# Transition pathway for tourism:

## From co-creation to co-implementation

**Innovative solutions to enhance sustainable and smart tourism in a post COVID 19 scenario**

Ramune Genzbigelyte Venturi

Policy officer for tourism, DG GROW.G1

European Commission

HERIT DATA FINAL CONFERENCE

7 April 2022

European Commission

# Why Tourism Transition Pathway?

- **Industrial strategy update:** the transition pathways should be **co-created with industry, public authorities, social partners and other stakeholders**

  → Big challenge for the tourism ecosystem - several industrial sectors, dominated by SMEs and micro-enterprises

- **Tourism ecosystem addressed first**:

  - **Very important for the EU** (2019 accounted for 9.5% of the total GDP, 22.6 million jobs)

  - **Heavily hit by the COVID-19 crisis** (lost 70% of revenues in 2020, up to 11 million jobs are at risk)

  - **Important challenges** meeting climate and digital goals

- **Aim to 'build back better'** – leverage **recovery for the twin transition and long-term resilience**

European Commission

# Co-creation process elements

| Process element | Implementation and timing in the tourism transition pathway |
|---|---|
| Staff Working Document | 21 June 2021: **SWD(2021) 164 final**<br>Objective: Outlining recent developments, transition vision and scenarios of transition elements |
| Online targeted stakeholder consultation | 21 June 2021 – 15 September 2021 through **EU survey tool**<br>• 182 responses online, 10 by email, respondents from 24 Member States, representing public and private organisations, including Member States and public administrations<br>Compilation of results published on DG GROW website |
| Meetings with stakeholders | • 5 – 8 October **12 workshops**, in total 115 participants<br>• 21-22 October **3 meetings**, in total 90 participants<br>• 15 December 2021 **final feedback meeting**, 129 participants<br>Workshop summary; Stakeholder consultation report published on DG GROW website |
| Meetings with Member States | • 2 TAC meetings with MS experts: 22 June, 13 Oct<br>• 2 workshops with combined participation of TAC and Council working group: 10 Nov, 3 Dec<br>• 4 Meetings with the Council working group on Tourism: 9 July, 20 Oct, 10 Nov, 3 Dec<br>• Informal ministerial conference 16 November 2021 |
| EC inter-service consultations | ▪ 2 times on staff working document<br>▪ 2 times on stakeholder consultation results<br>▪ 1 time on policy report: formal consultation |
| Industrial Forum | • December 2021 consultation of IF Task Force 2 on the stakeholder consultation report<br>• January 2022 consultation of IF Task Force 2 on TTP policy report<br>Industrial Forum blueprint matrix used as a basis to guide the structure and content of TTP report |

# Transition pathway for tourism

- Policy and governance

- Green and digital transition

- Resilience and skills

- Investments and funding

- Monitoring and co-implementation
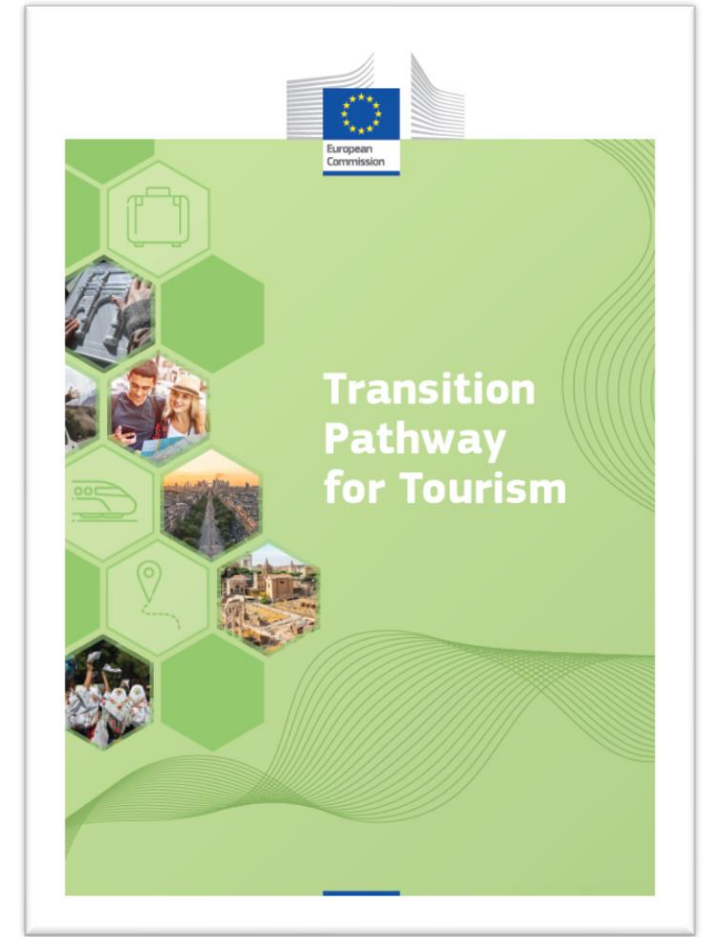
# Actions on policy and governance

