

# The EU tourism policy



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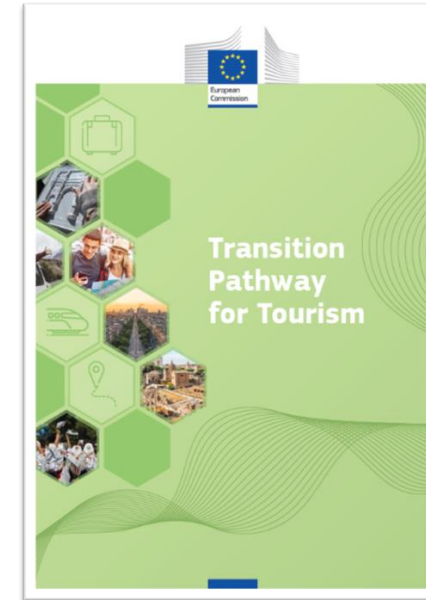
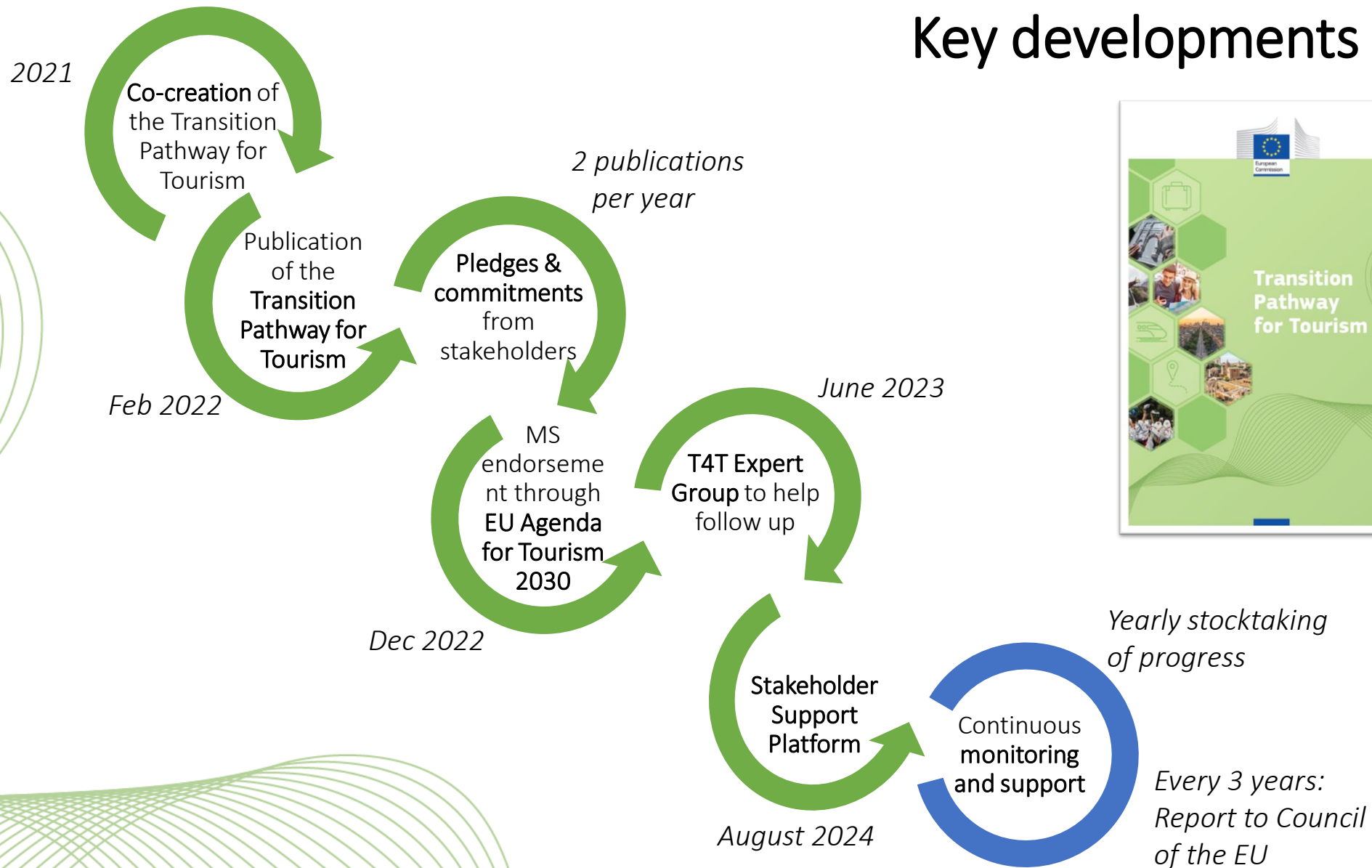




