



Council of the  
European Union

Brussels, 11 March 2021  
(OR. en)

6951/21

COMPET 171  
TOUR 6

**NOTE**

From:	Presidency
To:	Delegations
No. prev. doc.:	5275/21
Subject:	Draft Council conclusions on tourism in Europe for the next decade: sustainable, resilient, digital, global and social

Delegations will find attached a Presidency proposal for draft Council conclusions on tourism in Europe for the next decade: sustainable, resilient, digital, global and social, with a view to the discussion by the Working Party on Competitiveness and Growth (Tourism) at its meeting on 16 March 2021.

Changes compared to document 5275/21 are indicated in **bold underlined** for additions and in ~~strikethrough~~ for deletions.

## **DRAFT COUNCIL CONCLUSIONS on TOURISM IN EUROPE FOR THE NEXT DECADE: SUSTAINABLE, RESILIENT, DIGITAL, GLOBAL AND SOCIAL**

THE COUNCIL OF THE EUROPEAN UNION,

- Having regard to the Treaty on the Functioning of the European Union (TFEU), and in particular Article 195 thereof,
- With due regard to the respective spheres of competence of the Member States and the ~~Commission~~Union, as well as the principles of subsidiarity and proportionality,
- **Recalling the importance of the principle of the free movement of persons, as established in the Treaties,**

HAVING IN MIND

- The Communication from the Commission on "Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe" of June 2010<sup>1</sup> and the Council conclusions of October 2010 on this communication<sup>2</sup>;
- The Council 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<sup>3</sup>;

---

<sup>1</sup> 11883/10

<sup>2</sup> 14944/10

<sup>3</sup> 9707/19

- The Communications from the Commission on "The European Green Deal" of 11 December 2019<sup>4</sup> and on "Sustainable Europe Investment Plan – European Green Deal Investment Plan" of 14 January 2020<sup>5</sup>;
- The Communications from the Commission on “A New Industrial Strategy for Europe” of 10 March 2020, which introduced the industrial ecosystems approach, one of which is the tourism ecosystem, and its update of [... March/April 2021], as well as “Europe's moment: Repair and Prepare for the Next Generation" of 27 May 2020 and "A European strategy for data" of 19 February 2020 and the European Skills Agenda for sustainable competitiveness, social fairness and resilience of 1 July 2020;
- The Communication from the Commission on "Tourism and transport in 2020 and beyond"<sup>6</sup> and the related Tourism and Transport package, of 13 May 2020; the "European Parliament's resolution on transport and tourism in 2020 and beyond" of 19 June 2020<sup>7</sup> and the opinion of the European Economic and Social Committee on tourism and transport in 2020 and beyond;
- The Council conclusions on "Shaping Europe's Digital Future" of 9 June 2020<sup>8</sup>;
- The 2030 Agenda for Sustainable Development Goals adopted by the United Nations General Assembly and the ~~UNFCCC~~ Paris Agreement ratified within the United Nations Framework Convention on Climate Change;

---

<sup>4</sup> 15051/19 and 15051/19 ADD1

<sup>5</sup> 5269/20

<sup>6</sup> 6874/20

<sup>7</sup> [https://www.europarl.europa.eu/doceo/document/TA-9-2020-0169\\_EN.html](https://www.europarl.europa.eu/doceo/document/TA-9-2020-0169_EN.html)

<sup>8</sup> 8711/20

TAKING INTO ACCOUNT that:

- a) tourism is a cross-cutting economic **and social** activity with a wide-ranging impact on regions' economic growth, employment and social and sustainable development, **which contributes to upholding and projecting Europe's values**;
- b) ~~It~~ tourism employs around 11.7 million people in the EU, accounting for 9% of total EU employment in the non-financial business economy, and that in 2019, the latest year before the severe impact of the COVID-19 pandemic on the economy, accounted for 9.5% of the EU's GDP, with a 6% value of overall EU exports. With the pandemic the worldwide sector reduced 80% of net value and around 11.5 million jobs in the EU have already been impacted in the travel and tourism sectors in 2020;<sup>9</sup>
- c) due to the COVID-19 crisis, **the** tourism **ecosystem** has the highest investment needs among the 14 industrial ecosystems **defined by the European Commission** and the lowest confidence indicator<sup>10</sup>;
- d) ~~the~~**The** value chains in the tourism ecosystem are complex ~~and are made up of the four key vectors of transport, accommodation, experience and intermediaries~~, **tourism is essentially a horizontal activity that depends on several sectors** and the success of the tourism industry lies in the degree of **mutual** influence between them~~;~~. **Disruptions along the value chains may lead to significant losses for stakeholders upstream and downstream**;
- e) the aftermath of the COVID-19 pandemic may provide an ~~opportunity~~**occasion** for the EU to exchange good practices and reinforce its cooperation and coordination in the framework of ~~aan~~ European Agenda for Tourism;

