

International Conference: “New challenges for tourism in a post-COVID world”

June 1st -3rd, 2021 - Tahiti, French Polynesia

The COVID-19 pandemic, an opportunity to innovate and rethink tourism?



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Introduction

I Effects of COVID-19 on tourism activities and innovations on short run

II But in the context of climatic change, will the expected recovery of tourism be sustainable on the long run?

III Towards a paradigmatic change in tourism?

I Effects of pandemic on tourism

INTERNATIONAL TOURIST ARRIVALS (MILLIONS)



(e) Estimate

* Data for 2020 is preliminary and based on estimates for countries which have not yet reported results.



SOURCE:
VARIOUS (SEE INDICATOR)
JANUARY 2021

I Effects of pandemic on tourism

Change %, International Tourist Arrivals



Source: [Source: World Tourism Organization \(UNWTO\)](#) ©
Data as collected by UNWTO, March 2021. Published: 28/03/2021

I Effects of pandemic on tourism

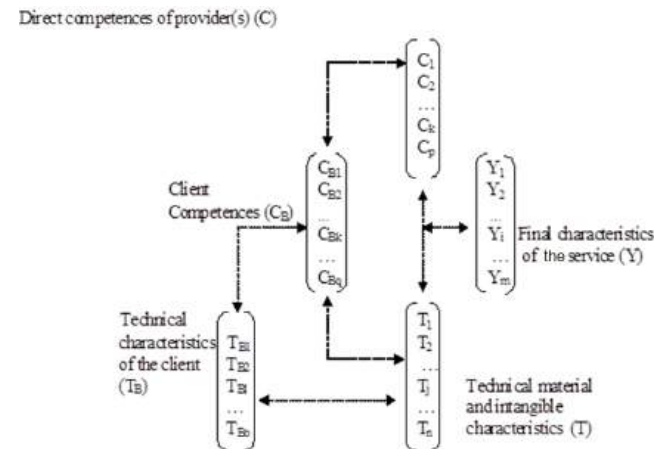
International Tourist Arrivals by Country of Destination																		
Rank		Series	(million)			Change (%)		Series	Percentage change over same period of previous year									
			2017	2018	2019*	18/17	19*/18		2020*	YTD	Q1	Q2	Q3	Jun.	Jul.	Aug.	Sep.	Oct.
'19	'18																	
		World	1332	1407	1459	5.7	3.7			-71.9	-28.5	-94.6	-78.6	-91.2	-79.6	-76.7	-79.6	-83.4
1	1	France	TF	86.9	89.4	..	2.9	..	TCE									
2	2	Spain	TF	81.9	82.8	83.5	1.1	0.8	TF	-76.1	-25.6	-99.1	-79.0	-97.7	-75.0	-75.9	-87.1	-86.6
3	3	United States	TF	77.2	79.7	79.3	3.3	-0.6	TF	-72.0	-18.3	-95.8	-91.6	-94.8	-93.1	-91.0	-90.8	
4	4	China	TF	60.7	62.9	65.7	3.6	4.5	TF	-84.1	-68.4	-98.1		-97.3				
5	5	Italy	TF	58.3	61.6	64.5	5.7	4.8	TF	-57.3	-34.4	-81.4	-48.9	-72.4	-54.5	-44.7	-46.9	
6	6	Turkey	TF	37.6	45.8	51.2	21.7	11.9	TF	-72.3	-22.2	-97.9	-72.7	-96.0	-85.8	-70.9	-58.9	-59.0
7	7	Mexico	TF	39.3	41.3	45.0	5.1	9.0	TF	-46.5	-6.7	-75.9	-57.5	-74.8	-66.6	-62.2	-39.7	
8	10	Thailand	TF	35.6	38.2	39.8	7.3	4.3	TF	-79.4	-38.0	-100.0	-100.0	-100.0	-100.0	-100.0	-100.0	-100.0
9	8	Germany	TCE	37.5	38.9	39.6	3.8	1.8	TCE	-63.0	-25.0	-91.6	-61.3	-83.1	-61.7	-59.9	-62.4	
10	9	United Kingdom	TF	39.5	38.7	39.4	-2.2	1.9	VF	-60.5	-16.1	-96.2		-95.3				
11	11	Japan	VF	28.7	31.2	32.2	8.7	3.2	VF	-85.1	-51.1	-99.9	-99.7	-99.9	-99.9	-99.7	-99.4	-98.9