# Strategy



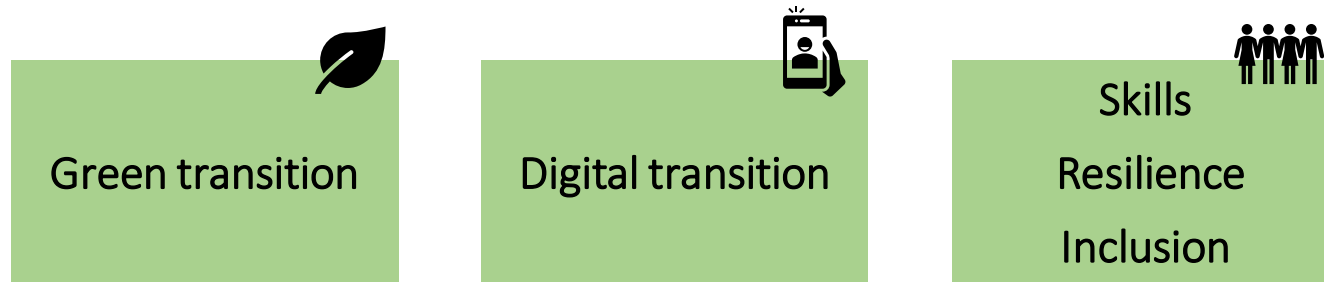
# Key developments in the EU





# Establishment of the T4T Expert Group (June 2023)

3 subgroups:



## Objectives:

- Act as a bridge between broader stakeholder community and the European Commission
- Facilitate collection of pledges
- Support monitoring of Transition Pathway and EU Agenda 2030 (stocktaking report...)
- Community support: Webinars, monthly focus topics, content creation



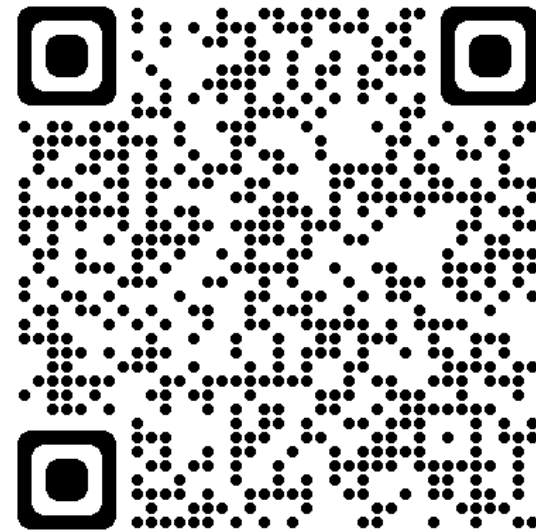


# Implementation



# Co-implementation: we look for pledges

**A WAY FOR STAKEHOLDERS TO  
SHOWCASE THEIR INITIATIVES**





# Transition Pathway for Tourism: Stocktaking (Jan 2024)



It is a very dense report ... but you can choose how to use it



**State of the art  
summary** of  
recent policy  
developments



**Go to guide** for  
recent data and  
statistics



**Evidence** of real  
actions across  
MS, public and  
private actors,  
individuals



**Inspiration** for  
decision-makers,  
collaborators and  
managers to  
transition  
towards new  
ways of tourism



**Best practice  
examples** from  
diverse  
practitioners

Available at [Publications Office website](#)





