



INSPIRES
RESILIENT TOURISM

SMP EUROPE

Resilience in the tourism industry

Responsiveness & diversification

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What is resilience

The ability of an organization/entrepreneur to overcome challenges and withstand adversity while persisting in the entrepreneurial process

- Being able to adapt to change
- Being able to continue after a crisis event
- Being able to bounce back after change

- Company resilience
- Personal resilience

Based on: Resilience for Hospitality and Tourism Enterprises: A Review and Directions for Future Research, Peter O'Connor, Kourosh Esfandiar and Rob Hallak in Tourism Analysis, January 2024



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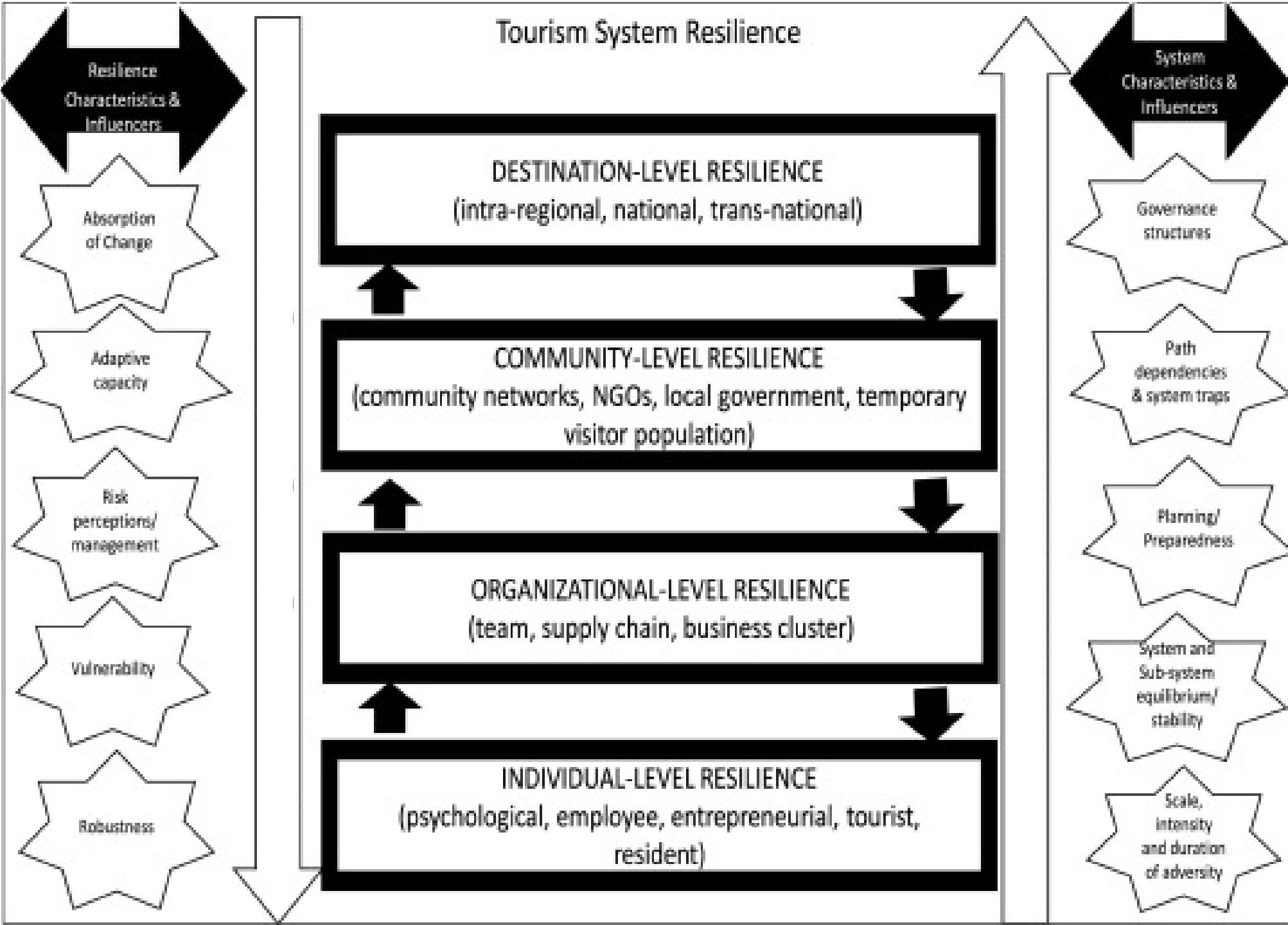
Tourism System Resilience



