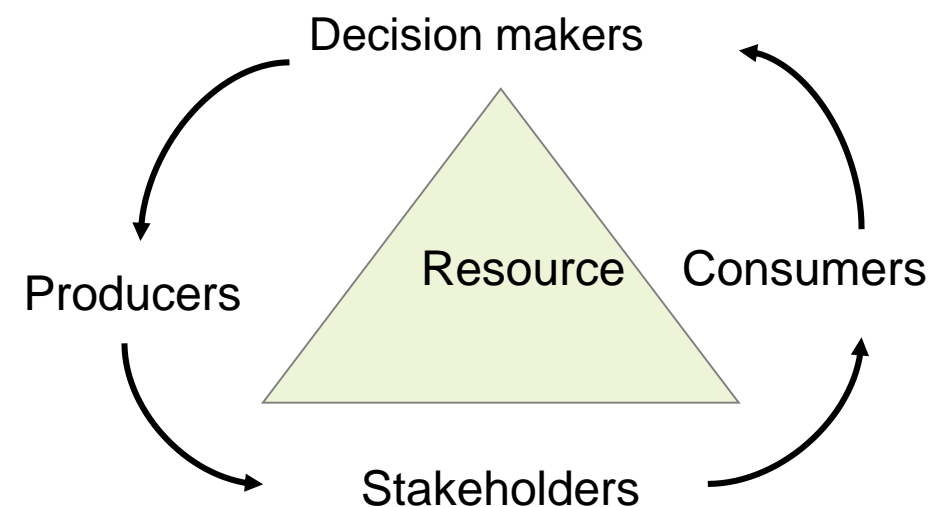
2.1. Tourism as a Product

Recreational Tourism Activities

- Camping
- Hiking
- Cycling
- Mountaineering
- Rafting
- Water sports
- Rock climbing
- Canoeing, rafting
- Skiing
- Horseback riding
- Canyoning
- ………………....
- ………………
- ………………

T O U R I S M

Top five tourist activities discussed among Twitter Influencers and Redditors during H1 2021
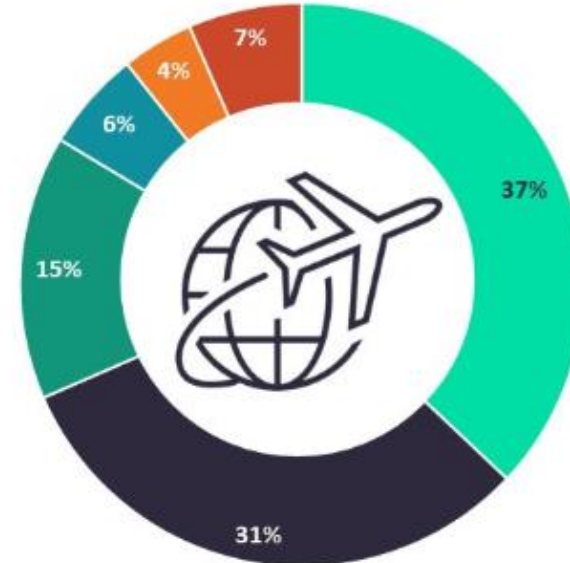
37% — Hiking
31%
15%
6%
4%
7%

- Hiking
- Camping
- Cycling
- Fishing
- Safari
- Others*

tourist activities   *Walking tour, Glamping, Wh...

l Media Analytics Platform

2.2. Tourism as a System

Tourism is almost the only way that natural, cultural assest and goods can be converted into economy, exploited commercially, and transformed into income generating goods (Kušen, 2010). Complicated systems have many components, separated cause and effect over time and space. They have something in common with simple systems: they are also repeatable, decomposable but also analysable (Baggio, 2008; Jere Jakulin, 2017).

Figure showing: **TOURIST GENERATING REGIONS** — Departing Tourist — Transit Route — **TOURIST DESTINATION REGIONS** — Returning Tourist
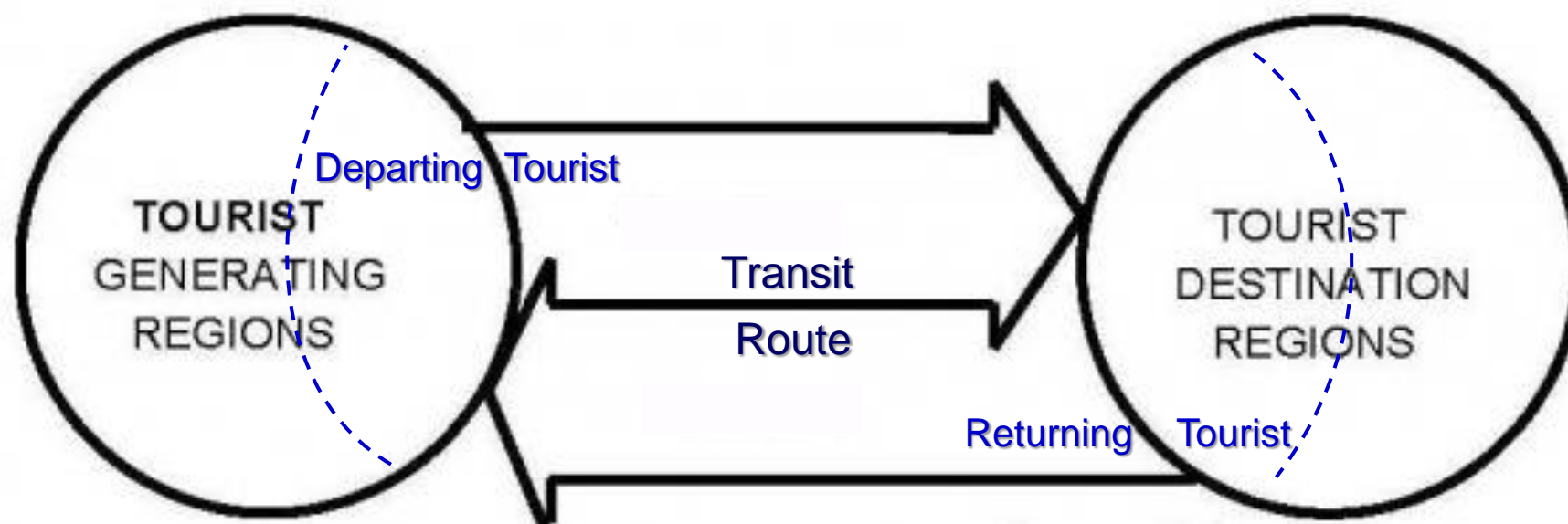
Leiper, N., 1979. The framework of tourism: towards a definition of tourism, tourist, and the tourist industry. Annals of Tourism Research 6: 390–407.

Leiper, N., 1981. Towards A Cohesive Curriculum in Tourism the Case for a Distinct Discipline. Annals of Tourism Research 69-84.

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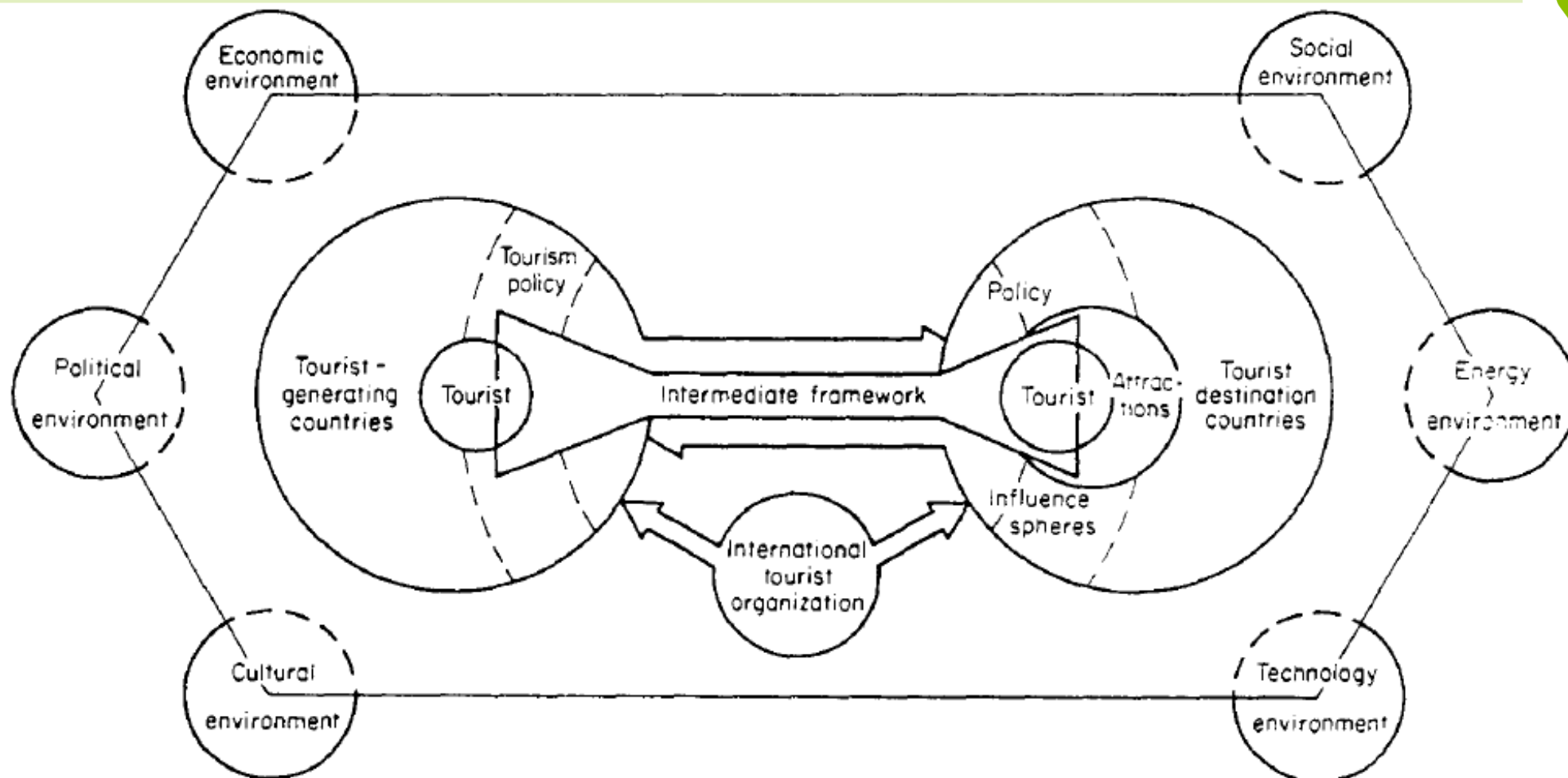
Figure 2. Tourism as a system of four basic categories: compilation of conceptual frameworks
Source: Leiper, text reference 7; Kaspar, text reference 7; Przeclawski, text reference 6; J.W.M. van Doorn, "Toerisme en toekomstonderzoek, een heer in een te krap jasje", *Recreatievoorzieningen*, 9, 1979; J.W.M. van Doorn, "Burma en het selectief toerisme", *Intermediair*, 14 (43), October 1978.

2.2. Tourism as a System

Tourism systems are soft, organisational systems and among its subsystems e.g. supply, demand, intermediaries, tourists, information, as well as psychological, social, material, financial, and energetic relations exist (Jere Jakulin, 2017).

Superstructure: public and private sector organizations; laws, regulations, plans, and programmes.

Demand: tourists living in the country and abroad.

Infrastructure: airports, roads, water supply networks, sewage, telephones, etc.

Attractions: natural and cultural.

Equipment and facilities: hotels, motels, campgrounds, trailer parks, restaurants, cafes, travel agencies, pools and tennis courts, among others.

The hosting community: local residents directly and indirectly linked to tourism (Jere Jakulin, 2017)
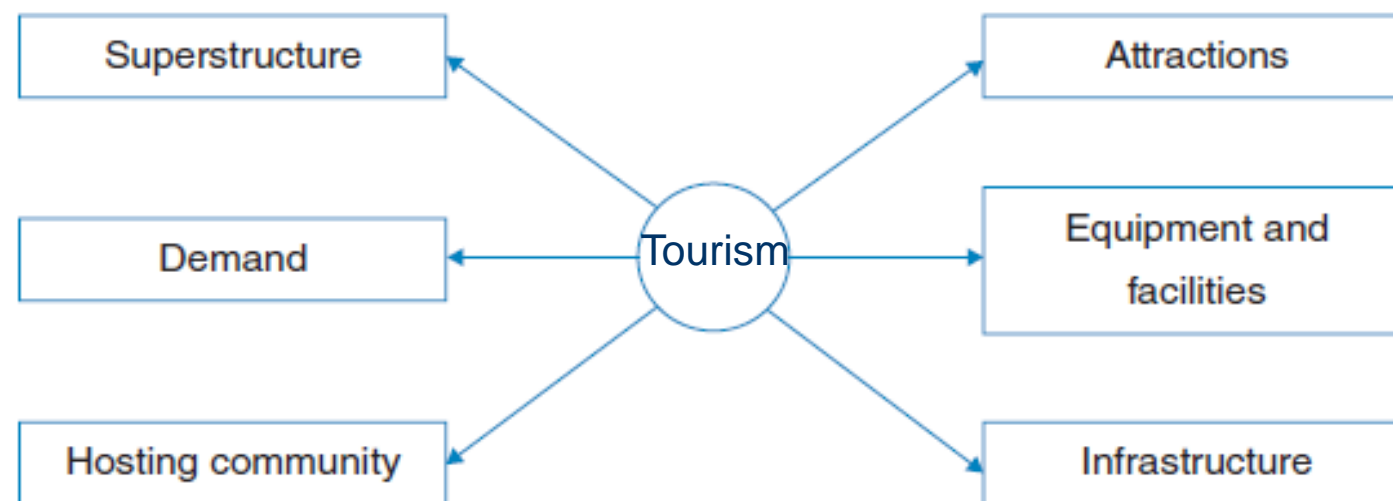
T O U R i S M

2.1. Tourism as a System

TOURISM

STAKEHOLDERS

Decision makers, Institutions

Investors

Constraction sectors

Tour Operators, Travel Agencies

Host communities

Hotel Industy, Restaurants

Tourists, visitors

Public Authorities, Municipalities

Supply-Chain Providers

NGO's

Supportings institutions

Intermediaries

Tourism Development and Planning

Decision making

↓

Site selection

↓

Destination Planning

↓

Constraction

↓

Operation

↓

Management

↓

Maintanance

(Author Interpretation, 2022)

