

TRANSITION PATHWAY FOR TOURISM: Overview of Pledges & Commitments



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Policy Officer - Tourism & Textiles
European Commission (DG GROW)

TOGETHER FOR EU TOURISM

STAKEHOLDER MEETING
11 September 2023



Why submit pledges & commitments?



Serve as best practice example



Demonstrate leadership

Show your commitment to the Transition Pathway



Get visibility

Benefit from synergies between stakeholders and initiatives



Contribute to the Commission's yearly assessment of progress



Help identify key areas for EU support

Help address policy gaps



Be part of the Together for EU Tourism (T4T) community

Who can submit pledges?



Academic and research institutions

Business associations



Microenterprises, SMEs, large companies

Consumer / tourist organisation



Destination management/marketing organisations



International organisations

Networks of organisations



NGOs

Local, regional and national administrations



Trade unions, etc.

70 actions grouped under key topic areas

Digital transition

- Data-driven tourism services
- Clear online information offer
- R&I for digital tools and services
- Interoperable data space for tourism
- Digitalisation of SMEs and destinations

Green transition

- Circular tourism services
- Sustainable mobility
- Companies reducing environmental impacts
- R&I projects and pilots on sustainable tourism
- Experimenting environmental footprint methods for tourism

- Collaborative and smart destination governance
- Comprehensive tourism strategies
- Expanding tourism indicators
- Multimodal travelling
- Short-term rentals

- Networking, Best practice sharing
- Awareness raising (skills needs, transition benefits)
- One-stop-shop to resources (skills, funding)

- Facilitating travelling (cross-border, coordinated rules sharing)
- Skills and education development
- Fair and good quality jobs
- Accessible tourism services
- Diversification of tourism services, including resident perspective

Policy & governance

Stakeholder support

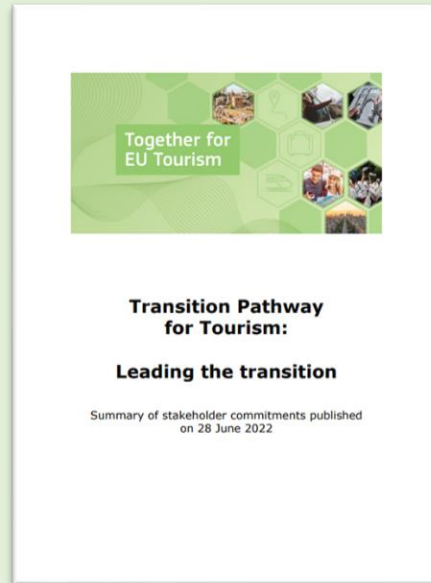
Skills & resilience

Where do we stand?