# Tools and actions

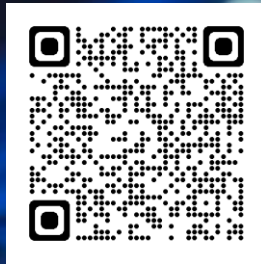


# Common European Tourism Data Space

Communication

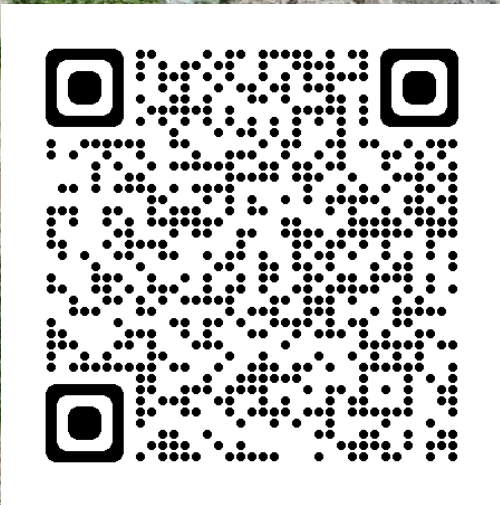


Blueprint



- **July 2023:** Commission publishes **Communication** *“Towards a Common European Tourism Data Space: boosting data sharing and innovation across the tourism ecosystem”*
- **October 2023:** **Blueprint & Roadmap** for deploying the European Tourism Data Space
- **September 2024-August 2027:** Project to set up the **infrastructure** of a tourism data space funded by the Digital Europe Programme (EUR 8 million)
- **Ongoing:** Discussion on a European Digital Infrastructure Consortium (EDIC) for the **management** of the data space





# TOURISM OF TOMORROW DATA DRIVEN DESTINATIONS HUB

Creation of a Competence Centre to support data  
management in tourism destinations

Build a knowledge  
support scheme to  
assist EU tourism  
destinations

Provide tailor-made  
digital solutions and  
data for DMOs and  
tourism SMEs

Integrate results  
and learnings into  
a business plan to  
set up and sustain  
the Centre

Upscale beyond the  
partnership and build  
a data-driven tourism  
community

Implement the  
Centre and  
ensure its  
continuity

[D3HUB Competence Centre \(d3hub-competencecentre.eu\)](https://d3hub-competencecentre.eu)

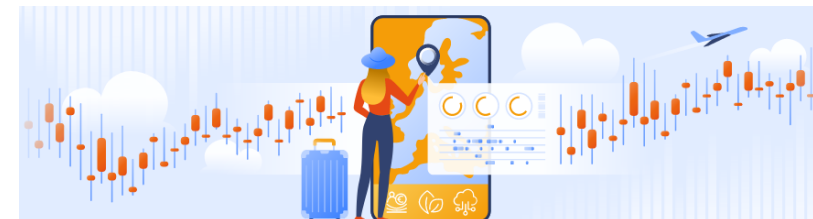


# EU Tourism Dashboard (updated Oct 2023)

Online knowledge portal on the **green and digital transition**, and **socio-economic resilience** of European tourism destinations:

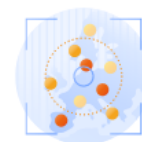
- 30+ indicators / descriptors
- Updated annually
- EU27 + Switzerland, Iceland, Norway (at national and regional level)
- Combines traditional and new data sources
- Web-interface, with API

Developed jointly by **DG GROW** and the **JRC**, in consultation with **Member States** (Tourism Advisory C)



## My destination view

Select a country or region to go to 'My destination' view. In this page, all indicators available in the EU Tourism Dashboard are displayed for the selected tourism destination (country or region).

[Go >](#)

## Indicator map view

Select an indicator to see it displayed on a map. This allows for an easy comparison of the indicator values across tourism destinations (country or regional) in Europe.

[Go >](#)

## Monthly data view

Select a country or region to visualise tourism demand statistics at high temporal resolution (data automatically fetched from Eurostat).

[Go >](#)



# Indicator framework

## Green pillar

- Air travel emission intensity
- Tourism GHG intensity
- Tourism energy intensity
- Share of trips by train
- Excellent bathing water
- Dependence on distant origins
- Adoption of ecological schemes

## Digital pillar

- E-commerce sales
- Enterprises using social media
- Personnel training on digital skills
- Enterprises seeking ICT specialists
- Internet speed at tourism destinations
- Accommodations listed online

## Socio-economic pillar

- Tourism intensity & seasonality
- Dependence on top 3 countries of origin
- Tourism diversity
- Average tourism expenditure
- Contribution of tourism to employment
- Economic contribution of tourism

## Tourism descriptors (demand & supply)

- |                            |                                |   |
|----------------------------|--------------------------------|---|
| ▪ Nights-spent             | ▪ Tourism density              | ▪ Presence of blue flags                  |
| ▪ Arrivals                 | ▪ Dominant tourism typology    | ▪ UNESCO sites                            |
| ▪ Tourism capacity         | ▪ Share of foreign tourists    | ▪ Share of protected/designated land      |
| ▪ Occupancy rate           | ▪ Progress of tourism recovery | ▪ High nature-based tourism opportunities |
| ▪ Average duration of stay |                                |   |





# Stakeholder Support Platform (August 2024)

- Increased visibility and information sharing – news, articles, events, tailored recommendations and searches
- Monthly focus topics prepared by the T4T expert subgroups (webinars, topic-focused articles, goal-oriented discussions with end summary)
- Link to relevant resources: UN SF-MST, EU Tourism Dashboard, Tourism Flagship Projects...

