

Tomorrow's tourism for Spain

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Brief introduction – Tourism until COVID-19 (I)

- › Tourism ... quite a new activity.
- › From an opportunity linked to the earning of foreign currency to a social and territorial phenomenon with positive and negative impacts.
- › An activity with a quite stable policy domain
 - › Objective: the growth of the activity
 - › Four-fold concentration:
 - › Concentration of supply
 - › Concentration of demand
 - › Spatial concentration
 - › Temporal concentration

Brief introduction – Tourism until COVID-19 (II)

- › Discourse of "success despite some imbalances"
- › Some critical voices:
 - › the sustainability of the model
 - › processes of commodification of spaces
 - › poor quality of tourist employment
 - › problems of overtourism
- › First ideas about “de-growth”.
- › And then, the pandemic...

NextGeneration Found

- › ... a Post-COVID-19 Europe greener, more digital, more resilient and better fit for the current and forthcoming challenges.
- › Main instrument: Recovery and Resilience Facility (RRF) – an instrument for providing grants and loans to support reforms and investments in the EU Member States.
- › Each country: Recovery and Resilience Plans
- › Spain decided to have an specific “Component” focused on tourism

COMPONENT 14: TOURISM

4 CORE IDEAS



Transición ecológica



Transformación digital



Igualdad de género



Cohesión social y territorial

10 ISSUES



30 COMPONENTS

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COMPONENT 14: TOURISM

TOURISM MODERNISATION AND COMPETITIVENESS PLAN (COMPONENTE 14)

3 CORE IDEAS



Transición ecológica



Transformación digital



Cohesión social y territorial

+

EXTRA-PENINSULAR TERRITORIES



Transición ecológica

EJE SOSTENIBILIDAD TURÍSTICA



DESTINATIONS

Tourism Sustainability Plans at Destinations

- Transform destinations, according to sustainable criteria and aligned with the SDGs of the 2030 Agenda.
- Developed through a participatory and collaborative process between the three competent public administrations and the different public and private actors of the tourism ecosystem of the destination



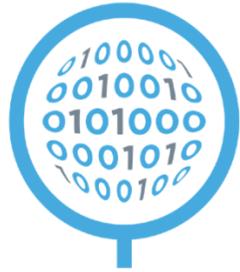
HOST SOCIETY

Social sustainability of tourism



BUSSINESS ANS DESTINATIONS

Transformation of the existing Spanish Tourism Quality System for tourism destinations into a comprehensive **Spanish Responsible Tourism System** for tourism destinations and business.



Transformación
digital

EJE DIGITALIZACIÓN TURÍSTICA



DESTINATIONS

- smart destination platform making interoperable public and private services available to tourists
- a Tourist Intelligence System
- a set of initiatives to boost the Spanish Smart Destinations Network

BUSSINESS ANS DESTINATIONS

- digital skills training plan adapted to the service sector



Cohesión social
y territorial

EJE COMPETITIVIDAD TURÍSTICA



NETWORKS

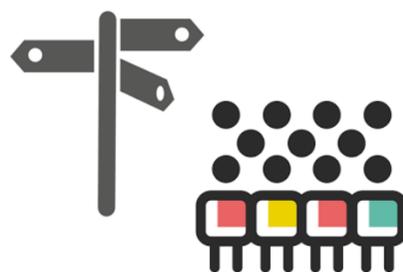
- Strategy Experience Tourism Spain



CULTURAL HERITAGE

Regeneration and rehabilitation of historical tourist heritage sites:

- reduction and compensation of the carbon footprint
- eco-rehabilitation of the sites,
- improvement of energy efficiency,
- actions to adapt to climate change,
- modernization of waste management systems...



