

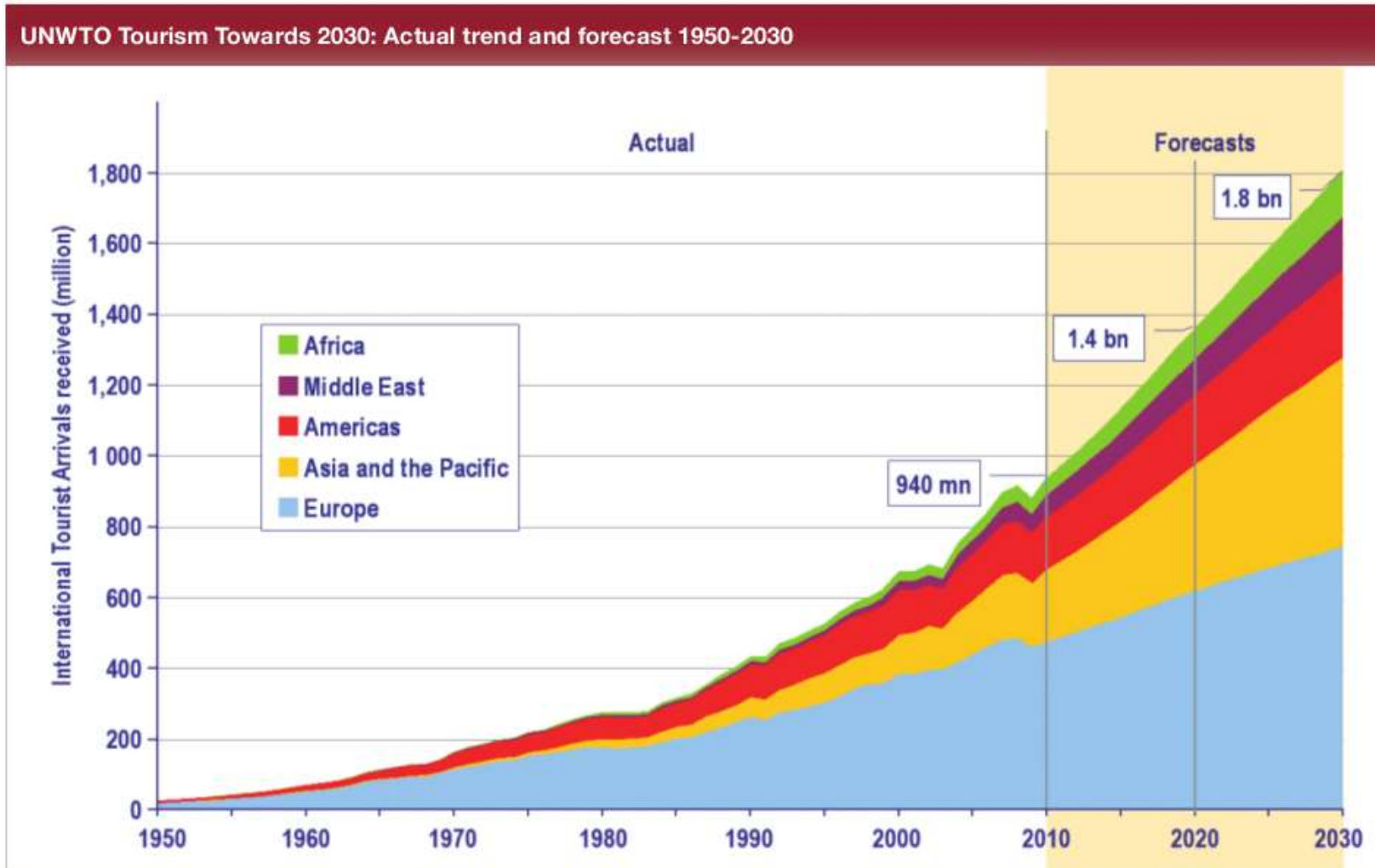
Island Tourism, Sustainable and Development: Toward Social Inclusion

Eduardo Parra López, PhD

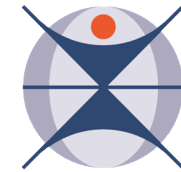
Cátedra de Turismo ASHOTEL-CajaCanarias-ULL

Presidente de la Asociación Española de Expertos en Turismo (AECIT)

Funchal, Madeira, April 2017



Source: UNWTO, 2015. World Tourism Organization 2015 stats – small growth in Africa



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en Turismo

International tourist arrivals (ITA): 1133 million
International tourism receipts (ITR): US\$ 1245 billion



UNWTO Tourism Highlights, 2015 Edition

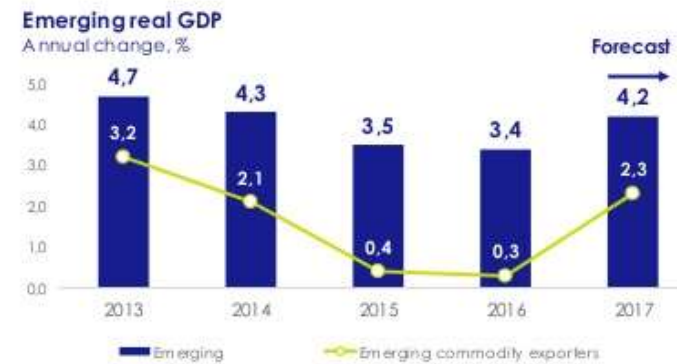
Source: UNWTO, 2015.



