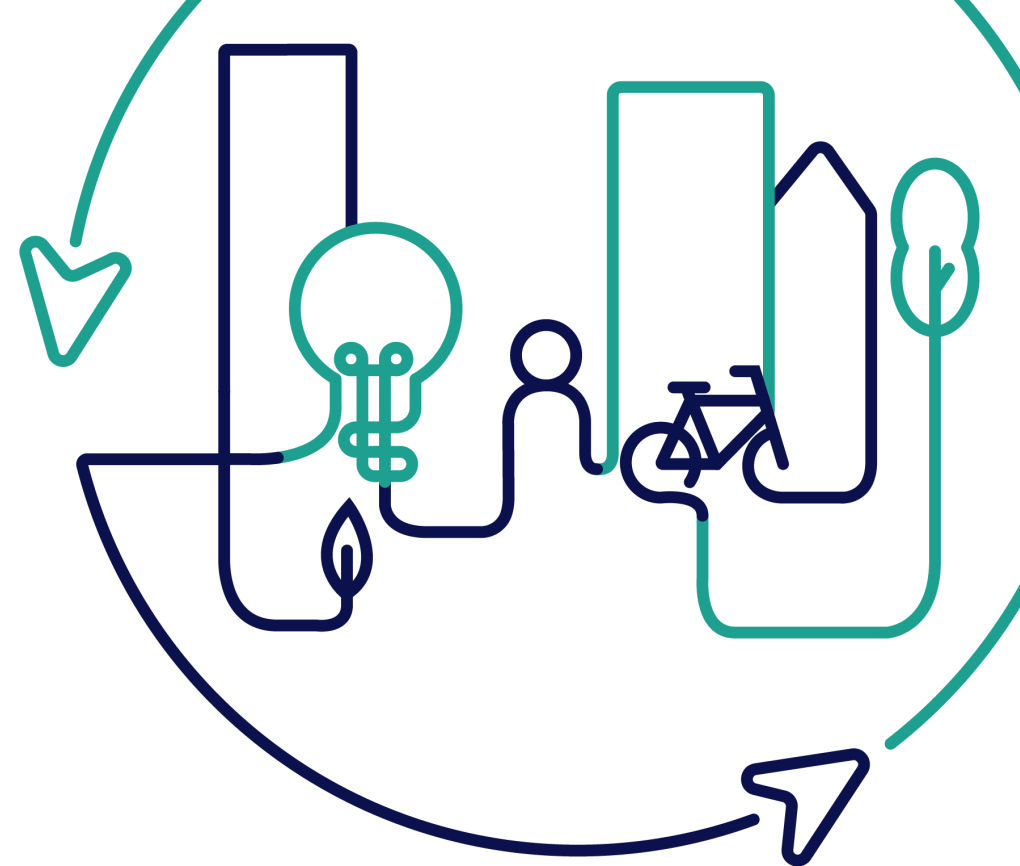


EUROPEAN U R B A N INITIATIVE

EUI-Innovative Actions Call 2 Topic "Sustainable tourism"



Co-funded by
the European Union

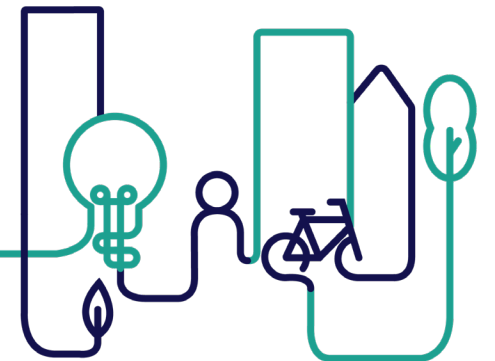
EU TOURISM ECOSYSTEM

Europe is no. 1 destination in the world. 47% of global tourism arrivals (2022) - 2.73 billion number of nights spent in accommodation in the EU

Direct contributions to EU economy and jobs:

- Gross value added: EUR 572 billion (2019) (10% of EU GDP)
- Employed 20.7 million people (12% of total EU employment) (2019)
- 99.8% of tourism companies are SMEs (employing up to 84% of total workers) (2018)
- Highly complementary industrial ecosystem: every EUR 1 value added from tourism – additional 56 cents indirect value added to other industries

Valorisation of natural and cultural heritage of destinations + contribution to wellbeing of residents



Impact of COVID-19 pandemic crisis and war on Ukraine...

