

Collection of best practices from TAC 2023 annual reporting¹

This document summarises the information received through the annual reporting of the [Tourism Advisory Committee](#) (TAC) members, representing national tourism actors across EU27 Member States. The role of the Committee is to facilitate exchanges of information, consultation and, where appropriate, cooperation on tourism and, in particular, on the provision of services for tourists. The information was collected through online reporting form May-June 2023, and verified with the TAC members in October 2023.

Contents

Tourism strategies reported by TAC members	6
Shared best practices on policy and governance	9
a) STR registration and data sharing framework setup and implementation	9
PT	9
RO.....	9
b) Sustainable tourism measurements (economic, environmental, social) at destination level	10
FI.....	10
AT	10
PT	11
ES.....	11
IE	11
EL.....	11
c) New data sources in official tourism statistics.....	12
HU	12
FI.....	13
PT	13
d) Sharing best practice in destination management.....	13
HU	13
AT	13
PT	13
RO.....	14
PL.....	14
NL.....	14

¹ Reference year 2022

IE	14
e) Supporting collaborative destination governance models.....	14
HU	14
AT	15
PT	15
PL.....	16
HR.....	16
IE	17
Shared best practices on green transition	17
a) Sustainable urban mobility plans including visitor perspective	17
LU	17
AT	17
PL.....	17
IE	18
HU	18
b) Improving attractiveness of railways for visitors.....	18
AT	18
ES.....	20
IE	20
c) Reducing environmental footprint of food services, including supply chains and food waste	20
FI.....	20
AT	20
PT	21
ES.....	21
HR.....	21
IE	21
d) Improving waste and water management and reducing pollution (air, water, soil) of tourism services.....	21
AT	21
PT	22
IE	22
e) Support tourism SMEs to engage in environmentally friendly practices, including registering to schemes such as EMAS, EU Ecolabel or other high-quality third-party verified labels.	22
LU	22
AT	22
PT	22

HR.....	22
IE	23
f) Using Green Public Procurement for tourism related services (travel, hospitality, catering), etc.	23
ES.....	23
HR.....	23
g) Supporting developing transferable practices on circular and climate-friendly tourism.....	23
AT	23
PT	24
PL.....	24
HR.....	24
IE	25
h) Supporting large-scale pilots for sustainable tourism destinations	25
AT	25
NL	26
Shared best practices on digital transition	26
a) Supporting developing innovative personalised tourism services	26
AT	26
PT	26
PL.....	26
b) Supporting destination management with digital and data-driven tools	27
FI.....	27
AT	27
PT	27
IE	28
LT.....	28
HU	29
c) Supporting developing tourism services with advanced technologies (e.g. virtual reality, digitalisation of cultural heritage, etc).....	29
PT	29
HR.....	29
IE	29
HU	30
d) Open public datasets, which can be used for developing tourism-relevant services (e.g. transport data, museum collections, points of interest, etc.)	30
PT	30

IE	30
EL.....	31
e) Supporting digitalisation of tourism SMEs	32
FI.....	32
AT	32
PT	32
IE	32
Shared best practices on resilience.....	33
b) Supporting fair, decent and attractive tourism jobs (including with authority inspections, leading by example)	33
AT	33
IE	33
c) Enhancing awareness and offer on accessible tourism services	34
LU	34
AT	34
PT	34
PL.....	35
IE	36
EL.....	36
d) Use of accessible public procurement in tourism related services	36
IE	36
e) Supporting diversification of tourism services across seasons and customer groups	37
PL.....	37
HR.....	37
IE	37
EL.....	37
f) Supporting developing tourism which respects well-being of residents	38
AT	38
IE	38
Shared best practices on skills and support for transition	39
a) Dissemination of EU Agenda and Transition pathway objectives (green and digital transitions and resilience building) towards stakeholders	39
AT	39
PT	39
PL.....	39
HR.....	39

EL.....	39
b) Supporting best practice sharing between stakeholders, award-winning cities etc.....	39
SL.....	39
AT.....	39
PT.....	40
HR.....	40
IE.....	40
c) Providing effective information channels towards stakeholders on knowledge, resources and funding opportunities on tourism.....	40
LU.....	40
AT.....	40
PT.....	40
IE.....	40
HU.....	41
d) Developing new skills profiles for tourism education and training.....	41
LU.....	41
AT.....	41
PT.....	41
MT.....	41
e) Supporting establishing regional and local skills partnerships for tourism.....	42
PT.....	42
IE.....	42
f) Supporting upskilling and reskilling tourism current and potential tourism workforce (e.g. employed, unemployed, part-time workers).....	42
AT.....	42
PT.....	42
MT.....	42
HR.....	42
IE.....	43
HU.....	44
EL.....	44

Tourism strategies reported by TAC members

Country	Strategy	Strategy period
Estonia	Tourism Strategy 2022-2025. It's about Time. https://www.mkm.ee/uudised/minister-kinnitas-turismi-arengusuunad-aastateks-2022-2025	2022-2025
Hungary	https://mtu.gov.hu/cikkek/strategia/	2021-230
Czechia	Tourism Development Strategy of the Czech Republic 2021-2030 https://www.mmr.cz/getattachment/2c398529-b36d-470e-9a6f-57aa11f57ad8/Strategie-rozvoje-CR-CR-2021-2030.pdf.aspx?lang=cs-CZ&ext=.pdf	2021-2030
Slovenia	https://www.gov.si/assets/ministrstva/MGTS/Dokumenti/DTUR/Nova-strategija-2022-2028/Strategija-slovenskega-turizma-2022-2028-dokument.pdf https://www.gov.si/.../SLOVENIAN-TOURISM-STRATEGY-2022-2028.docx https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fwww.gov.si%2Fassets%2Fministrstva%2FMGTS%2FDokumenti%2FDTUR%2FStrategija-slovenskega-turizma-20222028-%2FSLOVENIAN-TOURISM-STRATEGY-2022-2028.docx&wdOrigin=BROWSELINK	2022-2028.
Finland	Achieving more together - sustainable growth and renewal in Finnish tourism. Finland's tourism strategy for 2022-2028 and action plan for 2022-2023. https://julkaisut.valtioneuvosto.fi/handle/10024/164279	2022-2028
Luxembourg	https://download.data.public.lu/resources/strategie-tourisme/20230425-085617/tourismus-strategie.pdf	Undetermined period - long term
Austria	English: Plan T - Master Plan for Tourism (https://www.bmaw.gv.at/en/Topics/tourism/plan-t.html ; https://www.bmaw.gv.at/dam/jcr:0ea14456-ac84-4d66-ac69-d507317cd3f2/PLAN%20T%20-%20MASTER%20PLAN%20FOR%20TOURISM.pdf) German: Plan T - Masterplan für Tourismus (https://www.bmaw.gv.at/Themen/Tourismus/plan-t.html ; https://www.bmaw.gv.at/dam/jcr:d9bd7118-c0c8-486b-91b5-a801f6f12816/PLAN%20T%20-%20MASTERPLAN%20F%20c3%9cR%20TOURISMUS_Print_FINAL_barrierefrei.pdf)	Plan T was launched in spring 2019 and is intended to be the basis of the Austrian Federal Government's tourism policy in the course of the next years. To keep up with current developments it is supplemented by action plans that address the most pressing issues. The

		action plan for 2023-2024 is available here (in German): https://www.bmaw.gv.at/dam/jcr:66a720e3-bf09-4d34-b31e-3dcf6bbc29b4/Aktion_splan-2023-2024_imCI_barrierefrei.pdf
Italy	Strategic Plan for Tourism 2023-2027	The Plan is intended for the next 5 years (2023-2027)
Bulgaria	National Strategy for the Sustainable Development of Tourism of the Republic of Bulgaria https://www.tourism.government.bg/bg/kategorii/strategicheski-dokumenti/aktualizirana-nacionalna-strategiya-za-ustoychivo-razvitiie-na	2014-2030
Portugal	Tourism Strategy 2027 – homepage here (https://www.turismodeportugal.pt/en/Turismo_Portugal/Estrategia/Estrategia_2027/Pages/default.aspx) and full version (in EN) here (https://www.turismodeportugal.pt/SiteCollectionDocuments/estrategia/tourism-strategy-2027.pdf). The Tourism Strategy is implemented through thematic action plans; one example is the +Sustainable Tourism Plan 20-23, which can be accessed here (EN version): https://business.turismodeportugal.pt/SiteCollectionDocuments/sustentabilidade/sustainable-tourism-plan-2020-2023-turismo-de-portugal.pdf	2021-2027
Denmark	The National Strategy for Sustainable Growth in Danish Tourism (Link: https://em.dk/media/14576/national-strategi-for-baeredygtig-vaekst-i-dansk-turisme.pdf)	2022-2030
Spain	The Spanish Tourism Strategy for 2030 aims to be a multi-annual program that prepares tourism for the future challenges to come. https://turismo.gob.es/es-es/estrategia-turismo/Paginas/estrategia.aspx	2022-2030
Greece	https://mintour.gov.gr/en/the-ministry/scope-and-vision/ https://mintour.gov.gr/ependyseis/espae/epiteliki-domi-espay-poyrgeioy-toyris moy/	2023-2024
Romania	The National Tourism Development Strategy 2023-2035 The National Tourism Development Strategy was not yet approved by a normative act. It was updated last year and at the moment it is subject to approval.	2023-2035

	http://sgg.gov.ro/1/wp-content/uploads/2020/09/Strategia-de-Dezvoltare-Turistic%C4%83-a-Rom%C3%A2niei-volumul-1-Raport-privind-Evaluarea-rapid%C4%83-a-sectorului-turistic.pdf http://sgg.gov.ro/1/wp-content/uploads/2020/09/Strategia-de-Dezvoltare-Turistic%C4%83-a-Rom%C3%A2niei-volum-2-Strategia-%C8%99i-Planul-de-Ac%C8%9Biune.pdf	
Malta	National Tourism Strategy 2021-2030 - Recover, Rethink Revitalize.	2021 to 2030.
Netherlands	https://www.nbtc.nl/en/site/download/perspective-destination-nl-2030-en.htm?disposition=inline	until 2030
Croatia	Strategy for Development of Sustainable Tourism until 2030 https://narodne-novine.nn.hr/clanci/sluzbeni/full/2023_01_2_18.html	Strategy is developed for the period till 2030 and adopted was on 16th December 2022 by the Croatian Parliament
Ireland	<p>We have initiated the development of a new national tourism policy. The current policy is 'People, Place and Policy. Growing Tourism to 2025'.</p> <p>This Tourism Policy Statement sets out Government tourism policy and contains three headline targets, to be achieved by 2025:</p> <ul style="list-style-type: none"> o revenue from overseas tourism, excluding air fares and ferry charges, will be €5 billion per year by 2025, net of inflation. The comparable figure for 2014 is €3.5 billion; o there will be 250,000 people employed in tourism by 2025, compared with approximately 200,000 in 2014; and o there will be 10 million overseas visits to Ireland by 2025, compared to 7.6 million in 2014. <p>The Strategy set out 51 policy proposals designed to achieve its objectives and support the industry.</p> <p>A Sustainable Tourism Working Group was established under this policy and the group set out the ambition that "Ireland will seek to be amongst the world-leaders in sustainable tourism practices" and in addition set out accompanying Guiding Principles for Sustainable Tourism Development in Ireland. On foot of this, the group developed a suite of 31 actions to promote Sustainable tourism practices in Ireland.</p> <p>In 2022 the Department initiated the development of a new national tourism policy that will seek to mainstream sustainability. The development of this new policy will involve extensive consultation with the tourism industry and our</p>	2015 to 2025, However, our new policy will be in place for Q1 2024.

	communities to help set out a path for the coming years which will support a sustainable recovery and subsequent growth in the sector	
Latvia	Latvian tourism and event industry export promotion strategy 2023-2027 (project)	2023-2027
Slovak Republic	Strategy for Sustainable Tourism 2030	For the period until 2030 although it is in the finishing stages of revision after the pandemic

Shared best practices on policy and governance

a) STR registration and data sharing framework setup and implementation

PT

Turismo de Portugal has since 2014 a National Registry for Local Accommodation (STR) as a requirement for operating in this segment.

The registry is free and publicly available at Turismo de Portugal's website. This allows daily monitoring of STR/Local Accommodation units in each municipality. On the other hand, online platforms must include the registration number in their offerings.

Finally, Portuguese regulation gives municipalities the power to develop specific regulations at local level to manage or limit the number of economic operators.

RO

The classification of tourist accommodation facilities is undertaken according to the Government Decision no. 1267/2010 and according to the Order of the President of the National Authority for Tourism no. 65/2013.

According to the Annex no. 1.7 of the Order: Apartments or rooms for rent are defined as tourist accommodation facilities consisting of a limited number of spaces, which offer accommodation services and the possibility of preparing food in the kitchen used exclusively by tourists. Spaces specially designed for the preparation of food intended exclusively for tourists can also be organized.

The mandatory minimum criteria regarding the classification of apartments or rooms for rent are also provided in Annex no. 1.7. They are classified from 1 to 3 stars.

The minimum criteria mainly refer to:

- the minimum surface area of the rooms: 12 sqm/room for 2 persons and 10 sqm/room for 1 person, regardless of the classification category;
- maximum number of persons in a room: 2 persons for 2 and 3 stars, and 3 persons for 1 star;
- the bedrooms must have a separate entrance;
- sanitary equipment: private bathroom (bathtub or shower, sink and WC) for 3 stars and shared bathroom exclusively for tourists (minimum one WC cabin, bathtub or shower, sink for 8 people) for 1-2 stars.

The other criteria refer to the requirements for furniture, TV, refrigerator, etc.

The general operating conditions for the tourist accommodation facilities are applied according to the art. 13 of the Order no. 65/2013, such as:

- to permanently provide hot and cold water to the sanitary groups
- to ensure accommodation spaces with direct natural light and ventilation;
- not to place accommodation spaces in the basement of buildings;
- to display in a visible place, outside the building: the name, type and signs regarding the classification category.

Physical persons economic operators can request classification only for a maximum number of 7 rooms, classified as apartments and/or rooms for rent in privately owned family homes, regardless of the number of homes in which they are located. For more than 7 rooms, it is necessary that the economic operator in question be a legal person.