3 rounds of publication

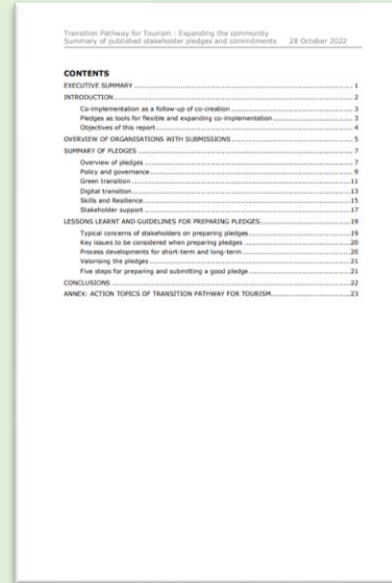
June 2022



1st summary report



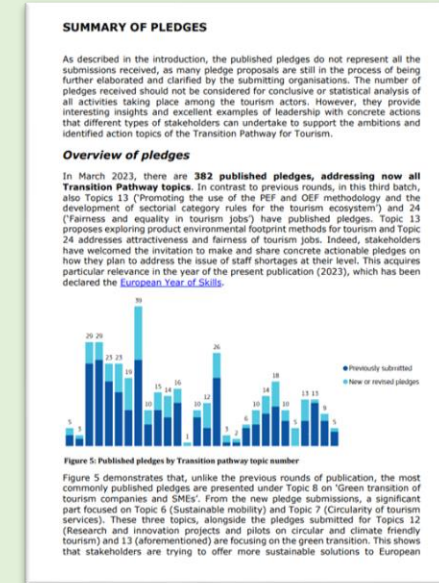
October 2022



2nd summary report



March 2023



3rd summary report

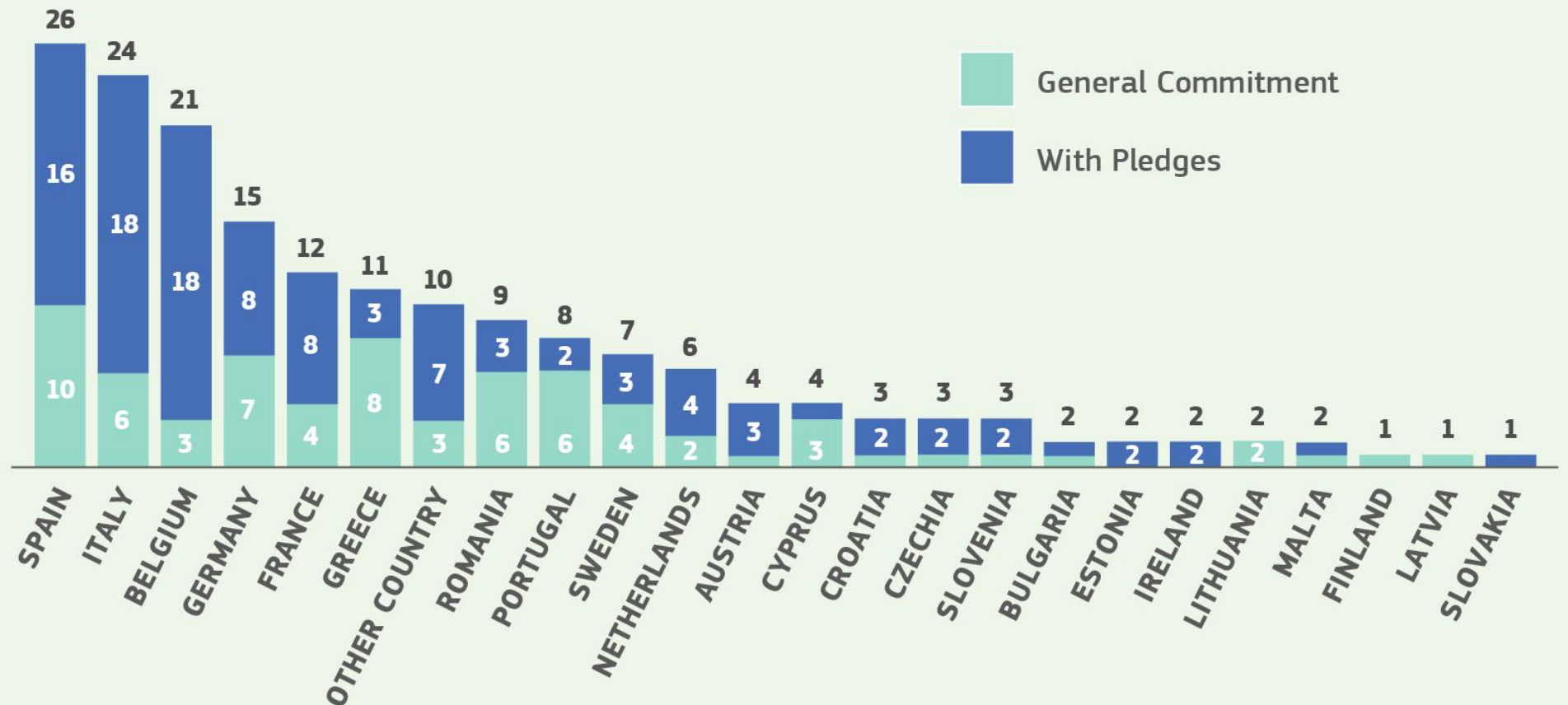


Organisations with commitments

179
organisations

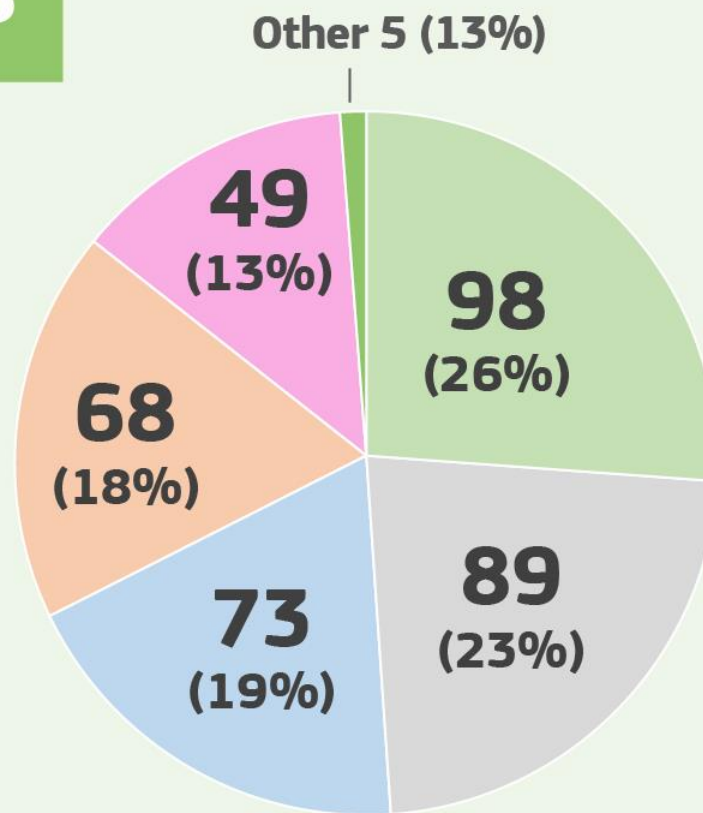
23
Member states

9
non-EU countries



Stakeholder pledges by topic groups

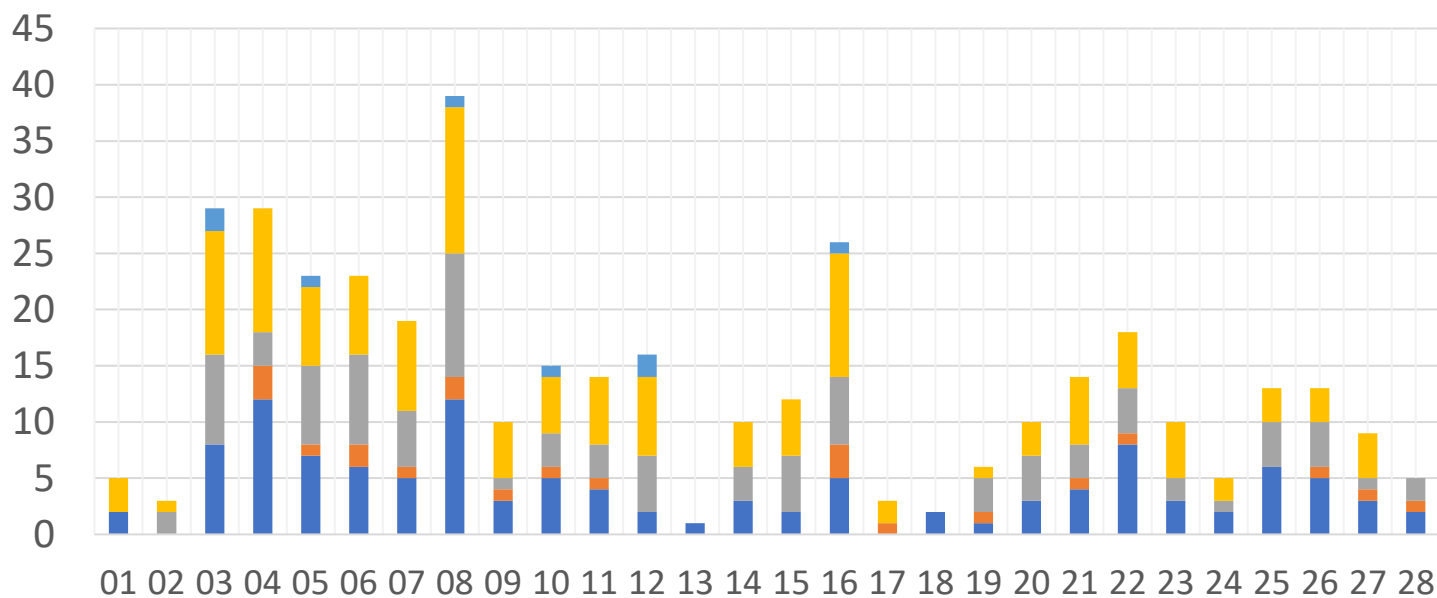
382
pledges in total



- Green transition
- Policy and governance
- Digital transition
- Skills and resilience
- Stakeholder support

PROGRESS ON STAKEHOLDER PLEDGES

Responses



Pledge status

- 4 - Needs revision
- 3 - In progress
- 2 - In progress with sharable results
- 1 - Fully completed
- 0 - no report

Pledge topic number

Please remember to respond to the reporting request on your pledges' progress!



TRANSITION PATHWAY FOR TOURISM: In the Spotlight

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IN THE SPOTLIGHT

Stakeholder pledges & commitments



Sven WILTINK
Global Senior Director Sustainability
Radisson Hotel Group



Nick HALL
Founder & CEO
Digital Tourism Think Tank



Oriol PAMIES
Founder
Queer Destinations



Edgar WEGGELAAR
CEO
Queer Destinations



Anouk VAN EEKELLEN
Director Destination Development
Netherlands Board of Tourism & Conventions



Silvia DE GERONIMO
Officer and Project Coordinator
Emilia-Romagna Region - Italy



Accelerating sustainability

To net positive Hospitality

Sven WILTINK, Radisson Hotel Group, Belgium

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Our Global Brand Footprint

Expanding around the world

Expertise across all key segments and business models, with **ten vibrant brands** ranging from economy to luxury lifestyle.



+260,000

Rooms in operation and under development



+1,700

Hotels in operation and under development



In 120

Countries and territories



*Hotel and room count: Global Data Book August 2022

*Hotels located in the United States, Canada, Latin America and the Caribbean are owned and managed by Choice Hotels. Radisson Hotel Group operates the business in EMEA and APAC since September 2022.

Transition pathway for Tourism

Pledges and commitments of Radisson Hotel Group

As pioneer in the hospitality industry pushing towards the green transition



Hotel Sustainability Basics

Topic 8:

Green transition of tourism companies and SMEs

Radisson Operations App

Topic 16:

Support for digitalisation of tourism SMEs and destinations

Tackling food waste

Topic 7:

Circularity of tourism services

Green mobility

Topic 6:

Sustainable mobility

Hotel Sustainability Basics

A 3-years Program

A set of 12 criteria to fulfil, in a process & stepping stone to greater sustainability.

8x

Foundational criteria to start



EFFICIENCY

1. Measure & reduce Energy use
2. Measure & reduce Water use
3. Identify & reduce Waste
4. Measure & reduce Carbon emissions



PLANET

5. Linen reuse program
6. Green cleaning products
7. Vegetarian options
8. No plastic straws & stirrers*
9. No SUP water bottles*
10. Bulk amenity dispensers



PEOPLE

11. Community benefit
12. Reduce inequalities



Verification partners



RHG welcomes the development of **Product Environmental Footprint Category Rules (PEFCR)** for hotel accommodations and has participated to the tender and is willing to constructively partner with the EU Commission to achieve the new EU goals on sustainability standards for the sector.

Verification scheme has been endorsed by the GSTC and key destinations such as Azerbaijan, Madagascar, Phuket, Zürich and Colombia.

Verification is a requirement for hotels to obtain the Hotel Sustainability Basics logo and recognition and holds hotels accountable as a binding commitment and required actions.



* Already banned in EU hotels since 2019 - SUPD Directive

Lean Ops Focus: Radisson Operations App by hotelkit

Knowledge and key daily tasks can be planned, and best practices shared across hotels

Knowledge Base

- ✓ Single place for all Corporate documents
- ✓ Digitalizing compliance and control of company policies
- ✓ A community composed sharing Best Practice across multi priorities
- ✓ Easy Search functionality

Checklist and Task sharing

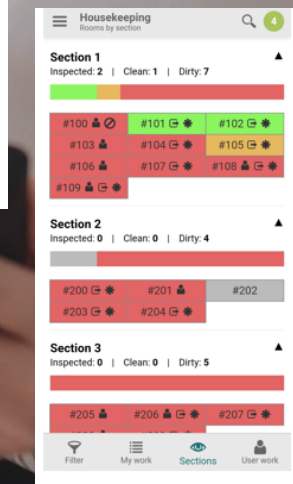
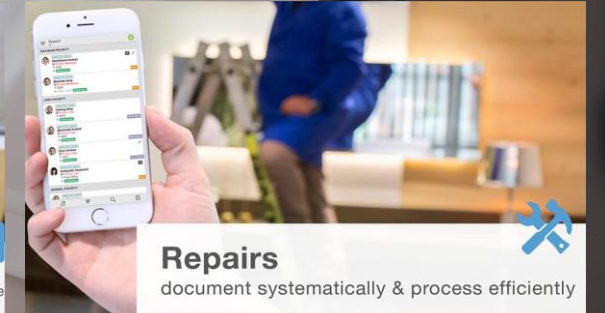
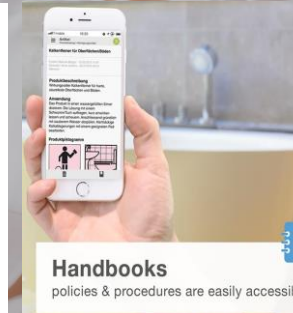
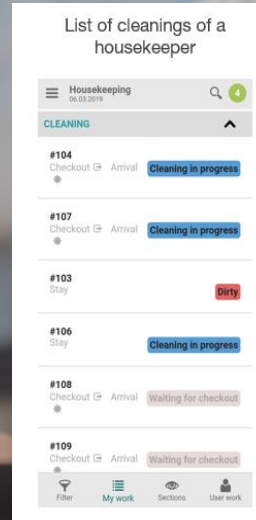
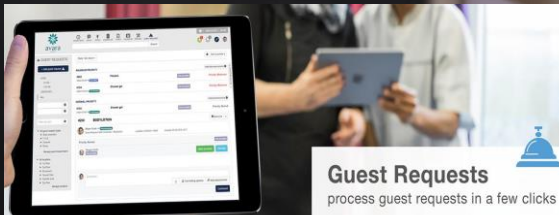
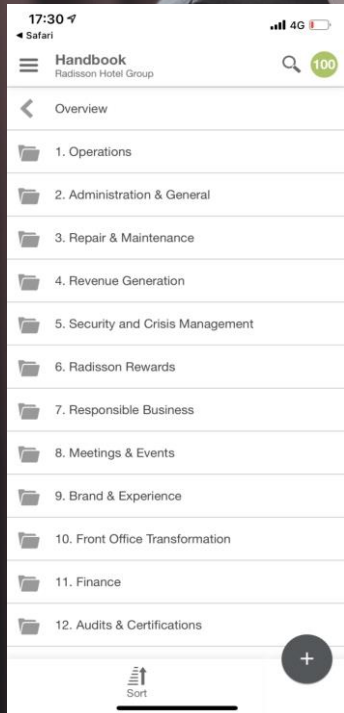
- ✓ Avoid unnecessary calls and mails
- ✓ Secure that valley times are fill out with clear activities
- ✓ Split tasks more effectively, leading to more efficient model

