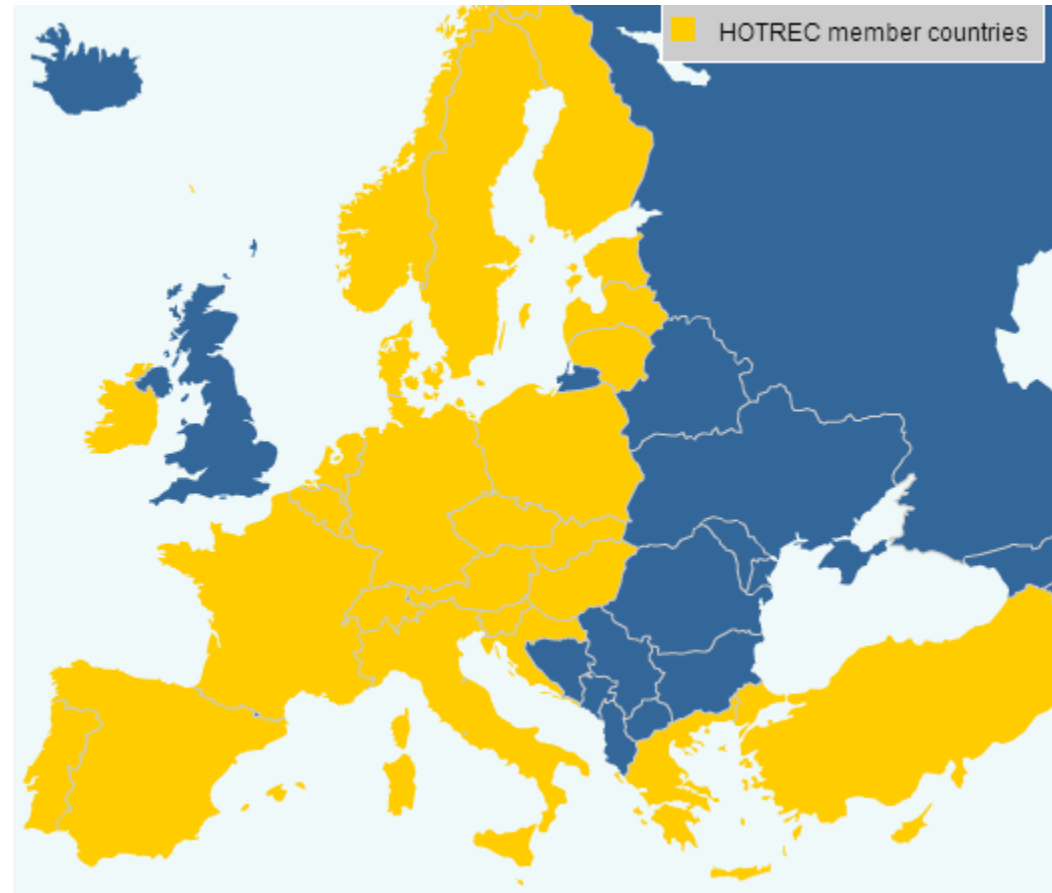


# The challenges and the opportunities of the coastal and maritime tourism to the hospitality sector

***Christian de Barrin***  
***CEO of HOTREC***

# What is HOTREC?

- **Umbrella organisation**
- **Representing hospitality industry at European level**
- **42 National Associations**
- **in 28 European countries**
- **From 2015: Poland and Slovenia**



# Hospitality sector in economic terms:

- 1,8 milion businesses
- 91% micro enterprises (employing less than 10 people)
- 99% SMEs
- 460 billion EUR contribution to economy (3,7% of EU GDP)
- **→ Hospitality industry employs more than 10 million people in the EU!**

# Hospitality sector in economic terms (coastal tourism)

- Four out of five nights are spent in accommodation establishments → coastal areas
- 45% of tourism workers → 16 and 35 years old
- Target areas: Mediterranean, Atlantic, Baltic and Black Sea



But coastal tourism faces different challenges!

# Importance Coastal Tourism

- Key to employment
- Key to added value of the European Economy



EC to foster the sector and help overcoming the challenges



# What are the challenges?

## □ Seasonality

### Problem:

- High season: packed destinations
  - Low season:
    - most hospitality establishments need to close down
    - more unemployment
    - value chain (e.g. shops) loose clients/close
- no touristic demand



# What are the challenges?

## ☐ Accessibility

- Willingness of the sector to improve

### Problem:

- High investments needed
- Improvements to be done entire value chain



# What are the main challenges?

## ☐ Sustainability

### Problem:

- Bio degradation / exposure to maritime coast → need renewal on a frequent basis
- Investments are high





