Transition pathway for tourism for data sharing and SMEs

European Commission

"Transition pathway" a document, a process, a journey

SWD - **21 June 2021**

Online targeted stake-holder 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-creation

Policy report Feb 2022

Transition Pathway for Tourism

Available in 22 languages!

2-3 x year started June 2022

Publication of commitments

Call for Commitments
Opened 8 Feb 2021

Online platform

Expert groups

Sharing of best practice
First event 13 Sep 2022

Evaluation of progress
Yearly from 2023 onwards
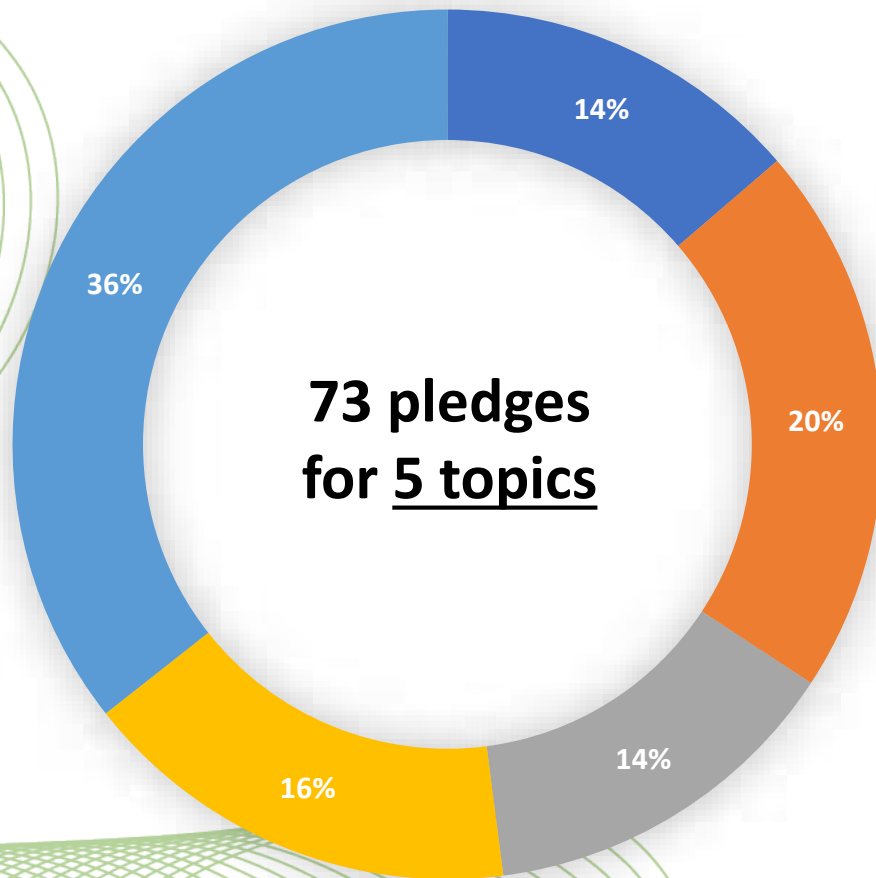
Co-implementation

European Commission

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**

European Commission

Transition Pathway for Tourism: Digital transition
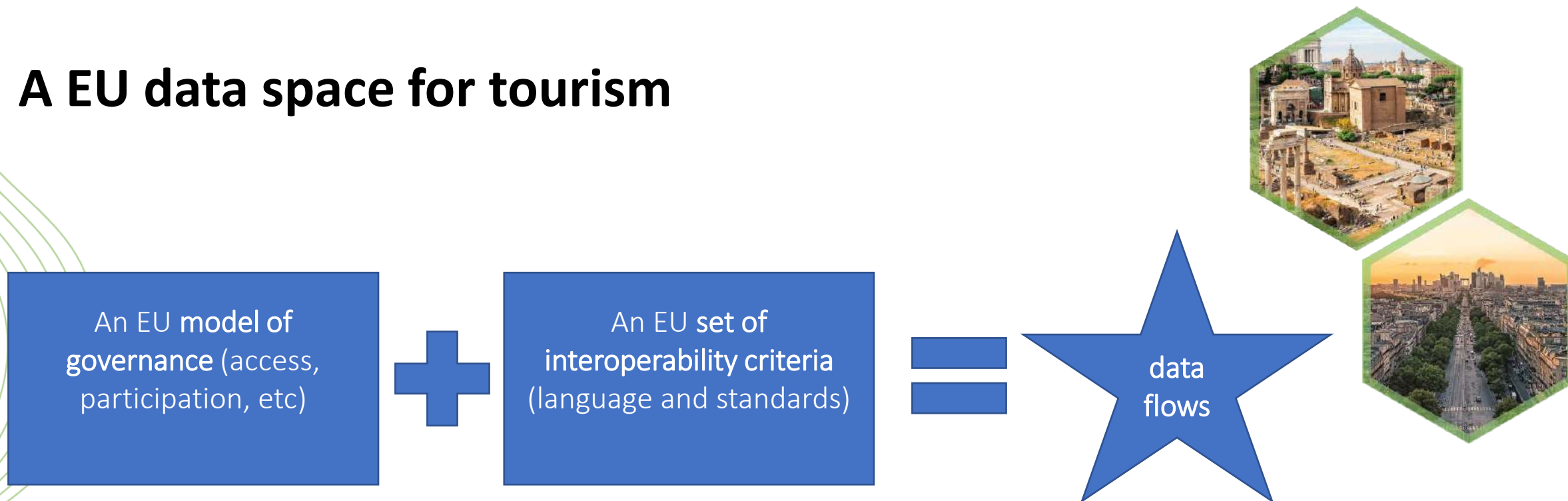

