Council of the European Union

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NOTE

From:	Presidency
To:	Delegations
Subject:	**Draft Council Conclusions on 'European Agenda for Tourism 2030'**

Delegations will find attached a Presidency proposal for draft Council conclusions on "European Agenda for Tourism 2030" with a view to the discussion by the Working Party on Competitiveness and Growth (Tourism) at its meeting on 9 September 2022.

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Draft Council Conclusions on 'European Agenda for Tourism 2030'

THE COUNCIL OF THE EUROPEAN UNION,

1. RECALLING Article 6 of the Treaty on the Functioning of the European Union, as regards the EU supporting, coordinating and supplementing the actions of Member States in the area of tourism; in this sense REAFFIRMING Article 195 of the Treaty on the Functioning of the European Union.

2. RECALLING

    –   its Conclusions on 'The competitiveness of the tourism sector as a driver for sustainable growth, jobs and social cohesion in the EU for the next decade' of 27 May 2019[1];

    –   its Conclusions on 'Tourism in Europe for the next decade: sustainable, resilient, digital, global and social' of 27 May 2021[2].

3. UNDERLINES its determination to promote sustainable tourism, considering all the key dimensions of economic, environmental and social sustainability, in accordance with the United Nations 2030 Agenda for Sustainable Development, and its commitment to support tourism that creates sustainable jobs and promotes local culture, products and services.

4. ACKNOWLEDGES that tourism significantly contributes to economic development across Europe and can aid with achieving the objectives of various EU, national and regional policies thanks to its cross-cutting economic and social dimension and the high ratio of micro, small and medium-sized enterprises operating directly or indirectly along the tourism value chain.

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[1]   9707/19.
[2]   8881/21.

5. WELCOMES the outcome of the co-creation process with the stakeholders led by the Commission under the Transition Pathway for Tourism[3] as a follow-up to the Communication from the Commission on 'Updating the 2020 New Industrial Strategy. Building a stronger Single Market for Europe's Recovery'[4], which helped to identify actions, conditions and objectives for the green and digital transition of tourism towards a more resilient ecosystem.

6. RECOGNISES the work of the Commission, Member States and stakeholders to build the basis for the European Agenda for Tourism 2030 through the co-creation process; in this respect ACKNOWLEDGES that the co-implementation process, as part of the Transition Pathway for Tourism, is a good starting point for strengthening cooperation among tourism stakeholders and the Member States.

7. STRESSES the importance of promoting a sustainable, innovative and resilient tourism ecosystem given that:

    –   in 2019, before the COVID-19 pandemic, the EU tourism ecosystem represented 12.9 % of EU Gross Value Added and 15.8 % of employment;

    –   the tourism ecosystem is composed of several economic sectors, which have their own specific sectoral approaches, where over 99 % are micro, small and medium-sized enterprises;

    –   the EU is a top destination for both international visitors and its own residents.

Impact of recent crises on tourism

8. UNDERSCORES that the COVID-19 pandemic has had a particularly devastating effect on the tourism ecosystem and led to a significant loss of income, employment and staff.

9. EMPHASISES that re-opening and re-starting after the COVID-19 pandemic provides an opportunity to leverage the COVID-19 recovery phase for a green and digital transformation of the tourism ecosystem.

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[3]   10089/21.
[4]   8553/21.

10. REGRETS the negative impact of Russia's invasion of Ukraine on tourism, among other sectors, particularly in countries close to Ukraine and, in this respect, ACKNOWLEDGES their continuous efforts to resume their tourism activities in a climate of uncertainty related to the military aggression.

11. POINTS OUT that across all Member States, limitations on travel have a serious effect on the operations of passenger transport companies and a particular impact on long-haul flights.

12. IS CONCERNED that rising prices on energy and food products heavily burden the provision of travel and hospitality services.

13. RECOGNISES that despite the continuing uncertainty, the tourism ecosystem has shown solidarity towards refugees from Ukraine by providing temporary accommodation for relocated citizens and by supporting their integration and offering them jobs.

Future vision

14. STRESSES that the tourism sector is subject to unprecedented conditions that are evolving quickly and affecting its traditional business models.

15. EMPHASISES the need to bring more transparency into relations between online platforms and public bodies, especially as regards the identity of accommodation providers who offer their premises through online platforms.

16. CONSIDERS that the digital and green transitions of the tourism ecosystem must be based on collaboration between stakeholders across sectors and different levels of public and private actors at EU, national, regional and local levels.

