

Tourism, Cultural Heritage and the Impact of COVID-19

Theme 1: Tourism as driver of economic development, present challenges

Zoom Conference Rome, 26th November 2020
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Tourism - the early days

Tourism as we know it today is a relatively new social invention.

The early days of tourism started around 1850.

It developed into today's mass tourism that we know today only after the Second World War (~1950).

Since about 1950 international mass tourism as we know it today developed with very high, almost exponential growth factors.

The Romantic search for untouched landscape and untouched history eventually led to the invention of modern tourism.

Since about 1660 the "Grand Tour" was the traditional trip through Europe undertaken by young upper-class European men of sufficient means and rank and became a regular feature of aristocratic classical education.

Intellectuals and artists of the affluent educated middle-classes followed on this path.



Goethe in der Campagna, Johann Heinrich Wilhelm Tischbein 1787, Städel Frankfurt

Tourism - the early days

This aristocratic tradition declined with the emergence of early mass tourism around 1860.

Industrialisation is the most important driving force for this early mass tourism in two ways:

- (a) The early industrial city has poor living conditions that makes people wish to escape from them
- (b) the invention and implementation of accessible rail and steamship infrastructure makes the temporary escape possible.

Tourism starts to trickle down from aristocracy to the upper middle classes and eventually to everyone.



