

# SUSTAINABLE EU TOURISM

Shaping the Tourism of Tomorrow



# Agenda



Time	Activity	Speaker
<b>15:00–15:05</b>	Welcome and house rules	Paolina Marone, Intellera Consulting
<b>15:05–15:10</b>	Introduction by the European Commission	Marlène Bartès, Policy Officer in the Tourism Unit, European Commission
<b>15:10–15:15</b>	Project objectives	Alberto Venditti, Intellera Consulting
<b>15:15–15:20</b>	Survey for local and regional DMOs	
<b>15:20–15:30</b>	Identification of best practices and key challenges	Prof. Dagmar Lund-Durlacher, ZENAT/ITS
<b>15:30–15:40</b>	Establishing a cooperation mechanism for destinations with shared challenges	Beatrice Dorenti, Intellera Consulting
<b>15:40–15:45</b>	Communication toolkit for DMOs	Antigoni Avgeropoulou, Senior Public relations Consultant, Scholz &Friends
<b>15:45–16:00</b>	Conclusions and Q&A session	Paolina Marone, Intellera Consulting

## Housekeeping rules



Make sure to **mute** your **microphone** to avoid background noise



**Raise your hand** or type your questions in the **chat**



Please, be aware that today's webinar is going to be **recorded**



# Introduction to the Project

**SUSTAINABLE  
EU TOURISM**



Shaping the Tourism of Tomorrow

# Towards a greener, more digital and resilient tourism ecosystem



How the EU is helping the tourism industry recover from COVID-19 and prepare for future crises

# Project overview

**SUSTAINABLE  
EU TOURISM**



Shaping the Tourism of Tomorrow

# Project Objectives



Facilitate change towards **more sustainable and resilient tourism destinations**, aligned with the **Transition Pathway for Tourism**

**Project duration:** December 2023 – November 2025

**Scope:** DMOs in NUTS 2 and NUTS 3 or lower

## Specific objectives



Recognise **key challenges** and gather **best practices** for sustainable and resilient tourism with focus on local communities throughout the EU

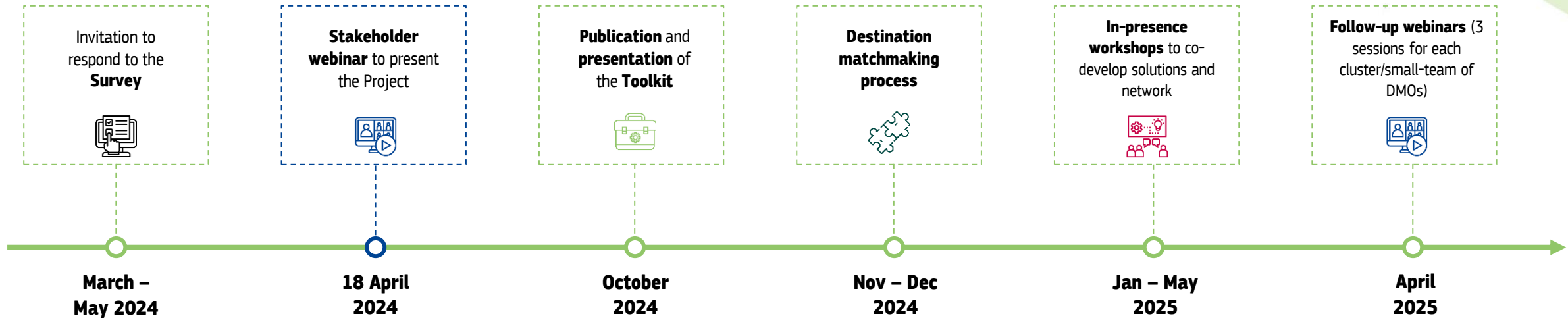


Establish **collaborations** between destinations with common challenges

# Destinations' journey

DMOs' path towards sustainability & resilience

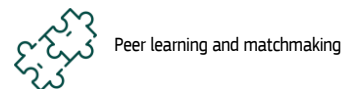
## Key activities in which DMOs will be involved



