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Health and Tourism
Global challenges and regional necessities

Heilkraft der Alpen
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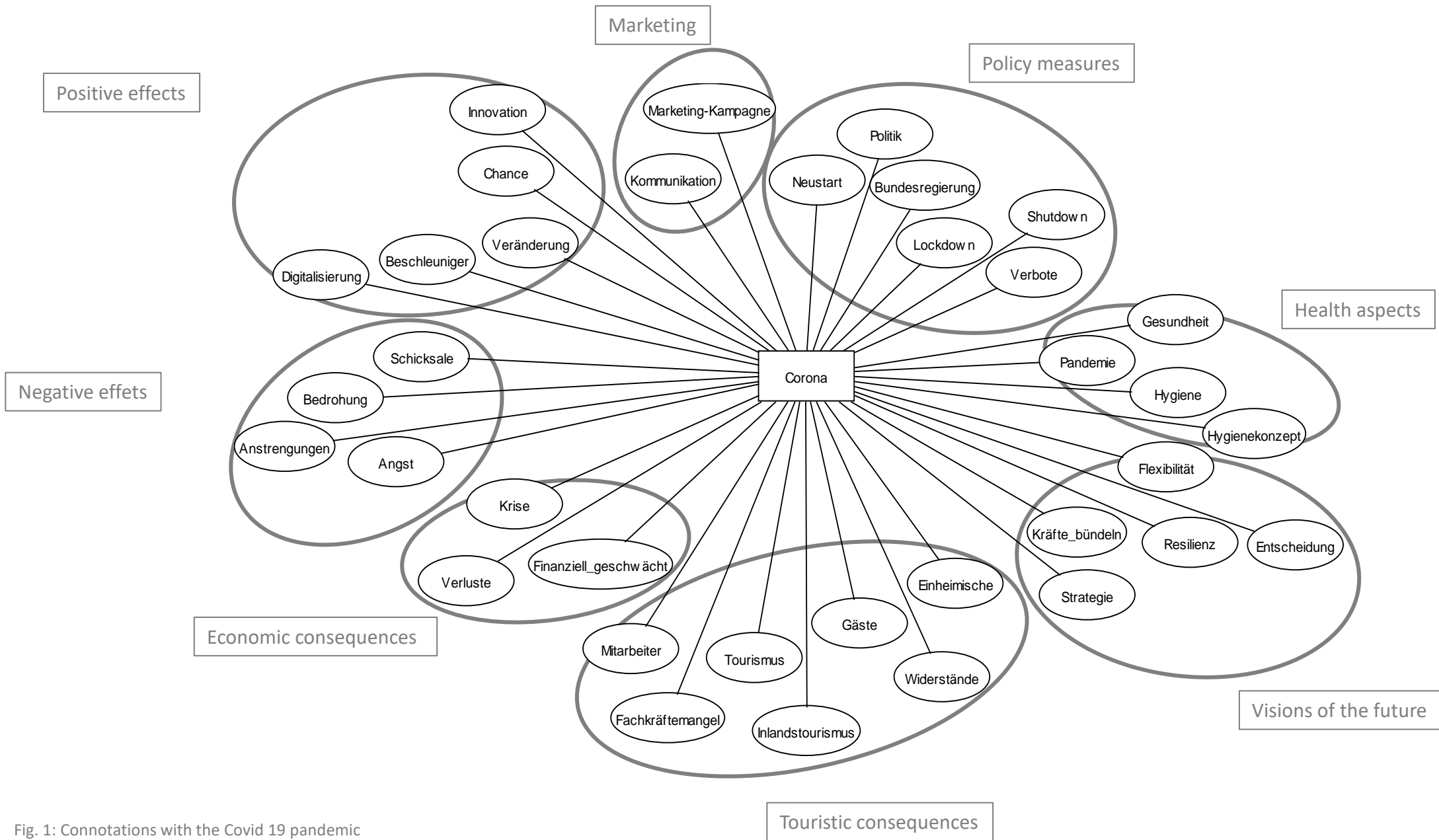
Fig. 1: Connotations with the Covid 19 pandemic
Source: own representation, based on WinRelan®

