



MALAGA

The Creative City



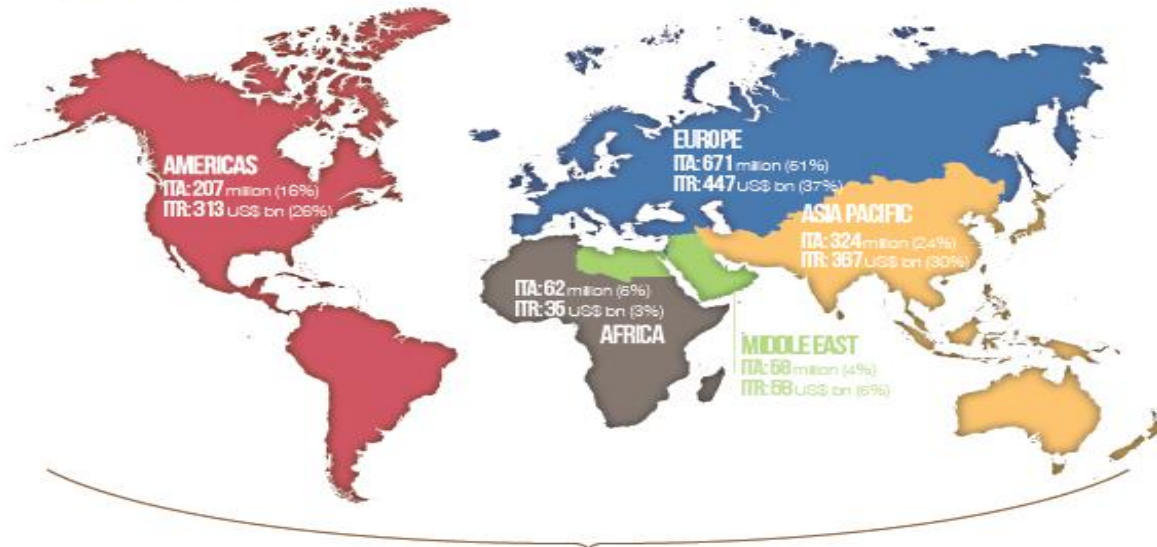
Julio Andrade Ruiz
Director for Relations with International
Organizations. Malaga City
Associated Fellow, UNITAR

World Tourism Statistics: Distribution



INTERNATIONAL TOURISM 2017

International tourist arrivals (ITA): 1,322 million
International tourism receipts (ITR): US\$ 1,220 billion



