

Euro Med WEALTH LSED research group

Date: 27th June 2013 – Time: 16.30 CET

Tourism and Sustainability: The case of the Algarve

Agenda

1. Sustainability in Tourism: Theoretical considerations about concepts and implementation
2. Good Practices from the Algarve (Portugal)
3. Questions and Debate

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- 1. Sustainability in Tourism: Theoretical considerations about concepts and implementation

The new Tourism...

"A new tourism is emerging: sustainable, environmentally and socially responsible and characterized by flexibility and choice. A new type of tourist is driving it: more educated, experienced, independent, conservation-minded, respectful of cultures and insistent on value for money. Information technology is opening up an astonishing array of travel and vacation options for this new tourist. To remain competitive, tourism destinations and industry players alike must adapt. For many, the challenge is to reinvent tourism. Market intelligence, innovation and closeness to customers have become the new imperatives."

The nature of the tourism product

- a very complex system... products, services, experiences...
- a value chain long and difficult to have an adequate fit...
- a set of tangible and intangible assets...
- a non-separable process of production/consumption
- a dual system – big players and smes; firm products and destination products...

Challenges facing the tourism system

- . Underlying paradigms (sustainability, competitiveness, quality, governance, ethics and social responsibility)
- . New products for new tourists
- . Millenium goals (climate change, development and governance)

● What is sustainable tourism?

A pragmatic concept...

- As a concept, sustainable tourism's underlying principles are hopefully now well understood: *it is about managing visitor impacts on the local destination area's economy, community and environment to benefit everybody, resident and visitor alike, both in the present and the future.* These principles should apply to all tourism destinations and to all forms of tourism, whether niche or mainstream, rural, coastal or urban.

What is sustainable tourism?

- **Sustainability as a basic organizational factor of resources and products in Tourism**

- Environmental Sustainability
- Economic Sustainability
- Social and cultural Sustainability



- . Political Sustainability
- . Interaction with all economic sectors
- . A relativist, evolutive and social concept

Guiding Principles of Sustainable Tourism Development

- **Responsibility to Protect Natural and Cultural/Heritage Environments**
- **Commitment and Leadership**
- **Cooperation**
- **Education**
- **Social Creativity and Freedom**

Implementation of sustainability – problems and challenges

- Policy priority and integration
- Intergeneration horizon
- Stakeholder involvement
- The regional and local dimension of the tourism fabric/destination/product
- A governance system:
 - . A institucional organization
 - . Clear roles and actions plans
 - . A policy framework that allows freedom of action for regional and local tourism players
 - . An incentive system
 - . A monitoring and evaluation system

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- 2. Good Practices from the Algarve (Portugal)

Main trends impacting Portuguese Tourism

1. Economic and political

- . Instability of financial markets(-)
 - Europe under stagnation(-)
 - Instability of northern Africa countries (+)

3. Consumer behavior

- . New priorities (close to home, to family, stability? SAFETY?, environment)
- . More rationality less overbuying
- . MORE DEMANDING AND INFORMED TOURISTS
- . Less LOYAL TOURISTS
- . Priority to “millennium generation” and senior tourism

2. Markets

- . Nordic and eastern european countries with higher growth rate
- . Brazil, USA, Canada and China also with higher growth rates

Strong competition from Mediterranean countries (Turkey, Croatia, Morocco)

4. ICTs

- . Growing importance of social networks
- . Constant evolution in new apps for communications
- . . New forms of creating, packaging and distributing tourism products

● A sustainable tourism national framework for the first time...

- Portuguese Tourism Strategic plan sets:
- The recognition of the need for sustainability
- The development of “sustainable tourism destinations” that should take care of:
 - Impact evaluation and correction
 - Regional planning and community involvement
 - Tourism products based in traditional and authentic values, traditions, local resources
 - Cooperation for sustainability
 - Environmental best practices
 - Natural and historical heritage protection
 - New forms of impact measurement



Cases from Algarve

- **Algarve's Sustainable Development Indicator System**
- <https://web.ccdr-alg.pt/sids/indweb/index.asp>

- Eco label hotel certification using an integrated THREE level approach (Hotel VilaGale Albacora) (LiderA, TÜV Rheinland, Travelife, Green Key, e TUI Umwelt Champion).
- <http://www.vilagale.pt/pages/hoteis/?hotel=4>



- New sustainable building resorts (Almaverde)
- <http://www.almaverde.com/>



- New sustainable quality schemes for SMEs (Casas Brancas)
- <http://www.casasbrancas.pt/>



- New resource-based products in small destinations
- Via Algarviana trail (<http://www.viaalgarviana.org>)

- Sagres birdwatching festival

<http://birdwatchingsagres.com/index.php?lang=en>

- The traditional sausage festival

http://www.cm-monchique.pt/portal_autarquico/monchique/v_pt-PT

- The Sweet potato Festival

<http://festival-batatadoce.cm-aljezur.pt/>



3. Questions and Debate

*The future is not a place to which we are going,
it is a place we are creating.*

*The paths to the future are not found, but made, and the activity of
making them changes both the maker and the
destinations”.*

(Martha Cleary)

