



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

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



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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**

Upgrading
tourism
statistics to
include
sustainability

Closing the
implementation
gap of the
Tourism Satellite
Account statistical
framework

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

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

Improving the
enabling
framework for
SMEs in the
tourism
ecosystem

**Promoting sustainable, resilient and digital
tourism ecosystem**