Stakeholder consultation on the Staff Working Document
"**Scenarios towards co-creation of transition pathway for tourism for a more resilient, innovative and sustainable ecosystem**"

Fields marked with * are mandatory.

Introduction

The [update of the EU Industrial Strategy](#) highlights the need to accelerate the green and digital transitions of EU Industry. Among the various instruments, the Commission proposed to co-create, in partnership with industry, public authorities, social partners and other stakeholders, transition pathways for ecosystems, where needed. Priority should be given also to sectors heavily affected by the crisis, which benefit from accelerating their twin transition in order to boost their recovery. Tourism has been recognised to be one of these critical ecosystems and therefore, it will be tackled first, by co-creating its transition pathway together with its stakeholders.

The Commission services have prepared a [Staff Working Document](#) to outline possible scenarios for a transition pathway for a more resilient, sustainable and innovative tourism ecosystem. This document aims to launch a co-creation process for concrete actions, milestones and commitments with all stakeholders of the tourism ecosystem.

You are invited to engage in this process by sending your input through this online consultation form.

Based on the consultation results and further meetings with stakeholders, the transition pathway will be co-created, finalised and presented by the end of 2021.

This survey will be open until 15 September 2021. You are, however, warmly encouraged to send your responses as soon as possible to facilitate early analysis.

In case of questions about this consultation, please send an email to EU-Tourism-Pathway-2030@ec.europa.eu

About you

* I am giving my contribution as

- ○ Academic / Research institution
- ○ Business association
- ○ Company / Business organisation
- ○ Consumer organisation
- ○ Destination Management Organisation
- ○ Environmental organisation
- ○ EU institution
- ○ EU citizen
- ○ International organisation
- ● Network of organisations
- ○ Non-governmental organisation (NGO)
- ○ Local administration
- ○ Regional administration
- ○ National administration
- ○ Trade Union
- ○ Other

* Country of origin of the organisation or the headquarters of a network

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* Surname (family name)

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* Organisation / Network name

Conference of Peripheral Maritime Regions - CPMR

Publication of information

Unit GROW.G.1 will publish a report on DG GROW website with an overview of contributions and a summary of the input received. No personal information of the respondents will be published.

☑ I agree with the personal data protection provisions.

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Consultation questions

You are invited to reflect the different issues and scenarios presented in the Staff Working Document for the key dimensions of Resilience, Sustainability and Digital Innovation. You may choose which questions you answer, and leave others empty. Please, in particular, propose concrete actions and targets. Quantifiable evidence is very much welcome.

1. Resilience

Please read and reflect the issues and scenarios proposed in the **Section 2.1.2** of the Staff Working Document.

1.1 What **additional or different issues** would you propose to be ambitiously considered for the development of a resilient tourism ecosystem?

2000 character(s) maximum

Based on CPMR experience, one crucial additional issue to address in view of building a more resilient tourism is:

a)   the scarce coordination among tourism actors & limited integration of policies across governance levels, which usually results into a slow and inefficient reaction to emergency situations and crisis. In addition to this, the still limited role of local & regional actors, best placed to advocate for the different territorial needs, leads to the risk of not matching those needs with EU funding & objectives related to tourism.

Other key challenges to be further considered to develop a more resilient ecosystem are:

b)   the necessary mitigation of seasonality, aiming at all-year-round tourism and the distribution of tourism flows among regions, taking into account coastal/urban/inland interactions/ synergies & improving coordination of transport/accessibility in the areas;

c)   increasing attractiveness of territories for domestic visitors & supporting proximity-based tourism - a current trend emerged because of the pandemic & travel restrictions imposed - improving social inclusion by making tourism accessible also for most vulnerable groups;

d)   fostering community engagement in local decision-making linked to the development of tourism, strengthening/diversifying local supply chains, so that local residents contribute to and benefit from new opportunities offered by the sector, while avoiding gentrification of destinations, providing affordable housing, lowering negative impacts of noise/traffic/air & light pollution/environmental & land degradation;

e)   encouraging public-private collaboration, in particular supporting tourism businesses, with a focus on SMEs, to stimulate investments/innovations, improve/diversify their offer & adapt their strategies to upcoming challenges, such as digitalization needs & environment protection;

f)   improving job conditions of permanent/seasonal tourism workers, including investing in their upskilling /re-skilling.

