

*Sustainable tourism destination management plans,
focusing on climate change mitigation and multimodal transport*



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First part

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- ❖ Clean Planet for all
- ❖ Towards a sustainable Europe by 2030

International principles

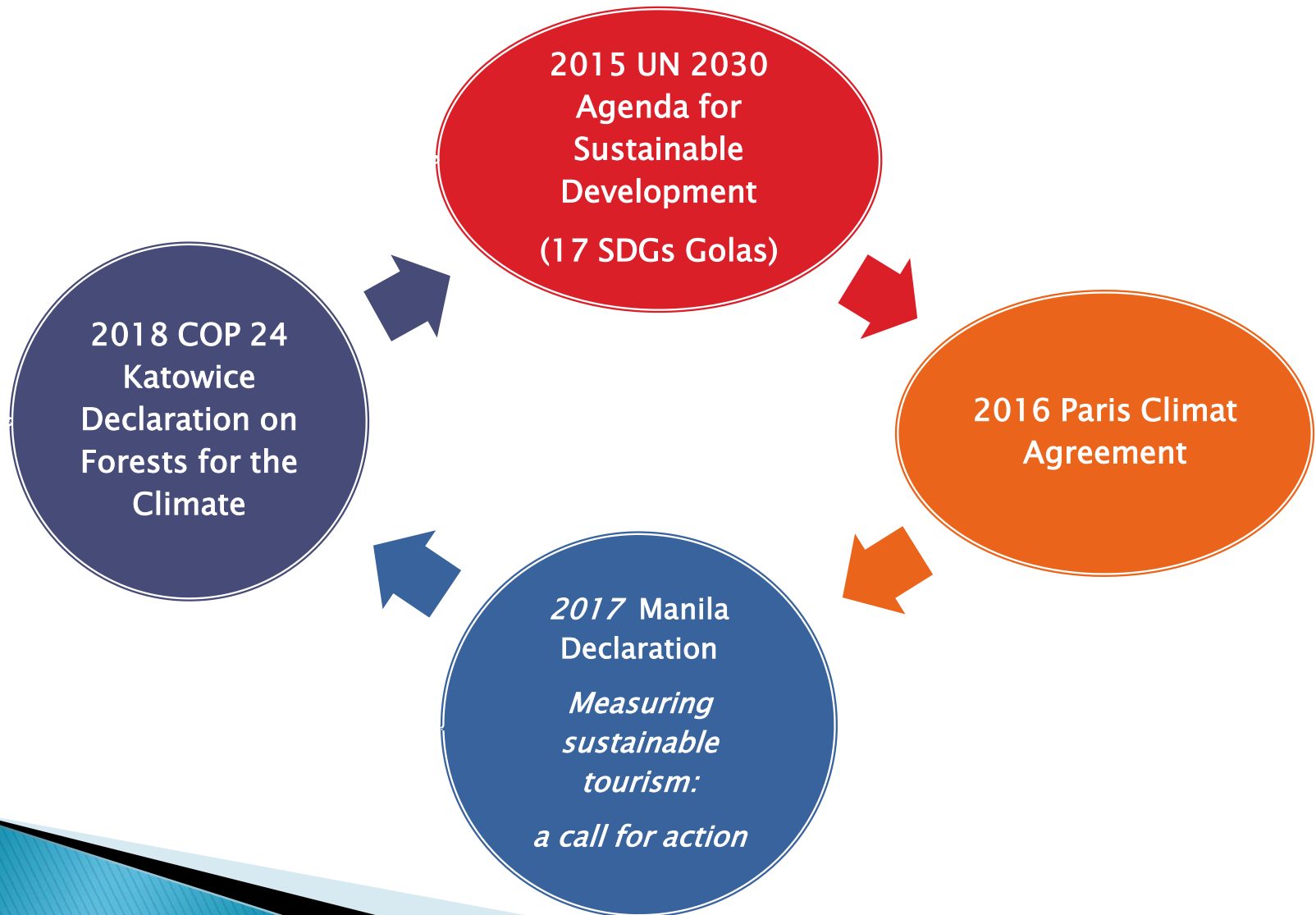
**European policy
framework**

Introduction

- ▶ **Tourism can entail long-term negative transformations on local economies, societies, resource management and ecosystems, especially in view of the growing challenges of international arrival of tourist in the world (from 1,32 billion in 2017 up to 2 billion in 2030).**
- ▶ **A well-designed and managed tourism sector can help preserve the natural and cultural heritage assets upon which it depends, empower host communities, generate trade opportunities and foster peace and intercultural understanding. Due to the lack of common frameworks, is fundamental to capture, aggregate and report on the full economic, social and environmental impacts of tourism.**



