



Transition Pathway: supporting more resilient, sustainable and digital Tourism ecosystem

21 September 2021

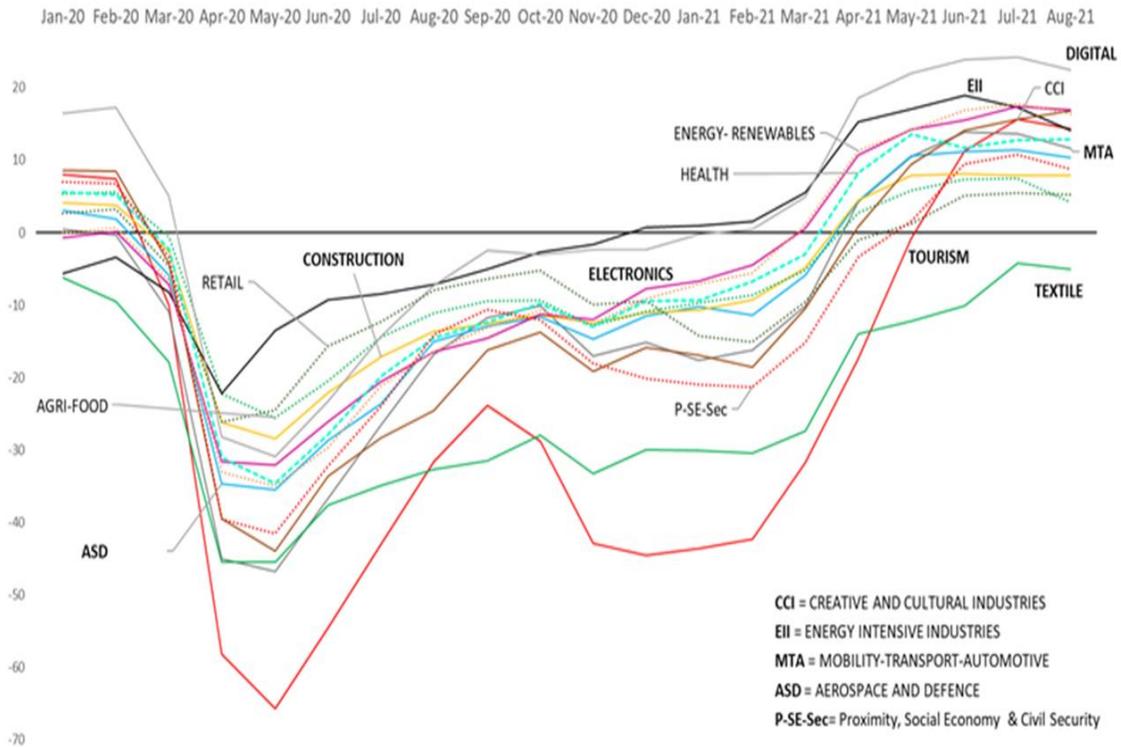
Ramune Genzbigelyte Venturi

DG Internal Market, Industry, Entrepreneurship and SMEs - DG GROW

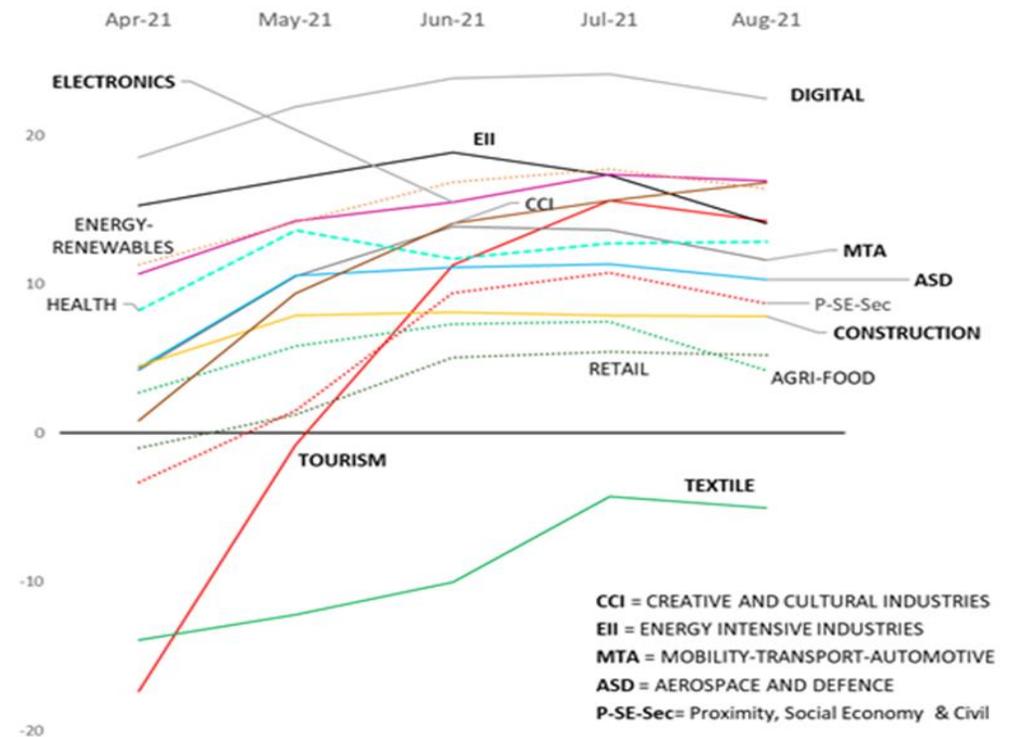
Unit for Tourism and Textiles – Tourism Team

Tourism ecosystem slowly picking-up

Evolution of ecosystem confidence indicator January 2020 to August 2021



Evolution of ecosystem confidence indicator: zoom into April - August 2021



Study “Regional impacts of the COVID-19 crisis on the tourist sector”: key lessons



Manage tourism growth responsibly.



New destinations emerge.



Tourism needs to be sustainable.



Digitisation becomes the new backbone of tourism.



Collaboration, innovation and creative ideas are essential.

Long-term goal: green, digitally fit, resilient tourism

- **Recovery** – economic and social **resilience**
- **Green and responsible** tourism
- **Digital transformation** – innovation and data
- **Skills** (European Skills Agenda, EU Pact for skills)
- **Global competition** - EU sustainable, quality destination

Roadmap to the future:

Co-creating Tourism Transition Pathway



European Agenda for Tourism 2030/2050



Tourism Transition Pathway - setting the scene

- **Industrial strategy update** highlights that **the transition pathways should be co-created** with industry, public authorities, social partners and other stakeholders
 - Big challenge for the tourism ecosystem which composes of several industrial sectors and is dominated by SMEs and micro-enterprises
- Tourism ecosystem was requested to be among **the first to be addressed**, because:
 - Very important for the EU – in 2019 accounted for 9.5% of the total GDP, 22.6 million jobs
 - Was heavily hit by the COVID-19 crisis (lost 70% of revenues in 2020, up to 11 million jobs are at risk)
 - Faces important challenges meeting climate and digital goals
- The message for the ecosystem is to **'build back better'** – leverage the recovery from the pandemic for the **twin transition and long-term resilience**

Starting point

The process started by preparing a Staff Working Document with the objective to

- Provide first reflections on issues to be considered for the transition pathway
- Make concrete questions and discussion openings for the stakeholders
- Underpin the questions posed in the online targeted stakeholder consultation



