



SOME KEY POLICY VIEWS ON SUSTAINABLE TOURISM IN SPAIN


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Turespaña



- 1- Sustainable tourism? What and why.
- 2- Key stakeholders and drivers.
- 3- Sustainable tourism policies in Spain.



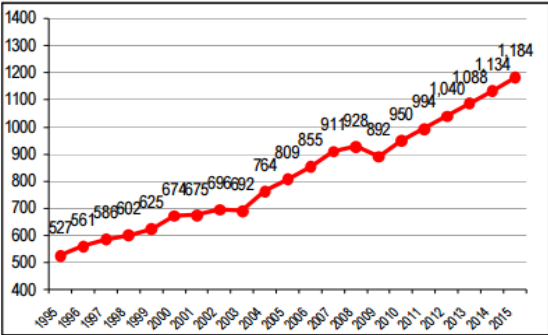
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Sustainable Tourism

Sustainable Tourism: "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (UNWTO)

**International tourists
1995-2015**



Year	Number of International Tourists
1995	527
1996	561
1997	586
1998	602
1999	625
2000	674
2001	675
2002	692
2003	764
2004	809
2005	855
2006	919
2007	928
2008	892
2009	950
2010	994
2011	1040
2012	1088
2013	1134
2014	1184
2015	1184

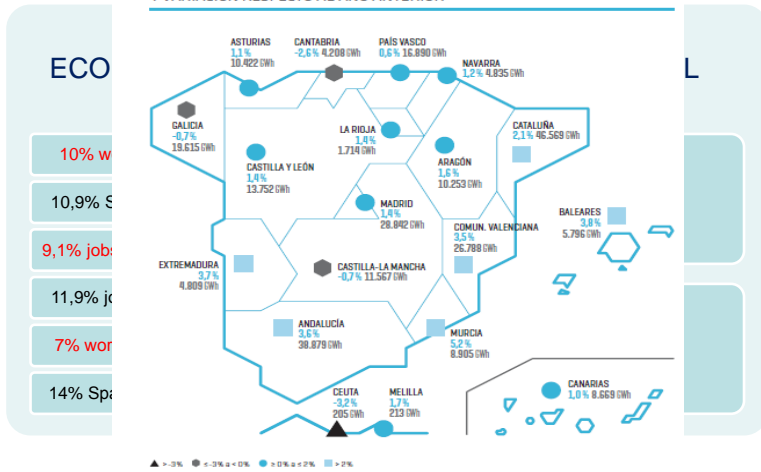
UNWTO

Impacts of tourism

Some examples...

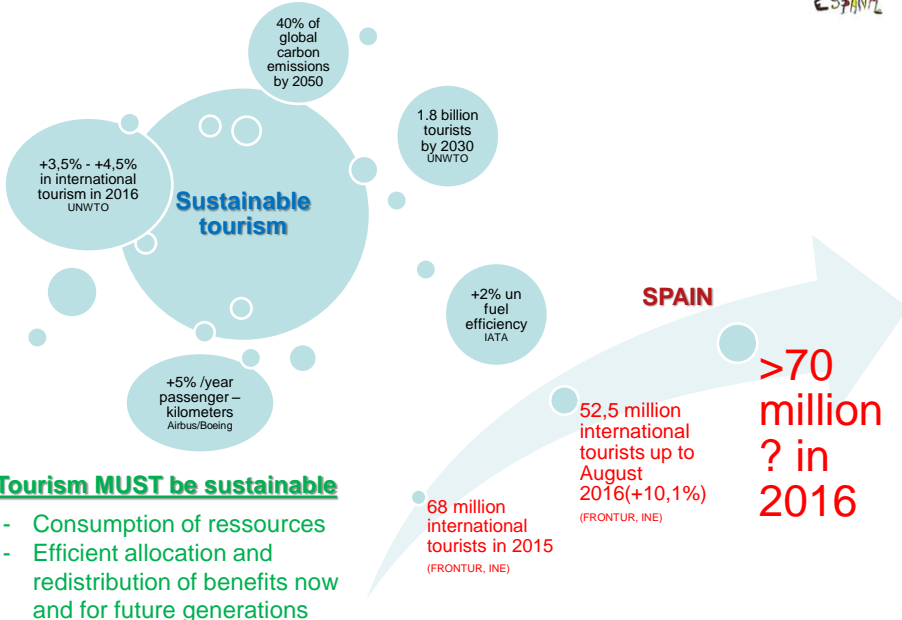
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DEMANDA POR COMUNIDADES AUTÓNOMAS Y VARIACIÓN RESPECTO AL AÑO ANTERIOR



UNWTO, INE, Bank of Spain, REE, Oficina Española de Cambio Climático

Forecasts...

