



**BSEC-ICBSS-DG MARE Online Workshop**  
**“How has the Covid-19 pandemic affected Blue Economy in the Black Sea region?”**

**Coastal and Maritime Tourism sector**  
**(16 June 2020)**



# Travel & tourism in the context of Blue Economy

- Blue economy typically interknit with **and highly dependent on travel and tourism.**
- Countries with accessible and attractive coastlines put **coastal and maritime tourism (CMT) at the heart of their tourism and wider economy.**
- Tourism brings **challenges** in terms of *increased greenhouse gas emissions, water consumption, sewage, waste generation and loss or degradation of coastal habitat, biodiversity and ecosystem services.*



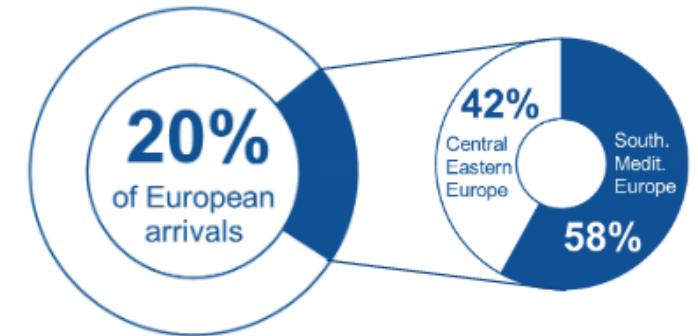
# Travel & tourism in the Black Sea region

- As of 2018, BSEC destinations account for 20% of Europe's international tourist arrivals, up one percentage point from 2017. The region represents 10% of the world's arrivals.
- Between 2000 and 2018, international arrivals grew an average 6% per year in the region, above Europe's 3% growth and the world average of 4% per year.
- Tourism is a major economic pillar in some BSEC destinations, while the potential for growth is still considerable in others.
- The region includes both established and emerging destinations.

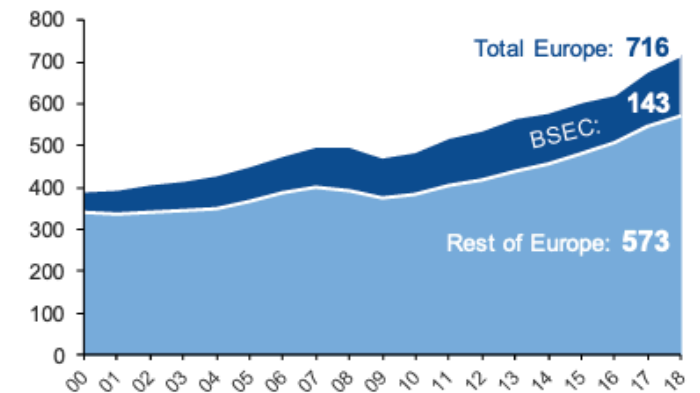
## BSEC International Tourist Arrivals, 2018

**143 million**  
International arrivals

**↑10%**  
growth over 2017



International tourist arrivals (million)

