



Sustainable, resilient, data driven tourism in the post-Covid world: taking care of business

Steps towards the European Tourism Agenda

“Sustainable Tourism Training for Tomorrow”

EUROPARC Federation event

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Relaunching safe and seamless travel for the summer season 2021



[Re-open EU \(europa.eu\)](https://europa.eu)

Long-term priorities for Tourism ecosystem

- Recovery and resilience
- Responsible and sustainable tourism
- Digital transformation – innovation and data
- **Skills** fit for tomorrow
(European Skills Agenda, EU Pact for skills)
- **Global competition** - EU sustainable, quality destination

Roadmap for the future:



Tourism Transition Pathway → European Agenda for Tourism



2021 Industrial Strategy Update



A EUROPEAN INDUSTRIAL STRATEGY

A new Industrial Strategy
for a globally competitive,
green and digital Europe

- Need to **accelerate the green and digital transitions and increase resilience** for all **14 industrial ecosystems**
- **Transition pathways to be co-created** with industry, public authorities, social partners and other stakeholders
- Priority to ecosystems that **face the most important challenges meeting climate and digital goals** and have been **most heavily affected by the crisis**
- Action: co-creation of transition pathways, **starting with tourism as of Q2 2021.**

Tourism ecosystem

Current situation

Input challenges

- Limited data sharing
- Lack of digital/green skills
- Infrastructures not fully adapted for pandemics
- Limited availability / use of affordable and clean technologies for passenger transport
- Remaining barriers to Single Market

Demand challenges

- Lack of consumer confidence
- New consumer aspirations (green, slow, authentic ... tourism)
- Less seamless travel (border controls...)

Competitiveness challenges

- Relocation of online services (booking ...)

Investment challenges

- Highest inv. gap (~€161 bn),
- High level of debt (solvency) & uncertain recovery's pace

EU policy tools

- **Clear rules on tourism data access and sharing**
- **EU pact for tourism skills**
- **Platform-to-Business relations** framework
- **Single Market review** (short-term accommodation rental...)
- Protecting **geographical indications (GI) for non-agricultural goods**
- **European Tourism Health Seal**
- **Consumer protection** (adequate rules for packages sold online ...)
- **Greening - transparency tools** (Tourism dashboard, sustainable destination passport, GHG footprint trackers...)
- **Digitalisation of visa procedures**

Covering investment needs

RRF (tourism specific measures in national Plans + support through horizontal measures like energy efficiency, clean mobility, connectivity and digitalisation)

MFF (ERDF regional investments, CEF transport, Digital Europe, InvestEU – see **Guide to EU funding for tourism 05/21**)

Collaborative policy-making

Digital innovation hubs & Clusters cooperation

Goals

- **Improving data sharing at EU level** to increase productivity and offer new tourism services
- **Re- and up-skilling** tourism workforce
- **Improving Single Market functioning**
- **Restoring consumer confidence to pre-Covid level**
- **Decarbonising tourism destinations**
- **Restoring seamless travel**

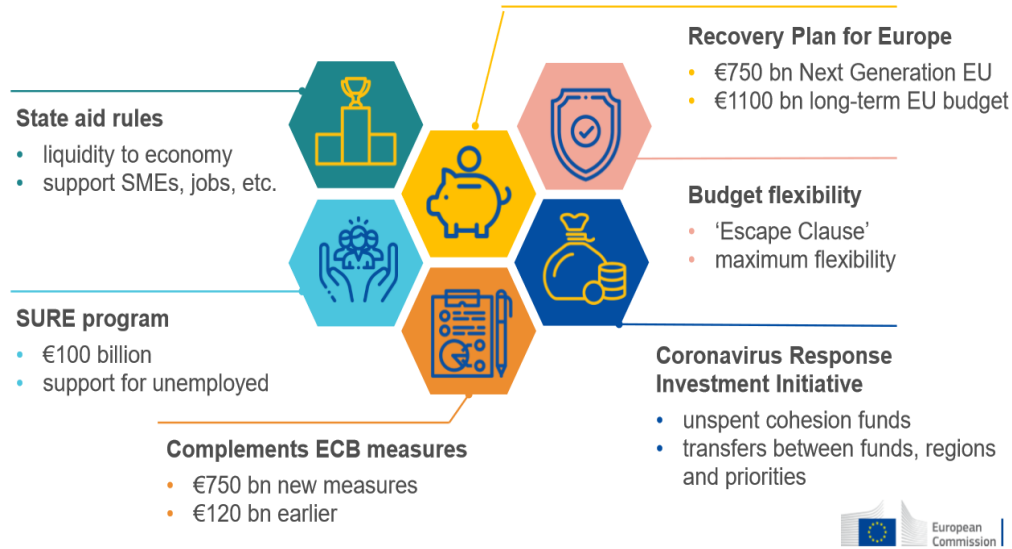
Why start with the tourism ecosystem?

- Very important for the EU – in 2019 tourism generated 9.5% of the total GDP and was responsible for 22.6 million jobs
- Was hit very hard by the COVID-pandemic – lost 70% of revenues in 2020 and up to 11 million jobs are at risk;
- Tourism globally accounts for 8% of GHG emissions
- EU tourism SMEs are generally characterised by a low level of digitalization
- Expectations of tourism stakeholders ahead of the summer
- The goal is to build back better - leverage the recovery for the twin transition

Commission Staff Working Document presenting Transition Pathway for EU Tourism (upcoming mid-June 2021)

- Proposes for each key aspect: resilience, sustainability, digital innovation
 - Concrete issues
 - Possible scenarios for 2030, joint objectives for stakeholders to consider
 - Roles and actions for tourism stakeholders in the transition
- Presents supportive horizontal measures, such as legislative framework, funding, guidance and training, data and indicators, awareness raising and best practice sharing
- Outlines specific questions to stakeholders – a targeted online consultation in parallel

EU response in restarting tourism: from crisis management to the recovery support



Next Generation EU

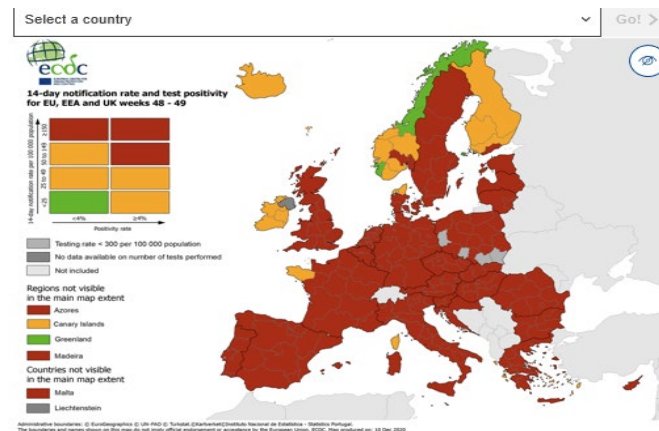
#NextGenerationEU #EUBudget

**From 2021 onwards:
Recovery support**

Recovery Plan for Europe: MFF+ NGEU

European Commission

Tourism and Transport in 2020 and beyond



Re-open EU mobile app
<https://reopen.europa.eu/en/>

NextGeneration EU – enabling framework



Scope of the **Recovery and Resilience Facility**

Structured around six pillars:



Green transition



Digital transformation



Economic cohesion, productivity and competitiveness



Social and territorial cohesion



Health, and economic, social and institutional resilience



Policies for the next generation

