Green and digital transition in tourism

Thematic introductory discussion
Welcome!
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Today will be a relaxed session where we share four thoughts – and then spend most of the time learning from you

First some thoughts from us…
1. The Green and digital Transition – trends and objectives
2. Covid-19 and economic recovery
3. Challenges faced by cities and successful actions

...then listening from you

What are important fields in becoming a smart destination?

What do you need help with?

What things would you like to collaborate on?
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Green and digital transition in tourism

TOURISM IS IN OUR ESSENCE
LET’S DRIVE IT!
Green and digital transition Scope
WHY TOURISM MATTERS?

- Cultural Preservation
- Environmental Protection
- Peace & Security
- Jobs Creation
- Economic Growth
- Sustainable Development
Green and digital transition major trends

The evolution of Tourism:
- Smart
- Sustainable
- Balanced
- Inclusive

COVID-19 is said to lead to a change in tourism and now:
- Slow tourism will be promoted
- The interest in local products will increase
- New products (experiences) based on the unique features of the territories will be developed
Tourism’s Objectives (I)

- Ensure the **sustainable and responsible development** of the tourist environment
- Provide **secure and safe destinations** for both tourists and residents
- Increase the **tourists experience quality** in the destination.
- Facilitate the **interaction** and **integration** of the tourism sector with its environment, increasing as such the **destination’s competitiveness** at global level
Tourism’s Objectives (II)

- Improve the **quality of life** of citizens
- Foster **smart, green and integrated transport** in the destination
- Improve the **leadership of destinations** through **comprehensive and efficient management**
Impact of COVID-19 on Tourism

- Tourism has been the worst affected of all major economic sectors
- Lockdown, restriction measures and tourists’ fear of travelling have a direct impact

**FORECASTING**
- Increase of domestic tourism
- Demand for greener, healthier and safer destinations

UNWTO Estimations for 2020
TOURISM RECOVERY

• Joint actions
• Improved governance
• Common protocols

• Promote responsible travel and safe destinations
• Support recovery, especially through support to SMEs
• Promote solidarity, international dialogue and cooperation
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Main common challenges faced by cities in Europe and Internationally

How decisions are taken?
• Data gathering
• Data sources
• Open data policies
• Dashboards

Tourism ecosystem
• Entities
• Skills
• Tourism experience
• Governance

Resources management:
• Waste management
• Water management
• Energy management
• Local resources management

Citizens feelings
• Citizens’ satisfaction measurement
• Tourism acceptance
• Impact of Tourism in cities
• Tourism dependencies

Smart mobility:
• Transport offer
• Sustainable mobility offer
• Multimodality
• Seamless transport

ICC Cities challenges
Over to you
Green and digital transition in tourism
Successful actions undertaken by cities

Smart Capital Smart tourism

- Smart public transport
- Accessibility
- Carbon neutral city
- Support local Commerce
- Cultural tourism

Helsinki European Capital Smart tourism 2019

- Sustainability in strategic plans: transport, watering, lighting, waste, air quality
- Change sun&beach to city of art and culture

Lyon European Capital Smart tourism 2019

- UNESCO City gastronomy: Culinary traditions
- Silk and cinema
- Accessibility: urban life. City card
- Carbon neutral and sustainable development

Malaga European Capital Smart tourism 2020

- Digital initiatives for citizens & visitors: 4G, smart grids for traffic and electricity, public transport, environmental platforms
- Enhance visitor experience
- Environmental certification “Event Impact calculator”

Gothenburg European Capital Smart tourism 2020
Ideation on actions for collaborative implementation

Topics for collaborative actions among ICC cities

1. **Smart tourism services**
   - How digitalisation can be approached?
   - Learn from existing practices

2. **Ecosystem engagement: sharing tools**
   - Governance tools
   - Actors identification

3. **Common and complementary tourism experiences**
   - Complementarities search
   - Tourism offer organisation

Collaborative implementation
Over to you
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