But I also see a certain opportunity in the crisis, that certain developments, which were perhaps more difficult to implement before, Corona was simply an accelerator. (Aa)
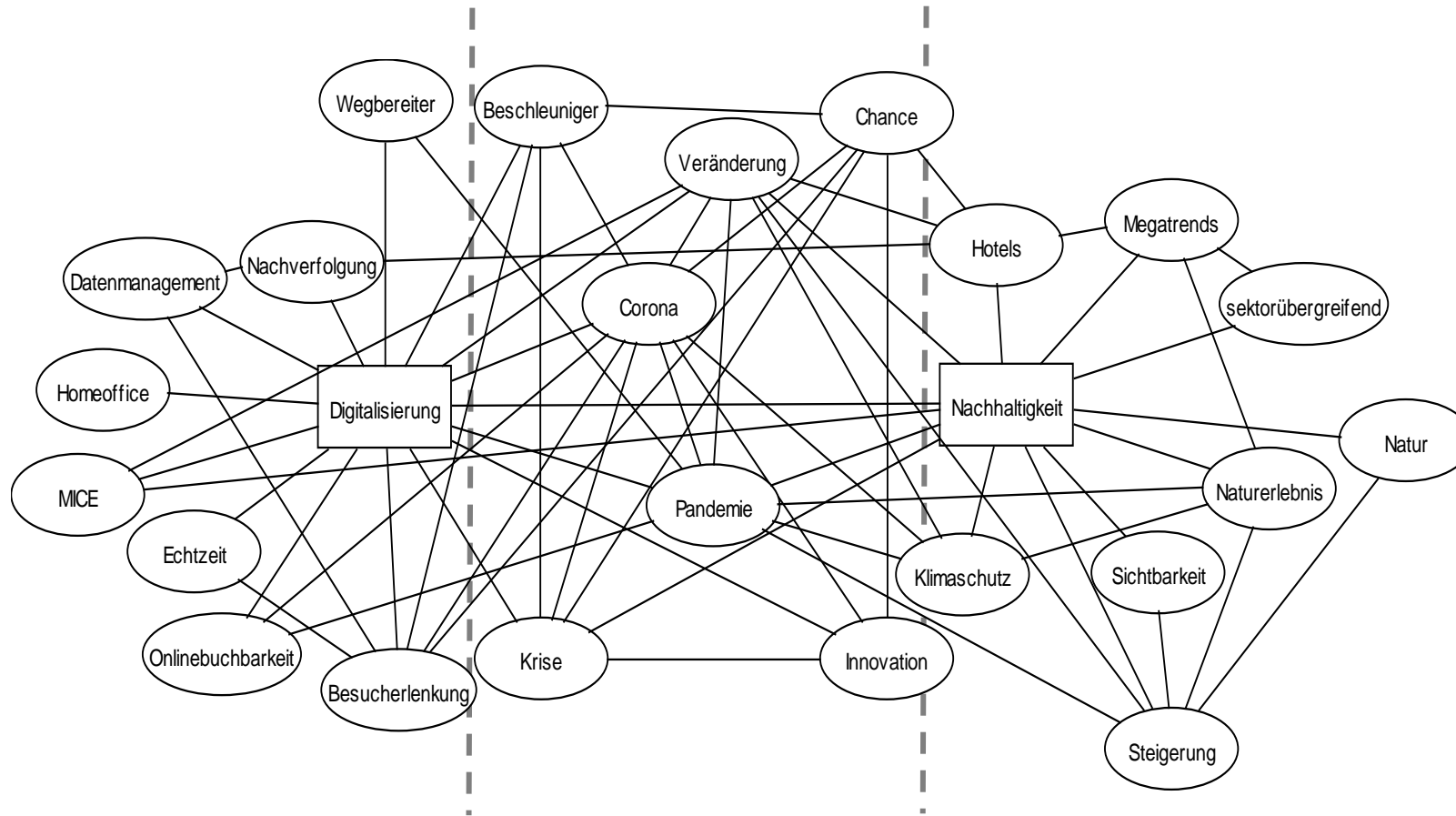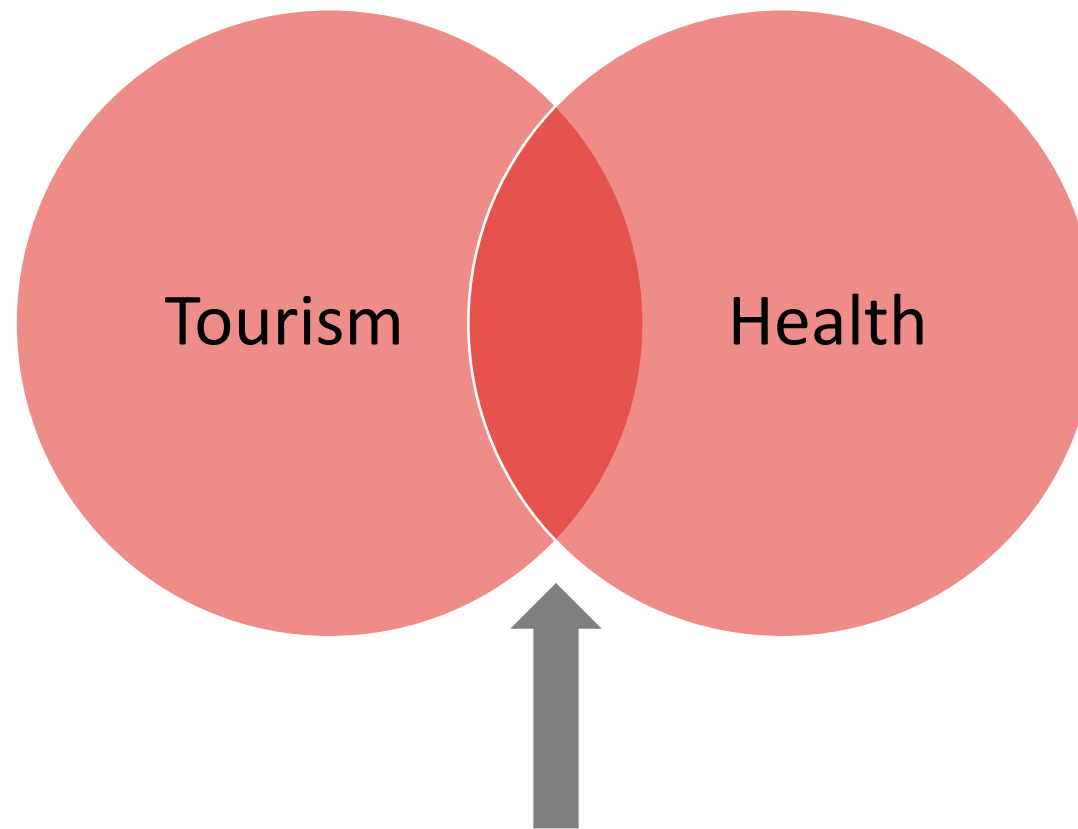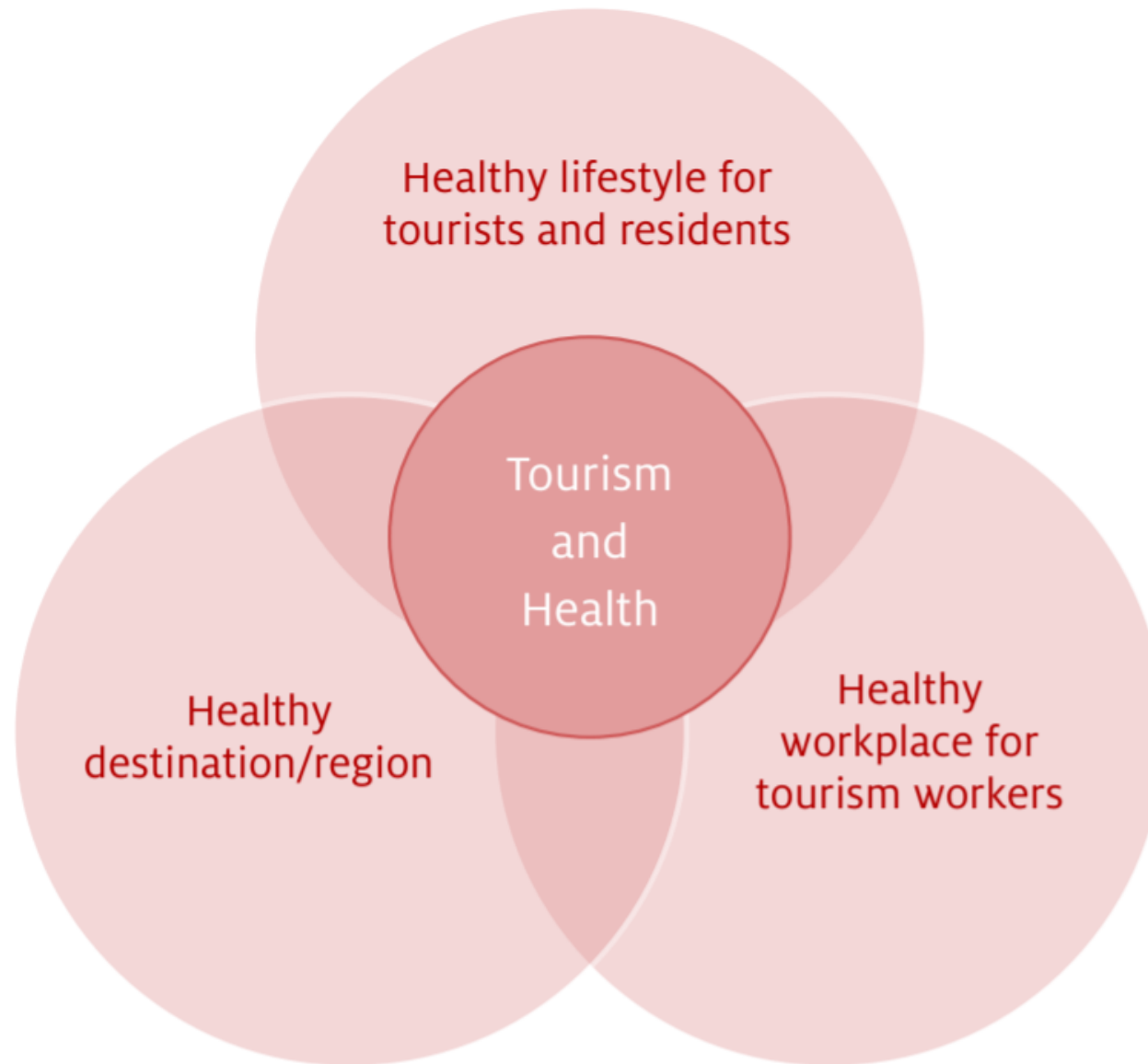

