Sustainable tourism actions under EU Tourism Policy
Funding opportunities

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Facts & figures

• The 3rd largest economic activity in the EU (after Distribution and Construction)

• Dominated by SMEs (>90% = 3.4 million)

Socio-economic importance of tourism

• Direct, indirect and induced contribution:
  - 10 % of EU GDP
  - 25 million jobs (12 % of the total labour force)
  - 20% of the employees in the sector are aged below 25

• Spill-over effects: agro-food, transport, construction, retail, culture, design, etc.
Europe - Nr 1 destination of the world - 620 million international tourist arrivals

- cultural and historical heritage
- natural assets
- diversity of sceneries
- quality services
- good connectivity
Challenges for European tourism

- Administrative obstacles to businesses, lack of awareness of funding opportunities
- Increased competition from destinations in emerging countries
- Low ICT uptake, keeping up with digitalisation
- Quality of jobs in tourism, appropriate skills development

4 PRIORITY ACTIONS of EU Tourism Policy

- Improve business environment and facilitate access to finance
- Promotion of destination Europe and internationalisation of SMEs
- Uptake of Digitalisation (+ collaborative economy)
- Enhance skills and training & workforce mobility
Legal Framework – EU Tourism competences

- EU competence (Lisbon Treaty art. 195): **Complement, support and coordinate** the action of the Member States in the tourism sector

  By:

  - **Encouraging the creation of a favorable environment** for the development of undertakings in this sector
  - **Promoting cooperation** between the Member States, particularly by the exchange of good practice

- **No harmonization** of the laws and regulations of the Member States
European Tourism Indicator System (ETIS) for Sustainable Management of Tourist Destinations

A tool to support destinations in monitoring and in measuring their sustainable tourism performances, not a certification scheme. Launched in 2013, revised toolkit in 2016.

- **Simple to use** (easy for any destination to measure and improve their sustainability)
- **Destination led**
- A system that **involves, engages and empowers stakeholders**
- **Flexible and suitable for any destination, (on voluntary basis)**
- **Toolkit as a guiding tool** – to equip stakeholders with the skills needed to implement a system of indicators in their destination
European Tourism Indicator System (ETIS) for Sustainable Management of Tourist Destinations (2)

The ETIS toolkit provides the primary support (guidelines), a step-by-step guide to the implementation of the System, explanations of what the indicators are and how to use them.

ETIS has been tested in around 200 destinations
Available at:
Step 1. Raise Awareness

Step 2. Create a Destination Profile

Step 3. Form a Stakeholder Working Group (SWG)

Step 4. Establish Roles and Responsibilities

Step 5. Collect and Record Data

Step 6. Analyse results

Step 7. Enable ongoing Development and Continuous improvement

How ETIS works: The Seven Step Guide to ETIS Implementation

Return to SWG to agree priorities and develop a plan of action
# Destination management related indicators

<table>
<thead>
<tr>
<th>A. Destination management</th>
<th>A.1 Sustainable Tourism Management in Tourism Enterprises</th>
<th>A.1.1 Percentage of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental/quality/sustainability and/or Corporate Social Responsibility measures</th>
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<tbody>
<tr>
<td>A.2 Customer Satisfaction</td>
<td>A.2.1 Percentage of tourists and same day visitors that are satisfied with their overall experience in the destination</td>
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<td>A.2.2 Percentage of repeat/return visitors (within 5 years)</td>
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## Economic value indicators

<table>
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<tr>
<th>B. Economic Value</th>
<th>B.1 Tourism Flow (volume &amp; value) at the Destination</th>
<th>B.2 Tourism Enterprise(s) Performance</th>
<th>B.3 Quantity and Quality of Employment</th>
<th>B.4 Tourism Supply Chain</th>
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<td>B.1.1 Number of tourist nights per month</td>
<td>B.2.1 Average length of stay of tourists (nights)</td>
<td>B.3.1 Direct tourism employment as percentage of total employment in the destination</td>
<td>B.4.1 Percentage of locally produced food, drink, goods and services sourced by the destinations tourism enterprises</td>
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<td></td>
<td>B.1.2 Number of same day visitors per month</td>
<td>B.2.2 Occupancy rate in commercial accommodation establishments per month and average for the year</td>
<td>B.3.2 Percentage of jobs in tourism that are seasonal</td>
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<td>B.1.3 Relative contribution of tourism to the destination's economy (% GDP)</td>
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<td>B.1.4 Daily spending per overnight tourist</td>
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<td>B.1.5 Daily spending per same day visitor</td>
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### Social and cultural impact indicators