1.2 What additional or different common output scenarios for 2030 would benefit the development of a resilient tourism ecosystem? Please propose **concrete targets for 2030 and milestones for 2025** to measure progress.

2000 character(s) maximum

The list of possible output scenarios for 2030 provided in the Working Paper seems quite complete. Based on the previous answer, some additional ones could be the following:

a)   Improved reaction to emergencies and crisis affecting the sector and effectiveness of the measures implemented, based on solid cooperation among different stakeholders and governance levels;

b)   Mitigation of seasonality with counter-seasonal strategies in destinations and more equilibrated distribution of tourism flows among regions and coastal/urban/inland destinations, also improving coordination of transport and accessibility;

c)   Increased number of domestic visitors and proximity-based touristic offers and services;

d)   Fostered promotion of local culture, tradition and indigenous knowledge in destinations, involving the community, strengthening/diversifying local supply chains, providing opportunities for local residents and businesses (especially MSME) and avoiding risks of gentrification in destinations, considering local tradition architecture and natural landscape features with designing new tourist accommodation/infrastructure;

e)   Establishment of public-private partnerships (PPP) to be assessed through efficacy and efficiency indicators, effectively stimulating investments and innovations in the sector;

f)   Development of regular and tailor-made higher educational and training schemes for tourism workers as well as incentives/job perspectives for (well-educated) local young people aiming at more long-term sustainable employment with decent wages/skilled jobs, to prevent out-migration and brain-drain of graduates.

As to concrete targets for 2030 and milestones for 2025 to measure progress towards the different output scenarios, according to the CPMR experience, territorial specificities (e.g. coastal/urban/inland/insular dimensions) should be properly taken into account in order to ensure a balanced and case-by-case approach when defining specific targets/milestones.

1.3 What should be **the actions, roles and responsibilities** to reach these objectives for each of the Commission, Member States / Regions, Industry, Destinations and other stakeholders?

2000 character(s) maximum

The new tourism model should put host communities - local/regional authorities - at the heart of tourism planning & decision-making to improve their ability to cope with new challenges, while supporting a real transition to a more resilient, sustainable, inclusive tourism ecosystem.

The EC should allocate/inform about relevant funding for regions/tourism businesses (e.g. the new guide of May 2021 being already a good tool); promote guidelines for tourism diversification & up/re-skilling of the workforce, considering local/regional needs/specificities; support widely at EU level, successful local/regional initiatives involving communities in the development of innovative products/services.

MS should develop action plans/policies to relaunch the sector in cooperation with local/regional stakeholders, providing necessary funding and considering the interconnection of tourism with other connected industries (e.g. agriculture, fisheries).

Regions could help monitor/manage data about seasonality/tourism flows, considering coastal/inland/urban interaction; develop integrated strategies & cooperation projects, fostering PPP; influence with their knowledge/ data coming from the ground, the development of tourism policies and more broadly sea-basin /macro-regional strategies; promote certifications/ local/regional labels; invest in promotional campaigns for domestic visitors/neighboring regions; raise awareness among local communities about possibilities offered by the sector.

Businesses & destinations could use funding available to plan necessary investments & diversify their offer, considering new tourism trends/demands; they should actively engage in the up/re-skilling of the workforce, promote tailored training among young people/marginalized categories, matching the real needs of the sector, with a focus on innovation/digitalization; provide relevant data to regions/other concerned public authorities to allow a better management of tourism flows/planning.

1.4 Would you have any **input for assessing the costs and benefits** for reaching these scenarios?

2000 character(s) maximum

Assessing costs and benefits for reaching these scenarios would imply a thorough analysis of the current level of resilience (considered in all its different components across the different territories of the EU) and a subsequent exercise of benchmarking to better understand the room for improvement related costs and benefits. In this context, it's worth mentioning that the CPMR has been following quite closely (from its early conceptualization) and supporting the development of a "barometer" approach by the Travel Foundation for destinations to monitor/manage/mitigate tourism operations' risks. This could be indeed a valuable tool to be considered.