Eröffnung der ersten deutschen Eisenbahn Nürnberg-Fürth, 1835

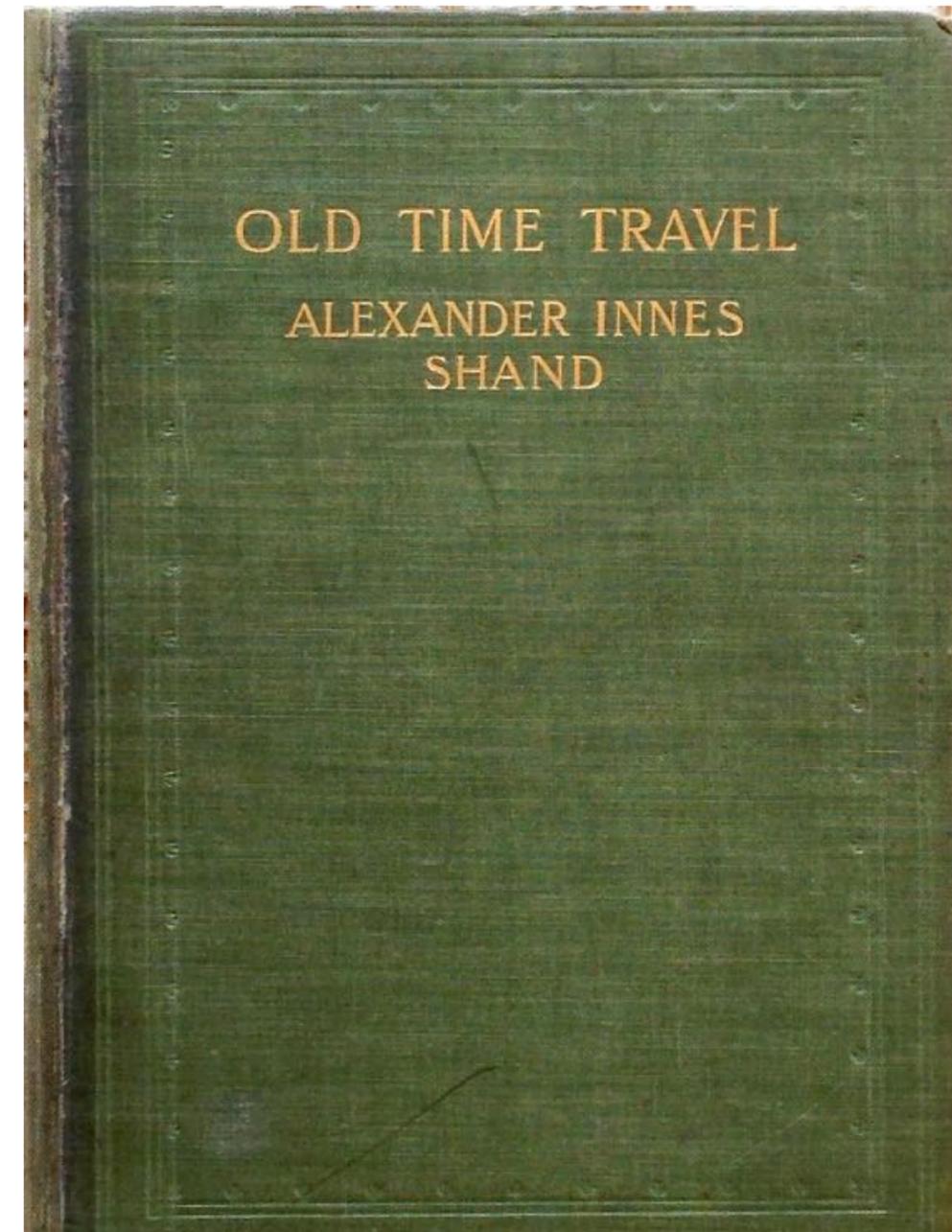


“The enthusiasm for nature comes from the uninhabitability of the cities.” (Bertolt Brecht)

Good old times of tourism or: Regretting bygone times and lost privileges...

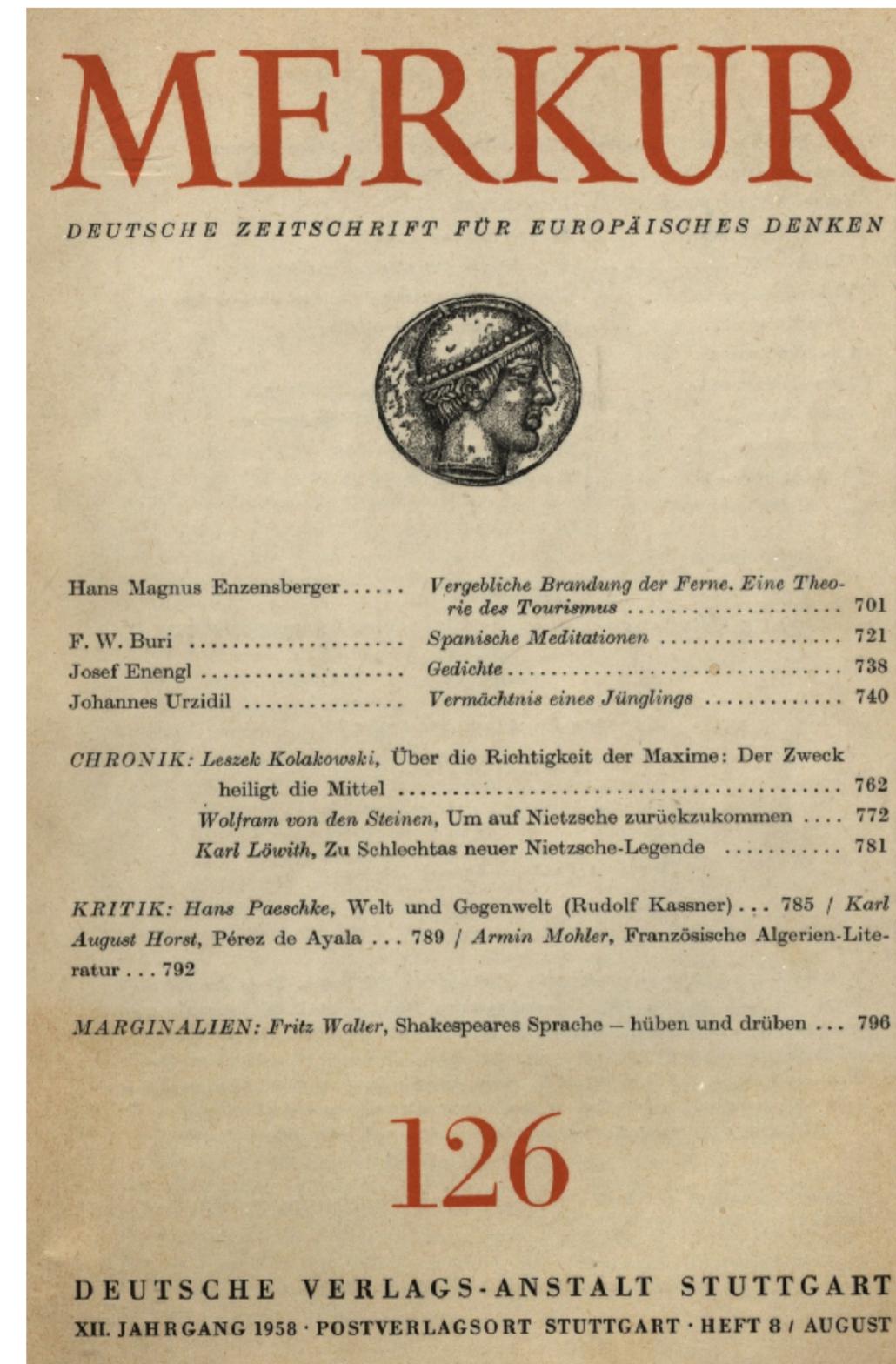
“Forty years ago there were cozy hotels, but no unruly masses. ... In those days tourists were comparatively rare, and there were no cheap trippers. ... The changes in the last fifty years have been marvellous, and the old-time tourist would feel lost and mystified were he landed now at Basle or Geneva. Railways traverse the length and breadth of the land; tunnels are being driven through the bowels of the Alps; lifts have been fitted to the hills wherever a solitary eminence offers commanding points of view; magnificent hotels have been springing up everywhere; rude shelter huts have been turned into commodious inns. ... The Playground of Europe has been swamped with sightseers.”

