SUSTAINABLE TOURISM OBSERVATORY OF SOUTH TYROL (STOST)
TOWARDS THE INTEGRATION OF “CLIMATE ACTION” AS A NEW ISSUE AREA

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THE CASE OF SOUTH TYROL (ITALY)

INTRODUCTION

• South Tyrol is an **Autonomous Province** in the Italian Alps ≈ 500,000 inhabitants

• Official languages: German (69%), Italian (26%), Ladin (5%)

• **Dolomites UNESCO WHS**

• Tourism sector directly accounts for **11.2% of total GDP** (2018)

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>Change (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrivals</td>
<td>7.7 Million</td>
<td>4.6 Million</td>
<td>- 40%</td>
</tr>
<tr>
<td>Stays</td>
<td>33.7 Million</td>
<td>21.7 Million</td>
<td>- 35%</td>
</tr>
</tbody>
</table>

Source: ASTAT
THE CASE OF SOUTH TYROL (ITALY)

INTRODUCTION
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/)
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QUALITATIVE STUDY ON TRANSHUMANCE AND ELABORATION OF CODE OF CONDUCT

Additional IA: Culture
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SURVEY AMONG MUNICIPAL ANNALISTS AND TOURISM ASSOCIATIONS ON “CULTURE & TOURISM”

Additional IA: Culture
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SURVEY AMONG TOURISM ASSOCIATIONS ON “NATURE CONSERVATION”

Do the strategic plans of your tourism organization take into account issues of nature conservation and environmental protection? (n=46)

- Yes: 82.61%
- No: 17.39%

How is biodiversity in your tourism organization’s area of responsibility promoted through concrete measures? (n=46)

- Near natural design: 72%
- Promoting native plants: 46%
- Other measures: 28%
- No use of pesticides: 24%
- No herbicides: 22%
- No concrete measures: 17%

Based on data from: Center for Advanced Studies (Eurac Research)

Additional IA: Nature Conservation
Results from a survey conducted among tourism associations in South Tyrol in 2021

Are guests offered information material on nature and environmental protection and nature-friendly behavior? (n=44)

- Yes: 68.18%
- No: 31.82%

Is the biodiversity of your destination communicated to guests and made tangible through touristic products? (n=45)

- Yes: 82.22%
- No: 17.78%

Does your destination have a guidance system or visitor guidance concept to optimize visitor flows in sensitive natural areas? (n=44)

- No: 36.36%
- Yes: 63.64%

Based on data from: Center for Advanced Studies (Eurac Research)
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ADDITIONAL BOXES (PARTLY FROM EXTERNAL CONTRIBUTORS)

• **Box 1:** Public health & tourism: exploring the interface
• **Box 2:** An initiative for sustainable tourism development of South Tyrolean Destinations (*IDM South Tyrol*)
• **Box 3:** Land consumption and urban sprawl due to accommodation facilities in South Tyrol (*Institute for Regional Development, Eurac Research*)
• **Box 4:** The impact of some outdoor recreational activities on Alpine biodiversity: food for thought (*Institute for Regional Development, Eurac Research*)
• **Box 5:** Cultural sustainability and cultural heritage
### REPORT – 2021 EDITION

**EXISTING INDICATORS ON SDG 13 (“CLIMATE ACTION”)**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>Description</th>
<th>Relevant System</th>
<th>Indicator Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.1</td>
<td>Energy management</td>
<td>Estimated minimum electricity consumption in accommodation facilities</td>
<td>Environmental</td>
<td>Pressure</td>
</tr>
<tr>
<td>6.2</td>
<td></td>
<td>Electricity consumption by ski lifts and snow cannons</td>
<td>Environmental</td>
<td>Pressure</td>
</tr>
<tr>
<td>6.3</td>
<td></td>
<td>Number of charging stations offered for e-mobility in hotels and public spaces</td>
<td>Environmental</td>
<td>Responses</td>
</tr>
<tr>
<td>10.1</td>
<td>Mobility</td>
<td>Mobilcards, bikemobil cards, museumobil cards and guest tickets</td>
<td>Environmental</td>
<td>Responses</td>
</tr>
<tr>
<td>10.2</td>
<td></td>
<td>Number of ski-lift and cable car users by season</td>
<td>Environmental/Economic</td>
<td>Driving forces</td>
</tr>
<tr>
<td>10.3</td>
<td></td>
<td>Kilometers travelled using car sharing services by non-local users</td>
<td>Environmental</td>
<td>Responses</td>
</tr>
</tbody>
</table>
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EXISTING INDICATORS ON SDG 13 (“CLIMATE ACTION”)

6 Energy management

Estimated minimum electricity consumption in accommodation facilities

Based on energy consumption coefficients estimated by BMLFUW WKO Österreich (2011) & data from ASTA (for details on the estimation procedure see: The Sustainable Tourism Observatory of South Tyrol (STOS), Annual Progress Report [2020]).
Energy management

Electricity consumption by ski-lifts and snow cannons

Based on data from: Agenzia del Territorio
Energy management

Charging stations for e-mobility in accommodation facilities and public spaces (2021)

Based on data from: Neogy and Tesla
EXISTING INDICATORS ON SDG 13 ("CLIMATE ACTION")
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EXISTING INDICATORS ON SDG 13 ("CLIMATE ACTION")

Mobility
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EXISTING INDICATORS ON SDG 13 ("CLIMATE ACTION")

Mobility
EXISTING INDICATORS ON SDG 13 ("CLIMATE ACTION")

Number of municipalities, accommodation facilities and events involved in voluntary certification schemes for sustainability
OUTLOOK
INTEGRATING “CLIMATE ACTION” AS A NEW ISSUE AREA

**Overall objective:** Shift towards climate-aware, climate-friendly and climate-resilient tourism

This requires (among other things):

a) Collection of quantitative and qualitative **data**
b) **Awareness-raising & communication**
c) **Evidence-based policy** (focusing on both mitigation and adaption)
d) **Implementation** and **knowledge exchange** (at the level of destinations and tourist firms)
e) **New** mental, material, economic, institutional and political *(infra)*structures and social **practices**
f) Continuous **monitoring** of all of these processes/dimensions
OUTLOOK
INTEGRATING “CLIMATE ACTION” AS A NEW ISSUE AREA

What we aim to monitor:
- Tourism-related CO₂ emissions in South Tyrol across the whole value chain
- Efforts of destinations and firms to reduce tourism-related GHG emissions
- Promotion of alternatives to fossil-driven transportation and infrastructure
- Long-term climate change adaption strategies for destinations and firms
- Climate-resilient investments and diversification strategies for touristic offer
- Analyses of risks and potentials in relation to climate action
CONTACT US

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