Source: UNTWO Barometer December 2020

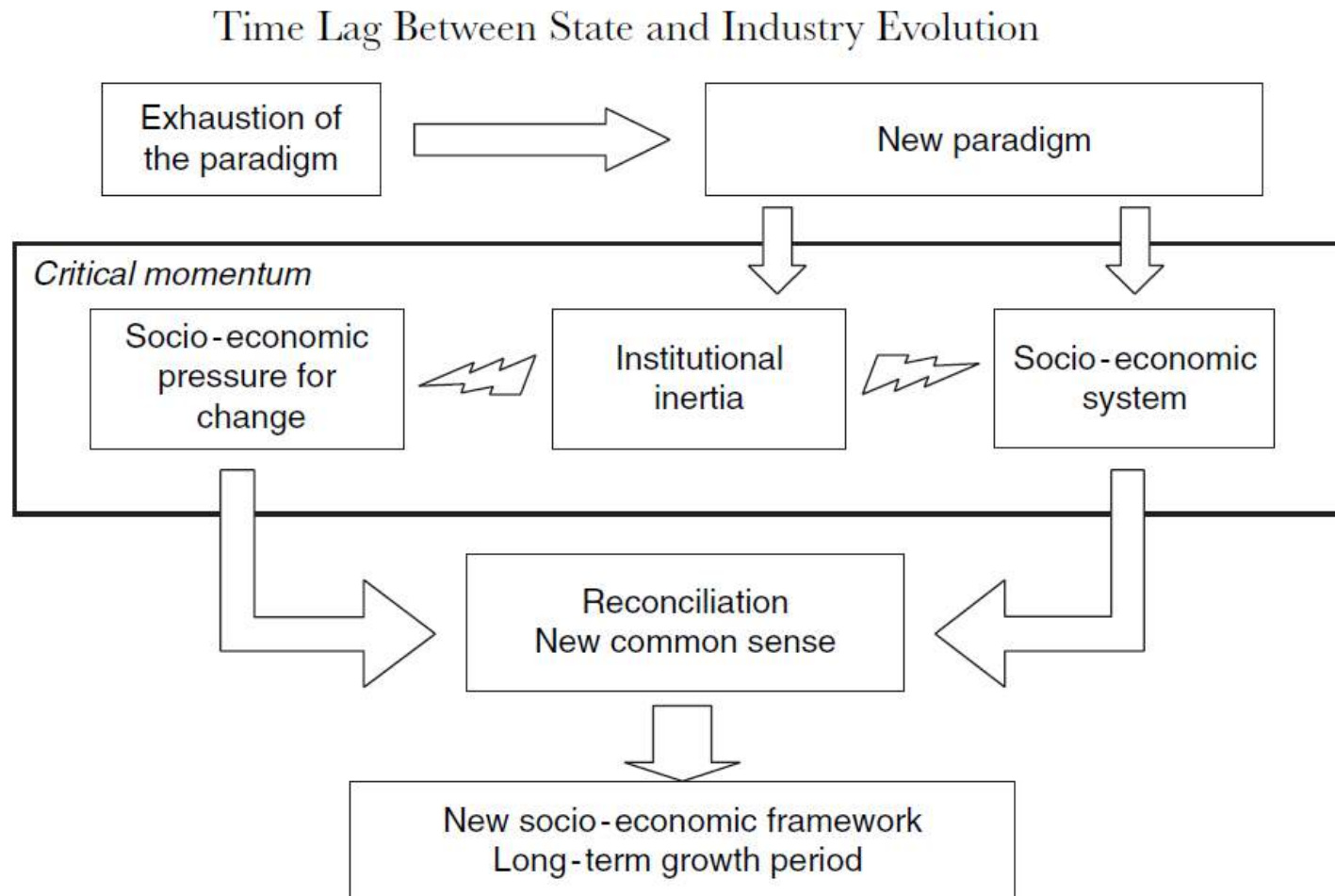
I Effects of pandemic and innovation

Different types of innovation (Schumpeter, 1939)

- Technological innovations (process, products)
- More or less radical: improvement incremental innovations, new technological paradigm (Dosi, 1982)
- Innovations in service (Gallouj and Weinstein, 1997 improved by De Vries, 2006)
- Organizational innovation



Toward a new technico-economic paradigm (Freeman & Perez, 1988, Perez 2004)



Source: Perez (2004).

I Effects of pandemic and innovations

Technological innovations: Disinfecting places

I.G.A Care Appsolute



HTDS UV Sanitizer Portal



Automatic dispensers of hydroalcoholic gel



Valeo UV Purifier

Thermal cameras



I Effects of pandemic and innovations

New ways of move inside rail stations



OUI (SNCF) Paris - Gare de Lyon

Passengers who travel with respect
to the road markings circulation

Transparent plates in restaurants that will be
installed and placed so as to separate the customers,
whether face to face or on the sides

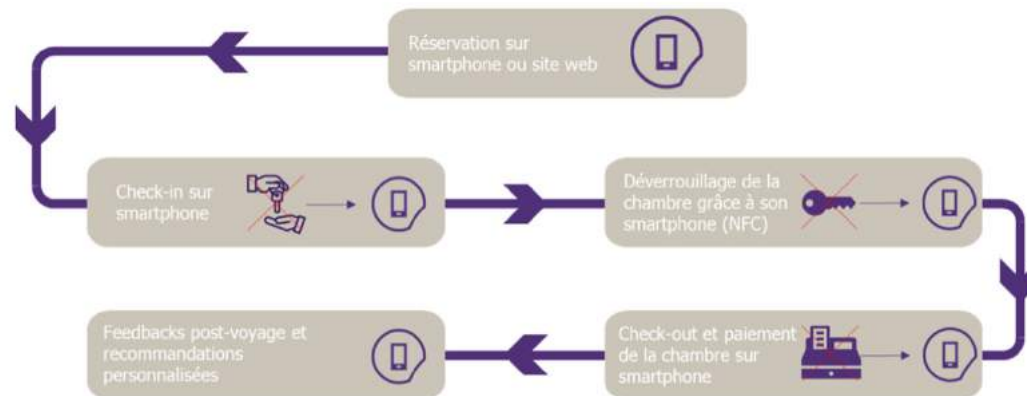
Plexiglass beach huts to limit contact between
individuals