Estimated EUR 500 million loss /day (2020)

41% turnover drop (2020 in comparison with 2019) and risking millions of jobs

Immediate crisis responses focused on short-term employment schemes and liquidity support to SMEs

Inflation and increase in food and energy prices

Labour shortages

... and key structural challenges

Green and digital transition, including addressing low level of digitalisation of SMEs and providing up-and re-skilling opportunities for workforce

High degree of seasonality and unequal geographical distribution

Under- or over-utilisation of infrastructure, services and resources

Reducing negative effects for host communities, the climate and the environment

Fast changing expectations and demands of consumers

Welfare of
tourists and
residents



Respect the
natural and
cultural
environment



Socio-economic
development
& competitiveness of
destinations



*Sustainable tourism
requires a balance
between economic,
social, cultural and
environmental
sustainability*

ERDF/CF Regulation 2021/1058 recital 27

Integrated &
holistic
approach



Role of cities in driving the transformation of sustainable tourism

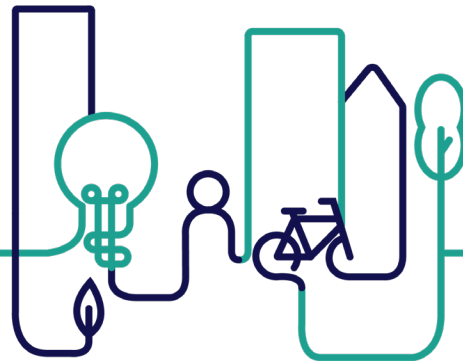


Sustainable and smart urban tourism as a driver of local development and innovation with impact in the wider region

Unique position in the tourism landscape (encompassing unique tourism ecosystems and destinations, implementing place-based tourism policies and complementing existing tourism policy and regulatory environment)



Setting examples of unique solutions and comprehensive policies for the governance, management and promotion of sustainable tourism



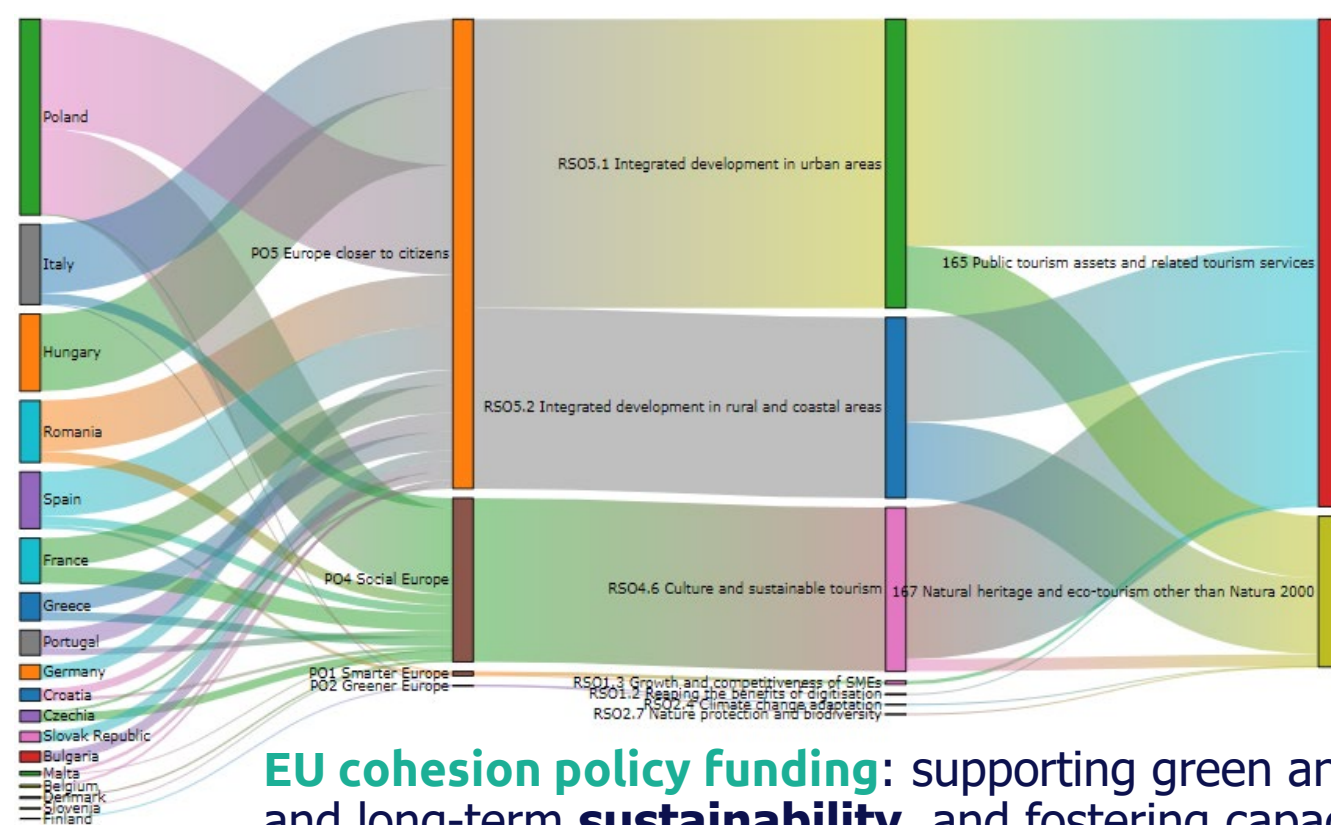
Transition pathway for tourism and EU Tourism Agenda – New policy orientations