1.5 What would be the concrete action(s) **your organisation** would be willing to (co-) implement towards reaching these scenarios?

2000 character(s) maximum

Through its Geographical Commissions, the CPMR counts on a solid network of support – including both member regions and other key partners/territorial stakeholders – for the implementation of the actions necessary for the development of a resilient tourism ecosystem. In particular, the organization could contribute capitalizing on relevant cooperation projects' results that are in line with the targets and objectives identified, especially in relation to issues such as the mitigation of seasonality (e.g. WINTER MED project), the diversification of tourism offer (e.g. DESTIMED+ project), the management/use of tourism data (e.g. HERIT-DATA, BEST MED, MITOMED+ projects), the up/re-skilling tourism workers (e.g. SMARTMED project). This could be made, for instance, supporting the exchange of good practices among a variety of stakeholders in the field and facilitating their adaptation, replication and integration in different territories. Beyond EU project results several regions within each CPMR Geographical Commission have relevant experiences and regional strategies to share that can contribute to reaching these scenarios. Therefore, our network would be available to be considered as one of the main stakeholders that could contribute to the implementation of the key actions identified that concern mainly regional authorities and their interactions.

2. Sustainability

Please read and reflect the issues and scenarios proposed in the **Section 2.2.1** of the Staff Working Document.

2.1 What **additional or different issues** would you propose to be ambitiously considered for the development of a sustainable tourism ecosystem?

2000 character(s) maximum

Having participated in the European Tourism Convention of October 2020 and contributed precisely to the workshop dedicated to sustainability challenges for tourism ("Greener Holidays"), the CPMR share most of the points mentioned in the Working Paper in view of developing a sustainable tourism ecosystem.

In addition to this, to ensure a proper process of "greening" the tourism ecosystem, special attention should be paid to the following aspects:

a)   The need to strengthen integrated/macro-regional and sea-basin related multilevel governance frameworks that promote sustainable tourism;
b)   The need to effectively apply principles, approaches and tools such as the Integrated Coastal Zone Management (ICZM), Maritime Spatial Planning (MSP), the Ecosystem-Based Management principles;
c)   The need to improve levels of integration between regional tourism and conservation policies, throughout a structured cooperation among those in charge of such policies;
d)   The need to foster circular tourism economy and inform businesses, destinations, citizens about the benefits of circular tourism practices;
e)   The need to stress the sustainability/environmental quality components also in sustainable business development, in particular encouraging an extension of the tourist season and promoting alternative offers, such as ecotourism, slow tourism, rural, hinterland mountain tourism, cycle-tourism, etc;
f)   The need to reduce not only energy and water consumption, but also improve general waste and sewage systems management especially during the peak seasons;
g)   The need to tackle the lack of general awareness on the importance and benefits of sustainable tourism also promoting career opportunities and relevant training for workers.

2.2 What additional or different common output scenarios for 2030 would benefit the development of a sustainable tourism ecosystem? Please propose **concrete targets for 2030 and milestones for 2025** to measure progress.

2000 character(s) maximum

The list of possible output scenarios for 2030 provided in the Working Paper seems quite complete. Based on the previous answer, some additional ones could be the following:

a)   Sustainable tourism is one of the key pillars (or in any case is fully considered) in EU macro-regional or sea-basin strategies and its strategic planning is integrated with other sectors, as the Blue Economy sectors;

b)   Destinations apply Integrated Coastal Zone Management (ICZM), Maritime Spatial Planning (MSP), the Ecosystem-Based Management principles in their tourism strategies;

c)   Structured cooperation is established among stakeholders/authorities in charge of regional tourism and conservation policies, to facilitate the integration of key aspects of those policies;

d)   Circular tourism economy principles are well understood and effectively adopted in tourism planning and management, through the promotion of public-private partnerships and the sharing of relevant good practices in the field among stakeholders;

e)   All major destinations promote and provide alternative sustainable tourism offers, such as ecotourism, slow tourism, rural, hinterland, mountain tourism, cycle-tourism, etc.;

f)   Tourism businesses measure and promote efficient energy (with a focus on renewable sources) and water use in their activities and develop efficient actions for general waste and sewage systems management (to fix an ambitious but at the same time reachable specific target would require liaising with the business sector and its main associations in the different countries);

g)   Destinations include in their promotional campaigns, information concerning sustainable tourism opportunities, offers and practices, addressing businesses, visitors and local communities, integrate behavioral science-based methods in their strategies and develop online tools to showcase the level of sustainability and ecological footprint of tourism businesses, products, services.

