



Tendencies and Needs of the Tourism Market

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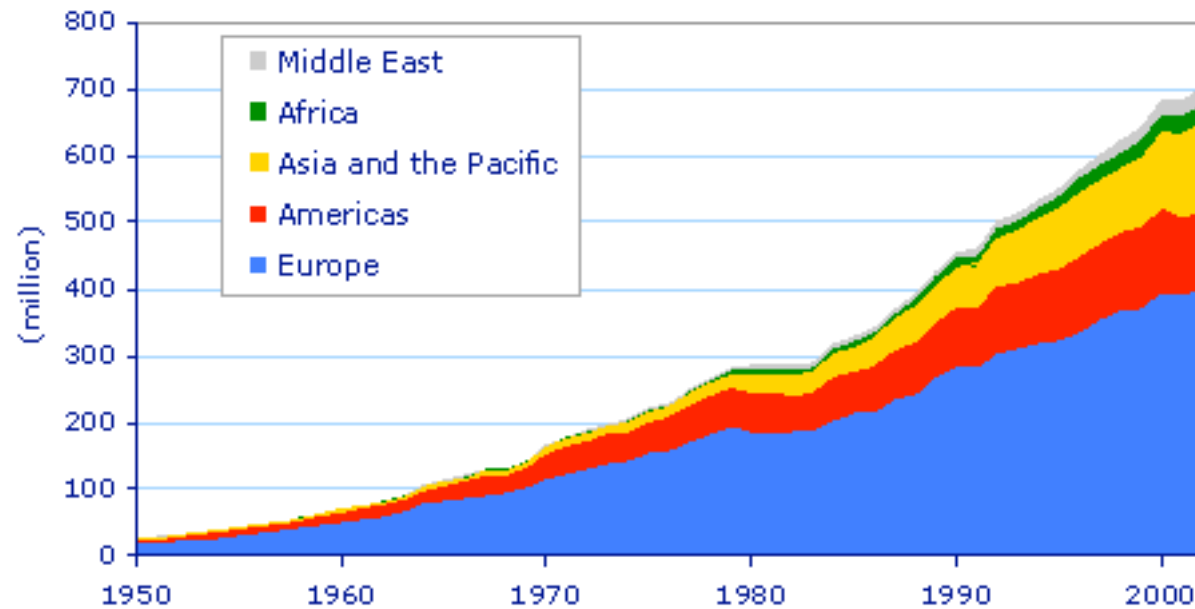
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Tourism: a driver for growth

- 5% of world's GDP
- Contributes to about 8% of total employment
- 4th in global exports.

International Tourist Arrivals, 1950-2005*



Why is sustainability important for tourism?

The growth of tourism brings along sustainability issues: there is an **increased pressure** on the assets of a tourism product (natural, cultural or ethnographic).

For a **long term profitable and economically viable** tourism activity this pressure must be relieved.

Destinations must remain attractive by preserving their natural and cultural beauty and their socio-cultural authenticity

The local population needs to be engaged with tourism development through good labor conditions, attention to vulnerable groups in society, human rights, no child labour or sexual abuse.

Why is sustainability important for tourism?



Would you choose this beach for your holidays?

Why is sustainability important for tourism?



Would you choose a destination where the local community is hostile toward tourists?

Sustainability, the catchword of the millennium

The UNWTO defines sustainable tourism; as “tourism which meets the needs of the present tourist and hosts regions, while protecting and enhancing opportunities for the future”.



« Green trends» in tourism

- Changing consumers' patterns
- increased industry consciousness on the importance of sustainable businesses and products
- New regulations and legislation are pushing towards more sustainable policies.



Changing consumers' patterns



Tourist choices are increasingly influenced by sustainability considerations:

- Increased interest in the social cultural and environmental issues relevant to the destinations and appraise hotels committed to protecting the local environment and social stewardship.
- biodiversity attributes increase the willingness to visit tourism attractions independently of other factors;
- consumers are concerned about the local environments of their travel destinations and are willing to spend more on their holidays if they are assured that workers in the sector are guaranteed ethical labour conditions in the places they are visiting.
- tourists seeking environmental and culturally differentiated destinations are willing to pay more for this experience.

Industry trends



Increased industry interest in sustainable tourism:

- it reduces costs, protects essential resources, delivers greater quality & enriched experiences,;
- It creates new market segments such as ecotravel and adventure tourism, cultural tourism, community based tourism.

- IT WILL HELP TO COMPETE IN THE FUTURE

New Rules and regulations



- Higher protection of natural resources;
- Legislation on external effects of transport (ETS, carbon taxes, etc)
 - increased demand for documentation on sustainability (energy efficient certification);
 - voluntary certification schemes.



Thank you for your attention!

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