17. TAKES INTO ACCOUNT that the COVID-19 pandemic has increased recognition of sustainability objectives among EU citizens and globally, and INVITES the Commission, Member States and tourism stakeholders to make use of the readiness of many Europeans to change their travel and tourism habits in order to become more sustainable.

18. POINTS OUT that businesses have proven able to quickly adjust and innovate their services, resources, and target markets in exceptional circumstances; CONSIDERS that further increased flexibility can be an instrument for a more resilient tourism market.

19. POINTS OUT that domestic and intra-EU tourism can also help to build resilience for destinations, businesses and services.

20. INVITES Member States to:

–   exchange knowledge and best practices for developing and implementing strategies at various governance levels, taking account of the economic, environmental and social sustainability of tourism and including the perspective of visitors, and awareness-raising activities;

–   help to build resilience into the tourism ecosystem across sectors and at different levels of public and private actors;

–   contribute to the green transition of the tourism ecosystem regarding:

   •   transport, e.g. by supporting the decarbonisation of mobility, through the development of multimodal travel and improving the attractiveness of railways for passengers and by promoting alternative mobility modes, such as cycling and hiking, and encouraging longer stays;

   •   more circular and sustainable operations of cultural establishments, attractions, travel agents and tour operators;

   •   all related sectors through the use of relevant EU green public procurement criteria when procuring tourism-related services, such as events, hospitality or travel;

–   create the conditions and incentive to improve the circularity of tourism services in line with EU-wide and national targets for food waste and waste separation;

–   support sustainable tourism with regard to water management and sanitation capacity;

– facilitate the digital transition of tourism stakeholders and support the tourism industry and destinations, in particular by:

- improving the availability of online information on the tourism offer, including on sustainability, accessibility and target audiences;

- digitalising travel documents and border procedures for both EU and non-EU citizens and operating the EU Digital COVID Certificate framework as needed;

- supporting the capacities and digital skills of tourism SMEs to ensure innovative tourism services and effective communication with their clients;

- providing the necessary data to the Commission on travel information, including for the Re-open platform;

– support the development and implementation of innovations in the tourism sector, research and innovation (R&I) projects and multi-disciplinary efforts to develop models and transferable practices for sustainable tourism;

– work on improving the availability of statistics and data sharing at all levels relevant to the tourism ecosystem;

– support the development of the quality of education and skills needed by the tourism workforce, and fairness and equality in tourism jobs;

– in their policies, take into account the impact of tourism on the quality of life of local communities;

– foster the transition of the tourism ecosystem via financial support, in line with national tourism strategies and the European Agenda for Tourism 2030;

– engage in the implementation of this European Tourism Agenda 2030.

21. CALLS on the Commission to:

 − engage, together with Member States, destinations and tourism stakeholders, in implementing the European Agenda for Tourism 2030, in particular through:

- the co-implementation process as part of the Transition Pathway for Tourism;

- the promotion of cross-sectoral cooperation across relevant EU policy domains (e.g. transport, environment and consumer protection);

- the development and implementation of governance models for sustainable destinations through facilitating knowledge and best-practice exchange; and

- the establishment of platforms for studies, knowledge development, best-practice collection and exchange, to provide information on existing communities, networks, ongoing projects and their results, topical events, training and funding opportunities, etc.;

 − ensure user-friendly and actively updated provision of travel information in exceptional situations, including through the Re-open EU platform, based on users' own input, contributions from Member States and other possible sources;

 − propose a common EU regulatory framework for short-term rentals in order to enhance transparency and to guarantee a level playing field for all accommodation service providers;

 − implement the EU Tourism Dashboard to support the follow-up of environmental, digital and socio-economic aspects of tourism;

 − support Member States and relevant stakeholders in tourism with its expertise and experience, including through continuous work within the Tourism Advisory Committee;

- support dialogue and cooperation between public authorities and private EU tourism stakeholders at all levels;

- support SME digitalisation by collecting and sharing best practices on digital tools and practices for tourism;

- identify relevant financing opportunities for Member States and stakeholders through the EU budget and other sources to work towards the objectives recognised in this Agenda, including through the regular update of the 'Guide on EU funding for tourism';

- support awareness-raising activities for citizens and tourism stakeholders on the benefits of the green and digital transformation, consumers' demand for sustainable offers, new skills needs and experimenting in tourism, and develop the use of environmental footprint methodologies for the tourism ecosystem;

- support capacity-building programmes and technical and financial assistance for SMEs to engage in environmentally friendly practices and schemes;

- revise harmonised data collection rules on tourism statistics that include elements and indicators on economic, social and environmental sustainability, in cooperation with European Statistical System actors;

- support Member States and tourism stakeholders in implementing interoperable data-sharing practices;

- follow up the EU Tourism Agenda in the Tourism Advisory Committee (TAC) and report to the Council every three years on the implementation of the European Agenda for Tourism 2030 and the progress of the work of the Transition Pathway for Tourism [and on the specific actions included in the Multi-annual EU Work Plan].