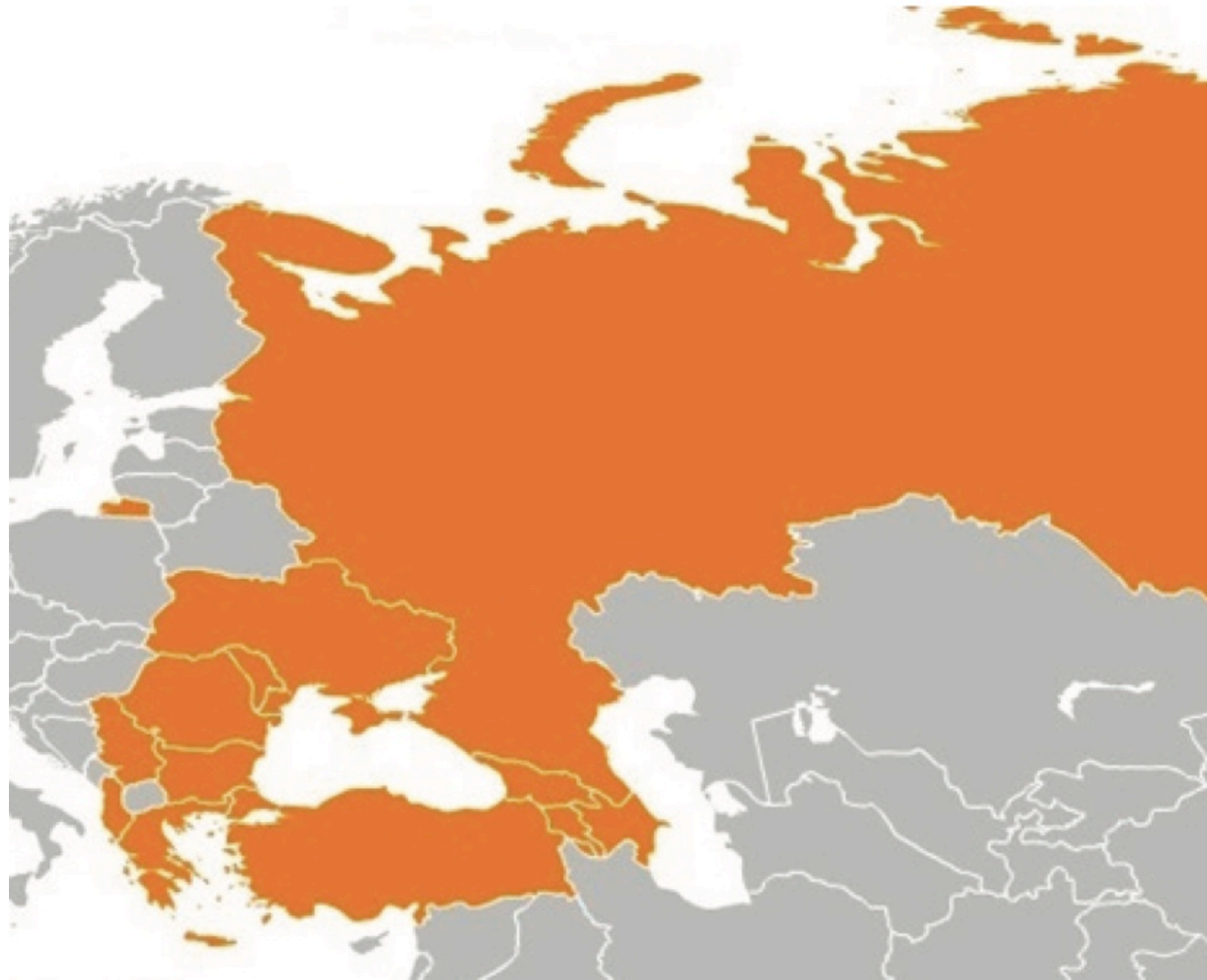


Source: World Tourism Organization (UNWTO)

Note: BSEC: Black Sea Economic Cooperation region.

# Selected BSEC Member States Data: International Tourist Arrivals (2020 Q1/March\*)

COUNTRY	ARRIVALS (Q1 %)	March (%)
Azerbaijan	-14,9	-62,8
Bulgaria	-10,5	-43,7
Georgia	-13,2	-56,1
Greece	Jan -8,5	Feb +24,6
Romania	Jan -8.7	Feb -10,2
Turkey	-22,2	-67,9
<b>Europe</b>	<b>-19,1</b>	



\* Source: UNWTO Barometer May 2020





# COVID-19 RESPONSE

## UNWTO initiatives and activities

- Assessing the Impact of COVID-19 on International Tourism:
  - UNWTO World Tourism Barometer May 2020
- Monitoring COVID-19 Related Travel Restrictions
  - 4 editions available
- Online monitoring system on country and international policy response to mitigate the effects of COVID-19
  - UNWTO global tourism dashboard
- Education and Training:
  - UNWTO Online Academy
  - Webinars
- Policy guidance and coordination:
  - Global Tourism Crisis Committee
  - A Call for Action to Mitigate the Socio-Economic Impact of COVID.19 and Accelerate Recovery
  - Priorities for Tourism Recovery
  - Global Guidelines to Restart Tourism
- Technical Assistance Package
- Innovation, Investments and Digital Transformation
- Communication and Outreach