Eduardo Parra López

Travel to emerging economies outpaced advanced economies

...Mainly because of the improvement of some emerging economies



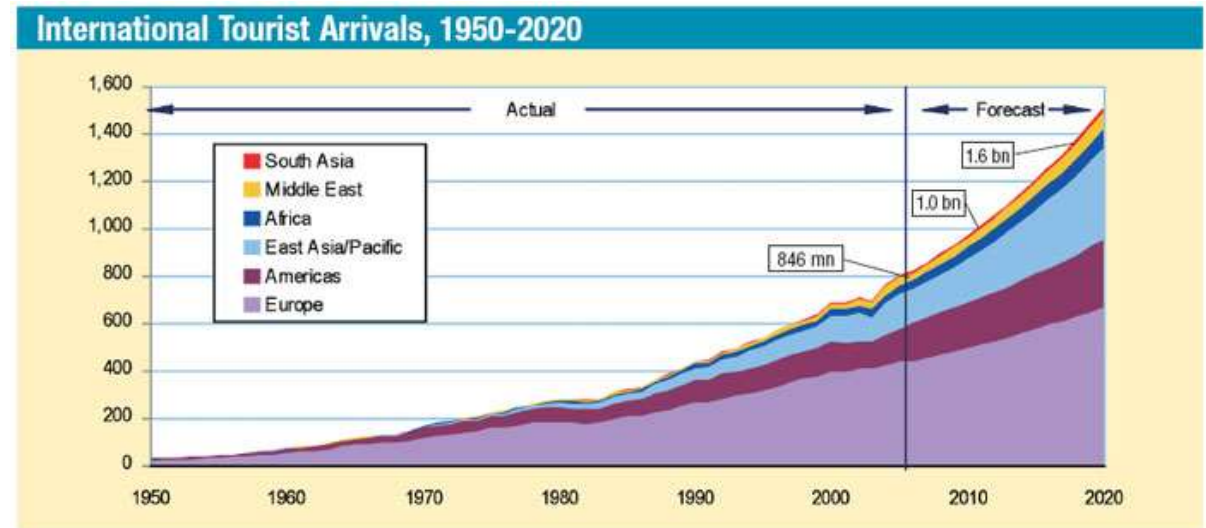
Emerging countries will represent **60% global growth** in 2017

After two consecutive years of recession, **Brazil and Russia** will recover the growth path

Note: **Brazil and Russia** represent **40%** of the emerging commodities export activity

Source: Círculo de Empresarios based on the World Bank, 2017

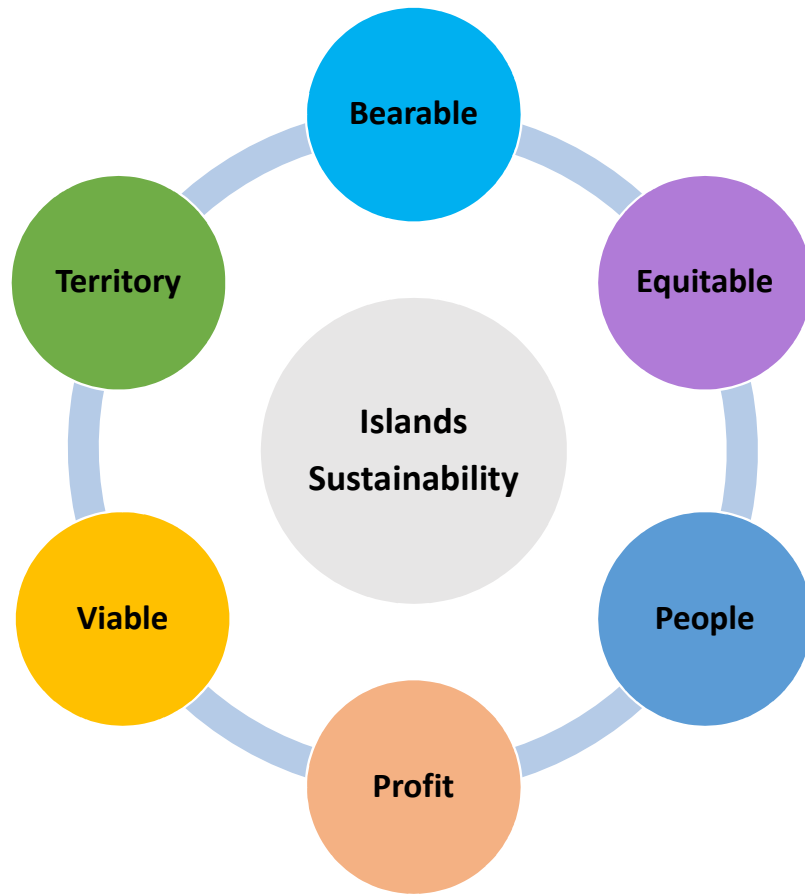
Every day, **tourism plays a larger role in our world**



Source: World Tourism Organization (UNWTO) ©

How to measure yield?
Friend or foe of the environment?
Resilience despite constant change?

