Strategic planning for sustainable tourism development: Issues and responses

European Tourism Forum
2 October 2018 - Vienna
HOTREC at a glance

- Umbrella Association of Hotels, Restaurants and Cafes in Europe
- 43 National Associations
- 30 European countries
- The voice of the hospitality industry at EU level
Tourism continues growing - UNWTO

- 1.3 billion international tourist arrivals in the world
- 537 million arrivals in the EU
- 7.5% growth in Europe
- Europe currently one of the most dynamic growing market

Challenges for sustainable tourism development
Key policy sustainability challenges for Tourism businesses
Over-tourism and pressure on local resources

- Long-term growth in international tourism
  - Risk of tourism rejection in some local destinations (over-tourism)
  - Phenomenon drastically increased by un-regulated growth of collaborative economy
  - Increased risk on local environment if un-managed and un-controlled

Strategic planning and coordinated actions to better manage flows are needed

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The transition to a more resource-efficient model

- Making hospitality and tourism more resource-efficient
  - EU goal to halve amount of food waste (88 million tons) by 2030. Hospitality has role to play, although not the biggest waster.
  - Climate change policies and CO2 emissions: tourism businesses must increase energy efficiency

The hospitality industry is already taking the lead
HOTREC’s response to the sustainability challenge
HOTREC proposals to tackle over-tourism

- **06/2018: Position paper**
  - Explains phenomenon
  - Provide key to understand impact on destinations
  - Make 5 policy proposals to tackle the issue:
    - tourism governance
    - threshold on visitor capacities
    - spreading of demand
    - make visitors feel responsible
    - dialogue with local communities
Food Waste: an active engagement

- 02/2017: HOTREC guidelines to reduce food waste in the sector
  - Guidelines to reduce food waste + manage food donations
  - Examples of best practices
  - Charter to exchange best-practices signed with METRO AG and the FEBA (European Federation of Food banks)
Promoting good energy efficiency practices

- **Main drivers for change:**
  - cost savings + marketing advantage
  - anticipate regulatory constraints

- **Hospitality constraints:**
  - Low margins
  - Building constraints (historical buildings, buildings not owned by operator, etc.)
  - Lack of knowledge and expertise, especially in SMEs
Promoting good energy efficiency practices

- HOTREC to tackle the knowledge aspect
  - Brochure with guidance to help businesses raise energy efficiency
  - Showcase examples of businesses with good energy-efficiency actions
  - Charter on energy efficiency with key partners (UNWTO, EU stakeholders) on exchange of best-practices

- Cooperation at international level
  - HOTREC to join ‘One Planet sustainability programme’ of U.N

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Conclusion

- Key challenges for sustainable tourism
- Hospitality industry takes the lead and tries to bridge the knowledge gap
- Partnership industry-public authorities is needed:
  - Cooperation on over-tourism (e.g. see HOTREC proposals)
  - Energy efficiency: funding and help to investments to speed-up renovation rates for ageing infrastructures
Thank you for your kind attention!

Comments/Questions?

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