2.2. Tourism as a System
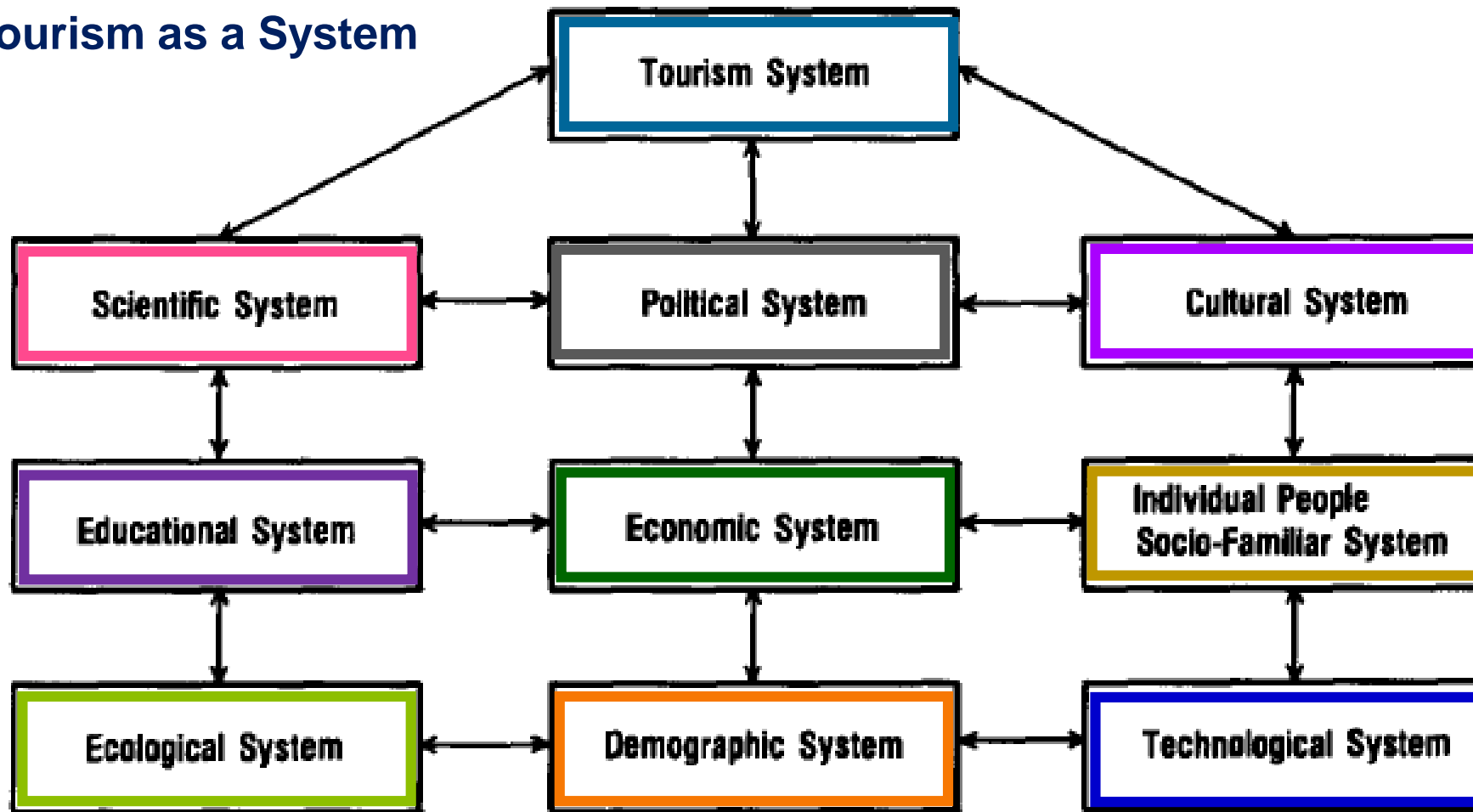
Sessa, A., 1988. The Science of Systems for Tourism Development. Annals of Tourism Research, 15: 219-235, 1988

2.2. Tourism as a System

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Attractions

Cultural Heritage
Historic Sites
Natural Reserves
Protected Areas
Coastal Areas
Marine Areas, Islands
Cities, City Attractions
Cultural Routes
Natural Routes
Recreation Areas
Events (Cultural, Sport.)
Thermal Sources
Health Facilities
…………

Infrustructure

Facilities
Superstructure
Systems
……….

Tourism Landscapes

Travel

D E S T I N A T I O N

Accommodation

Entertainment, Gastronomy

Tourist Destination

Tourism Region

Tourism Resort

Customers

Guest
Visitors
Tourist
Traveller
….

Tourism Landscapes

PLACE

Host — Guest

Community

(Pollock, A., 2012)

Labor

Capital

Stakeholders

Host community
Locals
Municipalities
Decision makers
……………

(Author Interpretation, 2022)

2. Tourism as a Product and System

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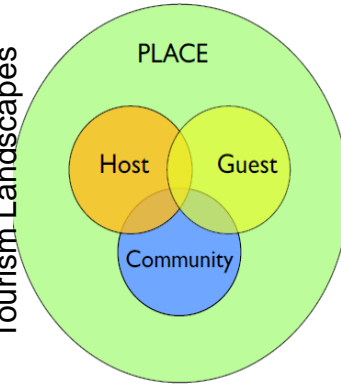
D P S I R Framework for Tourism

TOURISM

Driving Forces	Trends	Pressures	State	Impacts
Political	-Globalisation of tourism industry -Policies in favour of investors -Emergence of mass tourism	-Any land seen as an opportunity - Heavy demand on natural ecosystems	-Limited participation on regional/local decision making making -Lack of common good	-Intrusion of new stakeholders stakeholders -Weakening local initiative
Economic	-Growing economic dependency on on tourism -Capitalisation in tourism market - Fashion for new tourism products products	-High travel and product costs costs -Economic transition from agriculture to tourism -Power relations	-Concentration of people and and goods in tourist destination destination -Generational and migration transition	-Creation of social disparities disparities and vulnerabilities in vulnerabilities in host communities
Social	Individualisation in tourism after Covid	-Fragility of visitor cycle -Flow of people for tourism employment	-Seasonality in tourism (employment, visitors) -New line of tourism employees employees	-New settles to local destinations -Loss of local cultural identity identity
Technological	Digitalisation of tourism Virtual Tourism	-Generic trends in tourism	-Tourism product identity oriented globalization •Fragile ecosystems	-Highly digitalised tourism product and services
Environmental	-Heavy demand over natural resources and landscapes -Extending tourism infrastructure	•High input costs		Degradation of ecosystem services
S P E C T R U M O F R E S P O N S E S				
Tools Anticipations Initiatives	-UN Sustainable Devel.Goals -EUGreen Deal -WU / UNWTO Sustainable tourism for development		-Integrated and Sustainable Tourism Strategies -Circular economy related to tourism -Enhancement community resilience	

(Author Interpretation, 2022)

TELOS

3.1. Landscape, Tourismscape, Landscapes of Tourism, Tourism Landscape

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Landscape defines as "*an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors*" (European Landscape Convention; Council of Europe, 2000).

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Tourism landscape can be defined as an area whose character's is created by tourism activities.

Tourist facilities and hotel construction, transport and tourist infrastructure, recreation sites, creative art works and men's other activities related to tourism supply chain Landscape of tourism, on the other hand evokes a scenery that comprised of tourism facilities, tourism sites that visited by tourist (Original, 2022).
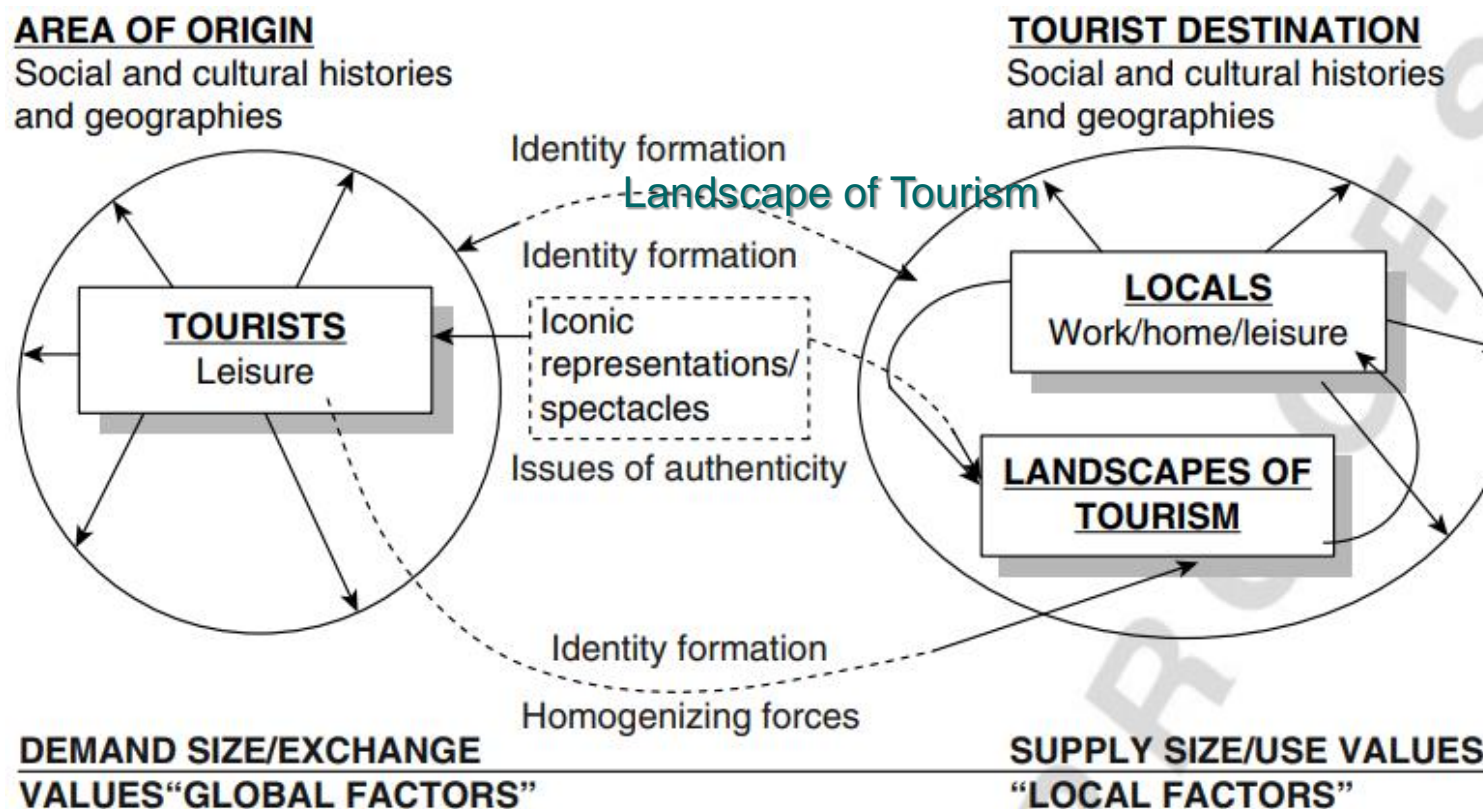
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Since the early days of tourism, landscape has played an important role in the decision making for holiday destinations. In trying to escape from an ordinary taken-for-granted-world, people of all times periods have looked for far-away landscapes.

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3.2. Touristscape, Tourist Landscapes

A tourist landscape can be described as constructed through a large number of symbolic and material transformations of an original physical and/or socioeconomic landscape in order to serve the interests of tourists and the tourist industry (Wikipedia, 2022).

T O U R i s M

Terkenli, T.S., 2014. Landscapes of Tourism In book: The Wiley Blackwell Companion to Tourism.

3.3. Destionation as Tourism Landscape

The potential tourism attractions, together with other resources directly or indirectly supporting tourism, determine the type and structure of the tourism development possible within a defined territory or landscape.

According to Kušen (2010) **tourism destination** is clearly defined a *geographical area that is always a part of the area strongly marked by distinctive physical features, potential and real tourism attractions and spatial relations between them and other tourism attractions.*

According to Lohmann and Duval (2008) and Bittar Rodrigues (2017):

The tourism destination refers to the place where tourists intend to spend their time when they are far from home.

The geographical unit visited by tourists can vary in scale from a town or village, a city, a region or an island, or even to an entire country and also in coastal, mountainous, island, urban or rural destinations

https://viatravelers.com/best-tourist-destinations/

T O U R i S M

3.3. Destionation as Tourism Landscape

Most tourist destinations consist of several main product and components:

Attraction: natural, man-made, artificial, purpose built, heritage, special events

Accessibility: entire transportation system comprising of routes, terminals and vehicles

Amenities: supporting facilities of tourism such as accommodation and catering facilities, retailing, other tourist services

Available packages: pre-arranged packages by intermediaries and principals), activities (all activities available at the destination and what consumers will do during their visit),