Tourism System Resilience

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Five types of tourism resilience

- Economic resilience
How tourism businesses can withstand financial downturns
- Operational resilience
Ensuring business continuity during crises
- Social resilience
Engaging communities and stakeholders to create a supportive tourism ecosystem
- Environmental resilience
Sustainable practices to protect tourism resources for the future
- Technological resilience
Adopting digital solutions to stay competitive

Five strategies for building a resilient tourism business

1. Financial

- Diversifying revenue streams (e.g., local markets, digital tourism products)
- Financial risk management and scenario planning
- Government grants and funding opportunities

2. Operational

- Crisis management and business continuity planning
- Flexible pricing and booking policies
- Digitalization of operations (online bookings, AI-powered customer service)

3. Community & destination

- Public-public & public-private & private-private partnerships to boost resilience
- Strengthening local supply chains, local customer journeys
- Creating an authentic and sustainable visitor experience

Five strategies for building a resilient tourism business

4. Sustainability & Climate

Green certifications and eco-tourism initiatives

Reducing tourism's carbon footprint

Responsible tourism marketing

5. Technology & innovation

Digital tourism solutions (VR, AR, AI-driven travel recommendations)

Social media as a resilience tool (crisis communication, community engagement)

Data-driven decision-making



Inspirational examples



Inspirational examples



La Donaira Eco-retreat

Initially a luxury eco-hotel, La Donaira expanded revenue streams by launching an organic farm, regenerative viticulture, horse therapy programs, eco marathon, and virtual tourism experiences during COVID-19.

This diversified income prevented reliance on one source of revenue (overnight stays).



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MANIFESTO

LET'S VOTE WITH OUR FORKS

Eating is an agricultural act – our food choice can turn into a daily initiative of change. By insisting on local, organic, clean, seasonal, delicious food we create pressure on The System and become co-producers with local farmers. Swap Supermarkets for Farmer's markets, join community supported agriculture programs, and cultivate something at home. Let's break The System – calory by calory.

PRESERVE AND WORK THE WILDERNESS

Wild lands are disappearing fast. Keeping wild territories wherever possible , in primary forests, steppes and untouched waters is essential to biodiversity and human survival. Thoughtful and gentle harvesting of the wild following ancestral hunting and gathering practices will help preserve wilderness around the world while adding a delicious contribution to our food requirements. It's time to incentivize "rewilding".

LET'S CLAIM THE ENVIRONMENT AS THE END-ALL AND BE-ALL OF HUMAN ACTIVITY

Western Civilization moved from church to nation state to economics as the primary organizing structures for our lives. As we are heading towards ecological bankruptcy it is time to abandon the dictatorship of quantitative economic growth and move on to a holistic principle of an economy nested in society, and society nested in the environment.

LET'S BRING PEOPLE TO THE LAND, AND LAND TO THE PEOPLE

Polyculture farms are complex interwoven production cycles that need a higher "eyes to acre ratio" than industrial farms. Let's bring more people to the land. Working with the land has a curative power – for the land and for the people. Many civilised pathologies are connected to the alienation of people from the land and animals, the disconnection from the "community of life". Work sabbaticals, volunteering, internships and agriculture trainings will become elements of the future agricultural workforce that truly has the potential to feed the world.



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IN FOOD, LOCAL IS THE NEW GLOBAL



CLOSED
FOR
MAINTENANCE

Inspirational examples

The Faroe Islands 'Closed for maintenance' initiative

During two days several attractions in the Faroe Islands are closed each year for regular tourists but open to volunteers – or voluntourists – who wish to help maintain them. In the course of two days, visitors are co-creating the future of sustainable tourism in the Faroe Islands.