The documentation required for the issuance of the classification certificate for physical persons who offer apartments and/or rooms for rent in family homes, also includes the agreement of the tenants /owners association or of the owners with which the physical person has common walls, horizontally and vertically, for the activities to be carried out in the respective space.

b) Sustainable tourism measurements (economic, environmental, social) at destination level

FI

Together with the tourism sector, Visit Finland has developed the Sustainable Travel Finland programme for travel companies and regions in Finland. This programme is used to obtain the Sustainable Travel Finland label. As a part of the STF programme, national indicators for sustainable tourism are developed. The indicators provide data at the company, region and national level. The first report based on the indicators, State of Sustainability of the Finland's Tourism Sector, was published on 25 April 2023. In future, the indicators will help to evaluate and develop target setting of the national tourism strategy. Visit Finland, alongside over 60 Finnish tourism organizations, has signed the Glasgow Declaration on Climate Action in Tourism. At the moment, national roadmap for decreasing the CO2 emissions is under preparation. The roadmap will have synergies with the STF programme.

<https://www.visitfinland.fi/liiketoiminnan-kehittaminen/vastuullinen-matkailu>

<https://travel-trade.visitfinland.com/en/sustainability/>

<https://travel-trade.visitfinland.com/en/contacts/news/finnish-tourism-industry-commits-for-a-carbon-neutral-future/>

AT

Within the framework of the "Plan T – Masterplan for Tourism", new indicators for the performance of the Austrian tourism have been set to evaluate development in all three dimensions of sustainability – economical, ecological and sociocultural:

- Economical: Arrivals, Overnights, Length of stay, Income per capita, Contribution to GDP, Fictitious debt repayment period, RevPAR Median
- Ecological: Energy mix in accommodation & gastronomy sector, Energy consumption per night spent, Share of renewable sources of energy in accommodation & restaurant sector
- Socio-cultural: Tourism acceptance (Austrian population), Guest Satisfaction, Employees in the accommodation & gastronomy sector

Data are published in a yearly report on tourism in Austria issued by the Federal Ministry of Labour and Economy. The reports (in German) can be found here:

<https://www.bmaw.gv.at/Themen/Tourismus/Tourismus-in-Oesterreich/lagebericht.html>

In addition, sustainability indicators are also measured in some federal provinces and destinations. Example: Tourism Strategy of Tyrol (p.46-49, available in English): <https://www.tirolwerbung.at/tiroler-tourismus/tourismusstrategie>

PT

Turismo de Portugal developed a specific monitoring system to support Tourism Strategy 2027, based on ETIS and UNWTO frameworks.

The indicators are available here: <https://travelbi.turismodeportugal.pt/en/sustainability/sustainability/>

This monitoring system is complemented by regional observatories in main tourist regions, some of them are already integrated in the UNWTO network of tourism observatories.

More info here: <https://travelbi.turismodeportugal.pt/en/sustainability/regional-sustainability-observatories/>

ES

The Government of Spain is preparing the Sustainable Tourism Strategy for Spain 2030, a national tourism agenda to face the challenges of the sector in the medium and long term, promoting the three pillars of sustainability: socioeconomic, environmental and territorial. To this end, a participatory process has been promoted in which the sector and the autonomous communities are being involved.

The objective of the new Strategy is to lay the foundations for the transformation of Spanish tourism towards a model of sustained and sustainable growth, which will allow us to maintain its position of world leadership. The new model will be supported by the improvement of the competitive capacity and profitability of the industry, in the differential natural and cultural values of the destinations, and in the equitable distribution of the benefits and burdens of tourism.

<https://turismo.gob.es/es-es/estrategia-turismo-sostenible/paginas/index.aspx>

IE

The Sustainable tourism Working Group identified a suite of actions to promote sustainable tourism practices that could be implemented prior to a new tourism policy being developed. The actions identified in the report entitled “Actions to Promote Sustainable Tourism Practices 2021 - 2023” aimed to establish new research methods, which would increase the level of evidence available, and form a clear narrative for communicating about the sustainability agenda, to build a better understanding and awareness among tourism stakeholders and the general public. The actions also sought to ensure that sustainability was taken into account in policy development, business planning by the agencies and industry as well as in destination management and promotional activity. <https://www.gov.ie/en/publication/fff4eb-sustainable-working-group-report/>

Fáilte Ireland, the national tourism development authority supports the tourism industry to take action to reduce its CO2 emissions and assists tourism businesses on their climate action journey. Fáilte Ireland has identified the government developed Climate Toolkit 4 Business as its preferred carbon calculator for tourism businesses and is working with the Department of Enterprise, Trade and Employment to develop it further to deliver international benchmarks to help tourism businesses contextualise their emissions performance. The aim is to launch this additional feature later in 2023.

In 2022, Fáilte Ireland launched a suite of Climate Action Guides for tourism businesses and since then, industry have attended climate action clinics, carbon reduction webinars and workshops to help them reduce their waste, water and energy, as well as how to share their climate action story. These guides can be downloaded at <https://supports.failteireland.ie/climate-action/>

EL

Model Tourist Destinations of Integrated Management The Ministry will operate the National Observatory for Sustainable Tourism Development, a tool that will enable us to set our tourism policy based on specific performance indicators. Two recent laws (L. 5039/2023 and 4875/2021) set not only

the general context of its operation, but special provisions as well concerning its interconnectivity and interoperability with the Regional Observatories, established in areas to be designated (by virtue of respective Ministerial Decisions) as Model Tourist Destinations of Integrated Management. In complementarity with the established governance framework of Destination Management and Marketing Organizations (DMMOs) and in light of the complex development challenges of the destinations, the Ministry of Tourism has legislatively introduced the concept of "Model Tourist Destinations of Integrated Management". Model Tourist Destinations of Integrated Management (MTDIM) comprise areas and/or destinations which contribute to the strengthening of the country's tourism brand image and require special management. The designation of an area as an MTDIM is decided upon criteria, such as the natural environment and particular geomorphological characteristics of the area, the potential of developing thematic forms of tourism, the degree of adequacy and the level of accessibility in tourist infrastructure for people with disabilities and reduced mobility, the condition/suitability of the road network, the proximity to points of entry (ports and airports), the ratio of the destination's total capacity in beds to the permanent population within the destination's geographical boundaries, the average annual occupancy of the destination's tourist accommodations, as well as the range of the tourist season. For the designation of an area as an MTDIM, the relevant Local Government Organization(s) submits a designation application to the Directorate of Strategic Planning of the Ministry of Tourism, which in turn formulates a recommendation to the Minister of Tourism, after obtaining the concurrence of the Central Council of Urban Planning Issues and Disputes of article 24 of Law 4495/2017 (G.G. A' 167). Subsequently, the Minister of Tourism, considering the characteristics of the tourist destination and the recommendation of the Directorate of Strategic Planning, issues the decision to designate the area as an MTDIM. Legislation on MTDIM additionally allows the specification of further quantitative and qualitative criteria concerning the designation of an area as an MTDIM set by a Joint Decision of the Ministers of Tourism and Environment and Energy. In this context, the Ministry of Tourism, along with the co-competent Ministry of Environment and Energy, have recently concluded the process of elaborating a draft on a further set of relevant criteria while also proposing the determination of specific indicators measuring the economic, social, cultural and environmental sustainability of tourism activity in destinations. Said draft has been submitted to the OECD and the European Commission, with reference to the Technical Support Instrument (TSI) "Support to Greece's tourism ecosystem: towards a more sustainable, resilient and digital tourism", for further elaboration with view to issuing the above Joint Ministerial Decision in the immediate future.

c) New data sources in official tourism statistics

HU

The largest and most comprehensive digital development in the tourism sector is the National Tourism Data Supply Centre (NTDSC), which started operating in 2019. The Hungarian Tourism Agency, as the operator appointed by the government, oversees the platform, which allows the anonymous, real-time visibility of booking and traffic statistics for all accommodation, hospitality and tourist attractions in the country. Data from the software implemented at each reporting point is used to produce analyses to support data-driven decision making by the tourism industry. NTDSC also has a strong role in whitening the tourism sector, as local authorities and the NAV (Hungarian National Tax and Customs Administration) have access to the relevant data sets.

All Hungarian accommodation establishments are already providing data to NTDSC (or NTAK in Hungarian), and in 2023, catering establishments and tourist attractions are also joining the system. Based on the 2022 return, catering businesses and tourist attractions with a net turnover of over HUF 100 million per service outlet (catering business) are required to report to NTDSC from 1st of July 2023. Operators of catering establishments and tourist attractions with a net turnover per service establishment of HUF 12 million but less than HUF 100 million in 2022 will be required to report to the NTDSC from 1st of January 2024. Catering establishments and tourist attractions with a net turnover of less than HUF 12 million will not be required to report.

FI

In 2023, Visit Finland together with Statistics Finland has launched a new study Visit Finland Border Survey (Matkailijamittari in Finnish), measuring the number, spending, carbon footprint and tourist segments of foreign tourists. <https://www.visitfinland.fi/suomen-matkailudata/matkailijamittari>

PT

Portugal developed a dedicated knowledge sharing (TravelBI by Turismo de Portugal) which disseminates data on the tourism industry in Portugal, main national and international trends and dedicated studies, surveys and reports in relevant topics for the tourism stakeholders.

The platform is publicly available at Turismo de Portugal's dedicated website and has gathered a lot of interest from stakeholders (+56000 users and +310000 page visualizations and 10000 followers in social media).

More information here: <https://travelbi.turismodeportugal.pt/en/> (PT and ENG)

d) Sharing best practice in destination management

HU

In December 2018, the European Union's Directorate-General for Education, Youth, Sport and Culture awarded the title of European Capital of Culture 2023 to the city of Veszprém, involving the city and other municipalities, institutions, cultural scene actors and civil society organisations in the region. One of the guarantees of regionality and joint coordination is the Veszprém-Balaton 2023 Ltd. itself, as the company is owned by regional organisations and major municipalities. After the award of the ECoC title, the Ltd. became the organiser, planner and manager of project development, international relations and cultural and artistic activities. No EU funding has been provided for the implementation of the ECoC project. Funding is essentially the responsibility of the participating municipalities, for which the financial support provided by the government provides a substantial financial basis.

In addition to reaching out to local communities and residents, the Veszprém-Balaton 2023 project team is focusing on both domestic and international tourism, as the European Capital of Culture title and the nationally and internationally recognised cultural offerings will make Veszprém and Lake Balaton an indisputable tourist destination beyond the traditional summer peak season. The ECoC title can help to go beyond seasonality and show that the region offers quality programmes to visitors all year round. The ECoC 2023 of Veszprém and its wider region, a series of cultural, artistic and gastronomic events spanning several years, including the preparatory years, with a focus on Veszprém, but also bringing a new colour to the life of the settlements from Hévíz to the Balaton highlands, Bakony and Siófok. In addition to occasional events and temporary exhibitions, the built infrastructure created under the auspices of the ECoC, the programmes that will become regular after 2023 and the increased visibility of Veszprém are long-term value-added results.

AT

Austria has an association of Austrian tourism managers ("Bundesverband Österreichischer Tourismusmanager – BÖTM"), which serves as a network of tourism destinations. One of the main purposes is to improve the exchange of knowledge and experiences in destination management. More information here: <https://www.boetm.at/>

The Federal Ministry of Labour and Economy supports destinations regarding the development of sustainable mobility solutions (see further info under 4.2 Green Transition) and launches a pilot project on tourism and regional development in cooperation with the Ministry responsible for regional development in 2023.

PT

Dissemination of good practices on Turismo de Portugal's institutional portal. https://business.turismodeportugal.pt/pt/Gerir/Boas_Praticas/Paginas/default.aspx

RO

The National Recovery and Resilience Plan includes at Chapter 11 Tourism and Culture, Reform 1 dedicated to the Operationalisation of Destination Management Organisations, which is under the ministry responsibility.

The objective is to establish 8 regional DMOs, at the moment being established 1 regional, 2 county and 16 local level DMOs. In 2022 there was approved the legal framework for the establishment and operationalisation of DMOs, by the Government Emergency Ordinance 86/2022, and the procedure for authorising the DMOs, by the Order of the minister 1293.

PL

The Ministry of Sport and Tourism commissioned an expert study on sustainable tourism guidelines in 2020. The document sets out a definition of sustainable tourism in naturally valuable areas, indicates the theoretical and methodological assumptions of the work, defines the relationship between sustainable tourism and other forms of tourism, and indicates recommendations for protected areas, including specific ones for national parks, such as the Białowieża and Tatra National Parks. In addition, the study contains an analysis of the usefulness and availability of sustainable tourism indicators for Polish tourist destinations and indicates a proposal for a mechanism for evaluating the conduct of sustainable tourism. The sustainable tourism expertise has been widely disseminated.

NL

<https://www.nbtc.nl/nl/site/artikel/leidraad-bestemmingsmanagement.htm?disposition=inline>

IE

Our people, heritage and culture form a significant part of the tourism experience promoted to visitors, and the economic gain from visitor expenditure and support from employment contributes to the overall quality of life within our communities. As part of a sustainable approach, we must ensure that communities are involved in destination planning and that community impact and benefit is considered within management plans. Ensuring increased visitor awareness, education and responsible behavior in relation to tourism are also an important contribution to destination management.

Fáilte Ireland will seek to adopt a sustainable destination management approach by instilling the sustainability agenda within its Destination Experience Development Plans. It will also develop new initiatives which seek to engage visitors and influence their behavior for the benefit of our natural environment and local communities.

https://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/3_Marketing_Toolkit/5_Cultural_Tourism/Heritage_Interpretation_Manual.pdf

e) Supporting collaborative destination governance models

HU

Hungary's most extensive and complex cycling tourism development project at Lake Balaton has been completed. The BalatonBike365 project aims to implement comprehensive cycling developments for the whole region, involving both coastal and hinterland settlements in the bloodstream. A key element of the project was the survey, mapping and designation of a further 800 kilometres of roads in addition to the 206 km Balaton Bike Circle, as well as the inventory and description of the services and attractions available along the routes. As a result of the project, a minimum of 1000 km of continuous cycling routes have been mapped, with signposted cycling routes and rest areas, 70 thematic tours, which can be classified into 3 difficulty categories, have been enriching the region. Three well equipped service centres were established in Balatonföldvár, Keszthely and Balatonfüred. An innovative mobile application and website, available in six languages, are in operation to meet the needs of cyclists. The website also features a route planner and tourist recommendation functions: it guides you to 3,800 tourist facilities and 1,000 free attractions on the routes, organised into 30 search categories. Around 300 regional service providers have been

involved in awareness-raising programmes, workshops, a cycling-friendly rating system developed with several cycling organisations, and training for cycling tour guides. BB365 non-profit Ltd. basically performs destination management functions, operates a website, mobile application, social media platforms, represents Balaton at fairs, exhibitions and other events, conducts study tours and campaigns.

