



Support to the tourism ecosystem: towards a more sustainable, resilient and digital tourism

The flagship technical support request

This flagship technical support request is targeted at EU Member States wishing to build a more sustainable, resilient and digital tourism ecosystem. The flagship seeks to promote the digital and green transitions, strengthen regional cohesion and support the post COVID-19 recovery of tourism in Europe to make it fit for the future challenges in the global market. The flagship offers activity packages to enable Member States to engage in effective reforms in the area of the tourism ecosystem.

Tourism benefits at a glance

Social



- Offers sustainable and safe destination to travelers
- Creates jobs (22,6 million in EU in 2019)
- Enables social and regional cohesion

Economic



- Generates economic growth (tourism accounted for 9.5% of the EU GDP in 2019)
- Contributes to successful green and digital economies

Sectoral



- Tourism creates synergies and spillovers to sectors such as transport, construction, retail, agro-food industry, IT and cultural industry.

Fact 1: Tourism was one of the hardest hit economic sectors by the COVID-19 pandemic

Fact 2: Globally tourism accounts for 8% of Greenhouse Gas Emissions

Fact 3: Tourism is dominated by micro and small enterprises (99.8%), many with low level of digitalisation

Opportunities addressed with this flagship project: Develop tools and build capacity for a more sustainable, resilient and digital tourism ecosystem

IMPACT OBJECTIVES:

- ✓ **Better decision making for the Tourism ecosystem** through sound evidence and data

- ✓ **Sustainable, resilient and digital tourism ecosystem** through better tools and enabling framework





HOW CAN WE SUPPORT TOURISM ECOSYSTEM?

This flagship identifies the **technical support measures** needed to promote sustainable, resilient and digital tourism ecosystem. The flagship offers two activity packages with measures tailored to the national and local contexts:



Sound evidence and data gathering and sharing for better decision making

Closing the implementation gap of the Tourism Satellite Account statistical framework

Upgrading tourism statistics to include sustainability

Sharing up-to-date tourism data for citizens, entrepreneurs and policy makers



Promoting sustainable, resilient and digital tourism ecosystem

Putting in place effective sustainable tourism management and monitoring tools at destination level

Improving the enabling framework for SMEs in the tourism ecosystem

FOCUS AREAS

The flagship identifies areas to promote the sustainable recovery of tourism and build economic resilience of businesses and regions. The first package focusses support to the Member States' National Statistical Offices in order to enable better tourism data collection and sharing. The second package focusses on national and regional authorities as well as destination management entities with the aim to improve tourism management strategies and tools, including the enabling framework for SMEs.

