

# Transforming tourism for a resilient and sustainable post-COVID world

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# GO 4 SDGs



# Impacts on tourism environment in Pan-Europe

Jobs accommodation and food services make **20% of all vulnerable positions**.

**11.5 m** travel and tourism jobs have been impacted in the region

Reduced air emissions of GHG, including due to major international travel arrivals decrease.

Surge in domestic nature-based tourism in protected and conserved areas post-lockdown, leading to overcrowding & waste management challenges



# Implications for sustainable tourism

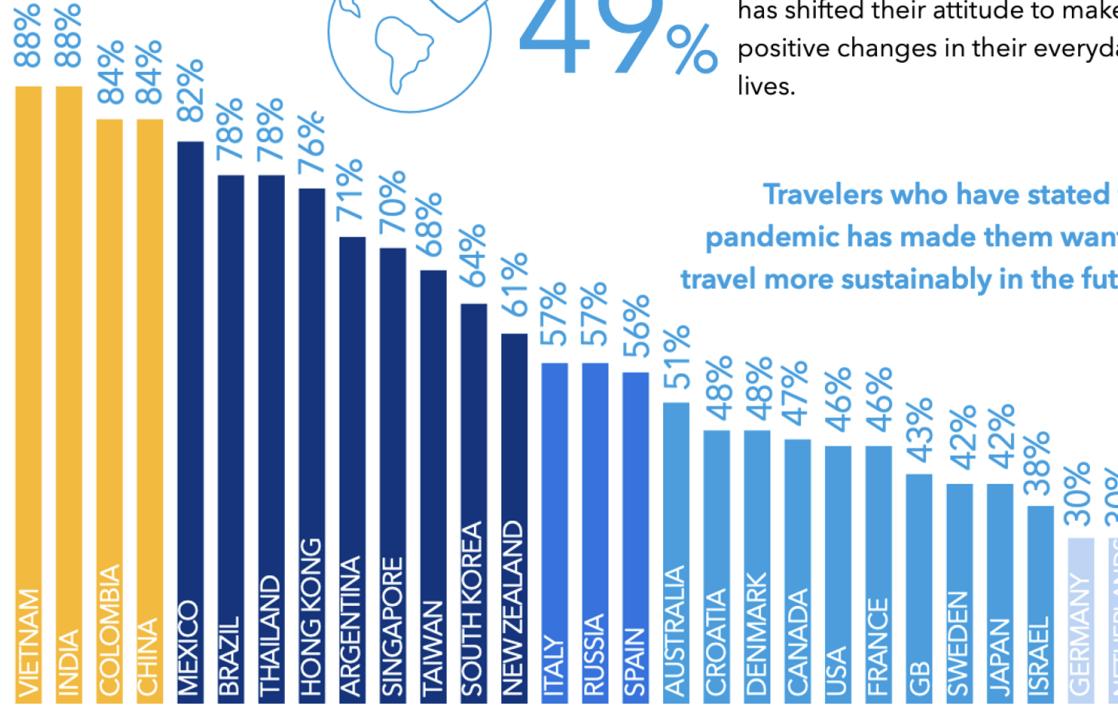
61%

of travelers state that the pandemic has made them want to travel more sustainably in the future.



49%

of travelers admit that the pandemic has shifted their attitude to make positive changes in their everyday lives.



Travelers who have stated the pandemic has made them want to travel more sustainably in the future



83% want to reduce their energy consumption (e.g. by turning off air conditioning and lights in their room when they are not in it, for example).



79% want to use more environmentally friendly modes of transport (i.e. walking, cycling or public transport over taxis or rental cars).



76% are keen to reduce water usage (e.g. by reusing towels or opting out of daily room cleaning).

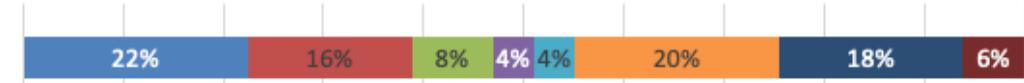


69% are committed to reducing the carbon footprint of their trip or pay to offset this whenever possible.

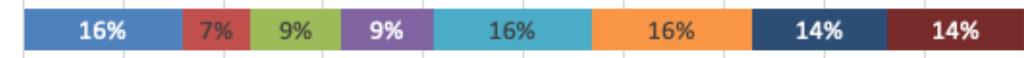
<https://globalnews.booking.com/bookingcoms-2021-sustainable-travel-report-affirms-potential-watershed-moment-for-industry-and-consumers/>

## Where is financial support most required to enhance the sustainability of the tourism sector in the post-pandemic period? *Ranked importance: 1 most important, 8 least important*

Establishing mechanisms which ensure that income from tourism supports local communities



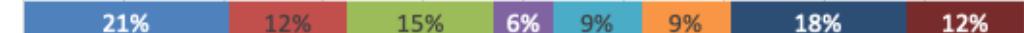
Support for additional waste management requirements generated by COVID-19 measures (e.g. single use masks, gloves etc)



Capacity building for development of new sustainable tourism practices or products



Nature conservation efforts (e.g. funding for monitoring, protection, and anti-poaching)



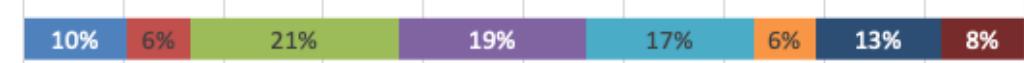
Incentives for developing and pilot testing new business models



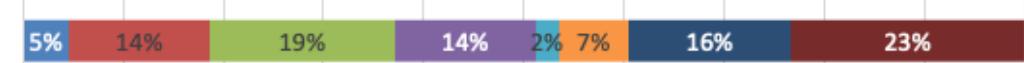
Environmental education of visitors on issues relevant to the country



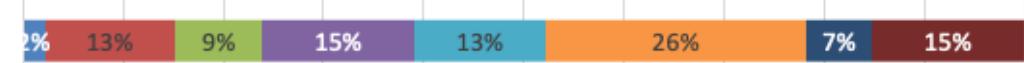
Support for community projects that were financed by tourism revenues (e.g. education, health, infrastructure)



Capacity building for tourism businesses and organisations to improve environmental performance



Supply chain improvements (e.g. resource efficiency, greenhouse gas emission reduction and circularity)



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

# Policy measures

1. Strengthen policy, regulatory and institutional frameworks to prevent future crises

2. Stimulate supportive fiscal measures and disable harmful ones

3. Support investment and finance for sustainable tourism practices

4. Accelerate sustainable infrastructure and retrofitting towards Net Zero, and resource efficient operations

5. Adopt sustainable procurement and consumer information tools, including sustainability standards and voluntary certification schemes

6. Adopt digital, circular and technology solutions

7. Engage with tourism stakeholders and partners, and build their capacity to participate effectively

8. Establish Measurement, Reporting and Verification (MVR) systems

9. Support vulnerable groups, including women, youth and migrants

10. Invest in research to support science-based decision making in tourism

11. Develop partnerships for collaboration across the tourism value chain



Helena Rey De Assis

Thank you!  
Contact us:



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