This builds strong community engagement and attracts responsible tourists



CLOSED FOR MAINTENANCE

*Come and experience what
voluntourism has to offer*

START YOUR CLOSED FOR MAINTENANCE ADVENTURE HERE



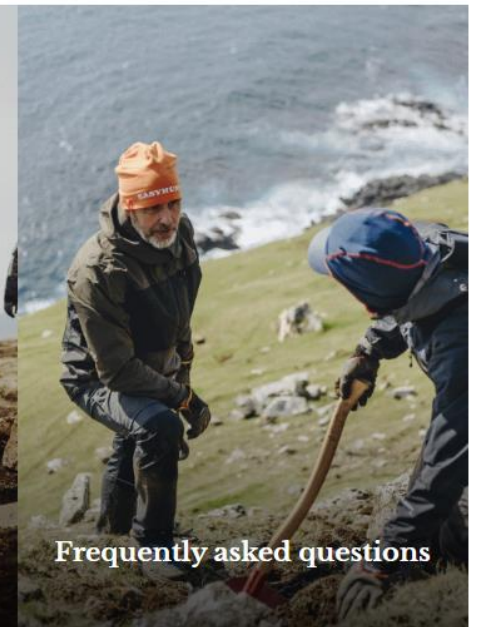
Why close the Faroe Islands?



Facts & Figures



How, what & where



Frequently asked questions

“

*I just lived one of the most amazing experience of my
life... i'm telling you magic is real" – Isabelle Poliquin,
2022 volunteer from Canada*

Inspirational examples

Zermatt (Switzerland) Cross-industry staffing solutions

To address seasonal workforce shortages, Zermatt partners with hotels, restaurants, and ski resorts to share staff between summer and winter jobs.

Employees are offered training programs that make them employable year-round.

This builds flexible workforce models, upskills employees and creates retention incentives (housing, profit-sharing)





WORKING IN ONE OF THE *most beautiful places* ON EARTH



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Inspirational examples

Selina Hostels: Digital Nomad subscription

Selina, a global hostel chain, introduced monthly subscriptions for digital nomads, allowing members to stay at any of their locations worldwide.

This targets a growing market of remote workers who travel continuously.

This explores new business models that fit changing consumer trends (subscriptions, memberships, long-stay tourism)



EXPLORE



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Inspirational examples

Hotel de l'Europe Amsterdam

To counteract seasonal fluctuations, this historic Amsterdam hotel introduced luxury indoor experiences, including private dining, curated cultural events, and wellness retreats in winter months. This reduced revenue dependency on summer tourism.

Develop off-season packages (e.g., food & wine festivals, wellness weekends, Christmas markets) to attract visitors year-round.

[MENU](#)[EN](#)

DE L'EUROPE
AMSTERDAM

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ES
RISM



SOCIAL RESPONSIBILITY

BEING CONSCIOUS ABOUT WHAT WE DO

At De L'Europe Amsterdam, our commitment to social responsibility is deeply ingrained in our ethos. As trailblazers in sustainable hospitality, we proudly earned the Green Key distinction in 2006, becoming the first five-star hotel to do so. This achievement underscores our unwavering dedication to environmental stewardship



Inspirational examples

Reduce dependency on third-party booking platforms by investing in user-friendly website, direct booking offers and automated customer service (chatbot)

Develop strategies to redistribute tourists and avoid over-tourism through smart marketing, better signage, and improved infrastructure in less-visited areas.

Position lesser-known destinations as authentic experiences that support local businesses.

Inspirational examples

Use smart technology to manage tourist flows and enhance the visitor experience while reducing pressure on urban areas.

Implement prepaid vouchers or gift card programs to maintain cash flow in low seasons or crises.

Explore digital tourism opportunities like virtual tours, online classes (e.g., cooking, history, culture), and interactive webinars to reach a global audience.



Inspirational examples

Sustainable initiatives can attract eco-conscious travelers and lead to higher revenue per visitor while benefiting the local economy.

Develop incentive programs to divert tourists from overcrowded areas and distribute economic benefits.

Invest in protected natural areas, charge eco-tourism fees, and involve local communities in conservation tourism.

How are you going to adapt to become more resilient?



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