

# MANAGING CHANGE

## Supplementary Lessons for *Travel & Tourism Expert TOWARDS 2030*



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## 'THE NEW NORMAL': A VISION FOR THE FUTURE OF TOURISM

*'Sustainability must no longer be a niche part of tourism but must be the norm for every part of our sector'*

(UNWTO Secretary-General Zurab Pololikashvili)

The One Planet Vision for a responsible Recovery of the Tourism Sector builds on the UNWTO Global Guidelines to Restart Tourism released by the Global Tourism Crisis Committee on 28 May 2020 with the objective of supporting tourism to emerge stronger and more sustainable from the COVID-19 crisis.

The COVID-19 global pandemic has caused unprecedented socio-economic impact, and, at the same time, raised our awareness of the role sustainability needs to play in our everyday life and economic activities. Tourism, one of the hardest hit economic sectors, might face a decline of 58%, and 78% in international tourism arrivals, during 2020 with 100 to 120 million tourism jobs at risk.

As of 18 May 2020, all destinations worldwide are observing travel restrictions for international tourism and it is difficult to foresee when tourism operations will fully resume. **It is nevertheless predictable that changes to the way tourism operates will be needed to exit a crisis of this magnitude.**

In line with the priorities outlined in the UNWTO Global Guidelines to Restart Tourism, this vision aims to support the development and implementation of recovery plans which contribute to the Sustainable Goals (SDG's) and the **Paris Agreement**.

As such, 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.

The COVID-19 crisis has highlighted both the fragility of the natural environment and the need to protect it like nothing before in history. For example, it is highly possible that urbanisation and the destruction of natural habitats increase the risk of **zoonotic diseases** by increasing contact between humans and wild animals.

In conclusion, COVID-19 represents an opportunity to accelerate sustainable consumption and production patterns and build back better tourism.

**Paris Agreement:** the first universal, legally binding global climate change agreement, adopted at the Paris climate conference in December 2015.  
([ec.europa.eu/clima/policies/international/negotiations/paris](http://ec.europa.eu/clima/policies/international/negotiations/paris))

**zoonotic diseases:** any disease that is naturally transmissible from vertebrate animals to humans. (World Health Organization – [www.who.int/topics/zoonoses](http://www.who.int/topics/zoonoses))

(Adapted from 'One Planet Vision for a Responsible Recovery of the Tourism Sector, 2020, World Tourism Organization)

### UNDERSTANDING

**1. Read the UNTWO text about the future of tourism after the COVID-19 pandemic and answer the following questions.**

1. What, according to the quotation, should be the norm for the tourism industry from now on?
2. What event accelerated the need to change?
3. What economic sector was hardest hit by the pandemic?
4. Why?
5. Can we consider COVID-19 an opportunity? Why? Give two reasons.

## CRITICAL THINKING

- 2. Analysing.** Consider the United Nations SDG map and see how it connects with the six lines of action listed in the text. The first has been done for you. Each item can have more than one option.



1. Public health: *good health and well-being; clean water and sanitation; Zero hunger.*

2. Social inclusion: .....

3. Biodiversity conservation: .....

4. Climate action: .....

5. Circular economy: .....

6. Governance and finance: .....

- 3. Explaining.** Briefly explain the reasons for your choices:

e.g.: *I think all people have a right to good health: which includes having clean water and enough food...*

## DEBATING

### 4. Read the following *assertion* from the text you have read:

*'It is nevertheless predictable that changes to the way tourism operates will be needed to exit a crisis of this magnitude.'*

In a debate, an *assertion* starts the argument. Below are a few *arguments* FOR and AGAINST a change in tourism (but you can add your own ideas).

Read the arguments carefully and decide which set of *arguments* you agree with. An *argument* is made up of REASON and EVIDENCE. You need evidence to back up reasons/opinions.

| FOR<br><i>I'm in favour of a change in tourism because...</i>   | AGAINST<br><i>I'm against a change in tourism because...</i>   |
|---|--|
| <p>1. A healthy environment is a natural barrier for future pandemics. → REASON</p> <p>COVID-19 is the result of the close contact between humans and wildlife in an ecosystem degraded by the presence of humans (zoonotic spill over: the transmission of a pathogen from an animal to a human) → EVIDENCE</p>  | <p>1. There is no proven relationship between COVID-19 and a polluted environment. → REASON</p> <p>COVID-19 may be a result of laboratory experiments. → EVIDENCE</p>  |
| <p>2. One of the features of the old system was mass tourism. We should abolish it because it costs more in terms of health and environmental loss. → REASON</p> <p>Only through the adoption of a new travel philosophy, such as domestic/proximity tourism, slow tourism (bike, train, walking, longer stays) can we avoid/lower carbon emissions. → EVIDENCE</p> | <p>2. Developing economies will suffer more than developed economies without mass tourism. → REASON</p> <p>For most developing countries mass tourism is the sole source of income. Many areas of South East Asia, Africa and South America have undergone rapid development, with investment in the tourism infrastructure benefiting many people. → EVIDENCE</p> |
| <p>3. Mass tourism threatens to destroy the very attractions on which the tourism sector needs to be rebuilt. → REASON</p> <p>Congestion, overuse of scarce water and land resources are destroying ecosystems and cities of art, such as the Lake District and Venice. → EVIDENCE</p>  | <p>3. Mass tourism costs less than quality tourism and makes travelling affordable to all. → REASON</p> <p>Mass tourism means that travelling is no longer the privilege of the wealthy but a right of every human being. → EVIDENCE</p>   |

### 5. Now you can organise a class debate.

- Divide into 2 teams, according to your ideas on the topic. You can also divide the class into 3 groups, with one group acting as the audience.
- Take time to discuss your opinions within your team and do some research.
- Take turns at speaking. Establish a time limit (e.g. 1-2 minutes for each student)
- Establish who is going to start speaking.
- Write down the points you are going to touch on.