

Sustainable Tourism a Challenge to Competitivy: OBSERVE Project

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Abstract : Tourism has a great potential to bring up progress across the Sustainable Development Goals (SDGs). If well managed and monitored, the tourism sector can create quality jobs, reduce poorness and offer incentives for environmental preservation, helping on the transition towards more inclusive and resilient economies. However, without proper safeguards and investments, expansion of the tourism market will increase pressure on biodiversity and the ecosystems on which the livelihoods of local communities depend. Competitivy is a key dimension in tourism, sustainable tourism challenge new dimensions to competitivy, namely environmental, social, institutional and economic achieve a medium and long-term competitivy. It is undoubtedly clear on the tourism sector, the importance of the region sustainability in the current touristic destinations offer. The basis of a tourism region prosperity will depend on /of it. The OBSERVE project intends to be an instrument for monitoring and evaluating the sustainability levels of the Algarve region. Its main objective is to provide environmental, economic, social-cultural and institutional indicators to support the decision-making process for a sustainable growth of the region. The project's main goal is a digital portal with the most relevant indicators to allow evaluating and communicating the performance of the region in a sustainable growth perspective. This paper presents the OBSERVE project and highlights the potential contribution to a broad perspective of competitivy and its contribution for different stakeholders and the touristic value chain. Limitations and opportunities are also discussed.

Keywords : sustainable tourism, competitivy, OBSERVE project, Algarve region

Conference Title : ICSLMTS 2019 : International Conference on Sustainable Leisure Management and Tourism Studies

Conference Location : London, United Kingdom

Conference Dates : April 24-25, 2019