

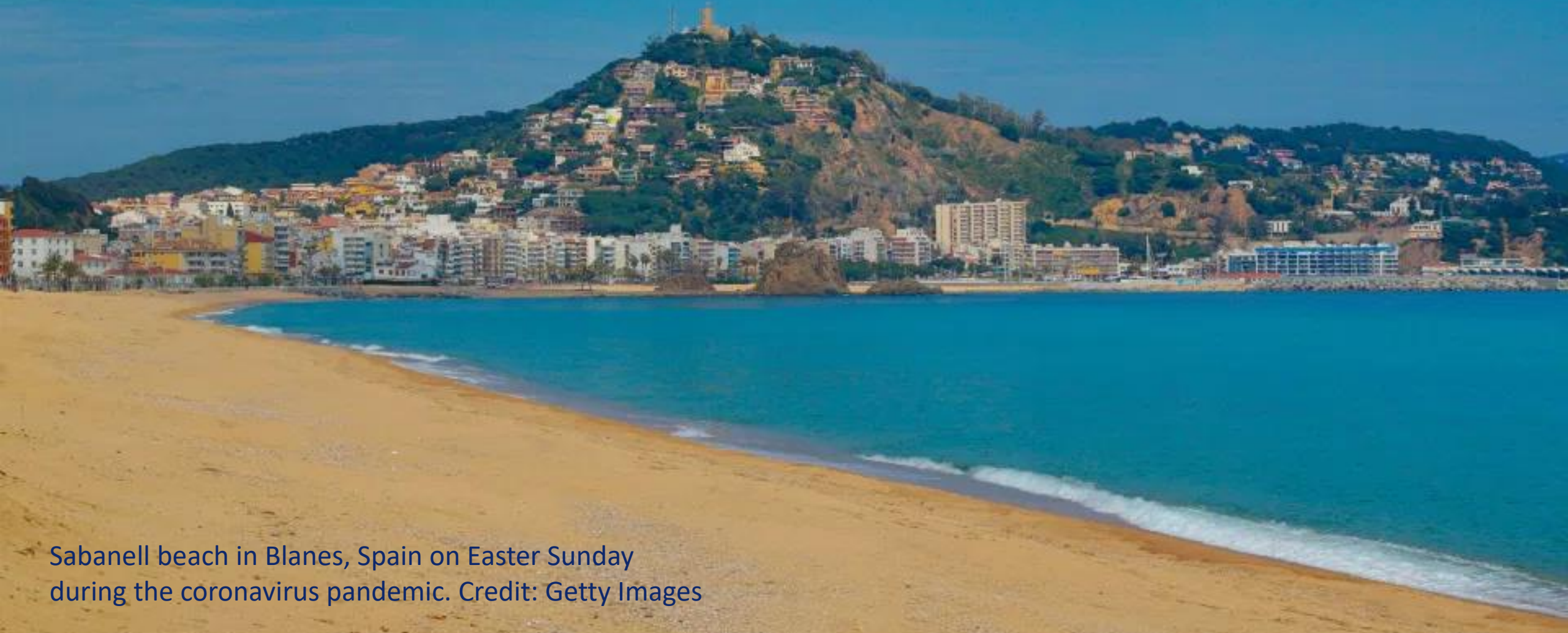


# Key concepts for a sustainable and smart recovery

Jeremy Sampson, CEO, the Travel Foundation



# The economic impact of less/no tourism has been deep and devastating



Sabanell beach in Blanes, Spain on Easter Sunday during the coronavirus pandemic. Credit: Getty Images



