Transition pathway for tourism for data sharing and SMEs
“Transition pathway” a document, a process, a journey

Co-creation

- SWD - 21 June 2021
- Online targeted stakeholder consultation Until 15 Sept 2021
- 16 workshops with stakeholders 5 Oct – 15 Dec 2021
- 9 meetings with MS experts, Council
- Meetings with EP, EESC
- 5 consultations with EC policy services
- 2 consultations with Industrial forum

Co-implementation

- Policy report Feb 2022
- Available in 22 languages!
- Call for Commitments
- Opened 8 Feb 2021
- Publication of commitments
- 2-3 x year started June 2022
- Online platform
- Expert groups
- First event 13 Sep 2022
- Sharing of best practice
- Evaluation of progress
- Yearly from 2023 onwards
- Available in 22 languages!
Working together to deliver and monitor progress

• Commitments by stakeholders
  • Collection and publication of concrete pledges
• Engagement of all EU institutions and services
  • Engagement and support of the Member States through EU Agenda for Tourism
• Experts working groups coordinated by DG GROW
• Collaboration platform for stakeholders
Transition Pathway for Tourism: Digital transition

73 pledges for 5 topics

- 09 Data-driven tourism services
- 10 Improving the availability of online information on tourism offer
- 14 Technical implementation for tourism data space
- 15 R&I for digital tools and services in tourism
- 16 Support for digitalisation of tourism SMEs and destinations
## Transition Pathway for Tourism: Digital transition

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
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<tbody>
<tr>
<td>Trade union</td>
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<td>SME (a company with less than 250 employees)</td>
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<tr>
<td>Regional administration</td>
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<tr>
<td>Other</td>
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<td>Non-governmental organisation (NGO)</td>
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<tr>
<td>Network of organisations</td>
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<td>National administration</td>
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<td>Local administration</td>
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<td>International organisation</td>
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<td>Company with 250 or more employees</td>
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<td>Business association</td>
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<tr>
<td>Academic / Research institution</td>
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</table>
A EU data space for tourism

An EU model of governance (access, participation, etc) + An EU set of interoperability criteria (language and standards) = data flows

From Nov 2022 to Nov 2023

- DATES – European Tourism Data Space (tourismdataspace-csa.eu)
- Home - Data Space for Tourism (DSFT) (modul.ac.at)
But how can SMEs make use of it?

1. Role of the private sector
2. Support measures for SMEs
3. A Pact for Skills for tourism: already 1 year old!

71 supporting organizations (as per 21-04-2023)

- European and national industry umbrella organizations and companies (25)
- Trade unions (3)
- Education providers - university and VET (20)
- Regions and destinations (23)
Transition Pathway for Tourism: Skills and Resilience

- **17** Seamless cross-border traveling
- **18** Coordinated management and updated information on travelling
- **21** Educational organisations to engage in developing and renewing tourism education
- **22** **Pact for skills in tourism**
- **24** Fairness and equality in tourism jobs
- **25** Enhancing accessible tourism services
- **26** Tourism services for visitors and residents alike

68 pledges for 7 topics
Conclusion – an invitation to act!

Collaboration and information sharing: get in touch!
EU-TOURISM-PATHWAY-2030@ec.europa.eu

- Transition pathway policy report in 22 languages
- Collection of stakeholder pledges and commitments
- Published pledges and commitments for the transition of EU tourism
- Tourism transition pathway co-creation (europa.eu)
- Guide on EU funding for tourism (europa.eu)
- EU Tourism Dashboard
- Council conclusions on EU Agenda for Tourism
- www.nexttourismgeneration.eu/pact-for-skills-tourism/