Overview on international principles for a global sustainability commitment and climate mitigation



Overview on European policy measures towards sustainable Europe by 2030 and clean planet for all



Paris Agreement 2016

A global plan to fight against climate change

- ▶ The **Paris Agreement** establishes for the first time a **global goal** with the aim to enhance capacity, climate resilience and reduce climate vulnerability
- ▶ The Paris Agreement builds upon the [Convention](#) and – for the first time – brings all nations into a common cause to undertake take ambitious efforts to combat climate change and adapt to its effects, with enhanced support to assist developing countries to do so.
- ▶ The Paris Agreement central aim is to strengthen the global response to the threat of climate change by **keeping a global temperature rise this century well below 2 degrees Celsius** above pre-industrial levels and to pursue effort its to limit the temperature increase even further to 1.5 degrees Celsius.
- ▶ The **Paris Agreement entered into force on 4 November 2016**, thirty days after the date on which at least 55 Parties to the Convention accounting in total for at least an estimated 55 % of the total global greenhouse gas emissions have deposited their instruments of ratification, acceptance, approval or accession with the Depositary.



UN Agenda 2030 for sustainable development

Sustainable Development Goals



The 5P principles of UN Agenda 2030

People–Planet– Prosperity– Peace– Partnership

The **2030 Agenda is Universal** applying to all countries. It set out a **comprehensive vision** of what needs to be achieved.

From a **global perspective**, the **17 SDGs** Goals and targets, will stimulate action over the next 15 years, in areas of critical importance for humanity and the planet

SDG9 ‘Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation’

SDG13 ‘Take urgent action to combat climate change and its impact’



Sustainable transport

The EU focuses on monitoring progress in strengthening R&D and innovation and in fostering sustainable transports



- ▶ CO2 emissions from new passenger cars *in 2017* 118.5 g of CO2 per km



- ▶ Collective passenger transport *in 2016* 17.1 % of total inland passenger-km

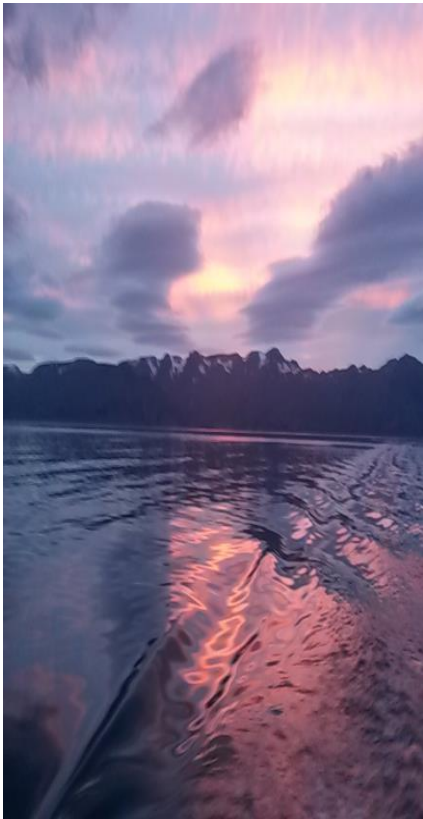


- ▶ Rail and waterways freight transport *in 2016* 23.6 % of total inland freight tonne-km



Manila Declaration

A call for action on measuring sustainable tourism



- ▶ 6th UNWTO International Conference on Tourism Statistics: *Measuring Sustainable Tourism*, organized in Manila by the Government of the Philippines and the World Tourism Organization (UNWTO) **on 21-23 June 2017 and on the occasion of the International Year of Sustainable Tourism for Development, 2017.**
- ▶ **Advocate for the development of a Statistical Framework for Measuring Sustainable Tourism** (MST Framework) that extends the current frameworks beyond their primarily economic focus, in order to incorporate environmental, social and cultural dimensions, across commonly agreed spatial levels (global, national and sub-national) and paying attention to temporal considerations.
- ▶ **Call upon all actors** to facilitate the necessary means and resources for the development and subsequent in-country implementation of an MST Framework, noting the opportunities to tap into the richness of data currently available and identifying gaps for producing any additional data that may be needed.

