

WEBINAR
**HOW CAN TOURISM
BUILD BACK BETTER?**

26th March, 2021

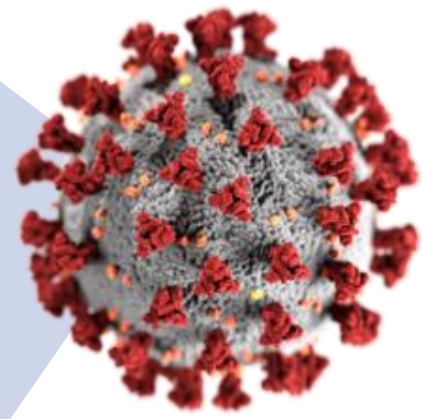
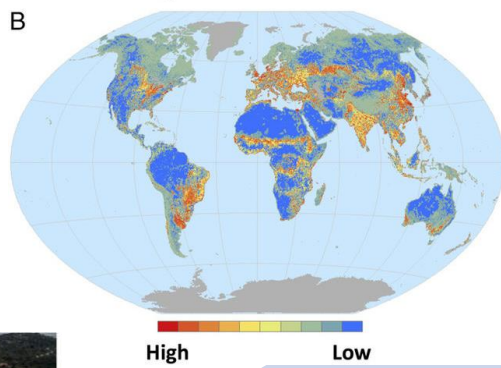
COVID-19 as an agent of change for mitigating overtourism



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COVID -19 occurrence as a warning

**CORONA VIRUS
(ZONETIC DESISES)**



LAND USE
CHANGE
LANDSCAPE
SUCCESSION

INCREASED
CONTACTS
BETWEEN
HUMANS AND
ANIMALS

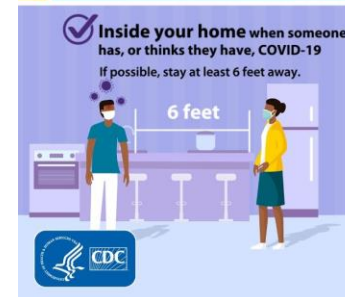
AGRICULTURE
TOURISM
URBANIZATION
TRANSPORT

Reaction on COVID crisis

- Fear of virus
- Fear of people
- Fear of traveling
- Social and physical distancing
- Rediscovering urban/suburban green areas
- Rediscovering local production/agriculture
- Back to nature/rural habitat



KEY TIMES to Practice Social Distancing



Tourism transformation directions

- We are at a crossroad between unsustainable tourism before the pandemic and sustainable tourism strategies, policies and products of the new age (Nepal, 2020; Higgins-Desbiolles, 2020; Chang et al, 2020)
- Are we changing the road?



Reducing the number of tourists			Reinventing tourism			
Overtourism reversal	Sustainable management shift	Development of new products	Values shift	Introducing new destinations	Domestic tourism shift	Resilience shift
Higgins-Desbiolles, 2020	Chang et al, 2020	Lew et al, 2020	Stankov et al, 2020	Polyzos et al, 2020	Lapoint, 2020	Lew et al, 2020
Koh, 2020	Sheller, 2020	Nepal, 2020	Edelheim, 2020	Rogerson et al, 2020	Tommasini et al, 2020	Wen et al, 2020
Lopez and Lois González, 2020	Sheer, 2020	Renaud, 2020	Higgins-Desbiolles, 2020	Enger et al, 2020	Jeon and Yang, 2021	Brouder, 2021
Celata and Romano, 2020	Ramagosa, 2020	Ranasinghe et al, 2020	Ateljević, 2020	Newsome, 2020	Wen et al, 2020	Prayag, 2020

Overtourism – an arch enemy of sustainability



Is it time to reset

OVERTOURISM

Adriatic Croatia sustainability indicators

CROSTO indicators	2018 value	Percent change to 2016 (baseline)
Percentage of residents who are satisfied with tourism	76.3%	
Number of tourist nights per 100 residents	7,087	17% increase
Percentage of tourists who are satisfied with their overall experience in the destination	76.0%	1% decrease
Percentage of repeat/return tourists	33.9%	
Number of tourist nights	84.9 million	14% increase
Daily spending per tourist overnight	79 Eur	19% increase
Direct tourism employment as percentage of total employment	16.3%	8.5% increase
Gross annual occupancy rate in commercial accommodation	18.7%	0.3% increase
Energy consumption per tourist night compared to general population energy consumption per resident night	0.22	13% increase
Water consumption per tourist night compared to general population water consumption per resident night	0.28	3.4% increase
Percentage of sewage from a destination treated to at least secondary level prior to discharge	5.6	4% decrease
Waste production per tourist night compared to general population waste production per resident night	0.17	15.5% increase
Percentage of tourism enterprises using voluntary certification/labelling for environmental Corporate Social Responsibility	N/A	
Percentage of destination area out of the settlement's boundaries built for tourist purposes	0.10 %	