# What are the main challenges?

## □ Difficult access

### EU Funding for SMEs

- Procedures for SMEs to access EU funding need to be eased
- EU funding opportunities to be increased



# How to overcome the challenges?

## European Strategy for more Growth and Jobs in Coastal and Maritime Tourism (2014)



Stimulator of growth and jobs → to help enhance performance  
of the hospitality businesses in coastal areas

# Opportunities

## ❑ COM to help the sector in addressing seasonality

Example:

**Senior traveling initiative** → full support of HOTREC

Objectives:

- Seasonality to decrease
- Hospitality establishments to open throughout the year (if there are clients)
- Reduction of prices for tourists
- Increase employment opportunities + multiplier effect (e.g. shops)
- Member States to pay less unemployment salaries

**HOTREC full supports COM initiatives to tackle the problem**

# Opportunities

## ❑ Increasing Accessible services



→ *The European hospitality sector is developing various initiatives to improve the accessibility of their services:*

- Good cooperation in the different countries with all affected parities;
- Development of manuals and checklists for hoteliers, restaurateurs;
- Development of e-learning tools
- Exchange of best practices



# Opportunities

## ☐ Strengthening Sustainability



→ *HOTREC promotes sustainable, responsible and high quality tourism, which can only be achieved if it is based on economic growth, stability and regeneration*

HOTREC :

- promoting ecotourism + sustainable tourism products
- promoting development cultural heritage + nature and health tourism



# Opportunities

## ❑ Promoting skills and innovation

→ Hospitality sector employs 10 million people

→ Hospitality sector provides job opportunities to all types of workers (33% relatively unskilled + 20% aged under 25 years)



→ HOTREC supporting Commission initiatives aiming at anticipating future skill needs

→ detecting skills needs essential to train employees (future labour market needs)

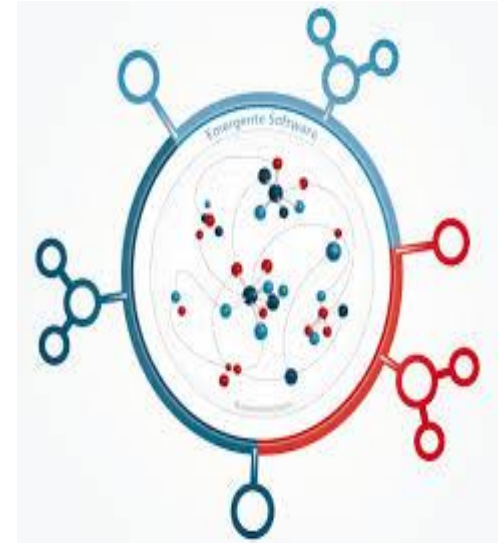
Objective: enhance competitiveness of SMEs → to increase employment

Example: Hospitality Skills Passport

# Opportunities

## Fostering competitiveness

- ❑ **Boosting use ICTs in the sector (e.g.: TOURISMLink and Calypo platforms)**
  - easier adaptation of SMEs to ICTs
  - facilitate business transactions
  
- ❑ **Creation of networks, clusters, smart specialisation strategies**
  - develop relations amongst maritime + coastal tourism chain
  - create unique experience for tourists (diversification product)
  - all stakeholders + national authorities together in promoting activities



# Opportunities



- ❑ **Pan European dialogue between cruise operators, ports and coastal tourism stakeholders**

→ Possibility to foster development coastal and maritime tourism  
(Interests of all the tourism value chain stakeholders should be considered)

## Suggestions:

- Cruise timetables to be known by tourism industry in advance
- offer will be better organised



# Opportunities

## ☐ EU Funding

→ Will help the hospitality businesses in coastal areas to overcome challenges

→ HOTREC encourages Commission to facilitate procedures to access EU funding + help in disseminating activities



ERDF, Horizon 2020, COSME, ERASMUS +, LIFE + → mostly welcome programmes

# Conclusion

- Coastal and Maritime Tourism are key for hospitality sector
- HOTREC welcomes the Commission Communication on Coastal and Maritime Tourism → way to overcome challenges
- Multi-stakeholder activities bringing an added value to the quality of the services are welcomed by the industry
- EU Funding opportunities → essential to boost the competitiveness of the sector

# Conclusion

## Way forward to implement COM Communication 2010

- Stimulate Competitiveness
- Promote sustainable Tourism
- Consolidate Europe as high quality tourist destination
- Maximise potential EU financial policies and instruments

## And Commissioner Bieńkowska's priorities on tourism

- Promote the digitalisation of the tourism SMEs
- Upgrading the skills and competences in the tourism sector
- Foster low and medium season tourism exchanges



**Keep Europe as world's N1 tourist destination**

# Thank you for your kind attention!

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