Stakeholder consultation on the Staff Working Document "**Scenarios towards co-creation of transition pathway for tourism for a more resilient, innovative and sustainable ecosystem**"

Fields marked with * are mandatory.

Introduction

The update of the EU Industrial Strategy highlights the need to accelerate the green and digital transitions of EU Industry. Among the various instruments, the Commission proposed to co-create, in partnership with industry, public authorities, social partners and other stakeholders, transition pathways for ecosystems, where needed. Priority should be given also to sectors heavily affected by the crisis, which benefit from accelerating their twin transition in order to boost their recovery. Tourism has been recognised to be one of these critical ecosystems and therefore, it will be tackled first, by co-creating its transition pathway together with its stakeholders.

The Commission services have prepared a Staff Working Document to outline possible scenarios for a transition pathway for a more resilient, sustainable and innovative tourism ecosystem. This document aims to launch a co-creation process for concrete actions, milestones and commitments with all stakeholders of the tourism ecosystem.

You are invited to engage in this process by sending your input through this online consultation form.

Based on the consultation results and further meetings with stakeholders, the transition pathway will be co-created, finalised and presented by the end of 2021.

This survey will be open until 15 September 2021. You are, however, warmly encouraged to send your responses as soon as possible to facilitate early analysis.

In case of questions about this consultation, please send an email to EU-Tourism-Pathway-2030@ec.europa.eu

About you

* I am giving my contribution as

- ○ Academic / Research institution
- ○ Business association
- ○ Company / Business organisation
- ○ Consumer organisation
- ○ Destination Management Organisation
- ○ Environmental organisation
- ○ EU institution
- ○ EU citizen
- ○ International organisation
- ○ Network of organisations
- ○ Non-governmental organisation (NGO)
- ○ Local administration
- ◉ Regional administration
- ○ National administration
- ○ Trade Union
- ○ Other

* Country of origin of the organisation or the headquarters of a network

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* First name

Alain

* Surname (family name)

Rousset

* Email (this will not be published)

consultationUE@nouvelle-aquitaine.fr

* Organisation / Network name

Région Nouvelle-Aquitaine

Publication of information

Unit GROW.G.1 will publish a report on DG GROW website with an overview of contributions and a summary of the input received. No personal information of the respondents will be published.

☑ I agree with the personal data protection provisions.

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Consultation questions

You are invited to reflect the different issues and scenarios presented in the Staff Working Document for the key dimensions of Resilience, Sustainability and Digital Innovation. You may choose which questions you answer, and leave others empty. Please, in particular, propose concrete actions and targets. Quantifiable evidence is very much welcome.

1. Resilience

Please read and reflect the issues and scenarios proposed in the **Section 2.1.2** of the Staff Working Document.

1.1 What **additional or different issues** would you propose to be ambitiously considered for the development of a resilient tourism ecosystem?

2000 character(s) maximum

New issue: "Attractiveness: improving the overall quality of the tourism offer in a resilient and sustainable way". The European Commission (EC) should ensure that European destinations remain attractive. The territories should adapt their tourism offers to the changes linked to the Covid-19 and the environmental and digital transitions. In this regard, Nouvelle-Aquitaine aims to improve the overall quality of tourism offer to make tourism a vector of economic development and attractiveness of territories. The Region wishes to consider the adaptation of the offer of cultural and natural heritage sites to the needs of the clientele considering sustainability and the living environment of the residents.

New issue: "Accessibility: social and solidarity tourism". The EC should support access to tourism for all, including low-income families, and social and solidarity tourism operators (vacation villages, youth hostels, vacation centres). The latter have been deeply affected by the health crisis, particularly by the sudden cessation of activities related to group clients.
In Nouvelle-Aquitaine, the losses for social tourism operators are estimated at 30M€, i.e. 35% of the tourism turnover in 2019. The sector should be supported in terms of resilience and energy and digital transition (collective spaces and group activities to be rethought, modernisation and accessibility of infrastructures). This represents an additional clientele in the development of resilient local tourism, which benefits local actors and allows a better distribution of tourist flows throughout the year.