AT

In 2019, two Climate and Energy Tourism Model Regions in Austria were established (Carinthia: Nassfeld-Hermagor-Weissensee; Salzburg: Zell am See/Kaprun) and supported with around 1 Mio. Euro each. The aim is to increase energy efficiency, have more sustainable enterprises and improve sustainable mobility. The project shall generate spill-over effects on other regions that aim at more climate-friendly tourism. More information:

<https://www.klimaundenergiemodellregionen.at/service/newsletter/newsletter-022021/kem-tourismus-nachhaltig-auf-urlaub/>

In 2022, Austria created a new ecolabel for tourism destinations to accelerate the green transition, improve regional value chains and respond to the increased demand for sustainable holidays. The ecolabel is targeted at tourism destinations at the regional level and not at the operational level (e.g. locations such as resorts, amusement parks). A key requirement is the co-operation of tourism management with political actors and tourism businesses of the destination as well as sufficient financial, personnel and time resources for implementation.

The ecolabel criteria were developed in a comprehensive discussion process with relevant stakeholders and experts from the tourism sector, including 19 pilot destinations, and is based on the European Tourism Indicator System and the internationally recognised criteria of the Global Sustainable Tourism Council. The label comprises a comprehensive set of 63 mandatory and 56 optional criteria, the latter based on a scoring system with a minimum number of points to be achieved at the time the application is submitted. The criteria cover the following areas:

- Management (sustainability strategy and mission statement, planning and development, offers and advertising, partner commitment)
- Socio-economic impact (regional economy and infrastructure, education and work, diversity and accessibility, fair trade)
- Environmental protection (climate protection and climate change adaptation; nature conservation and biodiversity, landscape protection; energy; water, waste, air, noise, light)
- Mobility (connectivity arrival/departure, mobility on site, cooperation and offers)
- Culture (cultural assets and intangible heritage, traditional and contemporary culture, visitor management)

<https://www.umweltzeichen.at/de/tourismus/destinationen>

In order to support destinations by the achievement of this new label two GSTC-seminars were offered by the Federal Ministry of Labour and Economy.

The wide variety of typical regional dishes with quality-assured local products are a valuable component of the tourist offer. Therefore, we focused in our Plan T also on the increased cooperation between agriculture and tourism. In 2021, a joint communication strategy was launched by the Austrian National Tourism Organization, the Austrian Culinary Network and Austrian Wine Marketing, which will be continued on an ongoing basis under the communicative umbrella "Experience Austria. Enjoy something unique". In addition to the cooperation with the Culinary Network, the topic of "Culinary" is generally a communication focus of the Austrian National Tourist Office. In 2024, our Austrian Innovation Award for Tourism will also bring outstanding "innovative culinary experiences" before the curtain.

PT

The Tourism Strategy 2027 defines that Portugal should position itself as one of the most competitive and sustainable destinations in the world.

In this context, the sustainability of tourist destinations is an absolute priority of tourism policy in Portugal.

The creation of sustainability observatories in the various regions, which allow for in-depth knowledge of the impacts of the activity on the territory and greater efficiency in the planning and management of destinations is one of the strategic objectives of Turismo de Portugal, aiming at affirming Portugal as an international leader in sustainability issues.

In this context, in January 2018 the Alentejo Sustainable Tourism Observatory (ASTO) was recognized within the international network of the UNWTO (INSTO) and in January 2020, on the occasion of FITUR, two more observatories were recognized - the Tourism Observatory of the Azores and the Regional Observatory for Sustainable Tourism in the Algarve (ORTSA).

As such, Portugal already has three observatories in the network of Observatories of the UNWTO, which already integrates projects from Spain, Croatia, Greece and Italy at European level.

On the other hand, the regional DMOs are in themselves an example of collaborative development of destinations, as they are public law associations, which integrate the private sector, other relevant public entities and other tourism stakeholders, guaranteeing a regional alignment in terms of tourism development priorities.

Regarding external promotion, Portugal developed in 2003 a virtuous public-private partnership model through regional private tourism promotion agencies, which integrate the regional DMOs and companies that collaborate to promote destinations abroad, in close partnership with Turismo de Portugal.

PL

Created by the Ministry of Sport and Tourism in cooperation with the Polish Tourism Organisation, the "Polish Tourism Brands" project is intended to support the creation of so-called tourism regions whose brand, high quality of services and consistent marketing are intended to encourage travel. Winners of the title "Polish Tourism Brand" can benefit from PTO support in conducting promotional activities, including reduced cost of participation in trade fairs at home and abroad and in exhibitions and promotional events, production of promotional materials, organisation of study tours for entrepreneurs and potential contractors and journalists. The creation of so-called tourist regions or comprehensive tourist routes with a strong brand, being a kind of marketing umbrella for service providers from a given area, is successfully applied in many countries (e.g. Austria, Germany, Switzerland). Poland wants to draw on good practices in this area. Increasing the attractiveness of tourist regions is intended to encourage tourists to extend their stay. So far, two calls for competition have been organised. In the first call, the title of Polish Tourist Brand 2019 was awarded to the Beskids, the Land of Lesser Ravines, Lublin, Cieszyn Silesia and Toruń. In the second call, the title of Polska Marka Turystyczna 2022 was awarded to: Poznań, Łódź, Eno Tarnowskie, Jura Krakowsko-Częstochowska. In addition, additional titles were awarded in both editions: "Polish Tourism Brand - Candidate 2019" for Jura Krakowsko-Częstochowska, Mazury West, Białowieża Forest, Route around the Tatra Mountains, Zamość and Holy Cross Land. "Distinctions 2022" were awarded to the Swietokrzyskie Mountains, Roztocze, the Route of active water tourism of the Czarna Hancza, Augustow Canal and Biebrza "Cha-KA-Bi" - manager of the Association "Local Action Group Augustow Canal".

An example of good practice in destination management is the Land of Lesser Ravines, supported by the Ministry of Sport and Tourism: <https://www.kraina.org.pl/pl/>.

HR

Ministry of Tourism and Sport was implementing the project Croatian Digital Tourism – eTourism within which the electronic systems TuStart and TuRegistar were established.

TuStart is an electronic system for registration and starting business in the field of tourism and hospitality, which replaces the analog registration and record-keeping processes.

TuRegistar is a unique electronic system that contains interoperable data on catering and tourism service providers and facilities, travel agencies, tourist guides, nautical tourism vessels, nautical

tourism ports and other types of facilities that provide mooring and accommodation services, rent-a-car service providers and tourist boards. In order to encourage further development of tourism and hospitality services in the Republic of Croatia and data sharing for STR registration, certain upgrades for data exchange will be needed.

IE

The Shared Island Initiative Report 2022 – Action on a Shared Future sets out the second year of the Shared Island Initiative, and how the Government has taken forward its commitment to engage with all communities and traditions to build a shared future on the island, underpinned by the Good Friday Agreement. The report was published in December 2022.

Over 160 people took part online in the Shared Island Dialogue on - Tourism on the shared island: Building on past success to create a sustainable future.

The Dialogue brought together tourism agencies, organisations, interest groups and civil society stakeholders, from North and South, to examine the success of tourism cooperation on the island of Ireland and explore how best to enhance opportunities for domestic and international visitors in the years ahead. Bringing two internationally renowned tourism assets and regions closer together to improve the overall performance of tourism for the island, creating lasting economic opportunity and benefits

<https://www.gov.ie/en/publication/3eb3c-shared-island-dialogues/>

Shared best practices on green transition

a) Sustainable urban mobility plans including visitor perspective

LU

Free public transport all across the country

AT

Following the publication of the Urban Mobility Package by the European Commission in 2013, the city of Vienna has launched a process to establish a specific mobility concept. The concept was designed on the basis of the SUMP approach and was evaluated by an external quality assurance team. The mobility concept is now part of the general vision for city development 2025. The aim is 80:20, which means that, by 2025, 80 percent of the local population shall use either public transport or bikes, or walk. The share of motorized individual traffic shall be reduced from 28% to 20%. The concept also refers to the importance of public transport for tourists and the need to better link the airport with the long-distance rail network. More information:

<https://www.wien.gv.at/stadtentwicklung/strategien/step/step2025/fachkonzepte/mobilitaet/publikationen.html>

PL

The Polish Tourist Organisation ("POT") carries out promotional activities in cooperation with local tourist organisations in metropolitan areas that are integrated into sustainable urban mobility measures. Within the framework of the integration of tourist transport services, the metropolitan cities include an organisational process through which the elements of the public transport system, such as the network and infrastructure, tariffs and ticketing systems, of the various carriers operating different modes of transport interact more closely and efficiently, resulting in an overall improvement in the quality of public transport services.

This is achieved through joint mobility planning by municipalities in urban functional areas, i.e. the development of a SUMP (Sustainable Urban Mobility Plan) or equivalent document (depending on the size of the core city).

Public transport is the preferred form of mobility in the urban core, while the non-urban transport services provided are complementary to it and can be provided within the functional area. The objective to be pursued is to avoid duplication of urban and non-urban transport lines. The implementation of the realisation of good practices in this respect is carried out directly at the regional level, with the participation of local self-governments.

An example in Poland is the SUMP for the Gdańsk-Gdynia-Sopot Metropolitan Area:

<https://www.metropoliagdansk.pl/sump>

Other examples include:

<https://omw.um.warszawa.pl/plan-zrownowazonej-mobilnosci-miejskiej-sump;>

<https://www.poznan.pl/mim/komunikacja/,-p,47184,60593.html>

The Polish Tourist Organisation ("POT") conducts ongoing cooperation through the promotion of tourism products of cities in Polish metropolitan areas that implement the principles of sustainable mobility on the polska.travel website. This portal is an essential communication tool for domestic and foreign tourists.

IE

The Department of Transport published The National Sustainable Mobility Policy in April 2022. This policy includes 91 actions supporting behavioural change through a wide range of interventions including, among other things, public transport infrastructure and services, active travel promotion and supports, road safety initiatives, legislative measures, research, and public engagement. It provides an opportunity to change our daily travel choices by making it easier for people to travel by more sustainable modes – be that walking, cycling or public transport. The Policy aims to support this modal shift between now and 2030, through infrastructure and service improvements, as well as demand management and behavioural change measures. This is with a view to encouraging healthier mobility choices, relieving traffic congestion, improving urban environments and helping to tackle the climate crisis.

<https://www.gov.ie/pdf/?file=https://assets.gov.ie/220939/15aab892-f189-4ab6-8448-0c886176faac.pdf#page=null>

HU

In 2022 the Veszprém-Balaton 2023 European Capital of Culture programme and the Ministry of Construction and Transportation set up an inter-agency task force to coordinate the Green Mobility Action Plan of the ECoC Programme and to ensure the aim that all events of the ECoC programme need to be accessible by public transport. Ticketing data from the event organizers helped to make needs-based decisions in vehicle scheduling during the mass events (including interurban night buses and trains). Two new ECoC fare types were introduced that helped in awareness rising, as it became quite popular among travellers. For the 17 flagship events of the title year, a domestic fix priced round-trip promotional ticket was introduced, costing 2023 HUF regardless of the length of the journey also a 24 hour ticket was introduced valid for busses and trains in the entire ECoC region. A special page collects all relevant travel information both on the ECoC website and the National Railways website.

[Accessibility of the ECoC events | Veszprém-Balaton 2023 \(veszprembalaton2023.hu\)](https://www.veszprembalaton2023.hu)

[Veszprém Európa Kulturális Fővárosa | MÁV-csoport \(mavcsoport.hu\)](https://www.mavcsoport.hu)

b) Improving attractiveness of railways for visitors

AT

The Austrian Railways (ÖBB) is working actively on improving sustainable mobility and works closely with tourism destinations in Austria. Its 360° concept has a focus on establishing local mobility

concepts enabling a sustainable “first mile” and “last mile” and door-to-door offers in cooperation with mobility providers, tourism organisations, accommodation providers and mayors of cities and villages. In addition, AIRail aims at improving the connectivity between the airport of Vienna and important cities in Austria by train. The ÖBB is also continuously extending its night train system from Austria to many destinations in Switzerland, Germany, Italy, Belgium, Netherlands, France and Croatia.