House Keeping

- ✓ Workload and room allocation in record time
- ✓ Housekeepers with clear tasks and able to report incidents
- ✓ Measuring timing and linking cleanliness to efficiency

Maintenance

- ✓ Reactive maintenance clearly identified
- ✓ Preventive maintenance plans standardized, and control improved
- ✓ Align best practices and sharing technical knowledge



Lean Ops Focus: Radisson Operations App by hotelkit

Case study: Radisson Blu Hotel, Hamburg Airport

8,000

Sheets of paper
saved per hotel
per year

**Safety &
Security**

all fire and security walks
can be immediately
communicated with security
partners, authorities and
Area/Central Office

Engineering

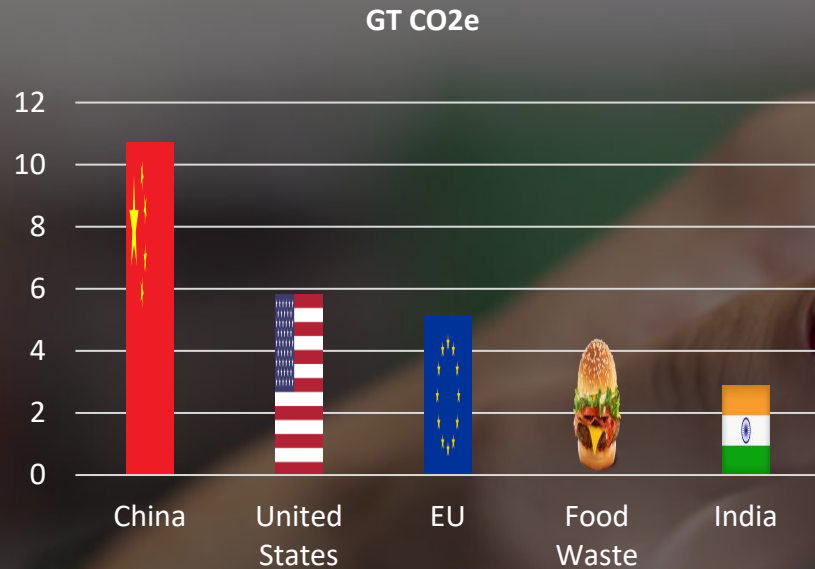
Adding connected meter
measurements devices for
Energy consumption and
preventive maintenance

**House-
keeping**

Consistent delivery of
housekeeping services

Tackling food waste

Global issue, local impact



59M tons
of food waste



€132B in food
value wasted



20
countries

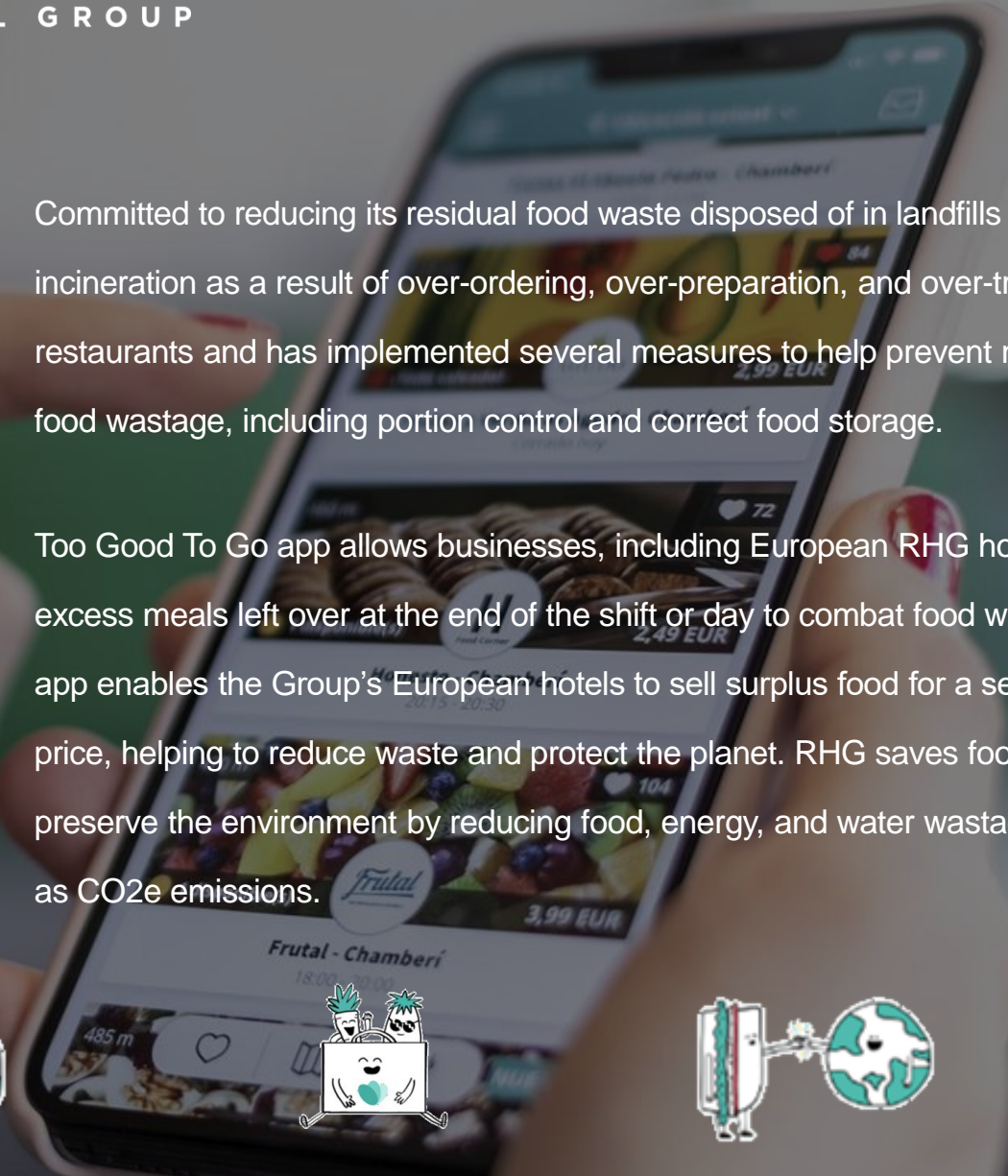


37 tons CO2e
reduction



14,800
meals saved

- Committed to reducing its residual food waste disposed of in landfills or by incineration as a result of over-ordering, over-preparation, and over-trimming in restaurants and has implemented several measures to help prevent needless food wastage, including portion control and correct food storage.
- Too Good To Go app allows businesses, including European RHG hotels, to sell excess meals left over at the end of the shift or day to combat food waste. The app enables the Group's European hotels to sell surplus food for a set, reduced price, helping to reduce waste and protect the planet. RHG saves food and help preserve the environment by reducing food, energy, and water wastage, as well as CO2e emissions.



Tackling food waste

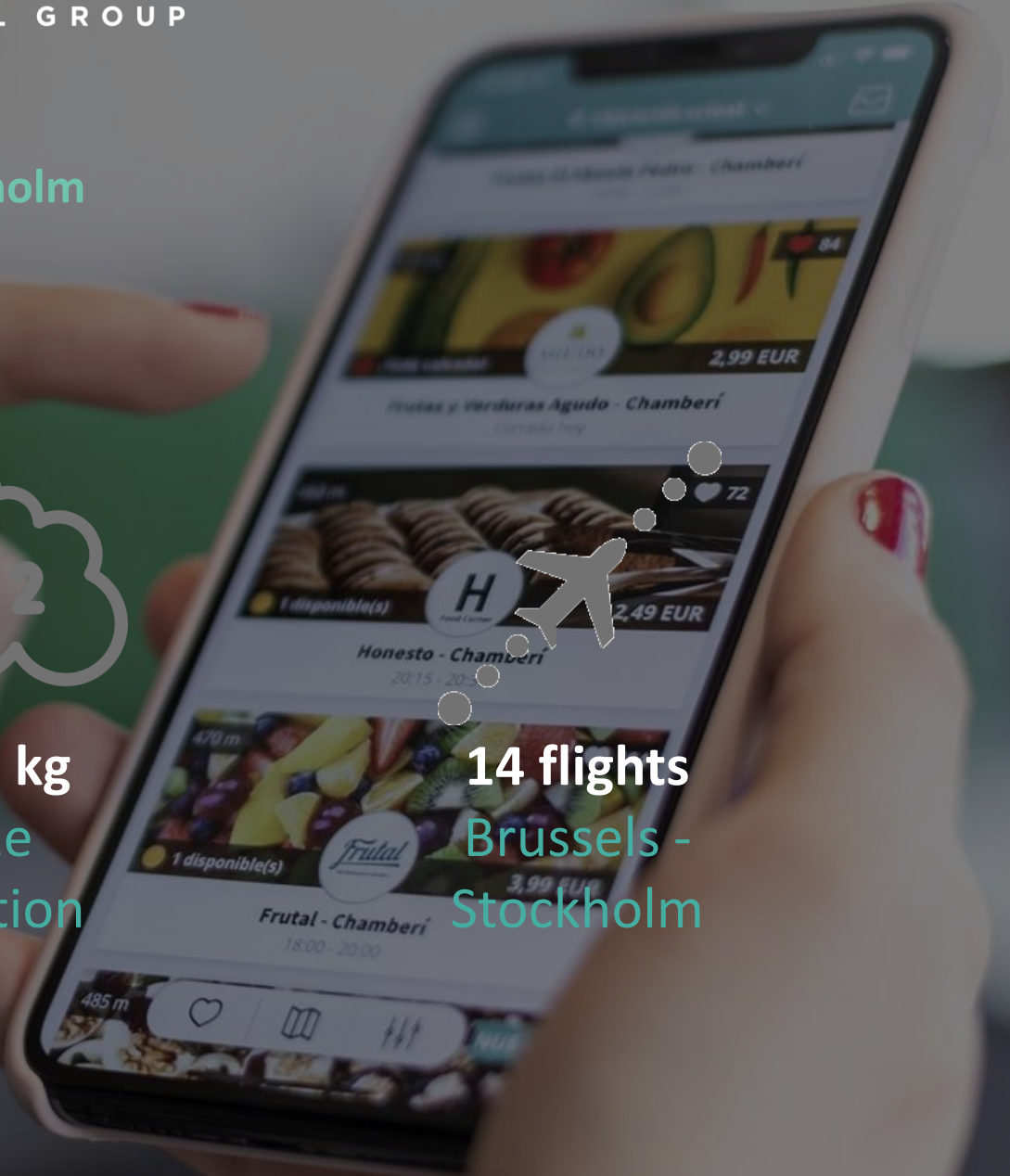
Case study: Radisson Collection Hotel Strand, Stockholm