Ancillary services: tourism support organization, services used by tourists such as banks, telecommunication, post, newsagents, hospitals, etc. (Wiweka, 2019).
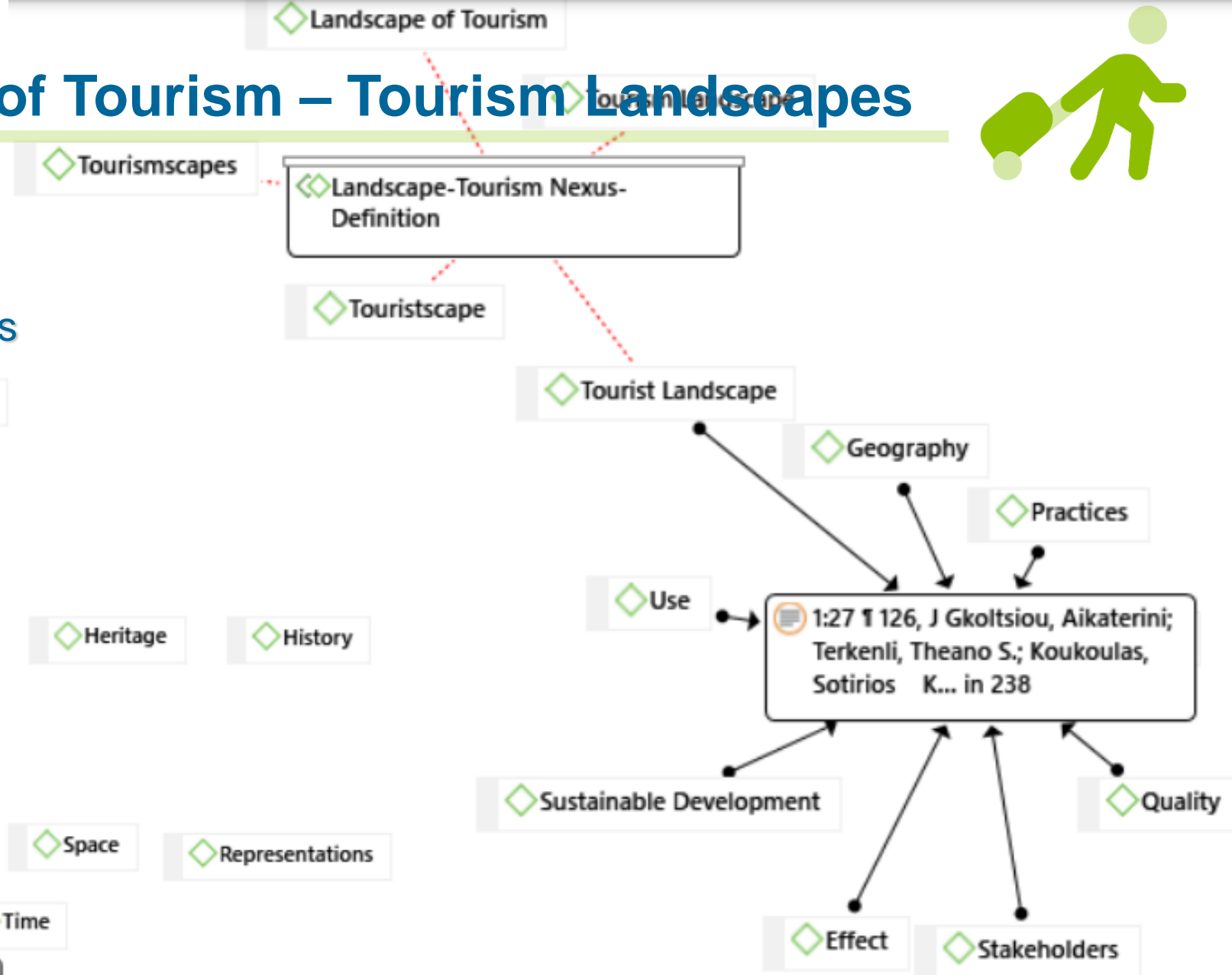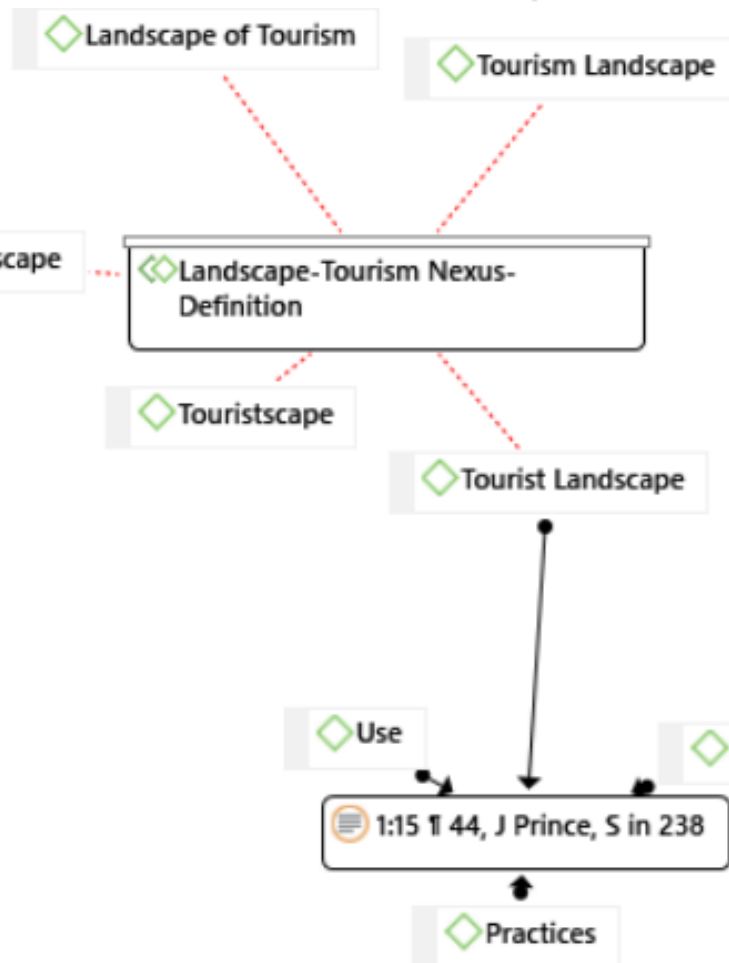
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3.4. Tourism Landscapes

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Tourism – Landscape Nexus

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"Tourist Landscape".

"Planning".

"Use".

Meneghello, S., 2021. The Tourism–Landscape Nexus: Assessment and Insights from a Bibliographic Analysis. Land *10* (4), 417.

3.4. Tourism Landscapes

Tourism – Landscape Nexus

Meneghello, S., 2021. The Tourism–Landscape Nexus: Assessment and Insights from a Bibliographic Analysis. Land *10*(4), 417.

4.1. Cities and Tourism, Urban Tourism

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City is an inhabited place of grater size of population, multiplicity of services. Being a large and densely populated are, cities are typically characterised by built-up environment with extensive systems for housing, transportation, sanitation, utilities, land use, production of goods, and communication.

The cities that accommodate most tourists are large multifunctional entities into which tourists can be

Dubrovnik, Croatia (https://www.traveller.com.au/)

effortlessly absorbed and thus become to a large extent economically and physically invisible. Tourism can contribute substantial economic benefits to cities. Tourists make an intensive use of many urban facilities and services but little of the city has been created specifically for tourist use (Ashworth and Page, 2011).

City / city destinations offer a wide and heterogeneous range of cultural, architectural, technological, social and natural experiences and products for leisure and business.

4.2. Urban Tourism

According to UNWTO, Urban Tourism is "a type of tourism activity which takes place in an urban space with its inherent attributes characterized by non-agricultural based economy such as administration, manufacturing, trade and services and by being nodal points of transport. Urban/city destinations offer a broad and heterogeneous range of cultural, architectural, technological, social and natural experiences and products for leisure and business" (UNWTO, 2022).
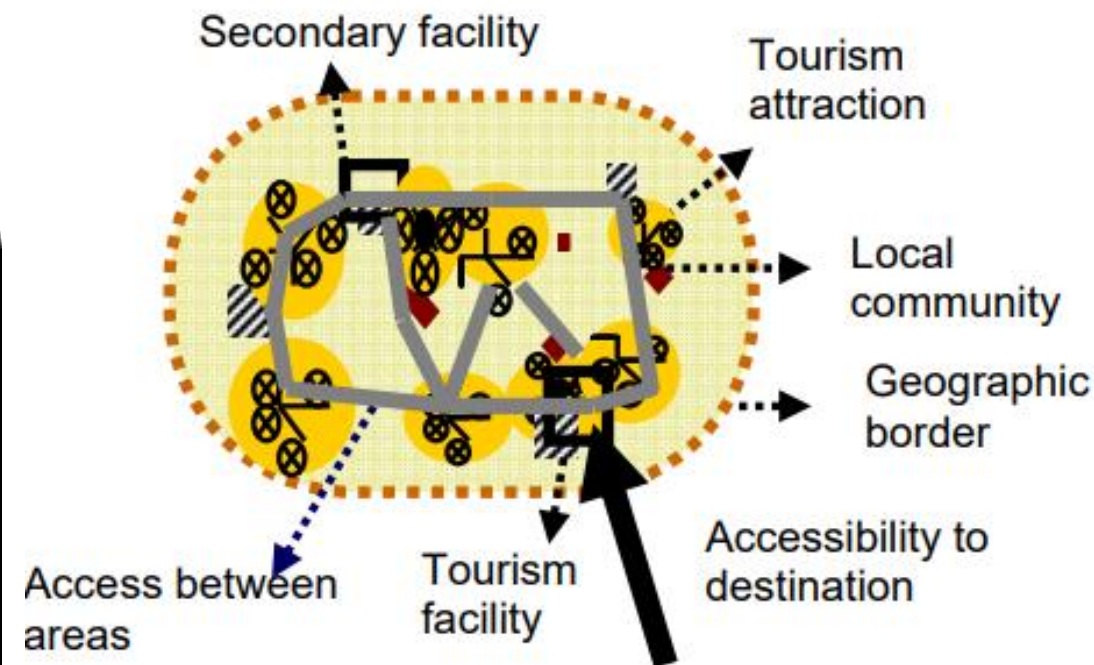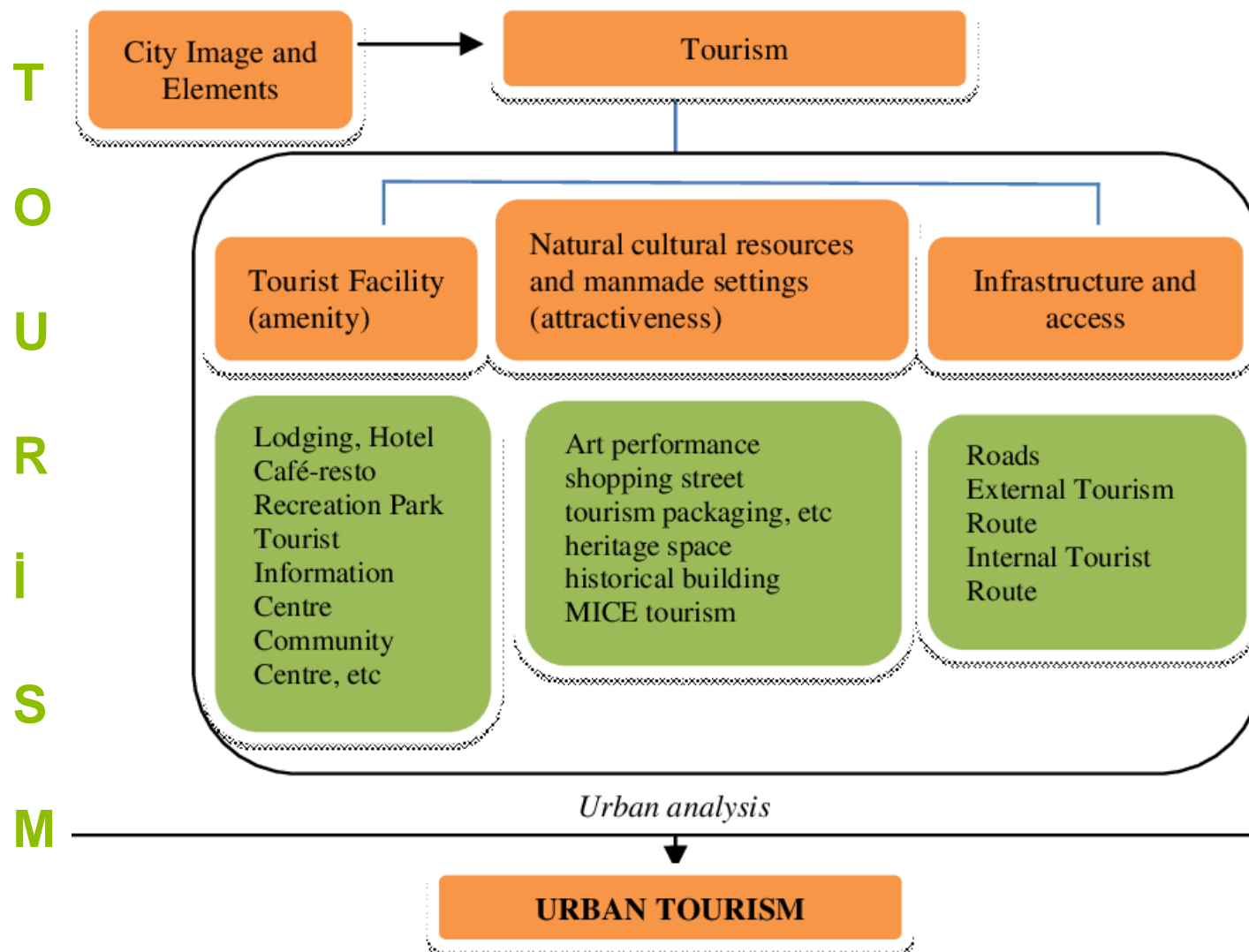

Sustainable urban tourism: challenges, best practices and transforming initiatives for cities and SME managers.

Transforming initiatives:

➢ _Dubrovnik against overtourism: respect the city!_

➢ _Tourism for good: a journey towards sustainable tourism by 2030 in Copenhagen_

➢ _An opportunity for redesigning the visitor economy in Amsterdam_

➢ _Kiel positioning as 'Meeresschutzstadt' (Sea protection city)_

➢ _Tourism sustainability commitment boosted by a destination: Barcelona Biosphere responsible tourism_

➢ _'Feinheimisch': fine food from Schleswig-Holstein (region of Kiel)_

➢ _Plastic fishing tours to keep Amsterdam's canals clean and create economic value form plastic waste_

➢ _Budapest, Access4you: for more accessible (tourism) facilities_

➢ _JCI World Congress Tallinn: the largest, most innovative and sustainable convention in Estonia_

4.3. Urban Tourism Framework

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City Image and Elements → Tourism

Tourist Facility (amenity)

Natural cultural resources and manmade settings (attractiveness)

Infrastructure and access

Lodging, Hotel
Café-resto
Recreation Park
Tourist
Information
Centre
Community
Centre, etc

Art performance
shopping street
tourism packaging, etc
heritage space
historical building
MICE tourism

Roads
External Tourism Route
Internal Tourist Route

Urban analysis

URBAN TOURISM

Secondary facility

Tourism attraction

Local community

Geographic border

Access between areas

Tourism facility

Accessibility to destination

Tourist destination zone planning concept

Giriwati, N., Homma, R., Iki, K. 2013.
http://dx.doi.org/10.2495/SC130141

Urban Tourism Matrix

	TYPE OF AREA							
	CAPITAL CITY	LARGE CITY	HISTORIC CITY	SMALL TOWN	SEASIDE RESORT	SPA	SKI RESORT	RURAL AREA
HISTORIC URBANSCAPE	●	?	●	?	?	●	~	~
ATTRACTIONS	●	●	~	?	●	?	~	?
URBAN FACILITIES	●	●	?	~	?	?	~	~
CONFERENCES & EXHIBITIONS	●	●	●	~	●	●	~	~
SUN/SEA	~	~	~	~	●	~	~	~
EXERCISE	~	~	~	~	●	~	●	●
OPEN SPACE	~	~	~	~	~	~	●	●

PRIMARY ELEMENTS

Activity place

CULTURAL FACILITIES
- Theatres
- Concert halls
- Cinemas
- Exhibitions
- Museums and art galleries

SPORTS FACILITIES
- Indoor and outdoor

AMUSEMENT FACILITIES
- Casinos
- Bingo halls
- Night clubs
- Organised events
- Festivities

Leisure setting

PHYSICAL CHARACTERISTICS
- Historical street pattern
- Interesting buildings
- Ancient monuments and statues
- Ecclesiastical buildings
- Parks and green areas
- Water, canals and riverfronts
- Harbours

SOCIO-CULTURAL FEATURES
- Liveliness of the place
- Language
- Local customs and costumes
- Folklore
- Friendliness
- Security

Law, C.M., 1992. Urban Tourism and its Contribution to Economic Regeneration. Urban Studies 29 (3/4): 599-618