<https://www.oebb.at/de/tickets-kundenkarten/businessreisen/oebb360>

The Federal Ministry of Labour and Economy supports the implementation of sustainable mobility concepts, including railways, by organising yearly tourism mobility days (since 2014) and by meetings of the tourism mobility platform. It has also produced guidelines for tourism destinations on how to improve sustainable mobility in the destination. More

information: <https://www.bmaw.gv.at/Themen/Tourismus/tourismuspolitische-themen/tourismusbilitaet/trends.html>

In 2021, Austria (Ministry of Climate Action and Ministry of Labour and Economy) launched the THE PEP Partnership on Sustainable Tourism Mobility. It brings together the relevant national stakeholders responsible for mobility, climate action and tourism in a European platform in order to further promote the development of sustainable tourism mobility of the pan-European region. Active partner countries so far include Croatia, Cyprus, Czech Republic, Germany, Hungary, the Netherlands, Portugal, Serbia, Slovenia, Spain, Sweden and Switzerland. The partnership remains open for participation of other countries and will, by 2025, create a toolbox comprising recommendations and best practice in seven fields of actions which shall enable countries to boost sustainable tourism mobility on national and regional level. More information: <https://thepep.unece.org/partnership-sustainable-tourism-mobility>

In Austria, there are by now a large number of tourism regions that are intensively engaged in the sustainable arrival and departure of their guests as well as local mobility. Examples with model function for other regions:

- Since the mid-1990s Werfenweng, a small municipality in the province Salzburg, offers a broad package on sustainable mobility offers for guests and inhabitants: environmentally friendly rail journey, supplemented by a pick-up service and the so-called Werfenweng Card. This card includes all the relevant offers and activities for guests and entitles them to use the local mobility services (e.g. the E LOIS electric local taxi, the night mobile and various electric vehicles for hire). The Werfenweng Card gives also access to these offers for guests who hand in their own car keys for the duration of the holiday.
- “Tirol auf Schiene” (“Tyrol on track”) – this project was initiated by the Tyrol Tourist Board together with the Austrian Federal Railways, the German Railways and the Swiss Federal Railways in 2013, with the aim to increase the percentage of guests travelling by train to Tyrol. Focus: joint market research, the strengthening of communication around rail travel and, in particular, the development of products and offers. The aim is not only to motivate holidaymakers to travel by train, but also to involve regions and businesses (e.g. mask for timetable enquiries and train bookings, which tourism businesses can integrate on their websites). In addition, there is the possibility for regions to hire a “mobility coach”.
- Tourist Mobility Centre Carinthia: Carinthian tourism regions have joined forces with the support of Kärnten Werbung to establish soft mobility in Carinthia and thus position themselves as a soft-mobility holiday destination. A “Bahnhofshuttle” (train station shuttle) was created throughout Carinthia as a service between the train station and accommodation. Guests and locals can book trips to businesses and excursion destinations via a booking platform. The tourist mobility centre also provides tourism businesses with free information material on sustainable travel to Carinthia for communication with guests and advises businesses, municipalities and regions on the importance of public travel and the development of local mobility offers. Strong relationships between municipalities and tourism have emerged from this initiative and provide by now important impetus in the field of smart public mobility, e.g. Nockberge – Nockmobil, a project to locally make the last mile absolutely flexible and affordable. The mobility concept in Carinthia aims to connect all available transport offers (shipping, public transport, shared taxis and much more).

ES

We promote it in our web page <https://www.spain.info/en/getting-around/>

IE

The National Sustainable Mobility Policy sets out a strategic framework to 2030 for active travel (walking and cycling) and public transport journeys to help Ireland meet its climate obligations. It is accompanied by an action plan to 2025 which contains actions to improve and expand sustainable mobility options across the country by providing safe, green, accessible and efficient alternatives to car journeys. It also includes demand management and behavioural change measures to manage daily travel demand more efficiently and to reduce the journeys taken by private car.

The policy aims to deliver at least 500,000 additional daily active travel and public transport journeys by 2030 and a 10% reduction in the number of kilometres driven by fossil fuelled cars. It will make it easier for people to choose walking, cycling and use public transport daily instead of having to use a petrol or diesel car.

A collaborative approach has been taken by the Department of Transport in developing the policy through public consultation and extensive stakeholder and cross-government engagement.

<https://www.gov.ie/pdf/?file=https://assets.gov.ie/220939/15aab892-f189-4ab6-8448-0c886176faac.pdf#page=null>

c) Reducing environmental footprint of food services, including supply chains and food waste

FI

Voluntary Material Efficiency Commitment: The food industry has renewed its commitment to materials efficiency to promote more sustainable food production, distribution and consumption in 2022–2026. The Finnish Food and Drink Industries' Federation, the Finnish Grocery Trade Association and the Finnish Hospitality Association MaRa have signed the commitment together with the Ministry of Economic Affairs and Employment, the Ministry of Agriculture and Forestry and the Ministry of the Environment. The aim is that by the end of 2024, companies that have signed the commitment will represent 90%, 40% and 20% of the turnover of the member companies in the Finnish Grocery Trade Association, the Finnish Food and Drink Industries' Federation and the Finnish Hospitality Association MaRa, respectively. The materials efficiency commitment is an operating model used to implement several national and international environmental objectives. The company will select its own materials efficiency measures and goals. For example, companies can commit to cutting food and other waste, improving materials efficiency through product, packaging and service design, and developing the use of side streams. The commitment offers businesses the opportunity to be responsible players in taking the lead in environmental issues.

https://www.motiva.fi/en/solutions/material_efficiency/material_efficiency_commitment_for_industry

<https://www.mara.fi/toimiala/vastuullisuus/materiaalitehokkuus.html>

AT

The Austrian Eco-Label for Tourism was established in 1996 and provides a voluntary sustainability certification for accommodation providers, restaurants, camping, events and meetings, museums etc. Since 2022, a new Eco-Label for tourism destinations is in place.

The criteria to be fulfilled by holders of the label include substantial measures on food services: use of recyclable packaging, regional products, use of organic products, fair trade, etc..

More information: <https://www.umweltzeichen.at/de/tourismus/nachhaltiger-tourismus>

PT

Development and sharing of good practice guidelines for circular and responsible catering.
<https://business.turismodeportugal.pt/SiteCollectionDocuments/sustentabilidade/guia-boas-praticas-para-restauracao-circular-e-sustentavel.pdf>

ES

We have a carbon footprint calculator for visitors to Spain, in our web page
<https://carboncalculator.spain.info/en>

HR

Project “Reduce food waste, cook for your guests” - The Fund for Environmental Protection and Energy Efficiency in cooperation with the Ministry of Tourism and Sport, the Ministry of Economy and Sustainable Development and the Faculty of Geotechnics, University of Zagreb is implementing a pilot project “Reduce food waste, cook for your guests”.

The aim of this project is reducing the amount of bio waste (most of which is food waste) in hotels and ensuring separate collection and disposal of waste generated in the hotels. It was launched in 2021 in two Croatian hotels – in Osijek and Pula, by introducing working methods in the hotel kitchens that will contribute to reducing food waste.

The data collected during 2021 show that it is possible to reduce the share of food waste generated during preparation and serving as well as during consumption by 30% to 70%. In 2022, additional eight hotels were included in this project.

A handbook for hotels has been published at
[thehttps://www.fzoeu.hr/UserDocImages/brosure/Priru%C4%8Dnik%20za%20hotele%20-%20Smanji%20otpad%20od%20hrane%20kuhaj%20za%20svoje%20goste.pdf?vel=18596219](https://www.fzoeu.hr/UserDocImages/brosure/Priru%C4%8Dnik%20za%20hotele%20-%20Smanji%20otpad%20od%20hrane%20kuhaj%20za%20svoje%20goste.pdf?vel=18596219)).

In cooperation with the hotel staff, measurements are being carried out and reported, results are available
at:<https://www.fzoeu.hr/UserDocImages/Gospodarenje%20otpadom/Prezentacija%20rezultata%20projekta%20OSIJEK%20FINAL.pdf>)

More information about the project at:<https://www.fzoeu.hr/hr/predstavljjen-prirucnik-za-hotele-smanji-otpad-od-hrane-kuhaj-za-svoje-goste/8828>

IE

Globally Food Waste accounts for 8-10% of Greenhouse gases. It is estimated that the Irish Food service wastes over 150,000 tonnes of food a year. Irish Tourism Businesses can play their part in reducing carbon emissions, while simultaneously optimising their cost efficiencies. Fáilte Ireland has released a number of guides which guide businesses in reducing the environmental food print of food services.

<https://supports.failteireland.ie/operational-performance/minimising-food-waste/>

d) Improving waste and water management and reducing pollution (air, water, soil) of tourism services

AT

The Austrian Eco-Label for Tourism was established in 1996 and provides a voluntary sustainability certification for accommodation providers, restaurants, camping, events and meetings, museums etc. Since 2022, a new Eco-Label for tourism destinations is in place.

The criteria to be fulfilled by holders of the label include substantial measures on waste and water management. Examples of criteria with regard to water: use of water-saving technologies, regulated waterflows, waste water treatment, surveillance of water quality, etc. Examples of criteria with regard to waste: necessity for a waste concept, recycling, avoidance of food waste.

More information: <https://www.umweltzeichen.at/de/tourismus/nachhaltiger-tourismus>

In 2023, the Federal Ministry of Labour and Economy in cooperation with the Austrian Bank for Tourism Development developed a specific set of Key Performance Indicators (KPI) for tourism to enable measurement of sustainability with regard to ESG as banks and funding institutions increasingly require businesses to provide sustainability reporting. The KPIs also include the measurement of water use (m³) and waste (kg) per overnight stay / per cover.

PT

Development and sharing of guides and tools aimed at boosting the adoption of sustainable practices in the tourism sector. <https://business.turismodeportugal.pt/pt/crecer/sustentabilidade/Paginas/guias-ferramentas-projeto-turismo-sustentavel-um-melhor-futuro-para-com-todos.aspx>;
<https://business.turismodeportugal.pt/pt/crecer/sustentabilidade/Paginas/guias-tematicos-boas-praticas-sustentabilidade.aspx>

IE

Ireland has committed to halving greenhouse gases emissions by 2030. Driving Climate Change is a strategic policy for our agencies and they aim to help tourism businesses play their part in reducing greenhouse gas emissions. Water manage is a key climate action priority and our agency, Fáilte Ireland, has released a guide for tourism businesses to play their part.

<https://supports.failteireland.ie/climate-action/water-management/>

e) Support tourism SMEs to engage in environmentally friendly practices, including registering to schemes such as EMAS, EU Ecolabel or other high-quality third-party verified labels.

LU

<https://www.greenevents.lu/>

<https://www.ecolabel.lu/>

AT

The Austrian Eco-Label for Tourism was established in 1996 and provides a voluntary sustainability certification for accommodation providers, restaurants, camping, events and meetings, museums etc. <https://www.umweltzeichen.at/de/tourismus/nachhaltiger-tourismus>

In March 2023 new funding guidelines for tourism SMEs were launched. These include a sustainability bonus of 7% for investments related to the three dimensions of sustainability: ecological, social, economic. Enterprises will receive the “green” sustainability bonus, e.g. for thermal rehabilitation, change of heating system to renewable energy, new energy-efficient devices, and measures do undo soil sealing. More information: <https://www.oeht.at/>

PT

Development and sharing of guides and tools aimed at boosting the adoption of sustainable practices in the tourism sector. <https://business.turismodeportugal.pt/pt/crecer/sustentabilidade/Paginas/guias-ferramentas-projeto-turismo-sustentavel-um-melhor-futuro-para-com-todos.aspx>;
<https://business.turismodeportugal.pt/pt/crecer/sustentabilidade/Paginas/guias-tematicos-boas-praticas-sustentabilidade.aspx>

HR

Ministry of Tourism and Sport promotes eco- labels for tourism and hospitality service providers., <https://mint.gov.hr/NPOO/vijesti-22724/informiranje-turistickog-sektora-o-eko-oznakama-eu-ecolabel-i-emas/23071>

Ministry of Economy and Sustainable Development is responsible for the implementation of EU Ecolabel and EMAS (<https://mingor.gov.hr/>; <https://mingor.gov.hr/nacionalni-registar-eu-ecolabel-proizvoda-i-usluga/8145>).

Workshops aimed at raising the level of climate awareness and environmental sustainability with an emphasis on eco-labels and environmental management systems were organized (<https://mint.gov.hr/odrziviturizam/upravajni-edukacija/23013>)

IE

Fáilte Ireland plans to drive change at the level of the business through a suite of practical supports to help tourism businesses to implement sustainability initiatives and leverage the benefits as well as supporting the development of sustainable tourism experiences that minimise any negative environmental impacts.

https://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/1_StartGrow_Your_Business/Environmental-Sustainability-in-Business-BT-ESB-C9-0913-4.pdf

f) Using Green Public Procurement for tourism related services (travel, hospitality, catering), etc.

ES

Turespaña has defined its policy regarding the environmental criteria of TURESPAÑA (following the requirements of the ISO 14001) for:

- a) Define the environmental principles of TURESPAÑA (policy, objectives and indicators), so that they can later be extrapolated to the management of events.
- b) Define the sustainability procedures in the management of events: Fairs, congresses and conferences.

HR

The Ministry of Economy and Sustainable Development promotes the policy of sustainable production and consumption that contributes to the environmental and climate goals, reducing waste generation, resource consumption and greenhouse gas emissions. <https://mingor.gov.hr/o-ministarstvu-1065/djelokrug/uprava-za-klimatske-aktivnosti-1879/zelena-javna-nabava-1954/1954> .

The Ministry encourages the use of ZeJN benchmarks for products and services developed by the European Commission.

ZeJN benchmarks, guides, educational materials, tools and news are available at the national website for ZeJN: <https://zelenanabava.hr/> .

In the public call for the National Recovery and Resilience Plan, the Ministry of Tourism and Sport defined green public procurement as one of the additional criteria that interested stakeholders in tourism can use to achieve comparative advantage.

g) Supporting developing transferable practices on circular and climate-friendly tourism

AT

The Austrian tourism policy has launched a number of initiatives to improve sustainable tourism over the years. These include:

- New Austrian Eco-Label for tourism destinations since January 2022: <https://www.umweltzeichen.at/de/tourismus/destinationen>

- Yearly tourism mobility days and meetings of the tourism mobility platform as well as of the working group on cycling tourism:
<https://www.bmaw.gv.at/Themen/Tourismus/tourismuspolitische-themen/tourismusmobilitaet.html>
- Climate and Energy Tourism Model Regions (see above):
<https://www.klimaundenergiemodellregionen.at/service/newsletter/newsletter-022021/kem-tourismus-nachhaltig-auf-urlaub/>
- Impulses for energy efficient and environmentally-friendly solutions in accommodation and gastronomy, e.g. online guidelines on energy efficiency (5th edition 2022):
<https://www.bmaw.gv.at/Themen/Tourismus/tourismuspolitische-themen/energie/energiemanagement-leitfaden.html>
- Tourism-specific studies on climate change:
<https://www.bmaw.gv.at/Themen/Tourismus/tourismuspolitische-themen/nachhaltige-entwicklung/klimawandel.html>

The Federal Ministry of Labour and Economy has launched the platform “Tourism and the SDGs”, which serves as an information hub for experts, practitioners and the wider public. It includes general information on the SDGs, links to good projects and initiatives contributing to the implementation of the SDGs and a collection of research papers from students of Austrian tourism schools and universities. More information: <https://www.bmaw.gv.at/Themen/Tourismus/tourismus-sdg.html>

PT

Development and sharing of guides and tools aimed at boosting the adoption of sustainable practices in the tourism sector. <https://business.turismodeportugal.pt/pt/crecser/sustentabilidade/Paginas/guias-ferramentas-projeto-turismo-sustentavel-um-melhor-futuro-para-com-todos.aspx>;
<https://business.turismodeportugal.pt/pt/crecser/sustentabilidade/Paginas/guias-tematicos-boas-praticas-sustentabilidade.aspx>

PL

A good example of such practice will be the project supported by the Ministry of Sport and Tourism in 2023 called "Green ENERGY for Tourism" is a unique conference dedicated to the problems, challenges and opportunities currently facing Polish and European tourism.