COP24 Katowice Declaration



Twenty-fourth session of the Conference of the parties (COP24) of the **United Nations Framework Convention on Climate Change**, held in Katowice, in December 2018

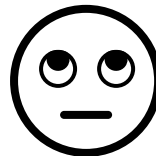
There is no future without addressing climate change, and **forests are a key component to achieve the goals of the Paris Agreement;**

The forests play an important role as reservoirs of greenhouse gases, **in mitigating climate change**

There is a **need for reducing emissions from deforestation** and forest degradation and conservations, **sustainable management of forest.**

Non party stakeholders including cities, regions, businesses and investors, should continue to display **their ambition and commitment in their forestry related climate actions**

QUESTIONS & ANSWERS



Sustainability as European Brand

- ▶ Commission Communication (2016) 739 final
 - ▶ ‘ *European action for sustainability*

EU’s commitment to sustainable development

The EU is fully committed to be a frontrunner in implementing the **UN Agenda 2030 and its 17 SDGs**, together with Member States and in line with the **principle of subsidiarity** .

Sustainable development is an issue of **governance** and requires the **right instruments** to ensure policy coherence across thematic areas, as well as between the EU’s external action and its other policies.

Key actions and governance elements

The Commission launched in 2017 a **multi-stakeholder Platform** with a role in the follow-up and exchange of best practices on **SDG implementation across sectors**, at Member State, Regional, local and EU Level, mobilizing expertise of key sectors (including tourism).

Political commitment at EU level

Joint statement by the Council and the representatives of the Member States, the European Commission and the Parliament (2017) 0626

The EU and its Member States must respond to current global challenges and opportunities in the light of the **2030 Agenda**. Implementation will be closely coordinated with the implementation of the **Paris Agreement on Climate Change** and other international commitments.

Council conclusions (2017) 1038/17

- ▶ *A sustainable European future:*
 - ▶ *The EU response to the 2030 Agenda for Sustainable Development*

The European Council states that URGES the Commission to elaborate, by **mid-2018**, an **implementation strategy** outlining timelines, objectives and concrete measures to reflect the 2030 Agenda in all relevant EU internal and external policies, taking into account the global impacts of the EU's domestic actions .

The New European Consensus on Development

our World, our Dignity, our Future

COM (2016) 740 final

- ▶ **Principles and values guiding**
- ▶ *democracy, the rule of law, the universality and indivisibility of human rights and fundamental freedoms, respect for human dignity, the principles of equality and solidarity*
- ▶ **Building resilience and sustainability** is indispensable for lasting solutions to complex global challenges with a common vision:
- ▶ **The EU and its Member States will:**
 - ❑ support the design, construction and operation of **urban infrastructures that are more resource efficient**;
 - ❑ support the development of **sustainable, interconnected and secure transport networks** and other resilient infrastructure to promote growth, trade and investments;
 - ❑ enhance **joint programming in development cooperation** in order to increase their collective impact by bringing together their resources and capacities;
 - ❑ **integrate environment and climate**, including mitigation and adaptation, throughout its development cooperation strategies



Clean planet for all

A European strategic long-term vision for a prosperous, modern, competitive and climate neutral economy