2.3 What should be **the actions, roles and responsibilities** to reach these objectives for each of the Commission, Member States / Regions, Industry, Destinations and other stakeholders?

2000 character(s) maximum

Based on the list of output scenarios for 2030 identified, actions/responsibilities could be shared, as follows.

The EC should allocate necessary funding & provide information about opportunities for greening the sector; support MS/Regions in the development of integrated sustainable tourism strategies, involving stakeholders also from other sectors, as the Blue Economy ones & promote positive synergies across them; promote the implementation of ICZM, MSP, Ecosystem-Based Management principles in tourism planning/management; create a EU digital mapping gathering & interconnecting regional sustainable tourism practices, to keep updated; give technical/financial support to improve energy efficiency, water, waste, sewage management.

MS should dedicate substantial finances to the sector's sustainable development, promoting circular economy principles, sustainable efficient energy/water use & waste/sewage management; invest in green infrastructures; promote education/awareness raising actions to inform businesses, visitors, local communities about the benefits of greening the sector & preferring sustainable destinations/services; promote sustainable tourism careers.

Regions should concretely propose and manage projects/actions integrating sustainable tourism with other sectors, applying ICZM, MSP, Ecosystem-Based Management principles & also facilitating the cooperation among regional departments in charge of tourism/conservation policies; gather information about sustainable tourism practices from the local level & contribute to the creation of the digital mapping of good practices that will be compiled/updated at EU level.

Businesses & destinations should further commit to applying sustainable principles, improving the use of resources & also providing necessary data to the regional level to allow a better evaluation of tourism impacts; they should also incentivize workers to relevant training, in return for receiving financial assistance & quality labels.

2.4 Would you have any **input for assessing the costs and benefits** for reaching these scenarios?

2000 character(s) maximum

In order to assess costs and benefits for reaching these scenarios, the key issue is represented by the availability, access, interoperability, integration and analysis of data related to the current level of sustainability in a variety of tourism-related activities, establishing common Key Performance Indicators for sustainable management of destinations. These data are crucial as a starting point to better understand to what extent the tourism ecosystem can concretely contribute to the achievement of the EU sustainability objectives and what the related costs can be. Pilot actions based on real case scenarios could be also developed to support this work.

2.5 What would be the concrete action(s) **your organisation** would be willing to (co-) implement towards reaching these scenarios?

2000 character(s) maximum

As already mentioned, through its Geographical Commissions, the CPMR could contribute capitalizing on relevant cooperation projects' results that are in line with the targets and objectives identified, specifically in relation to issues related to greening the sector, such as the integration of strategic planning with other sectors (e.g. Blue Growth Community project); the application of ICZM MSP and Ecosystem-Based Management principles in tourism strategies (e.g. Med Biodiversity Protection; CO-EVOLVE and CO-EVOLVE4BG projects); the integration of regional tourism and conservation policies (e.g. DESTIMED+); the mitigation of seasonality (e.g. WINTER MED project), the exploitation and monitoring of sustainable tourism data (e.g. BEST MED, MITOMED+ projects). This could be made, again, supporting the exchange of good practices among a variety of stakeholders in the field and facilitating their replication, adaptation and integration in different territories. Beyond EU project results several regions within each CPMR Geographical Commission have relevant experiences and regional strategies to share that can contribute to reaching these scenarios. Therefore, our network would be available to be considered as one of the main stakeholders that could contribute to the implementation of the key actions identified that concern mainly regional authorities and their interactions.

3. Digital innovation

Please read and reflect the issues and scenarios proposed in the **Section 2.3.1** of the Staff Working Document.

3.1 What **additional or different issues** would you propose to be ambitiously considered for the development of a digital and innovative tourism ecosystem?

2000 character(s) maximum

As to the Digital Innovation dimension, the issues included in the Working Paper are very much aligned with CPMR vision, that is strongly convinced about the need to ensure comprehensiveness and interoperability of and open access to tourism data, together with the importance of providing the necessary digital skills for tourism practitioners.