423
meals
saved



1,058 kg
CO₂e
reduction



14 flights
Brussels -
Stockholm

A Responsible Business, committed to Net Zero by 2050

1. Pioneers in green mobility

- Radisson Hotel Group is pushing forward the transition to green mobility and expanding its green travel options and infrastructure and decarbonizing the business to achieve net zero by 2050.

2. Offering guests green travel options

- Radisson Hotel Group works with green mobility car companies and transport providers to offer guests green options and the Group has set up several EV-mobility partnerships with the aim of bringing EV charging solutions to all European Radisson Hotel Group properties by 2025.

GOAL

Each European RHG property can offer EV charging to its guests on site by 2025

EV STATUS

700+ car chargers installed already (93 hotels)

TAXI STATUS

25% of hotels can offer hybrid or full electric taxi solutions

Thank you.

Questions?





Leading Tourism's Digital Transition

Nicholas Hall, Digital Tourism Think Tank, Belgium

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1. Sustainable, digital transition **methodology & blueprint** for driving transformation

Topic 4: Comprehensive tourism strategies development or update

2. Corporate **book of pledges** highlighting actions to **accelerate transformation** in tourism

Topic 10: Improving the availability of online information on tourism offer

3. **‘Open Access’ Growth Membership** to SMEs, opening knowledge, inspiration and leadership programmes to all

Topic 11: Easily accessible best practice, peer learning and networking for SMEs

4. **Horizon Technologies in Tourism Lab** to build a knowledge-hub of pioneering research

Topic 15: R&I for digital tools and services in tourism

5. **Leading Tourism’s Transition Podcasts** to establish deep insights together with those leading the change

Topic 20: Awareness raising on changes in tourism demand and the opportunities of twin transition for tourism

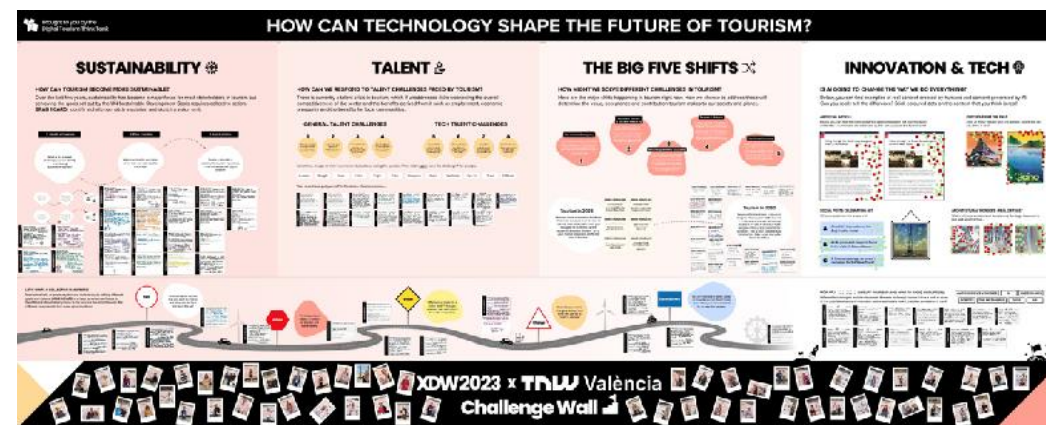


• 1. Sustainable, digital transition methodology & blueprint for driving transformation

Topic 4: Comprehensive tourism strategies development or update



- An open source design-based blueprint offering a model supporting the EU Transition Pathway
- Informed by experience, co-design, and collective aligned with European policy
- Concept based on success of the Business Model Canvas



• 2. Corporate **book of pledges** highlighting actions to **accelerate transformation** in tourism

Topic 10: Improving the availability of online information on tourism offer

Open Call for Digital-Sustainable Initiatives

Here at the Digital Tourism Think Tank, we are firmly committed to tourism's transformation. In support of this, we have pledged our commitment to the European Union's 'Transition Pathway' by making five key pledges. You can read about these [here](#).



We are particularly keen to hear more about:



Platform Focused

Technology developments which focus on platform changes, improvements or adjustments designed to support sustainable actions or transformation.



Prototypes & Innovation

Projects which explore the potential of pioneering technologies, such as the use of ML, AI, XR, Blockchain and other horizon developments.



Industry Focused

Initiatives designed to support the industry to strengthen its overall competitiveness through digitalisation or technology-derived sustainability transition.



Strategic Commitments

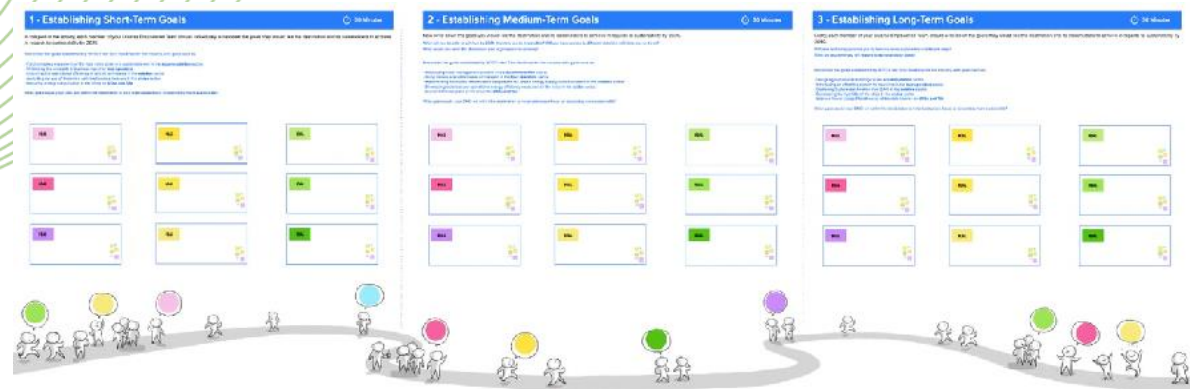
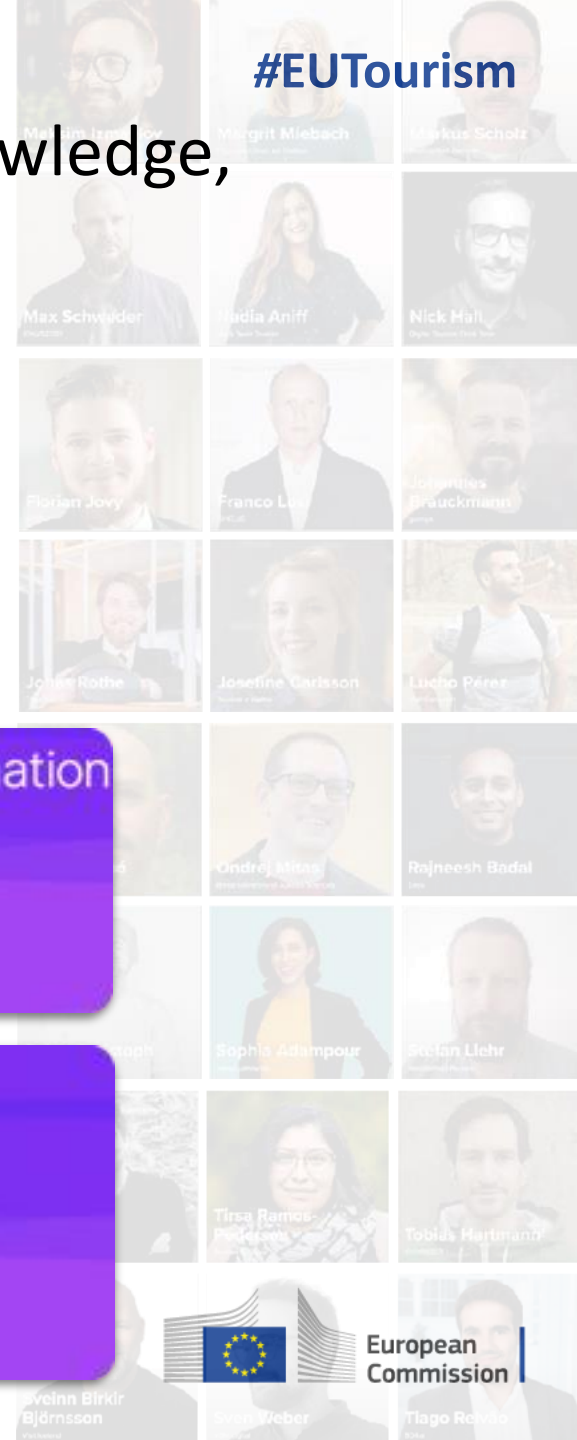
Strategic decisions and objectives which represent a major step-change in accelerating the digital and sustainable transformation.