Personally tailored  
entry page

Map

Calendar

Free search

Section exploration

- News
- Articles
- Best practices
- Data
- Reports
- Studies

- Handbooks and guidelines
- Policy
- Legislation
- Networks
- Business support opportunities

- Pledges
- Tenders
- Funding opportunities
- Webinars
- Projects

- Events
- Courses
- Collaborative documents
- Discussion threads

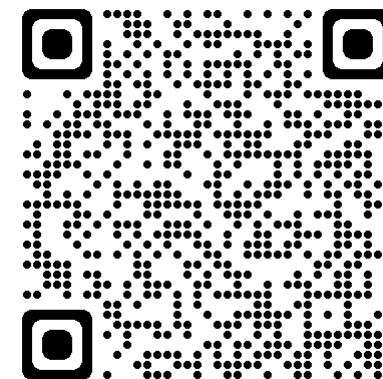
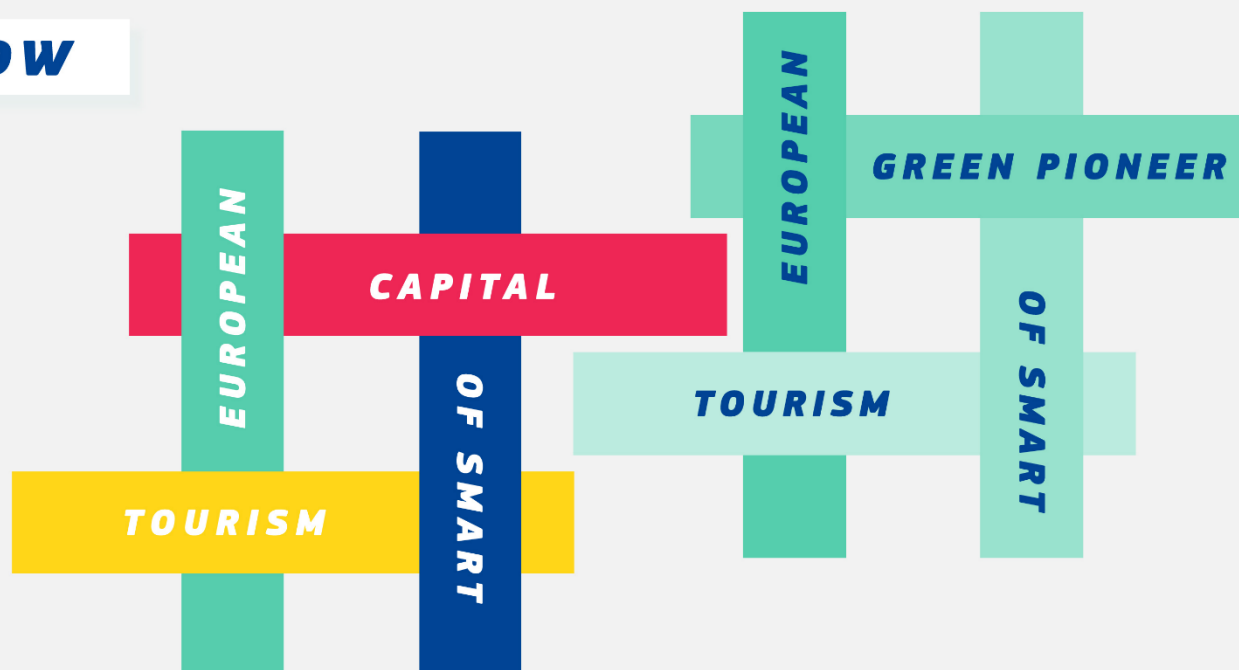


# Opportunities for networking and visibility

## 2025 EUROPEAN CAPITAL & GREEN PIONEER OF SMART TOURISM COMPETITIONS

INITIATIVE OF  
THE EUROPEAN UNION 

***APPLY NOW***





# Projects supported by the European Parliament





# Supporting sustainability and resilience of EU tourism destinations

ONGOING




## THE OBJECTIVE



Facilitate change towards more **sustainable and resilient tourism destinations**, aligned with the Transition Pathway for Tourism.