II Effects of pandemic and innovations

service Innovations

Totally virtual booking:



New market for hotel room (students, Covid patient, business meeting, etc.)

New cancellation policy

I I Effects of pandemic and innovations

Organizational innovations in private tourism firms:

New way of organizing labour in hotel and in restaurant

Organizational innovations in territories

- Collaborative platform projects aiming to share solutions, best practices between tourism stakeholders
- Coordination between the different countries to promote solutions for safe travelling and not competition

II But in the context of climatic change, will the expected recovery of tourism be sustainable on the long run?

II Will the expected recovery of tourism be sustainable??

Tourism is both a source of wealth and jobs and a source of negative externalities.

By inducing income flows, Tourism contributes to job creation and expansion in numerous sectors (transport, accommodation, culture, leisure activities, etc.) in the visited places.

Tourism can also induce the degradation of the natural, material and cultural heritages, as well as the environment of the inhabitants and sometimes their culture.

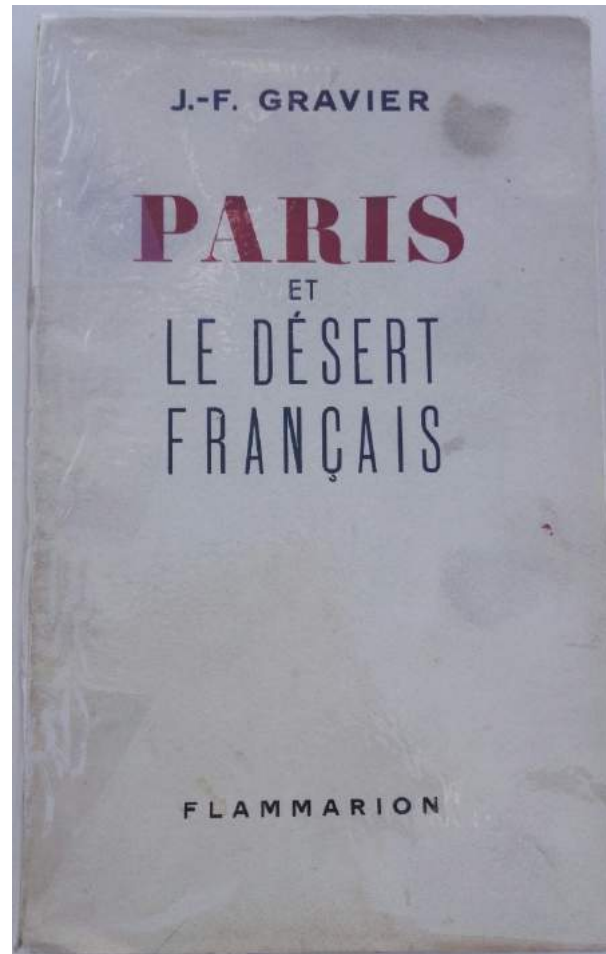
This contradictory aspect is intrinsic to tourism.

Tourists generate some conflicts (overtourism, environmental and social costs)