- Inviting the wider landscape of online and digital players to engage with the transition pathway
- Championing digital initiatives which further the transition of European tourism
- Building a catalogue of solutions, actions and initiatives with granular tagging by technology and segment

• 3. 'Open Access' Growth Membership to SMEs, opening knowledge, inspiration and leadership programmes to all

Topic 11: Easily accessible best practice, peer learning and networking for SMEs

- 2024 Launch of a new membership for 'Innovation Clusters'
- Shared knowledge-pool on digitalisation and design methods
- 'Open-access' membership for European SMEs and Start-ups with Innovation Partners



 Sustainability Leadership
 Human Centred Design
 AI Strategy and Leadership

 Digital-Sustainable Transformation
 Collections
 Tourism industry digitalisation
 Experiential travel
 Horizon technologies
 Digitally driven sustainable transformation
 Open data strategy, policy & management

 Digital Trends & Marketing
 Collections
 Long-form media
 Short-form media
 Generative AI
 Immersive content
 Brand mashups
 Data driven marketing
 Mega trends

• 4. Horizon Technologies in Tourism Lab to build a knowledge-hub of pioneering research

Topic 15: R&I for digital tools and services in tourism

Horizon Technologies Lab

Building bridges between Academia and Industry by pooling insights from applied research programmes



Building a Specialists Ecosystem for Europe

Call for specialised experts, partners and technology suppliers

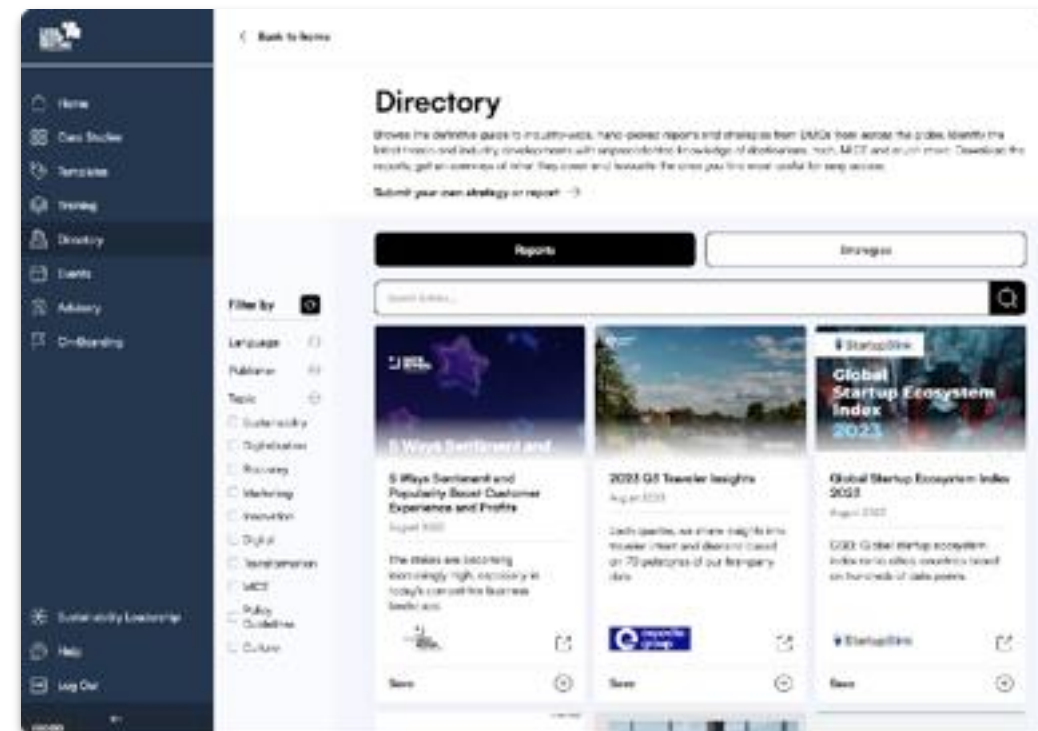
Call for Applied Research Initiatives

The Digital Tourism Think Tank is seeking applied research cases which explore the potential of new and emerging technologies in the tourism industry globally as part of a new 'Horizon Technologies for Tourism Lab' seeking to catalogue a wide range of references and case studies from the research community of value to the industry.



We are particularly keen to learn about studies in the following fields:

 XR The development of new mixed reality technologies and applications.	 ML & AI The use of machine learning and artificial intelligence to derive insights from data.	 AI Ethics The ethical and societal implications of mixed reality and data-driven solutions.	 Sustainability Technology as an enabler for sustainable tourism solutions or transformation.
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• 5. Leading Tourism’s Transition Podcasts to establish deep insights together with those leading the change

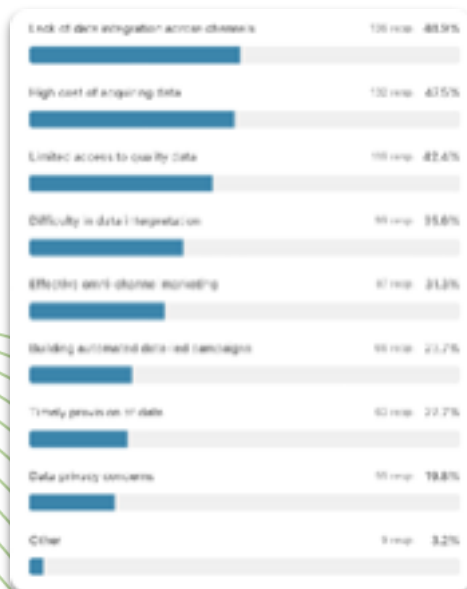
Topic 20: Awareness raising on changes in tourism demand and the opportunities of twin transition for tourism

State of Marketing 2024

Results Published in October this year

Content creation (e.g. copywriting)	12.2%	37.4%	46.8%
Creative media (e.g. video/photo)	23.4%	47.8%	23.7%
Campaign creation & optimisation	20.9%	43.3%	25.2%
Data analysis and interpretation	1.6%	43.9%	36.3%
Web, app and platform creation	23.7%	45.3%	23%
Conversational marketing	20.1%	43.5%	28.8%
Marketing/content Personalisation	16.2%	43.9%	35.3%
Predictive analysis and forecasting	13.7%	43.2%	38.1%

European Digitalisation Index Research launching early 2024



Leading Tourism’s Transition Call for 2024 Series’ Partners

Apple Podcasts

LEADING TOURISM'S TRANSITION

Leading Tourism's... Digital Tourism Think Tank

This podcast series by the Digital Tourism Think Tank tackles some [more](#)

▶ Latest Episode

- 23 MAY · 47 MIN
Futures, Sustainability and Regeneration
- 16 MAY · 53 MIN
Looking to 2050: Where is tourism headed?
- 9 MAY · 51 MIN
Futures & Foresight Basics: Do we have agency?
- TRAILER · 3 MIN
Season 2 Preview
- 29 DEC 2022 · 45 MIN
Part 3: Investing in Data Capabilities
- 20 DEC 2022 · 48 MIN
Part 2: Selecting the Right Data & Content

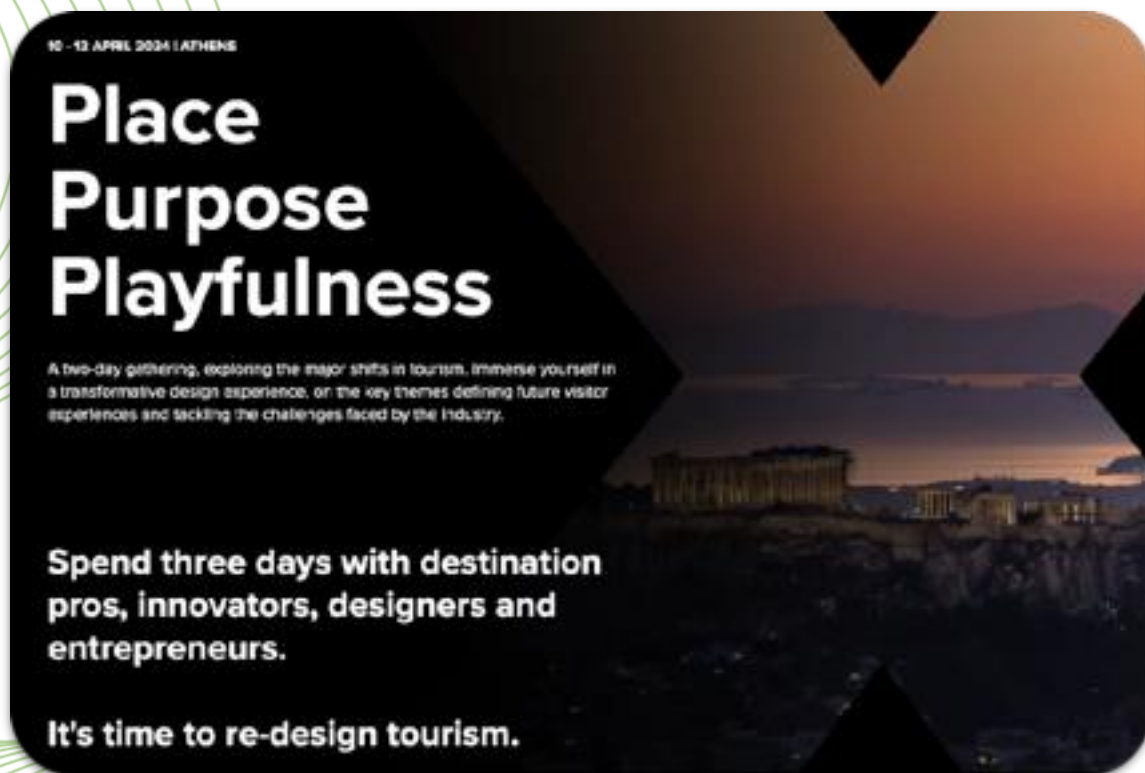
[See More Episodes](#)

XDW2024

MARKETING GREECE

Co-Designing Together

Sustainable-Digital Transition - Methodology & Blueprint



10 - 12 APRIL 2024 | ATHENS

Place Purpose Playfulness

A two-day gathering, exploring the major shifts in tourism. Immerse yourself in a transformative design experience, on the key themes defining future visitor experiences and tackling the challenges faced by the industry.