The approach of the SWD(2021) 164 final

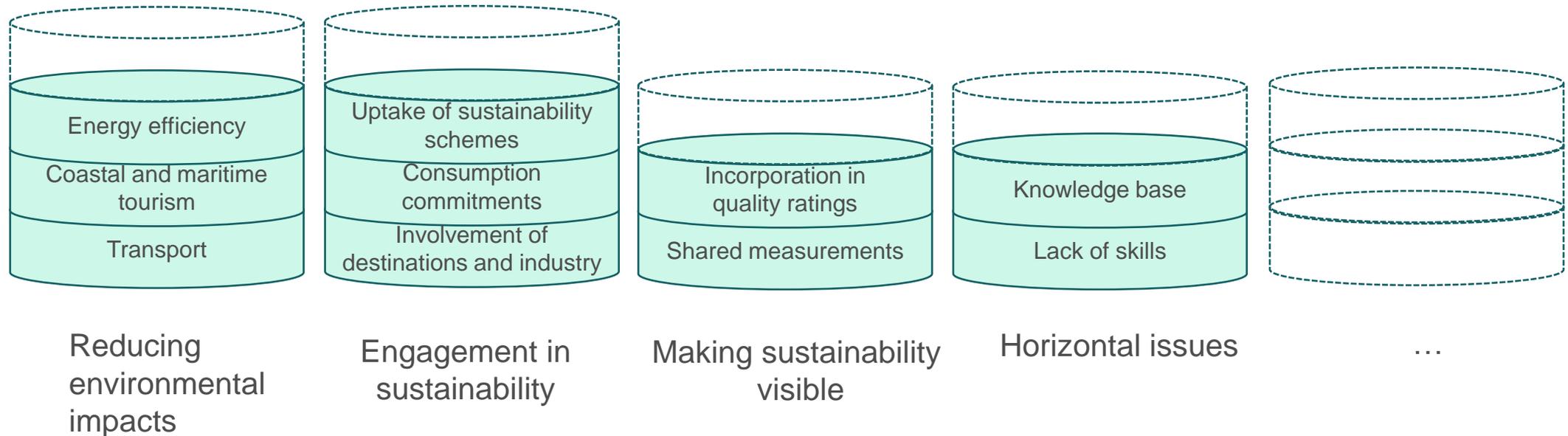
- Summarises developments on key aspects: Resilience, Sustainability, Digitalisation and proposes:



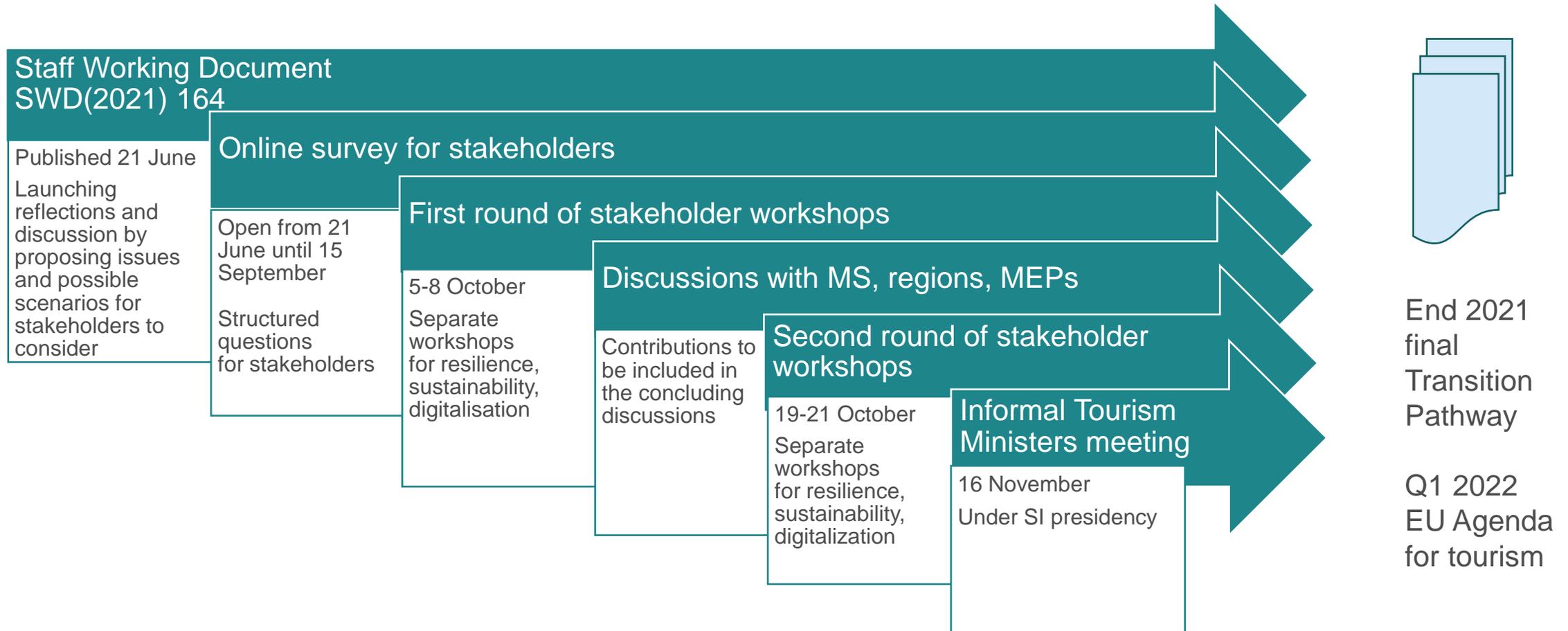
- Presents **supportive and enabling horizontal measures**, such as legislative framework, funding, guidance and training, data and indicators, awareness raising
- Outlines specific questions to stakeholders
- Carefully drafted to not announce new Commission actions, present possibilities