Pandemic has changed the area of this conflicts

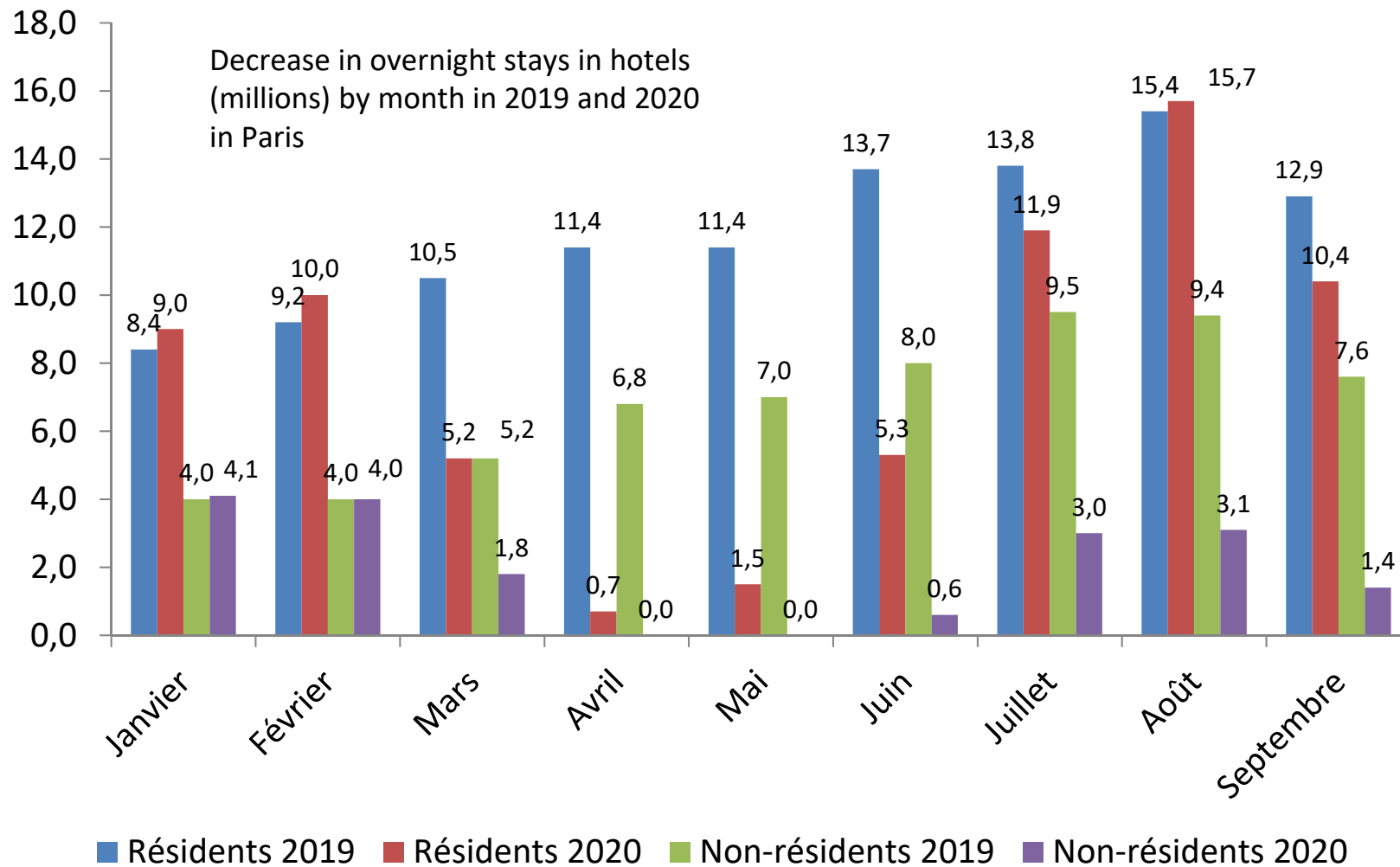
From urban overtourism...





From Paris and the French desert ...To.... France and the Parisian desert

Different impacts regarding the type of areas



Données INSEE <https://www.insee.fr/fr/statistiques/4985641>

Different impacts regarding the type of areas

Attendance in Parisian Museum and monuments from January to October 2020

	Fréquentation 2020	Var 2020/2019
Musée du Louvre** (1)	2 697 584	-66,0 %
Musée national d'Histoire Naturelle* (2)	798 318	-53,8 %
Cité des Sciences et de l'Industrie* (3)	642 416	-68,5 %
Arc de triomphe*	428 571	-70,1 %
Grand Palais** (4)	426 306	-33,9 %
Petit Palais*	352 573	-56,8 %
Musée d'Art Moderne**	286 333	+39,8 %
Parc Zoologique de Paris*	280 306	-47,4 %
Sainte-Chapelle*	269 432	-78,0 %
Panthéon*	223 206	-71,2 %
Les Catacombes*	202 465	-62,3 %
Palais de la Découverte*	148 386	-69,1 %
Conciergerie	136 865	-66,6 %
Musée de la Vie Romantique*	89 865	-36,5 %
Musée Bourdelle	47 275	-64,8 %

* Réouverture en juin

** Réouverture en juillet

- (1) Ne comprend pas la fréquentation du musée Eugène Delacroix.
- (2) Comprend les données de fréquentation de la Grande Galerie de l'Évolution, la galerie de la Paléontologie et d'Anatomie comparée, les Grandes Serres, la galerie de Minéralogie et de Géologie et la Ménagerie du Jardin des Plantes.
- (3) Ne comprend pas les données de la Géode, fermée pour travaux depuis novembre 2018.
- (4) Le Grand Palais n'expose pas de collections permanentes. La fréquentation varie en fonction du nombre, des thématiques et durées des expositions temporaires.
- (5) La hausse de la fréquentation du Musée d'Art Moderne est due à une fermeture du site en février, août et septembre 2019.

Sources : musées et monuments.

