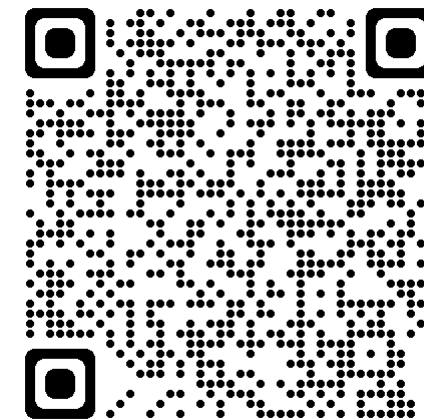


EU Funding for Tourism



Marlene BARTES
European Commission (DG GROW)

Guide on EU funding for tourism



- Links to relevant EU programmes and websites
- Annual work programmes and calls for proposals
- Concrete project examples for inspiration
- Available in all EU languages

ERDF and Cohesion Fund
Single Market Programme
Erasmus+ Horizon Europe
Creative Europe Digital Europe
... and much more!

[Guide on EU funding for tourism \(europa.eu\)](https://europa.eu)

Projects supported by the European Parliament



Supporting sustainability and resilience of EU tourism destinations

Duration: 24 months

Nov 2023

Nov 2025

THE OBJECTIVE

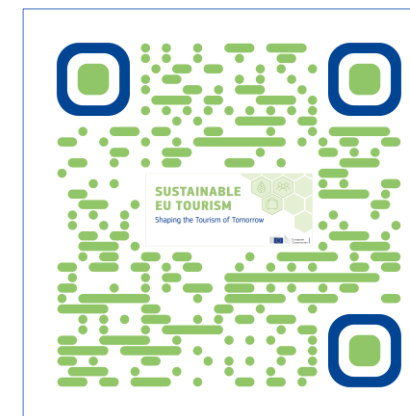
Facilitate change towards more **sustainable and resilient tourism destinations**, aligned with the Transition Pathway for Tourism.

Focus on **Destination Management Organisations (DMOs)** in EU MS (NUTS 2 and NUTS 3 or lower).






SUSTAINABLE EU TOURISM

Calling all European DMOs!



Fill out the survey by 31 May

MAIN DELIVERABLES

-  • Survey to 500+ local & regional DMOs
- Mapping & compilation of key challenges and good practices for destinations
-  • Peer-to-peer twinning mechanism for DMOs with common challenges
- Online peer collaboration tool to support DMO twinning
-  • Communication campaigns towards DMOs & the general public

CONSORTIUM



With the support of



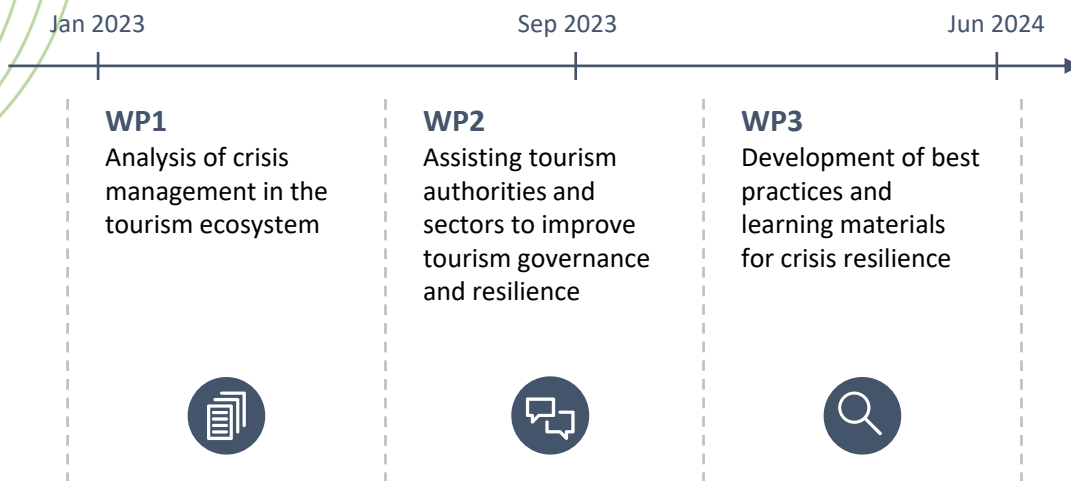
Crisis Management and Governance in Tourism

THE OBJECTIVE

Strengthen the EU’s tourism ecosystem governance, making it more **resilient** and better prepared for **resisting, managing** and **mitigating** crises.

KEY MILESTONES

Duration: 18 months



Stay tuned for learning materials in the 2nd semester of 2024!