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<th>C.1.1 Number of tourists per 100 residents</th>
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<td>C.1.2 Percentage of residents who are satisfied with tourism in the destination (per month/season)</td>
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<td>C.1.3 Number of beds available in commercial accommodation establishment per 100 residents</td>
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<td>C.1.4 Number of second homes per 100 homes</td>
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<td>C.2 Health and Safety</td>
<td>C.2.1 Percentage of tourists who register a complaint with the police</td>
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<td>C.3 Gender Equality</td>
<td>C.3.1 Percentage of men and women employed in the tourism sector</td>
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<td></td>
<td>C.3.2 Percentage of tourism enterprises where the general manager position is held by a woman</td>
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<td>C.4 Inclusion/Accessibility</td>
<td>C.4.1 Percentage of rooms in commercial accommodation establishments accessible for people with disabilities</td>
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<td></td>
<td>C.4.2 Percentage of commercial accommodation establishments participating in recognised accessibility information schemes</td>
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<td>C.4.3 Percentage of public transport that is accessible to people with disabilities and with specific access requirements</td>
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<td>C.4.4 Percentage of tourist attractions that are accessible to people with disabilities and/or participating in recognised accessibility information schemes</td>
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<td>C.5 Protecting and Enhancing Cultural Heritage, Local Identity and cultural Assets</td>
<td>C.5.1 Percentage of residents that are satisfied with the impacts of tourism on destination’s identity</td>
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<td>C.5.2 Percentage of the destination’s events that are focused on traditional/local culture and heritage</td>
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# Environmental impact indicators

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<thead>
<tr>
<th>Environmental Impact</th>
<th>D.1 Reducing Transport Impact</th>
<th>D.1.1 Percentage of tourists and same day visitors using different modes of transport to arrive at the destination</th>
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<tbody>
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<td></td>
<td>D.1.2 Percentage of tourists and same day visitors using local/soft mobility/public transport services to get around the destination</td>
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<td>D.1.3 Average travel (km) by tourists and same day visitors from home to the destination</td>
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<td>D.1.4 Average carbon footprint of tourists and same day visitors travelling from home to the destination</td>
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<td>D.2 Climate Change</td>
<td>D.2.1 Percentage of tourism enterprises involved in climate change mitigation schemes—such as: CO₂ offset, low energy systems, etc.—and “adaptation” responses and actions</td>
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<td>D.2.2 Percentage of tourism accommodation and attraction infrastructure located in “vulnerable zones”</td>
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<td>D.3 Solid Waste Management</td>
<td>D.3.1 Waste production per tourist night compared to general population waste production per person (kilos)</td>
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<td>D.3.2 Percentage of tourism enterprises separating different types of waste</td>
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<td>D.3.3 Percentage of total waste recycled per tourist compared to total waste recycled per resident per year</td>
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<td>D.4 Sewage Treatment</td>
<td>D.4.1 Percentage of sewage from the destination treated at least at secondary level prior to discharge</td>
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<td>D.5 Water Management</td>
<td>D.5.1 Water consumption per tourist night compared to general population water consumption per resident night</td>
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<td>D.5.2 Percentage of tourism enterprises taking actions to reduce water consumption</td>
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<td>D.5.3 Percentage of tourism enterprises using recycled water</td>
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<td></td>
<td>D.6 Energy Usage</td>
<td>D.6.1 Energy consumption per tourist night compared to general population energy consumption per resident night</td>
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<tr>
<td></td>
<td>D.6.2 Percentage of tourism enterprises that take actions to reduce energy consumption</td>
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<td></td>
<td>D.6.3 Percentage of annual amount of energy consumed from renewable sources (Mwh) compared to overall energy consumption at destination level per year</td>
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<td></td>
<td>D.7 Landscape and Biodiversity Management</td>
<td>D.7.1 Percentage of local enterprises in the tourism sector actively supporting protection, conservation, and management of local biodiversity and landscapes.</td>
</tr>
</tbody>
</table>


European Destinations of Excellence "EDEN"

Objectives:

- Enhancing visibility of the emerging, non-traditional European tourist destinations of excellence
- Rewarding sustainable forms of tourism
- Promoting networking between awarded destinations to persuade other destinations to adopt sustainable tourism development modes

2007 – rural tourism  
2009 – protected areas  
2011 – tourism and regeneration of physical sites  
2013 – accessible tourism  
2017 – cultural tourism

2008 – local intangible heritage  
2010 – aquatic tourism  
2015 – Tourism & local gastronomy

EDEN destinations in Malta:
http://ec.europa.eu/eden
EDEN destinations in Malta

- Xaghra - Winner 2015 in the Tourism and Local Gastronomy category
- Gharb - Winner 2011 in the Accessible Tourism category
- Isla (Senglea) - Winner 2010 in the Aquatic Tourism category
- Mellieha and the Hamlet of Maikata - Winner 2009 in the Tourism and Protected Areas category
- Kercem - Hamlet of Santa Lucija - Winner 2008 in the Tourism and Local Intangible Heritage category
- Nadur - Winner 2007 in the Best Emerging European Rural Destinations category
Diversifying of EU tourism offer
Support to transnational thematic tourism products

Transnational projects – min 4 countries involved, public-private partnerships with involvement of SMEs, developing tourism offer around a common theme.

1. Sustainable transnational thematic products
2. Cultural or industrial heritage tourism routes
3. Accessible tourism itineraries

Total investment: 8,4Mil€
(EU co-financing 6,7Mil€)

Number of projects over 40
303 organizations involved
Examples of the co-financed projects:

- EuroVelo
- Iron Curtain Trail (EV 13)
- St James Way (EV 3)
- Hiking trail along Danube
- Greenways
- Via Francigena and the Pilgrimage Ways
- Venetian Routes
- European Equestrian routes

EU funding opportunities for tourism

17 November 2016
EU Funds...

80% of the EU budget is managed by national or regional governments.