COM (2018) 773 final

- ▶ **The urgency to protect the planet!**
- ▶ **Climate change is a serious concern for Europeans**
- ▶ The last two decades included 18 of the warmest years on record. The trend is clear.
- ▶ **Immediate and decisive climate action is essential!**
- ▶ Overall, failing to take climate action will make it impossible to ensure Europe's sustainable development and to deliver on the globally agreed UN Sustainable Development Goals
- ▶ **Transport is responsible for around a quarter of greenhouse gas emissions in the EU. 7**
- ▶ All transport modes therefore need to contribute to the decarbonisation of the mobility system. This requires a **system-based approach**. In all modes is the first prong of this approach. Just as for renewable energy in the previous Low and zero emission vehicles with highly efficient alternative powertrains decade, the automotive industry already today heavily invests in the emergence of zero and low emission vehicle technologies, such as electric vehicles.
- ▶ A combination of **decarbonised, decentralised and digitalised power**, more efficient and sustainable batteries, highly efficient electric powertrains, **connectivity and autonomous driving offers prospects to decarbonise road transport** with strong overall benefits including clean air, reduced noise, accident-free traffic, altogether generating major health benefits for citizens and the European economy. Electrification of short sea shipping and inland waterways is also an option, where the power to weight ratio makes it feasible.

Climate change impacts in Europe

Arctic region

- Temperature rise much larger than global average
- Decrease in Arctic sea ice coverage
- Decrease in Greenland ice sheet
- Decrease in permafrost areas
- Increasing risk of biodiversity loss
- Some new opportunities for the exploitation of natural resources and for sea transportation
- Risks to the livelihoods of indigenous peoples

Coastal zones and regional seas

- Sea level rise
- Increase in sea surface temperatures
- Increase in ocean acidity
- Northward migration of marine species
- Risks and some opportunities for fisheries
- Changes in phytoplankton communities
- Increasing number of marine dead zones
- Increasing risk of water-borne diseases

Mediterranean region

- Large increase in heat extremes
- Decrease in precipitation and river flow
- Increasing risk of droughts
- Increasing risk of biodiversity loss
- Increasing risk of forest fires
- Increased competition between different water users
- Increasing water demand for agriculture
- Decrease in crop yields
- Increasing risks for livestock production
- Increase in mortality from heat waves
- Expansion of habitats for southern disease vectors
- Decreasing potential for energy production
- Increase in energy demand for cooling
- Decrease in summer tourism and potential increase in other seasons
- Increase in multiple climatic hazards
- Most economic sectors negatively affected
- High vulnerability to spillover effects of climate change from outside Europe

Atlantic region

- Increase in heavy precipitation events
- Increase in river flow
- Increasing risk of river and coastal flooding
- Increasing damage risk from winter storms
- Decrease in energy demand for heating
- Increase in multiple climatic hazards

Boreal region

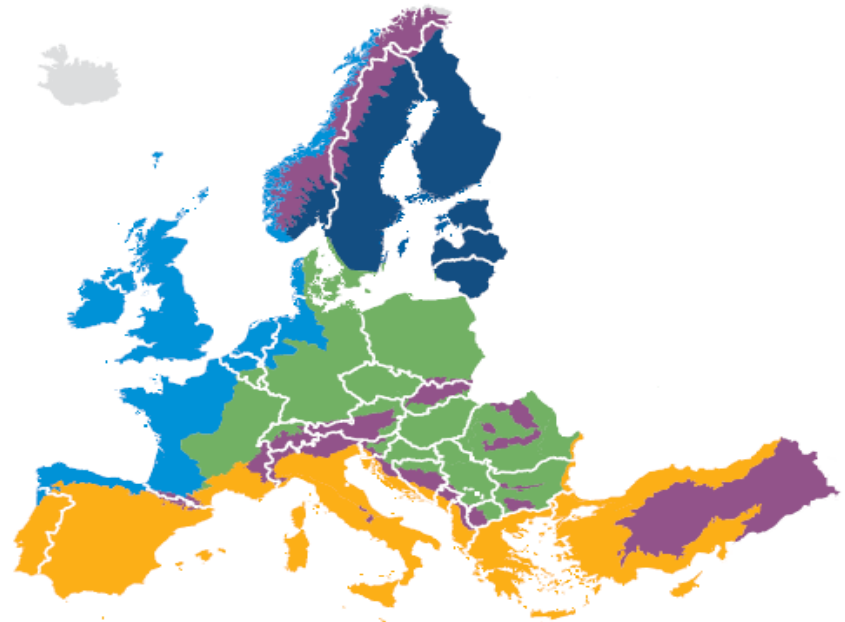
- Increase in heavy precipitation events
- Decrease in snow, lake and river ice cover
- Increase in precipitation and river flows
- Increasing potential for forest growth and increasing risk of forest pests
- Increasing damage risk from winter storms
- Increase in crop yields
- Decrease in energy demand for heating
- Increase in hydropower potential
- Increase in summer tourism