## Communication activities for DMOs

- Presentation of key messages to DMOs (in 22 different languages)
- Communication kit for DMOs
- Closing activities (feedback on collaboration activities, lessons learnt and guidance for DMO)

### Legend





# Survey for local and regional DMOs across the EU

## Scope and objectives



Assess the destination's state of the art regarding **sustainable and resilient tourism**, determining their interest in participating in the project activities

### Specific objectives



Identify the **involved DMOs' key challenges** and **best practices** for sustainable and resilient tourism



Gather DMOs' expressions of interest to **participate in the project activities**



Identify **sustainability** and **resilience experts** who would register to the **TAIEX expert database**

# DMO Survey

## Contents of the Survey

### Section 1 – Introduction & General Information

- Contact details
- Tourism in the destination
- Governance

### Section 2 – Challenges & Opportunities

- Sensitivity to changes
- Tourism impact
- Emerging trends and developments

### Section 3 – Solutions

- Measures implemented
- Success factors and challenges in implementation
- Measures planned or ongoing

### Section 4 – Participation in the project

- Participation in project activities
- Tourism impact to be addressed in the project
- Expert to involve in the project

### SURVEY CHARACTERISTICS

- ✓ **22 EU languages**
- ✓ Runs on EU survey
- ✓ **Open from March to May**

### SUPPORTING MATERIALS

- ✓ **EC survey invitation letter**
- ✓ **Guide for DMOs**
  - Project presentation
  - FAQ & helpdesk

# DMO Survey

Preliminary analysis

**86 answers** collected\*

## Country coverage

- **20 EU Member States** & 1 candidate country
- Missing Bulgaria, Cyprus, Estonia, Hungary, Lithuania, Luxembourg, and Slovakia

## Destinations dimension

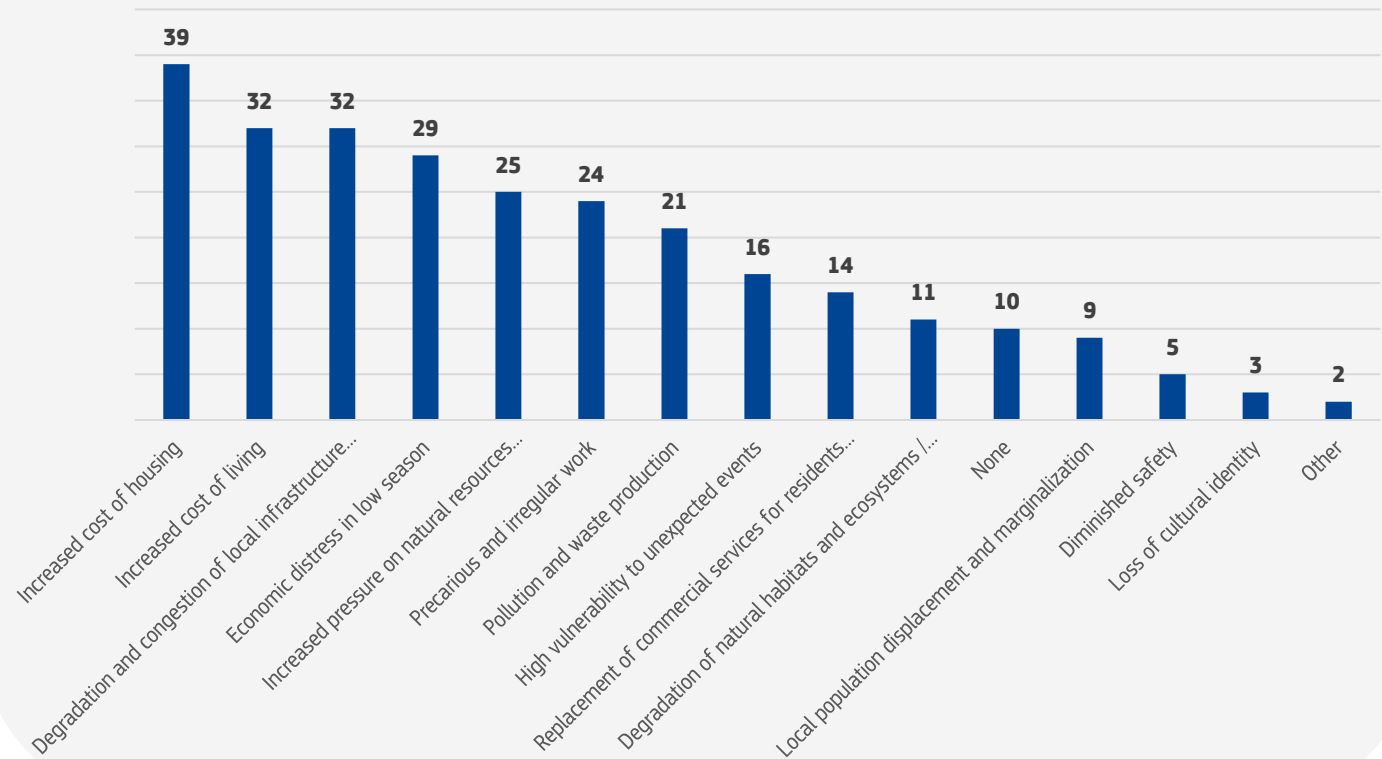
- 90% destinations have less than 800.000 inhabitants
- **77% less than 150.000**
- 45% less than 50.000