- Strengthening **EU framework for short-term rentals**

- **Regulatory support for multimodal travelling** through digital services

- **Revised framework for European Statistical System (ESS)** to include economic, social and environmental sustainability in tourism statistics

- **EU Tourism dashboard** to support following green and digital transition and socio-economic resilience in tourism

- Ensuring comprehensive smart and **sustainable national/regional strategies for tourism**

- **Collaborative governance models** for tourism destinations

European Commission

# Actions on green transition

- **Sustainable mobility** – transport companies, sustainable mobility plans, increasing use of sustainable modalities

- **Circularity of tourism services** – reducing environmental footprint of food services, reducing waste, increasing water efficiency

- **Supporting SMEs towards green practices** – EMAS, EU ecolabel and other EN ISO 14024 type ecolabels, using EU Green public procurement criteria

- Including **key sustainability indicators on destination level** to the harmonised tourism data collection framework

- **R&I support** for models and transferable practices for sustainable tourism

- Establishing **large-scale pilots on sustainable tourism**, e.g. on **islands and remote regions**, including **outermost regions**

- Promoting the use of **Product and Organisation Environmental Footprint (PEF/OEF) methods** and development of sectorial category rules for tourism ecosystem

# Actions on digital transition*

- **Digitalization of tourism SMEs and destinations**

- **Facilitating data sharing on tourism:**
    - Common data sharing principles between stakeholders under a Code of Conduct
    - Improving access to tourism data to produce official statistics
    - Technical implementation to set up an interoperable tourism data space

- Establishing **data-supported destination management models**

- Tourism services benefiting from **data-based innovations, artificial intelligence** and **virtual and augmented reality**, creation of **new platforms** by SMEs

- Improving the **online availability of information on sustainable, accessible and specifically targeted tourism offer**, including information on consumer rights

- **R&I support for data-driven destination management models, innovative tourism services** with advanced technologies and digitized cultural heritage

*\* The objective of digitalisation is often to support more green and resilient practices*

# Actions on resilience and skills*



- Facilitating **seamless cross-border travelling** for EU citizens and non-EU nationals

- Ensuring **coordinated management and information sharing on cross-border travelling** in exceptional circumstances, learning lessons from COVID-19

- Educational organizations **to engage in developing and renewing tourism education**

- **Pact for Skills to support tourism workforce:**
  - Establish national, regional and local skills partnerships
  - Engage actors to jointly agreed training targets for the workforce
  - Organise short courses, apprenticeship schemes and blended models for the unemployed and job seekers

- **Fairness and equality in tourism jobs** with good working conditions, contracts and gender equality

- Enhancing **accessible tourism services**

- **Diversifying and developing tourism services to benefit both residents and visitors**, ensuring continuing well-being of local communities

*\* The skills are an essential facilitator for the twin transition and long-term resilience in tourism*

# Actions aiming to support tourism actors

- **Awareness raising:**
  - on changes in tourism **demand towards more sustainability and other trends**
  - on the **benefits of digitalization and sustainability for SMEs**
  - on **skills needs for twin transition**
- **Ensuring access to capacity building for tourism SMEs:**
  - European, national and regional digitalisation programmes for SMEs
  - Capacity-building programmes, technical and financial assistance for SMEs to engage in environmentally friendly practices and schemes

# Key elements of Transition pathway co-implementation
## Together for EU Tourism (T4T)

- **Commitments by stakeholders:** tailored to stakeholder specificities, while supporting common ambition (online survey, by end May)

- **Task forces - Green, Digital, Resilience - composed by stakeholders, coordinated by DG GROW:** to steer and support stakeholders, support monitoring the transition

- **Collaboration platform:** to support access to resources, best practices and community creation

- **Multi-level outreach:** engagement of EU institutions, MS and regional networks, industrial associations, etc.

- **Annual progress assessment:** assessment of progress in commitments, stakeholder needs and priorities

**Improving visibility of funding opportunities for tourism actors** at EU, national, regional level

# Ongoing support for data based and digital tourism

- **Towards a Data space for tourism:**
  - **Code of conduct for data sharing in tourism** (by summer 2022)
  - **Digital Europe Progaramme** (study on governance of a data space for tourism and a roadmap)

- **EU Tourism Dashboard**
  - Invitation by EU Council to set a pilot (improve knowledge base and support transition)
  - Environmental, digital and socio-economic indicators. Monitor progress, allow benchmarking vis-à-vis EU average, comparing to other MS and regions.
  - Make use of existing data available and comparable at EU level, harmonizing into consistent framework of indicators (MS level, some indicators at regional level).