Spend three days with destination pros, innovators, designers and entrepreneurs.

It's time to re-design tourism.

Athens, Greece - 10 - 12 April 2024

X. Festival 2024



Platform for Industry Collaboration

Celebrating Digital Innovation in Tourism



ONLINE & IN-PERSON · 27TH - 28TH NOVEMBER

X. Festival 2024

Visiting the Hyper-Real

The ultimate in-person gathering of the world's tourism community, celebrating amazing destination brands in a tech-enabled global transformation.

Pre-Register

Tallinn, Estonia - 27-28 November 2024

• Reach out and say hi!

Nicholas Hall
Founder & CEO

Digital Tourism Think Tank

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thinkdigital.travel





Queer Destinations

Oriol Pàmies, Edgar Weggelaar

Queer Destinations, España/México

#EUTourism

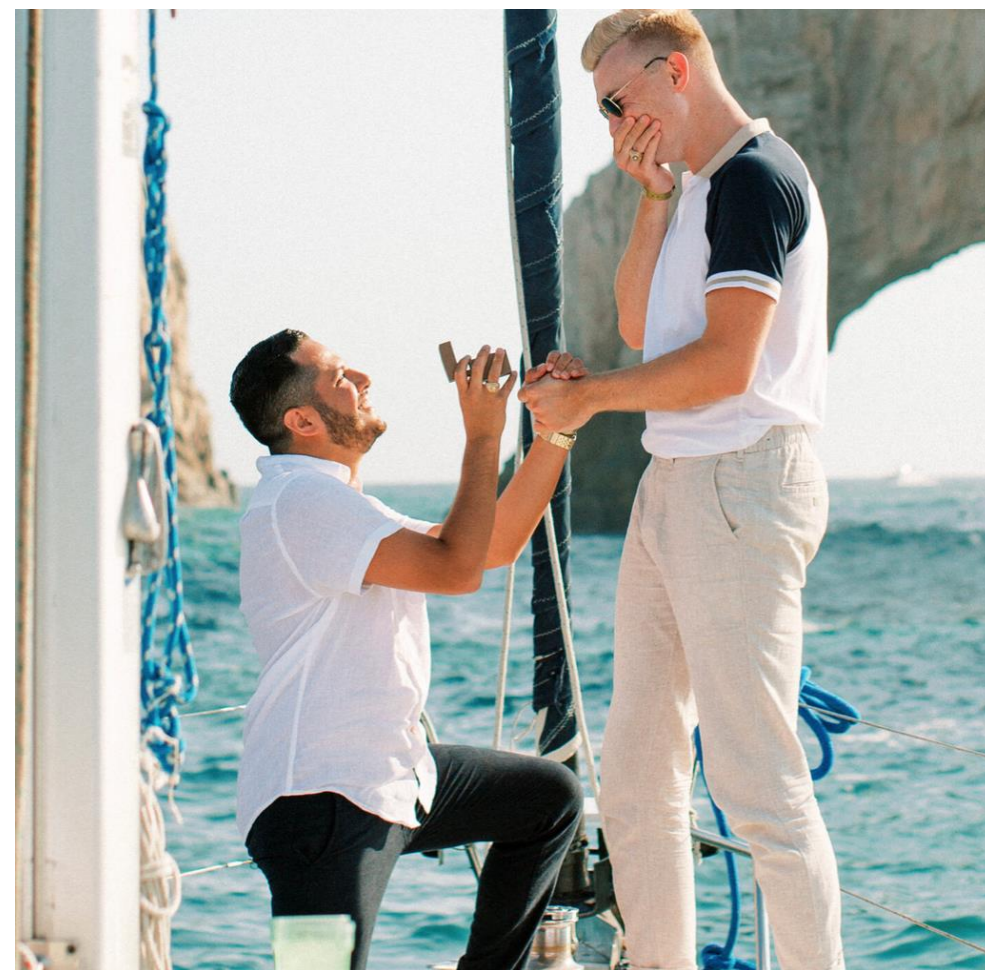
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- An international standard of safety and excellence
- Queer Destinations was born to create safer and more inclusive travel experiences for the LGBTQ+ community.
- Through educational awareness-raising programmes and consulting services specialising in the traveler experience, we are the bridge that connects governments, destinations and companies with the queer community.



- Educational Program:
Hospitality meets diversity
- Awareness-raising is the most important requirement to obtain the distinction. It consists of an educational program through our e-learning platform that includes up-to-date statistical data, interviews and case studies to create a safe environment for discussion and training about the LGBTQ+ community, their consumption habits and how to welcome them appropriately.



• Credentials Queer Destinations



- Present in 12 countries worldwide



- +200 Companies Queer Destinations Committed



- 3 Hospitality Sectors: Hotels, Restaurants & Transport



- +50K Tourism Professionals trained with our Program



- 4 Languages available: English, Spanish, Portuguese & French



- 30 Average Days to sensitise 100% of staff



- 4.9 Average Rating Course satisfaction rate



- +180 Media Mentions becoming leaders in the sector

• Queer Destinations Global Community

- **Americas:** United States, Mexico, Costa Rica, Panama, Colombia, and Dominican Republic
- **Europe:** Spain, United Kingdom, Belgium, The Netherlands, Germany, and Italy.



- **Next Steps**

- Towards Diversity and Inclusion

- **2023**

- Belgium
- France
- Greece
- The Netherlands

- **2023 - 2024**

- Italy
- Germany
- Finland
- Portugal

- **2024**

- Sweden
- Czech Republic
- Denmark
- Poland

Questions?

edgar@queerdestinations.com

oriol@queerdestinations.com





Destination management

Implementing our Perspective 2030 goals

Anouk van Eekelen, Netherlands Board of Tourism & Conventions, The Netherlands

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Who we are



NBTC

Netherlands Board
of Tourism &
Conventions

Inspire

Connect

Collaborate

Topic 5: collaborative destination governance

The Dutch model

Triple helix

Joint approach

Sustainable destination

Balance



Netherlands



The 7 steps of effective destination management

Everyone wishes for the positive impact of the hospitality domain to be as great as possible. That not only the economy would flourish, but also local communities and the local environment. We can achieve this through destination management.

Destination management refers to all efforts, which in conjunction with each other, are aimed at maximising the positive impact of the hospitality domain for a city or region. The positive impact consists of social, environmental and economic value. Destination management contributes to quality of life for residents, optimisation of visitor experiences and a future-proof sector for entrepreneurs and employees.

Towards a conscious destination

This summary of Destination management: ambitions and guidance outlines the seven steps through which we can effectively work towards a so-called conscious destination; with each other and for the sector. The steps can be applied at any scale; from a local to a national level.

Tailored locally

In this context, the guideline is not a blueprint, but a helping hand that works towards integral customisation, perfectly tailored to local dynamics.

The full document Destination management: ambitions and guidance is available at www.NLbestemmingsmanagement.nl.



Where does it come from?

Growth of tourism (international and national)