## Type of destinations

- **27%** are **urban**
- 26% are **rural or natural**
- 16% are **mixed**
- 10% are **mountain**

## Most common tourism negative impact on destinations

Please indicate the 5 most negative impacts of tourism in your destination



## DMO survey

Share your valuable insights and express your interest to connect with fellow European DMOs!



**Deadline: 31/05/2024**



# Identification of best practices and key challenges

# Scope and objectives



Collecting best practice solutions as a **resource** and a **tool** for DMOs

## Specific objectives



Reveal key challenges and opportunities for supporting sustainable and resilient tourism in local and regional destinations.



Collect and analyse best practice solutions to illustrate actions and measures that have been successfully implemented to address challenges, impacts and risks of tourism.



Document and communicate results and findings to the DMOs, differentiated by spatial contexts and EU-wide coverage.

# Key challenges and opportunities

From potential risks, impacts and driving forces to key challenges and opportunities (preliminary findings)



## Grouped along four sustainability dimensions

### Economic

- Unbalanced tourism development (over tourism)
- Commercial gentrification
- Inflation of prices
- Seasonality
- Valorisation of natural and cultural resources through tourism
- Digital transformation in tourism .....

### Ecological

- Climate protection and mitigation
- Climate change adaptation
- Loss of biodiversity and the attractiveness of nature and landscape
- Sustainable and smart mobility solutions
- Circular economy in tourism

### Socio-cultural

- Attracting and retaining skilled workers
- Accessibility and inclusiveness in tourism
- Gentrification and touristification
- Limited tourism acceptance
- Uncivilized behaviour among visitors

### Governance

- Sustainable tourism planning and strategy
- Management of sudden, unpredictable events
- Cooperation and collaborative mechanisms with other stakeholders and sectors
- Citizen involvement within decision-making processes
- Measuring and monitoring sustainable tourism



# Best Practice example

Florence, Italy (urban): Balancing tourism development (preliminary findings)



## Key challenges

Overcrowding of tourists in a small area.

Degradation and congestion of local infrastructure and services.

Low awareness of other places and attractions among tourists.

Spread the tourists over the entire territory.



## Solution approaches

A **cooperating steering board** as a structure for managing tourism → resulting in shared strategies, regulations, as well as tools for managing tourism.

**New website formats** ([www.feelflorence.it](http://www.feelflorence.it)) and a **mobile application** with real-time functionalities to enlarge the pool of what is being offered, management of the **opening hours** of museums, **queue management**, and **reservation system** to avoid the overcrowding.