# #RestartTourism

## PRIORITIES FOR TOURISM RECOVERY

- Provide liquidity and protect jobs
- Recover confidence through safety & security
- Public-private collaboration for an efficient reopening
- Open borders with responsibility
- Harmonize and coordinate protocols & procedures
- Added value jobs through new technologies
- Innovation and Sustainability as the new normal

## GLOBAL GUIDELINES TO RESTART TOURISM

- Safe and Seamless Border Management (air, sea and ground travel)
- Private Sector – Crosscutting Measures
- Safe Air Travel
- Hospitality
- Tour Operators & Travel Agencies
- Meetings & Events
- Attractions & Thematic Parks
- Destination Planning & Management



# ONE PLANET VISION FOR A RESPONSIBLE RECOVERY OF THE TOURISM SECTOR



## Looking ahead: Sustainability is the new normal

The vision recommends six lines of action to guide a responsible tourism recovery for *PEOPLE, PLANET and PROSPERITY* namely *public health, social inclusion, biodiversity conservation, climate action, circular economy and governance and finance*

### #ResponsibleRecovery for People:

- Public health
- Social inclusion

### #ResponsibleRecovery for Planet:

- Biodiversity conservation
- Climate action

### #ResponsibleRecovery for Prosperity:

- Circular economy
- Governance and finance

# International Network of Sustainable Tourism Observatories (INSTO)

- Network of tourism observatories **monitoring** the **economic, environmental and social impact** of tourism at the **destination level**
- Mission: INSTO seeks to support and connect destinations that are committed to regular monitoring of economic, environmental and social impacts of tourism, to **unlock the power of evidence-based decision making at the destination-level**, fostering sustainable tourism practices locally and globally.

## MANDATORY ISSUE AREAS

There are 9 core issue areas that INSTO Observatories are required to monitor at least to a certain extent.



Tourism Seasonality



Employment



Destination Economic  
Benefits



Governance



Local Satisfaction



Energy Management



Water Management



Waste Water (Sewage)  
Management



Solid Waste Management



# UNWTO Measuring Sustainable Tourism Framework (MST)



## **Mission:**

- Aims to develop an international statistical framework for measuring tourism's role in sustainable development, including economic, environmental and social dimensions;
- MST provides an integrated information base to better inform on sustainable tourism, to facilitate dialogue between different sectors and to encourage integrated, locally relevant decision making.

## **System of Environmental Economic Accounting**

- In the field of environmental sustainability, the MST Framework aims at bridging the UN standards of the Tourism Satellite Account (TSA) with the System of Environmental Economic Accounting (SEEA) therefore addressing some vital policy questions, including:
  - environmental impacts of tourism: emissions, solid waste, wastewater, disruption of ecosystems and biodiversity;
  - dependency of tourism on the environment: water and energy requirements, healthy and good quality ecosystems (beaches, reefs, forests);
  - environmental protection expenditure and environmental taxes;
  - some socio-economic impacts and dependencies of tourism such as employment.

# Strategies to restart tourism after COVID-19 and rebuild a more sustainable coastal and maritime tourism



## Economical (INSTO and MST)

- Steer recovery funds towards coastal and maritime tourism
- Enhance competitiveness by investing in modernisation, innovation and digitalization
- Invest in blue economy start-ups
- Invest in transforming tourism value chains (circularity)

## Social (INSTO and MST)

- Restore trust through communication
- Measurement (visitor vs. local)
- Promote quality vs. quantity
- Increase local benefits:
  - Channel targeted support towards vulnerable groups (women / youth)
  - Repurpose tourism as a tool for the community

## Environmental (INSTO and MST)

- Reduce environmental impact
  - Monitor and report CO2 emissions from tourism operations
  - Accelerate the decarbonization of tourism operations
- Expand marine protected areas
- Support conservation efforts through tourism
- Invest in nature-based solutions for sustainable tourism
- Resource efficiency (**ONE Planet**)
- Shift towards a circularity of plastics in tourism (**Global Tourism Plastic Initiative**)



Thank you for your kind attention!

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