- **Technical support to MS (TSI-2022)**: **Tourism flagship** "Support to the tourism ecosystem: towards more sustainable, resilient and digital tourism"

European Commission

# EU Tourism dashboard – overall framework (draft)
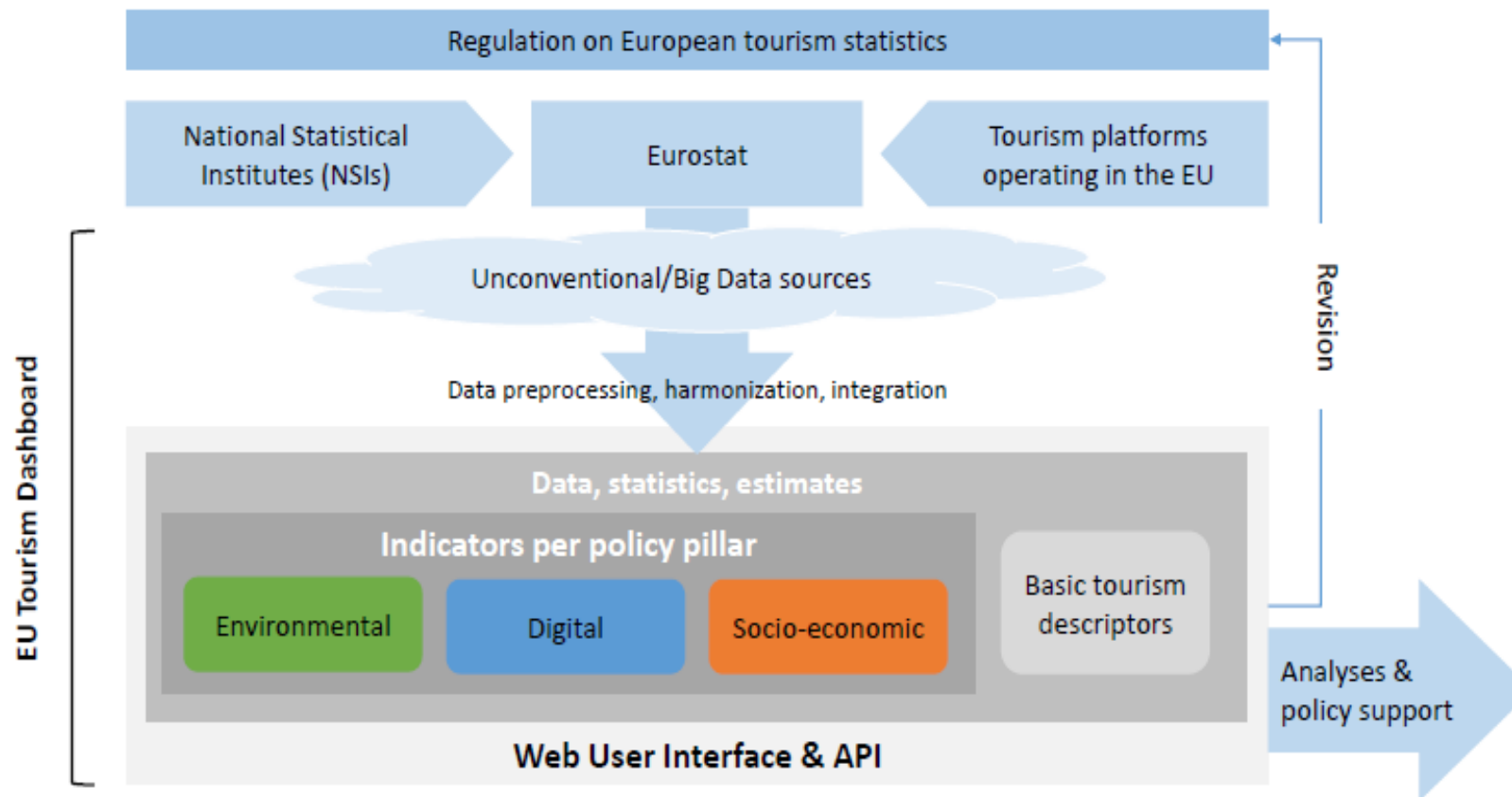
# Ongoing support to boost sustainability

- **Unbalanced tourism growth at destination level:**
  - study, best practice, compendium and dialogue (6 workshops)
  - [FUTURIUM Platform](): Sustainable EU tourism destinations community

- **Single Market Programme (and COSME)** support to tourism SMEs: enhancing competitiveness by building capacity and supporting transnational partnerships, through sustainable growth and digital transition.

- **Promoting destinations of excellence**

# Conclusion – an invitation to act!

- **Transition pathway for tourism is a collaborative effort for all of us**
  - Share information with your networks
  - Reflect what concrete commitment your organisation could make
- **Get concretely engaged**
  - Facilitate discussions within your organisation and networks
  - Connect and collaborate with active players already with experience from tourism development projects -- EU-funded, nationally, regionally funded
  - Embed transition objectives in your working strategy and practices
  - Present a commitment for your organisation through the online form
- **Follow and participate in the upcoming (later in 2022) co-implementation developments**
  - Call for experts to join stakeholder task forces
  - Stakeholder collaboration platform

# Useful links:

- Transition Pathway, EU Publications Office portal: https://op.europa.eu/s/vNbN

- DG GROW news item with links to TTP and commitments collection:
  https://ec.europa.eu/growth/news/transition-pathway-tourism-published-today-2022-02-04_en

- Online survey, inviting tourism stakeholders to express commitments with specific targets:
  https://ec.europa.eu/eusurvey/runner/Together4EUTourism

- Guide on EU funding for tourism: Guide on EU funding for tourism (europa.eu)

- Sustainable EU tourism destinations community | Futurium (europa.eu)

European Commission