

// Sustainable tourism in islands and sparsely populated areas: findings from ESPON BRIDGES

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ESPON Peer Learning Workshop: Landscape heritage and sustainable tourism

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ESPON BRIDGES

Rethinking geographic specificities

- Geographic specificities ≠ handicaps
- Geographic specificities
→ opportunities and challenges
- Geographic specificities → Vulnerabilities
- Geographic specificities
are primarily a governance issue
- Geographically specific areas challenge mainstream
discourse on how balanced and sustainable
regional growth is achieved

Definitions. Post Covid-19 relevance

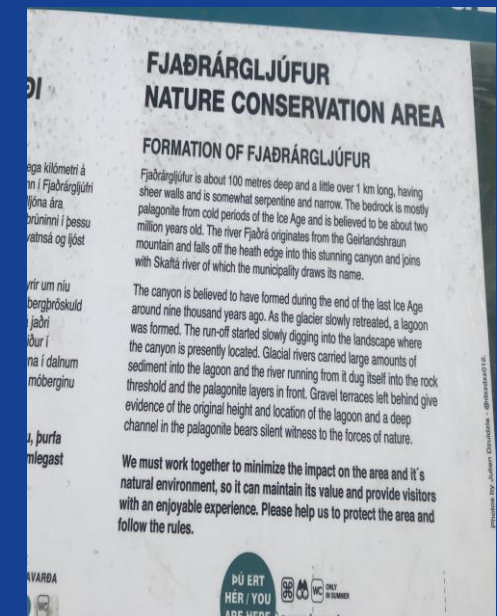
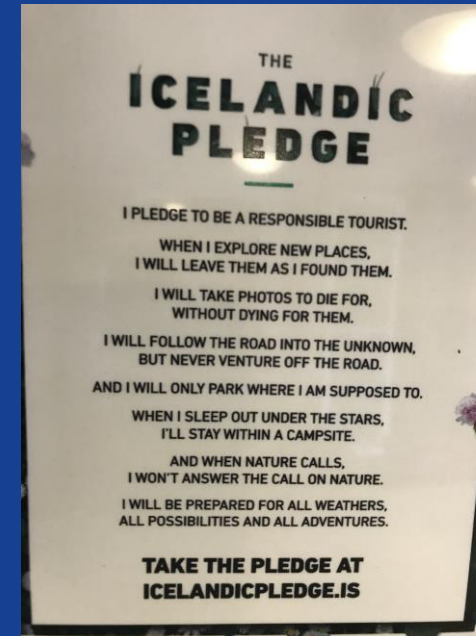
- Environmental paradox
- Impacts cannot be fully avoided
- Takes full account of its current and future economic, social and environmental impacts
- Process that is continuously integrated into other development actions

Concerns

- Intensity of tourism – concerns for long-term negatives effects;
- Lack of awareness of these effects;
- Natural tourism - fragility of ecosystems;
- Risk of diluting local cultural identity

Notes of a tourist in Iceland

- Territorial imbalances and tourist hot spots;
- Hot spots: number of tourists is higher than local inhabitants. Dangers?
- Willingness to preserve is visible;
- Pressures of wildlife tourism?
- Is there a place for more public transport outside the capital?



Strategies for sustainable tourism

- Informed participation of all stakeholders;
- Strong leadership for consensus building;
- Continuous process – constant monitoring and corrections;
- Integrated actions: social, environmental and economic;
- Green the whole tourism value chain →



Strategies for sustainable tourism (cont.)

- Manage seasonality – examples of Northern Sweden and the Laponia
- Respect of socio-cultural authenticity of host communities
- Keep introducing innovative offers to alleviate certain pressures
- Institutional innovation

- Coastal tourism - enhanced by Integrated Coastal Zone Management (ICZM)
- Islands - shift to a circular economy
- SPAs – diversification; new innovative offers;

European and global approaches to sustainable tourism

- 'REAP Tourism'
- Green Key
- Green Destination Management programs in Finland
- Developing environmental competences in small tourism enterprises (DK)
- Natures Best
- Global Sustainable Tourism Criteria
- European Charter for Sustainable Tourism in Protected Areas
- European Agenda for a sustainable and competitive European tourism

BRIDGES: Additional resources

- Case study Tenerife (Spain)
- Case study North Aegean (Greece)



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Inspire Policy Making with Territorial Evidence

// Thank you

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