Webinar

Tourism - ways of adapting to the Covid 19 pandemic

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Region of Weser and Ems, Lower Saxony

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Objectives

1. To what extent have tourism organisations, cultural institutions and businesses been affected by the pandemic?
2. What kind of measures have been taken /solutions developed?
3. What kind of support do they expect from the local/regional authority or national government?
4. Lessons learnt for the future: on the way to smart recovery of tourism / Stronger by the crisis?
Anticipated Outcomes

• Mapping of adaptation measures and best practices
• Drafting recommendations
Background

- Tourism is one of the world’s major economic sectors with labour-intensive accommodation and food services industries
- It is the third-largest export sector after fuels and chemicals
- Tourism is one of the sectors most affected by the Covid-19 pandemic
- Women, who make up 54% of the tourism workforce, young people and workers in the informal economy are among the most at-risk groups
- Small businesses (which shoulder 80% of global tourism) are particularly vulnerable
- Impact on nature, biodiversity preservation, cultural heritage, education partly due to the decreased presence of staff and visitors, reduction of funding

Source: World Tourism Organisation 2020
Statistics

• 90% of countries have closed World Heritage Sites
• 90% of museums closed and 13% may never reopen
• International tourist numbers could decline by 58 per cent to 78 per cent in 2020

Source: World Tourism Organisation 2020
Eurostat 2020
Regional examples:

**The East Frisian Isles, Germany**  
Marc Klinke, Ostfriesische Inseln GmbH

**Weser Marsh County and Oldenburg, Germany**  
Interreg B Project CUPIDO  
Jörg Wilke, Oldenburgische Landschaft/Northern Institute of Thinking

**Geiranger, Norway, North Norfolk Coast & The Wash, England and the Wadden Sea Region**,  
Interreg B Project PROWAD LINK  
Arron Wilde Tippett, Norwegian University of Science and Technology

Chair: Dr. Marta Jacuniak-Suda
• Wadden Sea Heritage Site Video

https://www.youtube.com/watch?v=JuJH6SL9f3w
## Recommendations

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<th>Entrepreneurs, cultural institutions</th>
<th>Decision makers</th>
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<td>Strengthen the relation to your local community as your business may rely on it (organising events, providing donations for social purposes)</td>
<td>Introduce the restrictions in advance (at least two weeks before the lockdown) to avoid misunderstandings, use clear massages</td>
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<td>Lower the dependency on foreign tourists, develop more offers for domestic and local people</td>
<td>Promote sustainable mobility, set incentives for companies and tourists to travel responsibly</td>
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<td>Support online training programmes for staff (sustainability, hospitality)</td>
<td>Improve cooperation across sectors and various levels of government (multilevel governance)</td>
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<td>Improve the quality of services, digital offers and provide digital equipment</td>
<td>Support affordable housing in touristic areas for local residents</td>
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<td>Concentrate on local amenities, develop new destinations</td>
<td>Support digitalisation in the tourism sector</td>
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<td>Enhance capitalisation</td>
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