

# DELIVERING SUSTAINABLE GROWTH IN THE TOURISM SECTOR

## Smart Tourism Policies to Monitor Destination's Sustainability towards a Challenging Future



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# Overview

- Smart Tourism
- Sustainable Development
- Monitoring Sustainability
- Adoptive Capacity
- Resilience in the face of Adversity



# Smart Tourism

- **Use of Technology – Digitalization – AI/VR/AR**
- **Innovation – Creativity**
- **Value centric & Holistic Approach**
- **Better-Faster-More Efficient – For All**







# Sustainable Development

- Good for All
- Good for the Region
- Essential for the Planet

# Monitoring Sustainability

- Monitoring the Region's economic, social and environmental status
- Development of new and multilateral Data Sources (**Smart Database**)
- Identifying Key Performance Indicators (KPIs) and evaluation of the existing Data Resources
- Establishing Synergies for the Dissemination of Information-Knowledge for enhancing social and corporate awareness
- Easier Strategic Direction towards a Sustainable model for the regional Tourism Ecosystem.



*“If you can't measure it, you can't manage it.”*  
*Peter Drucker*

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# Monitoring Sustainability – What is Needed

**A selection of Statistics, Indicators, Data and other Information for their Systematic Monitoring, Evaluation and Analysis.**



*“(...) providing the right data at the right time to the right people so that they can take the right decisions.”*

*Nic Smith*

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# Sustainability Observatories - INSTO/UNWTO

## Criteria & Mandatory Indicators

1. Employment
2. Seasonality
3. Energy Management
4. Water Management
5. Community Satisfaction
6. Liquid Waste Management
7. Solid Waste Management
8. Governance



## 32 Observatories

- Sonoma / USA
- Canary Islands / Spain
- The Yukon / Canada
- Jiangmen / China
- Sanur / Indonesia

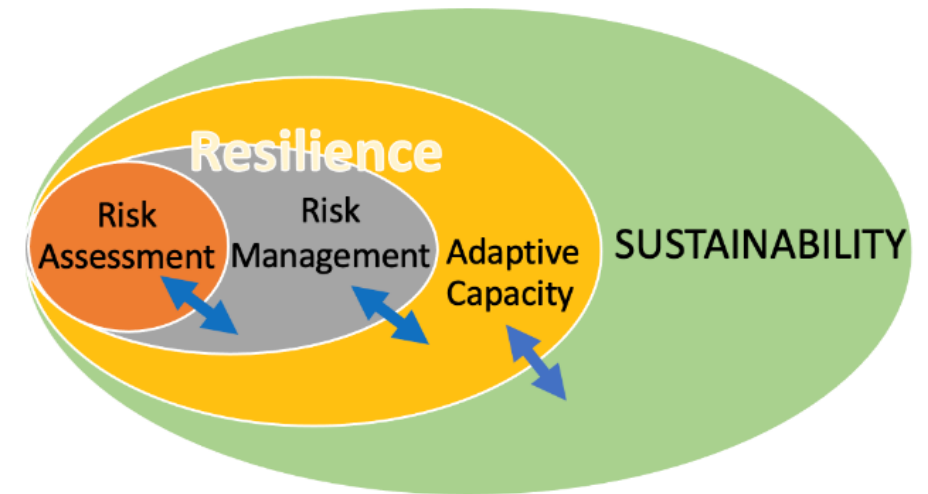


# Adaptive Capacity

**From:** Risks & Vulnerability

**Through:** Coping Capacity –  
Adaptive Capacity

**To:** Resilience & Sustainability







# Resilience in the face of Adversity





**Smart** – Creative – Innovative

Inclusive – **Holistic** – Leave No one Behind

Restoring – Healing – **Regenerative**

**Sustainable** & Resilient

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Thank You!

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