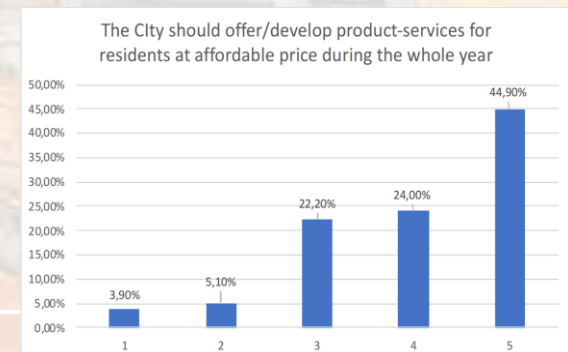
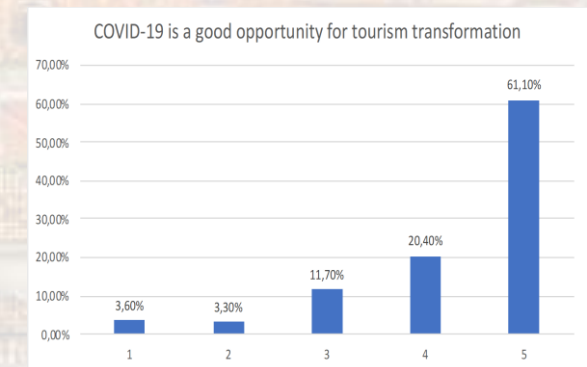
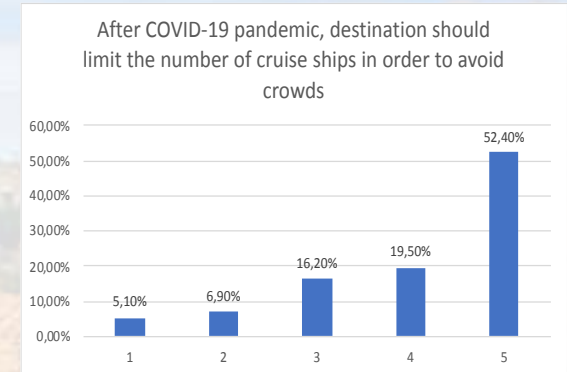
BC & AC scenarios

Timeline	BC(2019>)	C (2020/21)	AC (2022?)	
Tourism	Overtourism	Under tourism	Experiential tourism	Overtourism
Community	Tourism-dependent communities	Communities in crisis	Communities in balance	Communities seeking to return to the pre-pandemic period
Health	Underestimated	Main focus	Holistic approach	Focus on control
Nature	Heavily burdened	In partial recovery	Respected and esteemed	Resource for development

SUSTAINABILITY + RESILIENCE

Dubrovnik case study

- Case study based on Dubrovnik (over-tourism issues, tourism impacts on local community, high level of dependence on tourism)
- Despite the losses during the Pandemic, some forms of tourism are undesirable (mostly one-day visitors)
- Almost half respondents believe that tourism as it was is the main goal of the recovery and only small changes are needed



Opportunities for monitoring

- **COVID-19 crisis has led to almost zero impact state in some destinations reducing or eliminating:**
 - Resources consumption by tourism
 - Transport emissions
 - Noise emissions (terrestrial and underwater)
 - Light pollution
- **Opportunity for monitoring of state zero and state with small, moderate and increased visitation**



How to reset in post COVID era?


mass
manifestations

→ custom made small
group creative
interactions


low income mass
and short visitation

→ high quality
interpretation
based products


leisure and
recreation

→ information –
education –
involvement model


nature based
excursions

→ moderate/hard
ecotourism


sun, sand
and sea

→ educational
tourism, volunteer
tourism, citizen
science, etc


aesthetic
valorization

→ Interpretation
based on
ecosystem services
and heritage
interpretation

How to reset in post COVID era?

- ✓ Development visitation itineraries for small number of participants (even individual tours) of specific interests (e.g. <https://destimed-plus.interreg-med.eu/>);
- ✓ Emphasizing and informing about the health benefits of staying in a specific natural environment;
- ✓ Ensuring physical distance during the necessary interaction (ticket purchase, organized transport, etc.);
- ✓ Shifting the focus from mass (organized) routes, especially away from collective means of transport such as buses and sightseeing trains, excursion boats and the like;
- ✓ Emphasizing security through strengthening the capacity of health services

And the decision....



- ...is on us, especially in the light of the fragility of human health and the economic system, the question of the collective and global responsibility remains:
 - Can we expect a change in the development paradigm in which growth discourse, causing overtourism, has been dominant so far?
 - Are we going to embrace usual tourism patterns and be back to normal for some of us and abnormal for community/nature?

Thank you for your attention!

Questions?