# The challenges of managing growth are sure to return

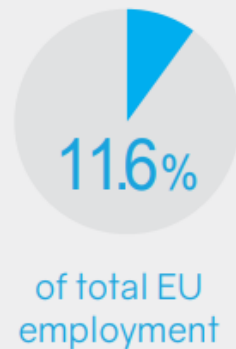




## IMPACT OF TOURISM ON EUROPEAN UNION ECONOMY IN 2018 (total contribution)

 **441.1** billion  
EUR

**27,306** million  
jobs 

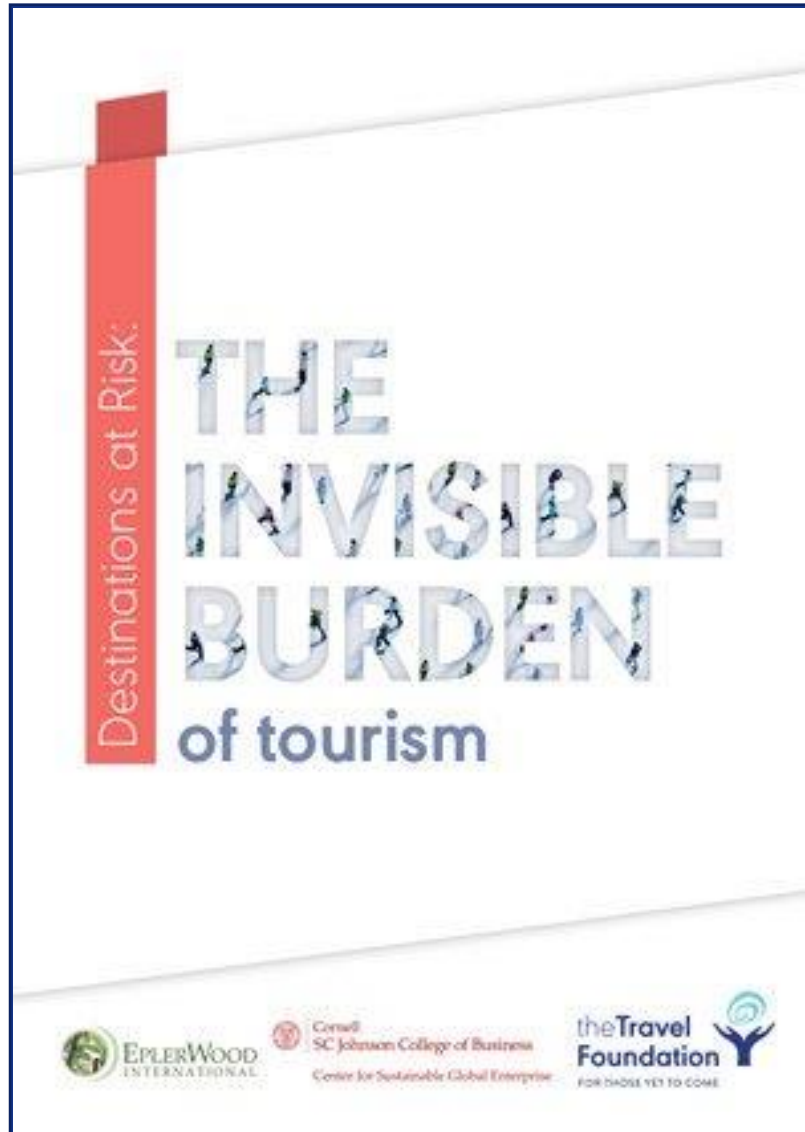


Growth in international  
tourist arrivals in 2018  
(% YTD on previous year)

 **6.1%**  
Europe

  
**5.6%** World

# BUT AT WHAT COST?



The **unaccounted costs** associated with the additional demand of visitors. E.g.

- additional infrastructure required to transport, feed, accommodate, provide energy and water, and manage the waste of tourists and those employed in the sector.
- protecting/maintaining shared environmental & cultural assets

[www.invisibleburden.org](http://www.invisibleburden.org)

# Putting community needs at the centre of recovery is good for governance AND business

Resources and biodiversity are protected

Local livelihoods are optimised

Quality of life for residents and workers

Protecting destination-level investments & jobs

Building resilient, inclusive local supply chains

Creating innovative and much sought-after products and services





Welcomes the Commission's  
a European tourism summit involving  
institutions, industry, regions, cities and  
stakeholders, in order to reflect on the European  
tourism of tomorrow, and supports the  
development of a 2050 roadmap towards a  
sustainable, innovative and resilient European  
tourism ecosystem ('European Agenda for  
Tourism 2050'); calls on the Commission,  
therefore, to adopt a new strategy and action  
plan for EU tourism in 2021 based on the  
outcome of this dialogue, in order to maintain  
Europe's standing as a leading destination  
through an 'EU Tourism Brand'; stresses that  
this long-term strategy must include a plan for  
digitalising the sector and schemes to regenerate  
tourist areas; stresses that the strategy must  
support the green transition of the sector by  
accelerating processes and renewing infrastructures  
and underlines that the Commission

European Parliament  
2019-2024



Plenary sitting

B9-0166/2020 }  
B9-0177/2020 }  
B9-0178/2020 }  
B9-0182/2020 }  
B9-0184/2020 } RC1

15.6.2020

## JOINT MOTION FOR A RESOLUTION

pursuant to Rule 132(2) and (4) of the Rules of Procedure

replacing the following motions:

B9-0166/2020 (PPE)  
B9-0177/2020 (Verts/ALE)  
B9-0178/2020 (S&D)  
B9-0182/2020 (GUE/NGL)  
B9-0184/2020 (Renew)

on transport and tourism in 2020 and beyond  
(2020/2649(RSP))

Marian-Jean Marinescu, Cláudia Monteiro de Aguiar, Barbara Thaler,  
Elissavet Vozemberg-Vrionidi  
on behalf of the PPE Group  
Johan Danielsson, István Ujhelyi  
on behalf of the S&D Group  
José Ramón Bauzá Díaz, Nicola Danti  
on behalf of the Renew Group  
Anna Deparnay-Grünenberg, Tilly Metz

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PE647.666v01-00 }  
PE647.668v01-00 } RC1

EN

United in diversity

EN

# A new model for tourism

Better data on costs,  
impacts and risks



Community  
engagement &  
mandate



A shared public/  
private agenda and  
success indicators



Skills building across  
the tourism value  
chain



Finance and  
investment for  
sustainable outcomes



Sustainable products,  
strong local supply  
chain, diverse  
livelihoods





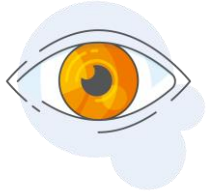
CHOOSING  
A BETTER

# FUTURE OF TOURISM

## THE COALITION



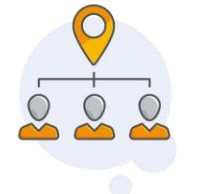




**1. See the whole picture**



**2. Use sustainability standards**



**3. Collaborate in destination management**



**4. Choose quality over quantity**



**5. Demand fair income distribution**



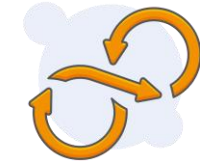
**6. Reduce tourism's burden**



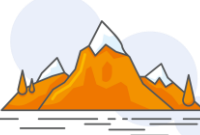
**7. Redefine economic success**



**8. Mitigate climate impacts**



**9. Close the loop on resources**



**10. Contain tourism's land use**



**11. Diversify source markets**



**12. Protect sense of place**



**13. Operate business responsibly**





Thank you