Finally, concerning the issue identified on the "Insufficient knowledge of the tourism ecosystem", the EC notes a lack of knowledge of tourism data, whereas the Nouvelle-Aquitaine Region considers that it is rather a problem of exploitation and sharing of tourism data. The local authorities have a lot of data. In addition, the issue of data protection arises when new solutions are developed.

1.2 What additional or different common output scenarios for 2030 would benefit the development of a resilient tourism ecosystem? Please propose **concrete targets for 2030 and milestones for 2025** to measure progress.

2000 character(s) maximum

1.3 What should be **the actions, roles and responsibilities** to reach these objectives for each of the Commission, Member States / Regions, Industry, Destinations and other stakeholders?

2000 character(s) maximum

The crisis' impact on the tourism ecosystem should allow the acceleration of more resilient and sustainable practices in the sector. The regions have a role to play in facilitating the deployment of resilient, sustainable and innovative tourism products and services adapted to customer expectations and in promoting them. This will necessarily require a detailed knowledge of the expectations of tourism customers and support for investments in existing offers or the creation of new ones, as well as increased training and professionalisation of stakeholders.

In terms of reviving the tourism sector, the EC also has an important role to play. It should:
- coordinate European tourism recovery policies to avoid too much competition between Member States;
- set up European funding targeted at the tourism sector to improve the offer and make the necessary transitions towards resilient and sustainable tourism;
- take greater account of the role of the regions in the sustainable and innovative development of the tourism sector.

1.4 Would you have any **input for assessing the costs and benefits** for reaching these scenarios?

2000 character(s) maximum

1.5 What would be the concrete action(s) **your organisation** would be willing to (co-) implement towards reaching these scenarios?

2000 character(s) maximum

Tourism, the leading sector in our Region, has been affected by the crisis. In addition to national aid, the Region supported tourism players by deploying public policies and investments. It has set up an emergency fund to safeguard the cash flow of tourism SMEs (hotels, social tourism accommodation, etc.). Concerning the support to social/solidarity tourism, the Region has created a Tourism Solidarity Cheque to support the departure on holidays in the region of the most vulnerable families. In the future, the Region, together with Banque des territoires, will ensure the creation of a land leaseback for tourism SMEs, to strengthen their equity capital and avoid to debt. Projects selected must include transition to sustainable and resilient tourism.

To support the sector, the Region will benefit from REACT-EU which will support the attractiveness of tourism. In Nouvelle-Aquitaine, the targeted actions are: implementation of a promotion and communication campaign targeting French and European customers; purchase and installation of equipment in tourism infrastructures part of energy, ecological or digital transition; development of natural areas to direct visitor flows to avoid crossings.

In 2020, the Region set up a Tourism Lab bringing together tourism digital start-ups and other players. Its role is complementary to existing structures (incubators, clusters). This tool aims to support the competitiveness and resilience of tourism companies through innovation (digital transformation) and to assist start-ups in their seed phase and testing of innovative solutions in territories. Its aim is to promote an eco-responsible transformation of the entire tourism sector.

Finally the Nouvelle-Aquitaine wishes to structure the sector more strongly to ensure transitions more easily through collective actions linked to the greening of the sector and the digitalisation of the experience. These initiatives will be developed to integrate other works of Tourism Department.

2. Sustainability

Please read and reflect the issues and scenarios proposed in the **Section 2.2.1** of the Staff Working Document.

2.1 What **additional or different issues** would you propose to be ambitiously considered for the development of a sustainable tourism ecosystem?

2000 character(s) maximum

Concerning the issue "Low involvement of tourism destinations and industry in climate change prevention and adaptation", the EC should take more account of the involvement of the territories. Our Region is working on the issue of climate change at the local and regional level (e.g. Beach plan, sustainable development of tourism resorts). Furthermore, the EC should include the theme of the rational management of flows, the development of low-carbon mobility and the increased preservation of natural areas.