And sustainable tourism becomes even more **vital** for our islands



Sustainability means the environmental, economic and socio-cultural aspects of tourism development. A suitable balance must be established between these three dimensions to guarantee tourism's long-term sustainability.

Source: UN World Tourism Organization



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Niches:

- Eco,
- Agri,
- Culture,
- Adventure,
- Health-Medical,
 - MICE,
- Religious-Spiritual,

SUSTAINABLE TOURISM

Sustainable tourism is the way ahead for our islands!



How Sustainable Tourism?

✓ **Experiential**

Sightseeing, Site-Doing, Give Back

✓ **Demand for authenticity**

Experiencing the real thing

✓ **Going green**

Take care of the environment,
personal responsibility and choice

✓ **Search for fulfillment**

Transformative experiences
with deeper meaning

✓ **Social inclusiveness**

Our people First!



Islands policies for social inclusion need to follow the principle of **subsidiarity**



Photo: World Press Photo Award, 2017. Francis Pérez.

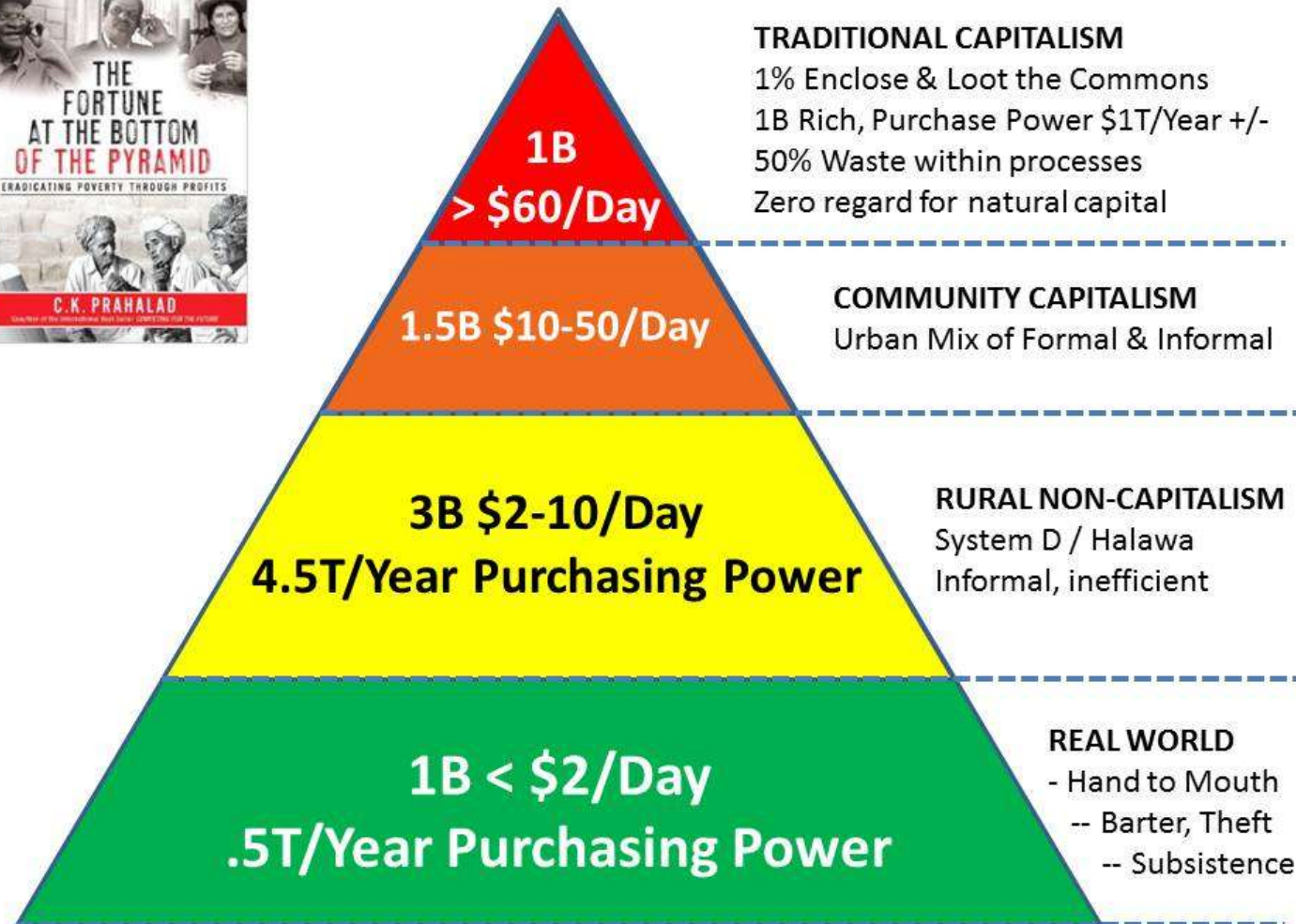
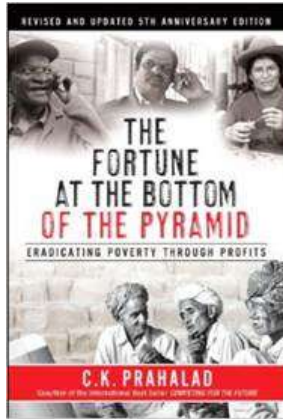


Photo: National Geographic Blue Hope, 2017. Francis Pérez.