Fig. 2: Area of tension between Corona, digitalisation and sustainability
Source: own representation, based on WinRelan®
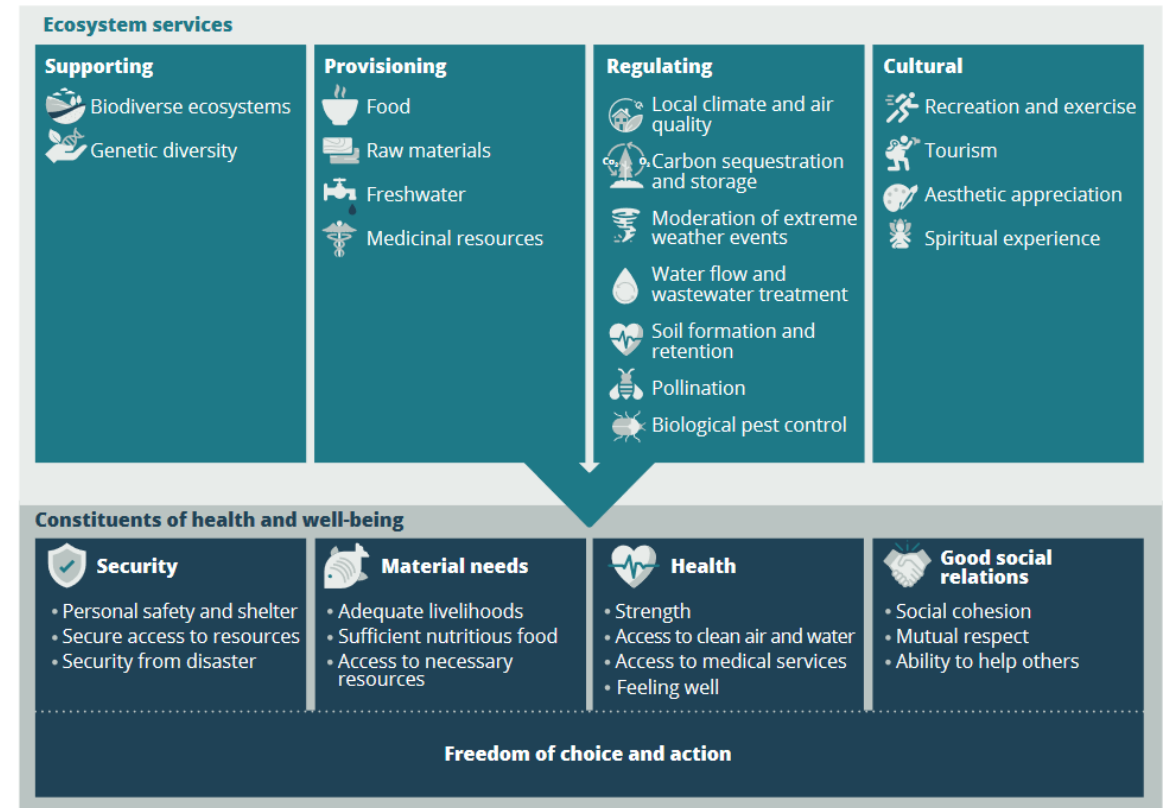
Tourism