Mountain regions

- Temperature rise larger than European average
- Decrease in glacier extent and volume
- Upward shift of plant and animal species
- High risk of species extinctions
- Increasing risk of forest pests
- Increasing risk from rock falls and landslides
- Changes in hydropower potential
- Decrease in ski tourism

Continental region

- Increase in heat extremes
- Decrease in summer precipitation
- Increasing risk of river floods
- Increasing risk of forest fires
- Decrease in economic value of forests
- Increase in energy demand for cooling



Short break



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Second part

- ▶ Coastal and Maritime tourism for more growth and jobs
- ▶ European Strategy for Adriatic and Ionian Region
- ▶ Blue economy (Blue Growth) in the Mediterranean
- ▶ Global Sustainable tourism Council Criteria: D12 Low – Impact transportation
- ▶ European Tourism Indicator System
- ▶ Criteria D1: Reducing transport impact

EU strategies and interregional cooperation

EU and international Destination management tools

2014 Coastal and maritime tourism strategy COM (2014) 86 final

To boost competitiveness and sustainability, unlock its potential for growth and jobs

4 pillars, 14 actions at EU level, need for joint implementation:

- ✓ Stimulate performance and competitiveness
- ✓ Promoting skills and innovation
- ✓ Strengthening sustainability
- ✓ Maximize available EU funding



EU Strategy for the Adriatic and Ionian Region



© EuroGeographics Association for the administrative boundaries (Nuts regions)

EUSAIR 4 *parallel* pillars

Pillar 1



Blue growth

Pillar 2



**Connecting
the Region**

Pillar 3



**Environment
quality**

Pillar 4



**Sustainable
tourism**



Cross-cutting aspects

1. Capacity building including communication
2. Research and Innovation and SME development

Topics under Pillar I 'Connecting the Region'

▶ 1. Maritime transport

- ▶ Motorways of the sea:
- ▶ Number of intermodal port terminals in the A-I sea basin equipped with state-of-the-art
- ▶ Improving/upgrading road and rail infrastructure linking ports to the hinterland and port traffic management system
- ▶ km of upgraded rail infrastructure linked to ports in the A-I sea basin

▶ 2. Intermodal connections to the hinterland

- ▶ Border crossing
 - ▶ – % of border crossings in the Region with simplified procedures;
 - ▶ – Average time spent at border crossings in the Region;

▶ 3. Energy networks

- ▶ Improving cross-border electricity interconnections
- ▶ Number of cross-border electricity interconnectors across the Region

Key challenges for CMT in EUSAIR

- ❑ Putting ends together
- ❑ Fully integrate with ongoing initiatives – (sub-) regional dialogue(s)
- ❑ Improving data and information – use 'clustering' and cooperation structures
- ❑ Maritime security
 - European Maritime Security Strategy (EUMSS) and Action Plan adopted in 2014
 - Ensure safe and secure transport, trade, coastal development
 - Also important for tourism!



Blue economy (Blue Growth)