THE NUMBERS



KEY OUTCOMES

Recommendations & Best Practices

Development of guidance and collaboration materials as well as recommendations and best practices for the tourism ecosystem

55 Advisory Services

- Which resulted in:
- Risk assessment
 - Crisis management situational assessment
 - Action plans

Learning materials

Which will improve destinations and cross-border professional associations’ governance and resilience and their situational understanding of the tourism context and capabilities

Tourism ecosystem better prepared to respond, manage and recover from crisis events



Development of Product Environmental Footprint Category Rules (PEFCRs) and acquisition of relevant Environmental Footprint compliant datasets for hotel accommodation sector

OBJECTIVE

Support tourism accommodations by enabling them to measure their environmental impacts, adopting a life-cycle approach and using a tested method of Product Environmental Footprint (PEF), developed by the Commission.



Develop Product Environmental Footprint Category Rules (PEFCRs) for the hotel accommodations

Define and acquire the necessary Environment Footprint compliant datasets

Draw lessons and recommendations for sub-sectors

Structured engagement of the relevant stakeholders

TIMELINE



CONSORTIUM



Code of conduct for online ratings and reviews for tourism accommodation

OBJECTIVE

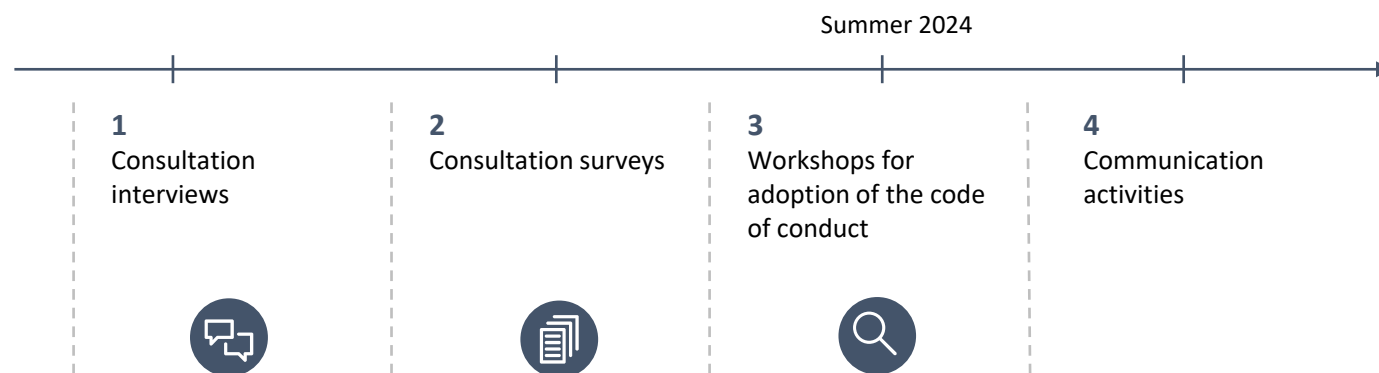
Create a code of conduct that defines best practices to ensure that the reviews and ratings are reliable in this specific sector + bring relevant stakeholders together and make them endorse the code

STATE OF PLAY

Action started in January 2024

- Definition of the scope with colleagues from DG GROW but also CNECT and JUST (DSA, DMA, P2B, UCPD)
- Mapping of stakeholders
- Drafting of business analysis

NEXT STEPS



RESTwithEU - Supporting the implementation of digital tools for tourism and in the restaurant sector

OBJECTIVE

Support and drive the digitalisation of the European restaurant industry

IMPLEMENTED BY

Quantitas SRL

EIT Food CLC South

Innova Next SLU (Barrabés.biz)

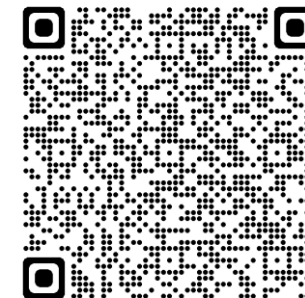
KEY ACHIEVEMENTS

Digital Pathway Tool

Framework that will make it easier for small and medium-sized restaurants to take the necessary steps to progressively adapt to the digitalisation era.

RESTwithEU Guidebook

Detailed roadmap for restaurants that outlines the essential steps to gradually integrate digitalisation in their businesses.



Building Capacity for the Tourism Ecosystem

OBJECTIVE

Promote greater competitiveness in the tourism sector, mainly for SMEs



HOW?



Increase the knowledge and capacity of stakeholders regarding existing funding opportunities, improving their success in applying for funding programmes available in the EU

NEXT STEPS



1

Analysis of the last 4 years of EU tourism funding (2019-2022)

Identification of success and failure factors when applying for funding

2

Compilation of a compendium of best practices

3

Manual on Dos and Don'ts

Guidelines for improving the quality of applications to funding programmes & calls

4

Training sessions to support tourism stakeholders, including SMEs, in successfully accessing funding

TOTAL BUDGET: € 3 000 000

Apply by 15 May 2024



Projects funded under the Single Market Programme (SMP)