TELOS

4.5. Tourist Cities

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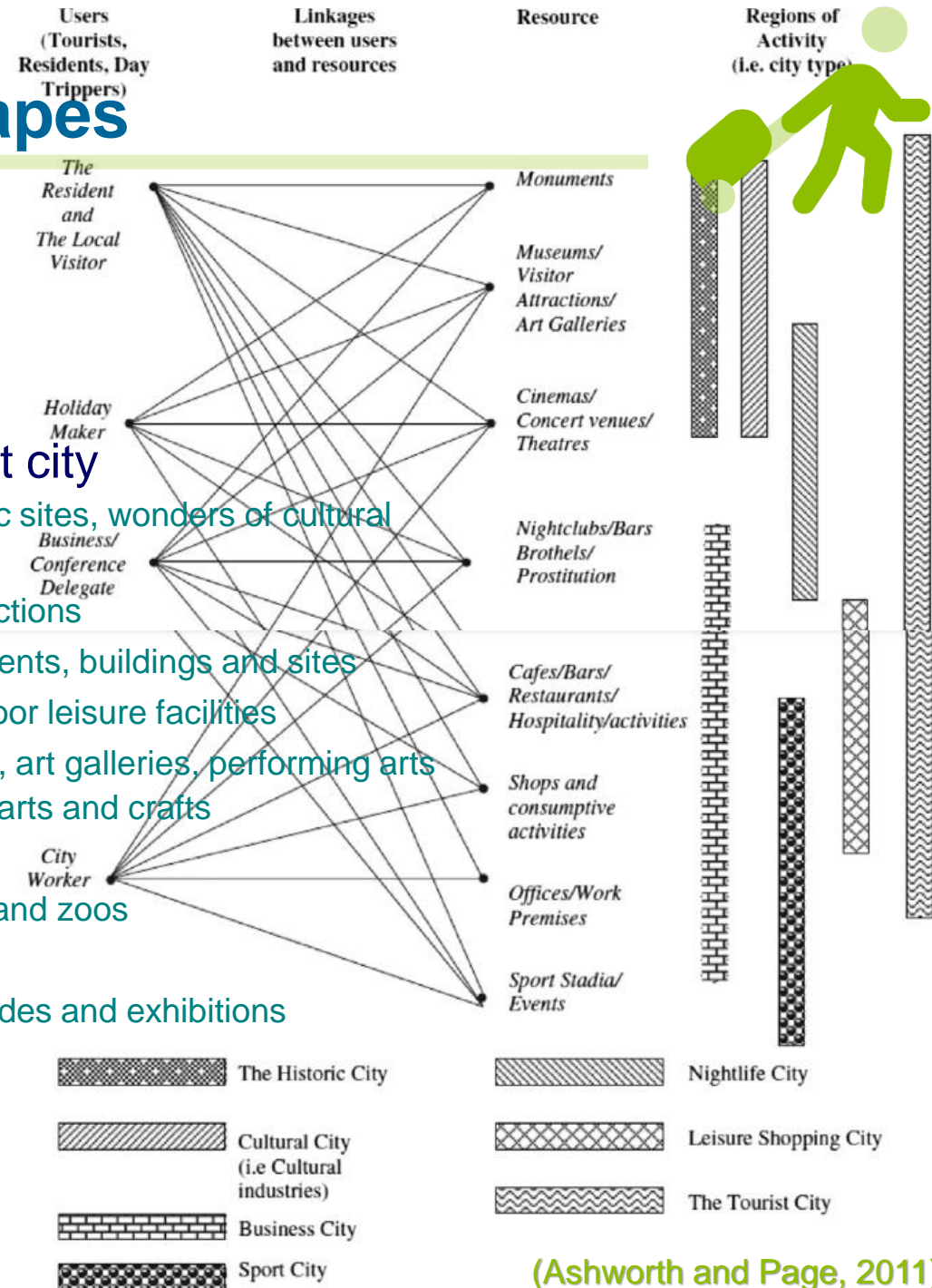**U**
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Topologies of Tourist Cities :

- Historic/Heritage tourist city

- Cultural tourist city

- Sport tourist city

- Nightlife tourist city

- Leisure shopping tourist city

- Coastal tourist city

- Healthy Lifestyle tourist city

- Business Tourist City

- Citta Slow Cities

(Author Interpretation, 2022)

Amenities in a tourist city

- Heritage attractions with historic sites, wonders of cultural and natural values
- Amusement/entertainment attractions
- Landmark attractions of monuments, buildings and sites
- Recreational attractions of outdoor leisure facilities
- Cultural attractions of museums, art galleries, performing arts with theatres, musical and visual arts and crafts
- Urban Open Green Spaces
- Botanical gardens, arboretums and zoos
- Amusement and theme parks
- Special events of festivals, parades and exhibitions

Users (Tourists, Residents, Day Trippers) — Linkages between users and resources — Resource — Regions of Activity (i.e. city type)

The Resident and The Local Visitor — Holiday Maker — Business/Conference Delegate — City Worker

Monuments; Museums/Visitor Attractions/Art Galleries; Cinemas/Concert venues/Theatres; Nightclubs/Bars/Brothels/Prostitution; Cafes/Bars/Restaurants/Hospitality/activities; Shops and consumptive activities; Offices/Work Premises; Sport Stadia/Events

The Historic City; Cultural City (i.e Cultural industries); Business City; Sport City; Nightlife City; Leisure Shopping City; The Tourist City

(Ashworth and Page, 2011)

4.5. Tourist Cities

Topologies of Tourist Cities :

- Historic/Heritage tourist city

- Cultural tourist city

- Sport tourist city

- Nightlife tourist city

- Leisure shopping tourist city

- Coastal tourist city

- Healthy Lifestyle tourist city

- Business Tourist City

- Citta Slow Cities

(Author Interpretation, 2022)

TOURISM

4.6. Tourism in Coastal Urban Landscapes

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Tourism in coastal cities need special intension in order to keep the coastal landscapes intact while maintaining tourism flows and incomes.

Coastal tourism refers to *water-based tourism activities such as swimming, surfing, sunbathing and other coastal leisure, recreation and sports activities which take place on the shore of a sea, lake or river.*

Source: Keisuke Taketani.
https://www.teachenvirolaw.asia/a

Land system
- Infrastructure – built urban environment – cities, harbors, industries, roads, resorts
- Solid waste and sanitation
- Clean and open space
- River systems that reach the sea – ground and surface water resources, habitats such as wetlands

Coastal system
- Beach
- Shoreline
- Estuaries
- Lagoons
- Natural coastal protection systems such as mangroves and dunes
- Human activities such as aqua sports, swimming, and walking

Ocean system
- Sea level rise
- Pastic pollution
- Marine habitats and resources
- Waves, tides and currents

DYNAMIC & CONTINUOUS INTERACTIONS
between
land, coastal, and ocean systems
- erosion of rocks and movement and deposition of sediments
- energy from tides and winds causing the movement of water in the form of currents, reaching high intensity during storms
- movement and transport of materials such as silt, sand and organic matter

Human pressures

Impacts from infrastructure and services
ports, harbors, industrial activities, fisheries, agriculture, and tourism

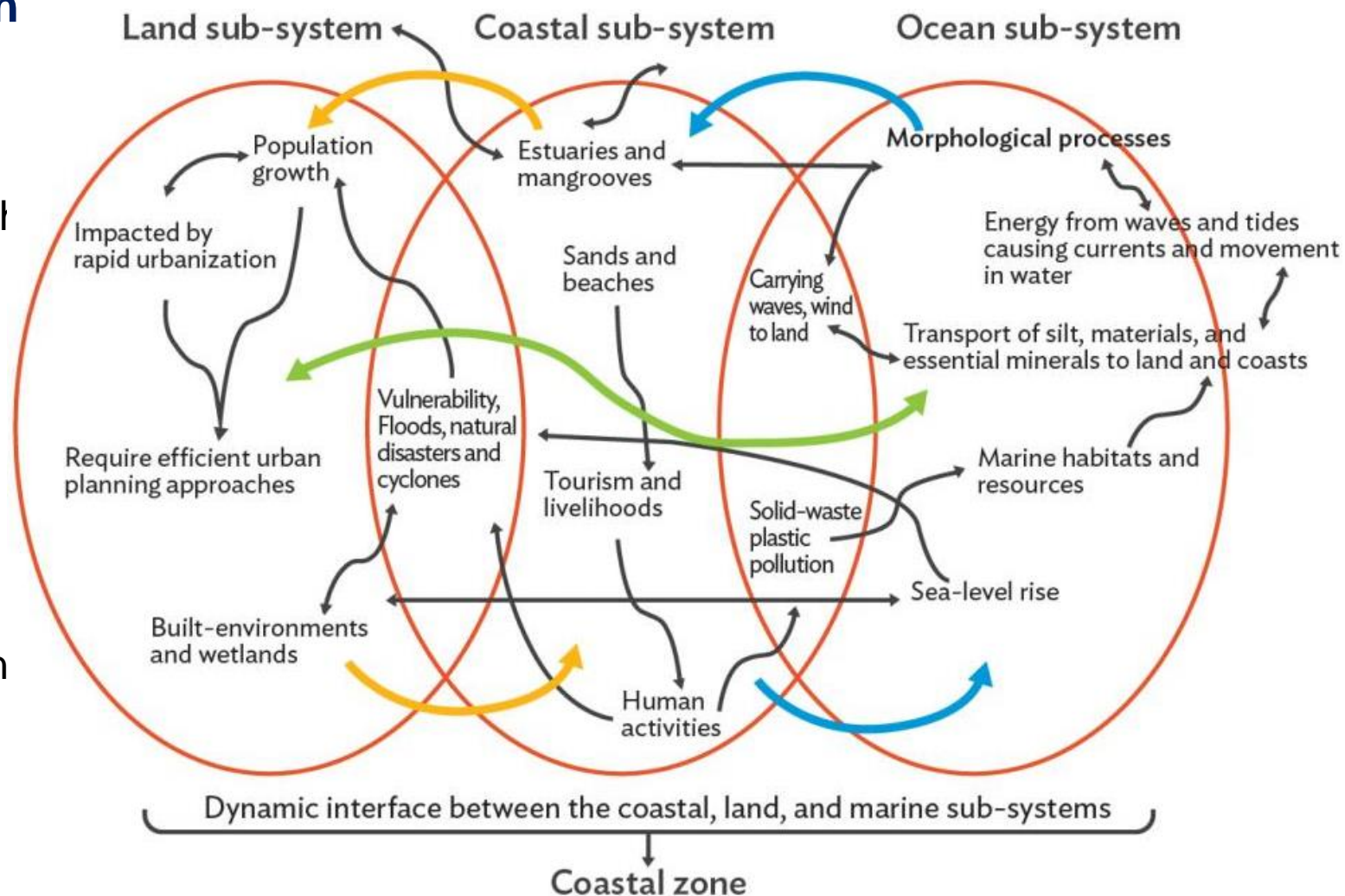**INCREASING VULNERABILITY** to **NATURAL DISASTERS**

4.6. Tourism in Coastal Urban Landscapes

Urban coastal development accompanied by tourism puts high pressure on coastal habitats. Housing and urban infrastructure as well construction for accommodations, residential buildings, beach, port and airport infrastructure developments often take place over fragile coastal environment.

T O U R i s M

Land sub-system   Coastal sub-system   Ocean sub-system

Population growth

Impacted by rapid urbanization

Estuaries and mangrooves

Morphological processes

Sands and beaches

Carrying waves, wind to land

Energy from waves and tides causing currents and movement in water

Transport of silt, materials, and essential minerals to land and coasts

Require efficient urban planning approaches

Vulnerability, Floods, natural disasters and cyclones

Tourism and livelihoods

Solid-waste plastic pollution

Marine habitats and resources

Built-environments and wetlands

Human activities

Sea-level rise

Dynamic interface between the coastal, land, and marine sub-systems

Coastal zone

Source: Vedanti Kelkar.
https://www.teachenvirolaw.asia/a

4.7. Strategies for Urban Tourism

Stratagies for City / Urban Tourism

1. Promote the dispersal of visitors within the city and beyond

2. Promote time-based dispersal of visitors

3. Stimulate new visitor itineraries and attractions

4. Review and adapt regulation

5. Enhance visitors' segmentation

6. Ensure local communities benefit from tourism

7. Create city experiences that benefit both residents and visitors

8. Improve city infrastructure and facilities

9. Communicate with and engage local stakeholders

10. Communicate with and engage visitors

11. Set monitoring and response measures   **(UNWTO, 2019)**

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UNWTO RECOMMENDATIONS ON URBAN TOURISM

IMPLEMENTATION OF THE CONCEPT OF "SMART URBAN TOURISM DESTINATIONS"

Fully integrate the following pillars in their strategies: governance, innovation, technology, accessibility and sustainability.

UNWTO
World Tourism Organization

World Tourism Organization (2020), *UNWTO Recommendations on Urban Tourism*, UNWTO, Madrid, DOI: https://doi.org/10.18111/9789284422012

QUESTİONS

Main questions to exercise in Breakout rooms "*How to relate tourism with economy, landscape and sustainability in your city/region* ?"

– What kind of elements characterise tourism in your city /region

– What kind of relations you can define between tourism, economy and city /regional landscape

– Please explain your experience that you associated with a your holiday and landscape setting

– From your experience, what would be "sustainability challenges of tourism" in urban and peri-urban context

– Please discuss potential role of tourism in sustainable urban development!

– What kind of new value can tourism add to your city / region

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T O U R i s M

6.1. Tourism and Economy

In its simplest definition, **Economy** is "*The state of a country or region in terms of the production and consumption of goods and services and the supply of money*".