Alexander Innes Shand, *Old-Time Travel*, 1903



Dialectic dynamics of tourism

- This narrative of a lost paradise, which eventually is (also) a privilege of the relatively rich and educated that has been lost to the lower classes, is the recurring theme, the basso continuo, of the bemoaning nostalgia of the better past, from the beginning of tourism until today.
- In his critical essay “A theory of tourism”, already published in 1958, Hans Magnus Enzensberger develops the dialectics of tourism dynamics.
- Tourism (and in particular culture and nature oriented tourism) tends to change (or even destroy) the idealised character of what it seeks: the experience of nature, the authentic way of life in foreign cities and countries, the immersion into other times and cultures.
- Places become tourist places and, by this, lose or change their identity.
- This does, however, not mean that tourism as a system has ever been in danger to destroy itself. On the contrary: tourism is constantly reinventing itself, widening its scope, seeking for new places to discover, looking for the untouched, avoiding places of tourism.
- Currently, supported by corona restrictions, visitors are (re-)inventing the destinations nearer to home, that have been overseen or forgotten.
- And, after all, tourism is an economic sector of high complexity, with a very heterogeneous offer and demand structure, and with different types of tourists.



Different types of travellers have different effects on (local) societies

Cultural oriented

Traditionalist

traditionally educated middle-class intellectual

interested in music, arts, history of destination

Specialist

Follows a specific theme or person

E.g., connected to anniversaries

“Must see” tourist

Sightseeing, following touristic guide books or routes

Documentation with photos and posting selfies

Authentic life seeker

Often young traveller

Immerse in city life; pubs, music, museums; Airbnb client

Family traveller

Culture on the fly; multi-interest consensus

Often short trips or day excursions and/or combination with beach holidays

Nature and/or sports oriented

Hiking, biking, climbing, skiing

Leisure oriented

Beach holidays

Religious

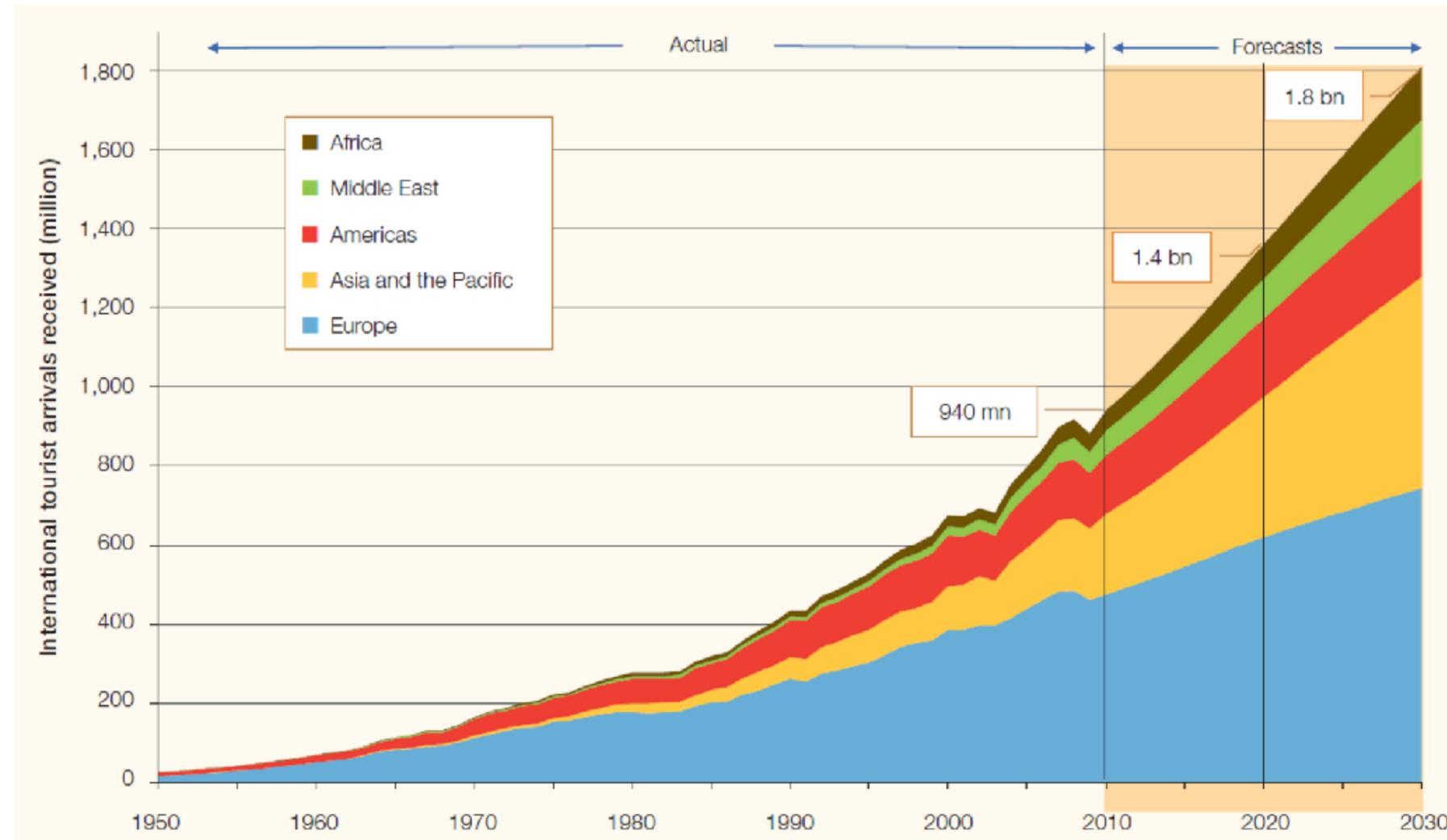
Pilgrimage

Different types of travelling has different side effects on local societies of the destination, as can be shown by examples

- Authentic life seeker - immersion - Airbnb - local housing markets
- Must see tourist - following on the path of others - posting their ‘pickings’ on instagram - contributing to making places fashionable - over tourism