**New regulations of the municipality** to stop the uncoordinated opening of new F&B shops and regulations for shop display and advertisement.

Florence **Smart City Control room** which aggregates and shares data among the Florence Municipality, public utilities and public service providers in a common data platform.

## Success factors

A **cooperating steering board**  
**Monitoring and analysis of data** concerning tourism in the area (Florence Smart City Control room)

## Learnings

The **preservation of the city** is crucial for the inhabitants and the tourists.

**Networking and cooperation** are crucial in all cases.

**Understanding the results of the data analysis** and the **discussion of the results** during the steering board meetings is important for decision-making.....

Establish a cooperation mechanism for destinations with shared challenges

# Scope and objectives



Move from **best practices knowledge** to **solutions implementation**

## Specific objectives



Learn about EU **funding** and **collaboration opportunities**



Establish **cooperation** with other destinations to implement solutions



**Networking** with **destinations** facing **similar challenges**

# Matchmaking & workshops

Establish cooperation and networking



## *Toolkit*

Handbook providing **knowledge** and **practical tips** to implement solutions and identify EU cooperation and funding opportunities



## *Solution approaches*

**Destinations' sign-up**



**Destinations matchmaking** based on common challenges and preferred EU instrument



**3 destinations clusters & Smaller teams** based on similar challenges and preferred EU instruments



## *Idea development*

**One-day in presence workshop** tailored for each cluster:

- Presentation of best practices
- Development of a solution idea
- Networking

## *EU instruments follow-up*

**Follow-up webinar** focused on the EU cooperation and funding opportunities tailored for each cluster

# Toolkit: «Together for Sustainable EU Tourism»

From best practices knowledge to implementation



## Section 1

Know

A) Common challenges and the most promising best practices identified

B) EU cooperation and funding opportunities

## Section 2

Assessment tool

Based on  
**Sustainability and resilience needs**  
**Preferred EU instrument**  
**Cooperation readiness**

# Communication toolkit for DMOs

# Scope and objectives



## Communication toolkit for DMOs

### Specific objectives



Communication material package for use of DMOs in their own communication activities



Target tourists & guide them to contribute through their behaviour to sustainable and responsible tourism



Visitors are empowered to make informed and sustainable choices

# «Sustainable EU Tourism - Shaping the Tourism of Tomorrow»

An umbrella campaign, with multiple strands

## Communication campaign toolkit for DMOs and general public

### Target audience: Tourists

A **digital toolkit** with **info and promo material** shared with DMOs to **raise awareness** about **responsible travel practices** & the **avoidance of negative impacts** on destinations

The **key messages** will be based on the results of the survey (e.g. most common challenges) and best practices

**Posters** with QR codes to resources

**Digital content** (infographics, banners, videos, etc.)

**Responsible travel tips** (Brochures, leaflets)

**Case studies** (Success stories of destinations)



**#SustainableEUTourism**



# What's in it for destinations?

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# Why is this project relevant for you?