Regarding to economy and tourism

"*Careful and thrifty management of available resources such as money, material, labour, community, natural capital to avoid unnecessary expenditure and waste with a view to its productivity so to create the prosperity or earnings of a place*"

(The Free Dictionary, 2022: https://www.thefreedictionary.com/economy)
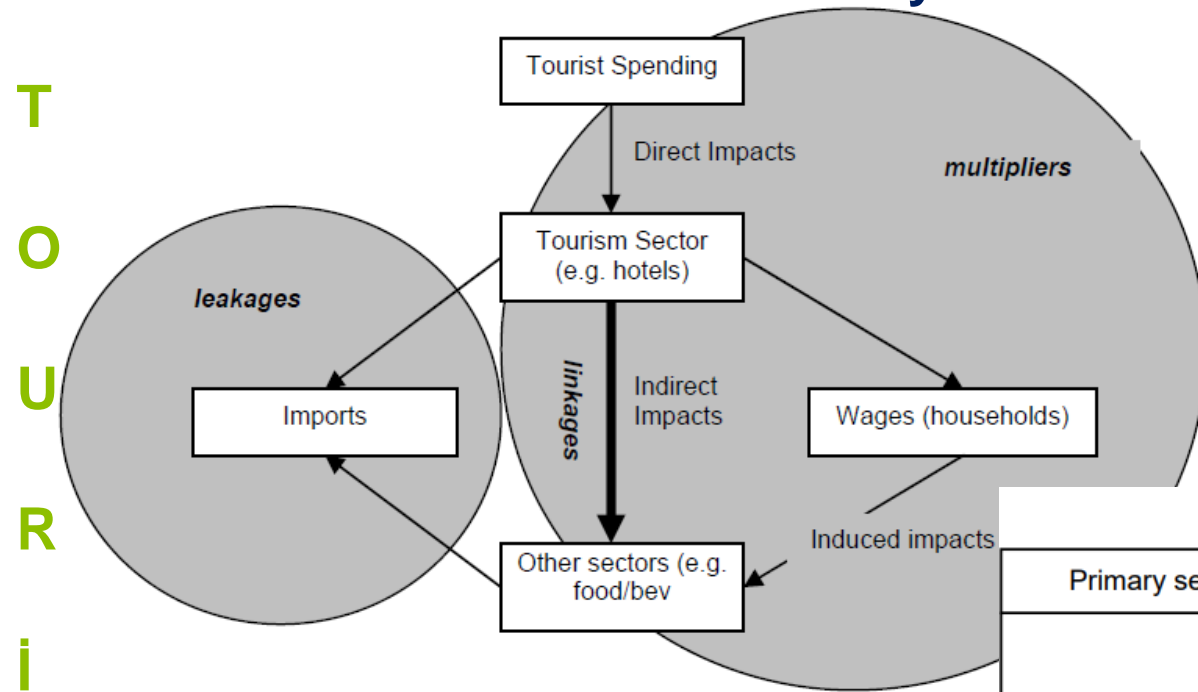
https://regionaltourism.com.au/projects/economic-benefits/

6.1. Tourism and Economy

T O U R I S M

Flow of money

Meyer, D., 2006. Caribbean tourism, local sourcing and enterprise development: Review of the literature. Centre for Tourism and Cultural Change, Sheffield Hallam University, https://shura.shu.ac.uk/6471/
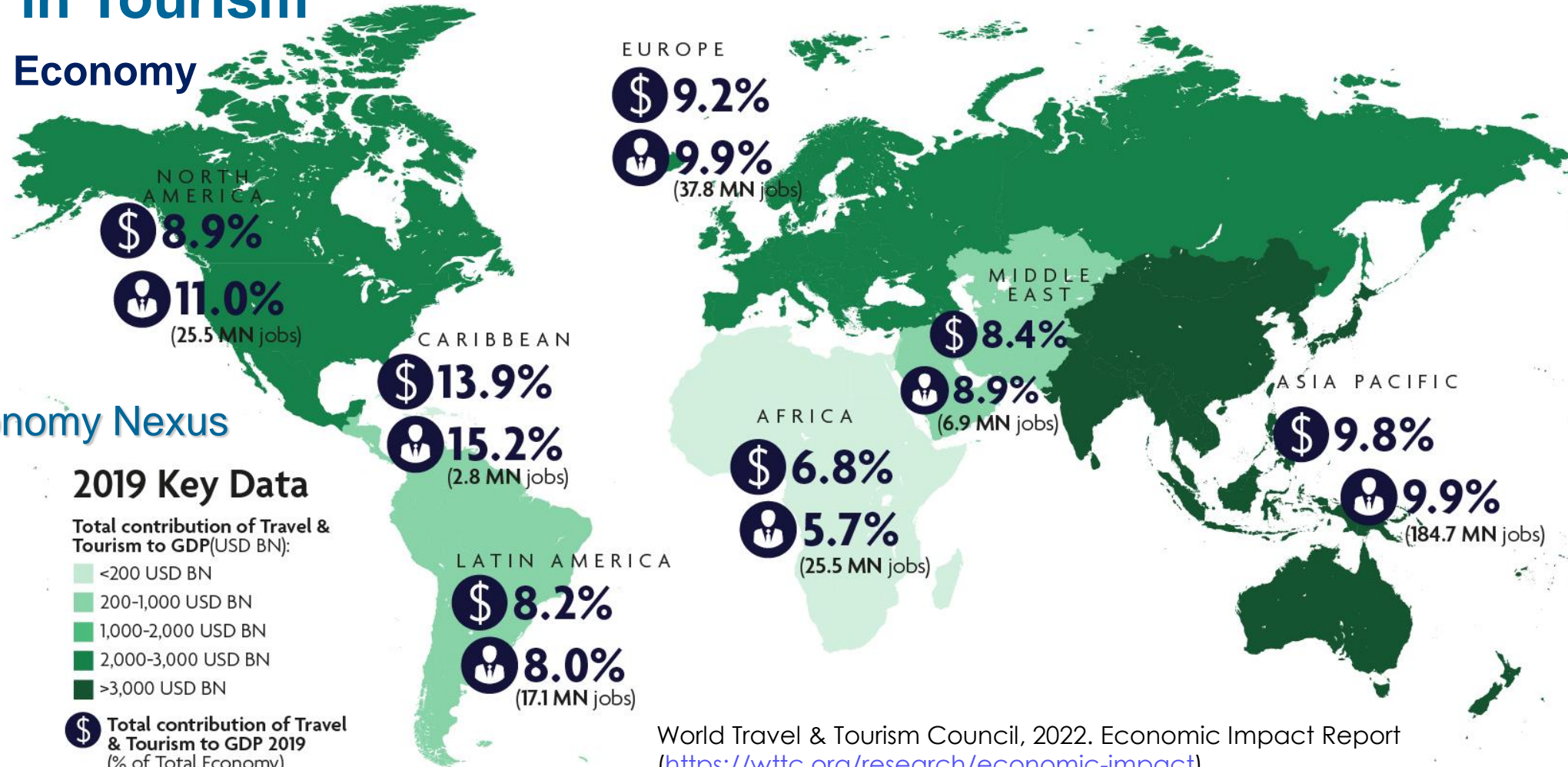
TRAVEL & TOURISM:
ECONOMIC IMPACT 2022[1]

6. Circularity in Tourism

6.1. Tourism and Economy

T O U R i S M

Tourism & Economy Nexus

EUROPE
$ **9.2%**
👤 **9.9%**
(37.8 MN jobs)

NORTH AMERICA
$ **8.9%**
👤 **11.0%**
(25.5 MN jobs)

CARIBBEAN
$ **13.9%**
👤 **15.2%**
(2.8 MN jobs)

MIDDLE EAST
$ **8.4%**
👤 **8.9%**
(6.9 MN jobs)

AFRICA
$ **6.8%**
👤 **5.7%**
(25.5 MN jobs)

ASIA PACIFIC
$ **9.8%**
👤 **9.9%**
(184.7 MN jobs)

LATIN AMERICA
$ **8.2%**
👤 **8.0%**
(17.1 MN jobs)

2019 Key Data

Total contribution of Travel & Tourism to GDP(USD BN):

- <200 USD BN
- 200-1,000 USD BN
- 1,000-2,000 USD BN
- 2,000-3,000 USD BN
- >3,000 USD BN

$ **Total contribution of Travel & Tourism to GDP 2019** (% of Total Economy)

👤 **Total contribution of Travel & Tourism to Employment 2019** (% of Total Employment)

World Travel & Tourism Council, 2022. Economic Impact Report (https://wttc.org/research/economic-impact)

WTTC Strategic Partners:
AMERICAN EXPRESS
Ministry of Tourism Saudi Arabia
GLOBAL rescue
PUERTO RICO TOURISM COMPANY

6.1. Tourism and Economy

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Travel & Tourism Competitiveness Index 2019

Key Indicators

International tourist arrivals (thousands) 661,510.9

International tourism inbound receipts (US$ millions) 510,671.9

Average receipts per arrival (US$) 772.0

T&T industry GDP (US$ millions) 832,402.3

% of total *3.6%*

Domestic spending (share of internal T&T spending) 64.9%

Visitor spending (share of internal T&T spending) 35.1%

T&T industry employment (thousands) 14,959.3

% of total *3.9%*

T&T GDP
subregion share

- 4%
- 3%
- 6%
- 54%
- 33%
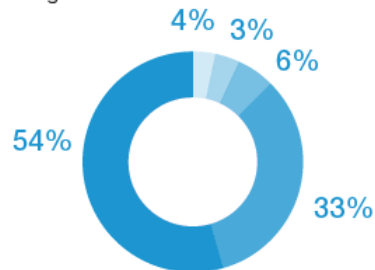
International tourist arrivals
subregion share

- 10%
- 8%
- 38%
- 6%
- 37%
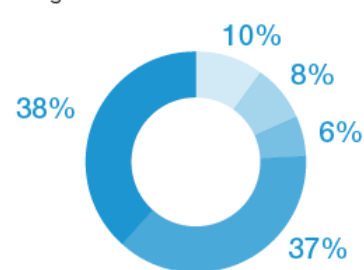
T&T employment
subregion share

- 8%
- 11%
- 50%
- 4%
- 27%
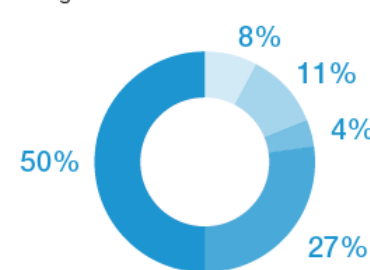
Legend:
- Balkans and Eastern Europe
- Eurasia
- Northern Europe
- Southern Europe
- Western Europe

Europe and Eurasia Travel & Tourism Competitiveness Index Score by Country/Economy, 2019

European and Eurasian average

Global average

Legend:
- Balkans and Eastern Europe
- Eurasia
- Northern Europe
- Southern Europe
- Western Europe

ES FR DE GB IT CH AT PT NL NO DK SE LU BE GR IE HR FI IS MT SI CZ RU PL TR CY BG EE HU LV RO LT SK ME GE AZ UA AM KZ RS AL MK MD TJ BA KG

World Economic Forum, 2019
https://www.weforum.org/reports/the-travel-tourism-competitiveness-report-2019/

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TOURISM

6.2. Circularity for Sustainability

Circularity "*a model of production and consumption, which involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible*".
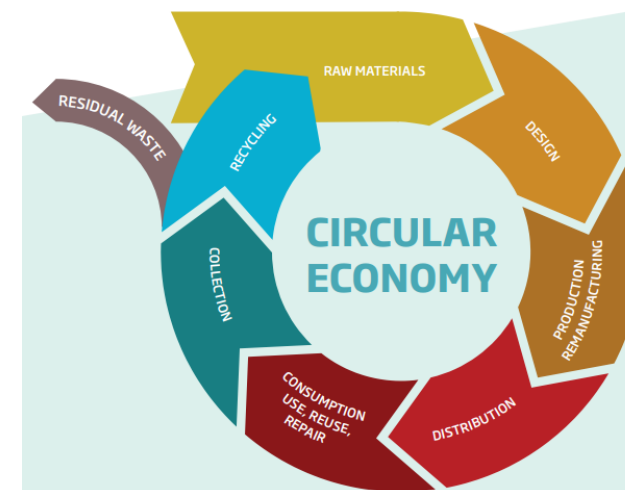

https://cor.europa.eu/en/news/Pages/GREEN-DE AL-GOING-LOCAL.aspx

https://www.un.org/

6.2. Circularity for Sustainability

A circular model; **intentionally designed to be regenerative of natural, human and social capital, operating within the earth's and local destinations' sustainable boundaries** (Sorin, and Einarsson, 2020).

Implementing the circular economy regenerative vision for the tourism industry offers a pathway to follow the second path; towards a resilient and sustainable tourism ecosystem.

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UNCTAD, 2022. Circular Economy. United Nations Conference on the Trade and Development, https://unctad.org/topic/trade-and-environment/circular-economy

6.3. Tourism, Economy and Sustainability

Economic value of tourism at global, regional and national levels is undisputedly evident. Tourism has become an engine of the economy for many destinations. Although the cumulative value of local economic activity by the revenue originated from the tourism expenditure. Tourism and economy nexus has been more complicated. Investments, creating employment and jobs, improvement of holiday environment, tourism infrastructure, products in tourism **supply-chain** are all main pillars in tourism economy.

T O U R i S M

(Sorin, and Einarsson, 2020)

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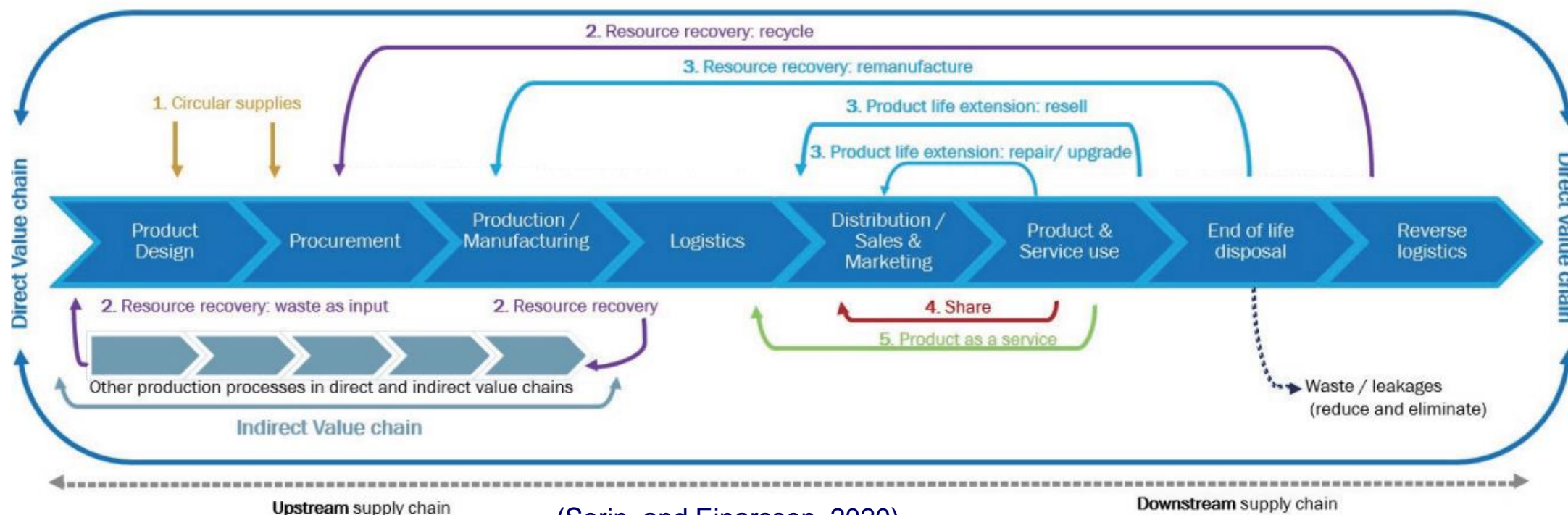
6.3. Tourism Value Chain

A classic tourism value chain

TOURISM

Pre-travel & travel value chains

Booking
Internet
Travel org.

Means of travel

Arrival at destination

Transportation	Accomodation	Food	Place-based activities
• Car rental	• **Hotels - SMEs**	• **Restaurants** (seasonal)	• Handicrafts
• Public transportation	• Hotels - large chain	• Food souvenirs	• **Spa & wellness**
• Taxi	• Summer houses	• Food shops	• Business conference facilities
• Ferry	• Airbnb	• Others	• Nature-based activities
• Informal types (i.e. biking, walking)	• Apartments, guest houses, hostels		• Others
	• Camping		

Infrastructure support

It & digitalisation	Waste handling	Construction & building	**Energy**	Water	Education	Communication & business networks	Public sector & health

Manniche, J., Topsø Larsen, K., Brandt Broegaard, R., Holland, E., 2017. Destination: A circular tourism economy
https://circulareconomy.europa.eu/platform/sites/default/files/cirtoinno-handbook_eng-rev.-4.pdf

6. Circularity in Tourism

A value chain map for tourism. Adapted by UN Environment from ITC UNWTO (2015)
https://www.oneplanetnetwork.org/sites/default/files/tourism_value_chain_mapping_methodology_-_april_2019__1.pdf

TELOS

T O U R i s M

6.5. Circular Tourism

Circular Economy transformation pathways applicable for key **tourism** industry sectors; accommodation, transport, activities, food and beverages, event organizers and distribution. Different organisation sectors and market contexts will generate different circular transformations. In terms of key circular value creation levers, a key distinction can be made between 'asset heavy' and 'asset light' industry actors (Sorin, and Einarsson, 2020).