73 pledges for 5 topics

- 🟦 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**

European Commission

Transition Pathway for Tourism: Digital transition

Total

Category	Value
Trade union	2
SME (a company with less than 250 employees)	23
Regional administration	20
Other	17
Non-governmental organisation (NGO)	20
Network of organisations	7
National administration	13
Local administration	11
International organisation	4
Destination management/marketing organisation	12
Consumer/tourist organisation	5
Company with 250 or more employees	10
Business association	23
Academic / Research institution	12

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)
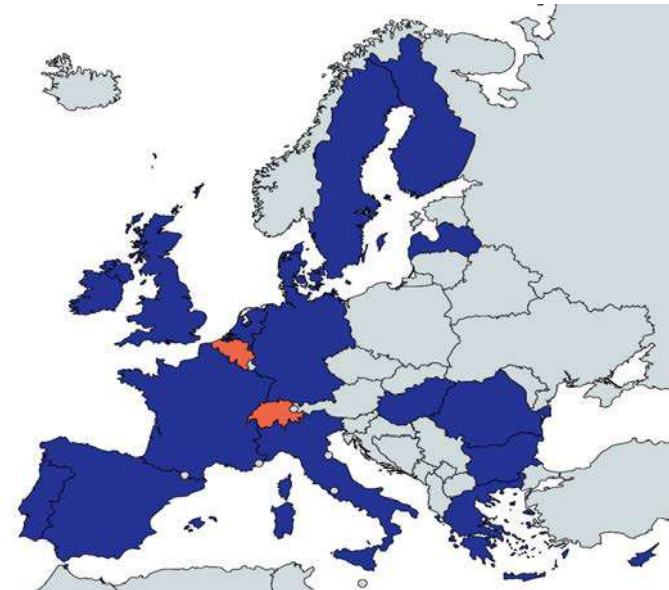
Transition Pathway for Tourism: Skills and Resilience

68 pledges
for 7 topics

- 4%
- 3%
- 21%
- 27%
- 7%
- 19%
- 19%
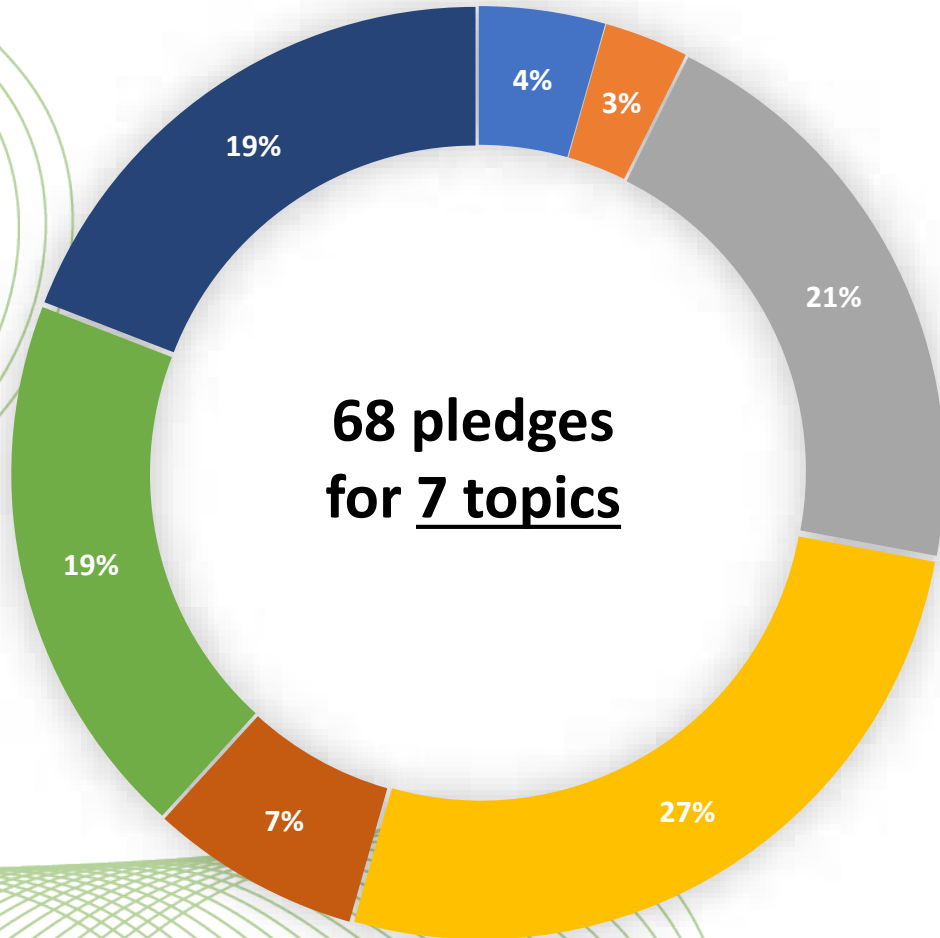
■ 17 Seamless cross-border traveling

■ 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

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/

Transition Pathway for Tourism

Together for EU Tourism