Focus on **Destination Management Organisations (DMOs)** in EU MS (NUTS 2 and NUTS 3 or lower).

## MAIN DELIVERABLES

-  Survey to 500+ local & regional DMOs
- Mapping & compilation of key challenges and good practices for destinations
-  Peer-to-peer twinning mechanism for DMOs with common challenges
- Online peer collaboration tool to support DMO twinning
-  Communication campaigns towards DMOs & the general public

## CONSORTIUM

 **intellera**  
consulting

**Scholz  
& Friends**

 **ZENAT**  
Centre for Sustainable Tourism

 **ANY SOLUTION**

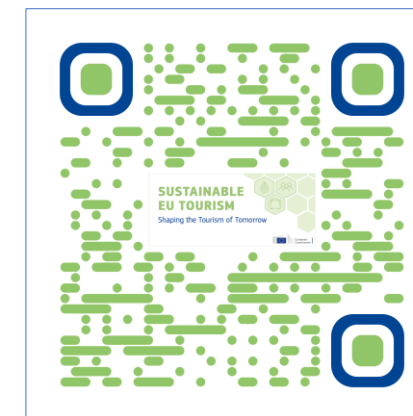
 **Baltic Media**  
GLOBAL LANGUAGE SERVICES

With the support of



## SUSTAINABLE EU TOURISM

Calling all European DMOs!



Fill out the survey by 31 May

[https://single-market-economy.ec.europa.eu/sustainable-eu-tourism-shaping-tourism-tomorrow\\_en](https://single-market-economy.ec.europa.eu/sustainable-eu-tourism-shaping-tourism-tomorrow_en)



Funded by  
the European Union



# Crisis Management and Governance in Tourism

## THE OBJECTIVE

Strengthen the EU's tourism ecosystem governance, making it more **resilient** and better prepared for **resisting, managing** and **mitigating** crises.

## KEY MILESTONES

Duration: 18 months

Jan 2023

Sep 2023

Jun 2024

### WP1

Analysis of crisis management in the tourism ecosystem



### WP2

Assisting tourism authorities and sectors to improve tourism governance and resilience



### WP3

Development of best practices and learning materials for crisis resilience



Stay tuned for learning materials in the 2nd semester of 2024!

## THE NUMBERS

**55**

Service Beneficiaries

**50**

Destinations

**22**

Countries

**5**

Professional Associations

**5**

EU

**10**

Regional

**27**

National

**13**

Local

## KEY OUTCOMES

### Recommendations & Best Practices

Development of guidance and collaboration materials as well as recommendations and best practices for the tourism ecosystem

### 55 Advisory Services

Which resulted in:

- Risk assessment
- Crisis management situational assessment
- Action plans

### Learning materials

Which will improve destinations and cross-border professional associations' governance and resilience and their situational understanding of the tourism context and capabilities

Tourism ecosystem better prepared to respond, manage and recover from crisis events



# Development of Product Environmental Footprint Category Rules (PEFCRs) and acquisition of relevant Environmental Footprint compliant datasets for hotel accommodation sector

## OBJECTIVE

Support tourism accommodations by enabling them to measure their environmental impacts, adopting a life-cycle approach and using a tested method of Product Environmental Footprint (PEF), developed by the Commission.



Develop Product Environmental Footprint Category Rules (PEFCRs) for the hotel accommodations