Life-cycle stages

Raw material & resource needs → Manufacturing & production → Distribution & sales of products & services → Use/consumption of products & services → Disposal, recycling or reuse of materials

https://www.oneplanetnetwork.org/sites/default/files/tourism_value_chain_mapping_methodology_-_april_2019__1.pdf

6.5. Circular Tourism

Feedback between tourists and/or professionals to improve the sustainable tourism global offer

Proposal of a sustainable tourism offer from the tourism industry

Sustainable stay (Hotel establishments selected, local consumption, waste sorting...)

Selection, planning and booking through a sustainable process

Choosing a sustainable transport for the stay

The circular tourism sector (Oreve, 2015)
European Commission, 2022.
https://www.circularcityfundingguide.eu/circular-sector/tourism/

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6.5. Circular Tourism

Circular tourism could be seen as a way of approaching the study of the tourism sector, taking into account the principles of the circular economy. According to Girard and Nocca (2017), a series of keywords such as "recovery, reuse, redevelopment, valorization and regeneration of the natural and cultural resources that are linked to the concept of circular tourism.

Circular tourism is defined as "*a model able to create a virtuous circle producing goals and services without wasting the limited resources of the planet that are raw materials, water and energy*"
(Girard and Nocca, 2017; Martínez-Cabrera and López-del-Pino, 2021).

 * **Ecological Planning Models**
 * **Circular design models**
 * **Use and life extension models**
 * **Value recovery models**
 * **Circular support models**   (Adjusted from European Commission, 2022).

6.5. Circular Tourism

A conceptual CE framework for A circular <u>hotel operator</u>
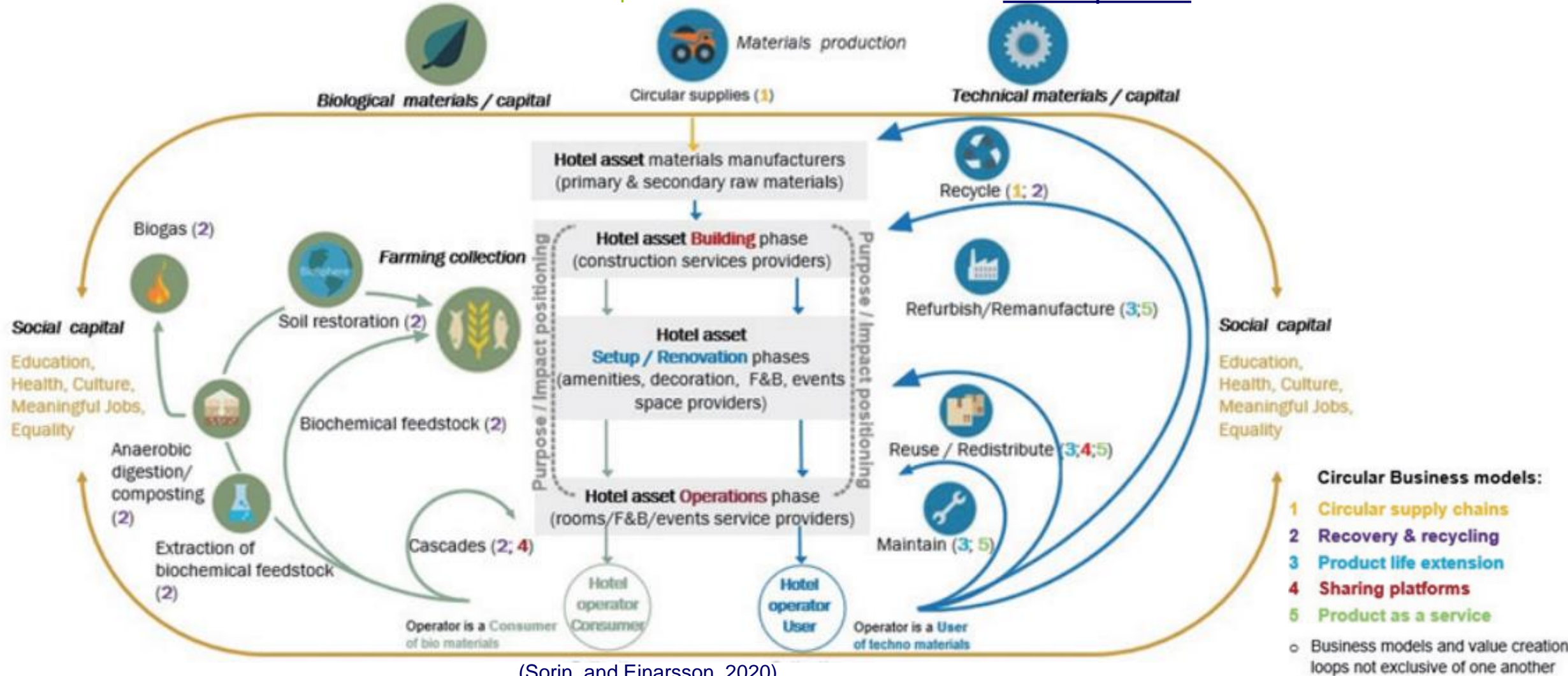
(Sorin, and Einarsson, 2020)

6.5. Circular Tourism

A Circular Economy Tourism Ecosystem
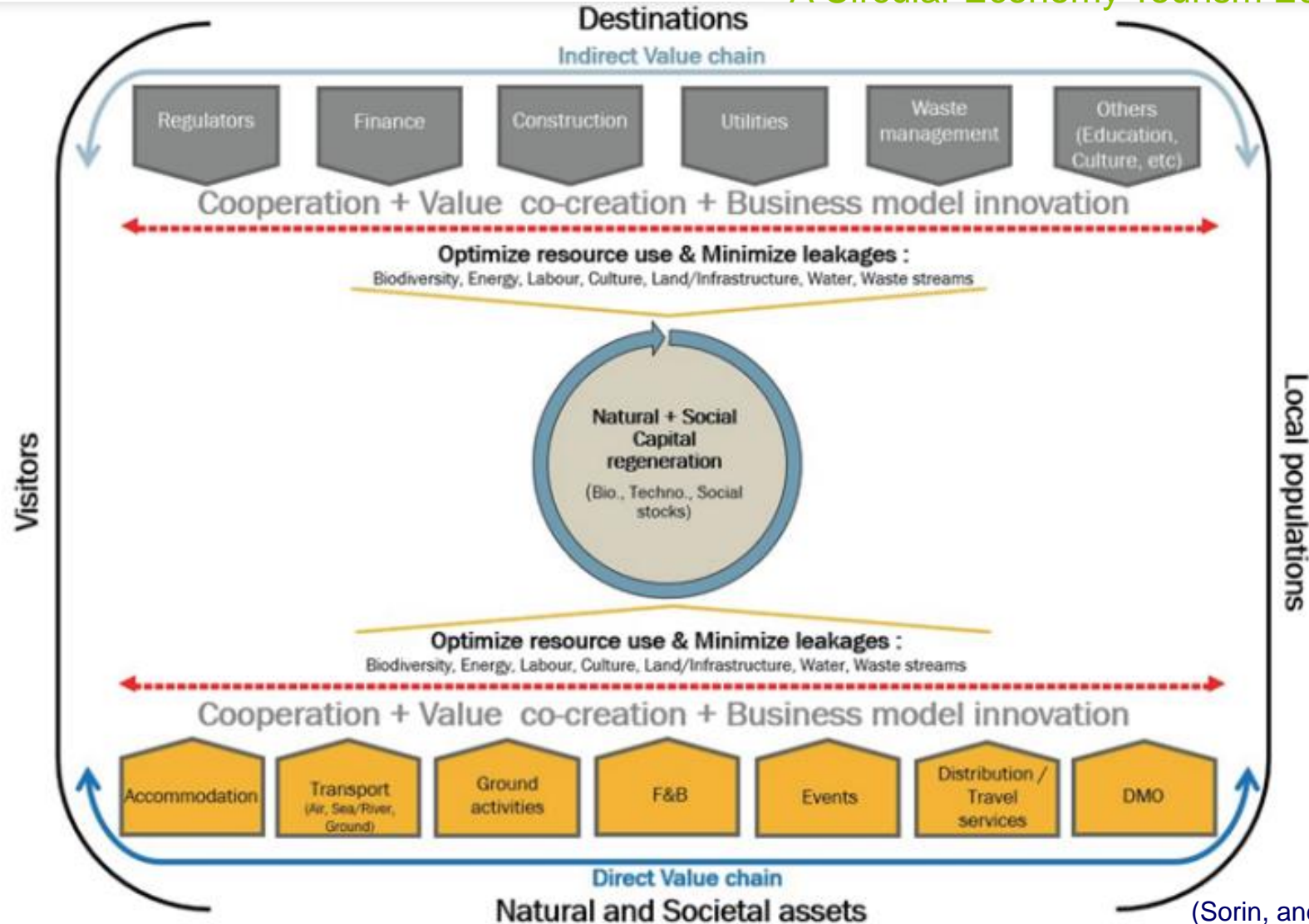
TOURISM

Destination: A circular tourism economy

A handbook for transitioning toward a circular economy within the tourism and hospitality sectors in the South Baltic Region

Manniche, J., Topsø Larsen, K., Brandt Broegaard, R., Holland, E., 2017. Destination: A circular tourism economy

(Sorin, and Einarsson, 2020)

6.4. Circular Tourism City

The linearity of the tourism sector is especially visible in cities, where people tend to opt for comfort rather than sustainability (European Commission, 2022).

A circular city is a city that uses its resources (food, water, energy, materials, land) several times, in cycles or cascades, turning the city into a productive urban space in order to minimise resource imports and at the same time waste production. Creating a circular city with regenerative green urban spaces, sustainable buildings and prospering communities (Cap-Net, 2022) ultimately support the city for as a holiday place with many social and economic forces in the urban environment.

https://www.circularcityfundingguide.eu/circular-sector/tourism/
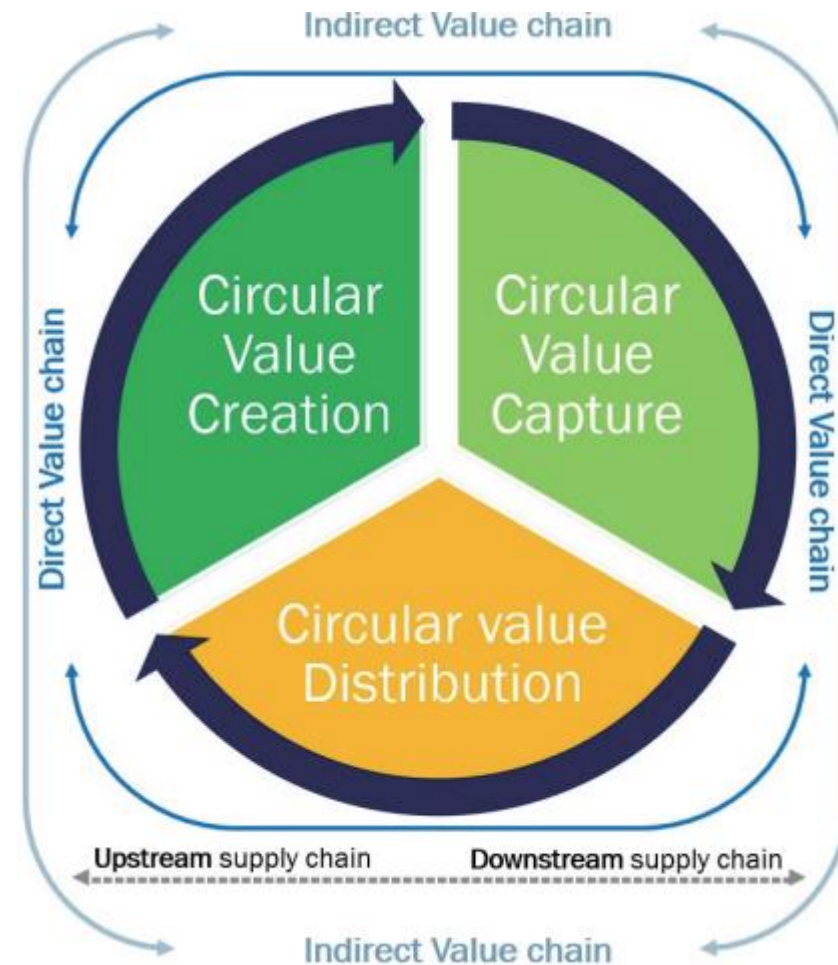
TOURISM

6.4. Circular Tourism City

T O U R I S M

A shortlist of key recommendations to implement the Circular Economy framework in tourism operations:

Tourism and travel ecosystem – key sectors

When referring to the tourism and travel ecosystem, this report refer between the following key sectors:

— Passenger air transport operators

— Ground Transport operators (private coach, private car/bike renta

— Cruise operators (open sea and river cruise)

— Accommodation providers (hotels, vacation rentals)

— Ground Activities operators (museums, attractions, activities ope

— Food and Beverages operators (restaurants, hotels)

— Event organizers (congress and events venues, meetings and eve

— Distribution / Pure travel service players (tour operators, leisure t companies, meeting and events planners, online travel agencies, technology companies)

— Develop deeper supply chain cooperation aiming for value co-creation within the extended local hospitality network;

— Identify circular value creation opportunities and deployment pathways through supply chain mapping;

— Consider servitization of high / mid value asset expenditures, such as bedding, furniture, F&B equipment through Product Service System agreements;

— Consider the mutualisation of resources, materials and of idle assets (E.g. asset recirculation, sharing 'intra-organisations' sharing platforms, etc.);

— Focus on market positioning and marketing communications through a coherent Circular Economy hotel storytelling and brand message;

— Deploy environmental impact and Circular Economy action monitoring tools to measure the 'resource productivity' of assets i.e. the 'asset material productivity';

— Implement Environmental Management Systems (EMS) to monitor energy consumption, resource use, emissions, food waste and associated operational cost savings opportunities;

— Increase cooperation with private sustainability certification organisations and government regulatory bodies;

— Use the United Nations SDG framework as a marketing communication framework;

— Explore the framework value co-creation opportunities with real estate assets owners and construction industry stakeholders through innovative business models such as building as materials bank (BAMB) and building as a service (BAAS) models [52];

— Use Circular Economy specialist third party expertise to provide staff understanding of CE opportunities and practices while not diverting existing labour resources;

(Sorin, and Einarsson, 2020)

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7.1. Tourism and Sustainability, Sustainable Tourism

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Sustainable development requires an integrated approach that takes into consideration environmental concerns along with economic development.   In 1987, UN Brundtland Commission defines sustainability as "***meeting the needs of the present without compromising the ability of future generations to meet their own needs.***" (1987).
"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities«

O

Sustainable tourism must be applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

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* Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

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* Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

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* Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

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UNWTO, 2022. https://www.unwto.org/sustainable-development

7.1. Tourism and Sustainability, Sustainable Tourism

T O U R I S M

International Hotels Environmental Initiative (IHEI)

The International Hotel & Restaurant Association (IHRA)

ECOTRANS - European Network for Sustainable Tourism Development

VISIT European Initiative for the Promotion of Ecolabels and Sustainable Tourism Development

Green Hotel Association

7.1. Tourism and Sustainability, Sustainable Tourism

The **Green Key** award is the leading standard for excellence in the field of environmental responsibility and sustainable operation within the tourism industry. This prestigious eco-label represents a commitment by businesses that their premises adhere to the strict criteria set by the Foundation for Environmental Education. Green Key is eligible for hotels, hostels, small accommodations, campsites, holiday parks, conference centres, restaurants and attractions.