Social Inclusive Approach

The future of the world economy and the island economy ?

Bottom of the Pyramid



*Business at
the Base of
the Pyramid*

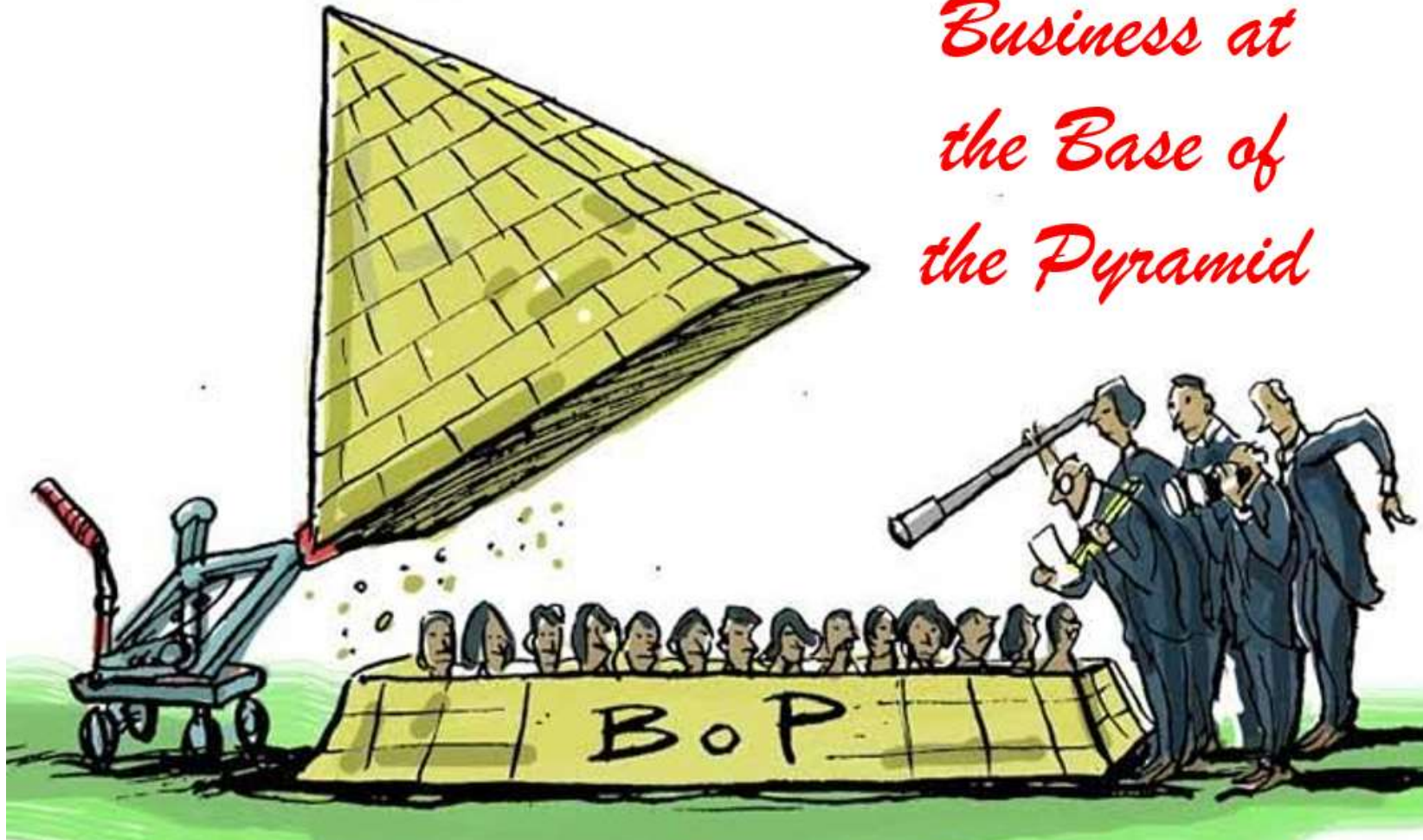
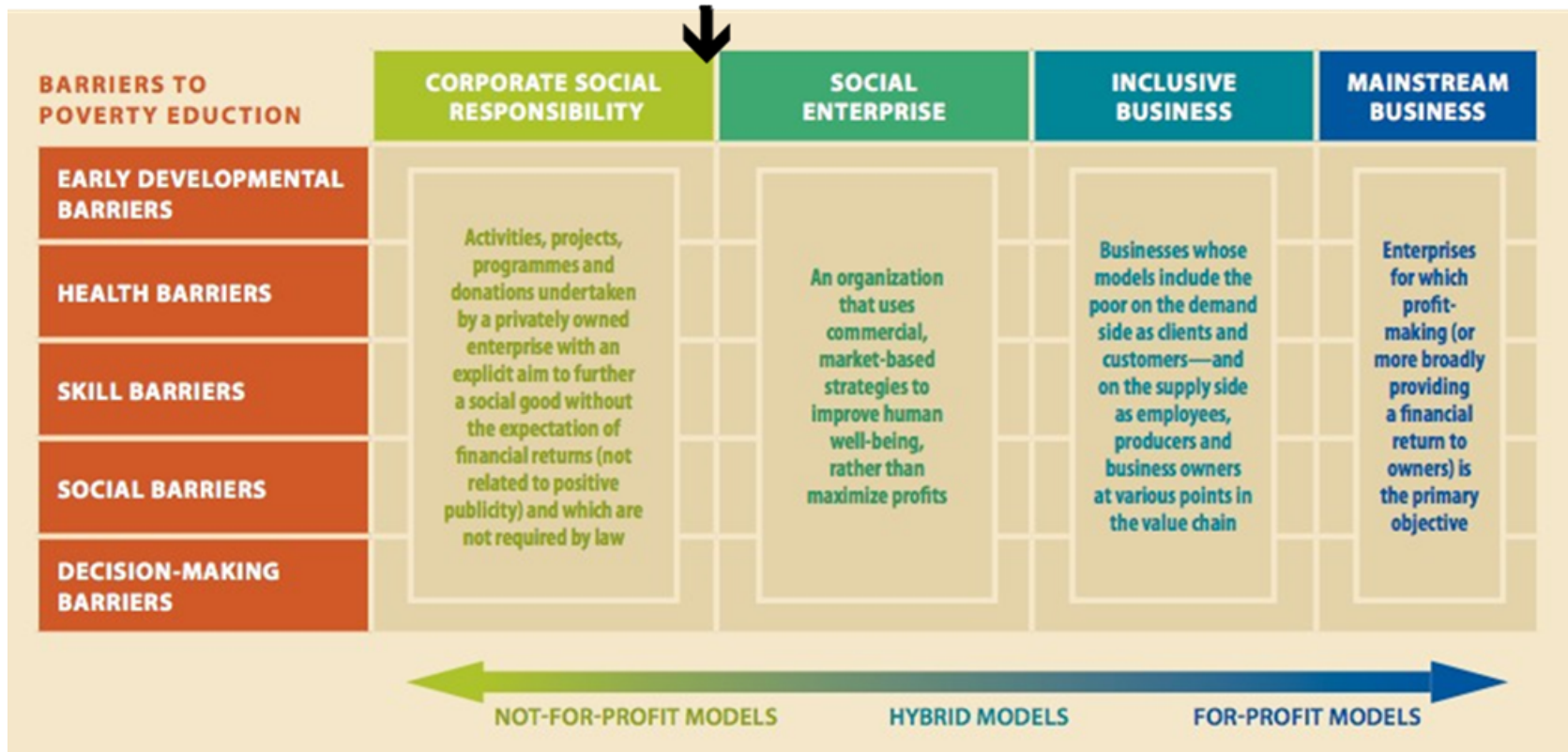