Sustainability

- Most comprehensive area with many issues and preliminary targets proposed for stakeholders to consider as starting points under following areas:



Overall co-creation choreography



How/when can stakeholders contribute?

- By providing structured inputs through the online stakeholders consultation (closed on 15 September):

<https://ec.europa.eu/eusurvey/runner/TourismTransitionPathway>

- By participating in the stakeholder consultation workshops organised in two rounds (initial planning):

- First round 5-8 October

	Tue 5 Oct	Wed 6 Oct	Thu 7 Oct	Fri 8 Oct
Morning		Sustainability	Digitalisation	Resilience
Afternoon	Sustainability	Digitalisation	Resilience	

- Second round 19-21 October

	Tue 19 Oct	Wed 20 Oct	Thu 21 Oct
Morning	Sustainability	Digitalisation	Resilience

NextGeneration EU and MFF– enabling framework



Tourism and culture in Interreg 2021-2027

- **Tourism and culture are highly relevant to Interreg**
 - Linked to territories (mountains, rural areas, sparsely populated areas, seas, islands, etc)
 - Multidimensional (integrated)
 - Long-term (hence need to be framed in a strategy)
 - Require the involvement of local authorities/ stakeholders/ civil society
- Tourism and culture can be well supported **within a structured macro-regional approach** (reflecting all strands of Interreg cooperation) because they can be:
 - Multidimensional and cross-cutting
 - With a short-term, as well as a long-term actions' horizon
 - Multilevel governed - Require the involvement national, as well as of local authorities/ stakeholders/ civil society
- Tourism and culture have also been separate priority areas in the MRS (relevant for all forms of funding: Interreg, mainstream, and through other funds)

Support under any PO when intervention logic focuses on specific policy objectives

- **PO1.** Link to intervention logic: actions that are innovative (for example because they use a new tool) and/ or contribute to the development of SMEs
- **PO2.** Link to intervention logic: actions that concern nature tourism with the goal to valorise biodiversity and/ or actions that address waste and energy impacts of tourism/culture sites and activities
- **PO3.** Link to intervention logic: actions that improve the accessibility of touristic and cultural sites/activities
- **PO4.** Link to intervention logic: actions related to a more 'Social' Europe [(i) employment, (ii) education, (iii) social inclusion, (iv) health, (v) *culture/tourism*]
- **PO5.** Link to intervention logic: a territory taken holistically, with integrated actions required and deep involvement of stakeholders

