



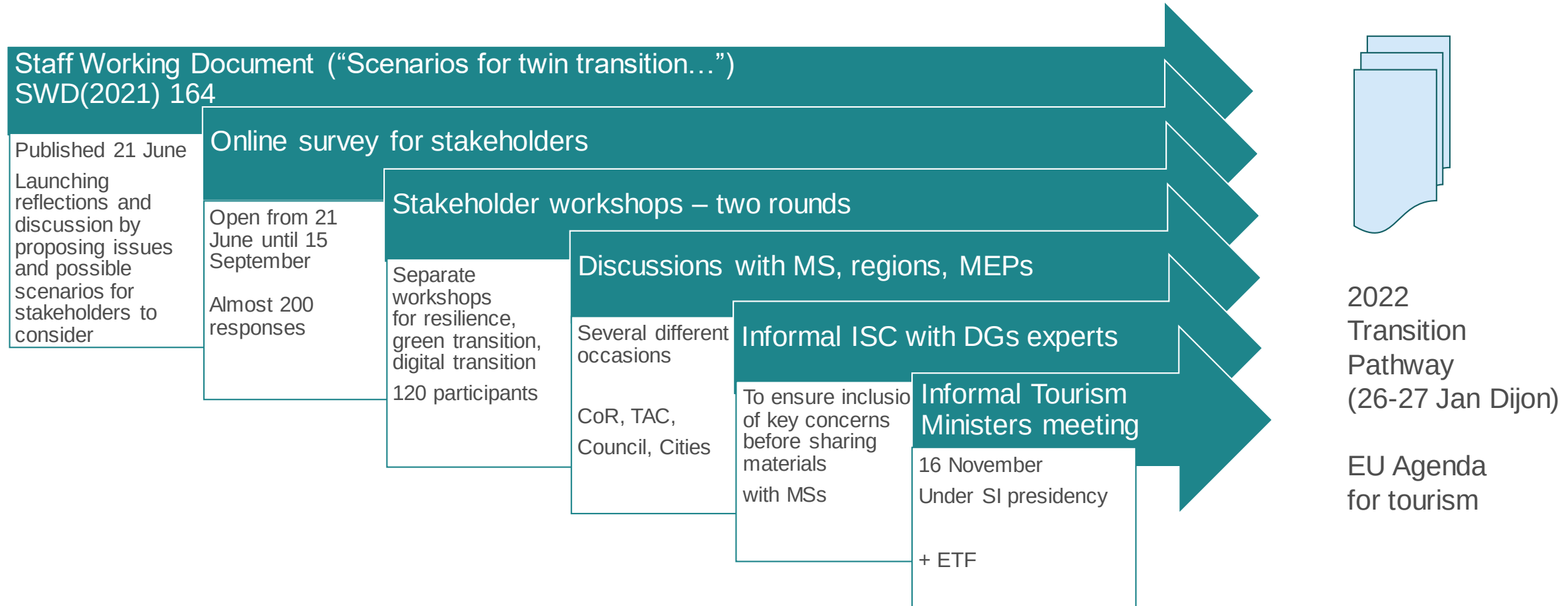
Transition Pathway for Tourism

outcome of consultation and next steps

Sectoral Social Dialogue Committee HORECA
22 November 2021

DG GROW G1

Transition Pathway co-creation elements

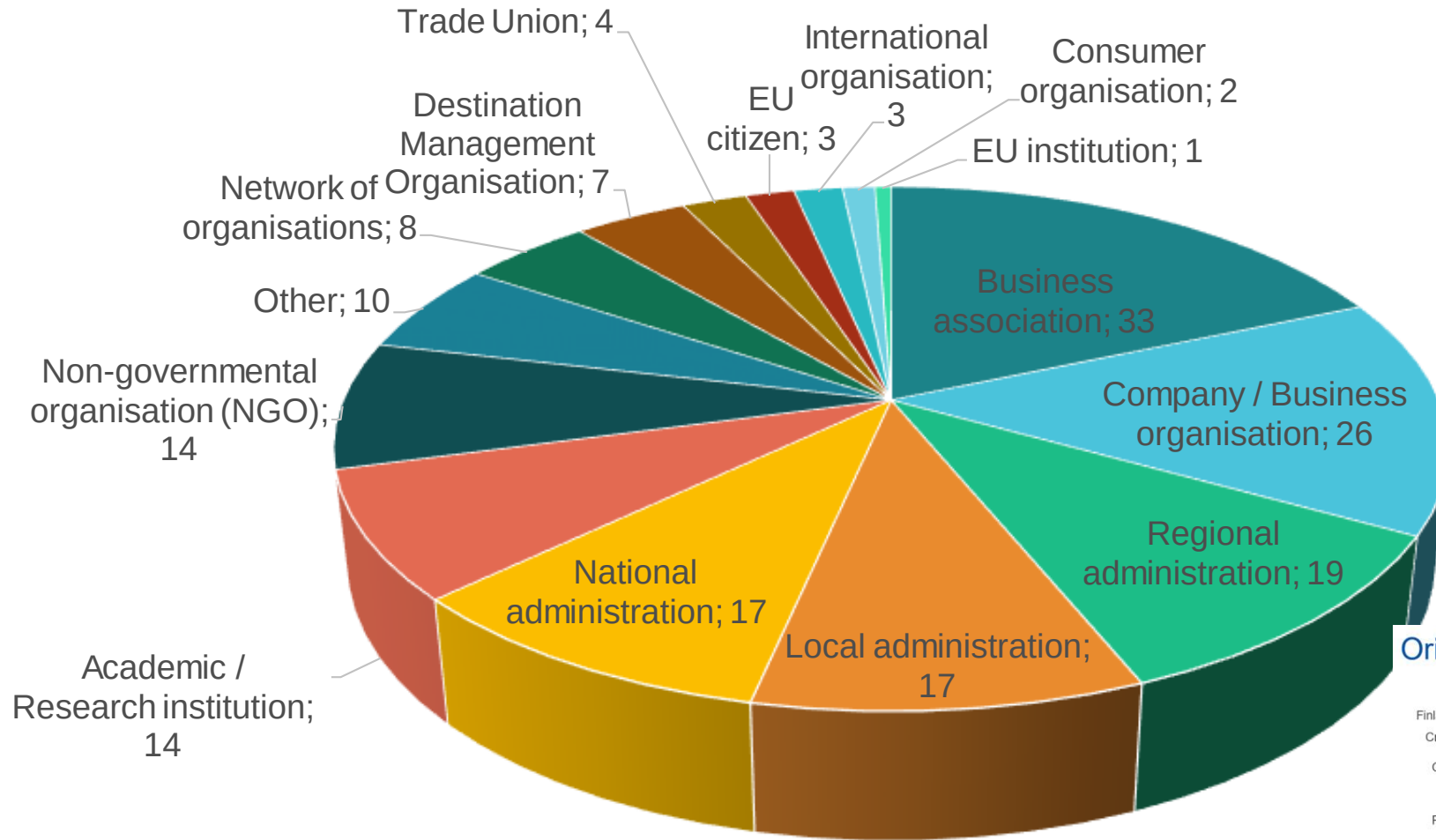


Targeted stakeholder consultation online

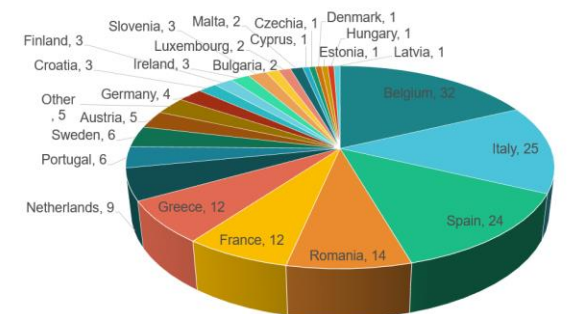
- Online survey was open from 21 June 2021 until 15 September
- By the deadline, 178 responses were received via the online survey (until the very last minutes)
 - 14 additional responses were received by email
- Responses came from 24 EU countries + 2 other countries
- Responses came from all types of organisations