For the issue "Unsustainable mobility with a high carbon-footprint for tourism transport", the EC could look more closely at the support for carbon-free tourism practices (e.g. cycling, walking, river, horse riding), as well as accessibility to destinations up to the last kilometre, particularly in rural areas.

Our Region proposes to broaden the issue of "Low levels of up/reskilling support for SMEs in sustainability" to include awareness-raising in terms of sustainability for tourism stakeholders and customers. E.g. promote the deployment of solutions that raise awareness among customers to reduce their environmental impact during their stay (cf. WeGoGreenR start-up); facilitate the deployment of innovative equipment/services that promote practices to reduce environmental impact; promote good practices and encourage the sharing of digital tools (cf. Tourisme Lab).

Finally, the Region proposes to integrate the issue "Maintain a territorial balance in the distribution of tourist flows between the coast and the backshore": in Nouvelle-Aquitaine, tourist flows are concentrated in coastal and urban areas, and spread mainly over the summer. A better distribution of flows would make it possible to generate benefits over a larger part of the territory and to combat overtourism, which is harmful to the environment. In addition, itinerant tourism promotes sustainable tourism and a balance of tourist flows. It also meets the post-Covid need of developing local tourism.

2.2 What additional or different common output scenarios for 2030 would benefit the development of a sustainable tourism ecosystem? Please propose concrete targets for 2030 and milestones for 2025 to measure progress.

2000 character(s) maximum

2.3 What should be the actions, roles and responsibilities to reach these objectives for each of the Commission, Member States / Regions, Industry, Destinations and other stakeholders?

2000 character(s) maximum

2.4 Would you have any input for assessing the costs and benefits for reaching these scenarios?

2000 character(s) maximum

2.5 What would be the concrete action(s) **your organisation** would be willing to (co-) implement towards reaching these scenarios?

2000 character(s) maximum

> The Nouvelle-Aquitaine, through its Neo Terra roadmap dedicated to ecological and energy transition and its Regional Strategy for the Development of Tourism, has the ambition to become a sustainable tourism destination.
>
> In the future, our Region will support, via REACT-EU, sustainable beach development projects identified on the Atlantic coast that meet the dual objective of flow management and environmental preservation, while proposing solutions adapted to local issues. E.g. revegetation of areas; encourage the channelling of flows; encourage more resilient visitor behaviour by increasing the use of soft modes of transport to access the beaches.
>
> Besides, as part of its draft ERDF Nouvelle-Aquitaine Operational Programme 2021-2027, our Region has planned to take into account the risks linked to climate change and erosion on the coast (e.g. part of the beach plan strategies): actions for the relocation of goods and activities under threat, including studies, land acquisition of issues threatened by erosion, flooding or inundation; actions linked to relocation to the backshore; the renaturation of threatened areas.
>
> The Region also supports the sustainable development of mountain resorts and ski areas promoting their transition to four-season tourism (urban/architectural restructuring, activities to facilitate travel, improving accessibility and comfort for all).
>
> In addition, the Region is supporting testing and deployment of solutions for managing overtourism together with Tourisme Lab (call for ideas on overtourism; monitoring summer visitor numbers in some mountain areas; monitoring traffic on beaches and proposing alternative solutions together with the GIP Littoral).
>
> Lastly, as part of the promotion of local consumption and short circuits among tourism stakeholders, actions are being carried out to combat food waste in the sector (hotels, open-air accommodation, etc), to promote short circuits of supply or to enhance the recycling channels for some products.

3. Digital innovation

Please read and reflect the issues and scenarios proposed in the **Section 2.3.1** of the Staff Working Document.

3.1 What **additional or different issues** would you propose to be ambitiously considered for the development of a digital and innovative tourism ecosystem?