T O U R I S M

Staff involvement
Environmental management
Guest information
Water

Energy
Washing & Cleaning
Food & Beverage
Waste
Administration

Indoor Environment
Green Areas
Green Activities
Corporate Social Responsibility

Green Key ECOOS Site

- Attractions
- Conference Centers
- Restaurants
- Campsite & Holiday Parks
- Hotel & Hostels
- Small Accommodation

Green Key

3700 Establishments

60 Countries

https://www.greenkey.global/#

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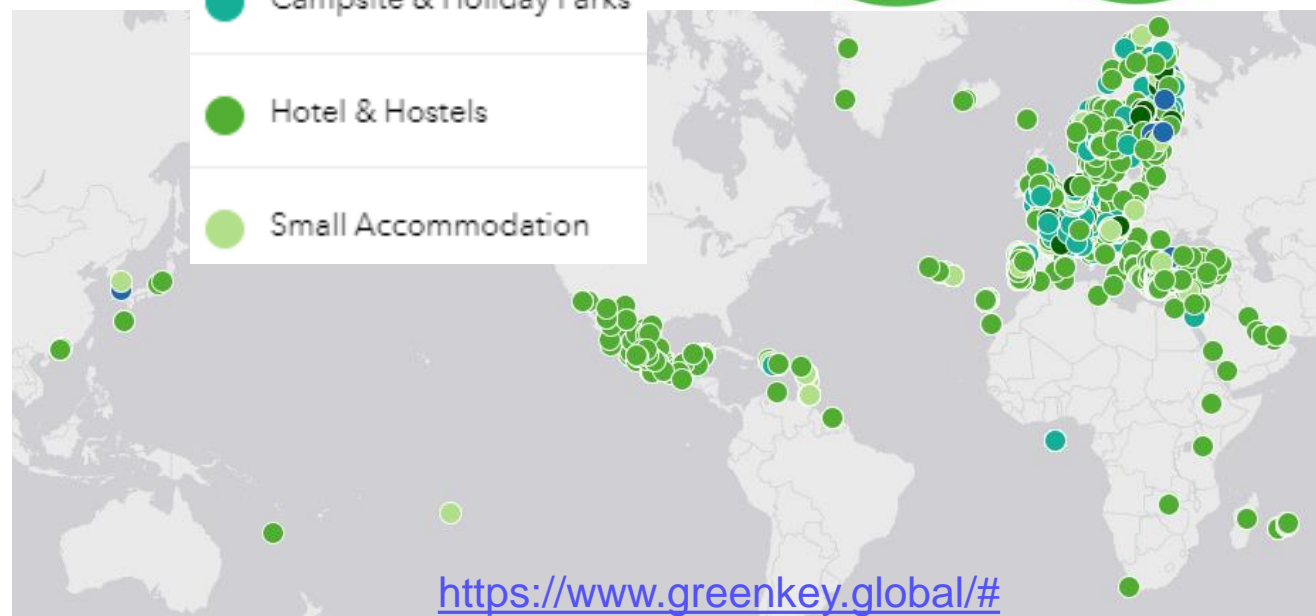
TOURISM

7.1. Tourism and Sustainability, Sustainable Tourism

IHEI- International Hotels Environmental Initiatives

Founded in 1992 by a consortium of chief executives from ten multinational hotel groups, **IHEI** is an ongoing educational charity that functions to encourage continuous improvement in the environmental performance of the entire hotel industry.

INTERNATIONAL HOTELS
ENVIRONMENT INITIATIVE

IHRA- International Hotel&Restorants Association

Works with 10,000,000 restaurants 500,000 Hotels 100,000,000 Employees

eVOLUTION
The Sustainability Management Platform

- Measurement of resource use
- Management and reduction of energy costs
- Reporting and disclosure to clients
- Reduce waste and increase opera9ng profit

- Only system that is easy to use by non technical personnel
- The system has been created with inputs from the hotel sector
- Inexpensive and delivering excellent value
- Places hotels and not external agencies in control of data and disclosure

Ihra
INTERNATIONAL HOTEL & RESTAURANT ASSOCIATION

IHRA
INTERNATIONAL HOTEL & RESTAURANT ASSOCIATION
SUSTAINABLE HOSPITALITY 2020
PROMOTING A SUSTAINABLE FUTURE

http://www.ih-ra.org/

7.1. Tourism and Sustainability, Sustainable Tourism

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GSTC
Global Sustainable Tourism Council

GSTC Destination Criteria
Version 2.0
6 December 2019

with
Performance indicators and SDGs

- For Hotels & Accommodations
- For Tour Operators
- For Governments & Destinations
- For Corporate and Business Travel

**A Directory of
Sustainable Tourism Initiatives &
Resources**

**Prepared by:
Center for Responsible Travel (CREST)**

CREST
Center for Responsible Travel

GstCouncil, 2017. https://www.gstcouncil.org/what-is-sustainable-tourism/

7.1. Tourism and Sustainability, Sustainable Tourism

World Travel & Tourism Council (WTTC)

Representing the Travel & Tourism sector globally for over 30 years, WTTC has conducted research on the economic impact of Travel & Tourism in 185 countries and issues such as overcrowding, taxation, policy-making, and many others to raise awareness of the importance of the Travel & Tourism sector as one of the world's largest economic sectors.

Sustainable Growth

WTTC works on a number of sustainable initiatives with leading associations & organisations to ensure that Travel & Tourism benefits people/businesses, as well as nature & the environment.

- Climate & Environment Action
- Rethinking Single Use Plastic Products SUPPs in Travel & Tourism
- Human Trafficking
- Destination Stewardship
- Biodiversity & Illegal Wildlife Trade
- Sustainability Leadership
- Inclusion, Diversity & Social Impact
- Sustainability Reporting
- Future of Work

T O U R i S M

https://wttc.org/

Hotel Sustainability Basics is a globally recognised and coordinated set of sustainability indicators that all hotels should implement as a minimum. Developed by the industry for the industry, they represent the 12 actions that are fundamental to hotel sustainability.

7.1. Tourism and Sustainability, Sustainable Tourism

Tour Operator Initiatives for Sustainable Tourism

The Initiative has been developed by tour operators internationally with the support of UNEP, UNESCO and the World Tourism Organization (WTO/OMT).Members of the Initiative have formed Working Groups in four key areas of action:

- sustainability reporting
- cooperation with destinations
- supply chain management
- communication

The site gives details of industry members and the activities of international organisations. Some reports, by working groups on indicators for example, are available online.

TOUR OPERATORS INITIATIVE
FOR SUSTAINABLE TOURISM DEVELOPMENT

SUSTAINABLE TOURISM FOR TOUR OPERATORS

Sustainable Tourism: The Tour Operator's Guide to Responsible Travel in 2022 & Beyond
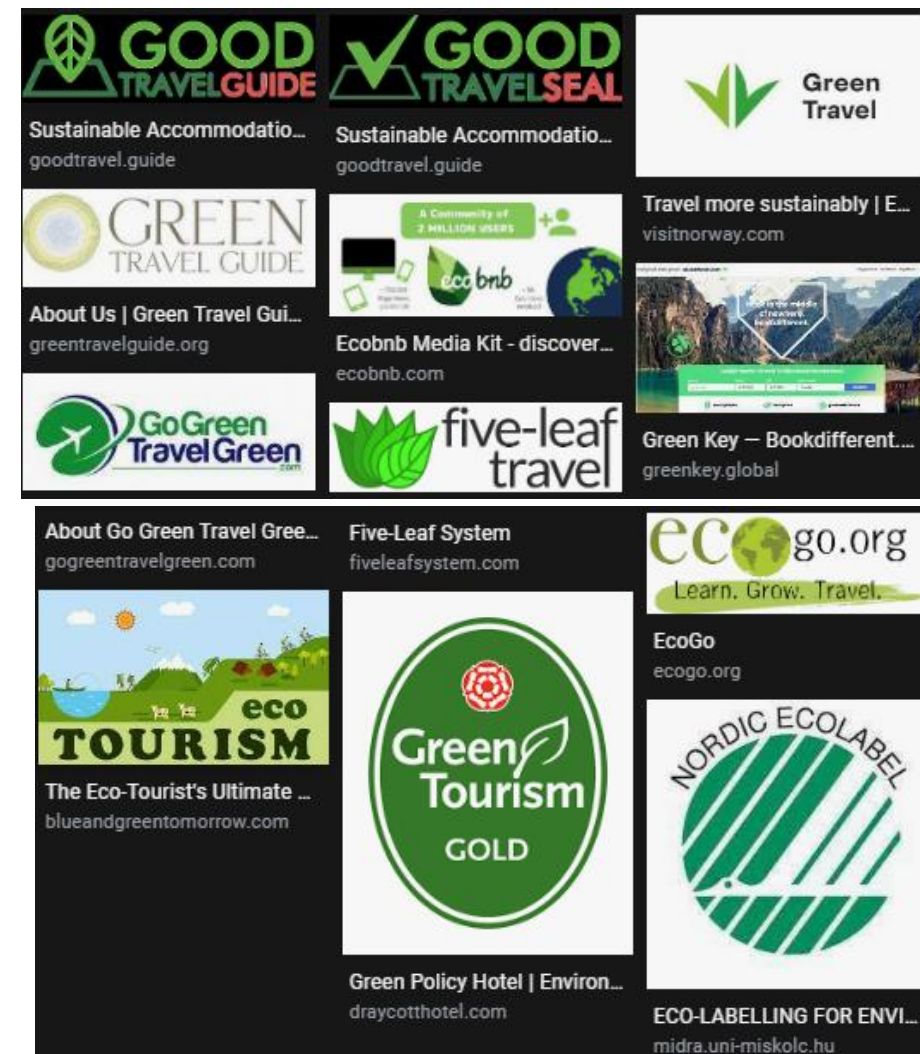
7.1. Tourism and Sustainability, Sustainable Tourism

Tourist accommodations must often compromise their sustainable initiatives in order to guarantee a certain level of quality for their guests. The EU Ecolabel tourist accommodations criteria provide efficient guidelines for hotels and camping sites looking to lower their environmental impact while offering enough flexibility to allow proper guest satisfaction.

— limit energy consumption

— limit water consumption

— limit waste production

— favour the use of renewable resources and of substances which are less hazardous to the environment

— promote environmental communication and education.

EU Ecolabel Criteria for Tourist Accommodation

Summary of criteria

Joint Research Centre
the European Commission's
in-house science service

JRC Science Hub: *ec.europa.eu/jrc*

https://ec.europa.eu/environment/ecolabel/documents/tourist_accommodation_factsheet.pdf

EU Eco-Label

For

TOURIST ACCOMMODATION

SERVICE

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7.1. Tourism and Sustainability, Sustainable Tourism

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A set of services for *Going Green*
The **Tourism2030** platform aims to support the tourism sector in making their products and services more sustainable and visible. ECOTRANS is managing the platform and offers a set of services and tools to bring together the interest of sustainable tourism certification programmes, businesses and destinations, marketing organisations and consumers

1. ABOUT introduces to the mission, history and services of Tourism2030 as partnership for the SDGs

Sustainable Development Goals

2. TOPICS introduce to the action fields according to UN and EU policies, linked to SDGs and providing a COMPASS

3. WHO IS WHO is mapping and supports networking with helpful stakeholders and experts along the TOPICS

4. COURSES & RESOURCES are published for learning and supporting stakeholders in making tourism more sustainable

5. GOOD PRACTICE shows awards and examples for effective use of RESOURCES and implementation of the GSTC criteria

Global Sustainable Tourism Council

6. CERTIFICATION QUICKFINDER gives global transparency and access to environmental and sustainability „green proofs"

7. MARKET PLACE in partnership with certificates is mapping certified tourism worldwide and supports their market access

https://destinet.eu/resources/certificates/european-ecolabel-for-tourist-accommodation-services-and-camp-site-services

7.2. EU GREEN Deal -Transition Pathway to Tourism

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The updated EU Industrial Strategy highlights the need to accelerate the green and digital transition of EU industry and its ecosystems. To that end, it proposes working together with industry, public authorities, social partners and other stakeholders. This co-creation process will lead to the publication of transition pathways for each ecosystem.
Tourism, as the most heavily hit ecosystem by the COVID-19- crisis, will be the first to have its transition pathway.
The actions of this pathway will form the key elements of the upcoming European tourism agenda 2030/2050.
The sections below describe the different steps of the co-creation process of the tourism transition pathway.
(European Union, 2022).

Green transition of the tourism ecosystem
*Carbon-neutral mobility
*Circular tourism
*Sustainable consumption
*Sustainable knowledge

Resilience of Tourism Ecosystem
Destination governance for supporting well-being for all
Adoptive capacity for a changing World tourism
Supporting equity, accessibility and social impacts of toruism
Improving skills and ensruirng quality of work in tourism

EUROPE SUSTAINABLE DEVELOPMENT REPORT 2020
Meeting the Sustainable Development Goals in the face of the COVID-19 pandemic
Includes the SDG Index and Dashboards for the European Union, its Member States, and partner countries

www.sdgindex.org/reports/europe-sustainable-development-report-2020/

7.3. The EDEN Initiative

The European Destinations of Excellence (EDEN) initiative rewards and promotes sustainable tourism practices in smaller tourist destinations.
The EU Green Deal, our commitment to a climate-neutral Europe by 2050, and the focus on circular economies, will drive changes in the tourism industry. The ecosystem will need to change how it operates, including how destinations are managed, to deliver sustainable and quality experience to visitors.

EDEN for position winning destinations to stand out as tourism sustainability pioneers, committed to European Green Deal objectives and seeking to inspire other European tourism destinations in their green transition practices.
The **EDEN initiative** aims to
* showcase the best achievements in sustainable tourism and green transition practices across smaller European destinations
* promote the development of sustainable tourism in destinations, bringing value to the economy, the planet and the people
* establish a framework for participating destinations to exchange best practices and create opportunities for cooperation and new partnerships

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EUROPEAN DESTINATIONS
OF EXCELLENCE

SUSTAINABLE
TOURISM PIONEER

TELOS

7.4. European Capitals of Smart Tourism

TOURISM

European Capitals of Smart Tourism

The European Capital of Smart Tourism recognizes outstanding achievements in smart tourism in European cities. Smart tourism responds to new challenges and demands in a fast-changing sector, including the evolution of digital tools, products and services; equal opportunity and access for all visitors; sustainable development of the local area; and support to creative industries, local talent and heritage.