22.   INVITES tourism stakeholders to:

−   engage in the implementation of this European Tourism Agenda 2030 [including its Multi-annual EU Work Plan], in cooperation with the Commission and the Member States, and contribute with their expertise and experience to the co-implementation of the tourism transition;

−   [where relevant, commit with concrete pledges to the implementation of the Tourism Transition Pathway actions as their support for the Multi-annual EU Work Plan].

[Annex I: Multi-annual EU Work Plan]

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[Annex I: Multi-annual EU Work Plan]

[Priority area: Enabling policy framework and governance]

[Key topic	Goals and objectives	Actions and responsibilities	Output / target date
Fair measures for short-term rentals (STR)	A transparent EU STR market, promoting competition and consumer protection, creating opportunities and contributing to sustainable tourism.	Member States and the Commission to strengthen the EU framework for short-term rentals to enhance transparency, make it fairer and improve market access. Member States to support regional and local authorities.	EU-level common framework for short-term rentals by 2025 at the latest.
Statistics and indicators for tourism	Improving the availability and coverage of tourism statistics to consider the economic, social and environmental impacts of tourism. Improving access to private and destination-level data for producing official statistics on tourism, respecting data protection rules and legitimate commercial interests.	European Statistical System actors to revise harmonised data collection rules on tourism statistics. Tourism industry, regional, local authorities and DMOs to consider developing data collection and sharing mechanisms that can also benefit official tourism statistics aggregation. The Commission to implement the EU Tourism Dashboard to support the follow-up of the environmental, digital and socio-economic aspects of tourism.	Revised EU framework for tourism statistics which includes indicators on the economic, environmental and social impacts of tourism by 2030. EU Tourism Dashboard publicly available and used by destinations and authorities, offering indicators on the green and digital transition and socio-economic resilience at national and regional levels.
Comprehensive tourism strategies development or update	Strategic approach to tourism at national, regional and local levels to consider the economic, environmental and social sustainability of tourism.	The Commission and Member States to facilitate knowledge and best practice sharing.	Best practice exchange. All Member States or their key tourism regions to have comprehensive tourism strategies by 2025.
Collaborative and data-based destination management	Expanding the scope of tourism destination management organisations to collaborative and data-based decision-making involving all stakeholders.	The Commission to provide awards for smart and sustainable destination management. The Commission and Member States to support destinations in developing their governance models.	Smart tourism capital/EDEN awards. Study on DMO governance models in the EU; community of practice and toolbox for destination management by 2023.

Priority area: Green transition

Key topic	Goals and objectives	Actions and responsibilities	Output / target date
Improving circularity of tourism services	Reducing the environmental footprint of food/general waste, water/energy efficiency and pollution.	The Commission and Member States to establish objectives to reduce the environmental footprint of tourism services and support sustainable tourism with regard to water management and sanitation capacity.	Tourism/hospitality organisations to have reduced food waste in line with EU-wide targets by 2030; halved the amount of non-recycled waste by 2030.
Supporting the green transition of tourism companies and SMEs	Encouraging tourism companies to take up greener practices by increasing demand for green services by public actors and promoting schemes which support assessing, tracking and reducing environmental footprint. Providing support for SMEs to engage in environmentally friendly practices to ensure that it does not become a barrier for trade.	The Commission and Member States to use relevant EU green public procurement (GPP) criteria where applicable when procuring tourism-related services (events, hospitality, travel). The Commission, Member States and regional authorities to support capacity-building programmes, technical and financial assistance for SMEs to engage in environmentally friendly practices and schemes, such as EMAS, EU Ecolabel, other EN ISO 14024 type I ecolabels or equivalent third-party verified voluntary labels.	Increased use of relevant EU GPP criteria in purchasing tourism ecosystem services; increased number of EMAS-registered tourism organisations by 2030; increased number of EU Ecolabel tourism services or accommodation awarded with other EN ISO 14024 type I ecolabels or equivalent voluntary labels by 2030.
Research and innovation projects and pilots on circular and climate-friendly tourism	Supporting public-private co-operation for research and innovation projects and pilots which develop models and transferable practices for sustainable tourism.	The Commission and Member States to support the development of models and transferable practices for sustainable tourism; DMOs and relevant levels of public authorities to support establishing large-scale pilots on sustainable tourism.	Validated and transferable circular and climate-friendly tourism models by 2030; best practices on destination pilots with holistic circular models by 2030.