Responding organisations



Origin countries of survey respondents



Some examples of respondents

- Companies: Amadeus, TUI Group, Airbnb, AENA, Costa Group, IAAPA, Booking.com
- Business associations/Trade Unions: CLIA, European Tourism Association, International Social Tourism Organisation (ISTO), European Exhibition Industry Alliance, ACI Europe, ECTAA, EU travel Tech, HOTREC, EFFAT
- DMOs: Sweden, Spain, Belgium, Netherlands, Italy
- Local administrations: Spain, Denmark, Romania, Greece, Italy, Latvia
- National administrations: Spain, Malta, Germany, Austria, Finland, Greece, Italy, Estonia, Netherlands, Sweden, Czechia, Bulgaria
- Regional administrations: Belgium, Italy, Spain, France, Romania,  Malta

12 collaborative stakeholder workshops

- 3 independent professors of tourism analysed inputs, prepared and moderated workshops ensuring links of the discussions with ongoing efforts globally and by the EC
- Participants invited based on their contributions to the online survey + additionally recognised participants to improve diversity (geographic, gender, type of organisation, tourism sector) – altogether 120 participants
- All workshops used Mural platform to allow participants express themselves both orally and in writing, before, during and after the workshops
- From the rich discussions in the workshops, and the workshop preparatory materials, the professors have extracted elements to be proposed as key areas to be addressed



Green transition: proposed key topics

Measurements of environmental impacts

- 1.1 Collection and use of sustainability data to inform tourism policy
- 1.2 Organisations measure and report their environmental performance

Reducing environmental footprint

- 1.3 Reaching net zero tourism transport emissions by 2050
- 1.4 Tourism industry has renovated energy efficient buildings
- 1.5 Circularity and reduction of plastics in tourism
- 1.6 Tourism/hospitality organisations minimise food waste
- 1.7 Tourism contributes to biological protection, diversity and conservation

Making green options the new normal

- 1.8 National and regional sustainable tourism strategies established and followed
- 1.9 Organisations apply green procurement standards
- 1.10 Consumers find and purchase green products



Digital transition: proposed key topics

Enabling standards and rules

- 2.1 Common European standards for tourism data sharing
- 2.2 A fair regulatory framework for collaborative economy platforms for tourism

Populating digital market for tourism

- 2.3 An active multi-level tourism data space
- 2.4 European tourism offer searchable through open standards and shared digital brokerage space
- 2.5 Virtual reality to complement tourism experiences before, during and after travel
- 2.6 Innovative digital offers to enhance personalisation of tourism

Digital capacities of people and organisations

- 2.7 Digital innovation capacities in every destination
- 2.8 Destinations belong to or link with European smart tourism destination network
- 2.9 Tourism SMEs have the digital capacities to participate in the digital tourism value chain



Resilience: proposed key topics

Inclusive ownership of tourism

- 3.1 DMOs have become collaborative innovation organisations
- 3.2 Tourism services support residents and visitors alike
- 3.3 Tourism services and facilities are accessible to all

Long-term perspective instead of quick income

- 3.4 Diversified business models support long-term resilience
- 3.5 Tourism has positive net impact on visited communities
- 3.6 Tourism strategies address adaptation and mitigation of climate change

Learning and development of stakeholders

- 3.7 Active multi-level peer learning platform of best practices and learning experiences
- 3.8 Tourism professions are appreciated by workers, employers and customers
- 3.9 Training and upskilling/ reskilling actively participated by all tourism workforce



Next steps

- **Final consultation reports** on line shortly - putting together 1) survey inputs 2) workshop outputs 3) additional materials provided -> Additional elaboration will be made to concretise the actions and targets, and put them into the current EU policy context
- Acting on the ministerial guidance (informal ministerial meeting 16 November) – **further consultation with Member States' experts**; other views/input still welcome
- Launching a **collection of commitments for stakeholders**: companies, associations, destinations, regions, Member states (through online survey)
- DG GROW will prepare first **draft of Transition Pathway** to consider inputs from consultation reports, SWD and other relevant materials – adoption by early 2022
- **EU Agenda for Tourism – work with Council** (Resolution?)
- **Co-implementation, progress tracking – 2022 onwards**

Thank you



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