The development of tourism before Covid-19: International arrivals

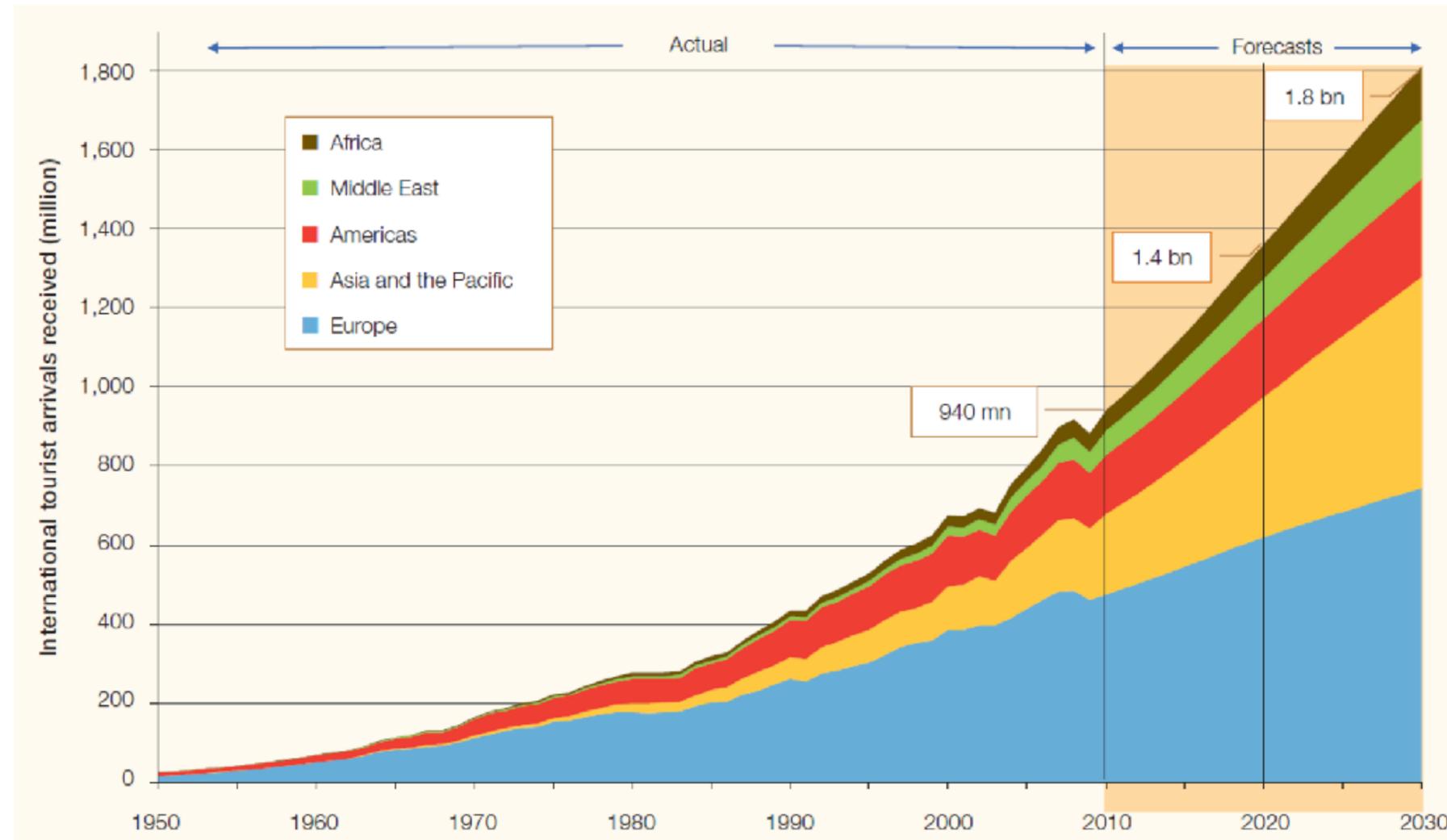
- As said, Enzensberger wrote his essay in the very early days of mass tourism, in 1958.
- Since 1950 tourism has developed into one of the most important economic sectors worldwide (as has culture)
- During the last decades we have seen exponential growth of world-wide tourism...
- ...with tourist numbers doubling every 20 years
- Domestic tourist numbers add to this and are a multitude of the international arrivals (about 2 to 7 times)
- Tourism is deeply embedded in time structures of modern societies:
 - Segmentation of life (youth, family/working, retirement)
 - Segmentation of years (11 months work + 1 month paid leave for holidays)
- And - again! - new transport technologies (air transport, private car plus train, ship) made modern travel possible.