15 décembre 2020 – PRÉ-BILAN DE L'ACTIVITÉ TOURISTIQUE À PARIS ILE-DE-FRANCE

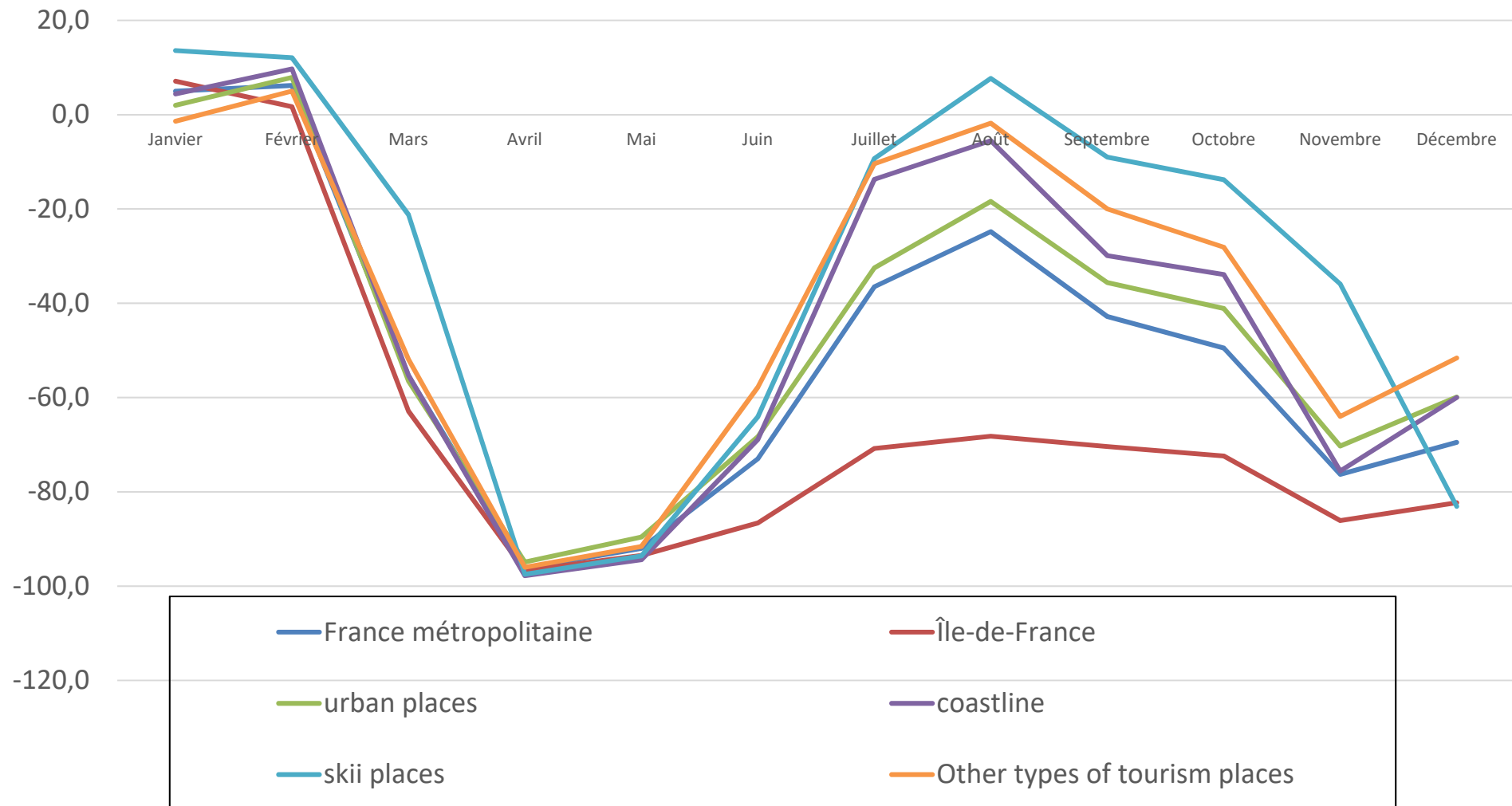


To an increase in some areas (rural, mountain territories) after the 1st lockdown

