

MIINISTER MAROTO'S STAMENT FOR THE EURPEAN TOURISM CONVENTION

In the coming 10-20 years, the European tourism must ensure it keeps aligned with the changes that our societies are experiencing. The European citizens increasingly adhere to ways of life more respectful with the environment, and tourism must reflect these collective priorities.

In this respect, the decarbonisation of the European economies is the goal we have in the horizon. The use of renewable sources of energy and the rational use of resources are priorities that tourism must work in to keep at the level that the European citizens are going to demand. Tourism must accordingly reduce the behaviours and activities associated with the waste of resources, either water, energy, packaging, food or any other.

Tourism must also ensure that it provides livelihoods and wealth to the communities in which it thrives, without leaving anyone behind. The income from tourism needs to be shared in a fair manner, reaching all individuals that are part of its ecosystems: workers, entrepreneurs and resident citizens. In this regard, tourism must ensure that aspects such as the seasonality in the employment or the negative impacts of the excessive number of visitors at urban or natural destinations are minimized. To achieve this, new systems of governance must be set up in order to incorporate all individuals and collectives that are part of those ecosystems.

Tourism must also contribute to the development of the rural communities, providing additional sources of income and enabling in this manner a balanced territorial development of our societies.

Finally, tourism must also adapt to the technological changes of our time and to the new choices and ways of consuming of its current and future customers. The digitalisation and the adoption of new technologies is also a challenge that tourism must confront.

Summarizing, tourism must have sustainability in its DNA, supporting its three pillars: socioeconomic, environmental and territorial, following the roadmap provided by the SDGs, and must adapt to the technological changes affecting it, current and future.

The investments that the sector needs are perfectly aligned with the Sustainable Development Goals of the 2030 Agenda: recovery of natural heritage, transformation of infrastructures that guarantee territorial structuring or creation of quality employment are just some of the ways in which our sector wants to contribute to the global agenda.

For this reason, we consider essential the investments destined to guarantee the sustainability of tourist destinations and products. In Spain, we will articulated this through a Sustainable Tourism Strategy to 2030.

Enriching the tourism ecosystem will allow not only the creation of wealth and economic growth in underdeveloped areas, but will also be configured as another tool to fight depopulation and improve territorial cohesion and achieve the seasonal adjustment of tourism demand.

Human capital is essential to provide social resilience to the future of tourism, for this we must guarantee their rights; we have developed the initiative "Fair Hotels, Socially Responsible" and invest in their education and training.

The circular economy is also an area of capital investment as it allows reducing the ecological footprint of all activities related to tourism. In this sense, we must not forget the phrase of the architect Hubert-Jan Henket "the greenest building is the one that already exists", so we must invest in the sustainable maintenance and rehabilitation of historic heritage buildings.

Investment in tourism technology improvement processes is at the vanguard of the transformation objectives that this Government has for Spanish tourism. For years, Spain has been working on the implementation of the smart tourist destinations methodology with the aim of promoting integrated information systems and audience analysis that improve our understanding of destinations and travellers in order to be able to adapt our offer to a demand increasingly specialized and changing.

The future of European and Spanish tourism goes through its sustainability, guaranteeing protection, as well as social and economic resilience during the green and digital transitions.