

EUROPEAN  
TRAVEL  
COMMISSION

# European Travel Commission: A Holistic Approach to Sustainability

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#EUTourism

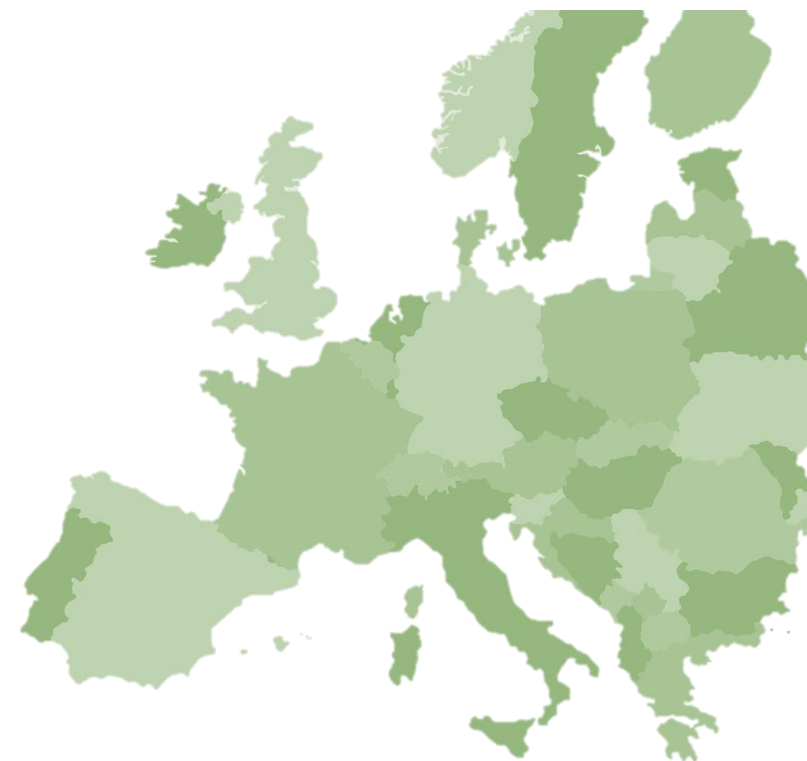
# What is the European Travel Commission?

**75** years supporting European tourism

**36** NTOs

**10+** years cooperation with EC

**20/27** Transition Pathway pledges

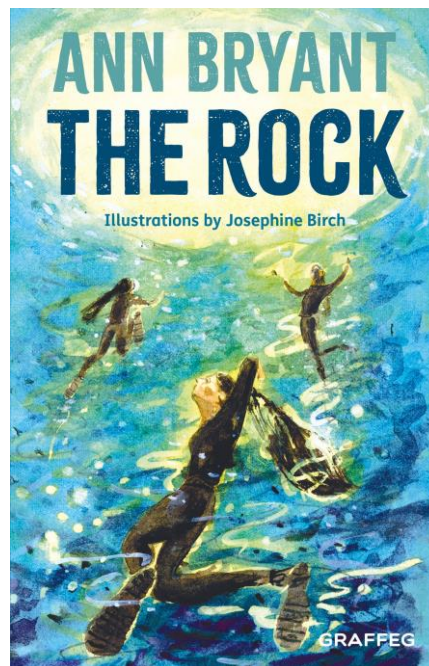
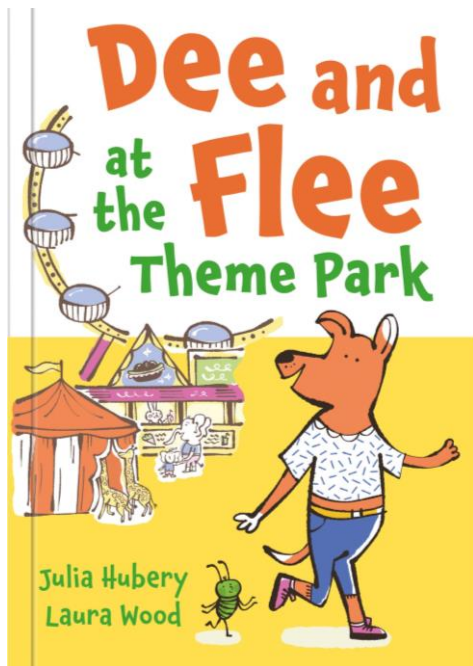


# Resilience



# Resilience: Childrens Books Project

*Topic 19. Awareness raising on the skills needed for the twin transitions*



TRANSFERABLE SKILLS GAINED  
BY WORKING IN THE TOURISM AND  
HOSPITALITY SECTOR

EUROPEAN TRAVEL COMMISSION UNIVERSITY OF SURREY

# Green Transition

# Green Transition: Rail Tourism Awards

*Topic 6. Sustainable Mobility*



# Digitalisation

# Digitalisation: AI Opener for Destinations

*Topic 16: Support for the digitalisation of tourism SMEs and Destinations*

8 online sessions

*Content creation*

*Event planning*

*Risk management*

*AI Ethics*

GROUP  
NAO



# Digitalisation: Human-Centred Digital Transformation in Travel

*Topic 16: Support for the digitalisation of tourism SMEs and Destinations*

Webinar series

Partnered with **EHL**

Focussed on supporting tourism workforce



# Questions or comments?



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