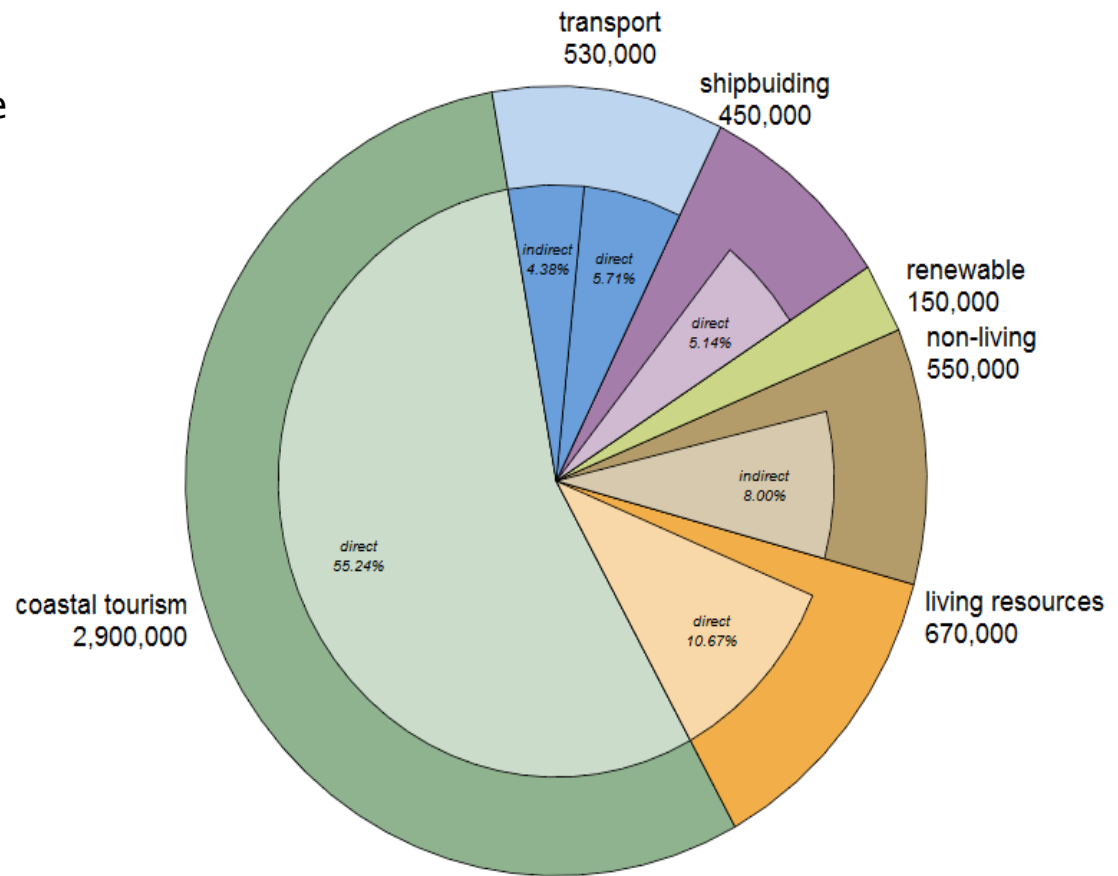
- ▶ **Commission Communication COM (2017) 183 final – ‘Initiative for the sustainable development of the blue economy in the Mediterranean’,** which aims at increasing safety and security, promoting sustainable blue growth and jobs and preserving ecosystem and biodiversity in the mediterranean Region.

- ▶ **Three main goals:**

1. Safer and more secure maritime space
2. Smart and resilient blue economy
3. Better governance of the sea

- ▶ **Making blue growth strategy**
- ▶ **fit for future challenges –**
- ▶ **today’s trends**
- ▶ **in the blue economy**

- ▶ Commission Report on
- ▶ the blue growth strategy
- ▶ SWD (2017) 128 final



The international monitoring tool

Global Sustainable Tourism Council

Global Sustainable Tourism Council (known as the **GSTC** or the Council) was formally constituted in the 2010 as independent body for establishing and **managing standards for sustainable tourism**. At the heart of its work are the **Global Sustainable Tourism Criteria and Indicators** (which are neither a definitive set nor are they all-inclusive and they can be applied to a broad range of destinations type) are organized around the **four sections**:

- (1) demonstrate effective sustainable management;*
- (2) maximizing economic benefits to the host local community and minimize negative impacts;*
- (3) maximize benefits to communities, visitors, and culture: minimize negative impacts;*
- (4) maximize benefits to the environment and minimize negative impacts.*



