

Together for EU Tourism stakeholders meeting

13 September 2022

Four lenses to the Transition pathway

DG GROW tourism team

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Green transition

Ramune Genzbigelyte-Venturi, Policy officer

Key action areas from the Transition pathway for Tourism :

- Sustainable mobility – transport companies reduce GHG, 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 a harmonised tourism data collection framework – linked to revising European tourism statistics
- 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 and OEF) methodology and development of sectorial category rules for tourism ecosystem
- Also: energy efficiency of buildings and use of renewable energy, innovative models of sustainable tourism



Green transition: Policy update

Updates on key policies:

- Fit for 55 package *under inter-institutional negotiations:*
Energy efficiency & Renewable energies Directives
Regulations on REfuelEU aviation, FuelEU maritime and Alternative fuels infrastructure
- *EC proposal for Nature Restoration Law*
- *EU ecolabel for tourist accommodations – promoting the uptake*
- *Measuring environmental footprint:*
 - *Eurostat annual WG will discuss an experimental set of sustainability indicators for tourism, 12 October 2022;*
 - *Tourism Flagship under EU Technical Support Instrument*



Green transition: Results, projects

- Study “Unbalanced tourism growth at destinations (overtourism)”, publish by end of Sept.
- [Sustainable EU tourism destinations community](#) under EC Futurium Platform
- Joint Research Center study “Assessing existing ecolabels schemes for the tourism accommodation sector in the EU27” - internal JRC report and follow up with scientific paper
- Relevant COSME / SMP support activities for green transition:
 - “Boosting sustainable tourism development and capacity of tourism SMEs through transnational cooperation and knowledge transfer” (COS-TOURCOOP-2019-3-01). 6 ongoing projects (up to 36 months): EU ECO-TANDEM, CENTOUR, ETGG2030, SUSTOUR, TOURISME and TOURBAN, ca. 490 SMEs are benefitting
 - Call on “[Sustainable growth and building resilience in tourism – empowering support to SMEs to carry out the twin transition](#)” (SMP-COSME-2022-TOURSME), call open until 30 November 2022
 - Call for ‘[Grants for stakeholders to improve measurement of food waste and help implement food waste prevention in their operations and organisations](#)’: hospitality and food services to improve measurement of food waste and help implement food waste prevention, call open until 20 September 2022
- New thematic partnership on Sustainable Tourism under Urban Agenda, call for partnerships until 16 September
- 2022 EU week of regions and cities: workshop “Sustainable EU tourism - transforming together”, 11 October 2022



Green: Ideas for pledges!

- *DMOs – consider organising bi-annual learning events on the concrete actions, tools and local resources available for SMEs to improve their sustainability*
- *SMEs – consider registering to EMAS with EMAS easy approach by 2023 to better know and follow your environmental footprint*
- *Big companies – consider setting organisational targets for emissions, waste etc reductions; consider making visible sustainability verification frameworks (labels, EMAS) of your service supply chain partners*
- *Network organisations – consider publishing a yearly updated inventory of best transferable green practices with relevance to the key challenges of your members.*
- *National/regional administrations – consider dedicating earmarked funding to support tourism SMEs in registering to EMAS, improve energy efficiency of buildings...*
- *All: consider your organisation's synergies if you are also signatory of the Glasgow declaration, working towards Destination 2050 or intend to participate in other voluntary initiatives, such as EU Climate Pact or Sustainable Consumption Pledge*



Digital transition

Misa Labarile, Policy officer

Key action areas from the Transition pathway for Tourism:

- Digitalisation of tourism SMEs and destinations – work processes, interactions
- Facilitating data sharing on tourism
 - Common data sharing principles 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
- R&I support for innovative tourism services with advanced technologies and digitized cultural heritage
- Regulatory support for multimodal travelling through digital services
- Strengthening EU framework for Short-term rentals



Digital transition : results, projects

- A Code of Conduct for contractual agreements in data sharing in tourism
 - **to be presented in Autumn 2022**
- Digital Europe Programme projects for preparatory work on tourism data space will be launched in Autumn 2022 for 12 months
 - DG CONNECT also launches a project on preparing data space for mobility
- A Study, a EU Guide, and a Toolkit for destinations to develop a smart data strategy is ongoing
 - **results available in Spring 2023**
- Currently open funding opportunities include:
 - Call for implementing Smart Capitals and EDEN awards under tender GROW/2022/OP/0023 open until **24 October 2022**
- Other actions on supporting digitalisation of tourism SMEs and destinations
 - Pilot project on implementing digital tools for tourism in the restaurant sector will be launched next week (tender CNECT/2021/OP/0009) for 18 months
 - Survey on Digital tools and practices in EU countries that support tourism – closing date **30 September** at <https://ec.europa.eu/eusurvey/runner/DTPEU2022>



Digital: Ideas for pledges!

