CHALLENGES AND OPPORTUNITIES OF SUSTAINABLE TOURISM

CONFERENCE ON SUSTAINABLE TOURISM - MALTA 8TH OF MAY 2017

ANGELOS LOIZOU - Chairman of the CTO Board of Directors
Cyprus Tourism Organisation

Semi Governmental Organisation – 1970

- Development + Promotion of Tourism
- Board of Directors – 9 Members
- Director General
  - Product Development
  - Quality Assurance
  - Marketing and Promotion

Challenges and Opportunities of Sustainable Tourism
Tourism a Major Pilar for all Economy

2016

Global tourist arrivals **1.2 billion**
Global tourism revenue **€1.3 trillion**

European tourist arrivals **600 million**
European tourism revenue **€400 billion**
Global Challenges

- Economic crisis
- Unsafe Environment
- Globalization
- Excessive Development

Challenges and Opportunities of Sustainable Tourism
Cyprus

2016
Tourist arrivals 3.2 million
Tourism revenue €2.4 billion
Tourism contribution to GDP: 13%
Challenges for Sustainable Tourism

- Overdependence on big tour Operators
- Concentration on limited markets
- Deterioration of the environment
- Water shortage
- Rapid and intense development on the coastal areas
- Seasonality
Initiatives implemented by CTO to address these challenges

- The 2014 introduction of minimum sustainable standards into quality criteria for hotels
Minimum Sustainable Standards

The minimum standards are compulsory and cover 5 areas:

• Integrating sustainability into business planning
• Environmental – measuring / minimizing consumption of waste, energy, water.
• Protecting human capital
• Supporting local community – purchase local goods and services.
• Customer relationships
Minimum Sustainable Standards

Rules apply to:

- All hotels 3* and above
- A’ Class Hotel Apartments and Tourist Villages
- 37% of all Accommodation units
- 77% of the country’s total Bed Capacity
Cyprus Breakfast for Hotels

Challenges and Opportunities of Sustainable Tourism
Cyprus Gastronomy

Creation of a Cyprus gastronomy brand for catering establishments

- Promote local culinary heritage, history and culture
Waste Mapping

Target:

- Minimize waste
- Save money
- Achieve long lasting sustainable waste management
59 beaches in Cyprus were awarded the Blue Flag Eco Label

For 2017 the number will increase to 63 including one Marina.
Rural Tourism / Agrotourism

Rural Areas:

➢ An important asset for tourism ‘A hidden treasure’

• Agrotourism Development Programme (incentive schemes)
  
• 174 traditional accommodation establishments
  
• 60+ villages

In addition → handicraft and folk art centers, small museums, wineries.
• Co-funded grant scheme for the encouragement of investments aiming at the lengthening of the tourist season.
Greatest Challenge

Building awareness on two core matters

- The ethical case for taking action
- The business benefits of doing so
Recommendations - Suggestions

- Building awareness across stakeholders groups
- Tourism sector → More proactive role
- Cooperative, multi stakeholder approach
- Synergies, networking
- Dissemination of knowhow
New National Tourism Strategy

Improve the performance of the tourist sector

- Within the framework of sustainable development
  - Holistic Planning
  - Targeted Actions