Priority area: Digital transition

Key topic	Goals and objectives	Actions and responsibilities	Output / target date
Digitalisation of tourism SMEs	Effective use of digital tools by tourism SMEs and microenterprises for internal work processes, service provision, marketing, communication with clients and supply chains and new service development.	The Commission, Member States, regional and local authorities and DMOs to raise awareness among tourism SMEs of the benefits of digitalisation and to support tourism SMEs and start-ups through digitalisation programmes; the Commission to collect and share best practices on digital tools and practices for tourism.	90% of tourism SMEs to have reached a basic level of digital intensity by 2030 and to participate in the digital value chain; searchable collection on transferable digital tools and practices for tourism by 2023; EEN advisory services to support tourism SMEs.
Public data sharing for encouraging innovative tourism services	Encouraging and participating in tourism-relevant data sharing to support innovative services.	National, regional and local authorities and DMOs to publish open datasets of relevance for tourism services - data on public transport, museum collections and visitors, etc.	Open public datasets in all tourism regions by 2025 that can be used for developing tourism-related services.
Research and innovation projects and pilots on digital tools and services in tourism	Supporting public-private co-operation for research and innovation projects and pilots that develop the innovative and sustainable use of digital tools and practices in tourism.	The Commission, Member States and regional authorities to support data-driven destination management development. The Commission and Member States to support innovative tourism services using advanced technologies (virtual/augmented reality, AI) and digitised cultural heritage.	Best practices to monitor carrying capacity and well-being by 2025; published innovative services to provide tourism experiences through virtual, extended and augmented reality, big data and AI by 2025.

Priority area: Resilience and inclusion

Key topic	Goals and objectives	Actions and responsibilities	Output / target date
Accessibility of tourism services	Enhancing social inclusion, taking into account the elderly, persons with disabilities and other groups with special needs.	The Commission, Member States and DMOs to raise awareness of the importance of accessibility in tourism	Increased offer of accessible tourism services by 2025.
Resilient EU tourism services and destinations	Improving the resilience of EU tourism services and destinations to service diverse audiences in all seasons	The Commission and Member States to provide financial and capacity-building support for destinations, companies and start-ups to diversify tourism services.	More resilient services and destinations, which can better resist shocks.
Sustainable innovation in tourism services	Promoting the EU as a destination that meets the changing demands of tourism while maintaining the well-being of residents and their environment.	The Commission and Member States to provide financial and capacity-building support for companies and start-ups to innovate sustainable and resilient tourism services, with a positive net impact for residents.	Innovative tourism services to meet new types of tourism demands while respecting the long-term sustainability needs of the locality and its residents.

Priority area: Skills and support for transition

Key topic	Goals and objectives	Actions and responsibilities	Output / target date
Awareness-raising on needs and opportunities for the twin transition in tourism	Awareness-raising on changes in tourism demand, the opportunities of the twin transition for tourism actors as well as skills and approaches which help to increase resilience.	The Commission, Member States and DMOs to organise awareness-raising activities for tourism stakeholders and support networking and best-practice sharing by award-winning cities in the EU on smart tourism, culture, sustainability, innovation, accessibility and heritage.	Dissemination of tourism transition pathway in 2022; awareness-raising on sustainability schemes, best-practice exchange and promotion of events between award-winning cities.
Pact for skills in tourism	To meet the skills demand in the tourism ecosystem by implementing and expanding participation in the Pact for skills in tourism in order to actively encourage skills development and provide training opportunities for the workforce, the unemployed and SMEs.	The Commission and the Member States to facilitate and support establishing national, regional and local skills partnerships; the Commission to facilitate engaging tourism companies, education providers, trade unions and other organisations to commit to jointly agreed training targets for their workforce; Member States to support skills partnerships to establish fast-track training courses, apprenticeship schemes and blended models for the unemployed and jobseekers.	Regional and national skills partnerships to be established in all Member States by 2023. By 2030, 80 % of the tourism workforce to have participated in training.
Integrated support platform for tourism stakeholders	Helping tourism stakeholders find relevant and timely information, funding and support and connections to peers and experts.	The Commission to establish a stakeholder support platform for facilitating information-sharing, accessing resources and collaboration across tourism sectors and between actors. Member States, regional authorities and DMOs to inform their stakeholders and share information on their relevant results, events and resources for European audiences through the platform.	Stakeholder support platform to be launched by 2023 with regular information-sharing, collaboratively developed resources and community activities to support progress on the Transition Pathway.]