Quelle: UNWTO (2016)

The development of tourism before Covid-19: International arrivals

- Until 1980 tourism was highly concentrated towards/ within Europe and the Americas
- Since 1990 the Asia and Pacific region is the most dynamic growth region in tourism
- The graph reveals discontinuities after 9/11 (2001) and the financial crisis (2008)
- These declines appear small in comparison to the expected decline in 2020 due to Covid-19



Quelle: UNWTO (2016)

The impact of the Covid-19 crisis on tourism

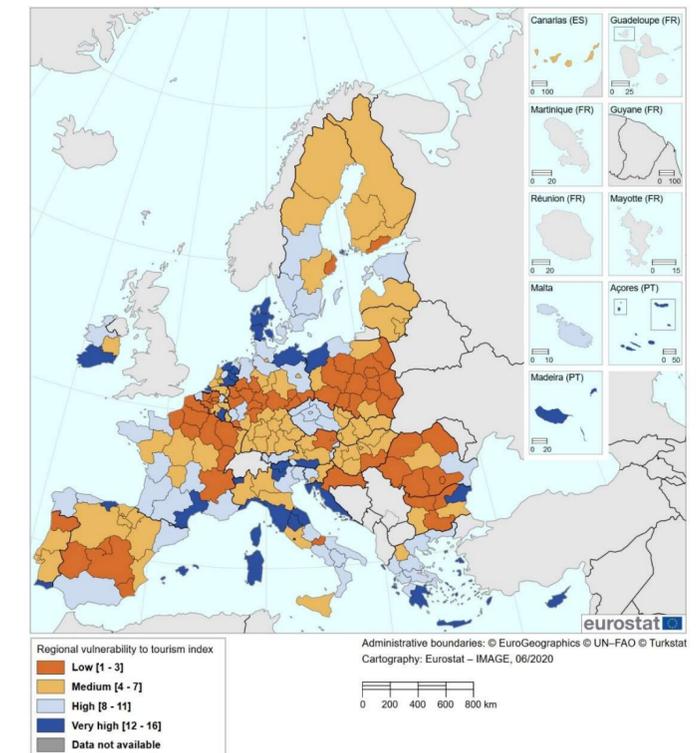
- Tourism was one of the hardest hit economic sectors by Covid-19
- Numbers and earnings is estimated to shrink in 2020 (compared to 2019) by 40 to 70%
- Because of travel warnings and restrictions international tourism was more severely hit than national and local tourism
- Cultural tourism and city tourism were more affected than nature related tourism
- Also beyond tourism, cultural activities and urban lifestyles were most affected by the Covid-19 crisis, because
 - Many cities were seen as hotspots of the virus and as dangerous places
 - Lockdown measures hit urban lifestyles harder than rural life
 - Many artists are self-employed and dependent on actual engagements

Table 3. Estimated changes in tourism arrivals, EU, 2020, in comparison with 2019, by scenario

	Confidence to travel scenario	Fear to travel scenario	Second wave scenario
Domestic tourist	-30%	-46%	-61%
International tourist	-50%	-61%	-79%
Intra-EU tourist	-44%	-60%	-73%
Extra-EU tourist	-57%	-62%	-88%
Average	-38%	-52%	-68%

Source: Based on EUROSTAT data for the January, February and March. Own estimations from April to December.

Figure 26. Regional vulnerability to tourism per NUTS 2 level, EU, 2016



Conversion of index from NUTS 3 level (original data) to NUTS 2 using population as weight.

Source: Adapted from **Batista e Silva et al.** (2018).

Recovery of tourism after (despite) the Covid-19 crisis?