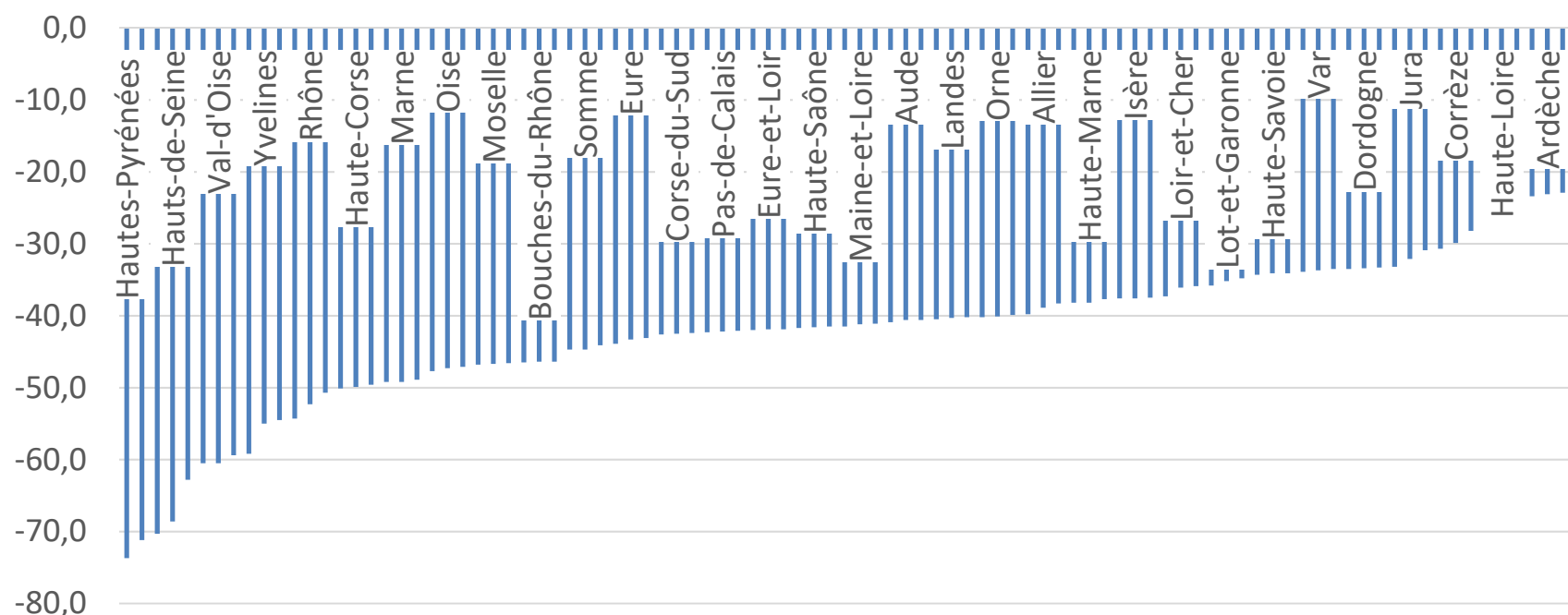


Different impacts in different types of tourism areas

Change in tourism overnights by month and by types of places 2020/2019 (Data INSEE)



A decrease in tourism lower in mountain and rural departments



Change in tourism overnights by month and by departments 2020/2019; data INSEE

Overtourism in natural areas

"Certains ont fait tout et n'importe quoi...": le Verdon sous pression à cause de la surfréquentation touristique

#DRAGUIGNAN #EN

PIERRE JOHANN

Mis à jour le 13/05/2021 à 16:07

Publié le 13/05/2021 à 15:58

Attractivité
Face à « un quasi-tourisme de masse »,
des professionnels du Cantal
s'inquiètent

AUDREAC
Publié le 30/08/2020 à 14:02

INSOLITE
ART DE VIVRE - BIEN ÊTRE
CULTURE - PATRIMOINE
VIE PRATIQUE - CONSOMMATION
CANTAL

Trop fréquenté, le plateau de Calern ferme au public la nuit jusqu'à lundi

Après une trop grande affluente constatée par l'Observatoire de la côte d'Azur, le plateau de Calern, situé près de Caussols, sera fermé au public de 17h à 8h jusqu'au lundi 17 août.

Publié le 14/08/2020 à 11h16 • Mis à jour le 14/08/2020 à 11h32



Overtourism in natural areas

Jura

Les Planches-près-Arbois, un village au bord de la crise de nerfs

La surfréquentation du village des Planches et de sa – trop – célèbre cascade des Tufs entraîne des nuisances que les habitants ne supportent plus.

Par **De notre correspondant, Bernard GUILLOT** - 06 août 2020 à 06:00 | mis à jour à 14:06 - Temps de lecture : 2 min



Overtourism in natural areas



Demarketing in natural places

Toujours plus fréquenté, le parc national des Calanques veut décourager les visiteurs
La pointe d'affluence vécue à l'été 2020 pousse le parc situé autour de Marseille à durcir son accès et à lancer une stratégie de « démarketing ».