- *DMOs – Bordeaux, Tuscany, and many others facilitate online visibility and easy searchability of all tourism services; Visit Flanders makes open datasets available; consider networking!*
- *SMEs – consider knocking at the door of your local EEN office to improve your digital presence and highlight your unique service characteristics*
- *Big companies – Through the Tourism Innovation Hub in Madrid, Mastercard has co-invested in five strategic industry projects promoting SMEs businesses and cybersecurity*
- *Network organisations – One Chamber of Commerce, EU funds, civil society all coming together to support micro enterprises and destinations develop sustainable tourism practices – Piedmont, Italy*
- *National/regional administrations – France has built a digital ecosystem where all public information on destinations is made available through open access to data (Datatourisme)*



Resilience

Eric Philippart, Senior expert

Key action areas from the Transition pathway for Tourism :

- Reviewing EU passenger rights and package travel rules
 - 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
 - Revised framework for European Statistical System (ESS) to include economic, social and environmental sustainability/resilience in tourism statistics
 - EU Tourism dashboard to monitor tourism transition ...
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- Ensuring comprehensive smart and sustainable national/regional strategies for tourism
 - Diversifying and developing tourism services
 - Enhancing accessible tourism services
 - Target different audiences, including residents and visitors, across seasons
 - Social resilience:
 - Collaborative governance models for tourism destinations
 - Ensuring continuing well-being of local communities
 - Tourism jobs with good working conditions, contracts and gender equality



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Resilience : policy update

- **Updates on key policies:**
 - Revision of Package Travel Directive (Q4 2022)
 - EU passengers rights (proposed in 2013, listed among Priority pending proposals under “A European Green Deal”)
 - Crossing EU external borders:
 - Visa facilitation: Digitalisation of Schengen visa procedures for non-EU nationals (proposed - April 2022)
 - Visa exemption (proposed - April 2022 for Qatar and Kuwait)
 - Digitalising travel documents for EU citizens (under prep)
 - Crossing EU internal/external borders in exceptional circumstances:
 - Vaccination, EU DCC, Reopen EU (info provision), better coordination (‘Integrated Political Crisis Response’ mechanism), predefined last resort option (“EU response to COVID-19: preparing for autumn and winter 2023” COM 2 Sept 2022)
 - VAT (flexibility on rates - April 2022; rules for the digital age - Q3 2022) and VAT for travel agents
 - EU Monitoring tools:
 - Revised framework for European Statistical System (under discussion)



Resilience : ideas for pledges!

Taking one step back. What makes tourism more resilient?

- **Regulatory environment**
(rules on establishing businesses, liability or bankruptcy; type and level of taxes; removing remaining barriers to a fully functioning Single Market; level playing field ensuring that new operators can enter the market and incumbents can leave it ...)
- **Type / level of public funding**
(investment in transport infrastructures; State Aid; temporary unemployment schemes; etc)
- **Business demography** (clusters; mix incl. cooperative / family owned companies ...)
- **Labour market** (availability of – seasonal – workers with adequate qualification ...)
- **Level of diversification**
(attracting travellers from various markets, travelling for various reasons – leisure, business, VFR ...)
- **Level of seasonality**
(highly seasonal destinations struggle more to compensate for a shock happening during their peak season)



Resilience : ideas for pledges!

- National/regional administrations/DMOs – establish or updating a transparent tourism strategy with yearly follow-up meetings;
- PPP - invest in refitting of key passenger infrastructures (Directive on the resilience of critical entities June 2022 ...)
- PPP – Pull resources for joint promotion campaigns
- Network organisations – further develop and provide expertise to specific sectors of the tourism ecosystem on crisis assessment, preparedness and management
- SMEs – Big companies ...