Innovation uptake and digitalisation in the tourism sector

TOURINN-01-2020

TOTAL BUDGET: € 8 000 000

| | |
|-----------------------------|--|
| CulTourData | Supporting data-driven innovation for tourism SMEs in European Capital of Culture (IT, NL, PT, DE, ES, BE, SK) |
| EU DigiTOUR | EU DigiTOUR (IT, HR, RS, DE, SI) |
| Euro-Emotur | The journey towards digitalisation. Thinking digital tourism through neuromarketing and emotions (ES, UK, BE, FI, IT) |
| Tourbit | Fostering digitalisation of European Tourism SMEs (ES, FR, SI, BE, FI, PT, IS) |
| RESETTING | Relaunching European smart and Sustainable Tourism models Through digitalization and INnovative technologies (ES, PT, AL, IT, EL) |
| TOURISM4.0 | Capacity building and peer-learning transnational supporting scheme towards smart, innovative and sustainable tourism (IT, PT, HR, ES, MT, PL) |
| SMARTER AOE | Transformation of the Amazon of Europe into smarter and greener tourism destination (SI, HR, HU, RS, ME, RO, BG) |
| TourINN-act | Tourism Innovation Actions and cross-sectoral cooperation in SMEs (RO, EL, ES, IT, CY) |
| DIGITOUR | Boosting the tourism sector in Europe through digital tools and innovation (IT, CZ, ES, RS, BG, DE, FR, DK) |

COVID-19 Recovery Through Sustainable Tourism Growth and SME Support

SMP-COSME-2021-TOURSME-01

TOTAL BUDGET: € 12 420 000

[TRACE](#)

SMEs TRAnSition for an European Circular tourism Ecosystem (IT, BE, RO, CY, ES)

[ECOTOURS](#)

Empowering local communities turning them into laboratories for co-development of circular and sustainable tourism ecosystems (IT, ES, CY, FR, HU, EL)

[First Mile](#)

Supporting tourism SMEs in walking the first mile in improving their sustainability footprint through innovative behaviour change techniques (IT, FR, SI, NO)

[I-STARS](#)

Island Sustainable Tourism Action through Resilient SMEs (CY, EL, IE, ES, IT)

[SUSRUR](#)

Towards SUSTainability and resilient scenarios for tourism SMEs in RUrAl & Remote Areas (LT, AT, IE, RO, EL, ES)

[CE4RT](#)

Circular Economy for Regenerative tourism (DE, NL, IE, IS, FI, PL)

[LookUP](#)

Supporting Tourism SMEs Triple Transition by Uncovering the Value of Sky as Destination (ES, FI, RO)

[COASTOUR](#)

Sustainable and Resilient Transformation of the Rural Coastal Tourism Industry (DE, LT, IT, PT, SI)

[ETSM2030](#)

European Tourism Sustainability Monitoring 2030 (AT, IT, PL, RO, DE, SI)

[STAR GROWTH](#)

Sustainable Tools & Activities for Rural tourism and ecotourism SME's Growth (EL, CY, BG, SI, RO, IT)

Sustainable growth and building resilience in tourism – empowering SMEs to carry out the twin transition

SMP-COSME-2022-TOURSME-01

TOTAL BUDGET: € 20 500 000

[Cross-Re-Tour](#)

Breaking silos in the tourism industry: cross domain open innovation supporting the twin transition for SMEs (NL, SI, ES, DE, ME, LV, MT, PT)

[FU-TOURISM](#)

FU-TOURISM 5.0 - Future-ready Business Support Ecosystem for Tourism SME Transition to Green and Digital Resilience (HR, BE, ES, EL, AT, PL)

[ST3ER](#)

Scaling Twin Transition in Tourism by harnessing the Experience Economy for greater Resilience (IE, SI, PT, ES, DK)

[BEFuture](#)

Shaping the Future of Europe's Business Events sector through a regenerative, resilient and sustainable tourism industry transformation (BE, FR, DE, IT, ES, NL)

[fuTOURiSME](#)

fuTOURiSME - fostering digital & sustainable transition of TOURism SMEs for FUture innovation and resilience (EL, IT, ES, FR, CY, DE)

[SMARTIES for SMEs](#)

Pills of Sustainable, Smart, Regenerative Tourism to Empower SMEs in the EU Mediterranean area (IT, EL, HR, SI, PT, CY)

Transitioning to a more sustainable and resilient ecosystem – empowering tourism SMEs

SMP-COSME-2023-TOURSME-01

TOTAL BUDGET: € 8 500 000

- ✓ Project budgets between € 1 700 000 and € 2 125 000 per project
- ✓ Closed for applications; Currently under **evaluation and selection**
- ✓ Indicative start date: September/October 2024

Objective: Contribute to the transition of the European tourism ecosystem through:

- Direct support to innovative projects presented by third parties, e.g. SMEs,
- Training key stakeholders (train the trainers) so they can become multipliers and train SMEs on resilience and sustainability (economic, social, green),
- Technical support, advice and capacity building to the highest possible number of SMEs based on their needs, attempting to cover a wide geographical scope,
- Collection of best practices with the purpose of providing policy makers with updated, empirical evidence of the implementation of the priorities set out in the Transition Pathway for Tourism.