- Co-creation and co-implementation process – [Policy report available in 22 languages](#)
- 70 actions under 27 topic areas
(including collaborative governance, greening and digitalization of SMEs and destinations, accessibility, tourism serving visitors and residents, skill needs, resilience...)
- + 400 published [stakeholder pledges](#) on all topic areas from 180 organisations
- Working together with stakeholders: expert group and upcoming Stakeholder Support Platform - « Together for EU tourism – T4T »

EU cohesion policy support for sustainable tourism

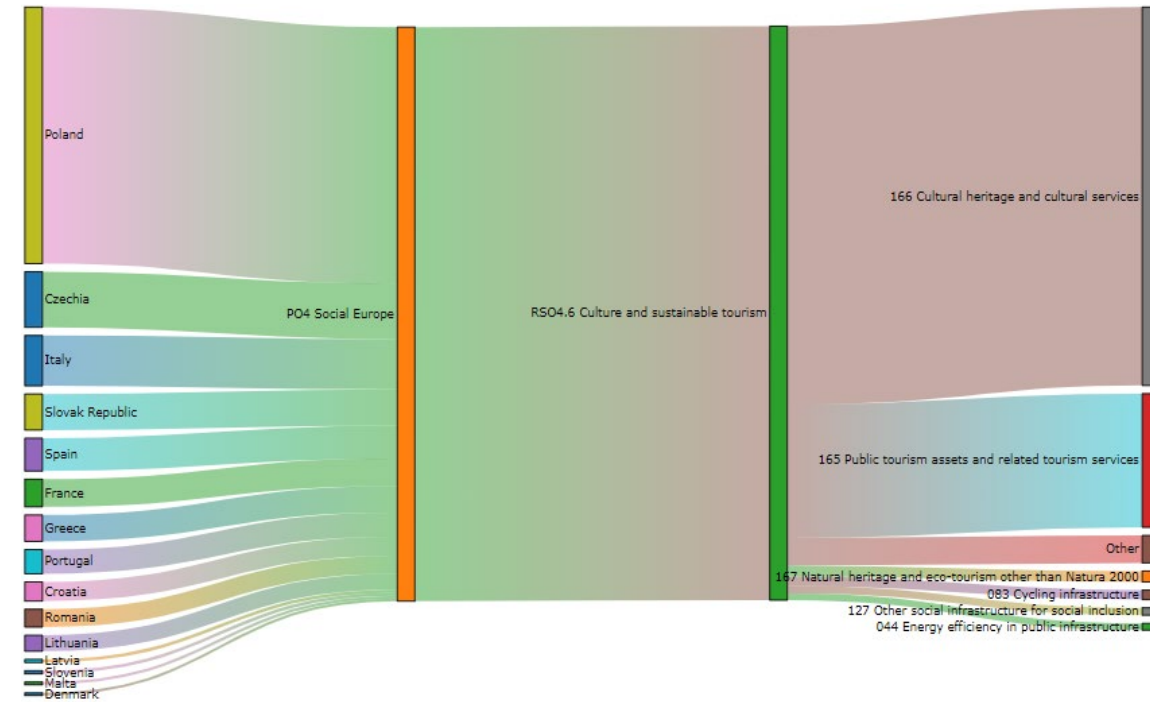
2021-2027 ERDF direct support for sustainable tourism:

EUR 3.65 billion (EU planned allocations) + **EUR 0.57 billion** (Interreg; EU planned allocations)*



2021-2027 ERDF support under RSO4.6 dedicated to culture and sustainable tourism:

EUR 3.73 billion (EU planned allocations) + **EUR 1.13 billion** (Interreg; EU planned allocations)**



EU cohesion policy funding: supporting green and digital **transformation**, strengthening **resilience** and long-term **sustainability**, and fostering capacity for **socioeconomic development, social inclusion** and **social innovation**, in view of the **Tourism Transition Pathway**

* Based on the information of tourism-related intervention fields. Tourism might also benefit from additional indirect support from digitalisation, greening, SME support, territorial cooperation, inclusion that might not have been specifically framed for tourism.