The "Green ENERGY for Tourism" project is a systematisation of all activities in the area of tourism, which were carried out as part of the 1st European Congress of Sport and Tourism, held on 27-29 September 2022 in Zakopane. All activities from the area of tourism were planned around two elements. The first is green investment in tourism, the theme of World Tourism Day. The second key area will be the issue of innovation in the service of tourism.

Despite the continuous development of the area of tourism in Poland, it is noted that "ecology" and "tourism" do not always go hand in hand. Especially in the context of new investments or attempts to implement innovations. It is therefore important to create a dedicated space for representatives of the tourism industry to increase their knowledge and competence in this area. Presentation of current conditions concerning the aspect of innovation in tourism, indication of important global and European trends both on a macro and micro scale, analysis of sources of financing for innovation, or, eventually, an analysis of the expectations of the modern tourist may contribute positively to changes in the current model of operation of facilities and services, which may contribute to the introduction of good practices and positive changes in the services provided. By increasing knowledge of innovative solutions, representatives of the tourism sector in Poland will be able to imply pro-environmental, pro-innovative actions and increase the scale of green investments. Attempting to create and implement innovative solutions for tourism market participants may positively contribute to increasing the competitiveness of the Polish tourism industry in the European Union.

HR

Within the National Recovery and Resilience Plan the Ministry of Tourism and Sport has published public call for Regional diversification and specialization of Croatian tourism through investments and development of tourism products with the high added value. The total amount of grants available for

allocation under this call is EUR 123,432,211.82. The call was published in October 2022 and currently is in the phase of evaluation. Among other, this call will contribute to developing good practices in the field of circular economy and climate friendly tourism. One of the subjects of this call is development or adaptation of public tourist infrastructure in accordance with EU environmental protection standards that contribute to the green transition of tourism products following the DNSH principle.

Regarding to climate friendly tourism, the Ministry of Tourism and Sport signed the Agreement with the Croatian Mountaineering Association on long-term cooperation related to the development of mountain infrastructure in the function of tourism in 2022. The Croatian Mountaineering Association is the umbrella mountaineering association in Croatia and the only organization that has the expertise, organizational and administrative capacity to implement the activities planned by the project. The Project will renovate more than 1700 km hiking trails and renovate 25 mountaineering objects (mainly shelters).

Thanks to the funds of NRRP, Croatia has also secured funds for the circular economy and climate-friendly solutions for private and public infrastructure.

Please describe briefly and give link to your sharable good practice on destination level pilots for sustainable approach to tourism.

Terme Sveti Martin is the first hotel in Croatia to receive the EU Ecolabel, a prestigious European mark of environmental protection, which is awarded to sustainable products and services that encourage innovation and contribute to the EU's goal of climate neutrality by 2050 and a circular economy.

<https://medjimurska-zupanija.hr/2021/07/19/medimurje-ima-prvi-hotel-u-hrvatska-koji-nosi-prestizni-europski-znak-zastite-okolisa-termama-sveti-martin-urucena-mark-eu-ecolabel/>

IE

Ireland has committed to cutting greenhouse gas emissions in half by 2030 and achieving net-zero emissions by 2050. Fáilte Ireland is assisting tourism and hospitality businesses to achieve these targets through a series of guides which contribute towards climate friendly tourism.

Fáilte Ireland plans to drive change at the level of the business through a suite of practical supports to help tourism businesses to implement sustainability initiatives and leverage the benefits as well as supporting the development of sustainable tourism experiences that minimise any negative environmental impacts.

<https://supports.failteireland.ie/climate-action/>

h) Supporting large-scale pilots for sustainable tourism destinations

AT

19 Pilot regions were involved in the development of the new Austrian Eco-Label for tourism destinations (available since January 2022). The first ones will likely be certified in 2023.

<https://www.umweltzeichen.at/de/tourismus/destinationen>

In 2019, two Climate and Energy Tourism Model Regions in Austria were established (Carinthia: Nassfeld-Hermagor-Weissensee; Salzburg: Zell am See/Kaprun) and supported with around 1 Mio. Euro each. The aim is to increase energy efficiency, have more sustainable enterprises and improve sustainable mobility. The project shall generate spill-over effects on other regions that aim at more climate-friendly tourism. More information:

<https://www.klimaundenergiemodellregionen.at/service/newsletter/newsletter-022021/kem-tourismus-nachhaltig-auf-urlaub/>

The Clean Alpine Region project in Tyrol is also supporting tourism regions to implement measures in the areas of climate protection, sustainability and energy and in developing further as climate-friendly regions: CLAR - Clean Alpine Region | Standortagentur Tirol ([standort-tirol.at](https://www.standort-tirol.at))

In addition, Austria has three „Best Tourism Villages by UNWTO“, which were awarded in 2021 (Kauertal, Tyrol) and 2022 (Wagrain and Zell am See, Salzburg). The villages were recognised for their sustainability efforts and preservation of cultures and tourism. More information: Kauertal - Best Tourism Villages (unwto.org); Wagrain - Best Tourism Villages (unwto.org); Zell am See - Best Tourism Villages (unwto.org)

In 2023, the Ministry of Labour and Economy also started a dialogue on the issue of sustainability in tourism to connect stakeholders and support implementation in destinations and businesses. The first event took place in June on sustainability certification (further events on energy, winter tourism, culinary are planned).

NL

see link for information about the project:

<https://www.thetravelfoundation.org.uk/project/climate-action-in-the-netherlands/>

Shared best practices on digital transition

a) Supporting developing innovative personalised tourism services

AT

Since 2012, the Ministry responsible for tourism regularly honours innovative projects with the Austrian Innovation Award for Tourism. The latest edition (2024) focuses on “innovative culinary experiences”. Topics of previous editions included employee management, mobility, health, culture and all-year round tourism. More information:

<https://www.bmaw.gv.at/Themen/Tourismus/tourismuspolitische-themen/digitalisierung-und-innovation/innovation.html>

Furthermore, the Ministry together with the Austrian Bank for Tourism Development annually supports creative and innovative projects by SMEs in rural destinations (“lighthouse projects”) with a total of around 1 Mio. EUR. Categories over the years included innovative employment models, sustainability and resilience, digitalisation, summer retreat, and regional authenticity. More information:

<https://www.bmaw.gv.at/Themen/Tourismus/tourismusfoerderungen/leuchtturmprojekte.html>

PT

Portugal developed Tourism 4.0, a dedicated innovation strategy for the sector, aiming to accelerate the adoption of innovation both at destinations and businesses level.

This includes creating an innovation ecosystem with more than 50 incubators in the country and the implementation of around 15 innovation programs per year (Fostering Innovation in Tourism initiative). In the last 5 years, we developed 70 innovation programs, with more than 1.400 startups participating.

<https://business.turismodeportugal.pt/pt/Conhecer/Inovacao/programa-fit/Paginas/default.aspx>

PL

The Polish Tourism Voucher programme, running from 2020 to 2023, was an innovative socio-economic programme that was created to support the tourism industry, which found itself in a difficult situation as a result of the crisis caused by the COVID-19 pandemic and to help families with children.

The benefit was a one-off payment of PLN 500.00 for each child up to the age of 18, with an amount of PLN 1 000.00 for children with a disability certificate. The voucher could be used to pay for hotel

services or tourist events provided by a tourism entrepreneur or a non-profit organisation in the country (including a stay in a hotel, guest house, farm, scout camp or camp, as well as a sports or recreational camp). The voucher was in electronic form and valid until the end of March 2023: <https://bonturystyczny.polska.travel/>.

As part of its promotional activities, the Polish Tourism Organisation ("POT") is developing and implementing a project to support innovative tourism services through a planned series of conferences dedicated to the theme of Cooperation-Innovation-Sustainable Tourism.

The aspect of innovation will be addressed in the context of an educational function on the topic: Man + AI = WNM? The topic, in the form of presentations and undertaking a discussion with the participating audience, will consider the issues of using AI tools, i.e. chatGPT to support the development of tourism services in the marketing of tourism destinations. The conferences are organised by the Polish Tourism Organisation ("POT") and regional tourist organisations in order to raise public awareness, qualification and complementation of the state of knowledge together with the improvement of professional skills for the implementation of projects in line with new trends in tourism development and promotion. Examples of implemented innovations in the regions with the participation of local government units and the industry in the country will be presented. The effects of the developed conclusions will be successively posted on the POT website pot.gov.pl and other media in the country.

b) Supporting destination management with digital and data-driven tools

FI

Visit Finland together with the tourism sector has developed a digital carbon footprint calculator for tourism services, Visit Finland Data Hub as a tourism service inventory and the national operating model for knowledge-based tourism management. In addition, Visit Finland has launched renewed Visit Finland Border Survey (Matkailijamittari) measuring the number, spending, carbon footprint and tourist segments of foreign tourists.

<https://co2calc.visitfinland.fi/>

<https://datahub.visitfinland.com/>

<https://www.visitfinland.fi/matkailun-julkaisut#tilastot>

<https://www.visitfinland.fi/suomen-matkailudata/matkailijamittari>

AT

The work on an Austrian Tourism Data Space is well-advanced. It is carried out by the Austrian National Tourist Office (ANTO / ÖW) and work started already in the beginning of 2022. ANTO has already developed use cases covering for example visitor flow management, energy consumption and mobility. The vision is to rethink the guest experiences and create new business models, better services and seamless experiences. Through the data space stakeholders in tourism are able to use data from gastronomy, accommodation, mobility, weather, mobile phone companies, etc. It is developed as a neutral access to relevant data, applications and visualisations. It is a technical interface with the data sovereignty remaining with its owners.

PT

The dedicated knowledge sharing platform TravelBI, developed by Turismo de Portugal, disseminates data on the tourism industry in Portugal, main national and international trends and dedicated studies, surveys and reports in relevant topics for the tourism stakeholders. The platform is publicly available and has gathered a lot of interest from stakeholders: <https://travelbi.turismodeportugal.pt/en/> (PT and ENG).

IE

The Central Statistics Office (CSO) publishes domestic and outbound travel patterns involving overnight and same-day trips of Irish residents under its quarterly Household Travel Survey series.

The survey includes estimates of trips, nights and average length of stay of Irish residents by main county visited.

Fáilte Ireland, the national tourism development authority summarises these statistics and publishes them on its corporate website (see link to latest below). Fáilte Ireland's publication also includes estimates on domestic tourism revenue by county which are generated in-house.

<https://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/Publications/domestic-trips-and-revenue-by-county-2022.pdf?ext=.pdf>

LT

National tourism information system

Lithuania is establishing the National tourism information system. This system will have features such as:

It will allow accommodation service providers to provide the information about their customers (tourists) and tourism statistics to the state. Up till now accommodation service providers had to provide statistical information by filling out online or paper forms. But National tourism information system will allow them to do it automatically via the system.

It will gather all information about tourism resources (such as natural objects, landmarks, cultural heritage objects, tourism services etc.) in Lithuania and provide access to them in open data format.

Information is going to be visible and accessible on the website <https://ntis.lt/>. System consists of two main parts/modules. The start of the first one preliminary is planned on the 1st March, 2024. The second module that will allow filtering, sorting the tourism resources data will start in the end of 2024 year.

Expected results: less administrative burden for accommodation service providers, more transparent hospitality sector, better quality and more efficient gathering of tourism statistics, data for business development and decision making; larger tourism input in the economy.

Lithuania Travel already shares Open mobile data; Tourism Data Dashboard; Tourism statistics; Municipalities infrastructure research; Target market research; Inbound tourism survey with users (tourism ecosystem participants) on <https://Lithuania.travel/>

The website of the National tourism development agency is now under the construction and will start new approach from 30th January, 2024.

In 2022, Lithuania implemented open mobile data research project:

Foreign tourism indicators in Lithuania based on mobile positioning data were introduced in June 2022. The dashboard features statistical indicators describing the mobility patterns of foreign travelers visiting Lithuania and is based on passive mobile positioning data (MPD). The indicators calculated and analyzed are used to improve the travel experience of tourists, to promote investments in local businesses creating new tourism services or products as well as to improve the current tourism infrastructure, and to optimize the efficiency of "Lithuania Travel's" operations. The data will be updated yearly.

Tourism Data Dashboard:

Tourism Data Dashboard helps to monitor the country's tourism sector. The dashboard shows publicly available systematized accommodation data provided by Statistics Lithuania, together with the sector's employment, the balance of payments (BOP) in tourism companies, as well as data covering

the import and export of tourism services and the outbound tourism data from other countries. Our goal is to have monthly and yearly data updated every month.

HU

The European Capital of Culture monitoring and evaluation guidelines inspired the VEB2023 ECoC team to design and develop a data-driven monitoring platform to monitor important KPIs and help measure progress in regards to the baseline data. The internal data sources are visualised in the context of important external data sources provided by Partners such as the National Tourism Data Supply Center's regional accommodation data, the transportation companies ticketing sales, or the cellular geolocation information of visitors of the historic downtown of Veszprém.

The title year served as an important pilot for the digital tool, that is now redesigned to serve the destination management teams of the ECoC region on the long run. The true challenge lies not in the year 2023, when a well-prepared and impressive programme will place the city at the forefront of Europe, but in the post-ECoC period, where Veszprém must sustain its position as one of Hungary's premier cultural tourism destinations in a more competitive environment.

c) Supporting developing tourism services with advanced technologies (e.g. virtual reality, digitalisation of cultural heritage, etc).

