



Towards the *Pathway* of the tourism ecosystem

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The tourism ecosystem

- **9.5% of the total EU GDP**, 22.6 million jobs (2019)
- Health tourism : around 5%
- Tourism ecosystem **heavily hit** by the sanitary crisis:
 - 70% loss of revenues in 2020
 - up to 11 million jobs at stake
 - all the Member States are concerned
- Important **challenges** to achieve the **green and digital objectives**



- Strengthen the recovery
- The green and digital transition are supported by the **European industrial strategy**
- The tourism ecosystem is a priority



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Short-term measures



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Short-term measures

- **Success of the EU digital COVID certificate**
 - **740 million certificates** generated (beginning of December 2021)
 - **80 countries** connected and/or in the process of connecting to the platform (4 continents)
- **The vaccination strategy**
 - **77,5%** of the EU adult population is vaccinated (beginning of December)
 - **COVAX** : the EU was the only one to share half of its vaccine production with the rest of the world
- **Financial support**
 - State aid temporary framework (**prolonged until 30 June 2022**)
 - SURE instrument
 - National Plans for recovery and resilience



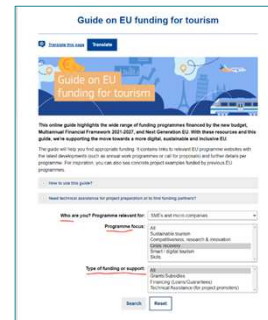
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Guide on EU funding for tourism

- Online guide
- User-friendly
- Cross-referenced with the websites of relevant programmes

15 EU programmes - € 1.4 trillion (2021-2027)

- Thematic or geographical
- 80% of EU funds under shared management
- Simplification of procedures but lengthy process
- Highly competitive



EU funding programmes covered by the Guide on EU funding for tourism			
	MFF	NGEU	total EUR billion
1 Recovery and Resilience Facility		723,8	723,8
2 European Regional Development Fund (ERDF) and Cohesion Fund	274,0		274,0
3 European Social Fund Plus (ESF+)	99,3		99,3
4 European Agricultural Fund for Rural Development (EAFRD)	87,4	8,1	95,5
5 European Maritime, Fisheries and Aquaculture Fund (EMFAF)	6,1		6,1
6 LIFE programme	5,4		5,4
7 Horizon Europe	86,1	5,4	91,5
8 Creative Europe Programme	1,8		1,8
9 Erasmus+	24,6		24,6
10 Just Transition Fund (JTF)	8,5	10,9	19,3
11 Digital Europe programme	7,6		7,6
12 Single Market Programme (SMP)	4,2		4,2
13 InvestEU	3,1	6,1	9,1
14 REACT-EU		50,6	50,6
15 Support by EBRD			.XX
Total Budget			1412,95

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Guide on EU funding for tourism

- **Biggest opportunities with the ERDF and Cohesion fund**
- **Major priorities** (Sustainability, Digitalisation, Resilience)
- **Type of actions** (e.g. knowledge sharing, demonstration and replicability, testing)
- Also useful for actors of **health tourism**



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A medium and long-term vision The tourism transition pathway

A co-creation process with all the stakeholders



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Tourism transition pathway



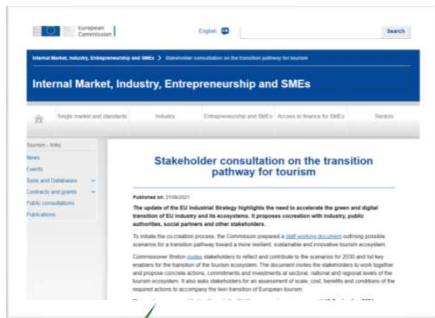
- Process launched in spring 2021 with the Commission Staff Working Document - **SWD(2021)164**
 - Several scenarios and specific actions to transform the tourism ecosystem
 - Exchanges between stakeholders to gather concrete proposals
- Online consultation



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Tourism transition pathway

- A targeted consultation of the tourism ecosystem's stakeholders



- Open all summer and closed on 15 September
- Crucial for the content of the transition pathway
- Nearly 200 contributions received
- Various type of respondents (national, regional and local administrations, business associations, destinations management organisations, etc.)
- First state of play useful for the continuation of the co-creation process



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Tourism transition pathway

- 15 workshops organised by experts with tourism stakeholders (+ 120 participants)
- Consultations with institutional partners (EP, CoR, MS)
- Informal ministerial meeting on 16/11/2021
- Last rounds of consultations before formalization



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Tourism transition pathway

Some examples of areas and actions of the **draft** transition pathway:

- Establishment of national and regional strategies for sustainable development
- A common circularity framework for reducing packaging and food waste
- To foster the uptake and awareness of recognised, sustainability, accessibility and health labels
- A common framework for data sharing
- Improved accessibility



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Skills as a priority for the tourism ecosystem

- Pact for skills
- Porto Social Summit: at least 60% of adults to be trained each year in the EU
- Establishment of a large-scale skills partnership (private/public organisations/social partners/education and training) for the tourism sector
- Implementation at the local level
- Example of the automotive sector



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European Tourism Agenda 2030-2050

- Council Conclusions: *Tourism in Europe for the next decade: sustainable, resilient, digital, global and social* (May 2021) : **European Agenda for Tourism 2030/2050**
- Transition pathway as a basis for the European Agenda for Tourism 2030-2050
- Format of the Agenda : discussions will continue under the French Presidency



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Thank you



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