2000 character(s) maximum

Concerning the identified issue of "Lack of data sharing among players to support data enabled solutions", we note that data is already open by regions and institutional stakeholders; a national tourism database is accessible via the national platform "Data tourisme" which tourism stakeholders can use to develop their projects. The Commission should take into account the issues of efficient use, security of tourism data and the environmental impact of digital technology. Actions around digital pollution are being discussed with regional tourism operators.

Concerning the issue of "Low level of digitalisation of tourism destinations", we observe on the contrary that tourism destinations in Nouvelle-Aquitaine are relatively well equipped in digital terms (websites, etc.). The challenge would be to digitalise all the tourism operators within these destinations, as well as to coordinate and share digital tools between the various destinations (e.g. continuity of digital mapping of cycle routes). Finally, with regard to the issue identified as "low level of digitalisation of tourism SMEs", this seems to vary according to the region's areas: the greater the demand for tourism in the area, the more the players will equip themselves with appropriate digital tools. The overall observation is that a fairly strong digital transformation is underway among all the tourism players in Nouvelle-Aquitaine.

3.2 What additional or different common output scenarios for 2030 would benefit the digitalisation of the tourism ecosystem? Please propose **concrete targets for 2030 and milestones for 2025** to measure progress.

2000 character(s) maximum

3.3 What should be **the actions, roles and responsibilities** to reach these objectives for each of the Commission, Member States / Regions, Industry, Destinations and other stakeholders?

2000 character(s) maximum

3.4 Would you have any **input for assessing the costs and benefits** for reaching these scenarios?

2000 character(s) maximum

3.5 What would be the concrete action(s) **your organisation** would be willing to (co-) implement towards reaching these scenarios?

2000 character(s) maximum

The Nouvelle-Aquitaine Region supports the digital modernisation of SMEs in the tourism ecosystem in response to changes in the sector. It also supports the digital transition of local public tourism players, in particular tourist offices, departmental tourism committees, etc. In this respect, the Region supports the "Mission des Offices de tourisme de Nouvelle-Aquitaine (MONA)", which has a role in training offices in tourism innovation.

More generally, the Region is also committed to making the tourism training offer known and to disseminating the training culture among all the players (companies, VSEs/SMEs, public sector and associations).

In the future, the Tourisme Lab, through its action on the digital transformation of the tourist actors and by its support to the deployment of innovative digital solutions applied to the tourism market, will favour the digital transformation of the whole sector.

4.Supporting actions for the ecosystem - Section 5

4.1 What more or different supporting frameworks or actions would be needed from each of the Commission, Member States, the industry and other stakeholders to support the transition towards 2030?

2000 character(s) maximum

5. Expression of interest in concrete pledges and commitments

Supporting actions towards and beyond the proposed scenarios of 2030 would be needed. However, this could be achieved only through joint work and commitments. The objective of the transition pathway is to co-create actions and scenarios supported by specific commitments to working towards them. For this reason, the Commission is gathering expressions of interest from industry / associations / networks / destinations / administrations / other organisations to pledge their involvement, support and actions. Based on the expressions of interest submitted through this consultation, DG GROW will be in contact with the organisations in order to jointly define common pledges by the end of 2021.

5.1 What concrete pledge your organisation would be interested to present or collaborate on, in order to support the transition pathway towards a more resilient, greener and innovative tourism ecosystem?

2000 character(s) maximum

6. General comments

6.1 What other comments would you like to give?

2000 character(s) maximum

> REACT-EU appears to be an essential tool for supporting the recovery of tourism actors in Nouvelle-Aquitaine. However, it is regrettable that this tool was implemented late and that it is not adapted to certain tourism structures. In particular, it is limited to SMEs, whereas the need to revitalise operators of all sizes has been identified.

Who should we contact regarding your contribution and possible further involvement in the Tourism Transition Pathway process? We use this contact information when launching a Call for Interest for potential participants in the Stakeholder consultation workshops in October 2021.

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Background Documents

SWD transition pathway for tourism

Contact

[Contact Form](#)