** Based on the aggregated information from intervention fields programmed under RSO4.6 across all relevant EU cohesion policy programmes

SECOND CALL FOR PROPOSALS EUI - INNOVATIVE ACTIONS

Prompts for urban authorities:

- **Diversifying tourism offer** towards varied forms of smart, sustainable and accessible tourism
- Driving the **green and digital transformation**
- Fostering **social inclusion and innovation** through tourism
- **Innovative destination management models**
- Strengthening the **role of cities as gateway** into the wider tourism regional setting
- **New tourism governance models**



SECOND CALL FOR PROPOSALS EUI - INNOVATIVE ACTIONS

Bridging with the Cohesion policy

Specific objective 4.6 *“culture and sustainable tourism in economic development, social inclusion and social innovation”*

Specific objective 5.1 *“fostering the integrated and inclusive social, economic and environmental development, culture, natural heritage, sustainable tourism and security in urban areas”.*

References: ERDF Regulation – Article 3



SECOND CALL FOR PROPOSALS EUI - INNOVATIVE ACTIONS

A list of indicators inspired from Cohesion policy to capture sustainable tourism transformations in the urban context

Output indicators (examples):

- Number of cultural and tourism sites supported (measurement unit: cultural and tourism sites)
- Enterprises supported (of which: micro, small, medium, large) (measurement unit: enterprises)
- Population covered by projects in the framework of integrated actions for socio-economic inclusion of marginalised communities, low-income households and disadvantaged groups (measurement unit: persons)
- Value of digital services, products and processes developed for enterprises (measurement unit: euro)

Result indicators (examples):

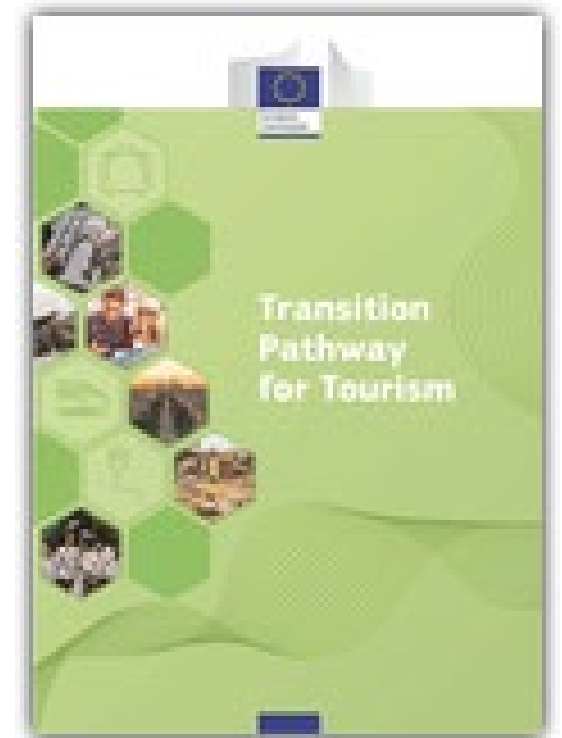
- Visitors of cultural and tourism sites supported (measurement unit: visitors/ year);
- Jobs created in supported entities (*measurement unit*: annual FTEs)
- SMEs introducing product, process, marketing or organisational innovation (measurement unit: enterprises)
- Number of enterprises supported to register to EMAS/ to apply for EU Ecolabel or other EN ISO 140024 type I ecolabels or equivalent (measurement unit: enterprises)

[\(More under Thematic Page for Call 2\)](#)

...NOT binding but to be used as relevant to complete your project proposals' specific indicators

Examples of relevant knowledge sources

- [Transition pathway for tourism Policy report available in 22 languages](#)
 - List of topics and actions (Annex 1)
 - [Overview of commitments and pledges made by stakeholders](#)
- [Study on the contribution of tourism to local and regional development – evidence from Evidence from the European structural and investment funds 2012-2018](#) – with recommendations for future supported projects
- [European Capital & Green Pioneer of Smart Tourism](#) (across 4 categories: accessibility, sustainability, digitalisation, cultural heritage and creativity)
 - Compendium of [best practices](#)
 - Open call for application for 2023 edition
- [European Destinations of Excellence](#) (EDEN)
 - Showcasing outstanding sustainability achievements in smaller destinations
 - Network of destinations of the winners and runners-up of the awards
- [EU Tourism Dashboard](#) with tourism-relevant data and indicators collected from available, trusted sources concerning the tourism ecosystem



Thank you for your attention

More information at:

<https://www.urban-initiative.eu/innovative-actions-sustainable-tourism>

