



UN Tourism

Smart Destinations: “Futureproofing destinations for sustainability and resilience”

19th UN Tourism/PATA Forum on Tourism Trends and Outlook

“Synergy in Motion: Charting New Frontiers for a Resilient, Sustainable, and Smart Tourism Ecosystem”

September 18-20, 2025, Guilin, China

Why Smart?



Destinations face challenges: While delivering economic prosperity, social advancement and employment, if not adequately managed, tourism face increasing challenges at the destination level:

Destination perspective:

- Environmental, social and cultural impacts (and its measurement)
- Congestion in time and territory
- Community inclusion
- Fragmented governance
- Policy alignment
- Pressure on infrastructure
- Mobility impacts
- Safety and Security
- Rapid digital transformation and data use

Wish you weren't here! How tourists are ruining the world's greatest destinations

The Guardian



Overtourism has long been a problem - and besieged cities are fighting back. But can angry locals stop the tide of stag parties, 'anus burners'...

As anti-tourism protests grow in Europe, we need a rethink - but that's no reason to stop travelling

The Washington Post



Why Smart?

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Demand perspective:

- Changing traveler expectations
- Sustainability awareness and demand for sustainable options
- New consumer behaviours
- Accessibility and inclusivity



Why Smart?



Enhanced visitor experiences and services for residents.



Data-based management and minimization of potential tourism impacts: *spatial/time strategies, diversification of tourism offer*



Policy alignment across the different destination domains: urban-rural linkages, culture, environment, mobility, infrastructure, housing, etc



Integrated and inclusive governance: stakeholders' engagement and community participation



Data and KPIs alignment with global sustainability goals (SDGs) and international standards (SF-MST)



Data and Foresight for crises preparedness and resilience.

Sustainable, resilient and inclusive people-centered approach to tourism planning and management

Becoming Smart is no longer a choice.

Smart Destination Platforms

Integrating data and technology to shape the future of destinations.

- **Big Data & Analytics:** Real-time monitoring of arrivals, spending, mobility, and satisfaction.
- **Artificial Intelligence (AI):** Forecasting demand, personalization of services, chatbots.
- **Internet of Things (IoT):** Sensors for crowd management.