New strategy

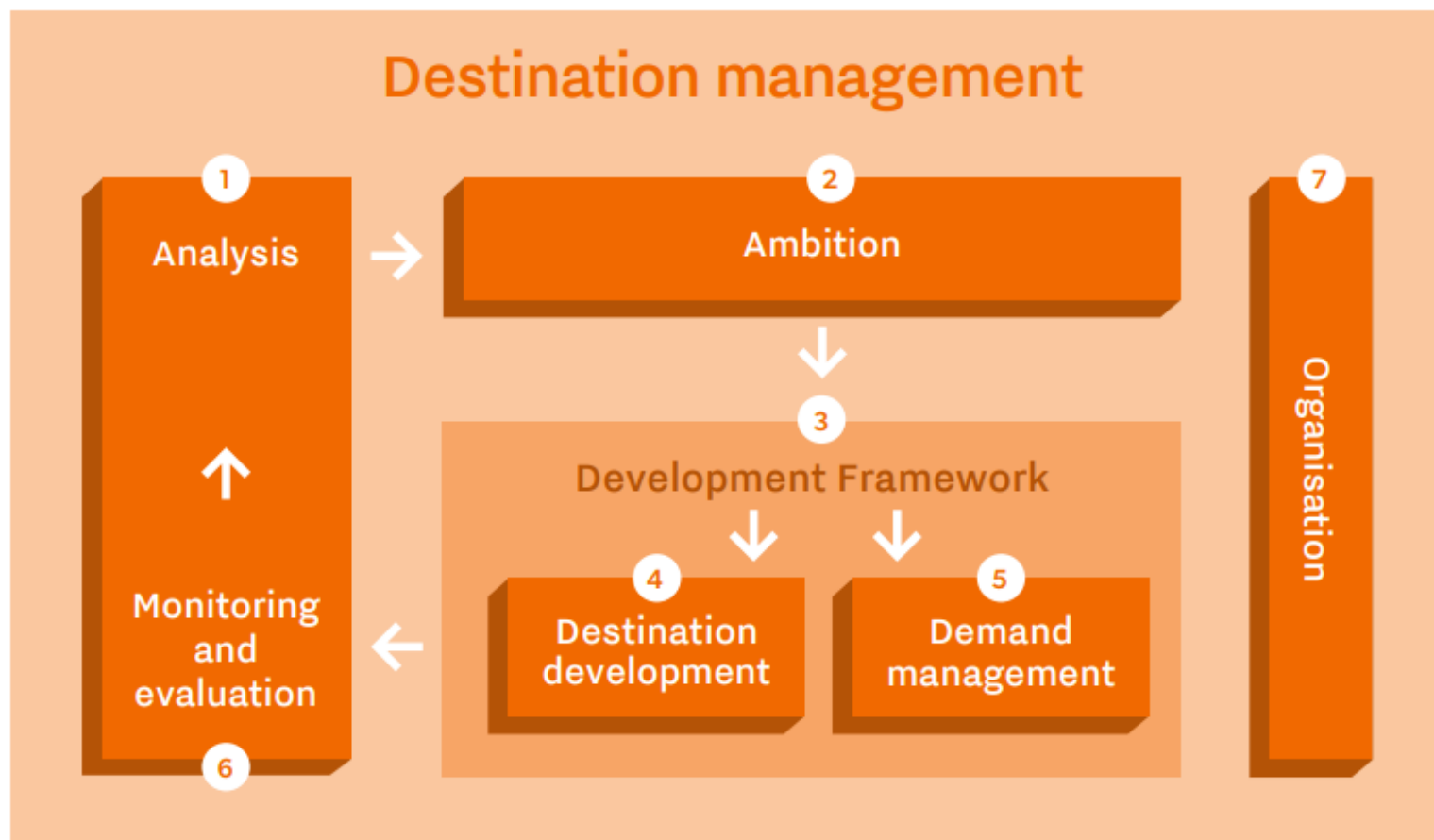
Tourism as a mean instead of goal

Focus on shared interest

Visitors contribute to societal challenges

From destination promotion to destination management

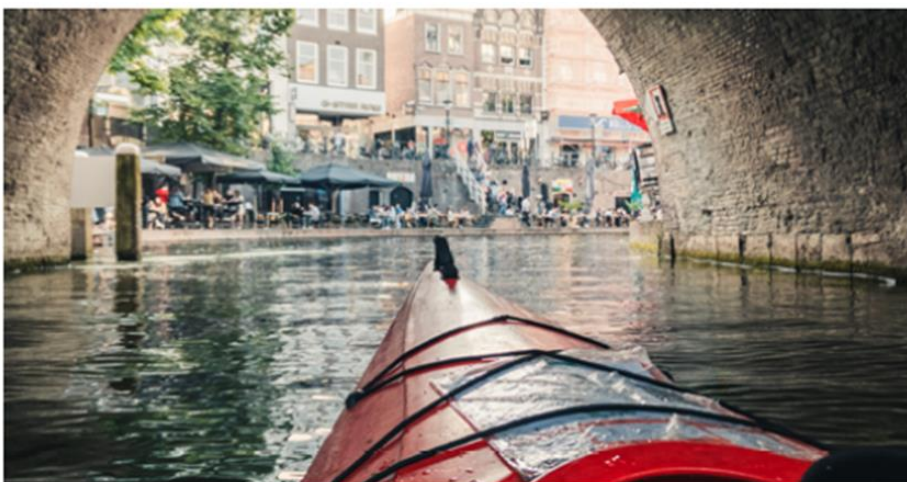
Joint approach



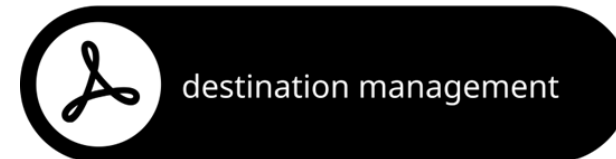
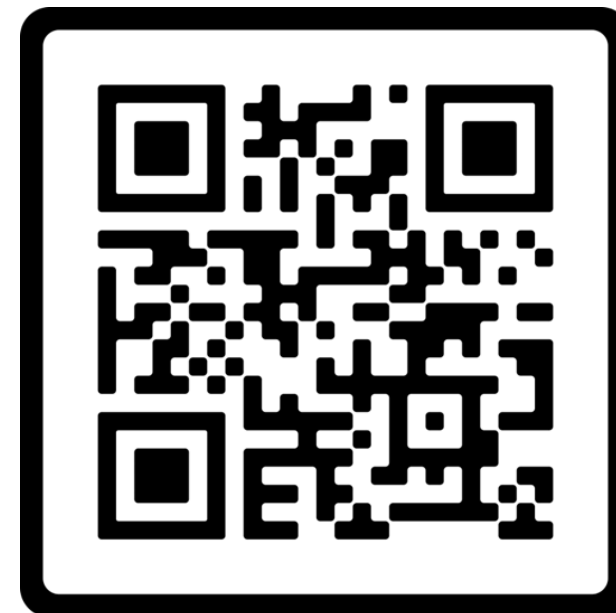
Challenges & learnings

NL

Netherlands



The 7 steps of effective destination management



Other pledges

3. Improving statistics & indicators: dashboard

4. Comprehensive strategy: Perspective 2030

6. Sustainable mobility: cycling and train

7. & 8: Roadmap sustainable tourism

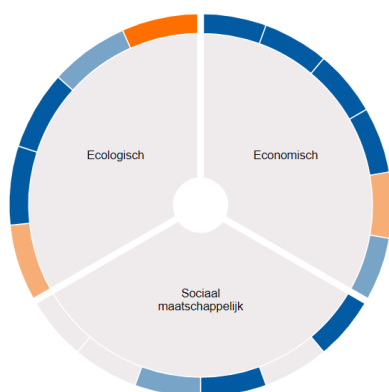
9. Data driven: Date & development Lab

10. Online information: holland.com

11. Best practices: toolkits & online platform

Ontwikkeling zien van de belangrijkste indicatoren, ten opzichte van voorgaande periode. Een uitgebreide uitleg over het dashboard en de profielkaart zijn [hier](#) te vinden.

Klikken kan je meer informatie en aanvullende cijfers vinden. Indien mogelijk zijn de cijfers ook naar provincie niveau uitgeplitst.



	Ontwikkeling	2020/2021	2021/2022	Eenheid
Economisch				
Fte	19,9%	403	377	Aantal x1000
Toeristische werkgelegenheid	15,8%	6,1	5,7	% van aantal banen
Toerisme: bestedingen NL economie totaal	61,6%	53.300	59.300	Euro in miljoenen
Toegevoegde waarde toerisme	48,0%	2,3	2,5	Percentage van BBP
Bedrijven in sector toerisme	-2,3%	34,0	33,2	%
Omzet ontwikkeling toeristische bedrijven	3,0%	82	93	Index
Sociaal maatschappelijk				
Intensiteit overnachtingen	26,6%	1,34	1,58	Overnachtingen per dag per 100 inw.
Aantal voorzieningen binnen 5km	0,5%	229	230	Aantal
Overnachtingen in accommodatie van particuliere verhuurder	26,6%	5.901.000	6.526.000	Aantal
Werkgelegenheid voor migranten	1,2%	31	32	Aandeel werkenden
World Happiness Index	-0,2%	7,449	7,464	score

Questions?



#EUTourism



'Welcome everybody'

Topic 25: Enhancing accessible tourism services

Emilia-Romagna Region - Italy

Silvia De Geronimo - Project Coordinator

#EUTourism

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In Emilia-Romagna there is a holiday for me

- ✓ Presented in response to a public notice issued by the Italian Government.
- ✓ Aims at promoting accessible tourism in the regional seaside district.
- ✓ Large and strategic partnership.
- ✓ Broad meaning of “person with a disability” (e.g. the elderly).
- ❖ All actions involve all tourism operators.
- ❖ Merging the social aspect with the entrepreneurial one.