Image source: The Economic Times

<http://economictimes.indiatimes.com/slideshows/corporate-industry/10-business-jargons-that-caught-fancy-of-corporate-world/bottom-of-the-pyramid/slideshow/39623273.cms>

Social Enterprise & CSR Approaches



Source: UNDP (2014) The role of the private sector in inclusive development. Barriers and opportunities at the base of pyramid

Capturing Public Sector opportunities:

Is possible in the islands?

DEFINING PUBLIC SECTOR INSTITUTIONS



Bilateral donors:

Public sector agencies that provide development assistance on behalf of a single donor country usually in the form of loans and grants.



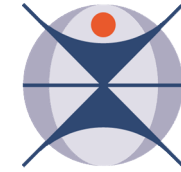
Multilateral donors:

Public sector agencies that accept contributions from multiple donor countries and provide development assistance usually in the form of loans and grants.



Development Finance Institutions:

Financial institutions that provide alternative financing solutions to developing countries backed by states with developed economies.



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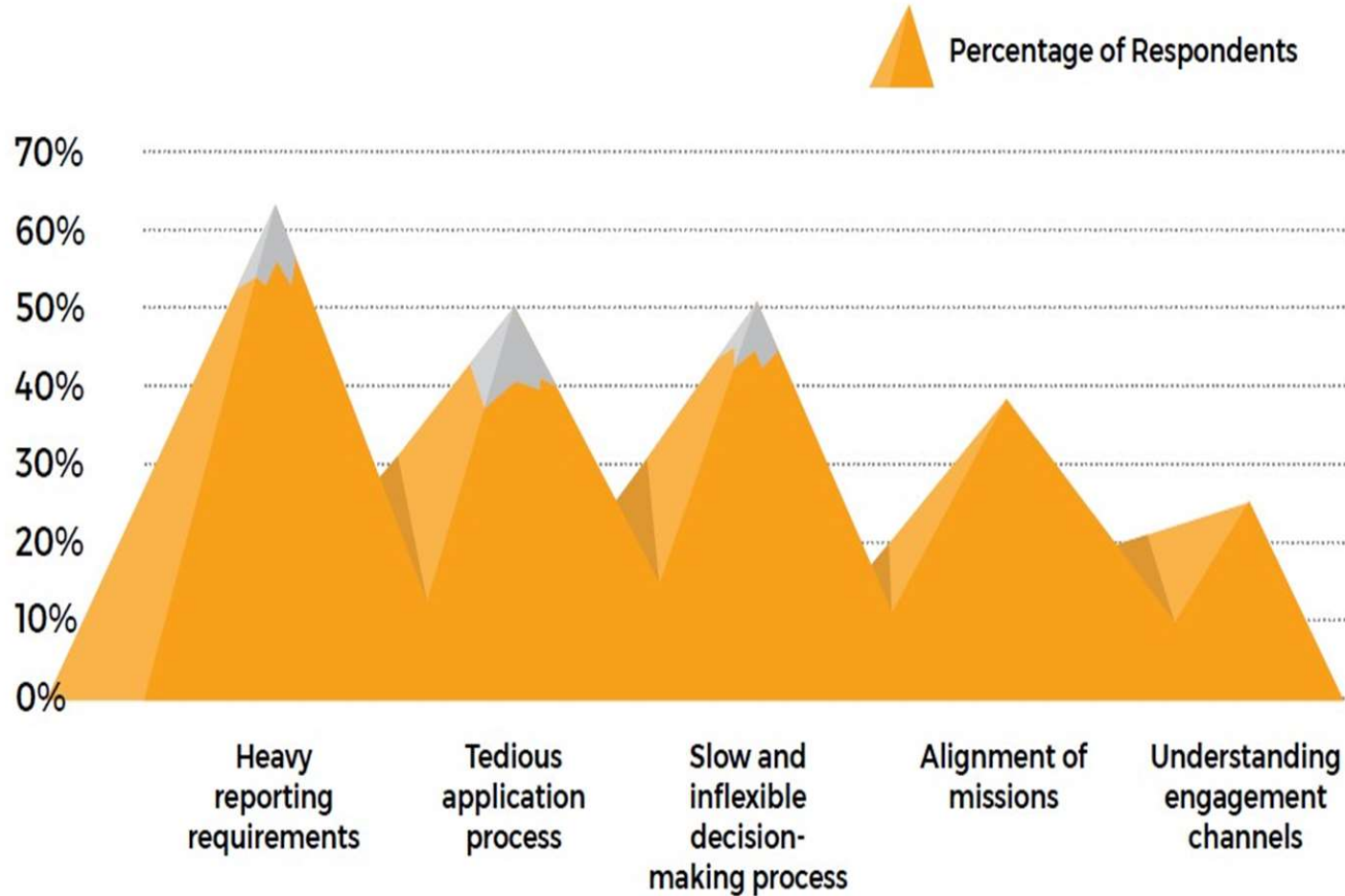
Public Sector Institutions Scorecard



While rankings are ultimately subjective they are based on the following engagement indicators:

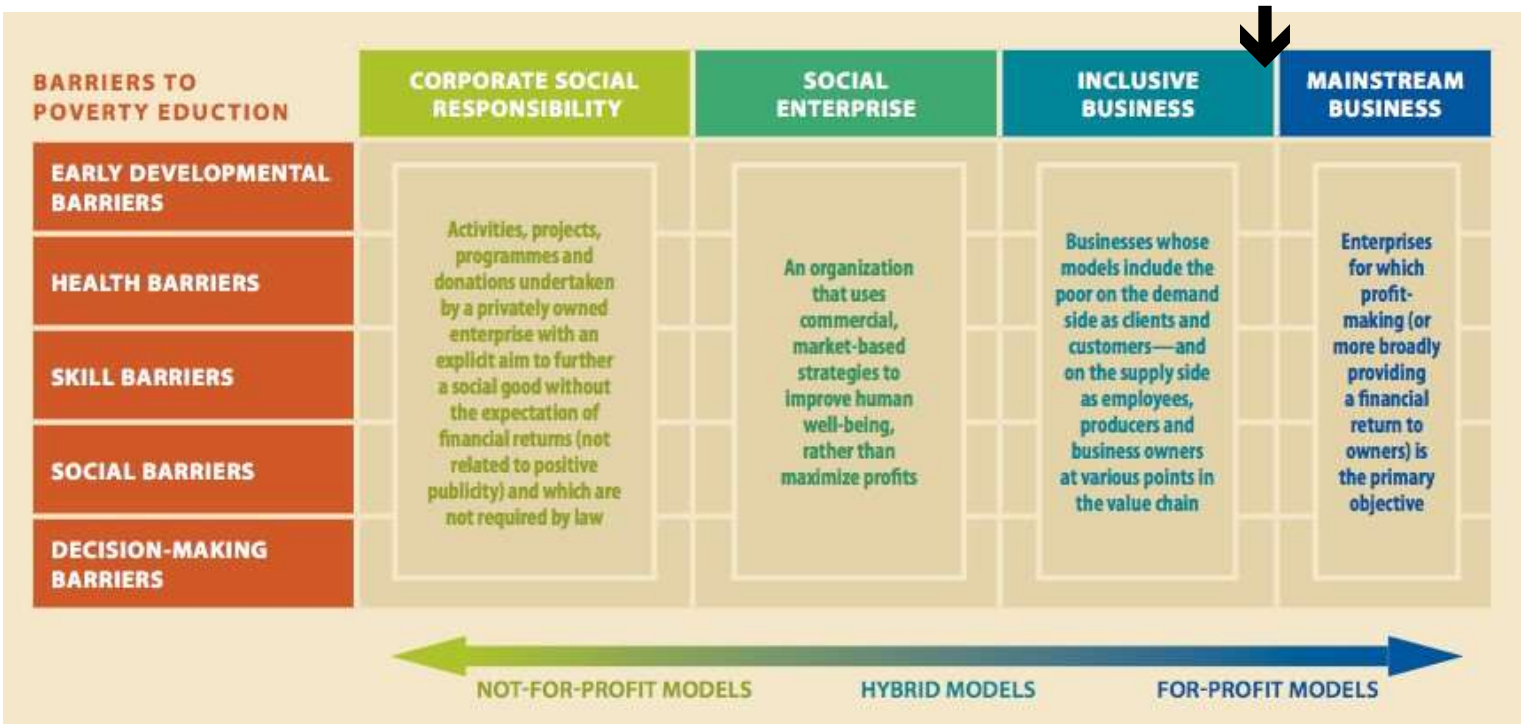


Top 5 Challenges for Social Enterprises Seeking Public Sector Funding





Mainstream engagement in **inclusive business approaches**



*The **inclusive tourism business** model for the islands, goes beyond an exclusive focus on people in poverty as a group of consumers to focus on building skills so that they can generate products and services that the market demands.*

Source: UNDP (2014) The role of the private sector in inclusive development. Barriers and opportunities at the base of pyramid

- 1) Poverty in developing islands is largely a **structural problem** rather than an individual problem.
- 2) **The lack** of proper infrastructure, information, training and skills, a conducive regulatory environment, and widespread access to financial services constrains market activity
- 3) In addition, in the Canary Islands, as an example, there is a **problem of serious unemployment with about 30%** of the unemployed population and **60% of youth unemployment**. And of the 30% of unemployment, **18% is without training**.

With these three elements, the islands should be considered as a destination that seeks **mutual benefit through inclusive business in tourism**

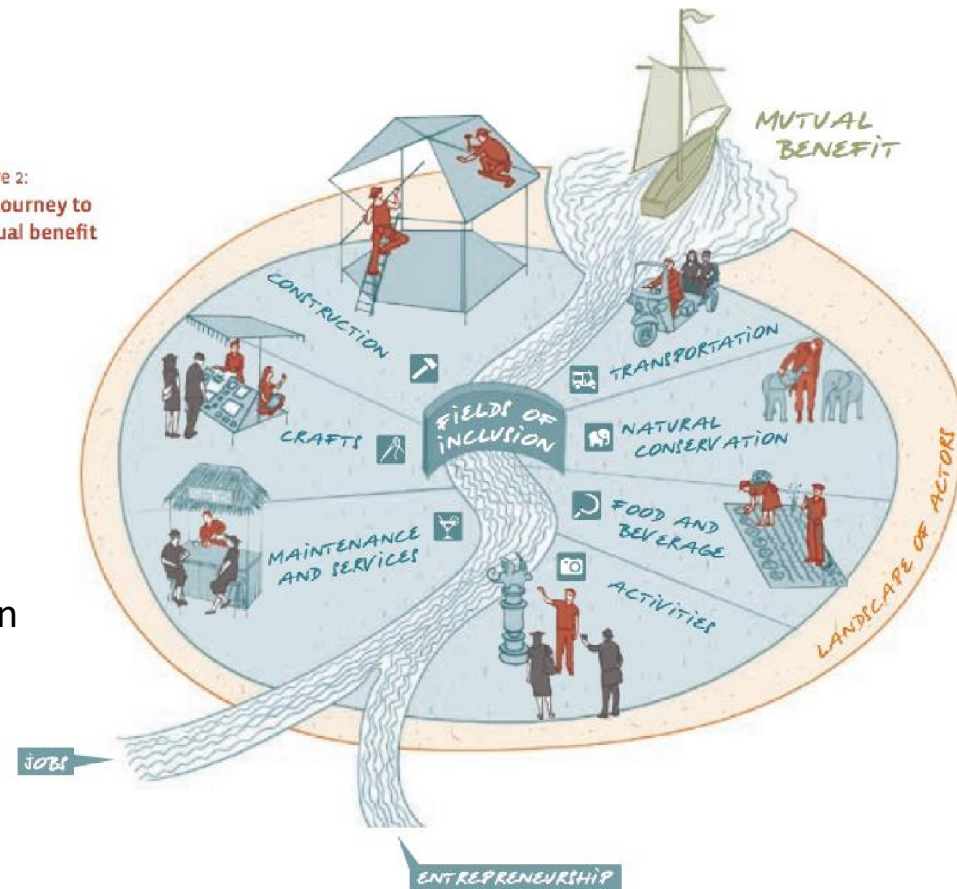
Where are the **opportunities** in the islands?