---

<sup>9</sup> **Nota bene: figures to be updated in accordance with latest data.**

<sup>10</sup> **Commission Staff Working Document, Identifying Europe's recovery needs, SWD(2020) 98, [https://ec.europa.eu/info/sites/info/files/economy-finance/assessment\\_of\\_economic\\_and\\_investment\\_needs.pdf](https://ec.europa.eu/info/sites/info/files/economy-finance/assessment_of_economic_and_investment_needs.pdf)**

- f) ~~essential~~**Tourism** and ~~non-essential~~ travel needs ~~clear~~**transparent** information and ~~transparent~~**clear** criteria **on conditions and entry requirements** so that travellers can make informed choices, ~~allowing~~**and allow** the industry to adapt and implement compliant ~~health~~**travel** measures;g) ~~the~~, **in particular during health crises; Stakeholders and all** relevant players of the tourism ecosystem ~~are~~**at all levels should be** committed to accelerating and implementing **the** measures and actions that make the ~~sector~~**ecosystem** more sustainable and ~~bring it closer to achieving objectives on ecological footprint reduction~~**reduce its environmental impact;**
- gh) following the COVID-19 pandemic, consumers, as well as future generations, ~~will~~**may** have a different approach to travel and tourism experience and the supply side must adapt and change its offer, **promoting sustainable production and consumption patterns across the sector's value chain;**

THE COUNCIL OF THE EUROPEAN UNION,

1. HIGHLIGHTS the importance of **permanent** cooperation and exchanges of best practices between Member States on sustainable and responsible tourism policies ~~and practices, in order~~. **This is of particular relevance** to build resilience and **ensure** agility in **the context of** future crisis management;
2. STRESSES the positive contribution of sustainable and responsible tourism, with respect to local, natural, social and cultural resources and the well-being of local communities, particularly those in less developed areas ~~or~~, areas undergoing structural changes; **or remote areas such as the EU outermost regions.**

3. URGES the EU and its Member States to move towards a collective and well-coordinated response to possible future crises (pandemic or otherwise) in the tourism ecosystem, with a common cohesive approach, deepened cooperation and coordination, ~~under the EU Integrated Political Crisis Response (IPCR), and by developing in the appropriate for a harmonised framework on health and safety protocols for tourism services and establishments.~~
4. STRESSES the importance of ~~considering~~ **addressing** the needs and potential of tourism SMEs and micro- enterprises as drivers for social and economic convergence ~~with~~ **contributing to** a balanced regional development and job creation, **in particular in regions where tourism represents a particularly high share of employment and revenues.**
5. HIGHLIGHTS the importance of quality education and skills development, with a focus on young people **and gender equality**, without neglecting lifelong learning processes and resources-base; encourages **student and professional exchanges as well as** the acquisition of training, competences and digital skills by tourism professionals at all levels, where the ongoing work towards a Pact for Skills in tourism should be further ~~exploited~~ **pursued through public-private partnerships.**
6. IDENTIFIES tourism as **one of the** key industrial ecosystem where further measures are needed to contribute to:
  - a) improving the quality of life and the quality of ~~of~~ **and sustainability of products and** services offered at tourism destinations (such as new employment opportunities, sustainable construction and modernisation of ~~sustainable~~ tourism and public infrastructure, **waste management**, transport, ~~digitalisation and ICT~~ **digital transformation**, telecommunication, financial, etc.), and

- b) the development **and the promotion** of innovative and sustainable tourism products and services that take into account climate change, **the transition towards climate neutrality** and the growing expectations of tourists, ~~and~~ improve resource efficiency in the tourism sector (~~such as health, rural tourism, food and wine tourism, ecotourism, nautical, cultural and creative tourism, cycling, hiking and cultural routes, river tourism, amongst others~~) **and contribute to reducing the environmental impact.**