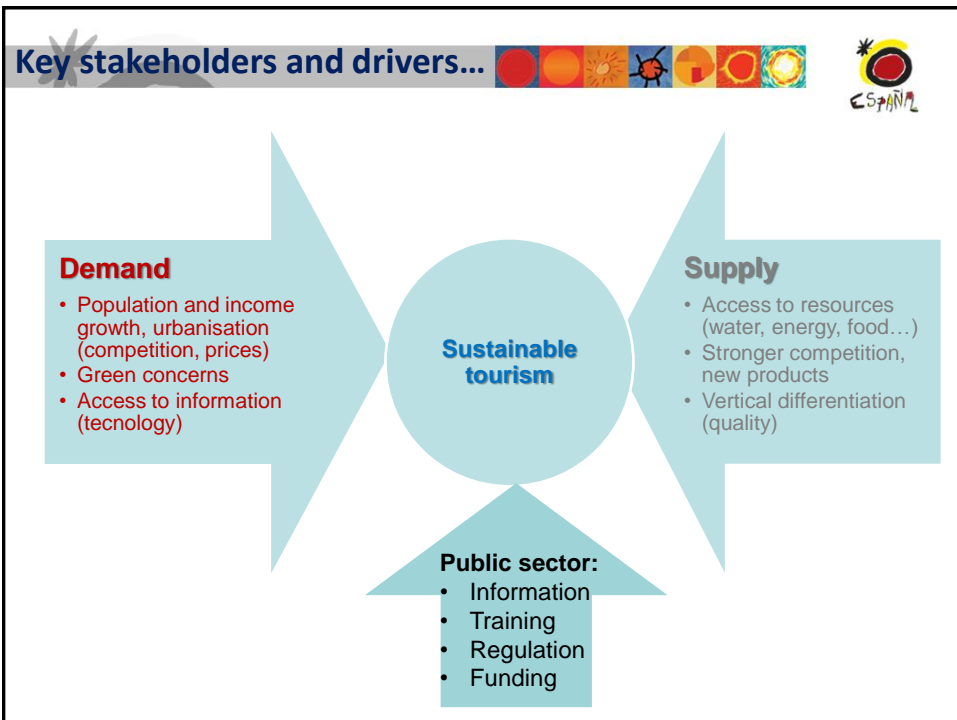





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Some key figures in Spain...

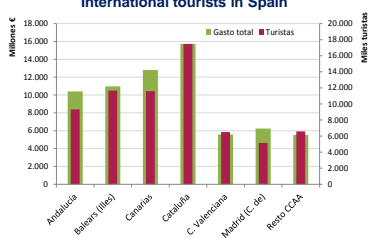
2015

International tourists: 68 millions
 73,3% concentrated in 4 CCAA
 85% coming for leisure
 53,3% sun and beach
 National tourism?

2016 (up to August)

International tourists: 52,5 millions
 72,89% concentrated in 4 CCAA
 54% sun and beach

International tourists in Spain



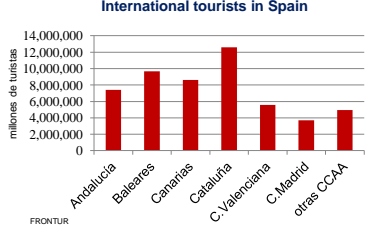
Region	Gasto total (Millones €)	Turistas (Miles)
Andalucía	~10.000	~10.000
Islas Baleares (Islas)	~10.000	~10.000
Canarias	~12.000	~12.000
Cataluña	~16.000	~16.000
C. Valenciana	~6.000	~6.000
Madrid (C. del)	~6.000	~6.000
Resto CCAA	~6.000	~6.000

Overnight stays

Barcelona	18.537.358
Madrid	17.818.432
Benidorm	11.041.569
Palma de Mallorca	7.879.826

EOH, INE

International tourists in Spain



Region	millones de turistas
Andalucía	~8.000.000
Baleares	~9.000.000
Canarias	~8.500.000
Cataluña	~12.000.000
C. Valenciana	~6.000.000
C. Madrid	~4.000.000
otras CCAA	~5.000.000

Overnight stays

Barcelona	13.247.929
Madrid	11.884.908
Benidorm	7.942.822
Palma de Mallorca	6.070.402

EOH, INE

Tourism policies in Spain



Tourism administration



The State Secretary of Tourism: principles, general planning, coordination

The Spain National Tourism Plan 2012-2015 (SNTP) aims at:

- Promoting Spain's competitiveness as a tourist destination: diversifying demand, improving supply.
- New markets, new products, better management
- Contribution to job creation, wealth distribution



Global approach but specific measures
Public – private collaboration
Accountability

Promotion of sustainable tourism.

SNTP and Sustainable Tourism



Goals:

Adapting supply to a changing demand

Assisting companies to be more efficient and sustainable

Ensuring destination sustainability

Improving cooperation

Tools:



Institutional cooperation for regulation



Training



Funding



Marketing



Institutional coordination

National regulation

- Ministry of Agriculture and Environment (Spanish Strategy for Climate change, Coast regulation)
- Other policies (Public transport)

Planning

- Sector Plan for nature tourism and biodiversity (RD 1274/2011 Strategic Plan of Natural Heritage and Biodiversity 2011-2017)
- Tourist Quality System

Training

Agreement with Parques Nacionales

- Study of demand and supply, environment and special conditions aiming at obtaining the European Charter for Sustainable Tourism in Protected Areas qualification
- Training

Cooperation

- CCAA
- CENEAM
- Good practices guide



Funding

Fondo Financiero del Estado para la Modernización de Infraestructuras Turísticas FOMIT

- Aims at promoting the renewal of mature infrastructures
- Flexible financial conditions
- CCAA

Promoting the renewal of mature destinations Excellency Plans

- #### EMPREDETUR
- Research and innovation
 - Energy efficiency
 - Flexible financial conditions

Marketing

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Turespaña



Sustainable Tourism



Tourism is a major phenomenon with considerable externalities that **MUST** be sustainable

The market could encourage the tourist sector to enhance sustainable practices. Yet, public institutions have also a key role to play.

In Spain, tourist policies, implemented by several coordinated institutions, include sustainability as a principle and a goal in itself.



THANK YOU VERY MUCH FOR
YOUR ATTENTION