

## The 3 E of Skal for tourism of the future: Economy, Ethics, Environment

### Economy

Tourism represents one of the most important economic sectors globally, with a significant impact on the world economy.

According to the World Tourism Organization (WTO), tourism accounts for 10% of the world's GDP and 30% of global service exports.

The travel and tourism sector is set to break all records in 2024, with a global economic contribution expected to reach an astronomical \$11.1 trillion (approximately €10.3 trillion). This is according to the latest forecasts from the World Travel & Tourism Council (WTTC), the organization representing the private tourism sector worldwide.

Already in 2023, the sector showed strong recovery signals, contributing 9.1% to the world's GDP, equivalent to \$9.9 trillion, the highest level ever recorded in the history of tourism. This success is mainly due to a 33.1% increase in travel spending compared to the previous year. These results are even more surprising when considering that two of the world's largest tourism markets, China and the USA, are still lagging. Despite economic and geopolitical problems, the WTTC says that international tourism will fully recover to pre-pandemic levels by the end of 2024. A healthy sector that is increasingly crucial to the global economy. This trend is expected to continue in the medium to long term. These figures confirm the key role of tourism as an engine of economic and social development.

In many countries, tourism is the main economic sector, providing millions of jobs. Over the years, the tourism sector has undergone significant transformations. The tourism economy has been influenced by:

- The evolution of technology
- The growing demand for authentic experiences
- Increasing environmental awareness

This has led market trends to focus on:

- Sustainable tourism that respects the environment
- Digital tourism for “digital nomads” who prefer quiet locations with excellent internet connections and digital comforts
- The pursuit of diverse experiences

The Eastern Veneto area between January and March exceeded 1.850 million arrivals and the trend for Venice is no different, considered as a must destination, confirms 20% more arrivals than in 2023 and surpassing the pre-pandemic data of 2019.

But unlike the expectations accrued during the pandemic and the first post ,the type of tourism on our city, has not changed, despite. The tourism economy is increasingly influenced by 'technological evolution and growing environmental awareness.

The 'tourism entrepreneurship continues to invest to improve the quality of' offer with restructurings that have allowed the 'average revenue per room to increase by 16%.

However, demand is still strongly traditional with a low profile city enjoyment that repels the more highly spendable segments that aim for a longer, quality stay.

VENICE REPRESENTS SOMETHING UNIQUE AND INDECLINABLE BUT IN ITS BEAUTY IS ITS FRAGILITY AND IN ITS UNIQUENESS IS ITS STRENGTH.

WHAT THIS CITY NEEDS IS NOT A MASS TOURISM,HEAT AND RUN, BUT A SUSTAINABLE TOURISM IN ALL ITS DECLINATIONS,A CONSIDERABLE AND CAREFUL TOURISM.

WE NEED A COMMON STRATEGY OF ALL VOICES IN THE TOURISM SECTOR AIMED AT ENVIRONMENTAL, SOCIAL AND CULTURAL RESPECT

For this international cooperation plays an important role in promoting development of tourism infrastructure ad facilitating the movement of tourists because a common strategy aimed at the respect of the city at the social, cultural

**\*\*And this is where SKAL comes in: DOING BUSINESS AMONG FRIENDS\*\***

Being SKAL means being a land of connection, a fertile ground for ideas like Venice, suspended halfway between land and water. Venice has always been able to connect cultures, eras, and stories. So we!, dear friends, we must create bridges, taking care of general interests. If we don't try to form a group, if we leave anyone behind, we won't achieve the goal of our association.

I am grateful for this opportunity now given to me with my appointment as President of Venice. The mission is to rediscover the purpose of our work, which allows us to do important things for the benefit of all.

We have created a strong bond with Manager Italia, with the Civic Museums, University , Ciset, and local companies and associations

As a service for improvement, as an opportunity for socialization, and as an exchange.

We are here for the interest of all, and we do it with heart.

***Stefania Stea***

***President of Skal Venice***