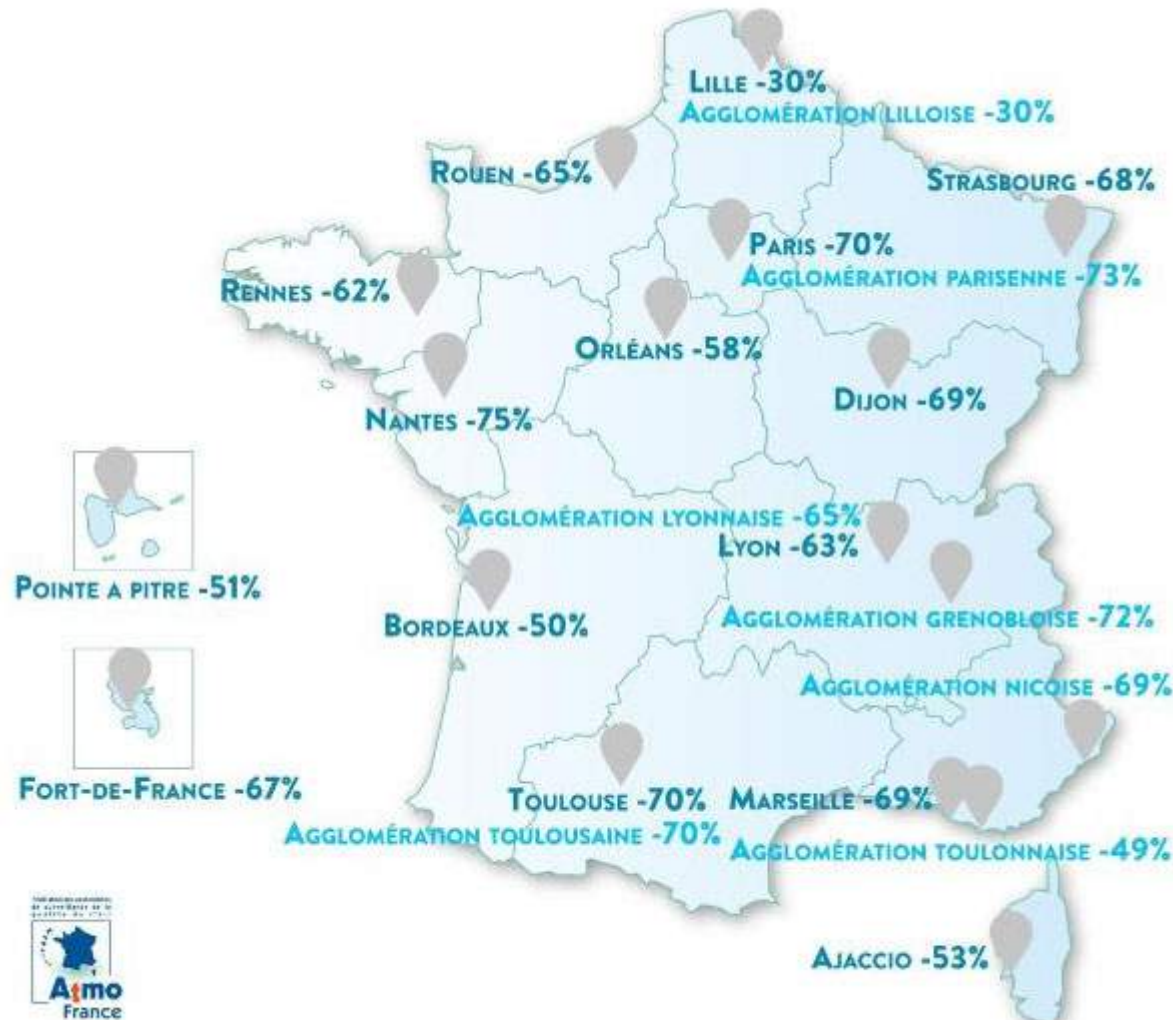
par Gilles Rof (Marseille, correspondant)
le 21 janvier 2021 à 02h37 - Mis à jour le 21 janvier 2021 à 16h34 - Lecture 5 min.

Demarketing strategies (Kotler et Levy (1971):
discourage all or some consumers temporarily or
permanently

...And environmental benefits in cities during the 1st lockdown...



...To environmental benefits in cities
during the 1st lockdown ...



Changes in nitrogen oxide (NOx) concentrations near major roads before and during the 1st lockdown in France, compared to March of the previous year

III Towards a paradigmatic change in tourism ?

III Towards a paradigmatic change in tourism ?

Tourism, its characteristics and tourism behaviours depend on the economic model which is the base of the society

A pandemic that also reveals the limits of the world economic model (tourism included)

- Liberalisation of the economy because the market is efficient

- Willingness to reduce public spending, which is supposed to be inefficient

- Increased mobility of goods and people in particular for tourism**

- Pressure on the environment considered only as a renewable resource=> climate change**

- Different capitals (economic, social, environmental) supposed to be substitutable**

- Pressure on other species in the service of humans, partly responsible for the pandemic**

- Significant inequalities at different scales (local, national, international)**

The pandemic : a tool to a more global change?

III Towards a paradigmatic change in tourism ?

The share of tourism's impact in the production of greenhouse gases (GHG) by human activities at 8%