Overall, the following further issues should be considered, in view of a more digital and innovative ecosystem:
a)   The need to include the tourism dimension in regional digital strategies/policies/RIS3 strategies;
b)   The need for improving real time data capacity, connectivity, digital infrastructure and services not only in rural areas but also in insular, peripheral and less known destinations and regions, in order to attract more visitors and diverse audiences in those areas, contributing somehow to better distribute tourism flows;
c)   The need to further develop digital innovation ecosystems at the regional level, supporting also the tourism sector's digital transition;
d)   The need to enhance digital security to improve stakeholders and tourists' acceptance of digital services.

3.2 What additional or different common output scenarios for 2030 would benefit the digitalisation of the tourism ecosystem? Please propose **concrete targets for 2030 and milestones for 2025** to measure progress.

2000 character(s) maximum

The list of possible output scenarios for 2030 provided in the Working Paper seems quite complete. Based on the previous answer, some additional ones could be the following:

a)   The majority of regional digital strategies include a tourism component;
b)   Improved real time data capacity, connectivity, digital infrastructure and services of insular/peripheral destinations to attract visitors;
c)   A formal education system for tourism industry workers is established to foster their upskilling and re-skilling;
d)   Stakeholders and tourists are well informed and aware of the safety of tourism digital services.

3.3 What should be **the actions, roles and responsibilities** to reach these objectives for each of the Commission, Member States / Regions, Industry, Destinations and other stakeholders?

2000 character(s) maximum

Based on the list of output scenarios for 2030 identified, actions/ responsibilities could be shared, as follows.

The EC should provide guidance and promote good practices combining digital strategies and tourism at different levels; offer support and funding to insular/peripheral and less known destinations and regions to improve their real time data capacity, connectivity, digital infrastructure and services; better include tourism in the EU Statistics, foster the development of digital innovation ecosystems at the regional level, through the Digital Europe programme and secure synergies with key initiatives such as Digital Innovation Hubs, Horizon Europe and the Structural Funds.

MS and Regions should collaborate and be actively involved in the development and implementation of digital strategies which take into account the tourism sector; develop pilot projects and broader scale projects in peripheral destinations to improve their digital services and study the impact on tourism sector, also further exploring digital tools such as big data, artificial intelligence, virtual & augmented reality; manage digital innovation ecosystems, supporting the digital transition of the tourism sector; develop a formal education system for tourism industry workers; inform citizens about the safety of tourism digital services in terms of data protection.

Businesses and destinations should implement digital services and promote them for visitors; connect with the regional level to exchange relevant data and good practices.

3.4 Would you have any **input for assessing the costs and benefits** for reaching these scenarios?

2000 character(s) maximum

In line with what stated previously in relation to the Sustainability dimension, in order to assess costs and benefits for reaching the scenarios in this case as well, the key issue is represented by the availability, access, integration and analysis of data related to the current level of digital innovation in the tourism sector. These data are fundamental to better understand to what extent the tourism ecosystem can concretely contribute to the achievement of the EU digitalization objectives and what the related costs are.

3.5 What would be the concrete action(s) **your organisation** would be willing to (co-) implement towards reaching these scenarios?

2000 character(s) maximum

Once more, as already mentioned for the Sustainability dimension, through its Geographical Commissions, the CPMR could contribute capitalizing on relevant cooperation projects' results that are in line with the targets and objectives identified, specifically in relation to issues related to digitalization in tourism sector, such as the exploitation of digital innovation in tourism (e.g. HERIT-DATA), the improvement of management /use of tourism data (e.g. BEST MED, MITOMED+ projects), the up/re-skilling tourism workers with a focus on innovation and digitalisation (e.g. SMARTMED project), the implementation of "soft digitalisation" measures to increase regional attraction (e.g. Next2Met project)". This could be made, again, supporting the exchange of good practices among a variety of stakeholders in the field and facilitating their replication and integration in different territories. Beyond EU project results several regions within each CPMR Geographical Commission have relevant experiences and regional strategies to share also when it comes to digital innovation that can contribute to reaching these scenarios. Therefore, our network would be available to be considered as one of the stakeholders that could contribute to the implementation of the key actions identified that concern mainly regional authorities and their interactions.