Comune di Codigoro



Comune di Bellaria Igea Marina



Comune di Cesenatico



COMUNE DI SAN MAURO PASCOLI



Comune di Rimini



COMUNE DI CERVIA



misano
adriatico



Comune di Ravenna

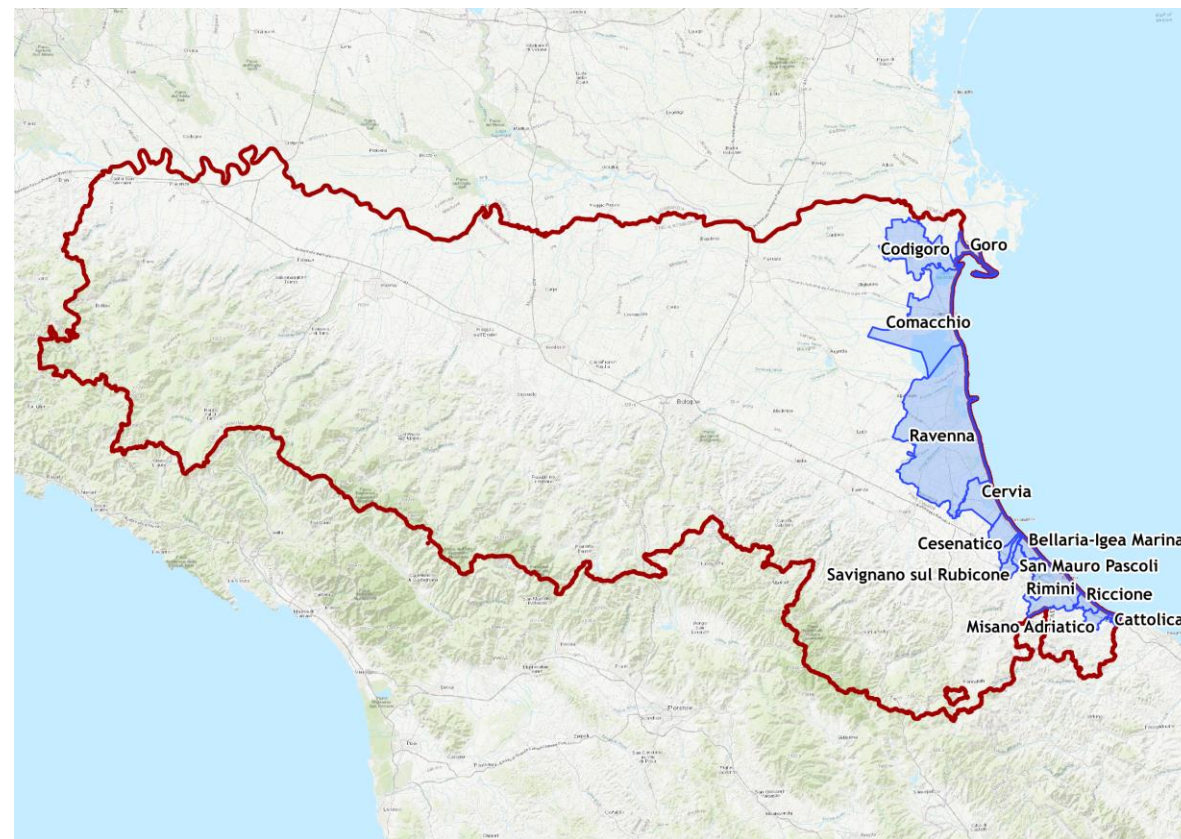


Involved area and project actions

- Multi-faceted
- Scalable and aimed at policy integration

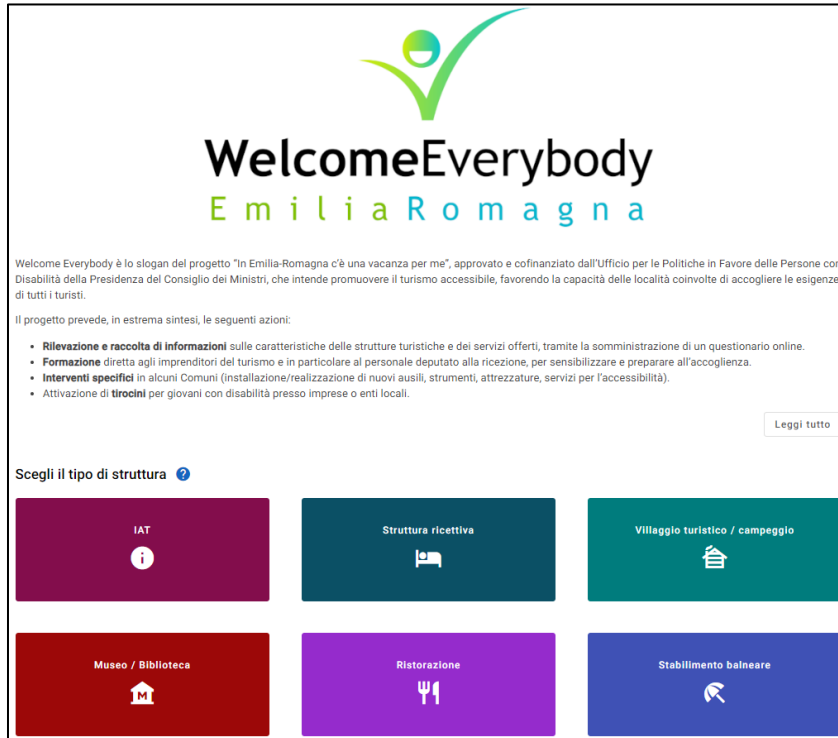
Project actions:

1. Collection and diffusion of information
2. Face-to-face and online training courses
3. Creation of new aids, tools, equipment and services
4. Activation of internships for young people with disabilities (not a pledge)



1. Collection and diffusion of information

#EUTourism



The screenshot shows the 'WelcomeEverybody Emilia Romagna' website. At the top, there is a green logo with a stylized figure and the text 'WelcomeEverybody Emilia Romagna'. Below this, a paragraph explains the project's goal: 'Welcome Everybody è lo slogan del progetto "In Emilia-Romagna c'è una vacanza per me", approvato e cofinanziato dall'Ufficio per le Politiche in Favore delle Persone con Disabilità della Presidenza del Consiglio dei Ministri, che intende promuovere il turismo accessibile, favorendo la capacità delle località coinvolte di accogliere le esigenze di tutti i turisti.' It then lists actions: 'Rilevazione e raccolta di informazioni', 'Formazione', 'Interventi specifici', and 'Attivazione di tirocini'. A 'Leggi tutto' button is visible. Below, a section titled 'Scegli il tipo di struttura' offers six categories: IAT, Struttura ricettiva, Villaggio turistico / campeggio, Museo / Biblioteca, Ristorazione, and Stabilimento balneare, each with a corresponding icon.

- ❖ Integration with regional data collection system (for HAS)
- ❖ Published and promoted on a specific section of www.emiliaromagnaturismo.it and available to local info points.
- ❖ Helpdesk service & consultation by technical partner CERPA
- ❖ Aimed at making the tourism operator autonomous



The advertisement features a scenic view of a beach with the sea in the background. The text 'emiliaromagnaturismo' is at the top left. In the center, 'EMILIAROMAGNA' is written in large, blue, dotted letters on the sand. Below it, a blue heart outline contains the text 'L'Emilia-Romagna vi aspetta!'. At the bottom, a white box with a black border contains the text 'APERTURE & AGGIORNAMENTI'.

PLEDGE → 100% of the data collected are published on a dedicated section of regional websites and available to local info points by 2025

2. Face-to-face and online training courses

Structured by type of disability/impairment and category of tourism operators

Also in a «pill» format

Aimed at a cultural change

Raising awareness, motivating and preparing for the reception of tourists with special needs

PLEDGE → implementation of at least 10 training modules to deliver to regional tourist services operators by 2025



3. Creation of new aids, tools, equipment and services



RIMINI

PLEDGE → installation/implementation of new aids, tools, equipment, services in 9 coastal municipalities by 2025

RAVENNA



CESENATICO





Questions?

For more information:

Silvia De Geronimo

silvia.degeronimo@regione.emilia-romagna.it





TRANSITION PATHWAY FOR TOURISM: How to submit a pledge?

#EUTourism

TOGETHER FOR EU TOURISM

STAKEHOLDER MEETING
11 September 2023



Step 1

Read through the Transition
Pathway for Tourism



And reflect on your organisations
strategy & objectives

Step 2

Go to the pledge submission form

Scan me!



Or go to

<https://ec.europa.eu/eusurvey/runner/Together4EUTourism>

Step 3

Select one or more of the 27 TTP topic areas

- Topic 1: Fair measures for Short-Term Rentals (STR)
- Topic 2: Regulatory support for improved multimodal travelling
- Topic 3: Improving statistics and indicators for tourism
- Topic 4: Comprehensive tourism strategies development or update
- Topic 5: Collaborative governance of tourism destinations
- Topic 6: Sustainable mobility
- Topic 7: Circularity of tourism services
- Topic 8: Green transition of tourism companies and SMEs
- Topic 9: Data-driven tourism services
- Topic 10: Improving the availability of online information on tourism offer
- Topic 11: Easily accessible best practice, peer learning and networking for SMEs
- Topic 12: Research and innovation projects and pilots on circular and climate friendly tourism
- Topic 13: Promoting the use of the PEF and OEF methodology and the development of sectorial category rules for the tourism ecosystem
- Topic 14: Technical implementation for tourism data space
- Topic 15: R&I for digital tools and services in tourism
- Topic 16: Support for digitalisation of tourism SMEs and destinations
- Topic 17: Seamless cross-border travelling
- Topic 18: Coordinated management and updated information on travelling
- Topic 19: Awareness raising on skills needs for twin transition in tourism
- Topic 20: Awareness raising on changes in tourism demand and the opportunities of twin transition for tourism
- Topic 21: Educational organisations to engage in developing and renewing tourism education
- Topic 22: Pact for skills in tourism
- Topic 23: One-stop-shop for learning opportunities for tourism SMEs
- Topic 24: Fairness and equality in tourism jobs
- Topic 25: Enhancing accessible tourism services
- Topic 26: Tourism services for visitors and residents alike
- Topic 27: Support visibility of funding opportunities for tourism actors
- Other topic area

Step 4

Formulate one or more concrete pledges with:

- 1) a concrete action
- 2) a measurable target
- 3) a date

Step 5

Submit

And save your contribution ID



One organisation = one submission only, which can be updated and contain several pledges



Next publication: October 2023

Cut-off date: 18 September 2023

Conclusion – an invitation to act!

Transition Pathway for Tourism is a collaborative effort

- Share information with your members, workers, stakeholders and collaborators
- Launch discussions on potential concrete actions

Get engaged

- Present concrete pledges for your organisation
- Connect and collaborate with other actors and active players
- Follow and participate in the upcoming co-implementation developments (T4T platform in 2024)



Be part of the Together for EU Tourism community

Useful links

Transition Pathway web page: [Tourism transition pathway co-creation \(europa.eu\)](https://op.europa.eu/s/vNbN)

Transition Pathway publication: <https://op.europa.eu/s/vNbN>

Pledge submission: <https://ec.europa.eu/eusurvey/runner/Together4EUTourism>

Guide on EU funding for tourism: https://ec.europa.eu/growth/sectors/tourism/funding-guide_en

Questions?

Send us an email at EU-TOURISM-PATHWAY-2030@ec.europa.eu