**7. RECOGNISES that city tourism, business travel, the events sector and the industry of Meetings, Incentives, Conventions, and Exhibitions (MICE) are an increasingly important part of the tourism ecosystem; that their successful functioning depends on strong collaboration between travel, hospitality, and leisure sectors that provide products and services for the tourism industry; and that there is a need to re-design strategies for the future of these sectors.**

**78.** ENCOURAGES Member States to develop sustainable ~~and~~, responsible **and resilient** tourism principles in their policies and strategies, based on sound evidence and on the monitoring of the ~~positive impact it will have~~ on global, national and regional levels, including on:

- a) driving towards a **sustainable and** responsible tourism and business conduct;
- b) improving connectivity and multi-modal sustainable travel, taking into account **cross-border, rural and, peripheral and depopulated areas , as well as outermost regions;**
- c) promoting new technologies, digitalisation, ICT and data-sharing to enhance the ~~capacity and~~ performance of tourism businesses, the value of tourism destinations, **understand and meet growing and emerging needs tourism consumers and adapt to their uses and practices, enrich the end-to-end tourist experience,** satisfy growing **and changing** tourism consumer needs, improve tourism development planning and the smart management of tourism flows, as well as provide seamless travel, easier communication and integrated tourism development.

89. RECOMMENDS that Member States share their vision, ideas and potential projects on how the tourism ecosystem can contribute to achieving the European Green Deal objectives, in line with Paris Agreement and the Sustainable Development Goals of the Agenda 2030, by implementing innovative instruments to modernise tourism business models and destination management and take further steps on the road to decarbonisation, **more resource efficiency** and promotion of ~~the~~ circular economy in tourism.
910. ~~PROPOSES that~~ **EMPHASIZES the importance of** the digital transformation of tourism is ~~prioritised~~ **and proposes that tourism can play a relevant role** within the EU Digital Single Market initiatives, namely with regard to Artificial Intelligence and big data issues, promoting a common European Data Space for tourism aligned with the EU data strategy, and ensuring that the **European** Digital Innovation Hubs network serves the digitalisation needs of ~~tourism~~ SMEs.
1011. ENSURES that the EU allocates **and identifies within the existing framework the** adequate economic and financial tools to support the long-term recovery of the tourism ecosystem and to make it more resilient and support its green and digital transitions.
1112. INVITES the Commission and the Member States to ~~design~~ a European Agenda for Tourism 2030/2050, underpinned by shared priorities and **an** action plan, to drive the green and digital transitions of the tourism ecosystem and strengthen its competitiveness, resilience, and sustainability.
1213. INVITES the Commission to:
- i) **mainstream tourism into wider EU policies and** ensure that ~~EU policies of relevance to tourism~~ **they** are coherent and encourage sustainable and responsible tourism in respect of the Sustainable Development Goals, ~~local~~ **natural and cultural** resources and **local** communities, **thus contributing to the quality of life and to regional value added;**



- ii) launch as soon as possible, and at the latest by September 2021, a comprehensive overview of **current** funding sources for tourism in the MFF 2021-2027 ~~to give due support to all~~ **and** the policies ~~measures defined and~~ **New Generation EU to** facilitate access to information ~~for stakeholders~~ **to enterprises and public authorities**;
- iii) apply its industrial ecosystem approach to tourism and develop together with Member States ~~dedicated tailored made~~ **a specific** approach ~~pathways~~ **within the existing framework** that ~~support~~ **supports the** tourism ~~industry~~ **ecosystem**, in particular SMEs, and destinations in their green and digital transitions;
- iv) **in order to maintain Europe as the world's leading tourist destination in terms of value, quality, sustainability and innovation,** work with Member States, destinations, industry and stakeholders to launch new tools to encourage European destinations to adopt a more intelligent, informed and sustainable approach to tourism planning and management based on monitoring tools and indicators ~~(e.g. ETIS – European Tourism Indicator System, SA – Tourism Satellite Account)~~;
- v) work with the Member States and relevant international organizations to jointly design an EU Tourism Scoreboard, as an EU flagship tool for the tourism ecosystem, by the end of 2021;
- ~~vi) present an overview of the results achieved and challenges faced in implementing the Communication on "Europe, the world's No1 tourist destination" by the end of 2021.~~
- vi) call for a detailed approach to the chapter dedicated to the Tourism ecosystem by the end of Q1 2022, with actions and financing tools, following the presentation of the European Industrial Strategy review that took place on [XX of XX<sup>11</sup>].**

---

<sup>11</sup> **Nota bene: figures to be updated in accordance with latest data.**