1. EU funds managed centrally by the Commission /Executive Agencies, available through European Commission open calls for proposals (e.g. part of the COSME, Erasmus+) http://ec.europa.eu/contracts_grants/

2. EU funds managed through shared management with Member States (European Structural and Investment Funds)
Contact: Managing authorities in each Member State

*Financial instruments available through financial intermediaries in Member States selected by the European Investment Fund (EIF)
COSME - Programme for the Competitiveness of Enterprises and SMEs

Total budget of €2.3billion (2014-2020)

COSME supports SMEs in the areas:

- **Facilitating access to finance**

- Supporting **internationalisation and access to markets**

- Creating an **environment favourable to competitiveness**

- Encouraging an **entrepreneurial culture**
Tourism actions earmarked under COSME

Budget depending on decision of the COSME Committee (2017 5.4MLN EUR, 2018 possibly 6.1MLN EUR)

Focus on:

- development and promotion of transnational tourism offer
- trans-national dimension / European added-value
- involvement of SMEs
Tourism actions planned under COSME 2018

Total budget for tourism 6,1 MLN EUR

Objective 1)
Creating conditions for a favourable and competitive environment for tourism businesses, in particular through enhanced socio-economic and market intelligence and exchange of best practices

a) provision of additional content for the “Virtual Tourism Observatory” https://ec.europa.eu/growth/tools-databases/vto/?field_section_tid=151
b) cooperation with the OECD

c) organisations of a number of events
European Tourism Forum (Presidency event) and the European Tourism Day + other workshops and targeted events on different topics
Tourism actions planned under COSME 2017 (2)

Objective 2) Diversifying and increasing the visibility of Europe's transnational tourism offer

(a) **EU-China Tourism Year** implementation

(b) Call for proposals to support the promotion and development of transnational thematic tourism products – exploiting synergies between tourism and CCIs.

Publication foreseen Q2 of 2018

http://ec.europa.eu/growth/contracts-grants/calls-for-proposals_en

(c) **European Destinations of Excellence (EDEN)**

(d) cooperation with the European Travel Commission (ETC) to promote Europe as a tourist destination.
Single portal on Access to Finance  
www.access2finance.eu

• Every year the EU supports more than 200 000 businesses

• Financial instruments (Business loans, microfinance, guarantees and venture capital) available for start-ups, entrepreneurs and companies of any size or sector.

• http://europa.eu/youreurope/business/funding-grants/access-to-finance/index_en.htm
European Structural and Investment Funds (ESIF) 2014-2020 – impact of € 450 billion....

ERDF supports regional and national programmes in the Member States, along 11 "thematic objectives and investment priorities". The most relevant for the tourism sector:

- Research and innovation (Nº1)
- Information and Communication Technologies (Nº2)
- Competitiveness of SMEs (Nº3)
- Shift to a low-carbon economy (Nº4)
- Environmental protection and resource efficiency (Nº6)
- Employment and support for labour mobility (Nº8)
- Education, skills and lifelong learning (Nº10)

European Regional Development Fund (ERDF)

Tourism has a prominent role in ERDF investment as well as related investments into the conservation, protection, promotion and development of natural and cultural heritage with about € 8 billion of planned ERDF allocation.

Small-scale infrastructure is eligible.

- "European Territorial Cooperation" (ETC) relevant for tourism:
  Cross-border (Interreg A), Transnational (Interreg B) or Interregional co-operation programmes (Interreg C).
  Contributing also to "Macro-regional strategies"
Juncker Plan – The Investment Plan for Europe

European Fund for Strategic Investments (EFSI)


- **Investment and innovation window** – large-scale investment projects, deployed through the EIB
  
  Example: Tallin Airport upgrade

- **SME window** – implemented through EIF, through financial intermediaries, in the form of guarantees and equity investments
  
  Example: Polish entrepreneur upgraded his tourist boat with a more eco-friendly engine to comply with regulations
WP 2014-17: thematic priorities for **resource efficiency, green and circular economy**

**priority to projects:**
- implementing the **circular economy** through actions spanning the value chain or ensuring the use of secondary resources/scrap materials/wastes in other industries or value chains
- **new business models** for resource efficiency (resource efficiency practices in SMEs)
- promoting the implementation of the European **environmental footprint** methodology
- linking **regulatory, financial or reputational incentives to environmental performance** by using EMAS or other environmental management instruments
- promoting **Green Public Procurement**

**2017 Call for proposals for LIFE Action Grants are open and will close in September**
Other EU funds...

"Guide on EU funding 2014-2020 for the tourism sector"

Examples of projects financed:

http://ec.europa.eu/growth/sectors/tourism/support-business_en
Upcoming major EU tourism events

- European Tourism Forum, 18-19 October, Tallin
- European Tourism Day, 28 November, Brussels
"Future of tourism in Europe"
Contact details

European Commission, Tourism website:

Unit F4. Tourism, Emerging and Creative Industries
GROW-F4@ec.europa.eu

Thank you