PT

In addition to the Tourism 4.0 program, the NEST - Tourism Innovation Center was created to accelerate the digital transition of the tourism sector. This center is a partnership between Turismo de Portugal, Google, Microsoft, NOS (Telecom), Brisa (Mobility), ANA (Airports), BPI and Millennium (Banks), entities that, due to their size, nature and expertise, are essential to accelerate the digital transition process in Portugal.

HR

The Ministry of Tourism and Sport has published public call within the National Recovery and Resilience Plan; for Regional diversification and specialization of Croatian tourism through investments and development of tourism products with high added value. The total amount of grants available in this call is EUR 123,432,211.82. The call was published in October 2022, and is currently in the phase of evaluation. The call will support projects that will contribute to the development of new or significantly improved services, products and processes based on digital technologies.

IE

Virtual and Augmented Reality technologies opened new horizons in preserving and presenting cultural heritage. A lot of cultural institutions in Ireland adopted virtual tours of Galleries as a result of Covid. This includes our national art galleries and virtual tours of our Government headquarter, the Oireachtas.

The Governments National Archives has developed a Genealogy website to facilitate access to digitised collections that are useful to family and local history research. Access to these records is free of charge. All of these collections have been indexed and are searchable by name and location. There are records dating all the way back to 1596.

The National Archives also holds a number of private collections, including business records, some landed estate collections and private donations. Our collections are particularly useful for anyone interested in researching the political, social and economic development of Ireland from the 18th century to the present day.

<https://www.nationalarchives.ie/genealogy/researching-family-history/>

The Digital that Delivers programme is a ground-breaking initiative from Fáilte Ireland, designed to power digital transformation for visitor attractions, activity providers and day tours over a two-year programme. This programme supports businesses to showcase their product in front of more

domestic and international customers, grow online sales, and develop digital skills. Businesses on this programme will become more promotable, searchable, and ultimately bookable online. Fáilte Ireland is delivering this programme in partnership with leading digital experts to provide training, mentoring and financial supports. These include a bespoke digital roadmap and action plan, grant funding for projects to enable areas like website enhancement, improved booking systems, new content and digital marketing strategies.

227 businesses will graduate from the programme in 2023 while a further 200 will be recruited to start a 2-year digital transformation programme this year.

HU

1. Integrated into the VEB2023 Mobile App the Veszprém Map Wanderer is a new approach to urban history and a novel, digital form of presenting the city.

It is a multi-layered map-based database. By clicking on a plot or a house, the history of the property or the building will be displayed with the help of the recorded data and the related digital archival sources. The sequence of ownership of the plots, houses, other buildings, land registry books from the archives, plans and contemporary photographs can be brought up from the records. A selection of exciting stories will be available from the descriptions built into the database.

[Veszpremier\) MapWanderer | Veszprém-Balaton 2023 \(veszprembalaton2023.hu\)](#)

2. [Hello Hungary](#) is a niche initiative in the field of tourism: a bilingual (Hungarian and English) multimedia guide for those looking for updated information on what Hungary has to offer, featuring an interactive map, an online magazine and an events calendar via Android and iOS applications, various social media platforms and a responsive website. Users are encouraged to read or even listen to the magazine's bilingual content on active, gastronomy, and cultural topics. The audio content is also available on Spotify and is broadcasted via radiocafé and TrendFMradio channels. There is also a narration that encourages domestic travel in the videos and VR content. The tourism guide is a practical compass thanks to its map visualisation, which displays the data sheets of over a thousand (and still growing) of attractions with a national spectrum outside Budapest. A complex filtering system enables users to find exactly what they need, providing tailor-made experience, topped with route planning, speed dialling, booking and many other practical information.

d) Open public datasets, which can be used for developing tourism-relevant services (e.g. transport data, museum collections, points of interest, etc.)

PT

Portugal developed a dedicated knowledge sharing platform (TravelBI by Turismo de Portugal) which disseminates data on the tourism industry in Portugal, main national and international trends and dedicated studies, surveys and reports in relevant topics for the tourism stakeholders.

The platform is publicly available at Turismo de Portugal's dedicated website and has gathered a lot of interest from stakeholders (+56k users and +310k page visualizations and 10k followers in social media).

More information here: <https://travelbi.turismodeportugal.pt/en/> (PT and ENG).

This platform also includes open data tools and a geo data platform (SIGTUR) which users may explore: <https://sigtur.turismodeportugal.pt/>

IE

Fáilte Ireland, the national tourism development authority is making certain data available under the Government Open Data Initiative. The concept of Open Data is about making data held by public bodies available and easily accessible online for reuse and redistribution. Open Data forms a core element of the Open Government Partnership national action plan.

Fáilte Ireland will make more datasets, with relevance to tourism services, available to the public in the future.

Currently there is three data sets available to the public with relevance to tourism services.

Accommodation – <https://data.gov.ie/dataset/accommodation>

Activities – <https://data.gov.ie/dataset/activities>

Attractions - <https://data.gov.ie/dataset/attractions>

Fáilte Ireland’s corporate website includes an interactive dashboards page where the public can find a collection of dynamic reporting tools that will allow them to access data quickly and easily, to suit their needs (see link below). Each dashboard contains a short demonstration video to help users navigate and apply the relevant filters.

The dashboards provide information pertaining to:

1. The supply of registered and approved accommodation stock in the Republic of Ireland.
2. Visitor numbers to attractions, based on Fáilte Ireland’s Annual Visitor Attractions Survey.
3. Inbound scheduled access to the island of Ireland, by air and by sea.

<https://www.failteireland.ie/Research-Insights/Interactive-Dashboards.aspx>

The Consumer Planning and Insights team at Fáilte Ireland are responsible for delivering best-in-class research and insights on Irelands visitor’s attitudes and behaviours.

The Survey of Overseas Travellers (SOT) is an important research project under the Consumer Planning and Insights team remit at Fáilte Ireland. The aim of the SOT is to determine the behaviour and trip characteristics of overseas tourists to Ireland. It is a face-to-face survey of 10,000 overseas visitors, carried out at the main air and seaports each year. It runs continuous from January to December. Sample size reflects market source, seasonality, and routing of inbound tourists. It employs a complex weighting structure using benchmark data from the Central Statistics Office to ensure the data is a representative of the overseas visitor population to Ireland as possible.

This year marks the first year that data from the Survey of Overseas Travellers will be available post-COVID.

EL

Microsite on data monitoring

To promote Greece as a smart tourist destination, we have developed a digital tool- a microsite- that is supporting data-based policymaking. The microsite is using the most recent digital technology and constitutes a mechanism for monitoring tourism policy at both national and regional level. The microsite is connected to the central website of the Ministry of Tourism and collects the available tourism statistics (i.e., arrivals, overnight stays, air traffic data, travel expenses, etc.), from various data providers (i.e. Bank of Greece, Hellenic Statistical Authority, Hellenic Ports Association), thus supporting the key role of the Ministry of Tourism in the planning and setting a tourism policy within the framework of its competencies. According to Law 4727/2020 on the digital governance of the country, the main axis is the open data and the further use of the public data in accordance with the respective European legislation. In this context, only the available and already published statistics are being collected. Updating and enriching the data will be a stable and ongoing process, since the statistical sources will be expanded as the result of the cooperation of the Ministry of Tourism with additional data providers, depending on the availability of new data sets.

“MyDigitalTourism” platform

The aim of the project is to transfer the data and functions of the current Registry of Tourism Enterprises (MHTE) to the new “MyDigitalTourism” platform and to ensure interoperability with public registries & systems. The project also includes digitization procedures between the Ministry of Tourism and its Regional Services, database interconnection, a system for recording arrivals and

departures and other statistical data at tourist accommodation and digitization of files. This action constitutes a digital tool that favors entrepreneurship and therefore advances the functioning of the EU Single Market, through the facilitation of the free movement of businesses.

e) Supporting digitalisation of tourism SMEs

FI

Visit Finland provides several services for supporting digitalisation of tourism SMEs; Visit Finland Data Hub as an inventory of tourism services, reports (e.g. how to choose the most appropriate digital sales channels and booking system) and training (e.g. a bootcamp in filling in the tourism services into different sales channels) and pilots in testing the advances technologies like AI in developing the tourism services and the back office functions of SMEs.

<https://www.visitfinland.fi/liiketoiminnan-kehittaminen/digitaalisuus>

AT

Digitalisation is one of the 9 key areas of action of Austria's national tourism strategy "Plan T – Masterplan for Tourism".

The KMU.DIGITAL programme supports Austrian SMEs (also in tourism) by providing advice on the topics of business models and processes (incl. resource optimisation), e-commerce and online marketing, IT and cybersecurity as well as digital administration. The further implementation of digitisation projects is also supported by new investments.

In March 2023 new funding guidelines for tourism SMEs were launched. These include a sustainability bonus of 7% for investments related to the three dimensions of sustainability: ecological, social, economic. Enterprises will receive the "digital" sustainability bonus, e.g. for investments in hardware and software contributing to the digitalisation of business models and processes, improvement of IT and cybersecurity, digital transformation of sales and distribution processes. More information: <https://www.oeht.at/>

Austria is currently analysing the feasibility of the digitalisation of guest registration including technical and legal aspects.

PT

The Fostering Innovation in Tourism initiative includes dedicated programs to improve digitalization of SME's in Portugal.

<https://business.turismodeportugal.pt/pt/Conhecer/Inovacao/programa-fit/Paginas/default.aspx>

IE

Digital that Delivers is a ground-breaking initiative from Fáilte Ireland, designed to power digital transformation for the visitor experiences sector (visitor attractions, activity providers and day tours). The programme runs over the course of two years and provides participating businesses with training, expert advice and financial supports to launch key digital projects, develop digital skills and drive more sales online.

As part of the programme, participating businesses can expect to build a bespoke digital roadmap tailored to support their digital needs, become more efficient with new technology and increase their capability. They will gain access to a suite of online learning tools, toolkits, webinars, expert-led workshops and 1-2-1 support.

To ensure long-term benefits of this free-to-participate programme, participating businesses will have to allocate approximately two to four days per month to attend training, meetings and for the implementation of the recommended technology and actions.

<https://www.failteireland.ie/digitalthatdelivers.aspx>

Shared best practices on resilience

b) Supporting fair, decent and attractive tourism jobs (including with authority inspections, leading by example)

AT

One of the nine key action areas of the national Tourism Strategy “Plan T – Masterplan for Tourism” concerns labour market and aims at “Optimizing the quality of training and better exploiting the potential for business measures to improve the attractiveness of working in the field of tourism.” The following measures are, among others, being taken:

- Increase of the yearly contingency for seasonal workers in tourism from 1,000 to 2,989 in 2022 and to 3,398 in 2023.
- Facilitations for core seasonal workers by loosening criteria; long-standing seasonal workers may receive permanent access to the labour market (red-white-red-card for core seasonal workers).
- Enabling skilled workers from third countries to work in additional professions with a declared lack of skilled workers (e.g. waiter).
- Qualification and support measures of staff

The Ministry also launched a social media campaign aimed specifically at young people to strengthen the image and attractiveness of the industry and demonstrate the versatility of tourism as an employer. It runs with the title “Team Tourism – strong branch, your chance!”

The first high-level exchange on the touristic labour market was held on 4 October 2022 and included stakeholders from social partners, academia, public employment service, and schools in order to discuss the way forward. The second meeting was held in April 2023.

In March 2023 new funding guidelines for tourism SMEs were launched. These include a sustainability bonus of 7% for investments related to the three dimensions of sustainability: ecological, social, economic. The funding shall also lead to improvements in the building of employee accommodation and rooms for child care. More information: <https://www.oeht.at/>

Furthermore, the Ministry together with the Austrian Bank for Tourism Development annually supports creative and innovative projects by SMEs in rural destinations (“lighthouse projects”) with a total of around 1 Mio. EUR. In 2022, the focus was on innovative employment models and employee concepts for hotels and gastronomy. More information on the winners here: <https://www.bmaw.gv.at/Themen/Tourismus/tourismusfoerderungen/leuchtturm2022.html>

IE

The Department participates on the Tourism and Hospitality Careers Oversight Group which is a voluntary group that brings together industry representatives, state agencies, Government Departments and the education sector to collectively drive sustainable employment across the Tourism Industry.

<https://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/Publications/tourism-careers-labour-research-pdf-1-8mb.pdf?ext=.pdf>

The Department of Tourism and Fáilte Ireland are also working with industry and Government to ensure a co-ordinated approach to addressing labour and skills shortages.

In 2022 the Department of Tourism and Fáilte Ireland worked closely with the Department of Enterprise, Trade and Employment (DETE) to ensure processing times for work permits were reduced significantly. In 2022, 2036 Employment Permit applications for Chefs were processed and processing time reduced from 21 weeks to 2 weeks in that time.

The Department of Tourism and Fáilte Ireland have also worked with DETE to increase work permit application success rates by providing information sessions to industry and reducing the failure rate from 40% in 2022 to circa 12% currently.

Chef applications are included with Standard General Employment Permit applications, these currently have a processing time of three weeks.

In 2023, 12,202 Employment permits issued to date of which 994 are - Accommodation & Food Services activities.

More information: <https://supports.failteireland.ie/business-supports/hr/recruitment-for-re-opening/guide-to-employment-permits/>

Fáilte Ireland launched the Employer Excellence programme in September 2022 to help participating businesses to improve their employer practices, and enhance their reputation as excellent employers.

The on-going suite of targeted supports being provided by Fáilte Ireland to participating businesses as part of the Programme is driving greater employee engagement in the sector, building the appeal of tourism workplaces and unlocking greater levels of business performance.

Of the circa 20,000 employees surveyed as part of the Employer Excellence Programme to date, 79% are proud to recommend their workplace to others. Key insights gathered from the first phase of employee surveys were presented to participating businesses in May, and these are feeding into the development of bespoke supports for businesses to help them to enhance their employee experience.

Fáilte Ireland continues to update its recruitment toolkit which has been downloaded by thousands of tourism businesses nationwide. The 2023 version now includes key information for those businesses seeking to recruit international talent, as well as providing key tips to accessing the best local talent.

The new toolkit features newly captured imagery of local tourism staff from businesses across the country.

Fáilte Ireland also has a dedicated toolkit for International Recruitment, providing businesses with specific information and best practice for recruiting talent from international markets.