Define and acquire the necessary Environment Footprint compliant datasets

Draw lessons and recommendations for sub-sectors

Structured engagement of the relevant stakeholders

## TIMELINE



## CONSORTIUM

Adelphi

Studio Fieschi

Maki Consulting

HOTREC



Funded by  
the European Union



# Code of conduct for online ratings and reviews for tourism accommodation

ONGOING

## OBJECTIVE

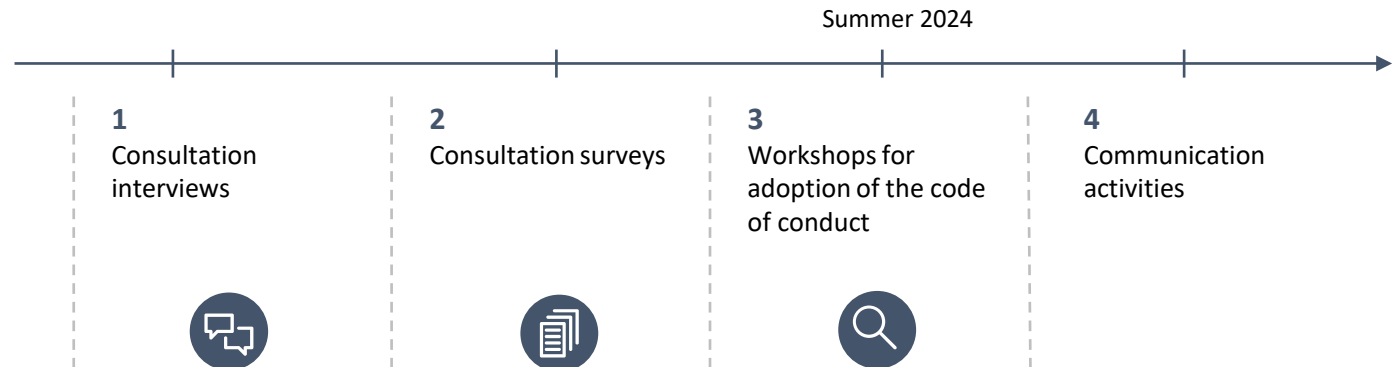
Create a code of conduct that defines best practices to ensure that the reviews and ratings are reliable in this specific sector + bring relevant stakeholders together and make them endorse the code

## STATE OF PLAY

Action started in January 2024

- Definition of the scope with colleagues from DG GROW but also CNECT and JUST (DSA, DMA, P2B, UCPD)
- Mapping of stakeholders
- Drafting of business analysis

## NEXT STEPS



Funded by  
the European Union



# RESTwithEU - Supporting the implementation of digital tools for tourism and in the restaurant sector

## OBJECTIVE

Support and drive the digitalisation of the European restaurant industry

## IMPLEMENTED BY

Quantitas SRL

EIT Food CLC South

Innova Next SLU (Barrabés.biz)

## KEY ACHIEVEMENTS

### Digital Pathway Tool

Framework that will make it easier for small and medium-sized restaurants to take the necessary steps to progressively adapt to the digitalisation era.

### RESTwithEUGuidebook

Detailed roadmap for restaurants that outlines the essential steps to gradually integrate digitalisation in their businesses.





# Building Capacity for the Tourism Ecosystem

## OBJECTIVE

Promote greater competitiveness in the tourism sector, mainly for SMEs



## HOW?



Increase the knowledge and capacity of stakeholders regarding existing funding opportunities, improving their success in applying for funding programmes available in the EU

## NEXT STEPS

**1**

Analysis of the last 4 years of EU tourism funding (2019-2022)

Identification of success and failure factors when applying for funding

**2**

Compilation of a compendium of best practices

**3**

Manual on Dos and Don'ts

Guidelines for improving the quality of applications to funding programmes & calls

**4**

Training sessions to support tourism stakeholders, including SMEs, in successfully accessing funding

TOTAL BUDGET: € 3 000 000

Apply by 15 May 2024



# Projects funded under the Single Market Programme (SMP)





# Innovation uptake and digitalisation in the tourism sector

## TOURINN-01-2020

TOTAL BUDGET: € 8 000 000

<a href="#">CulTourData</a>	Supporting data-driven innovation for tourism SMEs in European Capital of Culture (IT, NL, PT, DE, ES, BE, SK)
<a href="#">EU DigiTOUR</a>	EU DigiTOUR (IT, HR, RS, DE, SI)
<a href="#">Euro-Emotur</a>	The journey towards digitalisation. Thinking digital tourism through neuromarketing and emotions (ES, UK, BE, FI, IT)
<a href="#">Tourbit</a>	Fostering digitalisation of European Tourism SMEs (ES, FR, SI, BE, FI, PT, IS)
<a href="#">RESETTING</a>	Relaunching European smart and Sustainable Tourism models Through digitalization and INnovative technologies (ES, PT, AL, IT, EL)
<a href="#">TOURISM4.0</a>	Capacity building and peer-learning transnational supporting scheme towards smart, innovative and sustainable tourism (IT, PT, HR, ES, MT, PL)
<a href="#">SMARTER AOE</a>	Transformation of the Amazon of Europe into smarter and greener tourism destination (SI, HR, HU, RS, ME, RO, BG)
<a href="#">TourINN-act</a>	Tourism Innovation Actions and cross-sectoral cooperation in SMEs (RO, EL, ES, IT, CY)
<a href="#">DIGITOUR</a>	Boosting the tourism sector in Europe through digital tools and innovation (IT, CZ, ES, RS, BG, DE, FR, DK)