Pathways to social inclusion: employment & entrepreneurship in tourism-related fields

1. Maintenance and services
2. Activities
3. Crafts
4. Food, beverage & lodging
5. Transportation and connectivity
6. Nature conservation
7. Balance Construction

Source: Destination Mutual Benefit . Guide to Inclusive Business in Tourism adapt for the islands

Figure 2:
The journey to mutual benefit

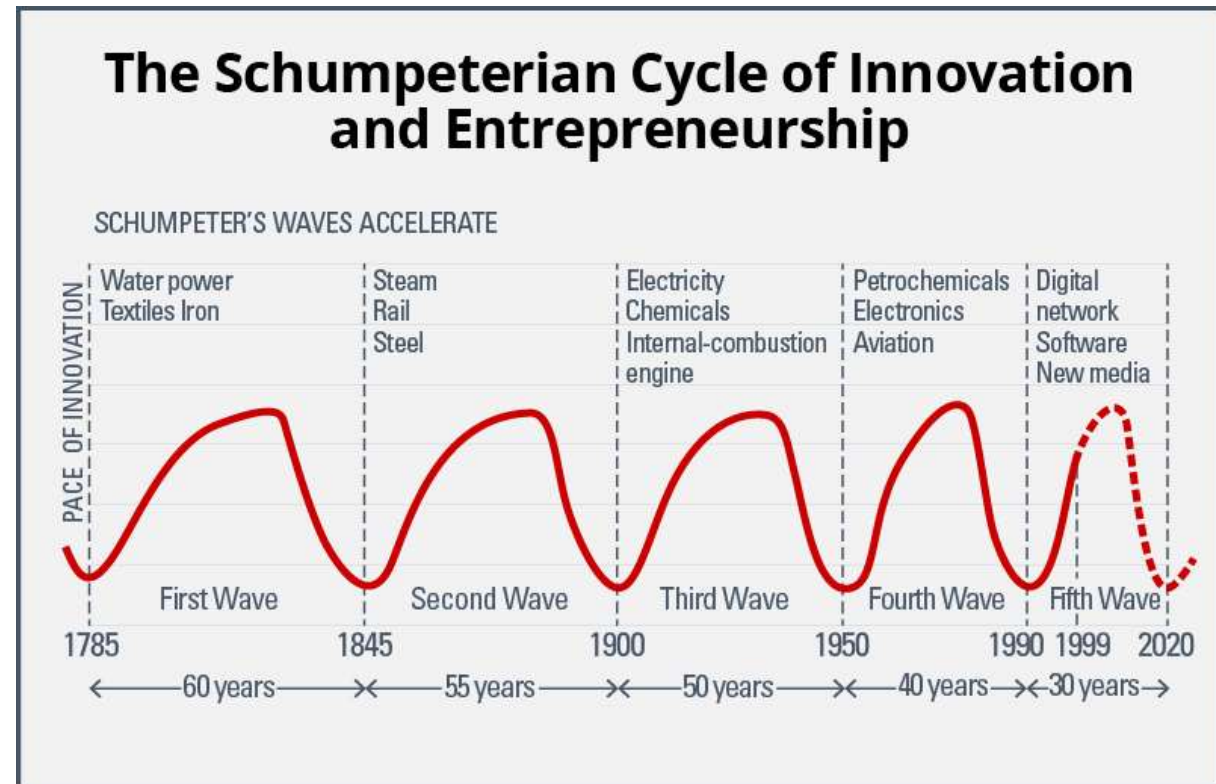


Innovation

Disruption or R&D

“Innovation”:

- ✓ Comes from the **entrepreneurs, or “wild spirits”**
- ✓ **Innovation is a critical dimension** of economic change and social transformation (Schumpeter 1883 – 1950)



COLLABORATIVE ECONOMY

An economy built on distributed networks of connected individuals and communities as opposed to centralized institutions, transforming how we can produce, consume, finance and learn.



PRODUCTION

Design, production and distribution of goods through collaborative networks.



CONSUMPTION

Maximum utilization of assets through efficient models of redistribution and shared access.



FINANCE

Person-to-person banking and crowd-driven investment models that decentralize finance.



EDUCATION

Open education and person-to-person learning models that democratize education.



COLLABORATIVE LAB / RACHEL BOTSMAN



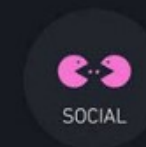
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.....Collaborative Economy for what?

.....technology is changing our lives!!!

NEW TECHNOLOGIES UNLOCK A HIDDEN WEALTH OF UNDERUTILIZED RESOURCES



SOCIAL



LOCAL



MOBILE



UNLOCKS

IDLING CAPACITY: untapped social, economic and environmental value of underutilized/idle assets.

COLLABORATIVE LAB



Eduardo Parra López

Atlantic Tourism Lab (LAT): Centre for the Excellence in tourism

“LAT”: **Centre for the Excellence in tourism is designed between the Adeje Municipality and Arona Municipality join University of La Laguna**, to discover, test, and scale breakthrough tourism related innovations to improve the quality of the tourism experience and achieve the Global Goals for Sustainable Development from Canary Islands to the world.



Cooperation for Development

1. Align with **sustainable development concepts and practices** and public sector priorities into the islands
2. Develop social inclusive approaches to business, entrepreneurship and Corporate Social Responsibility (CSR) which **benefit create enterprises and Jobs in the islands**
3. Gain and maintain competitiveness by **encouraging a culture of innovation in the islands**
4. Preserve and conserve **cultural and natural resources**
5. Improve island residents' **quality of life**
6. Expand Small-Medium Tourism Enterprises (SMTE) and **create jobs**
7. Assure that visitors and residents **equitably share a healthy, safe and secure places to live and visit.**



Conclusion

Think Globally

Act Locally

Behave Responsibly



MUITO OBRIGADO



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