The COVID-19 pandemic has had a significant impact on the tourism industry. With many cities and destinations now looking to recover and grow back, it is relevant to develop and implement smart tourism practices in line with green and digital transition.

The value of Smart Tourism

Promote

Promote the rich tourism offer of European countries and increase citizens' sentiment of sharing local tourism-related values.

Strengthen

Strengthen tourism-generated and innovative tourism development in the cities, their surroundings and their neighbour regions.

Increase

Increase the attractiveness of European cities that are awarded the title and strengthen economic growth and job creation.

Establish

Establish framework for the exchange of best practices between the cities and create opportunities for cooperation and new partnerships.

Inform

Inform the travellers of the sustainable and outstanding tourism practices in destinations they are visiting.

Encourage

Encourage sustainable socio-economic development in tourism destinations across Europe.

Accessibility

Accessibility includes services that are multilingual and digitally available to all travellers and visitors, regardless of their age, cultural background or their physical disability.

Sustainability

Being sustainable does not only mean to manage and protect your natural resources as a city, but to reduce seasonality impacts on the environment and to involve the local community.

Digitalisation

A digital city uses digital technologies to enhance all aspects of the tourism experience, enabling simpler access to services for all travellers, as well as to help local businesses to grow.

Cultural Heritage

Protect and capitalise on the cultural heritage as well as local potential and its creative assets for the benefit of the tourism destination, the industry and the visiting tourists in general.

ACCESSIBILITY SUSTAINABILITY DIGITALISATION CULTURAL HERITAGE & CREATIVITY

https://smart-tourism-capital.ec.europa.eu/index_en

https://smart-tourism-capital.ec.europa.eu/about_en

7.4. European Capitals of Smart Tourism

BEST PRACTICES IN ACCESSIBILITY

4.1.1 Accessibility for all

- 4.1.1.1 Low-income accessibility; Bordeaux; Karlsruhe
- 4.1.1.2 Accessible city routes; Bordeaux; Athens; Venice; Padua
- 4.1.1.3 Accessible infrastructure; Bordeaux; Dublin; Genoa; Ljubljana; Szczecin; Venice
- 4.1.1.4 Accessible beaches; Gdynia; Palma; Ravenna; San Sebastian; València
- 4.1.1.5 Diversity & Accessibility; Aarhus

4.1.2 Accessibility of information

- 4.1.2.1 Accessible city guides; Athens; Ljubljana; Florence; Ravenna; València
- 4.1.2.2 Accessible tours; Florence
- 4.1.2.3 Accessible citizens engagement; Athens; Aarhus
- 4.1.2.4 Accessible tourist information offices; Braga; València
- 4.1.2.5 Accessibility through digitalisation; Porto; Florence; Gaziantep

https://smart-tourism-capital.ec.europa.eu/about_en

BEST PRACTICES IN SUSTAINABILITY

4.2.1 Combatting or adapting to climate change

- 4.2.1.1 Urban biking; Rotterdam; Karlsruhe; Dubrovnik
- 4.2.1.2 Sustainable transportation; Izmir; Helsinborg
- 4.2.1.3 Alternative means of transportation; Genoa; Karlsruhe; Marbella; Maribor
- 4.2.1.4 Sustainable engagement; Athens; Bordeaux; Copenhagen; Helsingborg; Izmir
- 4.2.1.5 Sustainable events; Bordeaux; Aarhus; Copenhagen; Genoa; Maribor
- 4.2.1.6 Sustainable urban planning; Dubrovnik; Gdynia; Florence; Helsingborg; Rotterdam; València
- 4.2.1.7 Sustainable water cycle; Karlsruhe
- 4.2.1.8 Tourism taxation; Palma

4.2.2 Preserving and enhancing the natural environment

- 4.2.2.1 Natural preservation; Dublin; Maribor; Athens; Palma; València; Venice
- 4.2.2.2 Sustainable education; Dublin; Alba Iulia; Copenhagen; Matosinhos; San Sebastian
- 4.2.2.3 Sustainable shopping; Maribor; Szczecin; Genoa

4.2.3 Spreading the flow of tourists

- 4.2.3.1 Spreading the flow through technology; Florence
- 4.2.3.2 Spreading the flow through urban planning; Porto
- 4.2.3.3 Spreading the flow with transportation; Bordeaux; Copenhagen; Dubrovnik

7.5. Tourism Friendly Cities

Tourism Friendly Cities

Tourism Friendly Cities, URBACT is an Action Planning Network aimed at exploring how tourism can be made sustainable in medium-sized cities, reducing the negative impact on neighbourhoods and areas interested by different types of tourism and its related aspects through integrated and inclusive strategies keeping a balance between the needs of the local community, in terms of quality of life and of services available, and the promotion of sustainable urban development at environmental, social and economic level.

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TOURISM FRIENDLY CITIES
Local community and tourists together for urban sustainability

URBACT, 2022.
https://urbact.eu/networks/tourism-friendly-cities

7.6. Circular Economy in Tourism Initiative

CEnTOUR– Circular Economy in Tourism

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The COSME-funded **CEnTOUR** - Circular Economy in Tourism initiative aims to help Small and Medium-sized Enterprises (SMEs) in the tourism industry in moving towards a circular economy by developing an integrated system at the local/regional level.
COSME project that runs from September 2020 to September 2023.

Challenges in particular in the **tourism** sector, moving from a linear to a circular economy model and, given the average size, do not normally have the resources and skills to face it with the appropriate tools and references.

CEnTOUR, 2022.
https://circulartourism.eu/

Tourism and TELOS

Any definition runs the risk of either overestimating or underestimating its economic activities of Tourism

(Ceballos-Lascurain, 1996)

T

O Parallel to the aim of TELOS, ***Towards a European Landscape Economy for a Sustainable Urban Development****,* the rationale for tourism section are summarised as:

U - To contribute to a large-scale transnational educational transformation in tourism, landscape and economy relations

R - To empower a new generation of visionary professionals, decision-makers and urbanites to guide sustainable urban development together with tourism

i - To address sustainability challenges through problem-solving approaches in the context of tourism in urban, peri-urban areas, tourism related urban development and planning

S - To integrate systems thinking, anticipatory strategic competences, real life scenarios and insights, and interpersonal skills in connection with tourism for a sustainable urban development.

M - To build 'knowledge and action bridges' between the seemingly competing systems of ecology, economy, and tourism in the same everyday urban environment.
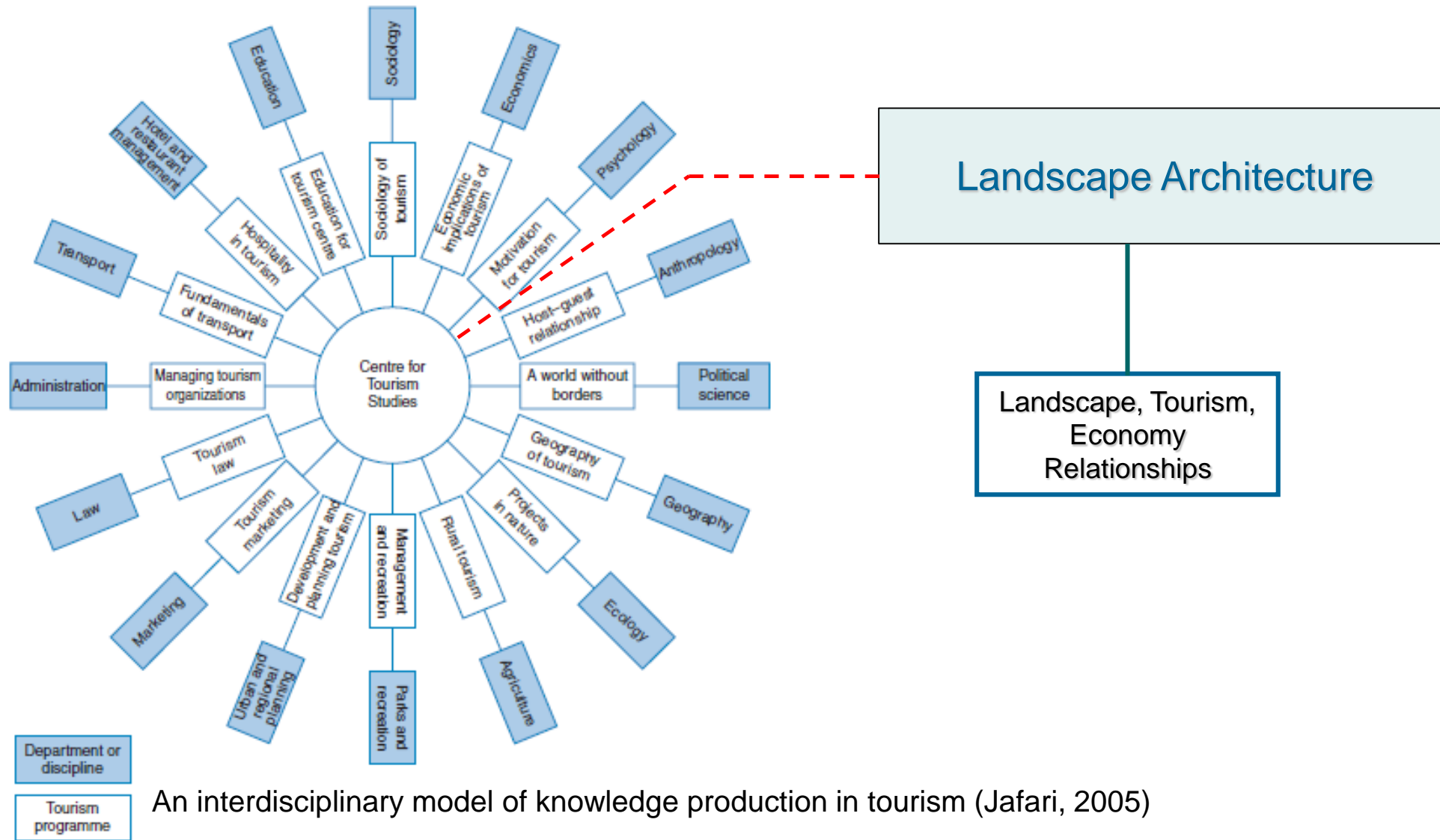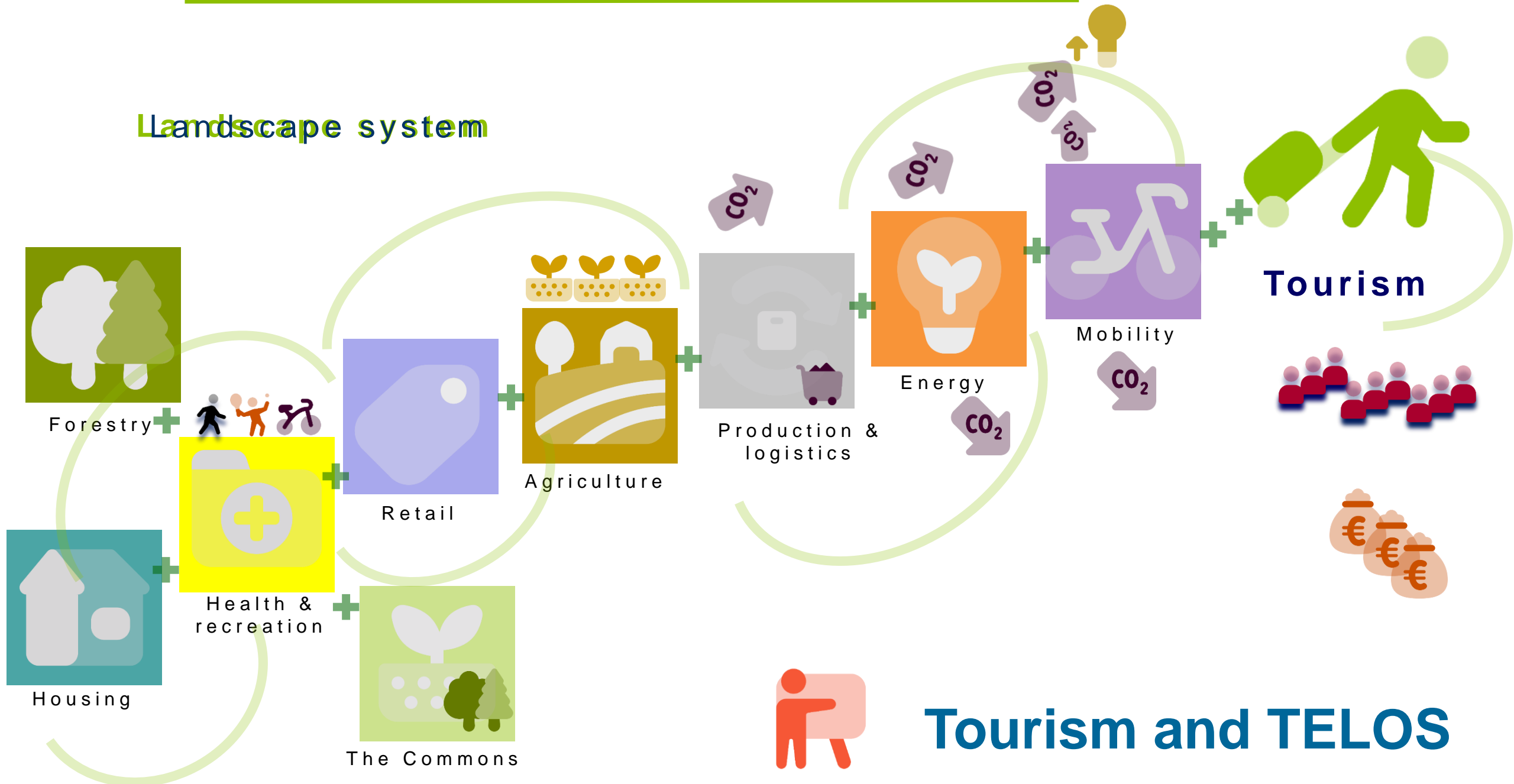
An interdisciplinary model of knowledge production in tourism (Jafari, 2005)

(Lohmann and Panosso Netto, 2008).

TELOS Towards a European Landscape Economy for a Sustainable Urban Development

Landscape system

Forestry

Housing

Health & recreation

Retail

The Commons

Agriculture

Production & logistics

CO_2

Energy

CO_2

CO_2

CO_2

Mobility

CO_2

CO_2

Tourism

Tourism and TELOS

Tourism and TELOS

TELOS Tourism Questions

What are the **Value proposition**

Who are the **Customers**

What are the **Key products**

What are the **Services**

What and where are the **Channels**

What are the **Key processes**

What are the **Key resources**

Who are the **Key partners**

What are the **Costs – Drivers**

What are the main **Revenues**

Who are the **Beneficiaries**

Answers for a Circular Social Business Model

T O U R I S M

Tourism

Sustainability

TOURISM

System Thinking - Circularity for Sustainability?