More info:

<https://supports.failteireland.ie/tourismcareerstoolkit>

<https://supports.failteireland.ie/international-recruitment-guide/>

c) Enhancing awareness and offer on accessible tourism services

LU

<https://www.eurewelcome.lu/online/www/menuContent/home/ENG/index.html>

AT

Since January 2016, all areas dedicated to customer contact must be accessible in all businesses. The Ministry responsible for tourism together with the Austrian Federal Economic Chamber have published a number of guidelines and technical information leaflets online to inform tourism businesses on accessibility requirements. More information: <https://www.wko.at/branchen/tourismus-freizeitwirtschaft/barrierefreiheit1.html>

PT

The +Sustainable Tourism Plan 2020-23 specifically addresses "Accessibility for All" as «one the priorities of tourism activity insofar as only an inclusive supply, accessible to all, makes it possible to achieve the pillar of social sustainability, in addition to strengthening the competitiveness of businesses and tourist destinations». This Plan, which is available at <https://business.turismodeportugal.pt/SiteCollectionDocuments/sustentabilidade/sustainable-tourism->

plan-2020-2023-turismo-de-portugal.pdf), defines key actions like: a capacity building programme for professionals ("All for All Programme"); the definition of accessibility criteria for the attribution of support under the financing programs from Turismo de Portugal; and the creation of an "Accessible Beach Award", among other actions.

PL

A good example of such practice will be the 'Street View in the national parks of Podlaskie Voivodeship' project supported by the Ministry of Sport and Tourism in 2023. It will consist in creating virtual tours of the national parks in Podlaskie Voivodeship (Białowieża, Narew, Biebrza, Wigry), embedded in Google maps, in the Street View format, freely available to all Internet users. The task will consist in preparing Street View (172 km of routes) in the most attractive and naturally valuable parts of Podlasie national parks. The public task is a continuation of the "Street View on the Augustow Canal" project carried out by the Podlaskie Regional Tourist Organisation in 2018, subsidised by the Ministry of Sport and Tourism. The task will be implemented in Podlaskie Voivodeship, in the areas of national parks.

The main objective of the task is the promotion and development of Podlasie nature tourism with the help of innovative solutions in the form of the Street View tool, and the specific objectives are the promotion and development of branded tourism products - Podlasie national parks, increasing the attractiveness of the area of Podlasie Voivodeship as a destination through the use of innovative technologies, building a positive image of Podlasie Voivodeship and north-eastern Poland as a tourist-friendly region.

The Certificate of Good Practices of the Polish Tourism Organisation

The Certificate of Good Practices of the Polish Tourism Organisation (POT) is an innovative, free-of-charge project carried out by the Polish Tourism Organisation, the aim of which is to confirm the high quality of services provided by tourism entities and to distinguish and widely promote them among tourists planning a holiday in Poland. The project aims to showcase good practices used by tourism entities, as well as to support entrepreneurs in their efforts to create safe and sustainable tourism, develop and promote natural and cultural heritage, as well as tourism investments from the sectors of health tourism, barrier-free tourism and business tourism. The programme makes it possible to obtain the certificate for entities that operate in Poland and meet the assumptions of one of the categories, i.e. present good practices that they apply in their facilities. Currently, certification can be obtained in the following categories:

1. Polish Tourism Voucher (active until 31 March 2023).
2. travelling with children
3. barrier-free tourism
4. tourism in rural areas
5. sustainable tourism
6. Health-conscious tourism
7. Hygienically safe site
8. safe MICE facility

Thanks to the implementation of the project, a database of reliable, safe and proven tourist destinations was created, where tourists can find a holiday, a place according to their preferences:

<https://certyfikat.pot.gov.pl/dla-turysty/>

Today's consumers watch their spending carefully, are increasingly demanding and aware, regardless of the industry and the services or products they use. Before making a decision they check information about the offer, verify opinions and, above all, rely on recommendations. They expect

transparency and accountability from tourist facilities, and their trust is won by those entrepreneurs who can demonstrate certificates of quality of services or products offered.

As part of the project, the Polish Tourism Organisation (PTO) has created a Catalogue of Certified Entities, in which all certified businesses are collected together with their data, website and tourist offer, as well as the certification category, i.e. the good practices they apply in their facilities.

<https://certyfikat.pot.gov.pl/efekty-projektu/>

The Certificate of Good Practice not only helps to create good standards and services, but also enhances business competitiveness and is an excellent tool for promoting entrepreneurs who provide top-quality services. In the project, more than 3,800 entities across Poland were awarded the certificate.

Competition for the Best Tourist Product - POT Certificate

The Polish Tourism Organisation has been running the competition for the Best Tourist Product since 2003. The aim of the competition is to increase the quality and competitiveness of the tourist offer by creating products that are not only distinguished by their tourist attractiveness, but are also innovative, tourist-friendly and offer many opportunities to spend free time in an interesting way. The assessment of the applications takes into account, among other things, accessibility for the tourist or the use of modern technology and innovation in product development.

Details at <https://certyfikaty.polska.travel/>.

IE

Fáilte Ireland, the national tourism development authority provides guidance on accessible tourism. Accessible Tourism offers a means of unlocking and future-proofing valuable new market segments. It is vital that tourism businesses and destinations fully understand the business opportunities in Accessible Tourism while appreciating the barriers and challenges of customers. This will ensure we continue to invest in delivering excellence in customer service that is inclusive for all.

In 2023 Fáilte Ireland is developing a comprehensive plan and programme of supports for the tourism sector to be inclusive to all. This will be implemented from 2024 to build awareness and understanding in the industry to ensure tourist destinations, products and services are enjoyed equally by everyone.

<https://supports.failteireland.ie/accessible-tourism/>

EL

Certification of Tourist Destinations and Businesses with Accessibility Label

A project which is part of the National Action Plan for the Rights of Persons with Disabilities: Establishment of a procedure for the award of "Labeling Accessible Tourism" in order to promote and highlight destinations that meet specific criteria in areas such as an appropriate environment, infrastructure and transport, Information and Communication Technologies (ICT) and also public facilities and services in order to be accessible to citizens and visitors with disabilities.

d) Use of accessible public procurement in tourism related services

IE

Public procurement in tourism is accessible on the Irish Governments procurement website, www.etenderd.gov.ie

This website was developed by the Department of Finance and is designed to help find and publish tender notices on government and public sector procurement across Ireland

e) Supporting diversification of tourism services across seasons and customer groups

PL

The programme Poland See More - Weekend at Half Price consists of preparing and collecting tourist offers at 50% discounts. The Ministry of Sport and Tourism and the Polish Tourism Organisation have organised the campaign twice in 2022. The campaign is aimed at both the tourism industry and tourists. Thanks to it, every Pole can discover the beauty of our country at favourable prices. In 2022, the campaign took place over two weekends in November. 18-20 and 25-27/11/2022. For the tourism industry, this is a great opportunity to promote their offers, also outside the main tourist season.

Link: <https://polskazobaczwiecej.pl/>

HR

In the framework of the NRRP and the public call on Regional diversification and specialization of Croatian tourism through investments and development of tourism products with high added value, Ministry of Tourism and Sport will support development and/or adaptation of public tourist infrastructure in the Republic of Croatia, and contribute to green and digital transition in the areas of (1) Visitor infrastructure, (2) Active tourism infrastructure, and (3) Infrastructure in the function of the development of spa and wellness tourism. Grants within the framework of this Call will depend on the tourism development index in such a way that investments in less developed tourist areas outside the main tourism and coastal areas will be additionally encouraged.

IE

In Ireland, the domestic market is critical for sustainable recovery and plays a key role in driving regional and seasonal spread. This year, Fáilte Ireland have plans to increase tourism revenue from the domestic audience, which includes the Republic of Ireland and Northern Ireland. To do this, Fáilte Ireland will :

- Continue to focus on and invest in our regional brands.
- Grow the numbers of consumers who say they 'Intend to take a trip in Ireland' through the Keep Discovering campaign, weather sponsorship for national TV station and other media channels
- Encourage consumers to book a trip by promoting festivals, events, occasions and other great reasons to travel
- Build new partnerships with third parties to promote new campaigns and drive bookings, and use the Fáilte Ireland websites to drive customer referrals directly to tourism businesses
- Continue to provide tourism businesses with easy-to-use best practice tools through our sales and marketing supports

<https://www.failteireland.ie/Utility/News-Library/Failte-Ireland-unveils-2023-plans-to-help-drive-su.aspx#:~:text=In%202023%20F%C3%A1ilte%20Ireland%20will%20be%20focusing%20on%20getting%20more,drive%20consistently%20good%20employment%20practices.&text=Continue%20to%20focus%20on%20and%20invest%20in%20its%20regional%20brands.>

EL

Agrotourism and Gastronomy

The main objective is the development of a network (interconnection system) of agri-food, gastronomy and tourism (AGTIS), which will ultimately function as a thematic national DMO for gastronomy and agritourism. The end-result of AGTIS shall be a reflection of all existing agrotourism-related products, services and experiences available in Greece. The digital display of the AGTIS Network is to be connected to the portal of the Greek National Tourism Organization www.visitgreece.gr. In this context, the project involves the financing of an industry study concerning the mapping of offered products and services and a respective strategic action plan, the development of a platform with interactive digital mapping of the existing tourism products and services, as well as branding and promotional activities for both the information and mobilization of interested parties to participate in the network and the international promotion of the AGTIS network.

f) Supporting developing tourism which respects well-being of residents

AT

The national tourism strategy “Plan T – Masterplan Tourism” defines as one of its nine key aspects: “Designing tourism in a way that allows for the harmonious co-existence of both guests and the local population”. More information: <https://www.bmaw.gv.at/en/Topics/tourism/plan-t.html>

One of the most important indicators for the need for action in this regard is the measurement of tourism acceptance within the Austrian population. This was measured for the first time in January 2020. It was repeated in 2021 and 2022 over the course of the year by means of a representative study of over 2,000 persons between 15 and 75 years of age. Questions relate to the personal opinion and impression of tourism as well as the personal identification with tourism and an estimation of the importance of tourism for Austria. From this data, an index on tourism acceptance was calculated (2021: 78 out of 100, 2022: 76). The measurement will be continued for the year 2023. In 2024 it will be adapted and relaunched. More information:

<https://www.bmaw.gv.at/Themen/Tourismus/tourismuspolitische-themen/nachhaltige-entwicklung/tourismusakzeptanz.html>

IE

A key focus on the tourism policy is to animate a destination and facilitate interaction between overseas visitors and local residents. A positive experience with local residents inspires visitors throughout their visit and evokes a positive emotional response. This build advocacy and drives the desire for visitors to want to visit again and again.

Fáilte Ireland the national tourism development authority has undertaken surveys to determine residents’ satisfaction with tourism and the results have been shared with relevant stakeholders such as local authorities.

Fáilte Ireland has developed a Tourism in the Community toolkit. Community tourism business reaches into every part of Ireland and projects that are driven by local pride and vision produce powerful and far-reaching economic and social benefits. Tourism in the Community supports assist local government authorities, community groups and any community led businesses to develop and grow tourism in their communities.

This toolkit which helps community tourism groups, providing a step-by-step process to the business of setting up a new initiative. It is also a great resource for groups that want to consolidate, grow, and deliver greater economic benefits from an existing project to revitalise the community post-COVID.

<https://supports.failteireland.ie/tourism-in-the-community/>

Regional Tourism Development

Fáilte Ireland has launched four new Regional Tourism Development Strategies 2023-2027 which will provide a framework for sustainable tourism development across Ireland.

The Regional Tourism Strategies for Ireland’s Ancient East, Wild Atlantic Way, Ireland’s Hidden Heartlands and Dublin were launched at Mount Congreve Gardens, Waterford.

The Regional Tourism Development Strategies outline a vision for tourism which contain a five-year strategic framework for the sustainable development of Fáilte Ireland’s regional brands. By capitalising on the uniqueness of each brand they set a clear path ahead for the development of new and enhanced visitor experiences, building greater capacity and capability into the industry, and provide a clear strategy for attracting visitors that will stay longer and spend more.

The Regional Tourism Development Strategies will be activated across every region through a series of local area action plans, referred to as Destination and Experience Development Plans (DEDPs). Fáilte Ireland’s commitment is for every part of the country to have a detailed tourism development action plan created in partnership with local stakeholders.

Shared best practices on skills and support for transition

a) Dissemination of EU Agenda and Transition pathway objectives (green and digital transitions and resilience building) towards stakeholders

AT

The Ministry regularly informs on the latest developments regarding the European Agenda for Tourism 2030 and the TTP through its newsletter, which is sent to a large number of stakeholders in Austria.

PT

Dissemination of specific information on the institutional (<https://www.turismodeportugal.pt/pt/Paginas/homepage.aspx>) and Business (<https://business.turismodeportugal.pt/pt/Paginas/homepage.aspx>) portals of Turismo de Portugal;

PL

The Department of Tourism of the Ministry of Tourism has published news on an ongoing basis on the process of developing the Agenda for Tourism and the path of transformation. The information is published on the Ministry's website, at: <https://www.gov.pl/web/sport/wiadomosci>.

In addition, information on the implementation of the transformation pathway and the submission of pledges by sector participants has been communicated directly to business conveners.

HR

Ministry of Tourism and Sport is regularly informing national tourism stakeholders about EU Agenda and Tourism Transition Pathway sending emails and inviting them to join to the co-implementation process of activities contained in Tourism Pathway addressing one of pledges or commitments. The information is also available on the ministry's website.

EL

The Ministry regularly informs the national tourism stakeholders on the latest developments regarding the European Agenda for Tourism 2030 and the Tourism Transition Pathway through sending emails and inviting them to join to the co-implementation process by assuming of pledges or commitments.

b) Supporting best practice sharing between stakeholders, award-winning cities etc.

SL

<https://www.karieravturizmu.si/sl>

<https://www.tiktok.com/discover/turizem-je-zakon>

AT

Co-operation with other ministries, departments, institutions and the tourism industry is organised for specific topics either long term via permanent working groups or round tables (e.g. implementation of Plan T – Masterplan for Tourism, sustainable mobility, visa, bike tourism), or on a case-by-case basis (e.g. development of new funding schemes, new legislation affecting tourism).