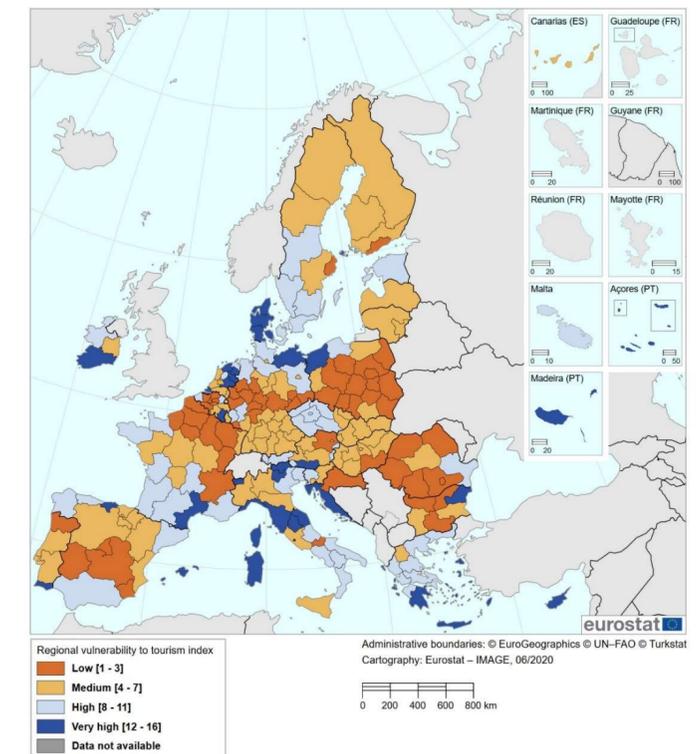
- Recent surveys in Germany „Do you plan a holiday during the next 12 months?“ support the hypothesis of recovery:
- Only 25% plan to refrain from any holiday in the near future
- From the rest
 - about 50% plan holidays within Germany
 - each 10% in Italy and in Spain
- This is very much in line with recent years' actual holiday behaviour
- Travel agencies and air transport companies tend to expect a (full/reasonable) recovery until 2023/4
- There is good reason to assume that tourism will recover quickly after the Corona crisis
- But...

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Thoughts on the future of sustainable tourism after Corona

After the crisis is before the crisis

Even if the corona crisis can be overcome in short or medium future,

the **climate change crisis** will be with us for quite a long time and demand for appropriate action;

furthermore, also the **disfunctionalities within the tourism system** will remain (such as unsustainable travel and local overtourism)

Cultural tourism is a form of tourism that basically supports the idea of sustainability

- Insofar cultural tourism intends to **safeguard the past (material and immaterial heritage) for the present and the future**, it is basically part of and supportive for sustainable development.
- But the tourism system as such is - in many aspects - unsustainable

Covid-19 is a trend accelerator rather than a game changer

Some mega trends of current societal development:

- **Climate change**: need to reduce greenhouse gases
- **Digitalisation**: Trends like tele-conferences, home offices etc. will be reinforced by corona
- **Individualisation** supports private house, private garden, private transport
- The growing role of housing public and private green (reinforced by corona) makes life in suburban and smaller cities and villages more attractive (a **new Biedermeier?**)
- Growing **social inequalities** and rising housing rents change the social composition of our cities
- Land prices and commercial rents together with trends to online shopping can be a threat (but also a chance) for **inner city development**
- There are trends of shifting transport towards a **more environmentally friendly mobility system**
- Regarding tourism: the exponential growth of tourism has **growing negative external effects** on destinations and the whole system

Sustainable tourism must be based on sustainable and CO2-neutral components

- Sustainable CO2-neutral transport
- reduce **air transport**
- substitute air travel by **train**
- provide **new infrastructure** for e-mobility
- This needs better **cooperation** between tourism and other sectors (transport, building, ...) and between private and public investments, from local to European level.

Integrated packages for tourists

- packages can help offering visitors a range of regional products and spreading the benefits of tourism in the region; examples are:
- Touristic routes (North Sea Cycle Route)
- Thematic routes (European Route of Brick Gothic around the Baltic Sea)
- It is helpful to define major cultural sites as anchor points in order to spread tourists to places that currently lack tourism development (The European Route of Industrial Heritage (ERIH))
- However, when choosing anchor points, the destination as a whole has to be in focus!

Sustainable tourism can only be reached by combining elements of efficiency and sufficiency

- **Efficiency** strategies aim at producing the same output with a lower input of resources (tourism management)
- **Sufficiency** strategies promote lower levels of resource inputs by lowering output standards (tourists' choices)

prevent overtourism

- to avoid overtourism in specific places **holistic approaches** are needed that includes different levels of governance as well as different sectors of politics
- In particular, **day tourism** brings about a strong risk for over tourism in specific touristic hotspots.

social consensus

- The local tourism product is dependent on a broad consensus of inhabitants which is necessary to produce a **tourism friendly overall setting**.

Thank you for your kind attention!

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