COMERCIAL AREAS IN LOCAL AREAS

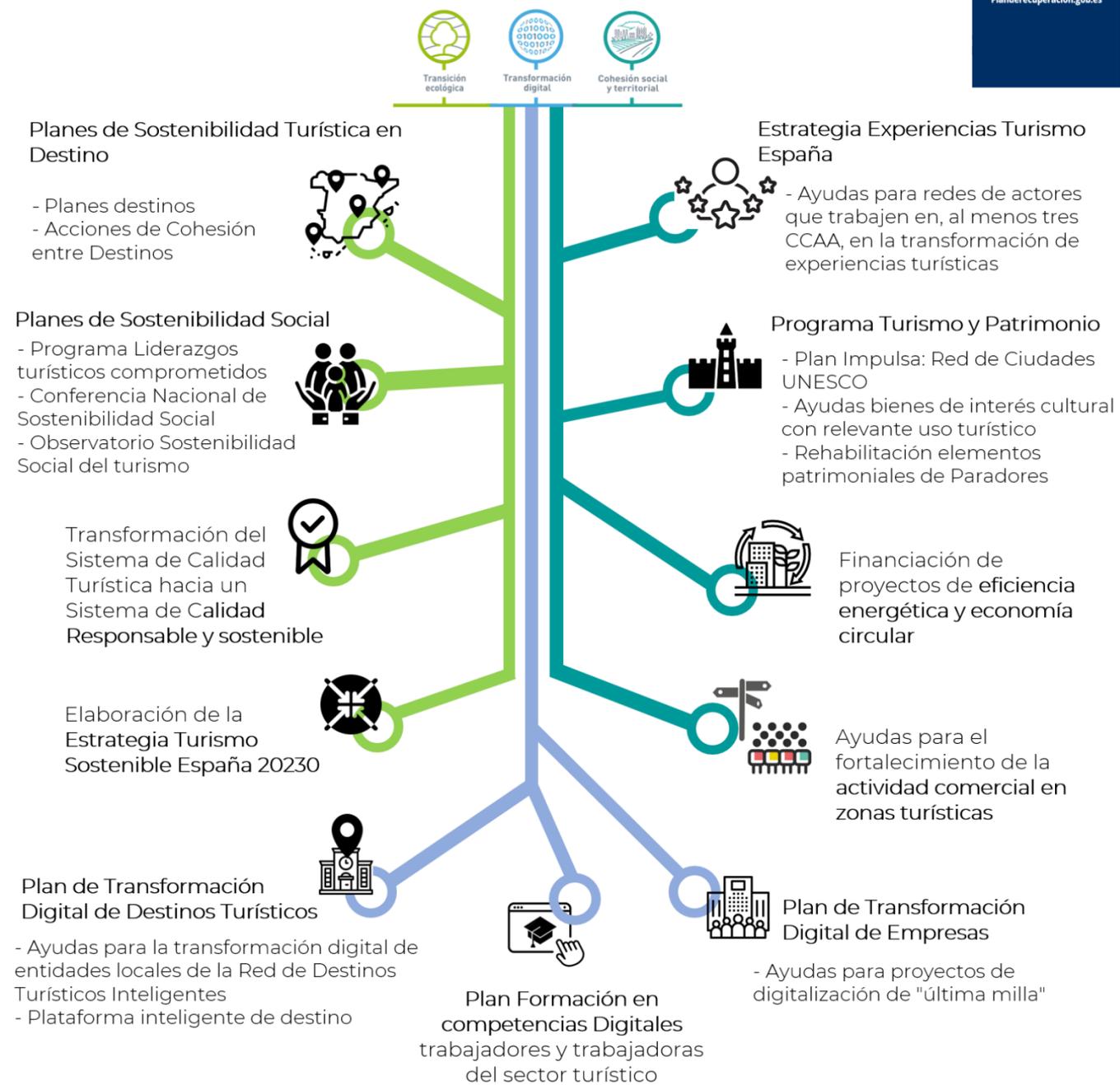
Including actions like implementation of technological solutions to improve energy efficiency; eco-efficient processes and recycling and reuse of waste; training of staff

...

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C.14. PLAN MODERNIZACIÓN Y COMPETITIVIDAD TURÍSTICA



The social dimension of tourism sustainability

- › The economic and environmental dimensions of tourism have been subject of deep reflection and several actions
- › This social dimension of sustainability faces a difficulty linked to the very concept of "social": it is a broad concept with complex limits.
- › Our approach...

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INCLUSIVE DESTINATIONS

- › Spaces that promote equality, wellbeing and inclusion and generate opportunities.
- › Responsible leadership.
 - › find tourism leaderships that are implementing programmes that have positive social impacts of tourism in their destinations.
 - › Programmes linked to different values: participation, accessibility, confidence, identity...

SUSTAINABLE TOURISM EMPLOYMENT

- › Based on people-to-people contact: employment becomes a key factor for the sustainability of the activity.
- › Factors to be developed:
 - › Fair pay continues to be a determining factor in job satisfaction. But it is not the only one.
 - › Diversity: recruiting talent that reflects the diversity that characterises our societies today.
 - › Gender and equality

BALANCED COEXISTENCE

- › Framework of harmony and hospitality.
- › Wicked challenges.
 - › “overtourism”: both the tourist experience and the quality of life could seriously deteriorate.
 - › Short term rental.
 - › Responsible tourists

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- › We are trying to do, not only using the terms
- › It is not easy. But it is necessary.

› Thanks.

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