The Ministry is cooperating

- with the Länder in a Steering Group for Tourism
- with the Austrian Economic Chamber in financing and supervising ANTO
- with ANTO in tourism marketing activities
- with the Austrian Bank for Tourism Development (OeHT) and the Länder in tourism funding
- with stakeholders in regular round-tables on various issues

- with all social partners on questions of business related issues within the general tourism policy and horizontal issues of tourism development (e.g. in carrying out specific initiatives in tourism education and training, barrier-free activities, mobility issues)
- with the Austrian Federal Ministry of Climate Action, Environment, Energy, Mobility, Innovation and Technology in the field of the Austrian Ecolabel, sustainable tourism mobility and cycling tourism

The substantial involvement of stakeholders in these groups and other events allows for a broad sharing of good practices and ideas. The Austrian Tourism Day (yearly event), organised by ANTO in cooperation with the Ministry, additionally bring together the most important stakeholders to discuss current issues of importance in tourism. More information: <https://www.tourismustage.at/>

PT

Dissemination of specific information on the institutional (<https://www.turismodeportugal.pt/pt/Paginas/homepage.aspx>) and Business (<https://business.turismodeportugal.pt/pt/Paginas/homepage.aspx>) portals of Turismo de Portugal;

HR

Ministry of Tourism and Sport created a sub-page Croatia, naturally yours <https://mint.gov.hr/odrziviturizam> which contains info about projects, funding opportunities, international cooperation in tourism, education and tourism management and relevant news.

IE

Fáilte Ireland's Business Tourism team have developed a communications toolkit to help Destination Management Companies (DMCs) communicate and engage with international buyers, partners and stakeholders more effectively as we work to rebuild and prepare for the recovery of International Tourism

<https://supports.failteireland.ie/wp-content/uploads/2021/06/Failte-Ireland-DMC-Communications-Toolkit.pdf>

c) Providing effective information channels towards stakeholders on knowledge, resources and funding opportunities on tourism

LU

<https://guichet.public.lu/fr/entreprises/financement-aides.html>

AT

See Point above. Additional: Comprehensive website, Newsletter, SDG Platform

PT

Organization of webinars on specific topics, in partnership with relevant national entities (e.g. European funding opportunities, with the collaboration of Agência para o Desenvolvimento e Coesão, the Portuguese authority for the management of ESI Funds).

IE

The Digital that Delivers programme is a ground-breaking initiative from Fáilte Ireland, designed to power digital transformation for visitor attractions, activity providers and day tours over a two-year programme. This programme supports businesses to showcase their product in front of more domestic and international customers, grow online sales, and develop digital skills. Businesses on this programme will become more promotable, searchable, and ultimately bookable online. Fáilte Ireland is delivering this programme in partnership with leading digital experts to provide training, mentoring and financial supports. These include a bespoke digital roadmap and action plan, grant funding for projects to enable areas like website enhancement, improved booking systems, new content and digital marketing strategies.

227 businesses will graduate from the programme in 2023 while a further 200 will be recruited to start a 2-year digital transformation programme this year.

HU

Tourism audit, 10 months of 10 challenges, summary:

<https://www.greendestinations.org/veszprem-hungary/?fbclid=IwAR2rgCvn1JQ9mi4GHEZ1ytxfe-ORSyHVn92sKjB9F3NzNoYRB1YOG6KdNCM>

An important aim of the programme, developed with the help of ECoC staff and tourism professionals, is to provide those in direct contact with tourists, such as restaurants, hotel receptionists and passenger transport operators, with thorough and up-to-date information on the ECoC's programmes and infrastructure developments.

The primary target groups of the training are:

- Tourism frontline staff (VTE members, staff of other accommodation, cafés, restaurants, attractions, information officers)
- Management of tourism service providers (VTE members, other accommodation, cafés, restaurants, attractions)

Secondary target groups:

- Community transport operators (V-Bus, Volán and MÁV employees based in Veszprém)
- Passenger transport companies (Bakony Taxi, other taxi drivers, bus service providers)
- Front-line employees of downtown commercial units and service providers (e.g. travel agencies, exchange offices)

d) Developing new skills profiles for tourism education and training

LU

<https://www.ehtl.lu/formations/tourisme-3/>

<https://www.bbi-edu.eu/>

AT

Austria has a well-established and successful tourism education system with tourism schools, an apprenticeship system (dual education) and renowned academic institutions (universities and universities of applied sciences).

The Ministry is in regular exchange with tourism schools. Work is ongoing for a new curriculum for tourism schools with the aim of finalisation by 2026 (lead: Ministry of Education).

PT

Promotion of online and face-to-face courses on various aspects/areas of the tourism sector and for different target audiences, accessible through the Digital Academy of Turismo de Portugal (<https://academiadigital.turismodeportugal.pt/>).

MT

The Institute for Tourism Studies has recently launched a separate Training School to cater for re-skilling and upskilling of employees in the industry and for prospective employees. This provides hands-on, industry-related training. The training is accredited, can be off-the-shelf and bespoke, and can be delivered at the workplace. The courses cover six categories: hotel management, Food and Beverage, Travel and Tourism, Events and Leisure, Sports and Wellness; Other training.

<https://its.edu.mt/>

<https://www.trainingschool.its.edu.mt/>

e) Supporting establishing regional and local skills partnerships for tourism

PT

The "Closer Training" Programme, developed by the Schools of Turismo de Portugal in partnership with local authorities, was launched in FEB22 to decentralize training in tourism and adapt it to local needs throughout the national territory. The training programs vary between 50 and 200 hours and are tailored to each territory, based on a diagnosis carried out by Turismo de Portugal with each municipality; based on this diagnosis, a training plan is created to respond to the local needs of the tourist activity along with a complementary plan that contributes to the enhancement of the territory and to the training of employees from the municipality and/or partner entities.

Additionally, in 2019 Portugal created a National Commission for training in tourism, which gather actors at national, regional and local level.

IE

Failte Ireland recently launched a series of regional development strategies. One of the most important parts of these strategy will be to support our tourism providers with the skills they need to navigate an uncertain operational environment and to be prepared to seize the opportunity when it presents itself. In recognising the challenges facing the industry in terms of labour shortages and rising input costs, Failte Ireland will deliver supports in a number of ways. These include Account Management, Network and Cluster Development and the implementation of National Support Programmes.

<https://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/Irelands%20Ancient%20East/Draft-IAE-Regional-Tourism-Development-Strategy.pdf>

f) Supporting upskilling and reskilling tourism current and potential tourism workforce (e.g. employed, unemployed, part-time workers)

AT

Numerous programmes of the Public Employment Service (AMS) exist for people without jobs, people with a migration background and refugees to integrate these people into the tourism labor market.

<https://www.ams.at/arbeitsuchende/topicliste/tourismus-jobs>

PT

The qualification of workers in the Tourism sector is one of the priorities of the Portuguese Tourism Strategy 2027, and the "Closer Training" Programme, which is aimed at entrepreneurs, managers, intermediate and operational staff, covers both upskilling and reskilling processes with a view to adding value to businesses and territories; additionally, it proposes to be an instrument for attracting talent, qualifying people from other sectors and/or unemployed people who want to enter the tourism sector.

MT

The ITS Training School develops and delivers accredited, short off-the-shelf and bespoke training for the industry in order to address the skills gap, enhance the skill sets and the re-skilling and upskilling of employees in the industry and for prospective employees.

<https://www.trainingschool.its.edu.mt/>

HR

The Ministry is conducting a public call tender for co-financing projects of associations in tourism and in 2022 the public tender was divided into two program areas: PAPP1 – projects to encourage career development in tourism and PA2 – projects to develop awareness of accessible tourism.

PA1 - funds are intended to co-finance projects that contribute to motivating career development in tourism, intensifying cooperation and interaction between vocational schools and employers, and strengthening the attractiveness of tourism professions

PA2 - the funds are intended for the co-financing of projects that contribute to the inclusion of people with disabilities in the labor market in tourism, encouraging employers and tourist boards in tourism to develop accessible tourism

Considering the specific problems of education in the sector of tourism and hospitality, such as outdated education programs and a fragmented network of schools, the projects of VET centers of competence that were introduced as places of excellence for training HR in tourism were continued in 2022.

The centers adhere to relevant national and EU policies (Croatian Education, Science and Technology Strategy, Croatian Tourism Development Strategy by 2020, the VET System Development Program, the Program for Strengthening Competitiveness of Human Resources in Tourism and Vocational Education and Training Act, Law on Amendments to the Law on Vocational Education which defines the term "Centers of competences").

The establishment of VET centers focuses on the vocational education for pupils with the emphasis on practical work, but it will also provide continuous education targeting SME employees, education professionals and unemployed persons. The centers promote partnerships and networking among different stakeholders as well as support a high-quality infrastructure, modern equipment and innovative learning models adapted to regional labor market needs.

The foundation of the sustainability of the centers lies in the ongoing cooperation with employers who help provide guidance on specific knowledge needed for quality service in today's dynamic tourism sector.

Six VET centers of competences were contracted in June 2020. Full implementation of planned activities is expected by the end of 2023.

In March 2021, the Ministry of Tourism and Sport announced the Public Call for proposals "Improving the access of vulnerable groups to the labor market in the tourism and hospitality sector II" with a total value of EUR 3,670,449.27. The objective of the Call was to increase the employability of vulnerable groups (persons with disabilities). The aim of the Call is improving of professional and andragogic knowledge of experts in the tourism and hospitality sector for working with people with disabilities. After the tender procedure, 14 project proposals were granted in the total amount of EUR 3,615,062.47. Implementation of projects should be completed by the end of 2023.

Furthermore, the implementation of the first Public Call "Improving the access of vulnerable groups to the labor market in the tourism and hospitality sector" with a total value of EUR 8,185,043 was continued. The objective of the Call was to improve the professional and pedagogical skills and knowledge of experts from the tourism and hospitality sector for working with vulnerable groups and to improve the professional knowledge and general competences of vulnerable groups (unemployed persons under 25 years of age, persons over 54 years of age, persons with disabilities) necessary for work in the tourism and hospitality sector. The implementation of the projects ended in April 2022.

IE

Fáilte Ireland launched learniFI, a new learning management system in March 2023 offering online courses to support the development of careers in tourism.

Whether a new starter learning new skills or a more experienced employee looking for career progression, the learning platform learniFI provides learning programmes that can be accessed anytime, anywhere.

More info: <https://supports.failteireland.ie/welcome-to-learnifi/>

To promote tourism careers among the next generation of talent and their influential audiences, tourismcareers.ie continues to be developed resulting in further increases in traffic. Initiatives include

a Transition Year Work Placement Programme to give Transition Year students a high-quality work placement.

Surveys show that around 40% of those who complete a placement in participating businesses have secured part time employment as a result.

There are work placement opportunities available in every county and we are continuing our outreach with local businesses to increase business numbers to assist recruitment of local young talent.

More info at <https://www.failteireland.ie/tourismcareers>

Following Government insights indicating that many Ukrainians continue to look for employment in Ireland, Fáilte Ireland has collaborated with the Department of Social Protection to amplify job vacancies and career opportunities at [tourismcareers.ie](https://www.failteireland.ie/tourismcareers) to Ukrainian jobseekers.

A bespoke information email was sent to nearly 17,000 Ukrainian jobseekers, resulting in a large spike in activity at the Live Jobs section of [tourismcareers.ie](https://www.failteireland.ie/tourismcareers)

Fáilte Ireland has also created a range of induction, practical skills and customer service eLearning supports in Ukrainian to support businesses who recruit Ukrainian people to onboard them effectively.

More info: <https://www.failteireland.ie/tourism-careers/industry-supports-for-ukrainian-citizens.aspx>

HU

Hungarian Tourism Academy Ltd (Magyar Turizmus Akadémia Kft.) is the leading tourism specific, vocational educational institute of Hungary, specialized in on-the-job trainings and re-trainings of the tourism business sector. The company itself represents the whole tourism sector, as the owner of the company, Hungarian Tourism Association Foundation (Magyar Turisztikai Szövetség Alapítvány) is funded and supported by all the tourism associations. Therefore, Hungarian Tourism Academy has a major advantage in connecting business customers with labour market training needs through the excellent network of the tourism associations.

The company's primary focus is to support the recovery and workforce sustainability of the sector by helping to increase the influx and integration of quality-trained, skilled tourism professionals. Its objective is to further build on mid-level, or higher studies with a wide spectrum of competency-enhancing courses in communications, sales and marketing, leadership, protocol and tourism vocational trainings. The company has 9 employees, working with 10+ trainers, and had approx. 1800 learners since the establishment in 2020. Strategic educational goals are shifting the paradigm and supporting adaptability to the ever-changing and volatile tourism environment and shaping the attitude in terms of quality service and a guest centred approach.

The activities & experience include the development of sector strategic specific upskilling and re-skilling training programs for business customers representing the whole tourism sector. Hungarian Tourism Academy stands as a guarantee for quality trainings with highly-skilled trainers, all professionals in their respective fields. We have also pioneered in the digitalization of tourism education by developing e-learning materials, platforms that will be accessible to individuals wishing to study at their own pace, as well as for companies and business partners wishing to upskill their workforce. E-learning topics cover leadership competencies, sales and marketing, communication with guests and team communication, protocol and etiquette, foreign language, and digital competencies.

EL

Under RRF funding, the project aims at upskilling and reskilling human resources in the tourism sector. Through brief vocational programmes, it is designed to equip the workforce of any age with the skills needed in the labour market as well as with skills in line with the green and digital transition. The required legal framework has been completed [Law 4875/2021 (Gov. Gazette A' 250) Art. 70 on vocational and training programs]. A contract has also been signed with the selected Project Management Office (PMO) that will carry out the preliminary actions in the implementation process. Next steps include (i) a JMD regarding (indicatively) courses' speciality areas, curricula, terms and

conditions for selection of educational units, candidate selection and programme evaluation procedure, (ii) contract award for the PMO that will assist the Ministry of Tourism in the implementation of measure 16921 (including electronic platform set up for submission of applications), (iii) contract award for the educational unit that will undertake the implementation of the educational programme and (iv) two cycles of courses (out of four in total).