Health

Common intersection: health tourism?

Conceptualisating Public Health in the Context of Sustainable Tourism

Public health can be defined as what "we as a society do collectively to assure the conditions in which people can be healthy" (Institute of Medicine, 1988).

- Nexus of: **Environment – Health – Well-Being**

- **Ecosystem services** illustrate how the state/quality of the environment is critical to human health and well-being

- **Environmental Health**   **Public Health**

- Environmental & public health are crucial for a **healthy & sustainable destination**

Ecosystem services

Supporting	Provisioning	Regulating	Cultural
Biodiverse ecosystems	Food	Local climate and air quality	Recreation and exercise
Genetic diversity	Raw materials	Carbon sequestration and storage	Tourism
	Freshwater	Moderation of extreme weather events	Aesthetic appreciation
	Medicinal resources	Water flow and wastewater treatment	Spiritual experience
		Soil formation and retention	
		Pollination	
		Biological pest control	

Constituents of health and well-being

Security	Material needs	Health	Good social relations
• Personal safety and shelter	• Adequate livelihoods	• Strength	• Social cohesion
• Secure access to resources	• Sufficient nutritious food	• Access to clean air and water	• Mutual respect
• Security from disaster	• Access to necessary resources	• Access to medical services	• Ability to help others
		• Feeling well	

Freedom of choice and action

Source: Based on Millennium Assessment Board (2005).

UNWTO INSTO
World Tourism Organization International Network of Sustainable Tourism Observatories

A NETWORK OF TOURISM OBSERVATORIES
monitoring sustainable tourism development
AT DESTINATION LEVEL

- **31 committed partners**
- 13 common issue areas (≈ baseline issues)

http://insto.unwto.org/

SUSTAINABLE TOURISM OBSERVATORY OF SOUTH TYROL (STOST) – launched in 2018

INSTO: **I**nternational **N**etwork of **S**ustainable **T**ourism **O**bservatories – created by UNWTO in 2004
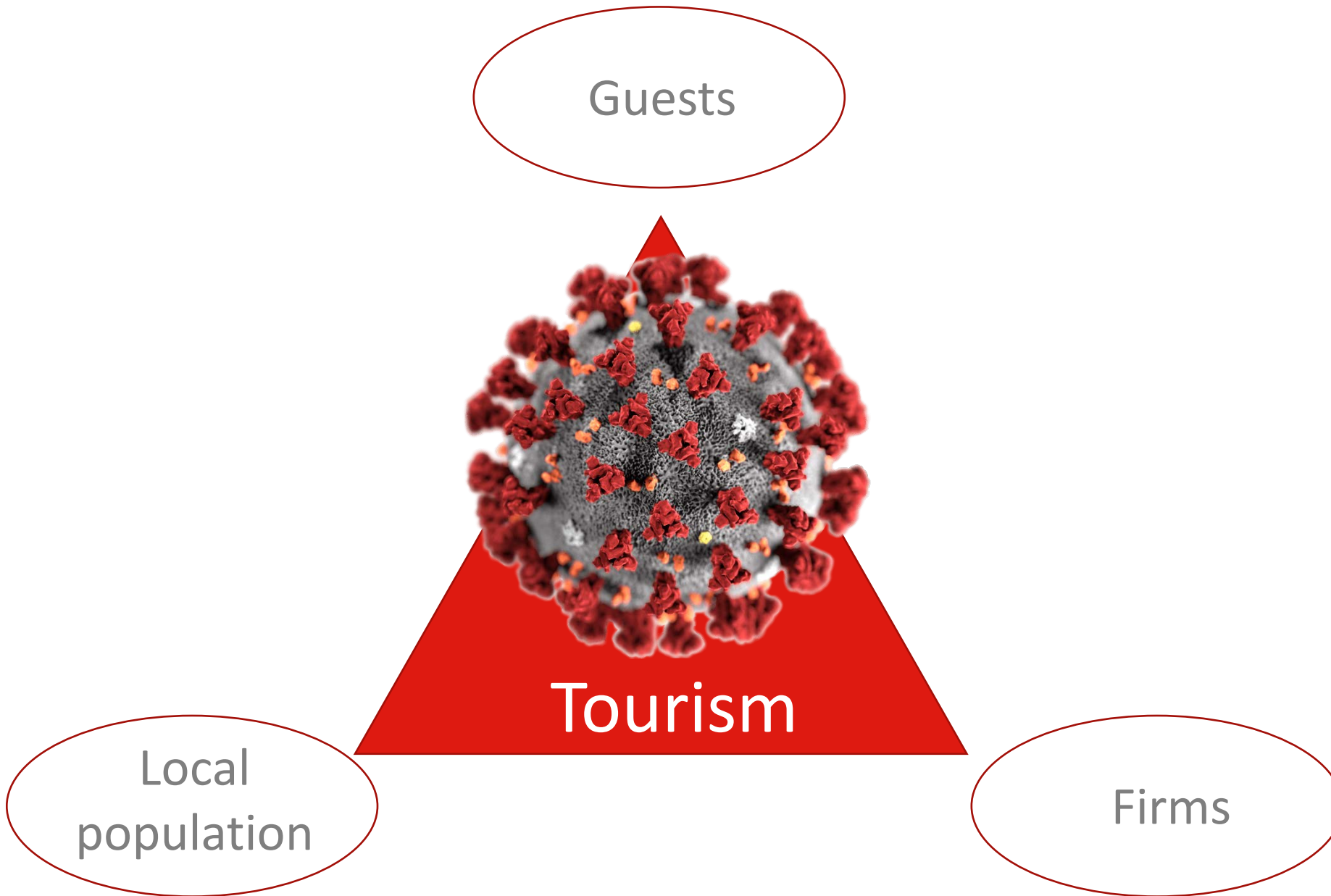
Main objectives:

- Offer a theoretical contribution to the conceptualisation and measurement of sustainable tourism

- Support the local DMO and the regional government in developing policies, strategies, plans and management processes for sustainable tourism (i.e., support evidence-based policy-making)

Activities:

- Systematic, timely and regular monitoring of tourism performance and impact at the highest data granularity possible (13 issue areas, 3 dimensions, 31 indicators)

- Reporting: yearly report + website (https://sustainabletourism.eurac.edu/)

Guests

Tourism

Local population

Firms

COVID-19 AND PUBLIC HEALTH: VACATION STYLES OF CAUTIOUS AND ADVENTUROUS GUESTS

SOUTH TYROL
Representative guest survey (n=874)

- Mostly domestic (Italian) guests
- seeking for more isolation
- trying to collect information about on-site conditions
- showing higher levels of skepsis towards other guests.

- international guests, especially Germans,
- seeking for less additional data or information on site than cautious guests,
- much less sceptical towards other guests
- less isolated and to practice more outdoor activities

(Cautious guests)   (Carefully adventurous guests)

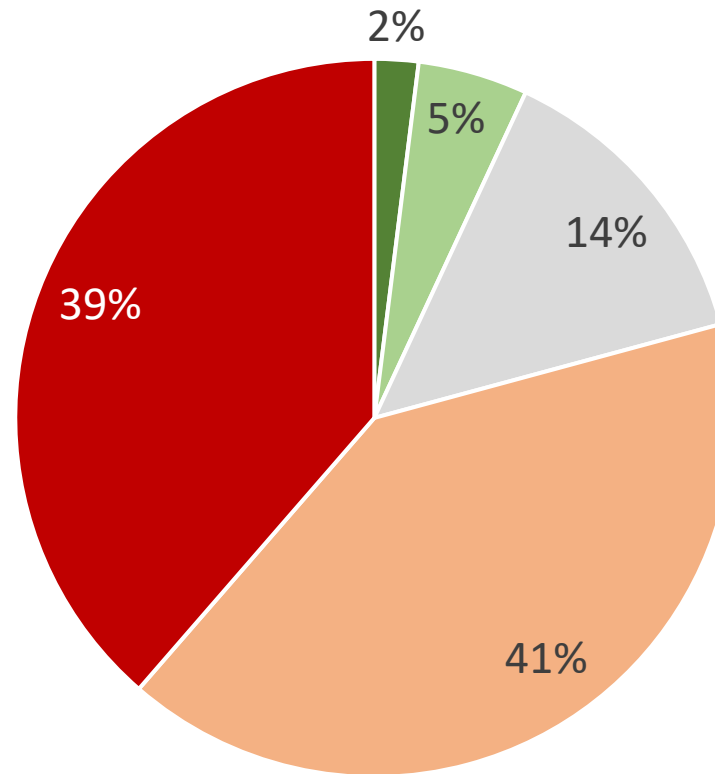Quelle: Scuttari, Ferraretto, Stawinoga, Walder, 2021

Did Covid-19 have an impact on tourism?