GSTC Criteria D12

Low-impact transportation

- ▶ Criteria– The destination has a system to increase the use of low-impact transportation, including public transportation and active transportation
- ▶ Indicators
 - ▶ D.12.a. Program to increase the use of low-impact transportation
 - ▶ D.12.b . Program t make sites of visitors interest more accessible to active transportation (e.g. walking and cycling)



A focus on ETIS Methodology

What is the European Tourism Indicator System

Legal basis: Action 11 COM (2010) 352

A management tool, which supports the destinations to measure tourism impacts (economic, socio-cultural and environmental), based on **43 core indicators and a set of supplementary indicators**

A monitoring system easy to use for collecting data and detailed information and to follow destination's own performance from one year to another

An information tool (**not a certification scheme**), useful for policy makers, tourism enterprises and other stakeholders,

The EU eco-management and audit scheme (EMAS), is a **voluntary tool and certification scheme** which aims to help its users to achieve enhanced environmental performances

ETIS toolkit



- ▶ 43 ETIS core indicators
 - (quantitative)

Section A: Destination management
Section B: Economic value
Section C: Social and cultural impact
Section D: Environmental impact

- ▶ 3 core indicators (D.1.1, D.1.2, D.1.3), which enable the measurement of the impact of transport
- ▶ D.1.1 Percentage of tourists and same-day visitors using local/soft mobility /public transport services to get around the destination
- ▶ D.1.2. Average travel (km) by tourists and same-day visitors from home to the destinations
- ▶ D.1.3 Percentage of tourists and same-day visitors from home to the destinations

Criteria D.1 'Reducing transport impact'

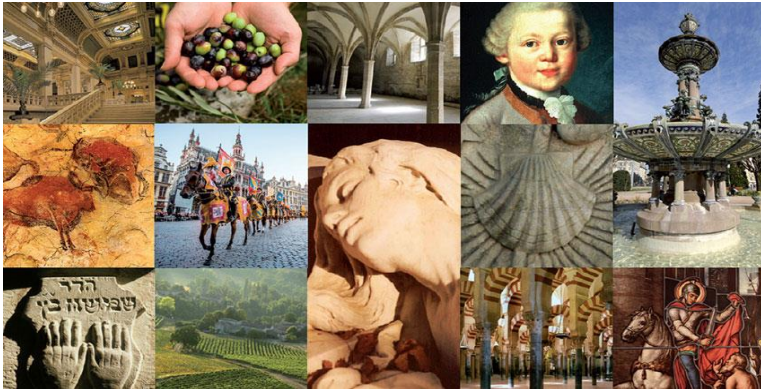
ETIS DESTINATIONS BY TYPE



Successful experiences at destination level across Europe



Visit **South Sardinia**, a successful ETIS destination achiever, awarded by the European Commission in 2016



7 transnational Cultural Routes certified by the Council of Europe, implemented ETIS in 2016,

- focusing on the cultural governance model
 - Via Frangigena, Iter Vitis,
 - Santiago de Compostela, Saint Martins of tours,
 - Olive Trees, among others

ETIS award ceremony

Bruxelles, 30th April 2016



ETIS experience in Southern Sardinia

ETIS promotes:

Visibility as sustainable destination

sustainability communication

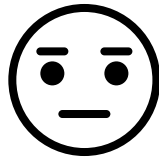
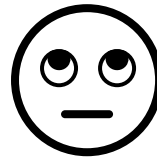
Challenges to Overcome



Collecting data from SMEs is a key tool to monitor sustainable tourism destination

Destination Sustainability Policies and Investments as **Marketing Strategic Levers**

QUESTIONS & ANSWERS





*Alone we can do so little;
together we can do so much,*
Helen Keller

The engagement of public-private partnership and inter-regional and inter-sectorial cooperation is fundamental to turn vision into reality, by developing new green business and eco-friendly models with a circular, interdisciplinary and inter-sectoral approach (tourism, culture, environment, transport and mobility, waste management).

Managing sustainable destinations with the ability to measure the tourism impact on climate mitigation, is not a trend, it is the **unique way to create a responsible and balanced eco-system for the planet** and to respect the social-cultural dimension of the territories.

*Things do not happen. Things are
made to happen.*

John F. Kennedy



Thank you for your attention!



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