Main reason to air travel: tourism

Source: DOBRUSZKES *et al.* 2020

Main transport mode for short travel: car

TABLE 3.1 Main Reason for Flying in Different Contexts

Market	Source	Business	Holiday	VFR	Others
<i>Outbound flows</i>					
US residents flying abroad (excluding Canada and Mexico) from 30 gateway airports (2015)	Survey of International Air Travelers	13%	53%	27%	7%
UK residents boarding at 11 airports, excluding connecting passengers (2015)	Annual departing passenger survey	17%	83% (leisure)		
Spanish residents flying from/to Spain (2016)	FAMILITUR—survey of residents' tourist mobility (<i>n</i> = 13,200)	16%	53%	27%	5%
Belgium, last outbound international flight (2010)	National mobility survey (<i>n</i> = 15,822)	7%	71%	18%	4%
Mexican residents travelling abroad by air (2015)	Bank of Mexico & SECTUR—survey on Mexican international outbound tourism (<i>n</i> = ?)	24%	48%	24%	4%
Argentinean residents travelling abroad from Buenos Aires airports (2016)	INDEC—International Tourism Survey (<i>n</i> = 65,292)	20%	66%	13%	2%
Seychelles residents travelling abroad; all modes included but air transport is ultradominant (2016). Includes both permanent and temporary departures	National Bureau of Statistics based on immigration disembarkation cards (<i>n</i> = 75,946)	13%	67% (holidays)		20% (of which 7% is 'end of contract')
<i>Inbound flows</i>					
Overseas residents visiting the United States (excluding Canada and Mexico) (2016)	Survey of International Air Travelers	18%	59%	8%	5%
Overseas residents flying back from the United Kingdom, boarding at 11 airports, excluding connecting passengers (2015)	Annual departing passenger survey	25%	75% (leisure)		
Foreign residents flying from/to Spain (2016)	FRONTUR—survey of nonresident arrivals and departures at Spanish airports (<i>n</i> = 313,671)	7%	87% (leisure and holidays)		7%
Overseas residents to Australia (2016)	International Visitors Survey (<i>n</i> = 40,000)	11%	50%	25%	14%
Overseas residents to New Zealand (2016), of which 99% came by air	NZ International Visitor Surveys (<i>n</i> = about 9800)	11%	56%	31%	2%
Foreign residents travelling to Mexico by air (2015)	Bank of Mexico & SECTUR—Survey on International Visitors arriving in Mexico (<i>n</i> = ?)	9%	75%	13%	3%
Foreign residents travelling to Argentina through Buenos Aires airports (2016)	INDEC—International Tourism Survey (<i>n</i> = 65,292)	20%	47%	28%	5%
Foreign residents travelling to Chile by air (2015)	SERNATUR—Report on International Tourists arriving in Chile (<i>n</i> = 42,300)	30%	48%	18%	4%
Overseas residents to Sri Lanka (2016), of which 98.7% came by air	Sri Lanka Tourism Development Authority based on Electronic Travel Authorisation System (ETA)	3%	83%	12%	2%
Overseas residents flying to Seychelles (2016)	National Bureau of Statistics based on immigration disembarkation cards (<i>n</i> = 302,288)	3%	93%	2%	2%
<i>Domestic flows</i>					
Domestic overnight trips within Australia (2016)	National Visitor Survey	41.3%	29.4%	26.7%	3.4%
Domestic day trips within Australia (2016)	National Visitor Survey	71.9%	12.0%	7.0%	9.1%

Note: 'Business' also includes conferences, workshops, and trade shows. 'Holiday' includes weddings and honeymoons, if any. 'Others' includes pilgrimages and education. When given, 'cruises' and 'transit' have been excluded.

III Towards a paradigmatic change in tourism ?

The tourism of tomorrow depends on the model of society that will emerge

Scenario 1 Same objective of economic activity: exclusively profit

=> Fast recovery (if the pandemic is finished)

Tomorrow's tourism = yesterday's tourism (mass tourism) with possible niches for the elite (green tourism, ecotourism, etc.)

⇒ Increased inequalities in terms of tourism

Degradation of the environment => speeding up of climate change

III Towards a paradigmatic change in tourism ?

Scenario 2 Change of the economic model with a new objective: the satisfaction of the needs of people today without compromising the possibilities of satisfaction of people tomorrow

New economic cycle? New industrial revolution? New technico-economic paradigm (Freeman & Perez, 1988) => New model of society?

=>The end of tourism as we know it

Taking into account mankind in its diversity but also other species in our ecosystem, the earth

Taking into account the global environment

New ways of producing goods: Short supply chains also in tourism (local food, local materials, etc.)

III Towards a paradigmatic change in tourism ?

Scenario 2 New techno-economic paradigm based on digital, nanotechnologies and clean energy

Elements that are already present

- Speeding up of Digitalisation => From physical to digital tourism
- Speeding up of Virtual tourism activities (e.g. Museum, Gran Barrier Recif, etc.)



<https://attenboroughsreef.com/>

III Towards a paradigmatic change in tourism ?

Scenario 2

A paradigmatic change which implies

- Increase in prices for accomodation, transport, etc.

- Decrease in the diversity of places to visit

A paradigmatic change which requires new tourist and new consumer behaviours =>

- Decrease in mobility

- Relocation of tourism: Development of local tourism with soft modes

- Development of tourism at home (staycation, Germann-Molz, 2009) or at proximity

- Decrease of the number of journeys

- End of city break with low-cost flights

III Towards a paradigmatic change in tourism ?

Scenario 2 A paradigmatic change which will be costly for the tourism sector on the short run

- Decrease in revenues for different types of tourism activities
- Decrease in Revenues of different types of firms
- Decrease in Jobs and income for inhabitants

But a more sustainable tourism on the long run

Responsible tourism which will be more respectful of the inhabitants, the places, as well as environment and cultures

New tourism would allow building tourists' territories not only for tourists but also for inhabitants.

Conclusion

Scenario 2

- if it comes true, it will take time
- is linked to the awareness of the limits of the economic model that characterises our society



- Thanks for your attention