IMPACT OF TOURISM ON COVID-19 NUMBERS

Survey: Local population

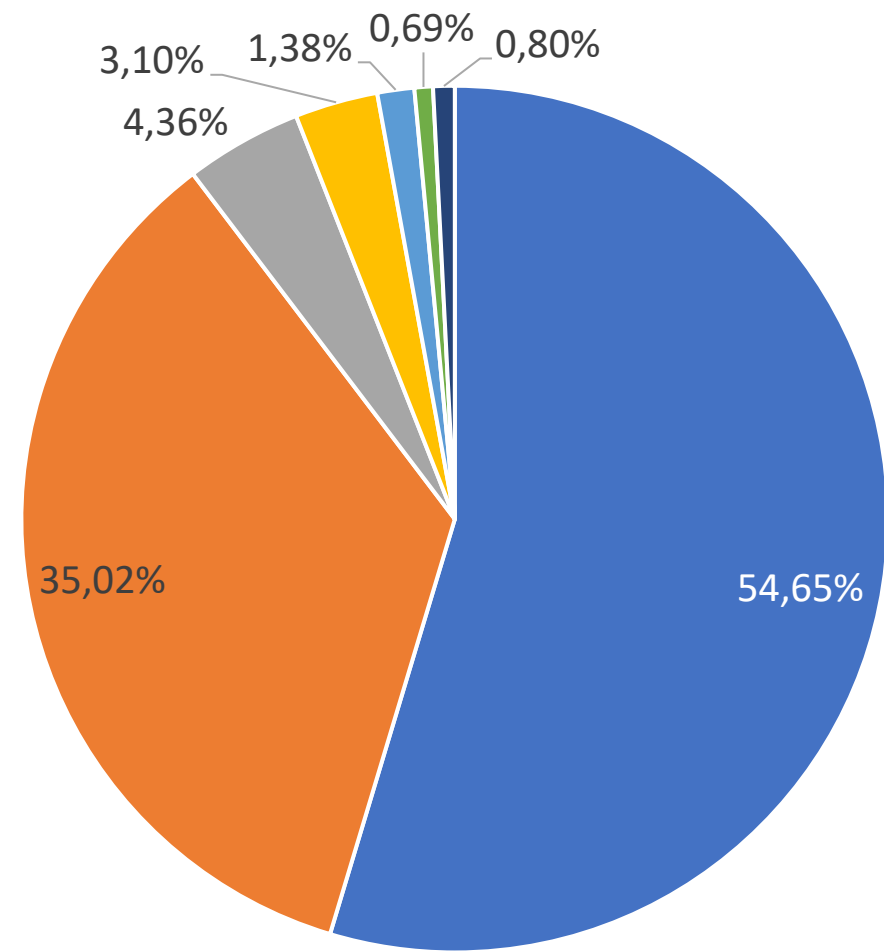In your opinion, did tourism have an impact on Covid-19 numbers in South Tyrol?

Legend: strongly decreased | somewhat decreased | no impact | somewhat increased | strongly increased

N=1,007

Has the origin of guests changed?