Skills

Elfa Kere, Policy officer

Key action areas from the Transition pathway for Tourism:

- Educational organisations to engage in developing and renewing tourism education
- Awareness-raising
 - on changes in tourism demand towards more sustainability
 - on skills needs for twin transition in tourism, benefits of digitalization for SMEs
- 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
- **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
- Also: Ensuring considering new skills profiles; needs for digital, green and business skills



Skills : policy update

- **European Skills Agenda - 12 actions:**

- A Pact for Skills, strengthening skills intelligence, EU support for strategic national upskilling action, VET proposal for Council recommendation, roll-out of the [European Universities Initiative](#) and upskilling scientists, skills to support the twin transitions, increasing STEM graduates and fostering [entrepreneurial](#) and transversal skills, skills for life, initiative on individual learning accounts, micro-credentials, new Europass platform

- *Also, a framework to unlock investments in skills:*

- Improving the enabling framework to unlock Member States' and private investments in skills

- **Ongoing/upcoming funding opportunities under Erasmus+ for educational partnerships**

- Two relevant calls currently open under Erasmus+:

- Alliances for Sectoral Cooperation on Skills (implementing the 'Blueprint) – ddl 15/09/22
- Alliances for Education and Enterprises – ddl 15/09/22



Skills : Pact for Skills in tourism

- **Flagship initiative of the European Skills Agenda: Pact for Skills across all ecosystems**
 - *12 Large-scale partnerships currently established (14 by year end)*
 - *Aim to upskill and reskill the European workforce in green, digital and social skills*
 - *Objectives and KPIs established for each ecosystem*
 - *Pact for Skills in tourism ecosystem launched in January 2022*
- **Support to the Pact for Skills in tourism through Erasmus+-funded project PANTOUR to ensure coordination over the next years**
- **Currently 67 members (umbrella associations, trade unions, VET providers, regional authorities) – remains open to all stakeholders committed to the PFS objectives**
- **Next key steps**
 - **Set-up of National/Regional Skills Partnerships (NRSPs)**
 - **Review of KPIs and commitments by end of year**
 - **Networking and other PFS events & seminars**
 - **Technical support to be integrated in the stakeholder support platform**



Skills: Ideas for pledges!

- DMOs – consider facilitating regular matchmaking opportunities in your destination between tourism SMEs, entrepreneurs, trade unions employment offices, VET providers in the goal of establishing an NRSP!
- SMEs – consider committing to ensure short or long training courses to all your employees in at least one key area (i.e. digitalisation, sustainability, social skills) by 2025, thereby building a pool of necessary skills for sustainable future innovation in your company
- Large companies – if not already done, consider setting up an HR plan which includes a set of yearly training days as part of every employee's tasks; offer training courses for personnel in your partner companies in your internal training plans
- Network associations – consider providing free, bi-annual training courses on key issues/concerns of your members to tourism SMEs, DMOs and other organisations
- National/regional administrations – consider taking the lead in establishing a national/regional skills partnership by 2023, by publishing a call for expression of interest at local/regional level
 - Consider establishing cross-sectoral regional partnerships for important sectors of your economy



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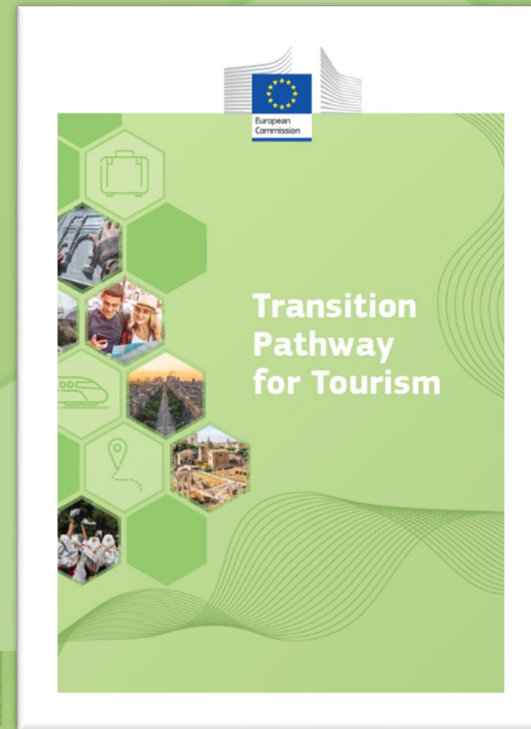
Questions?
Comments?
Ideas?

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Thank you!

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