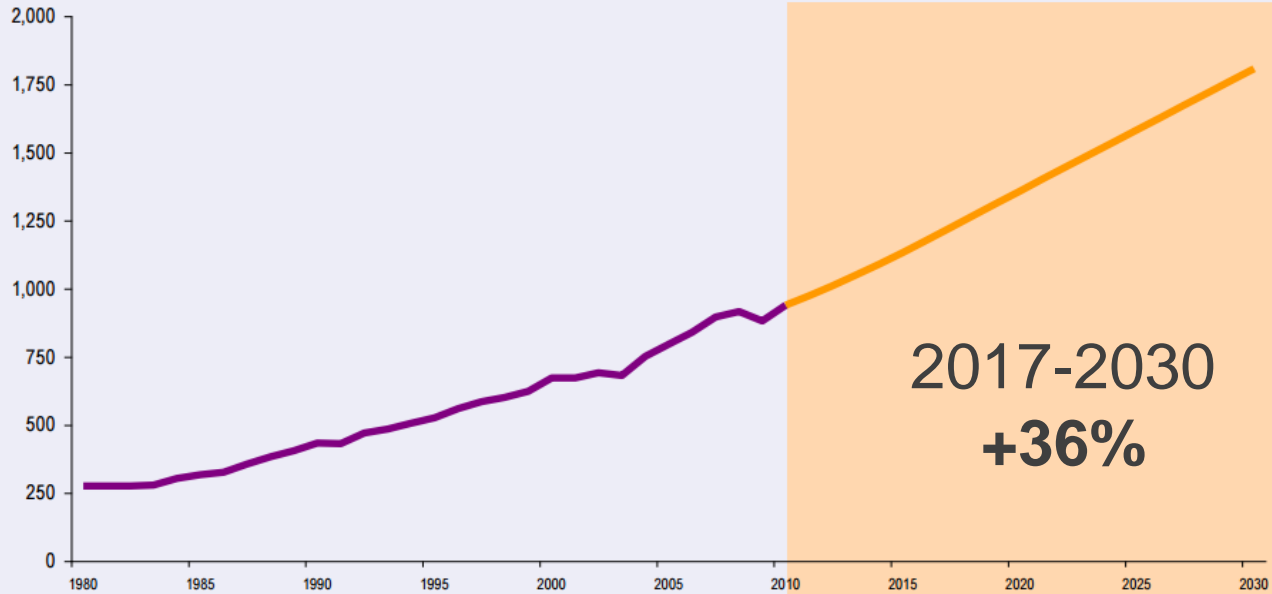
WORLD: 1,322 MILLION

Source: © Highlights 2017 - World Tourism Organization (UNWTO), July 2017

World Tourism Statistics: The future

International tourist arrivals to reach 1.8 billion by 2030

International tourism, World



source: World Tourism Organization (UNWTO) ©



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for Training and Research

World's Most Visited Attractions



Global Trends: ¿Sustainable Tourism?





WE MUST MANAGE DESTINATIONS

New Tourism Trends



GOVERNANCE OF THE PUBLIC ADMINISTRATION

3

- If we built attractive destinations high standards quality life for residents, cities and natural environments will be perfectly ready also for tourism.
- Thinking about the needs of both: Residents and Tourists



SUSTAINABLE & CREATIVE CITIES

3

- Grow and commitment to quality – not thinking in statistics.
- Distribute the tourist activity in a balanced way – New Centralities



MALAGA, THE CREATIVE CITY

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PUBLIC-PRIVATE AND INSTITUTIONAL COLLABORATION AND OWNERSHIP

- Consultative bodies in regular meetings.
- Composed by Tourism Stakeholders.
- Agreements between public sector and private sector.
- Approve jointly Director Plans and Strategic Plans.
- Thinking in the near future and a Long-term future



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LOCAL STRATEGIC PLAN linked to REGIONAL PLAN

- Analyzing situation of Tourism Industry.
- Future Position of Destination.
- Apply in all decision Sustainability strategy.
- Definition of offer segments.
- Thinking in a Long-term future

UNITAR's Network: Malaga joins 14-March-2018



UNITAR's network of centers: 17 training centers located across Africa, Asia, Europe, Australia and the Americas, reach to **24,000 beneficiaries** annually through more than **230 capacity building activities**.



New CIFAL Malaga



UNITAR's Network



• Tourist Distribution

- Internet: GDS, On Line Travel Agencies.
- New Offers Outbound Tourism.

• New Technologies

- Easy access to information.
- Possibility to contract own packages

• New Profiles of Tourists (Millenials)

- “Z” Generation.
- Tourists find new experiences.

• Knowledge Exchange

- Investigation.
- Big Data.





• Intercultural Coexistence

- Respect.
- Host of Residents.

• Emerging Market Niches

- Developing Outbound Tourism in some Countries.
- Afford in traveling. Increase travel Possibilities

• Involve Local Communities

- Loss Of Authenticity.
- Cultural Mix.

• Singular & Authentic Experiences at Destinations

- Finding Feelings, Sensations and Emotions on travel experience.



• Security

- New models of Accommodation.
- Social media and Technologies.

• P2P (Economy)

- Transport-Accommodation.
- Tourist Guides-Gastronomy.
- Governments Control – Taxes.

• Sustainability

- Loading Capacity.



INVESTIGATION & ECONOMIC IMPACT EVALUATION



- Loading capacity of the territories.
- Analysis of tourists movements in destination – Big Data.
- Behavior of tourist consumption.
- New segmentation models

PROMOTION, MARKETING AND MARKET INTELLIGENCE



INTERCULTURAL COEXISTENCE





SUSTAINABILITY AND SOCIAL IMPACT of TOURIST ACTIVITY





MOBILITY



- Sustainable mobility
- Conscientious Mobility Plans





- Waste and cleaning
- Atmospheric pollution and noise





- Evaluate Water footprint.
- One Tourist consume 3-4 times more water than a permanent Resident.





- Sustainable Tourism
- Creation of advisory bodies
- Stakeholders





- Biodiversity parks and gardens.
- Take into account the effects of climate change





- Protect History of Cities and Natural Attractions.
- Monumental Heritage





- Rural and urban sustainability
- Quality Life
- Happy Permanent Residents = Happy Tourists.





- Education.
- Environmental awareness and training.
- Underwater Natural Parks.
- Artificial reefs







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