4.Supporting actions for the ecosystem - Section 5

4.1 What more or different supporting frameworks or actions would be needed from each of the Commission, Member States, the industry and other stakeholders to support the transition towards 2030?

2000 character(s) maximum

The different supporting frameworks/actions included in the Working Paper provide a very good basis to support transition towards 2030. In particular, relying on its vast experience, the CPMR strongly supports the importance of focusing on governance structures as well as sharing relevant best practices in the field, and it's convinced that regions can indeed play a key role in that sense. An additional supporting framework/action could be start working on the Tourism sector in the framework of the national/regional innovation strategies for smart specialization (RIS3).

5. Expression of interest in concrete pledges and commitments

Supporting actions towards and beyond the proposed scenarios of 2030 would be needed. However, this could be achieved only through joint work and commitments. The objective of the transition pathway is to co-create actions and scenarios supported by specific commitments to working towards them. For this reason, the Commission is gathering expressions of interest from industry / associations / networks / destinations / administrations / other organisations to pledge their involvement, support and actions. Based on the expressions of interest submitted through this consultation, DG GROW will be in contact with the organisations in order to jointly define common pledges by the end of 2021.

5.1 What concrete pledge your organisation would be interested to present or collaborate on, in order to support the transition pathway towards a more resilient, greener and innovative tourism ecosystem?

2000 character(s) maximum

Through its Geographical Commissions, the CPMR would be glad to support the Commission in the great effort of co-creating the transition towards 2030 European Tourism.

In terms of concrete pledges, and based on its extended projects' experience (e.g. Interreg, Horizon 2020), its wide network of contacts, its relevant partnerships (e.g. Future of Tourism Coalition), the knowledge of regional policies related to tourism and sustainability as well as on the experience and specific needs of the regional authorities on the ground, the CPMR could facilitate in particular:
- the dialogue and interaction with its member regions and their key regional level stakeholders/partners;
- supporting the sharing of best practices/key information and views in the field as well as the identification, transfer or adaptation of solutions regarding specific topics and actions identified in the SWD;
- the setting up, strengthening or promotion of new multi-actor and multi-level alliances that can support the transition pathway.

6. General comments

6.1 What other comments would you like to give?

2000 character(s) maximum

The CPMR brings together more than 150 regions from 24 States from the EU and beyond. It campaigns in favour of a more balanced development of the EU territory, operating as a think tank and as a lobby for regions. Through its extensive network of contacts within the EU institutions, national governments and external partners, since its creation in 1973, it has been targeting its action towards ensuring that needs and interests of its members are considered in policies with a high territorial impact (e.g. Transport, Maritime,

Cohesion, Climate & Energy, Migration). The CPMR is also the unique association of regions embedding Geographical Commissions (GCs) linked to all EU sea basins (Atlantic, Baltic, Balkans & Black Sea, Mediterranean, North Sea) and islands. Sustainable Tourism is a key topic addressed especially by CPMR GCs at different levels and with different actions/projects.

As regards to our organisation's further involvement in the Tourism Transition Pathway process, please note that following on the 1/10/2021 we will organise a virtual seminar within EU Parliament's SEARICA intergroup (Towards an EU Strategy for Sustainable Tourism: building forward smarter & greener in the EU coastal & insular regions) and we will be happy to further contribute to the reflections of the EC through the voice of our member regions/GCs and an interactive exchange with MEPs, EC (e.g. DGs GROW & MARE), among other stakeholders. Regions' contributions will complete and enrich the views included in this document. Our organisation and GCs are also happy to find other occasions for exchange with the EC and also very keen to encounter in particular Commissioner Breton at his best convenience. If necessary, we are also available to provide the EC with more information and the specific results of all the EU projects mentioned in this consultation which have or are currently producing outstanding results/outputs that would give a substantial contribution to the transition pathway.

Who should we contact regarding your contribution and possible further involvement in the Tourism Transition Pathway process? We use this contact information when launching a Call for Interest for potential participants in the Stakeholder consultation workshops in October 2021.

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Background Documents

SWD transition pathway for tourism

Contact

Contact Form