COUNTRY OF ORIGIN OF GUESTS

3,10%
4,36%
1,38%
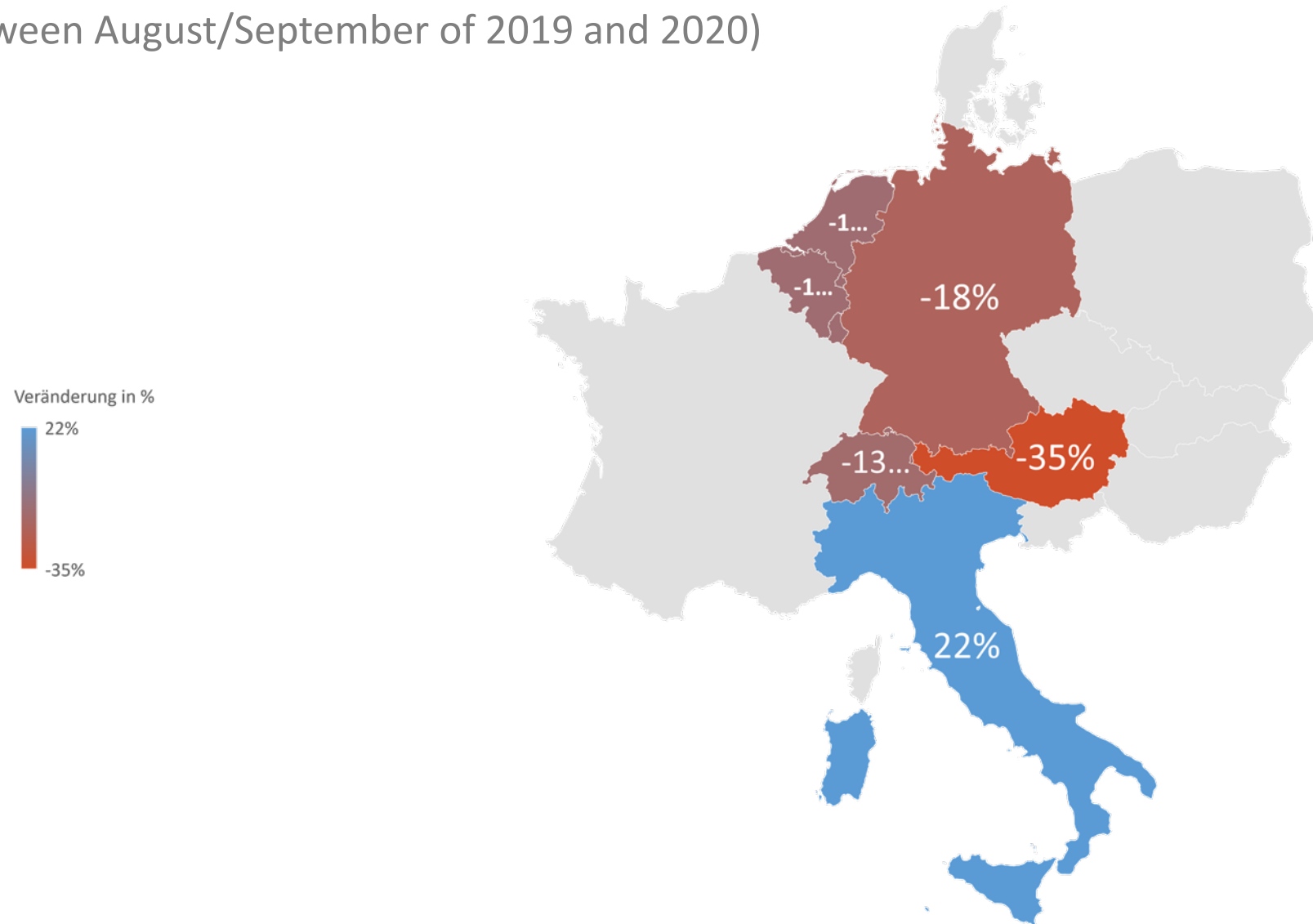0,69%
0,80%

35,02%

54,65%

Survey: Guests

■ Germany ■ Italy ■ Switzerland ■ Austria ■ Benelux ■ France ■ Other

N = 874

CHANGE OF ORIGIN OF GUESTS

(between August/September of 2019 and 2020)

Veränderung in %

22%

-35%

-1...

-1...

-18%

-13...

-35%

22%

Source: ASTAT

CONCLUSION & OUTLOOK
THE ROLE OF MONITORING FOR A RESPONSIBLE RESTART OF TOURISM

Monitoring the **guests'** and the **local population's needs and perceptions** can help destinations to:
- **React to changing demands** of guests (e.g., introduce new hygiene measures)
- **Restore trust** in times of uncertainty (e.g., transparent and proactive communication on the measures put in place)
- Identify **critical attitudes towards tourism** among the local population and **address their concerns** (e.g., hotspot management)

- Covid-19 pandemic presents not only a challenge, but also a unique **opportunity for a sustainable reorientation of tourism**
  - ➢ transformation should be guided by **evidence-based policy-making**
  - ➢ **Example**: local DMO is implementing sustainability in tourism based on the data collected by our INSTO observatory

CONCLUSION & OUTLOOK

- Thinking **public & environmental health together** to create a **healthier, more sustainable and more resilient destination**

- Focus on **readiness** of public health system:
    - Is the public health system ready to react to unforeseen events?
    - Is it ready to respond to the needs of tourists in times of Covid-19?

- **Need to identify** suitable **indicators** to monitor public & environmental health
    - Infrastructures, services and experiences
    - What kind of data is already available? -> complement existing indicators with own surveys

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