# COVID-19 Recovery Through Sustainable Tourism Growth and SME Support

## SMP-COSME-2021-TOURSME-01

TOTAL BUDGET: € 12 420 000

### [TRACE](#)

SMEs TRAnSition for an European Circular tourism Ecosystem (IT, BE, RO, CY, ES)

### [ECOTOURS](#)

Empowering local communities turning them into laboratories for co-development of circular and sustainable tourism ecosystems (IT, ES, CY, FR, HU, EL)

### [First Mile](#)

Supporting tourism SMEs in walking the first mile in improving their sustainability footprint through innovative behaviour change techniques (IT, FR, SI, NO)

### [I-STARS](#)

Island Sustainable Tourism Action through Resilient SMEs (CY, EL, IE, ES, IT)

### [SUSRUR](#)

Towards SUSTainability and resilient scenarios for tourism SMEs in RUral & Remote Areas (LT, AT, IE, RO, EL, ES)

### [CE4RT](#)

Circular Economy for Regenerative tourism (DE, NL, IE, IS, FI, PL)

### [LookUP](#)

Supporting Tourism SMEs Triple Transition by Uncovering the Value of Sky as Destination (ES, FI, RO)

### [COASTOUR](#)

Sustainable and Resilient Transformation of the Rural Coastal Tourism Industry (DE, LT, IT, PT, SI)

### [ETSM2030](#)

European Tourism Sustainability Monitoring 2030 (AT, IT, PL, RO, DE, SI)

### [STAR GROWTH](#)

Sustainable Tools & Activities for Rural tourism and ecotourism SME's Growth (EL, CY, BG, SI, RO, IT)



# Sustainable growth and building resilience in tourism – empowering SMEs to carry out the twin transition

SMP-COSME-2022-TOURSME-01

TOTAL BUDGET: € 20 500 000

## [Cross-Re-Tour](#)

Breaking silos in the tourism industry: cross domain open innovation supporting the twin transition for SMEs (NL, SI, ES, DE, ME, LV, MT, PT)

## [FU-TOURISM](#)

FU-TOURISM 5.0 - Future-ready Business Support Ecosystem for Tourism SME Transition to Green and Digital Resilience (HR, BE, ES, EL, AT, PL)

## [ST3ER](#)

Scaling Twin Transition in Tourism by harnessing the Experience Economy for greater Resilience (IE, SI, PT, ES, DK)

## [BEFuture](#)

Shaping the Future of Europe's Business Events sector through a regenerative, resilient and sustainable tourism industry transformation (BE, FR, DE, IT, ES, NL)

## [fuTOURiSME](#)

fuTOURiSME - fostering digital & sustainable transition of TOURism SMEs for FUTURE innovation and resilience (EL, IT, ES, FR, CY, DE)

## [SMARTIES for SMEs](#)

Pills of Sustainable, Smart, Regenerative Tourism to Empower SMEs in the EU Mediterranean area (IT, EL, HR, SI, PT, CY)



# Transitioning to a more sustainable and resilient ecosystem – empowering tourism SMEs

SMP-COSME-2023-TOURSME-01

TOTAL BUDGET: € 8 500 000

- ✓ Project budgets between € 1 700 000 and € 2 125 000 per project
- ✓ Closed for applications; Currently under **evaluation and selection**
- ✓ Indicative start date: September/October 2024

**Objective:** Contribute to the transition of the European tourism ecosystem through:

- Direct support to innovative projects presented by third parties, e.g. SMEs,
- Training key stakeholders (train the trainers) so they can become multipliers and train SMEs on resilience and sustainability (economic, social, green),
- Technical support, advice and capacity building to the highest possible number of SMEs based on their needs, attempting to cover a wide geographical scope,
- Collection of best practices with the purpose of providing policy makers with updated, empirical evidence of the implementation of the priorities set out in the Transition Pathway for Tourism.



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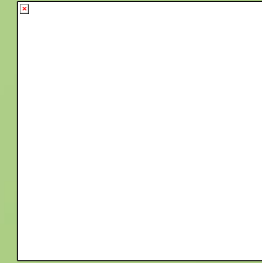
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