



SUSTAINABLE DESTINATION STRATEGY

WHY YOU SHOULD JOIN OUR ONLINE COMMUNITY AND WORKING GROUP AND WORKING GROUP FOR TOURISM BUSINESSES AND STAKEHOLDERS

Did you know that:

- The Netherland tourist board and the city of Amsterdam have put plans into action, which they hope will encourage fewer tourists to come in the future,
- Dubrovnik is limiting the number of tourists entering the Old Town, as well as the number of cruise ships per day, and
- Venice has just banned bigger cruise ships from docking at its cruise terminal in the city?

Over-tourism and its consequential impact on the environment and on quality of life in cities, such as housing costs and overcrowding issues, have put pressure on tourism destinations to re-invent themselves. New sustainable strategies and partnerships are necessary to lead the way of post-COVID recovery in the right way.

That is exactly WHY within TOURBAN project we will have focused discussions around the topics.

RELEVANCE:

- The traditional model of tourism, that is, the way the sector has developed in Europe over the past 50 years, is at a tipping point.
- Even before the COVID-19 pandemic hit, economic and employment benefits had given way to an increased understanding of the costs that accompany tourism growth, to the extent that in some heavily visited areas, local communities were actively discouraging tourists and the impact on the environment was being felt.
- A paradigm shift from “more” to the “right kind of” visitors is necessary.
- The (public) administrations and destination management organisations need to take the lead to define new and sustainable development strategies.
- New private and public partnerships are necessary to create a more balanced tourism in a destination.
- Especially cities have to face a new post-COVID reality with less business travellers but potentially more leisure guests.
- Cities have to consider a new understanding of city tourism with closer ties with its surroundings.

OPPORTUNITIES FOR DESTINATIONS AND SMES

- When discussing and defining sustainable destination strategies, it is necessary to put as many interest groups as possible on the table, the public sector cannot do this alone neither can the private enterprises.
- It is important to talk and look beyond your normal horizon.
- TOURBAN can supply a very interesting platform of exchange and knowledge creation by linking private and public players from the different TOURBAN cities.

TOPICS ADRESSED:

- Tourist congestion/ visitor spreading strategy
- Tourists vs. residents
- Interaction with local community
- District/ community projects
- Local ecosystem collaborations
- KMU and local providers
- PPPs
- Stakeholder engagement and governance
- Sustainable transport

TOURISM SECTOR EXPERIENCE:

The topic is very relevant for all the TOURBAN cities with many good and bad examples of tourism development strategies in the past and for the future – on the public and the enterprise level.

ADDITIONAL INFORMATION:

Ulf SONNTAG
Project Partner NIT, Institute of Tourism
Research in Northern Europe
ulf.sonntag@nit-kiel.de
+49 431 666 567 14
www.nit-kiel.de/en