Benefits for destinations



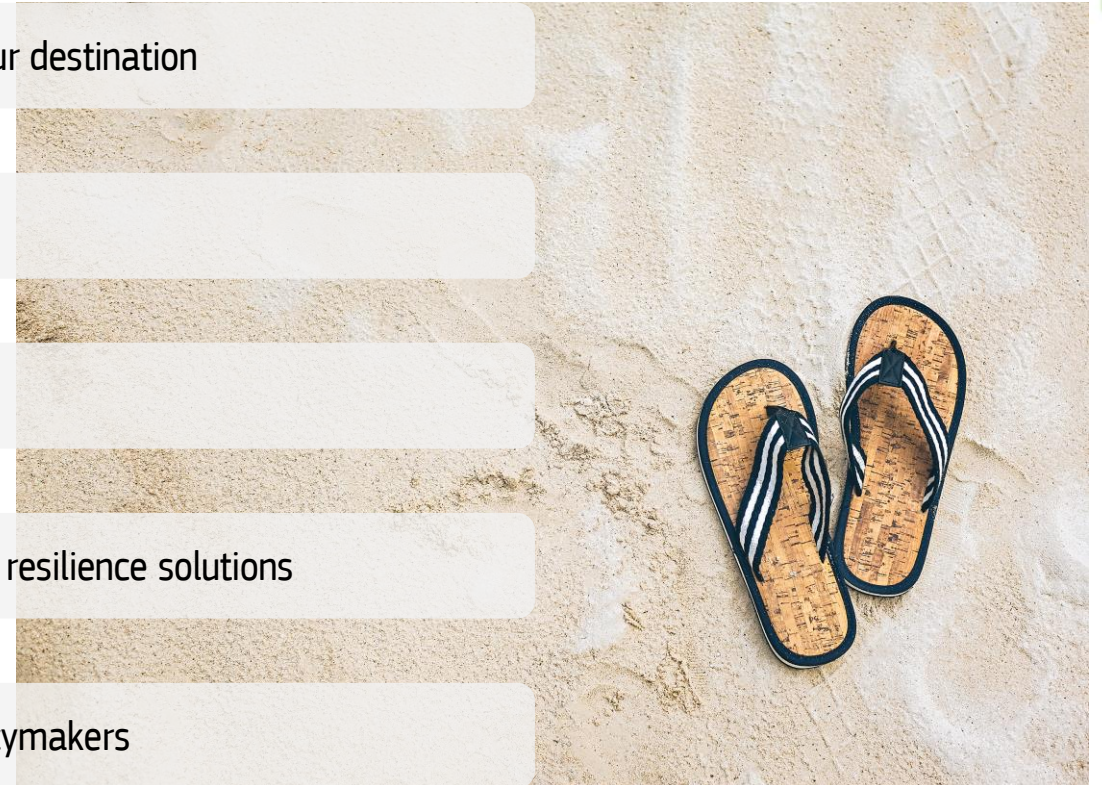
Reflect on the state of sustainability & resilience in your destination

Showcase your best practices at EU level

Learn from peers' best practices

Collaborate with partners to develop tourism sustainability & resilience solutions

Networking with EU tourism destinations and policymakers



# Q&A Session

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## Q&A Session rules



Use the '**Raise your hand**' function or type your questions in the **chat**



**Wait for the session's moderator to give you the word**



Make sure to **mute** your **microphone** when not talking to avoid background noise

## Q&A Session – Questions asked in the webinar



Question	Answer
Is only one response per DMO desired, or can several employees/CEOs respond?	The survey aims at understanding the challenges of destinations and their best practices. Therefore, it is recommended to have 1 answer per destination.
Will the awareness campaigns be customisable with the destinations' logos?	When preparing DMO communication and awareness campaigns, the team working with DMOs will make sure to include their logo.
Can you specify again how will the 3-entity cluster work?	Once having identified which destinations want to start collaborating with others through the destinations' sign up, this information will be used to cluster the different destinations according to their challenges, solutions, and funding opportunities that they would like to apply for.
As a DMO... Is it true that we can answer the survey without going any further in the process/without any specific commitment?	Yes, no commitment in answering to the survey.
Can you estimate the workload for DMOS already, beside the workshop and survey?	The main workload is represented by answering the survey and, if interested, participating to 1 workshop and 1 webinar. This will be then eventually followed by setting up collaborations with other destinations, consulting the toolkit, as well as understanding which are the funding opportunities that could be more useful for DMOs.

# Thank you!

Visit the project website at this link: [\*Sustainable EU Tourism - Shaping the Tourism of Tomorrow\*](#)

[paolina.marone@intelleraconsulting.com](mailto:paolina.marone@intelleraconsulting.com)

[beatrice.dorenti@intelleraconsulting.com](mailto:beatrice.dorenti@intelleraconsulting.com)

[alberto.venditti@intelleraconsulting.com](mailto:alberto.venditti@intelleraconsulting.com)

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